

High Point, North Carolina University Area Plan



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University Area Plan Executive Summary

EXECUTIVE SUMMARY

Plan Purpose

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

Study Area

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

Vision Statement (desired future)

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

Planning Principles

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

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

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

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

Goal 2: Ensure availability of adequate infrastructure.

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

- i. Include projected demand for water and sewer services so advance infrastructure planning can be conducted to accommodate future needs.
- ii. Include future shuttle routes and stops, proposed road closings, and pedestrian routes to ensure that a safe and efficient transportation network is provided.

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Policy 2.2: Maintain adequate stormwater control.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Policy 4.3: Provide sufficient student housing on campus.

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

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

Growth Areas

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

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

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

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

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

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

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Edges

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

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

Proposed Land Use Plan Amendments

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

Conclusion

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

University Area Plan

I. BACKGROUND

Purpose

The City's current Land Use Plan was adopted by City Council on April 6, 2000. This plan is a policy document that communicates long-term development goals for the orderly growth and development of the city. The plan indicates future land uses for areas within the City's designated planning area. The plan gives guidance on how and where High Point should grow. Over the course of time, this plan is amended and redefined to meet the current needs of the community. The purpose of the *University Area Plan* was to conduct a detailed study of the area around High Point University and prepare recommendations to guide the orderly growth of the area.

History

High Point College was gifted with 60 acres from the City of High Point and \$100,000 in pledges from leading citizens and opened its doors in 1924 with three buildings in various stages of development, nine faculty members and 122 students. In the 1930's two additional buildings were built, and by 1944 all capital debt was retired. Enrollment surged in the mid-to-late 1940s and by 1951 the school won accreditation [*City of High Point Architectural Survey*, October 2000]. Over the course of the next two decades, ten new buildings were added. In the 1980s and early 1990s, the campus continued to grow with a new library, residence hall, and the \$6.7 million Millis Convocation Center in 1992. Due to all of the growth, on October 9, 1991 the Board of Trustees voted to change the name of High Point College to High Point University [*Campus Assessment and Master Plan*, 1992]. Yet another growth surge began around 2004, during which 15 new buildings were built, and 20 buildings were renovated [*High Point University Magazine*, summer 2009].

The last detailed plan conducted by the university was the *Campus Assessment and Master Plan*, which was adopted by the university in October 1992. This plan utilized strategic directions created and adopted by the National Commission on the Future of High Point College in March 1990 to create a master plan with proposed needs, locations and a timetable for the future growth of the university. The plan featured a map that identified a number of properties the university hoped to acquire to accommodate predicted campus growth. Since that time the university has grown and implemented much of this plan. The university has maintained and updated the master plan map, but it is updated mostly to reflect the more immediate needs of the university. Considering that this plan is nearly 17 years old, it is felt that it is time for the university to conduct a thorough, up-to-date, detailed assessment of the future growth needs of the university.

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The residential areas immediately surrounding the university were developed primarily in two time periods. The Willoubar Terr. area covering the northeast quadrant of Centennial St. and Montlieu Ave. was planned in 1914 and built in the 1920s and 1930s. The neighborhood north of E. Farriss Ave. was built during the 1950s. In the late 1950s, the College Village Shopping center was constructed, and it opened for business offering numerous commercial and personal services in 1959 [*The Architecture of High Point North Carolina, 2008*].

In essence, this suburban neighborhood including the residences, the university, and the commercial shopping area evolved in conjunction with one another over the course of about 40 years, and it is continuing to grow and prosper today.

Study Area

The study area consists of approximately 500 acres (including right-of-way) and includes properties within 500 feet of: Centennial St., University Village dormitories, Guyer St. and N. College Dr. and Montlieu Ave. The purpose of the study area boundary was to set the outer limits for which data was collected. It does not imply where the university will grow. See map at right.

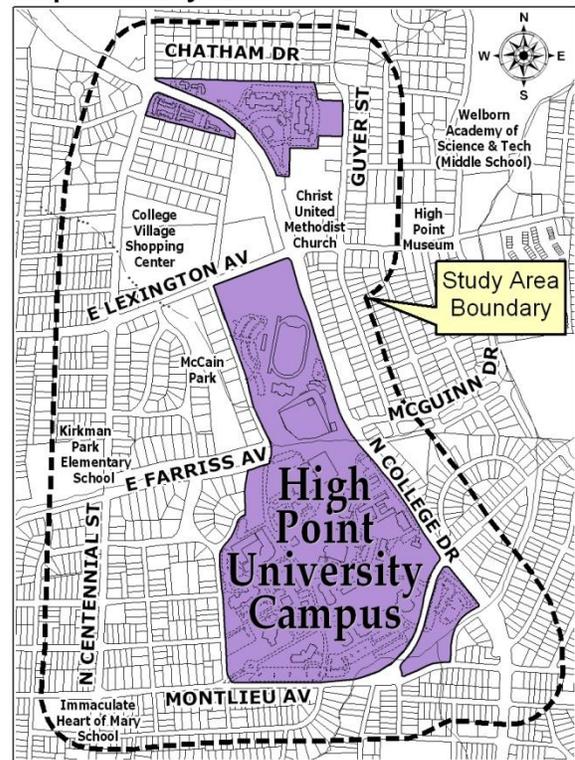
Planning Process

This plan was prepared by City planning staff in consultation with High Point University staff and citizens of the area. The following approach was used to create this plan:

Task 1: Background Work

- Physical Analysis – Compiled and prepared mapping information (Land Use Plan, environmental constraints, 2007 existing land use, historic resources, zoning, and aerial photography from 2003 & 2008) for the public open house.
- Public Kick-off Meeting – Invited all property owners within the study area to a public open house on December 18, 2008 at Christ United Methodist Church to gather public comment on desires and concerns for the area. Comment sheets were provided, and the responses were compiled for analysis.

Map 1 - Study Area



University Area Plan

Task 2: Field Survey and Data Analysis

- Field Survey – Collected existing land use, housing condition, historic significance, and digital photos of properties.
- Data Analysis – Reviewed and compiled tax data, ownership information, rental properties, vacancies, and demolition permits.

Task 3: Draft Plan

- Based on data collected and input received, a draft plan was created including:
 - Growth Areas Map
 - Future Land Use Map
 - Policy Recommendations.

Task 4: Plan Presentation & Revisions

- Held a 2nd public meeting to present the plan concepts and to receive public comment.
- Compiled comments received and revised plan as needed.
- Held 3rd public meeting to present final draft plan.
- Adoption process (public hearings before Planning and Zoning Commission, and City Council).

Land Use/Zoning History

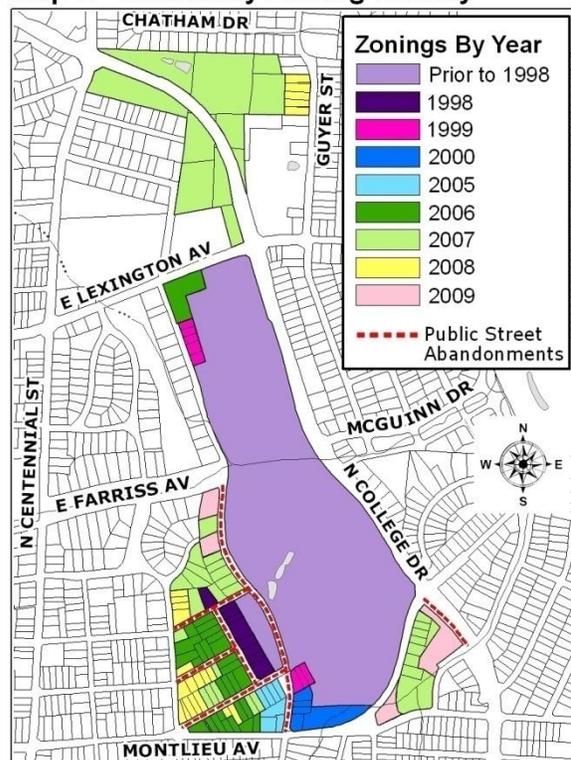
Zoning Actions

High Point University zoning changes since 1998:

- i. Over the course of the past ten years, there have been 16 rezonings and two Special Use Permits, which added approximately 54 acres to the campus.

Year	Acres	% Increase over 1998 total
Prior to 1998	68.85	
1998	2.51	3.65%
1999	1.57	2.28%
2000	2.55	3.70%
2005	1.71	2.48%
2006	7.69	11.17%
2007	29.81	43.30%
2008	4.58	6.65%
2009	3.70	5.37%
Total	122.97	78.60%

Map 2 - University Zoning History



- ii. The majority of the zoning changes were from residential zoning districts to the Public and Institutional District. The Special Use Permits were for the parking lot on the

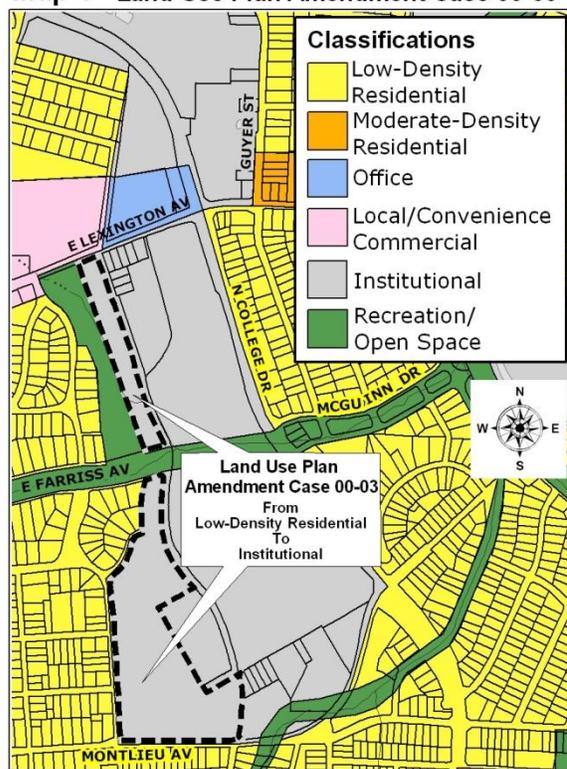
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- southwest corner of Montlieu Ave. and N. College Dr.
- iii. Prior to 1998 the area zoned for the university consisted of approximately 69 acres, and the current area is approximately 123 acres, equaling an almost 79% increase in the area zoned for the university.¹
 - iv. With the campus expansions there has also been a need for public street closures. As shown in red on Map 2, six public streets totaling approximately one mile have been converted to private streets to accommodate campus growth.

