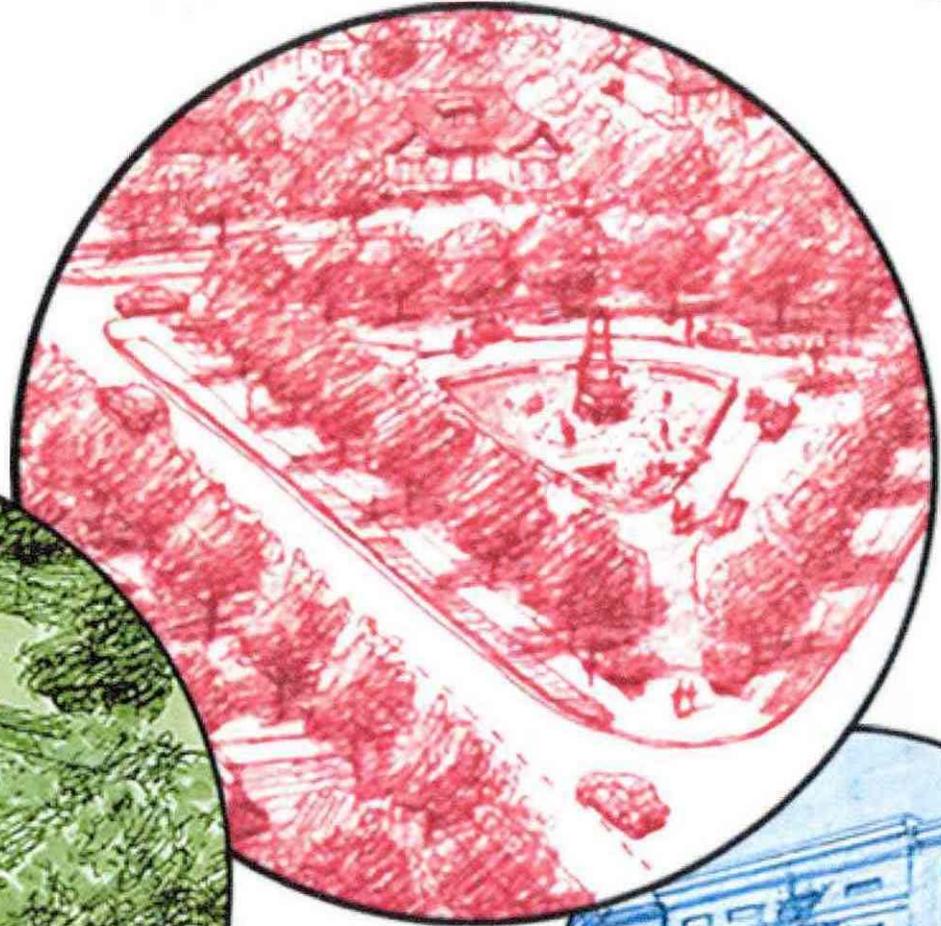
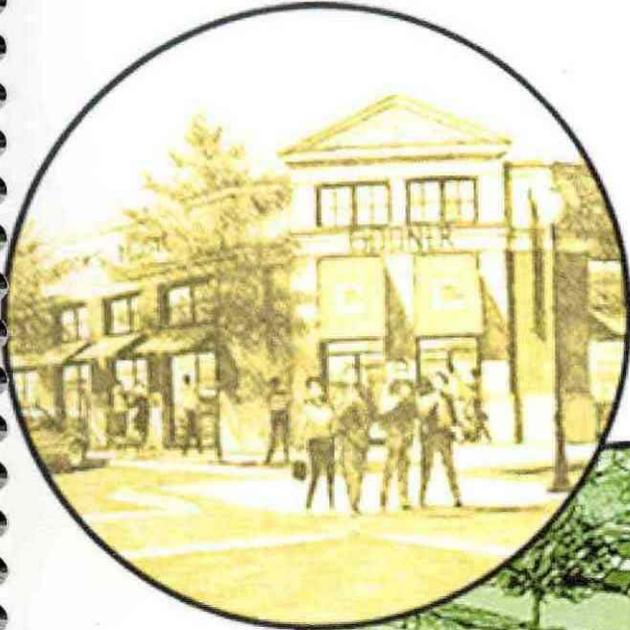


US 311 Bypass Interchange Study

HIGH POINT, JAMESTOWN, AND ARCHDALE, NORTH CAROLINA

JANUARY 2002



US 311 Bypass Interchange Study

Prepared for
City of High Point, NC,
City of Archdale, NC and
Town of Jamestown, NC



Prepared by



High Point and Charlotte, North Carolina

and



Greensboro, North Carolina

January 2002

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Section I: Introduction



A. Project Overview

The US 311 Bypass, a four-lane divided freeway, is being designed and constructed to eventually become Interstate 74 connecting Cincinnati, Ohio to Charleston, South Carolina. It is currently being extended from its terminus at Eastchester Road in High Point for a distance of 14.6 miles where it will connect to Interstate 85. This segment will route traffic through the east side of High Point around its downtown. Four new interchanges will be constructed with this leg of the roadway, and each will have impacts on the adjacent neighborhoods and businesses. Recognizing the potential impacts and the development pressures associated with new freeway interchanges, the Cities of High Point, Archdale and Jamestown decided to be proactive and move forward with planning for each interchange area before the interchanges open.

The US 311 Bypass Interchange Study, which involved land use and transportation planning for the four future interchange areas, was conducted to address specific development and redevelopment issues while establishing a vision for each interchange area. The focus was on creating attractive, economically viable, distinctive, mixed-use development that defines these “gateways” into High Point, Archdale, and Jamestown while managing increasing traffic. The plan for each interchange area is based upon the principles of traditional urban design, which collectively reinforce the livability of a place and differ from the highway-oriented strip design that is characteristic of interchange development today.

This report describes the work of the Consultant Team, the recommendations developed through an inclusive public process, and implementation strategies. More importantly, this report describes the proposed improvements for each interchange area in terms of the following:

- Land Use - Each new interchange and the traffic they bring to the adjacent areas could have substantial impacts on existing and future land use patterns. Development and redevelopment opportunities that may arise have been identified.
- Transportation - With the new interchanges, traffic volumes within the interchange areas will increase. Improvements to the existing network, such as road widening and reconfiguration, access management, and accommodating additional modes, that could minimize the traffic impacts have been examined.
- Gateway Appearance - The interchange areas will serve as the gateways into High Point, Archdale, and Jamestown. Therefore, transformation of the existing development into distinctive environments that establish a unique and positive image for each area is critical. The theme or identity for each area has been described. Furthermore, development criteria that reinforce the desired character and encourage design appropriate for each interchange area have been compiled.