Overview of Significant Land Use Plan Amendments

April 2001: The Land Use Plan was amended for a High Point University expansion. The rezoning case that precipitated the 2001 land use amendment included about ten lots on both sides of W. College Dr. (formerly Barbee Ave.) north of Montlieu Ave. City Council approved the rezoning request (case 99-48) from RS-7 Residential Single Family District to Conditional Use Public and Institutional District (CU PI) for the lots on the east side of W. College Dr. because they conformed with the Land Use Plan. However, City Council did not approve the rezoning on the west side because the Land Use Plan had it designated as Low Density Residential. Upon the request of City Council, University officials and City staff worked together after rezoning case 99-48 was approved to update the 1992 *Campus Assessment Master Plan* to reflect future growth intentions of the university. The result of this collaboration was Land Use Plan Amendment case 00-03 and the accompanying 2001 *High Point University Land Use Plan Implementation Policy*. The land use amendment expanded the Institutional land use designation west of W. College Dr. to Fifth St./Fifth Ct., which is the current boundary of the Institutional land use designation in this area (see Map 3). The policy document that was created, established the following set of criteria on how rezoning requests and expansions of the university should occur within this newly designated institutional area:

Map 3 - Land Use Plan Amendment Case 00-03



¹ This acreage includes only property that has been rezoned by the university; it does not include all property owned by the university.

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2001 High Point University Land Use Plan Implementation Policy

Ideally, the university would forego requesting any zoning change within a block designated wholly or in part for Institutional use until it owns or otherwise controls at least 50 percent, or better yet 100 percent, of all properties so designated within the block.

However, in any case, all rezoning requests in High Point University's future growth area must be accompanied by a Conditional Use Permit addressing, at a minimum, the following development factors:

- *The potential impact of the proposed rezoning on not only adjacent properties but on all properties within the block, as well;*
- *The potential impact of the land uses proposed for the rezoning site, to include but not limited to consideration as to noise, exterior lighting and hours of operation in a rezoning case;*
- *The mass, scale and height of the proposed use and accessory uses;*
- *The topography of the rezoning site and adjacent properties;*
- *The impact on adjacent and nearby residential uses of non-local traffic generated by the proposed use;*
- *The potential impact of the rezoning on the transportation/circulation system;*
- *The proposed buffers, setbacks and landscaping;*
- *The land use designation of properties adjacent to the rezoning site;*
- *The degree of contiguity between the proposed new institutional use and other institutional uses in the same block and neighboring blocks.*

September 2, 2008: City Council designated an additional 31.36 acres as Institutional on the Land Use Map to reflect the existing institutional use (new dormitories) and to provide an additional area for parking on the west side of Guyer St.

Existing Conditions

Overview

Existing conditions of the study area were obtained through data analysis and field survey work conducted by staff from the Planning and Development Department. Data collected consisted of the following: environmental constraints (e.g. steep slopes, floodplain), existing land use, zoning, ownership, occupancy, housing condition, historic significance, and public infrastructure (e.g. water, sewer, streets, sidewalks). The existing conditions data reflected in this report were gathered during spring 2009. Any changes in data (e.g. ownership, occupancy) following this timeframe are not reflected in calculations. The university has purchased properties since the spring that are not reflected in the calculations, but some recent purchases (through May 11, 2009) are shown on some of the maps.

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Environmental

Although the study area is urbanized, there are still many environmental resources within it that need to be recognized. Appendix Map A focuses on the environmental attributes of the area such as: streams, steep slopes, floodplains, stream buffers, parks and the existing and proposed greenways. There are three primary streams that traverse the study area from west to east. The first is just south of Montlieu Ave., the second runs through the middle of campus along the greenway and E. Farriss Ave., and the third runs southeast from College Village Shopping Center through McCain Park towards E. Farriss Ave. Along these streams there are also the associated floodplains and steep slopes all of which have certain development restrictions depending on stream classification, flood zone and development intensity.

Also shown on this map are the existing greenway and a proposed greenway. The existing greenway cuts through the center of campus along the stream and existing roadways. This greenway is heavily used by the community, and it is expected to be retained. The proposed greenway is shown to the east and south of the campus along a stream in the vicinity of Meadowbrook Blvd. This is a desired future greenway that was identified as part of the City's recent greenway study, and it is a primary recommendation of the recently adopted Washington Drive District Plan. This proposed greenway would extend south running adjacent to Penn-Griffin School for the Arts and eventually ending at the proposed plaza on the south side of Washington Dr. at Gaylord Ct. From there sidewalk will link pedestrians to the proposed new park on Washington Dr. at the foot of Hobson St. At this time there is no funding or time frame for the construction of this greenway. At such time funding is obtained, the final engineered location of this proposed greenway will need to be determined.



Greenway along E. Farriss Avenue

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Existing Land Use

As Appendix Map B and Table 2 show, the study area features a diverse mixture of existing land uses including single-family, multi-family, office, institutional, recreation/open space, and commercial; but the predominate uses are single-family residential and High Point University Campus, totaling 86% of the parcels and 77% of the land area. While the undeveloped parcels make up 10% of the total parcels and 7% of the land area, they are scattered throughout the study area.

<u>Land Use</u>	<u># of Parcels</u>	<u>% of Parcels</u>	<u>Acres</u>	<u>% of Acres</u>
Single Family	774	80.88%	200.27	48.38%
Duplex	20	2.09%	3.97	0.96%
Multi-Family	2	0.21%	3.53	0.85%
Office	3	0.31%	0.45	0.11%
Institutional	9	0.94%	29.53	7.13%
Recreation/Open Space	3	0.31%	8.12	1.96%
Commercial	9	0.94%	18.03	4.36%
HPU Campus	45	4.70%	119.64	28.90%
Undeveloped	92	9.61%	30.45	7.36%
Total	957	100.00%	413.99¹	100.00%
1. The total land area for existing land use does not include right-of-way (roadways).				

Land Use Plan

The Land Use Plan map (Appendix Map C) is part of the City's Land Use Plan that serves as the City's statement of long-term policy issues, goals and principles to guide future development. The Land Use Plan map graphically depicts the general future land use patterns for the City's Planning Area based on the stated policies, goals and principles. This map differs from the existing land use map in that it is much less specific, and it depicts generally what the land use patterns should ideally become in the future.

As mentioned in the Land Use and Zoning History section of this plan, the Land Use Plan map is periodically amended to reflect the growth needs of the city. The Land Use Plan map currently shows areas generally designated for residential, institutional, office, commercial, and recreation and open space. Based on the recent growth of the university and the projected future needs of the university, it is apparent that the current institutional land use classification is no longer adequate. Therefore, the Land Use Plan needs to be reviewed and updated based on the future growth needs of the area, so as to give policy guidance on how and where future growth might best be accommodated.

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Zoning

Similar to the Existing Land Use map, the Zoning map (see Appendix Map D) shows a variety of different zoning districts, but the predominate zoning districts are Public and Institutional (PI), and RS-7 and RS-9. The Public and Institutional district is primarily intended for mid- and large-sized public, quasi-public, institutional uses which have a substantial impact or traffic generation potential. The RS-7 and RS-9 districts are primarily intended to accommodate single-family detached dwellings on lots ranging from a minimum of 7,000 to 9,000 square feet, respectively, in developments where public water and sewer is required, with an overall gross density of 4-5 units per acre or less.

Property Ownership

Within the study area there are several individuals that own multiple properties. Appendix Map E and Table 3 illustrate property ownership for those that own three parcels of land up to 90 parcels of land. Not surprisingly, the university is the largest land owner with 138 acres equaling 33% of the total land area (excluding right-of-way). However, there are 33 owners (not including the university) that own three or more parcels totaling 154 parcels or 16% of the total 957 parcels within the study area, which equates to 47 acres or 11% of the total land area within the study area.²

# of Parcels Owned	# of Property Owners	Total Parcels	Total Acreage	% of Total Area
3	18	54	15.55	3.76%
4	6	24	6.51	1.57%
5	4	20	4.87	1.18%
8	1	8	1.31	0.32%
10	1	10	2.08	0.50%
12	2	24	12.03	2.91%
14	1	14	4.75	1.15%
90 ¹	1	90	137.58	33.23%
Total	34	244	184.68	44.61%

1. Properties owned by High Point University.

Residential Occupancy

Appendix Map F and Table 4 show that of the total number of occupied homes within the study area, the renter to owner ratio is almost 50-50. In reviewing the spatial patterns, home-ownership generally appears to be higher north of E. Farris Ave., with the highest concentrations west of McCain Park and along Chatham Dr. and Guyer St. north of Lexington Ave. In other areas the ownership is more scattered.

Occupancy	Number	Percent
Owner Occupied	407	54.12%
Rental	345	45.88%
Total	752	100.00%
Vacant Dwellings	42	5.29%

² These calculations exclude right-of-way and are based on the total developable land area of 413.99 acres and 957 parcels.

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The vacancy rate of the total number of dwellings (794) was determined by checking utility service, and 42 homes were found to be vacant as of spring 2009. This equates to a 5.3% vacancy rate, which is less than half of the city-wide vacancy rate of 11.1%, according to the 2005-2007 American Community Survey.

Housing Condition

The assessment of housing condition was based on a visual survey of the exterior of the buildings. Given the method used, it is possible that the condition of the structures may differ significantly on the interior. There is also a certain amount of subjectivity that is inevitable when visually assessing buildings. Five general categories were used to classify the condition of the buildings – very good, good, fair, poor, and very poor. The following is a brief description of each category:

- 1) Very Good – there are no signs of damage to any of the structural elements (such as the roof, windows, and foundation), and the exterior is exceptionally clean and well-kept, and possessing, for example, features like a well-maintained front porch and landscaping. The structures might be considered substantially above average.
- 2) Good – there are no signs of damage to any of the structural elements (such as the roof, windows, and foundation), and the exterior is generally clean, usually with a well-kept front porch and landscaping. Minor defects, such as a need for new paint, shrubbery that could benefit from trimming or a gutter bracket that should be reattached, may be present. The structures might be considered standard or slightly above average.
- 3) Fair – these buildings may have some signs of minor damage to structural elements such as the roof, windows, or foundation that require work, but not to the point of causing the building to be unsafe, and other signs of a lack of maintenance such as large areas of chipped paint, missing shingles, broken awnings, porches in need of minor repair and somewhat neglected landscaping. The structures might be considered slightly below average or deteriorating.
- 4) Poor – there are obvious signs of damage to the structure that if not addressed would result in the building being unsafe (e.g. broken or missing windows, portions of roof sagging, cracked foundation, porch in need of minor repair, and neglected landscaping in need of replacement or maintenance). The structures might be considered well below average or deteriorated.

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- 5) Very Poor – this category is reserved for buildings that have severe structural damage that make it unsafe for human habitation and may also have badly overgrown landscaping. The structures might be considered blighted. Immediate efforts should be made to rehabilitate the building or demolition should be strongly considered.

Table 5 shows the results of the survey of housing conditions. There are a few scattered pockets of residential buildings that are in fair to poor conditions with a slightly higher frequency of fair to very poor pockets south of E. Farriss Ave.

Condition	# of Buildings	Percent
Very Good	13	1.64%
Good	647	81.49%
Fair	105	13.22%
Poor	22	2.77%
Very Poor	7	0.88%
Total	794	100.00%

Overall the residential sections of the neighborhood have remained relatively stable over time. Approximately 83% of the residential structures are considered good or very good; and while the rental properties comprise almost 46%, they are relatively scattered with the highest frequency of rental properties south of E. Farriss Ave. Additionally, other than where the university has grown, the residential areas have remained primarily unchanged in zoning and use.

Historic Resources

The homes in the area near the northeast corner of Centennial St. and Montlieu Ave. were developed primarily in the 1920s and 1930s to connect the city to the newly established college. Willoubar Terr. was planned in 1914 after the land for the Barbee Dairy, which covered much of the territory around the intersection of Centennial St. and Montlieu Ave., was sold. The neighborhood was filled with well-designed examples of Craftsman residences constructed in a variety of materials, including fieldstone and oversized brick. These homes share common details such as wide porches, low rooflines and wide eaves with diagonal brackets.

Just north of this neighborhood is the W. College Dr. neighborhood, which was developed primarily during the 1950s, and it exhibits some of the earliest examples of modern architecture in the city. This modernist style features broad expanses of windows, natural wood siding and richly vegetated lots. [*The Architecture of High Point North Carolina*, 2008]



Example of a house on the west side of W. College Dr. that is recommended to be maintained

University Area Plan

Due to some of the rich examples of architecture within these neighborhoods, the university is encouraged to maintain some of these structures for reuse by the university. Many well-established universities are surrounded by architecturally rich and diverse residential areas that provide a sense of community history close to the institutions. They can reduce the needs for driving time, strengthen university recruitment, and add a sense of establishment, culture, and architectural history. A couple areas of particular interest are the houses that front along Montlieu Ave. between Fifth St. and Centennial St., and the houses that front along W. College Dr. between E. Farriss Ave. and Lexington Ave. The structures could be used temporarily or permanently for student or staff housing, or as administrative offices. As such, these areas would serve as a transition area between the university and the adjacent single-family neighborhood.



Example of houses on the north side of Montlieu Ave. that are recommended for reuse by the university

Commercial Area

The commercial node that surrounds the intersection of Centennial St. and Lexington Ave. provides needed services within walking distance to the surrounding neighborhoods, university students and employees, and to those that pass through on their way to and from other places. This area was identified in the Core City Plan as one of eight mixed use centers within the 11-square mile Core City area. The Food Lion is one of the few remaining grocery stores within the Core City, and it should be retained. This shopping center could be enhanced as recommended in the Core City Plan through additional commercial and mixed-use buildings along the street frontage, new exterior architectural treatment, and enhanced landscaping and parking areas. The continued success of this commercial node aids in the continued stability of the surrounding residential areas.

Stormwater

The City enforces stormwater regulations to protect the public drinking water supply by treating and controlling stormwater runoff from built-upon (impervious) surfaces within identified drainage areas. When development is proposed, plans are submitted and stormwater devices are required to control the timing, quantity, and quality of the run-off. The run-



Biocell stormwater control device on Guyer Street

University Area Plan

off can be controlled through a variety of different devices such as, but not limited to, ponds and biocells. Within the campus there are drainage areas that require stormwater control devices when new development occurs. As new campus development occurs, it will need to be reviewed, and the appropriate controls will be required. In order to meet the future needs of the university in the most efficient manner and avoid unnecessary delays during construction, the Public Services Department has stated a need to evaluate a master development plan for the area so that advance planning for controlling stormwater can be conducted.

Water and Sewer:

As shown on Appendix Map G, there are existing water and sewer lines (infrastructure) of various sizes and locations throughout the designated growth areas that will need to be evaluated prior to redevelopment. The infrastructure within these areas also serves areas beyond the study area boundaries, so any changes will have an impact on areas beyond just the university. Infrastructure for new university development will need to be designed, engineered and appropriately located and sized to accommodate future demands. As stated above, the Public Services Department has expressed a need to evaluate a master development plan for the area so that advance infrastructure planning can be conducted. This master plan should include the projected demand for water and sewer services.

Transportation

Within the study area there are public streets that serve both through traffic and local traffic, as well as sidewalks and a greenway that serve students and residents of the area. Additionally, there are private streets and pathways within the campus that serve the students. As the university has grown, so has the need for incorporating different modes of travel. The university has increased its private street network, added pedestrian pathways and crosswalks, and developed a shuttle service.

As shown on Appendix Map H, staff reviewed existing public sidewalks and bus stops within the study area and identified where additional public sidewalks may be needed, primarily to provide safe pedestrian access to commercial services. The needed sidewalks were identified along the major roadways versus the local streets because they are a higher safety concern than the smaller local streets. Also shown on the map is a planned sidewalk along N. College Dr. between Centennial St. and Eastchester Dr. This represents a project that has been previously identified as needing



Crosswalk on Lexington Avenue at N. College Drive

University Area Plan

a sidewalk, and it is in the process of obtaining funding. Once funding is obtained the sidewalk will be located on one side of the street or the other.

Additionally, staff is recommending looking into the feasibility of a planted median along N. College Dr. between Eastchester Dr. and Kivett Dr. that would enhance the entrance into campus, allow for safe refuge for pedestrians, and provide a visual buffer between the campus and adjacent neighborhoods. If this is found to be feasible, it might be a good opportunity for a joint project between the City, the university, and NCDOT, similar to the partnership that was formed to create the Spring Garden St. project that traverses the UNCG campus in Greensboro.

These suggested enhancements are supported by the Core City Plan in that it identified eight streets within the urban core that are key to forming people's use and perceptions of an area. Four of the eight identified streets are partially within the study area. They are: College Dr., Centennial St., Montlieu Ave., and Lexington Ave. As key streets the plan recommends that they be evaluated and targeted for enhancements such as sidewalks, bike lanes, street trees, medians and crosswalks.

In order to continue to meet the needs of the university and of the community in general, the City Department of Transportation has stated a need for a long-range multi-modal master transportation plan for the campus. Such a document would serve as a guide to ensure that the city and the university cooperatively plan for and provide a transportation network that serves the university and the surrounding community, offering a variety of travel modes in a safe and efficient manner.

Noise

As previously mentioned, this neighborhood has grown and developed in conjunction with one another over the course of the last 80 plus years. As such there are reasonable expectations for the types of noise that each component of the neighborhood typically creates. The university is a functioning and active use that generates typical noise from traffic, students, and outdoor sporting events. However, residents of the neighborhood should expect reasonable limits to the noise and be free from unnecessary noise such as loud late parties and the like. In moving forward, each neighborhood component needs to be cognizant and respectful of one another when scheduling events, and communicating with one another concerning special events that might create an unanticipated level of noise.

University Area Plan

High Point University Existing Conditions

The main entrance to campus is off of Montlieu Ave. just west of N. College Dr. The oldest part of campus is bounded on the west by W. College Dr., Lexington Ave. to the north, N. College Dr. to the east and Montlieu Ave. to the south. There are three fairly new sections of campus that have emerged since 2004 that total approximately 46 acres. The first area is the new parking lot on the southwest corner of Montlieu Ave. and N. College Dr., the second area is the expansion to the north on the north side of Lexington Ave. bordering the east and west sides of N. College Dr. for on-campus housing, and the third is the western expansion to Fifth St. for academic buildings and on-campus housing. (See Appendix Maps I and J)



High Point University Campus

In order to project the future growth needs of the university, information has been gathered about how the university has grown in the recent past and how it plans to grow in the near future. The university has grown in a variety of different ways. It is physically expanding in overall size through acquiring and developing new areas outside the original campus, and the university is renovating and constructing infill buildings within the original campus. The following is a synopsis of the recent growth that was provided by university staff and as stated in the summer 2009 edition of the *High Point University Magazine*:

- Recent Growth–
 - 15 new buildings, 20 buildings were renovated.
 - Approximately 70 acres of land have been acquired.
 - New multiplex - this mixed-use building contains 277,000 square feet and includes a food court, restaurant, convenience store, movie theater, an interactive gaming center, private study rooms, and dorm rooms for 500 students.
- Enrollment –
 - Traditional undergraduate (full-time) enrollment has grown from 1,484 in 2005 to 2,700 in 2009 (+81.9%). Nearly 2,450 (90.7%) of the traditional undergraduate students currently live on campus.
 - Freshman enrollment has grown from 370 in 2005 to 1,040 in 2009 (+181%).
 - Graduate school enrollment has grown from 130 in 2005 to 360 in 2008 (+177%).
 - The evening degree program enrolls more than 900 students in High Point and Winston-Salem. The university is slowly shifting this program from the High Point campus to the Winston-Salem campus.

University Area Plan

➤ Future Growth

- The university has stated a need for 20-25 additional acres within 3-6 years.
- Traditional undergraduate enrollment is expected to reach 3,500 in the near future, which could generate the need for 725-1,050 beds, depending on the percent of students that opt to live on campus.
- Academic building(s) - Brayton School of Education is in the planning stages.
- Parking lot(s).
- Greek housing.