B. Process

The process was led by a Consultant Team comprised of two firms: LandDesign, Inc. and Neel-Schaffer, Inc. Land-Design addressed land use and gateway appearance while Neel-Schaffer focused on access management and other improvements to the transportation networks serving the interchange areas.

The process was intended to be a collaborative effort involving City leadership and the citizenry of High Point, Archdale, and Jamestown. For this reason, a public involvement process was devised to create a vision for each interchange area. A series of public forums were held to bring together representatives from the neighborhoods, local businesses, local organizations, and other stakeholders. Through these forums and interviews with key individuals (see Appendix A), the Team identified important issues as well as the strengths and weaknesses of each interchange area, recorded ideas expressed by the citizens for the future of each area, and discussed ideas for implementation.

The process was enhanced by the work of two committees: the Steering Committee and the Technical Advisory Committee.

- A Steering Committee was established to help guide the process. The Committee is comprised of seventeen members representing a broad cross-section of the interchange area communities (see Appendix B). The Committee's primary role was one of oversight and review, complementing the role of City and Town staff. More specifically, the Committee was responsible for reviewing progress

at regular meetings, guiding the decisions made by the Consultant Team, providing feedback on products of the process, and generally participating in efforts to encourage public participation in the process. The work of the Committee was intended to ensure that the end product is consistent with the needs of each of the four interchange area communities and the larger High Point/Archdale/Jamestown area. In addition, the Committee ensured consistency with the goals established early in the process.

- A Technical Advisory Committee, comprised mostly of City and Town staff (see Appendix B), was set up to provide specific information as needed to ensure the data used during the process was accurate. This ten-member committee also had the responsibility of reviewing concept plans and providing any additional information required to ensure that the recommendations by the Consultant Team are feasible.

The Consultant Team began work on the US 311 Bypass Interchange Study in February 2001. The planning process, completed in December 2001, is generally depicted in the process diagram (see Figure 1).

Specific tasks associated with the process included:

- Defining the Study Area
- Inventory and Analysis
- Goal Setting and Visioning
- Plan Development and Development Criteria
- Implementation Strategy Identification

Each are described in the following sections.

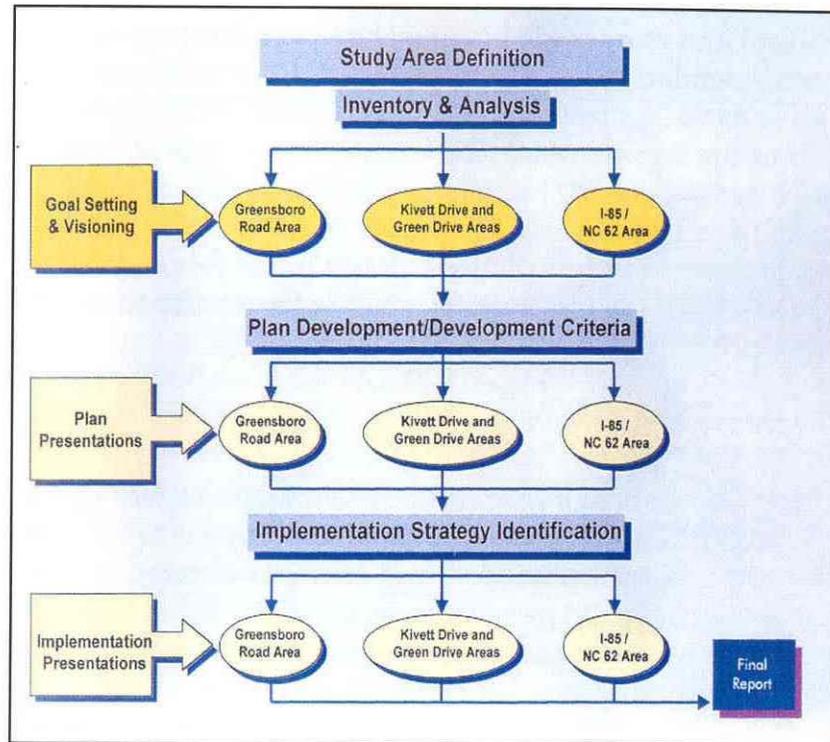


Figure 1: Process Diagram

Defining the Study Areas

The study areas are those areas immediately surrounding the four future interchanges along the US 311 Bypass at:

- Greensboro Road
- Kivett Drive
- Green Drive
- Interstate 85

In determining the appropriate size of each study area, the Consultant Team took into consideration the desire to improve each area in terms of providing transportation

choices by accommodating pedestrians, bicyclists, and transit service as well as vehicles. For this reason, walkable distances were a key determinant of the extent of the study areas. Assuming that it takes the average person twenty minutes to walk a mile and that the average person considers a twenty-minute walk reasonable, the Team decided to set the study area boundaries using a one-mile radius from each interchange (see Figure 2).

Conceptually, each of the four quadrants around an interchange measure approximately one-mile across, which

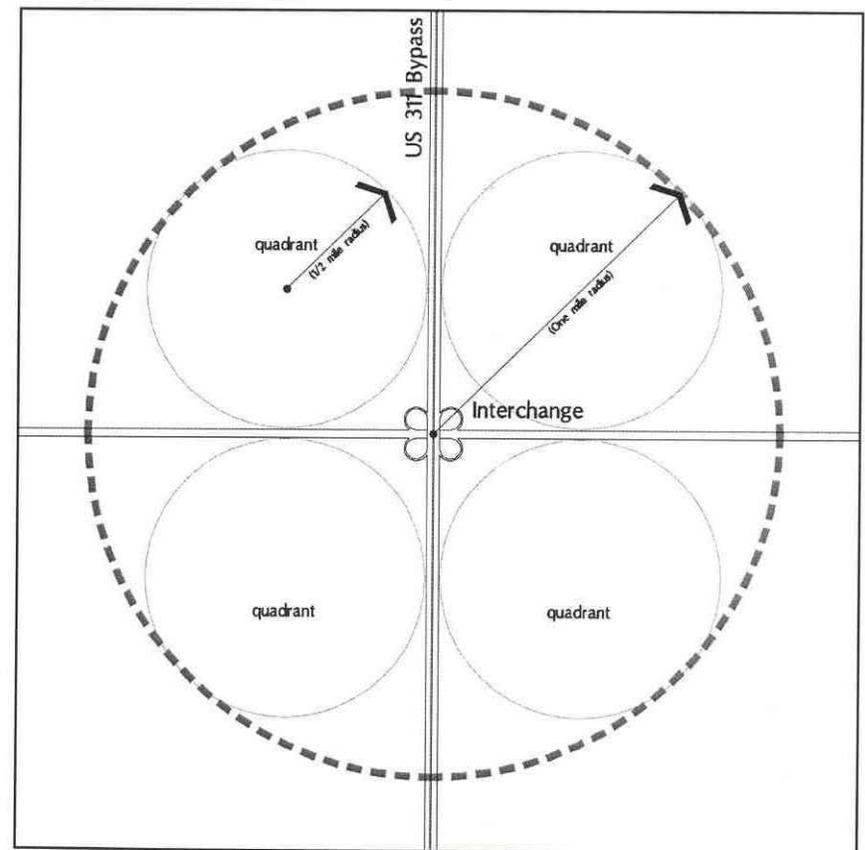


Figure 2: One-mile Radius from Interchange

means that the maximum distance between two places within a single quadrant is then limited to a twenty-minute walk. Ideally, a land use pattern that clusters neighborhood services and other daily destinations within a quadrant would minimize the need to travel between quadrants (see Figure 3).

The boundaries of each study area generally consist of both natural and man-made features, such as creeks and streets. For three of the areas, the boundaries follow features that together roughly delineate a line that represents a one-mile radius from the interchange (see Figure 4, Context Map with Study Area Boundaries). The boundary around the interchange area at I-85 is also delineated using

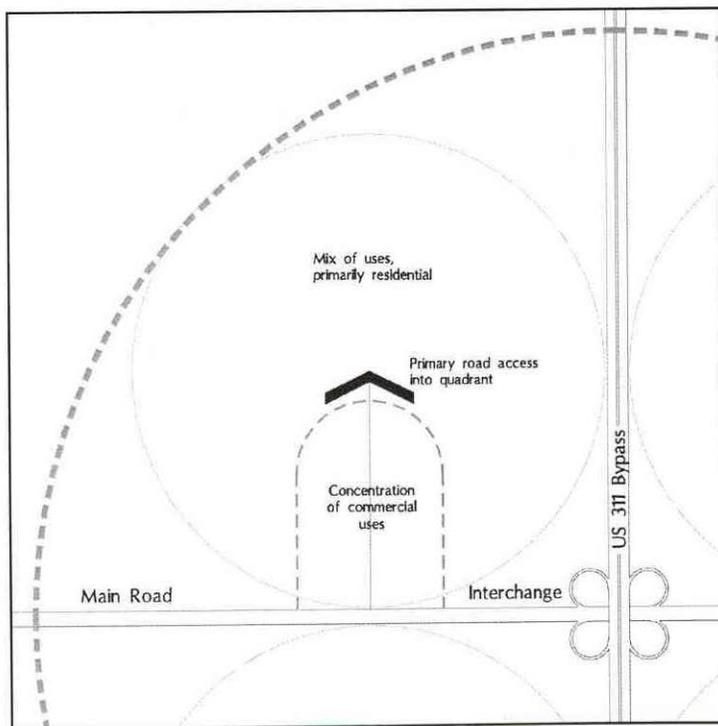


Figure 3: Quadrant Concept

natural and man-made features; however, the area has been extended to include the I-85/NC 62 interchange, as access to the properties in this area is from NC 62, not I-85 or the Bypass. Also, the focus of development will be closer to the I-85/NC 62 interchange as development on the northeast side of the Bypass is limited by water supply watershed restrictions. Early in the process, the Kivett Drive and Green Drive areas were combined due to close proximity.

Inventory & Analysis

Using Geographic Information System (GIS) technology, planimetric data, and aerial photos, the Team created existing land use, transportation, and environmental maps for each interchange to gain an understanding of the existing patterns of development, the constraints imposed by infrastructure and the environment, and the efficiency of the transportation network that currently supports that development. The information about existing conditions has been verified through site visits and the interviews with key individuals. The maps displaying the existing land use, transportation, environmental, and utility conditions are provided in the Existing Conditions and Issues sections for each interchange area (see II.A, III.A, and IV.A).

An assessment of the existing conditions was the first step in the analysis. The results of this assessment, supplemented by information provided by those participating in the process, allowed the Team to identify specific issues and opportunities for improving each interchange area. In addition, the Team identified potential redevelopment sites.