Appendix Map K shows the existing land uses of properties owned by the university as of spring 2009. Properties that were acquired after this time do not show an existing university land use. Properties owned by the university that are located off or adjacent to the campus are being used as rental homes, housing for students, landscaped/entryways, open space, and some are undeveloped. Areas that are currently undeveloped such as the area on the west side of N. College Dr. north of Lexington Ave. (shown as area A) will likely be developed at some point in the future, while other areas like the area on the east side of N. College Dr. south of McGuinn Dr. (shown as area B) will likely remain as undeveloped open space. The latter area is currently being used as non-built-upon credit area for watershed offsets that allow the current campus to add additional built-upon area. Other areas, such as the southeast corner of N. College Dr. and Lexington Ave., the northeast and southeast corners of Montlieu Ave. and N. College Dr. and the southeast and southwest corners of Montlieu Ave. and Fifth St. (respectively shown as areas C, D, and E) will likely be used as landscaped entryways into the campus. As is shown on the map, the university has recently purchased and is continuing to purchase property in the blocks to the west of Fifth St. over to Willoubar Terr. It is important to note, the university acquires property only through private negotiations with individual property owners, and they do not have the power of eminent domain.

II. GOALS AND POLICIES

This section of the plan discusses the envisioned future and how the future will be achieved through the stated goals, policies and phased growth plan.

Vision Statement (desired future)

Based on the information gathered, the following is a statement of the desired future:

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

University Area Plan

Planning Principles

The following is a list of goals and policies that suggest who, what, when, where, and how the aforementioned vision will be achieved. They are to be used by all of the partners that helped create it (residents of the area, city, and university). These principles are intended to enhance and replace the 2001 *High Point University Land Use Plan Implementation Policy* described on page 5. The roles and responsibilities that come from these goals and policies are summarized in the Implementation/Recommendation section of the plan which starts on page 30.

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

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

Policy 1.2: Establish and maintain a university contact person that can provide information to area property owners about the timing of any planned expansions so that residents can make appropriate property improvement decisions. Neighborhood updates could be achieved utilizing various methods, one of which could be establishing regular meetings with the neighborhood (e.g. quarterly, bi-annual, etc.) similar to what UNCG has recently established.

Goal 2: Ensure availability of adequate infrastructure.

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

- i. Include projected demand for water and sewer services so advance infrastructure planning can be conducted to accommodate future needs and avoid negative impacts on adjacent properties.
- ii. Include future shuttle routes and stops, proposed road closings, and pedestrian routes to ensure that a safe and efficient transportation network is provided.

Policy 2.2: Maintain adequate stormwater control to prevent negative impacts on surrounding properties, water quality, and the natural environment.

University Area Plan

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

- i. Improve pedestrian connections to and from campus, especially where they cross major thoroughfares (e.g. signalized crosswalks, stamped pavement, medians, etc.).
- ii. Improve pedestrian access to services within the study area – by filling in missing sidewalks where needed to provide safe pedestrian access to area services such as the College Village Shopping Center.
- iii. Preserve and maintain the existing greenway.
- iv. Evaluate and maintain public street access where needed to preserve public access and ensure adequate traffic flow.
 - a. Maintain E. Farriss Ave. as a public street and allow for public access on the eastern-most end along W. College Dr. (see Map 6).



Greenway through campus

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

Policy 3.1: Maintain existing natural areas between the university and adjacent neighborhoods (e.g. the natural areas west of Fifth St. just south of E. Farriss Ave., and on the east side of N. College Dr. south of the greenway).



Natural area on the east side of N. College Dr.

Policy 3.2: Maintain as many existing large mature trees as possible, on site during new construction. A tree survey showing the location of existing trees may be required prior to development.



Natural area west of Fifth Street

University Area Plan

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

Policy 3.4 Explore the feasibility of installing a planted median on N. College Dr. between Eastchester Dr. and Kivett Dr. to improve pedestrian safety and provide an additional separation between campus and the residences on the east side of N. College Dr. This median is recommended to be continued south to Kivett Dr. and north to Eastchester Dr. to connect the existing planted medians and enhance the gateways into campus.

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

- i. Decrease the bulk, mass and height of buildings, or increase setbacks.
- ii. Prevent the spillover of light and glare from outdoor lighting onto adjacent properties by limiting the height, illumination, and direction of outdoor lighting.
- iii. Locate parking areas internal to campus, where possible, to minimize visual impacts on adjacent residential properties. They should be screened from view, and access to the parking areas should be from internal campus driveways and not directly from local residential streets to minimize cut-through traffic in the residential neighborhood.
- iv. A combination of fencing and landscaping can be used to soften the edges, however solid fencing is typically discouraged along public streets.
- v. Placement of loading areas and mechanical equipment should be placed to minimize impact on adjacent properties. Screening shall be provided.
- vi. Consider reusing structures along the campus edges for housing, administrative offices, or other university uses.



New parking lot along Guyer Street

Policy 3.6: New campus development should be contiguous to the existing campus and consist of an entire sub-area. However if a partial rezoning of a sub-area is requested, then a site plan must be submitted along with the rezoning

University Area Plan

request that demonstrates how the impacts on adjacent properties will be mitigated.

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

Goal 4: Reduce potential negative impacts on surrounding residential areas that are directly related to the university.

Policy 4.1: Establish and maintain a two-way method of communication between the adjacent residential areas and the university to inform each other of problems or issues (e.g. loud parties, littering, excessive cut-through traffic, parking on residential streets, etc.) and to provide notification of university-sponsored events that may create increased traffic and noise (e.g. large sporting events, graduation, concerts, etc.).

Communication could be established in a variety of ways such as: notices on the university website, establishing a listserve and/or an email distribution list, distributing flyers, and, as previously mentioned, establishing regular meetings with the neighborhood.

Policy 4.2: Provide sufficient parking on campus so that there is minimal “spillover” into the surrounding residential areas

Policy 4.3: Provide sufficient student housing on campus. University provided off-campus student housing is discouraged within residential areas adjacent to campus to minimize negative impacts. If temporary university provided student housing is needed, it should be located within Phase I growth areas, and be immediately adjacent to the existing campus. Impacts to adjacent residences should be mitigated utilizing methods described in Temporary Edge Areas on page 25.

Policy 4.4: Demolition of viable single-family homes is discouraged if the university does not have an immediate need for new development. The university should not proceed with demolitions prior to receiving approval of a zoning action, unless conditions of the structure are deemed unsafe and warrant earlier removal. When demolition is deemed necessary, an effort should be made to salvage the architectural components of the structure prior to demolition.

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

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Growth Areas

The university has expressed a need for an additional 20-25 acres within the next 3-6 years. The exact timing and location of university growth is unknown. The university is encouraged to work towards establishing a more specific timeframe, location and identification of needs in the near future. Identifying the needs in advance will allow time for advance planning for infrastructure (water, sewer, electric, stormwater, transportation) and avoid unnecessary delays in construction.

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

Prior to proceeding with new development, the university is expected to make a “good faith” effort to acquire all of the land within the sub-area prior to requesting a Land Use Plan amendment (LUPA), rezoning, or Special Use Permit (SUP). However, the City Council can consider the approval of a zoning action if the university has been unable to acquire all of the land within a sub-area, and they are able to mitigate the impacts on the remaining properties through conditional zoning and the inclusion of a site plan that demonstrates how the impacts have been mitigated. Factors described in Temporary Edge Areas on page 25 should be utilized to create the conditions and the site plan. Similarly, if all properties within a Phase (e.g. Phase I) are unable to be obtained by the university and a “good faith” effort has been made, then development within a subsequent Phase (e.g. Phase II) can be considered.

The university is expected to maintain properties outside of the current campus that they have purchased until development is needed and has been approved. The premature demolition of structures within the growth areas could have a negative impact on the surrounding residential properties. As an interim use, the university could use their properties for housing in accordance with policies 3.5 vi. and 4.3. A good example of reuse of university owned residential properties are the recently renovated homes along the west side of Fifth St. north of Woodrow Ave. The university has renovated these houses,



Recently renovated university-owned student housing

University Area Plan

painted them in a “rainbow row” theme, and they are using them for student housing.

The growth areas are as follows:

Phase I There are three areas shown as Phase I, and they contain a total of approximately 38 acres. The lettering of the three Phase I areas (IA, IB, and IC) does not indicate a priority order. Based on the current stated needs and depending on the rate of growth, Phase I could serve the anticipated growth of the university for approximately 5-12 years.

Area IA is located on the northwest corner of the intersection of Lexington Ave. and N. College Dr. and contains approximately ten acres. Sub-area 1 is already owned by the university and therefore is encouraged to be used prior to moving into the Phase II area. This sub-area is undeveloped with large mature trees covering the majority of the site. When it is developed, an effort should be made to maintain as many of the existing trees on the site as possible. This area currently abuts existing residences to the west, and the existing mature trees should be maintained along the western boundary so as to provide a natural buffer between the new development and the residential properties. Sub-area 2 is currently owned and operated by Sechrest Funeral Service, and it is adjacent to the College Village Shopping Center.

Area IB is a fairly thin strip of land consisting of approximately five acres located along the west side of W. College Dr. between E. Farriss Ave. and Lexington Ave. It extends west to McCain Park and is characterized by a combination of single-family homes and undeveloped lots. This area has been identified as a Transition Area (see Map 6) between the campus and the residences to the west. This area is somewhat constrained by its narrow depth, floodplains, steep slopes, and stream buffers. It also contains historic resources with unique modern architecture and numerous large mature trees that help mitigate the impacts on the residential area west of McCain Park. Due to all of these characteristics, this area should be used for low-intensity uses such as housing for staff or students, and/or additional administrative office space. However, if this area is redeveloped for other uses, the university is encouraged to maintain as many of the existing historic structures and large mature trees as possible to maintain this separation between the



Mature trees along West College Drive

University Area Plan

university and the adjacent residences. This area is broken down into sub-areas 1 and 2 with the creek as the boundary between them. The majority of sub-area 2 is almost completely impacted by floodplain and stream buffer and therefore it is highly recommended for reuse as is, if and when the area is needed by the university.

Area IC is the largest of the three Phase I areas and it consists of approximately 24 acres. It is bounded by Fifth St. and Fifth Ct. to the east, Montlieu Ave. to the south, Willoubar Terr. and Fifth St. to the west, and E. Farriss Ave. to the north. This area is broken down into sub-areas 1, 2, 3, and 4. Sub-areas 1 and 4 have been identified as Transition Areas that should be developed using the compatibility guidelines as described on page 24 and the recommendations described below. Sub-areas 2 and 3 are Interim Edge Areas and they should be developed using the compatibility factors described on page 25.

In sub-area 1, the lots that front on the south side of E. Farriss Ave. have been identified as a Transition Area (see Map 6) between the university and the greenway and the residences to the north. As such, this area should be reserved for low intensity uses. Low intensity uses could consist of 1-2 story buildings or a daytime parking lot, both of which would need substantial landscaping to screen the uses from E. Farriss Ave. If taller buildings are needed, then the setbacks from E. Farriss Ave. should be increased to lessen the impact. This area is currently characterized by single-family homes with large mature trees. When developed, consideration should be given to preserving the existing mature trees along the south side of E. Farriss Ave.