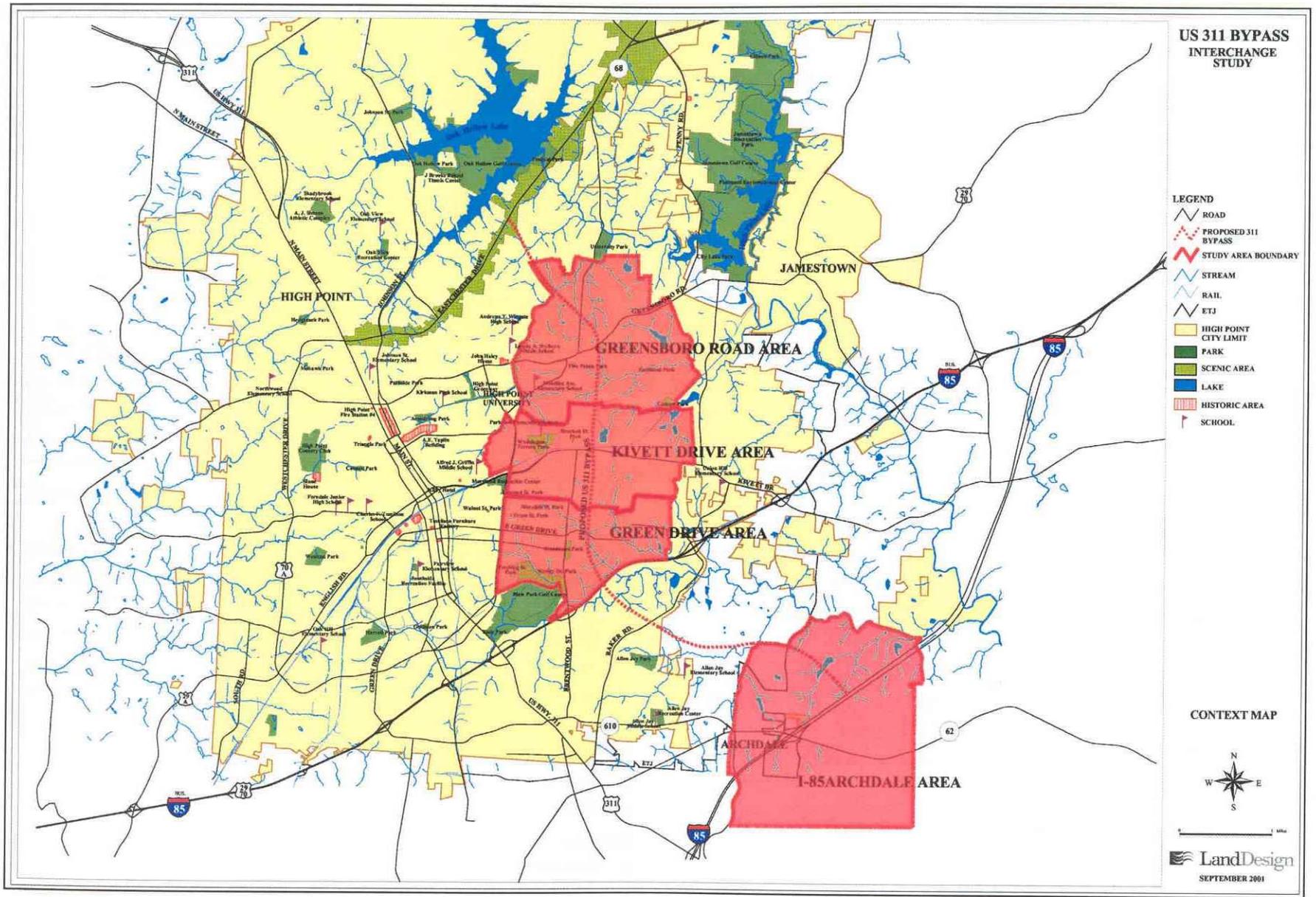


Figure 4: Context Map with Study Area Boundaries

Goal Setting & Visioning

The future of each interchange area should be guided by the vision that those who live and work in the area have for it. Therefore, an important step in the process was to establish the overall goals and develop a different vision for each area based on those goals. Working with the Steering Committee, the Team created a draft set of goals to be evaluated at the First Public Forum.

During the First Public Forum, which was actually three separate meetings held at the end of May 2001 for each area, the Team discussed and reviewed the draft goals. The participants were asked to identify the goals that were most important for their area by voting with stickers. The Team also engaged the meeting participants in small group discussions to (1) receive input to refine the information presented, (2) listen to their concerns regarding existing and future development, and (3) record their ideas - or vision - for the future of each interchange area. (The agenda is attached in Appendix E.) The visions, the selected goals, and other input are included in the appropriate sections within this report (see II.B., III.B., and IV.B.). Though most ideas were specific to an interchange area, the input received revealed common concerns about existing conditions and desires for the future. The box on page I-7 contains a summary of general public input obtained at the three meetings.

Goals

- Goal 1:
Encourage streetscape and landscape improvements that reinforce the character (or desired image) of the place.
- Goal 2:
Increase planning efforts that will guide development in accordance with the Vision, protect property values, build community identity, improve economic base, and minimize negative impacts from growth.
- Goal 3:
Utilize the interchange areas as "gateways" that reflect community identities/character.
- Goal 4:
Increase public awareness of planning and community development efforts.
- Goal 5:
Promote access and circulation patterns that support the proposed land use pattern.
- Goal 6:
Encourage development that is sensitive to existing businesses and residential neighborhoods.
- Goal 7:
Encourage development that is economically sound and competitive with surrounding communities/cities in the region or along the future I-74 corridor.
- Goal 8:
Encourage development that is not only beneficial to travelers, but also to the local community.
- Goal 9:
Encourage attracting a diverse group of industries.

General Public Input

Land Use Needs:

- Good balance of land uses
- Gathering places
- Businesses to serve community and travelers

Transportation Needs:

- Safe environments (pedestrians and bikes)
- Better traffic control/flow
- Better transit service and shelters at bus stops

"Gateway" Appearance Needs:

- Clean, well-maintained properties
- Welcoming environment
- Limited signage/billboards on Bypass
- Consistency in sign design within an area
- Nice landscaping
- Safe environments (crime)

Plan Development & Development Criteria

Keeping in mind the visions, the goals selected as the most important, and the specific ideas articulated at the First Public Forum, the Team explored the range of opportunities for improving each interchange area and developed a preliminary set of land use, transportation, and gateway appearance recommendations. A Land Use and Transportation Improvements Plan was prepared for each interchange area to graphically describe many of the recommendations and tie them to specific locations as appropriate. Other recommendations, particularly those pertaining to gateway appearance, were described through concept plans and illustrations or with photographs of similar concepts applied elsewhere in the United States.

The preliminary recommendations and supporting graphics were presented at the Second Public Forum.

The Second Public Forum took place in September 2001. The purpose of the Second Public Forum was to bring the community back together to review vision statements and preliminary plan recommendations for consistency with the ideas communicated at the First Public Forum. The Team gave participants the opportunity to react to the interpretation of the input given in the first meeting, to help refine the preliminary plan recommendations, and to build on the ideas previously expressed. (The agenda is attached in Appendix E.)

Following the Second Public Forum, the Team refined the recommendations and supporting graphics to reflect the input received. The final set of recommendations for each interchange area as well as the related plans, illustrations, and photographs are included in sections II.C., III.C., and IV.C.

Implementation Strategy Identification

With the recommendations finalized, the Team concentrated on identifying possible strategies for implementation. Embedded within each set of recommendations was a range of short- and long-term projects or initiatives to be undertaken by public and private entities, groups, and individuals. The Team engaged the Steering Committee in an exercise to create a list of local organizations, government agencies, neighborhood groups, area businesses, and others who could play a role in one or more of the projects or initiatives by taking responsibility for specific actions. In addition, the Steering Committee identified potential

Section II: Greensboro Road Area



A. Existing Conditions, Issues & Opportunities

The Greensboro Road interchange area, the northernmost interchange area along this next segment of the US 311 Bypass, will be a gateway into downtown High Point to the west and historic Jamestown to the east. In addition, it will provide access to the High Point Museum, High Point University, Piedmont Environmental Center, the businesses along Greensboro Road, and many residential neighborhoods near the future interchange.

Through the inventory and analysis phase, the Team was able to examine the existing conditions, with assistance from the Steering Committee, the Technical Advisory Committee, and key individuals, and identify specific issues to be addressed in the Study. In addition, the Team also noted opportunities to be considered as the interchange area is improved. The following is a list summarizing this information.

Land Use

- This mixed-use area has commercial, residential, and institutional components (see Figure 7).
- The lack of industrial development in this area is considered a strength.
- Strong residential neighborhoods exist throughout the area, but they mostly consist of single-family detached housing. In addition, there is a concentration of housing for retirees and assisted living facilities.
- A grocery store and other neighborhood services are needed. The closest stores are on College, Eastchester,



Shopping Center on Greensboro Road

- and Kivett.
- 50% of the space in the shopping center owned by High Point University is occupied.
- Five Points Park and Washington Terrace Park are two of only a few gathering places. There is a need for additional gathering places within a reasonable walking distance of homes and businesses.
- Local residents, particularly those living at Presbyterian Home, have a need for outdoor recreational space. Currently, Presbyterian Home residents use a nearby church parking lot to walk for exercise.
- This area, from a utilities standpoint is well established. The infrastructure is predominantly in place and has the capability for a wide range of service for any future development (see Figure 8).
- There are some areas of undeveloped land due to topography and environmental conditions, which will

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Five Points Park

need to be considered with any infill and redevelopment activities.

- Piedmont Land Conservancy has a conservation easement on Lindale Farm at the northern edge of the Greensboro Road area, which might be returned to a working farm in the future by the Conservancy.

Transportation

- New/infill development is not well connected to existing development.
- Pedestrian safety is a concern, especially along Greensboro Road from Wayside to Lexington.
- Traffic congestion along Lexington Avenue could become a problem once the interchange is open.
- The greenway along the creek in the northwest portion of the area is incomplete. A connection is planned that will tie into the County trail at Piedmont Environmental Center, which ties into the Bicentennial Trail and the Mountains to Sea Trail.
- The Jamestown Bypass planned alignment will affect

land use as well as travel patterns.

- Too many curb cuts along Greensboro Road contribute to traffic flow problems.
- Traffic on Summit, Hickory, Spencer, Hampton, and Lindale is mostly cut-thru traffic from Deep River to Greensboro Road.
- The community is concerned about traffic impacts (i.e., increased traffic volumes) on Lexington and Montlieu when the Bypass is open.
- There used to be a traffic circle at the Five Points intersection. The "K"-type intersection that now exists does not promote efficiency or mobility.

Gateway Appearance

- Historic Jamestown, known for Jamestown Rifle, is not a popular tourist destination, but it does have a historic district and is the location of Mendenhall, the former Quaker plantation.
- Streetscape enhancements along Greensboro Road, Montlieu Avenue, and Lexington Avenue are needed to make these streets more pedestrian friendly.
- The Five Points Community Pride Association was established to address security, property maintenance, and crime prevention.
- Some are concerned that landscaping might not be enough to buffer the noise of future Bypass traffic. Though they might not be warranted, noise walls along the edge of the Bypass right-of-way are desired in addition to landscaping.