In sub-area 4, the lots that front on the north side of Montlieu Ave. between Fifth St. and Willoubar Terr. have been identified as a Transition Area (see Map 6). The single-family homes and numerous large mature trees that line the street create the setting along Montlieu Ave. that is important to maintain. This could be achieved by rehabilitating and reusing the existing structures or by building new 1-2 story structures with a mass, scale, and setbacks that are compatible to the existing structures. The university could use this area for housing or administrative offices. As stated above, if taller buildings are needed then the setbacks from Montlieu Ave. should be increased to lessen the impact. The trees along Montlieu Ave. should be preserved to maintain the setting and to provide a natural visual and noise buffer between the university and the neighborhood on the south side of Montlieu Ave.

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

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The recommendation for Phase IC, sub-area 1 (above) should be replicated for Phase II, sub-area 1 for the lots along the south side of E. Farriss Ave., as it is a Transition Area (see Map 6).

The recommendation for Phase IC, sub-area 4 (above) should be replicated for Phase II, sub-area 3 for the lots along the north side of Montlieu Ave. between Willoubar Terr. and Centennial St., as it is a Transition Area (see Map 6).

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

Area IIIA consists of approximately 14 acres and is bounded by Phase IA to the east, the northern property line of the Kingdom Hall of Jehovah’s Witnesses to the south, Centennial St. to the west, and the rear property lines of the lots on the north side of Homewood Ave. to the north. This area is generally characterized by single-family homes and some undeveloped lots. This area is broken down into sub-areas 1, 2, and 3. However, due to the narrow configuration of the sub-areas, if Phase IIIA is not developed as a whole, then the sub-area that is being developed will have to provide sufficient Interim Edge Area treatments to mitigate any negative impacts on the remaining residential area.

Area IIIB consists of three acres and is bounded by Harrison St. to the east, Boundary Ave. to the south, and Meadowbrook Blvd. to the west and north. The university currently owns one property within this area, but there are not any identified development needs seen within this area for some time. When and if development occurs, the lots on the north side of Boundary Ave. have been identified as a Transition Area (see Map 6) and therefore the compatibility factors described on page 24 should be considered to mitigate impacts. Vehicular access to Boundary Ave. should be restricted.

Summary of Phases

Phase IA		Phase IB		Phase IC		Phase II		Phase IIIA		Phase IIIB	
Sub-area	Acres	Sub-area	Acres	Sub-area	Acres	Sub-area	Acres	Sub-area	Acres	Sub-area	Acres
1	6.13	1	3.78	1	5.04	1	10.94	1	3.28	1	3.24
2	4.00	2	1.02	2	7.09	2	3.55	2	6.79		
				3	5.83	3	3.93	3	3.61		
				4	5.43						
Total	10.13		4.80		23.39		18.42		13.68		3.24
Grand Total		73.66									

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

Edges

As university growth occurs different types of edges are created. These edges can be viewed as permanent, interim, or temporary. The intensity and characteristics of the new development will need to vary based on the type of edge that the new development abuts. Depending on the location and the characteristics of the site, specific information (e.g. site plan, tree survey, etc.) may be requested at the time of a zoning action to ensure compatibility with adjacent properties. All requests must include conditions that mitigate the impacts on adjacent properties.

The edge types are as follows:

- Transition Area (Permanent Edge) – these areas are seen as permanent edges to campus (see Map 6). An example of a Transition Area is the north side of Montlieu Ave. between Fifth St. and Centennial St. When redevelopment is considered within a Transition Area the new development should strive to maintain the existing setting of the area. Compatibility with the adjacent properties is of the utmost importance. The height, mass, scale, setbacks and the intensity of the new development should be taken into consideration during the planning and design phases of development. When measuring height, the finished grade and overall elevation should be taken into consideration when placing the building on the site. Other factors to consider in ensuring compatibility are: parking lot location; access; lighting height, direction and intensity; fencing type, height and location; and landscaping type, rate, location and width of the planting area. If the area is characterized by large mature trees, then an effort should be made to maintain trees where possible. In places where Transition Areas abut public streets, solid fencing is typically discouraged. The types and impact of use should also be taken into consideration within Transition Areas (e.g. hours during which the use is most active). Reuse of existing structures should be considered within these areas.

University Area Plan

- Interim Edge Area – these are the edges between growth phases or sub-areas (see Map 4) and they are expected to be relatively short-term. However, the timing of future expansion into an adjacent sub-area or phase is unknown, so the impact on adjacent properties still needs to be considered and mitigated. Factors to consider in mitigating impacts are: parking lot location; access; lighting height, direction and intensity; fencing type, height and location; and landscaping type, rate, location and width of the planting area. If the area is characterized by large mature trees, then an effort should be made to maintain trees where possible.
- Temporary Edge Area – these are edges within or internal to a sub-area and they are seen as edges that are anticipated to exist until the remaining property is acquired. Due to impacts on adjacent properties when sub-areas are split, the rezoning of entire sub-areas is strongly encouraged. These edges are typically created where the university is unable to obtain ownership of all of the individual properties within a sub-area prior to the need for new development. In areas where the edge is considered temporary, mitigating the immediate impacts is of the utmost importance. When a sub-area is split and a temporary edge is created, the new campus development should be contiguous to the existing campus and it must include a site plan along with the conditional rezoning request. The site plan shall demonstrate how the impacts on adjacent properties will be mitigated. Factors to consider in mitigating impacts are: separation between the new campus development and the adjacent existing development, lighting height, direction and intensity; fencing type, height and location; and landscaping type, rate and location. As previously mentioned, if the area is characterized by large mature trees, then an effort should be made to maintain them. Where possible, these types of edges are discouraged due to the inevitable impacts on adjacent properties and the need to mitigate them.

Proposed Land Use Plan

Based on the university's projected near term needs and the analysis of the information contained in this plan, staff recommends amending the City Land Use Plan immediately following its adoption to designate all Phase I growth areas and the university parking lot on the south side of Montlieu Ave. as Institutional; and the natural area west of Fifth St. just south of E. Farriss Ave. as Recreation/Open Space (see Map 5). If the Land Use Plan is amended, land proposed for institutional development will need to be rezoned prior to development. Rezoning requests will need to include conditions to mitigate impacts on adjacent properties as described in this plan.

University Area Plan

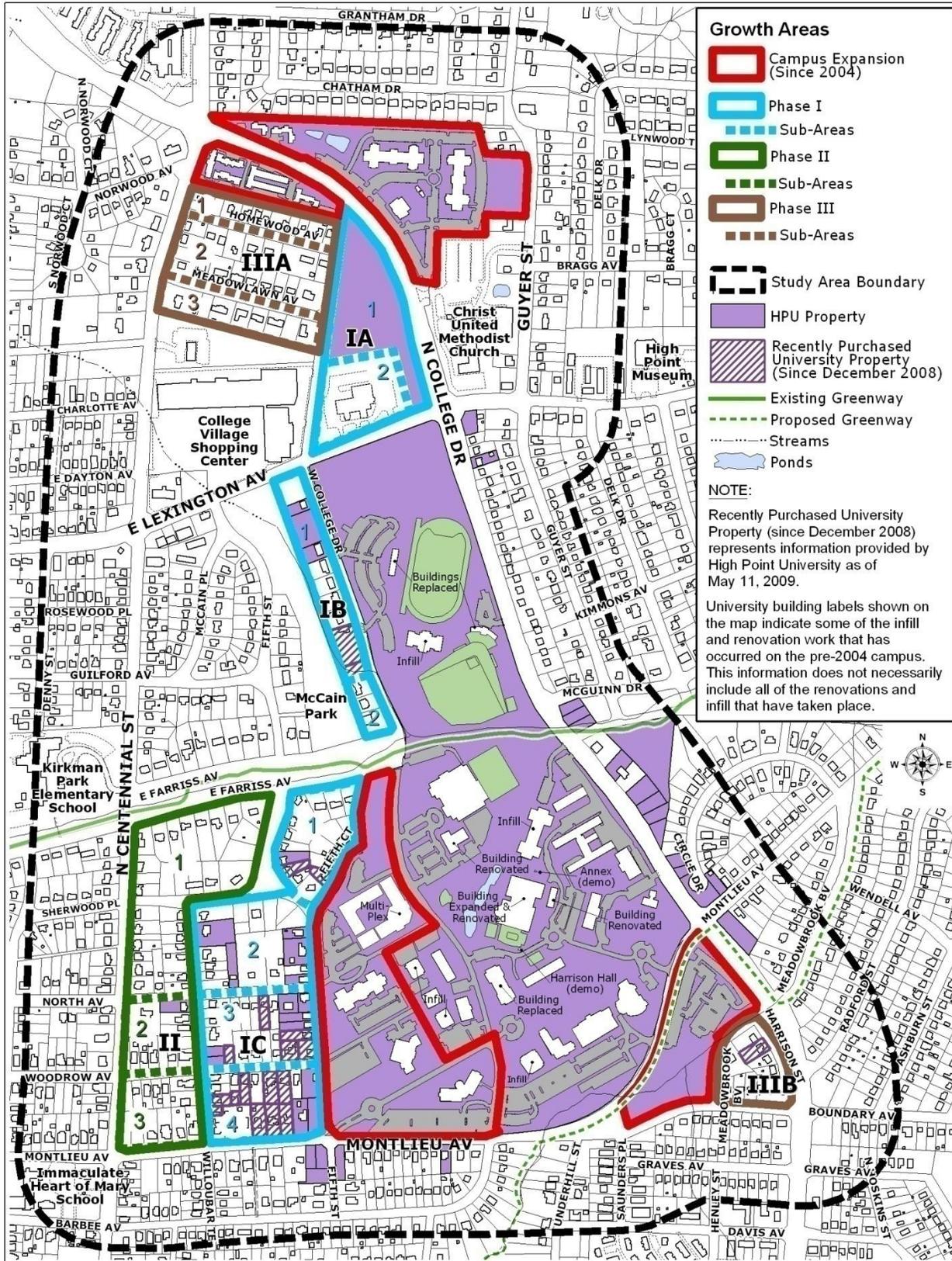
Additionally, when the university identifies a need to grow beyond the Phase I growth areas, they will need to request a Land Use Plan Amendment followed by any needed change in zoning.