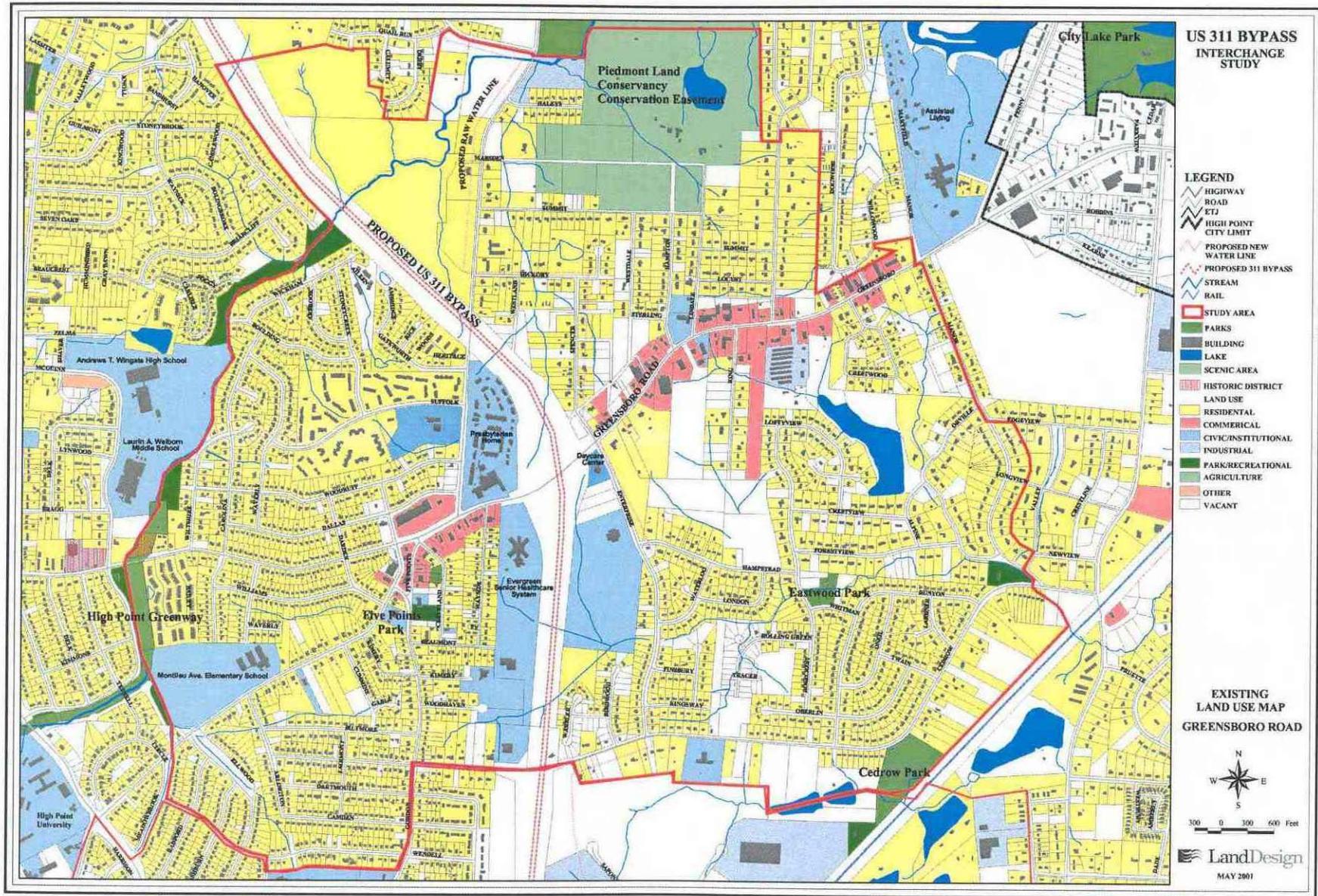


Figure 7: Existing Land Use Map

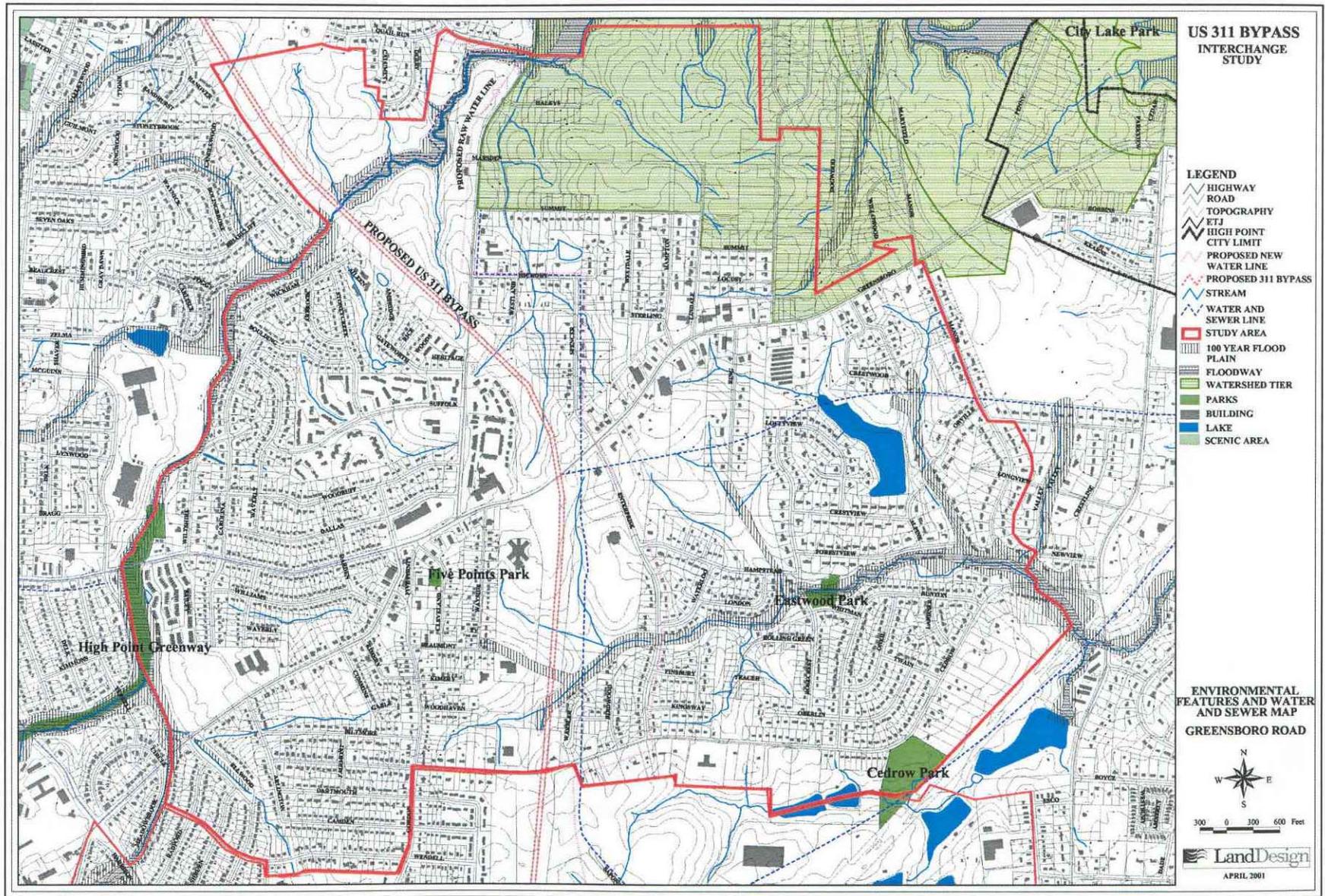


Figure 8: Existing Environmental Features and Water and Sewer Map

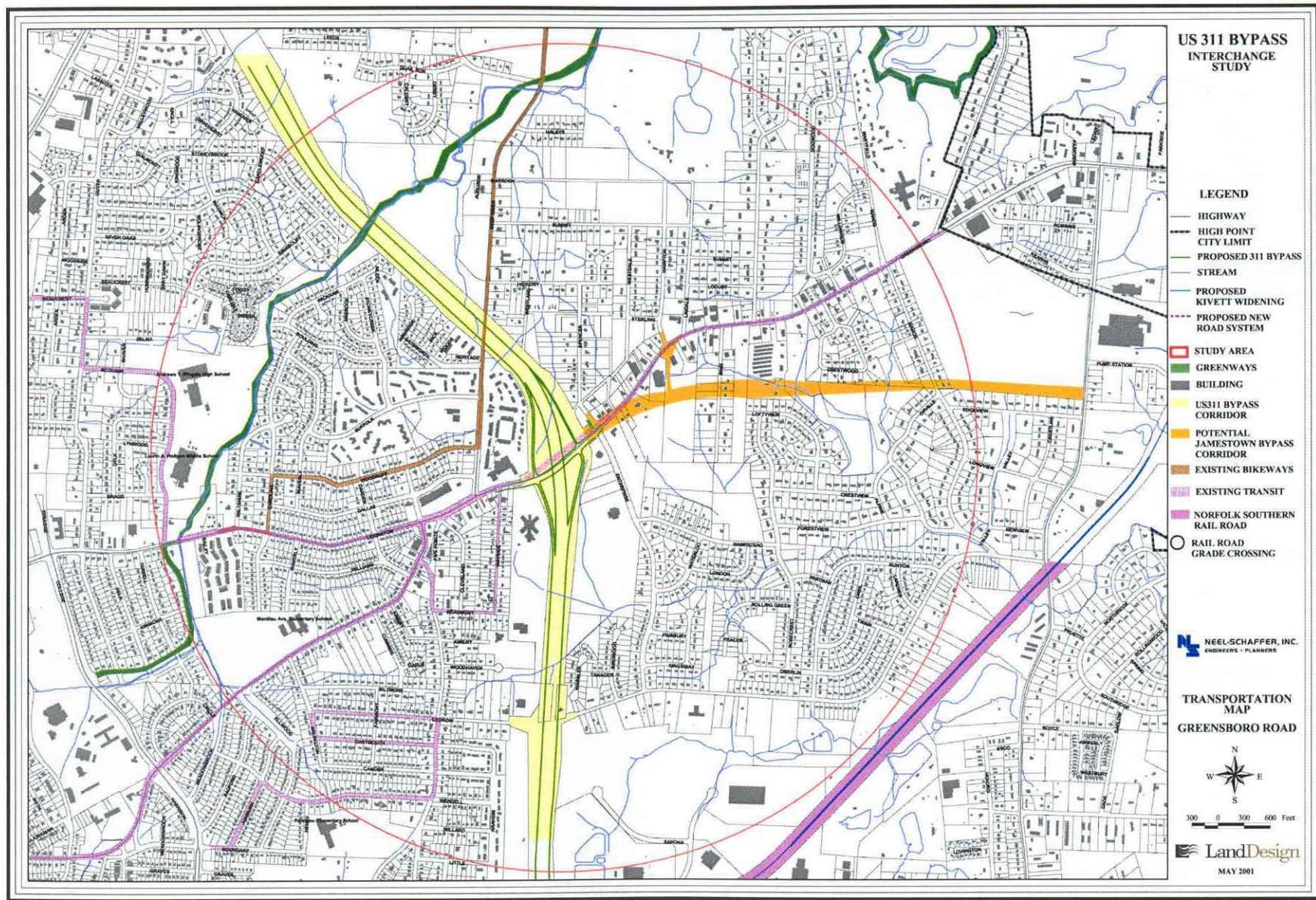
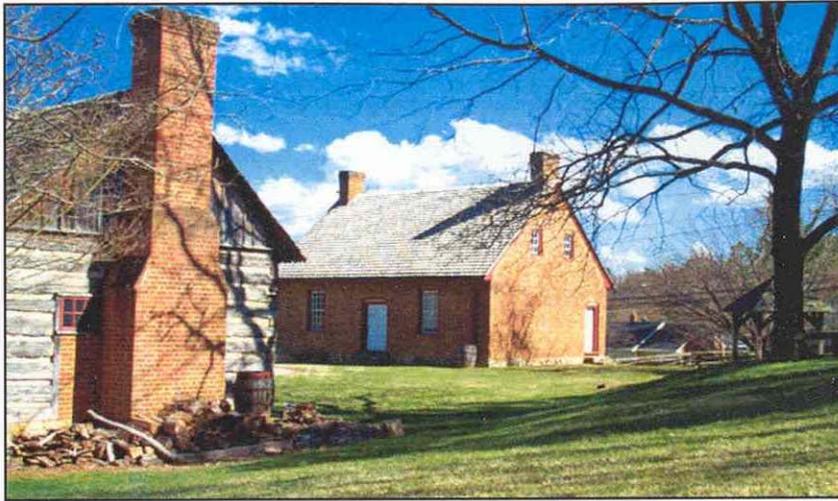