Physical Plan

Due to the number of physical improvements recommended in this plan, a Physical Plan Map (see Map 6) has been created to visually display some of the improvements and primary recommendations. This map highlights recommendations such as: Transition Areas; natural areas that are encouraged to be maintained; a planted median along N. College Dr.; a proposed greenway south of campus; needed sidewalks and crosswalks; and public streets and commercial areas to be retained.

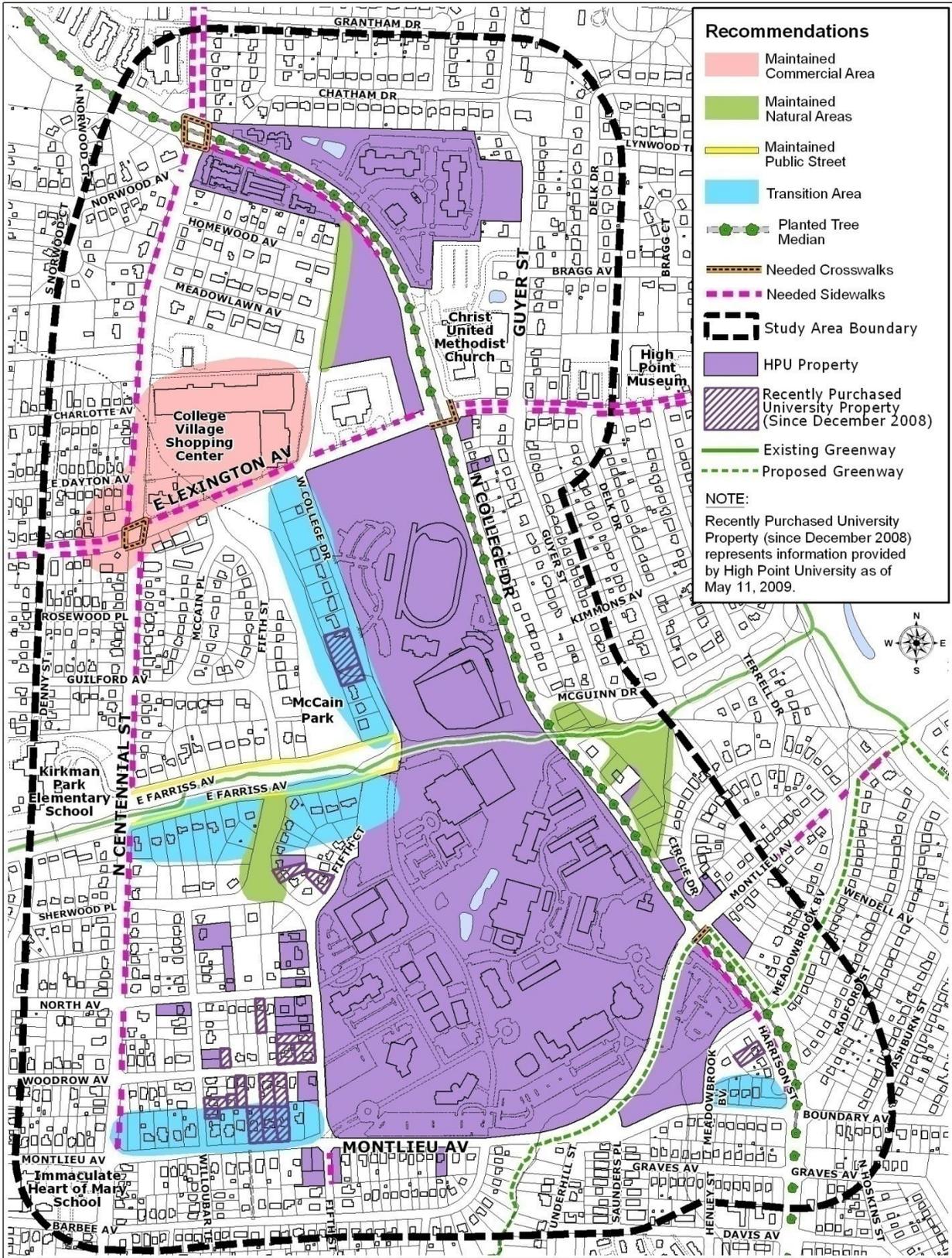
University Area Plan

Map 4 - Growth Areas



University Area Plan

Appendix Map 6 - Physical Plan



University Area Plan

III. IMPLEMENTATION/RECOMMENDATIONS

This section of the plan summarizes the recommendations, identifies the primary responsible party for completing the task, and provides a suggested timeframe for completion, if applicable. The recommendations in the “Development” category do not typically have a specific timeframe because they tend to be on-going tasks.

Roles

This planning process is an effort to create and maintain an open and on-going dialogue between the university, the area residents, and the City. All parties have roles to play in order for this effort to be successful; they are as follows:

University – To continuously share detailed information on its future growth needs so that proper planning can be done and decisions can be made by private property owners and the City.

Area Residents – To share their future plans, issues, and concerns so future university expansions can be directed and designed in a manner that ensures compatibility between the university and the surrounding neighborhood. With this surety of their future, property owners will be encouraged to maintain their property and the long-term stability of the area will be achieved.

City – To conduct advance infrastructure planning to serve the future needs of the university and the surrounding community, and to put controls in place to ensure the compatibility between the university and the surrounding neighborhood.

Recommendation Matrix

<u>#</u>	<u>Recommendation</u>	<u>Page #</u>	<u>Responsible Party</u>	<u>Timeframe</u>
A	Planning			
A-1	Amend the City Land Use Plan for Phase I	25	City	Immediate
A-2	Develop a document that provides locations, types of uses, and timeframe for development so proper planning can be conducted	12,13,16,20	University	6-12 Months
A-3	Create a multi-modal transportation plan for the campus and surrounding area	13,16	University, City	1-2 Years
A-4	Explore the feasibility of a planted median along N. College Dr.	13,18	City, State	1-2 Years
A-5	Explore feasibility of the proposed greenway that runs south of campus	6	City	3-5 Years
A-6	Maintain and update the City University Area Plan	16,24,31	City	As needed

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#	<u>Recommendation</u>	<u>Page #</u>	<u>Responsible Party</u>	<u>Timeframe</u>
B	Development			
B-1	Acquire all of the land within a sub-area prior to requesting a LUPA, rezoning or SUP	20	University	On-going
B-2	Provide Transition Areas along the edge of campus where intensity of use is decreased (see Map 6)	11,18,21, 22,23,24	University	On-going
B-3	Preserve and reuse structures along Montlieu Ave. and W. College Dr., where feasible	11,18,20, 21,22,23	University	On-going
B-4	Delay demolition until new development is approved and needed	19,20	University	On-going
B-5	Maintain existing natural areas (see Map 6)	17,26	University	On-going
B-6	Maintain existing large mature trees, where feasible	17,21,22, 24,25	University	On-going
B-7	Where existing vegetation does not exist, provide landscaping that provides sufficient separation	18	University	On-going
B-8	Provide sufficient student housing and parking on-campus	18,19	University	On-going
B-9	Maintain adequate stormwater control	12,16	University, City	On-going
B-10	Preserve and maintain the existing greenway	6,17	City	On-going
B-11	Maintain E. Farriss Ave. as a public street and allow for public access on the eastern-most end along W. College Dr. (see Map 6)	17	City, University	On-going
B-12	Maintain and enhance local commercial services	11,15,19	City, Property Owner	On-going
B-13	Improve pedestrian connections	12,17	City, University	3+ Years
C	Communication			
C-1	Establish and maintain a university contact person knowledgeable about university expansion plans	16	University	Immediate
C-2	Establish a method of two-way communication for day-to-day issues or events	19	University, Neighborhood	3 months

Conclusion

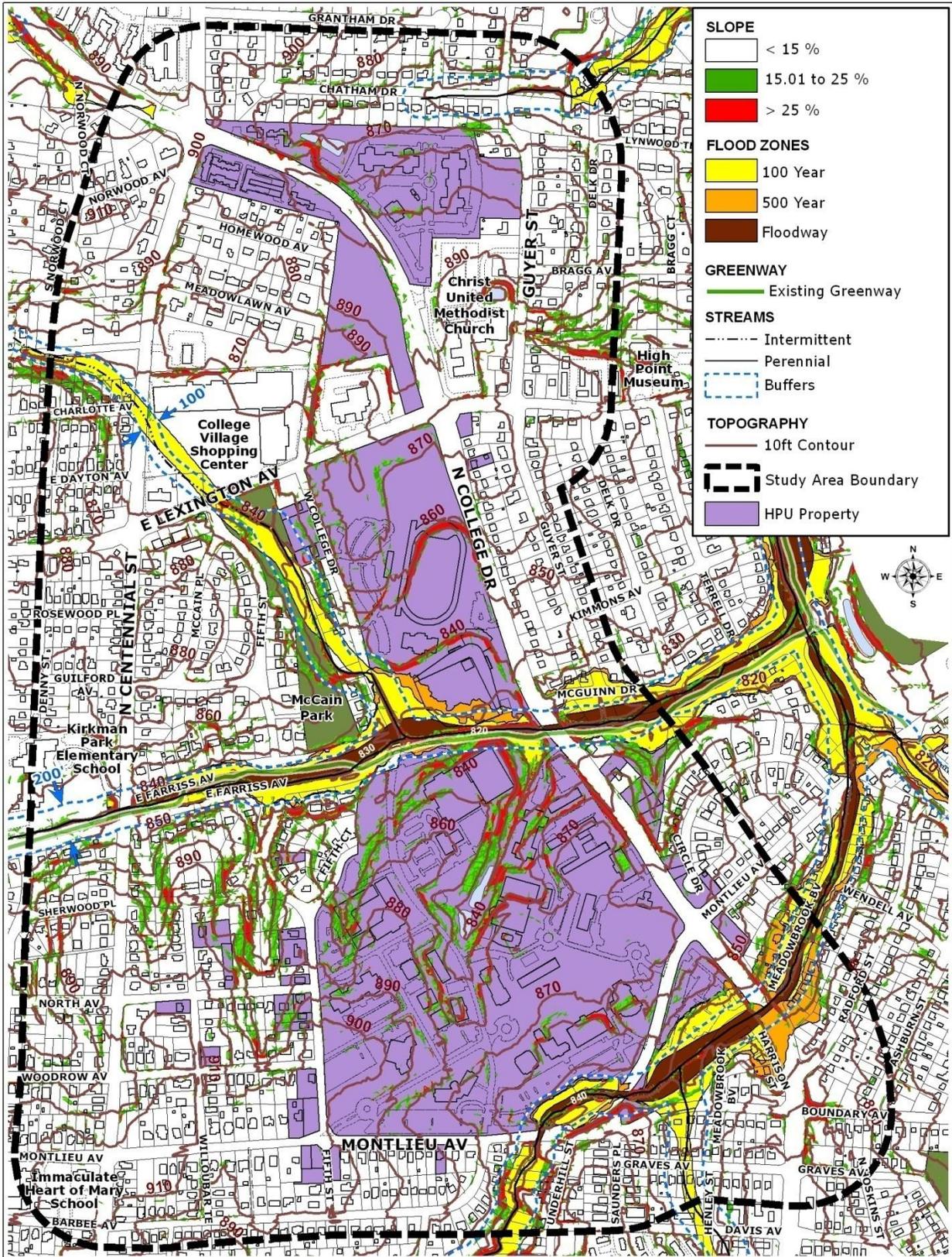
This plan was developed based on data collected, and input from the university and area residents. This plan should be updated as needed utilizing information provided by the university and the surrounding community to ensure: orderly growth; compatibility; the most efficient provision of services through cooperative, coordinated advance infrastructure and campus planning; and on-going communication. All of which support the long-term stability of the area.

University Area Plan

Appendix

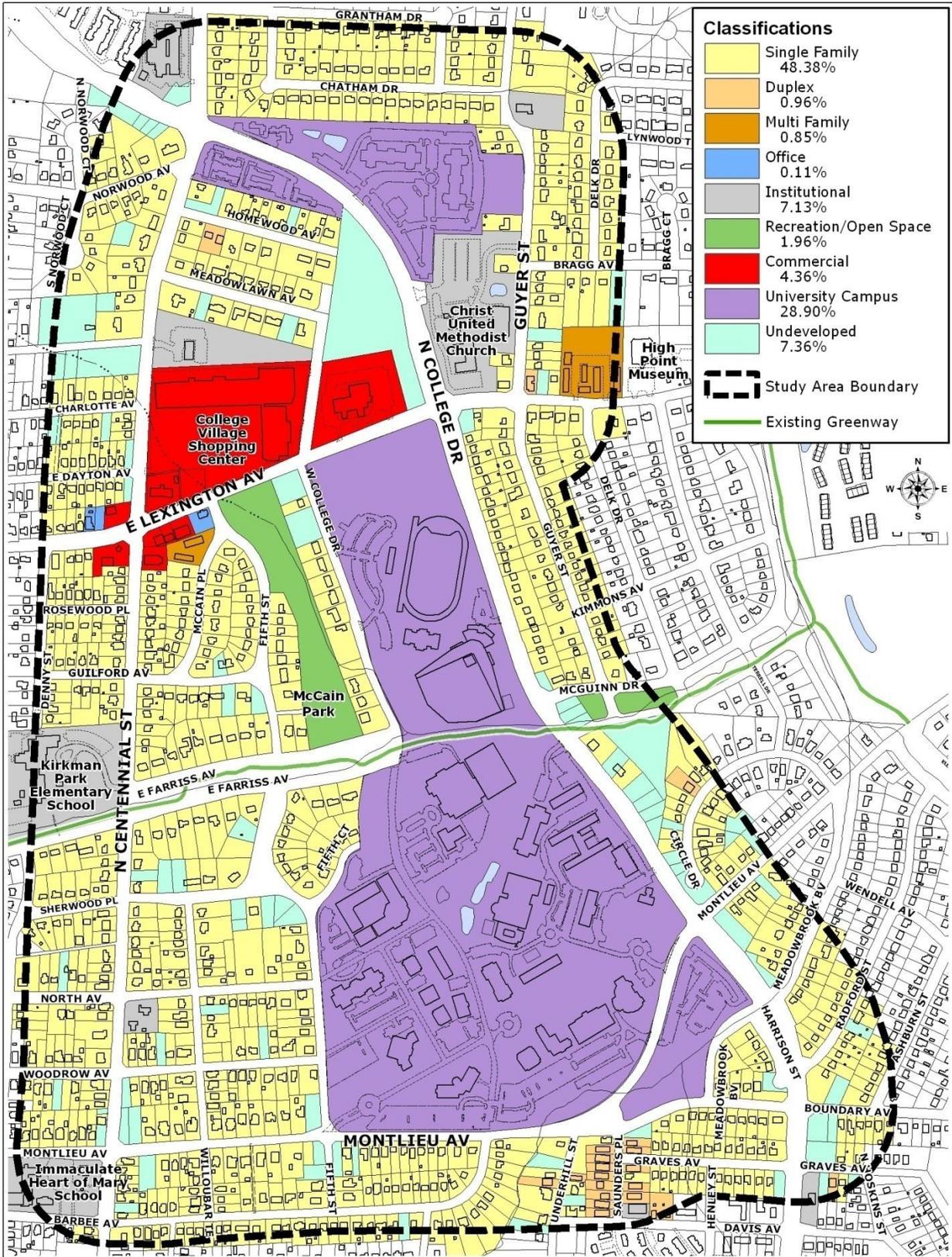
University Area Plan Appendix

Appendix Map A - Environmental



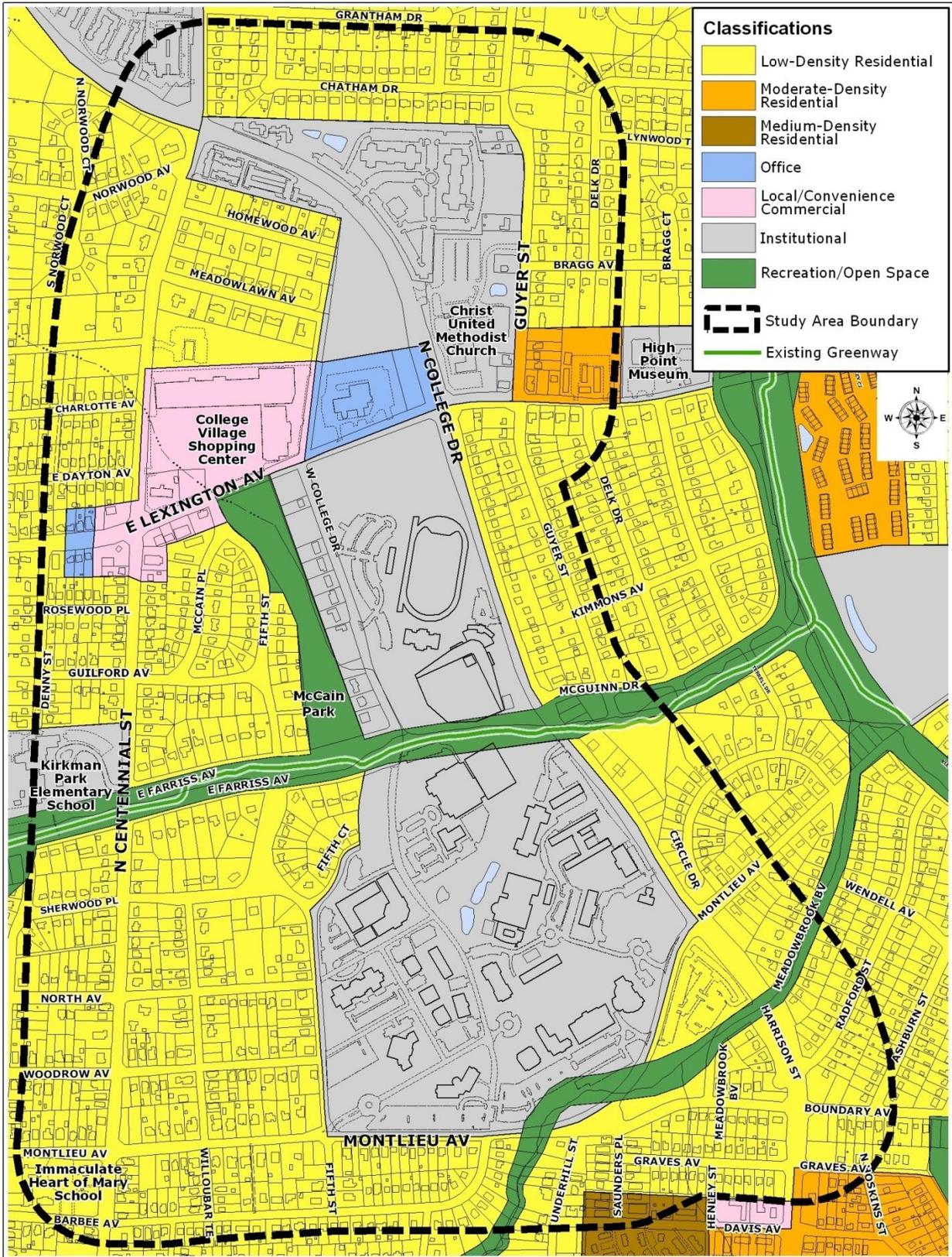
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Appendix Map B - Existing Land Use