Figure 9: Existing Transportation Map



The High Point Museum is located at the western edge of the interchange area.

B. Vision & Selected Goals

At the First Public Forum, the attendees described their vision for the future of the Greensboro Road interchange area:

A celebration of the area's history and an "activity center" for residents, university students, and travelers.

Of the goals established, the following two were selected as the most important by the citizens attending this first public meeting:

Encourage streetscape and landscape improvements that reinforce the character (or desired image) of the place.

Utilize the interchange areas as "gateways" that reflect community identity/character.

Greensboro Road Area - Key Public Input

- Keep existing businesses, but add unique, "historic" businesses
- "Food Court" - variety
- Recreation and services for residents, especially seniors
- Family-orientated entertainment for residents
- Nice landscaping, signs, and noise walls

C. Plan Concepts & Recommendations

The plan concepts and recommendations were derived from the input received at the public forums and from the two Committees and City staff. The majority of the recommendations are depicted on the Proposed Land Use and Transportation Improvements Plan (see Figure 10).



Example of a good Neighborhood Park

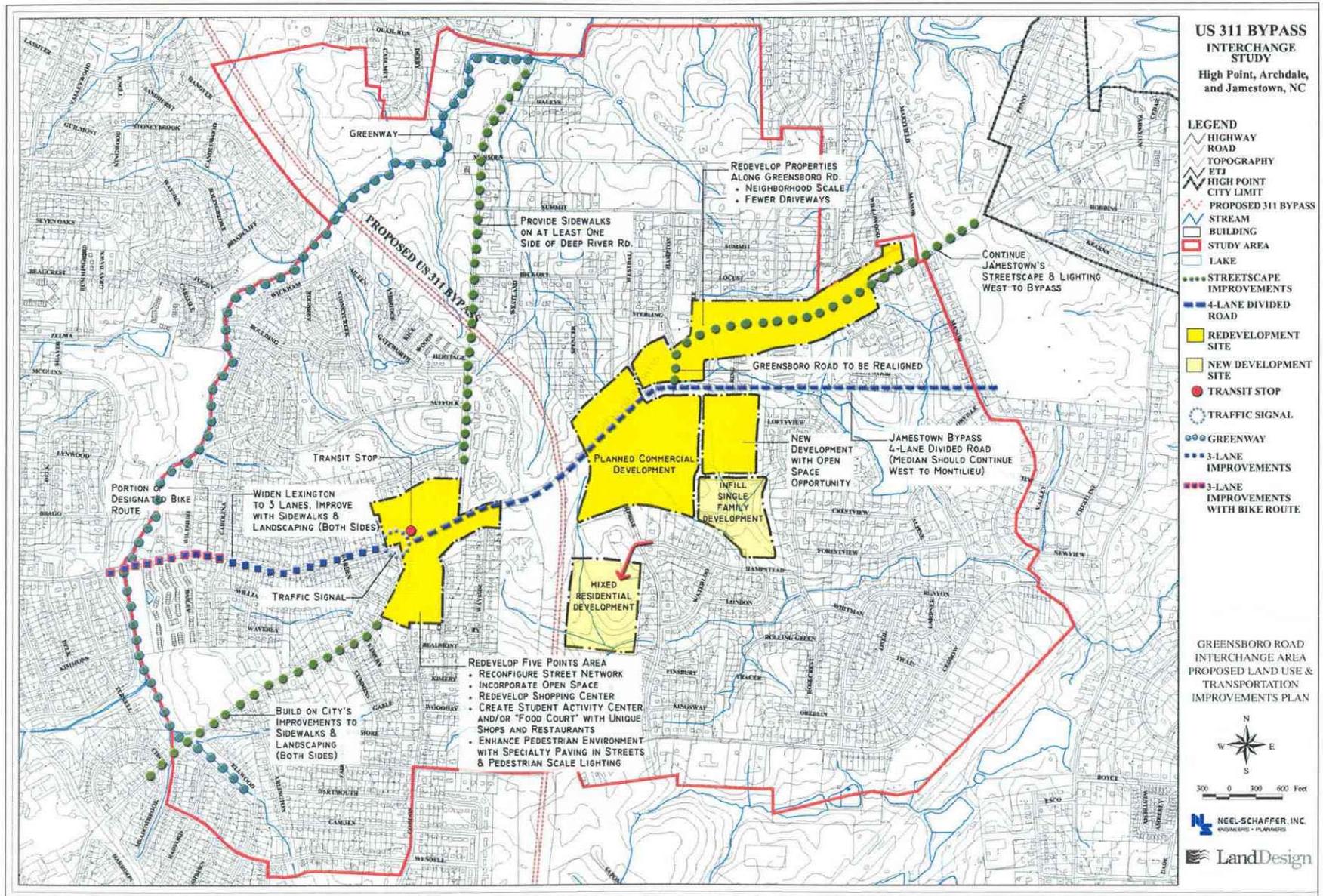
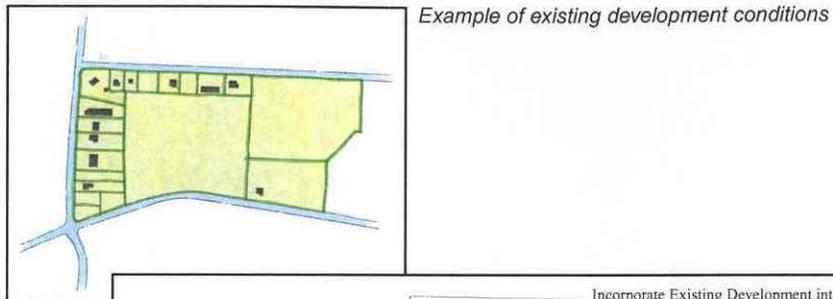


Figure 10: Proposed Land Use and Transportation Improvements Plan



Example of existing development conditions



Planned mixed use development on same site incorporates existing development.