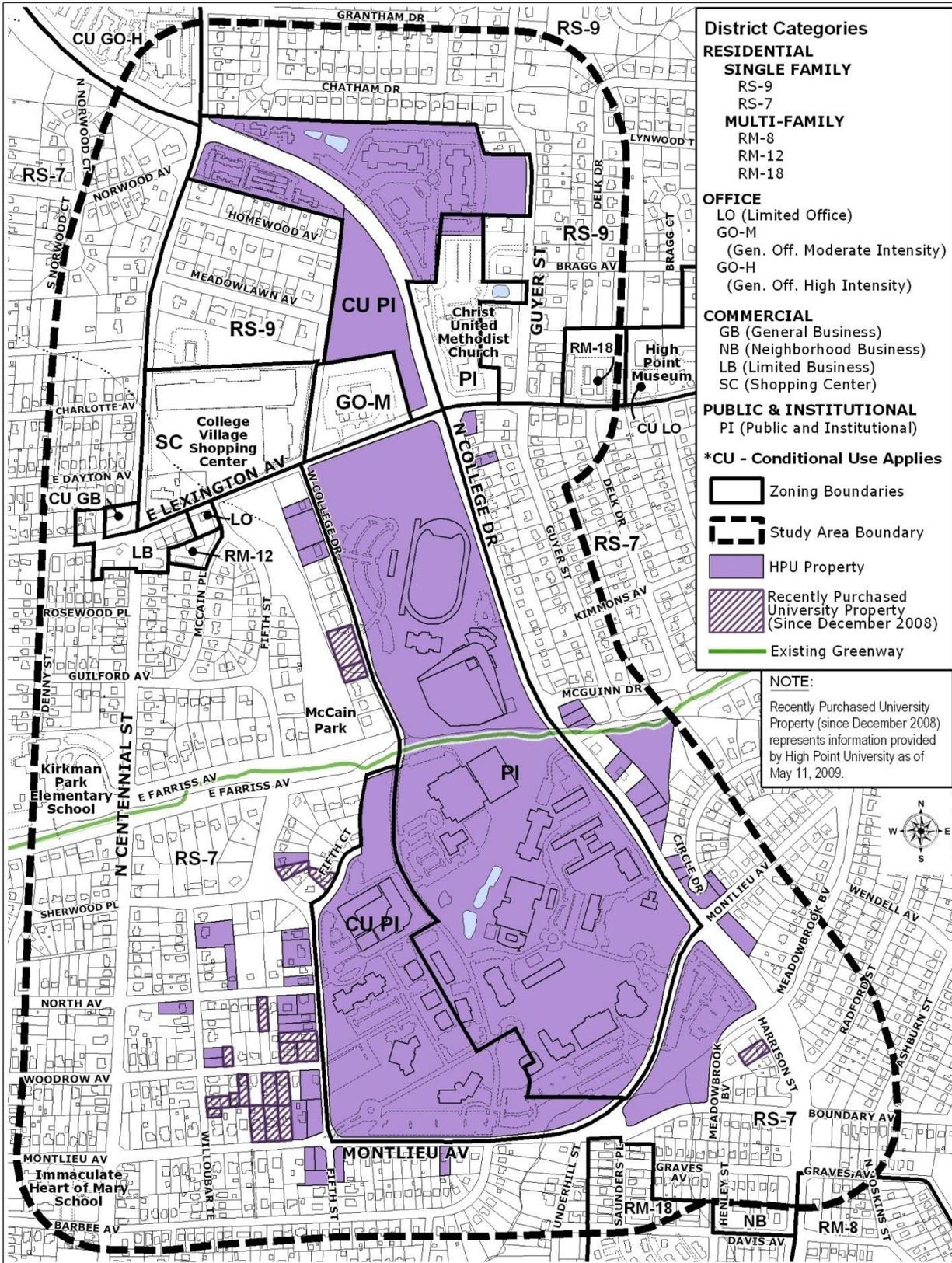
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Appendix Map C - Land Use Plan



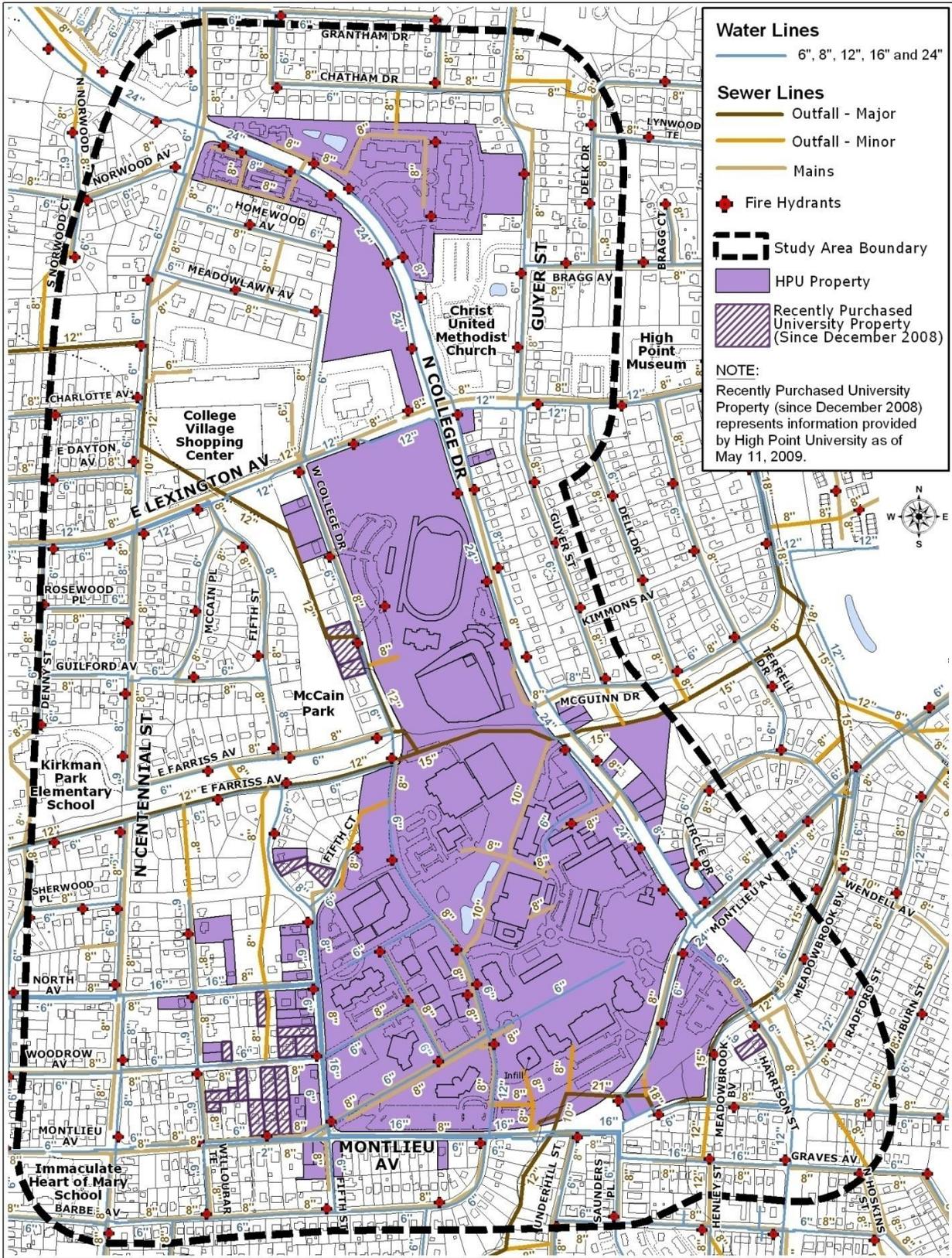
University Area Plan Appendix

Appendix Map D - Zoning



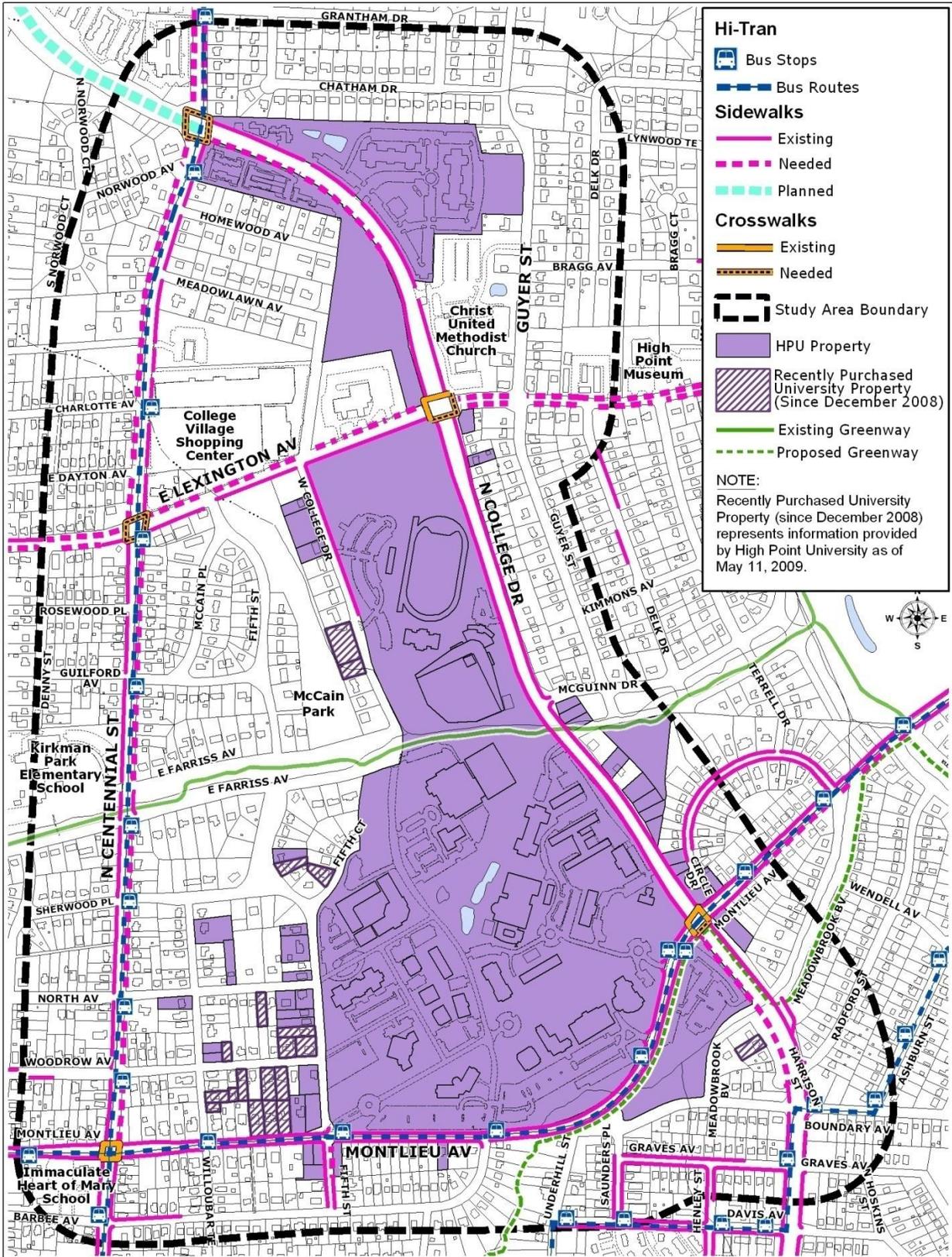
University Area Plan Appendix

Appendix Map G - Infrastructure



University Area Plan Appendix

Appendix Map H - Transportation



University Area Plan Appendix

Appendix Map I - Aerial 2003



University Area Plan Appendix

Appendix Map K - High Point University Active Land Use