Land Use

- Provide uses that would serve the existing residential development, such as neighborhood services and parks. In particular, provide:
 - better outdoor recreation opportunities, especially for local residents (i.e. a place to walk).
 - grocery stores and drug stores within walking distance of residents living in the area.
- Redevelop "Five Points":
 - Revitalize/redevelop existing shopping center site.
 - Assemble properties to create a concentration of

retail and business uses.

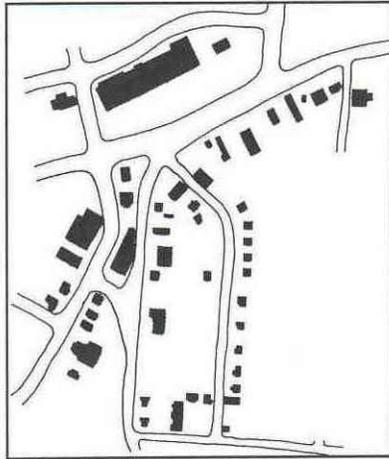
- Create small park as focal point and recreation area.
- Redevelop the section of Greensboro Road leading into Jamestown (east of 311 Bypass) to consist mainly of local commercial uses when traffic is rerouted to the proposed Jamestown Bypass.
- Develop area east of the interchange as a Planned Mixed-Use Development that incorporates existing development and new development based on market demand. Such development may include commercial and business uses, hotel(s) and/or motel(s), some single-family and multi-family residential units, and the relocated Fire Station 7.
- Identify and preserve parcels for acquisition by the City to respond to expressed need for a more even distribution of parks, particularly neighborhood parks and "mini-parks" (one-acre parks located within 1/2-mile of residences).
- Attract unique businesses that complement existing businesses. These new businesses should include restaurants, shops, and family-oriented entertainment.
- Provide more housing choices. Increase opportunities for the development of additional affordable rental units in response to unmet demand, as indicated in the Land Use Plan (adopted April 2000). Provide infill single family residential development on vacant parcels within the existing neighborhoods.
- Development and redevelopment that minimizes the strip commercial development along Greensboro Road and utilizes vacant properties should be encouraged.



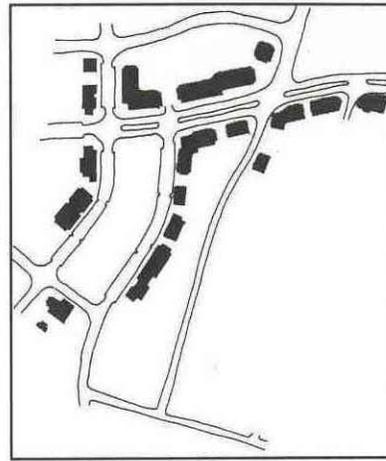
A redevelopment concept for Five Points Area



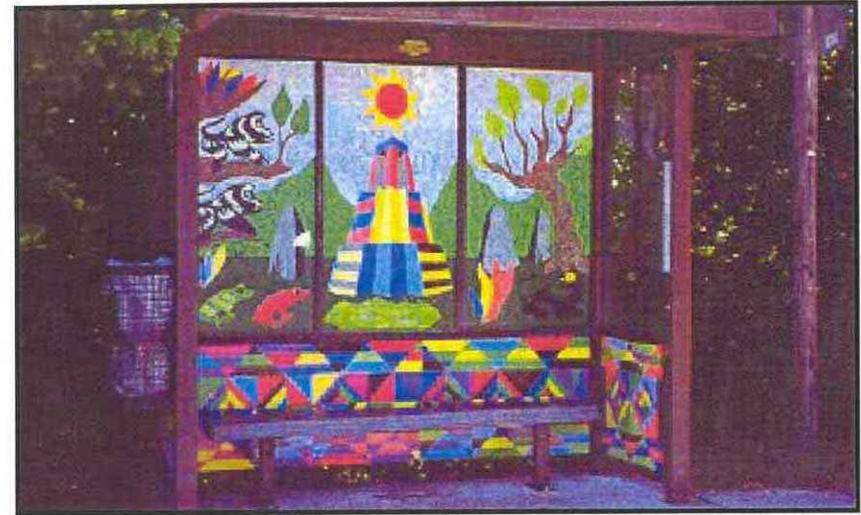
Perspective of proposed Five Points area redevelopment



Five Points intersection existing conditions



Reconfigured street network

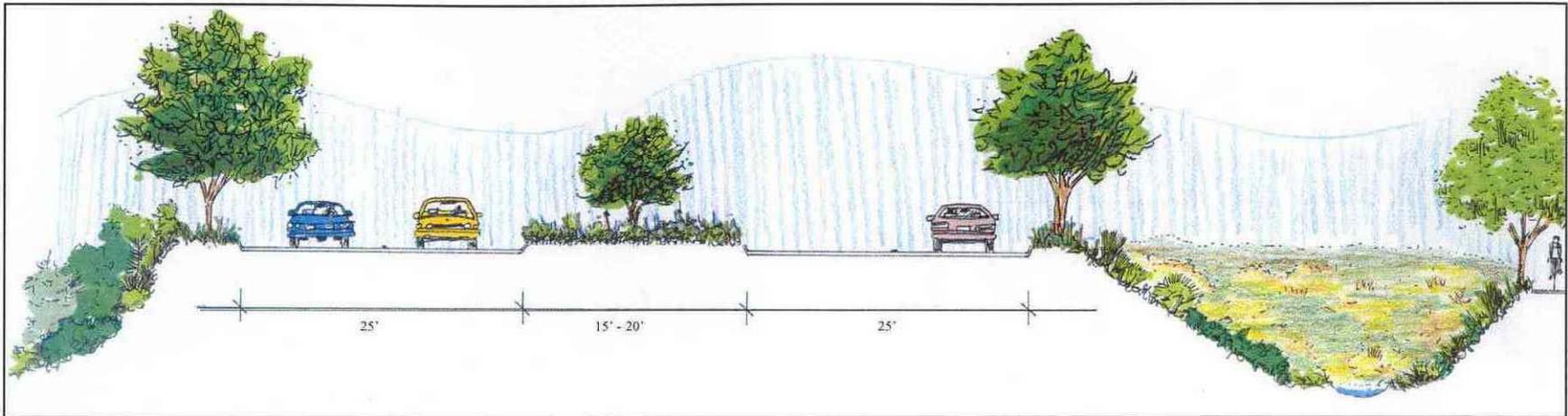


Bus shelter with community public art

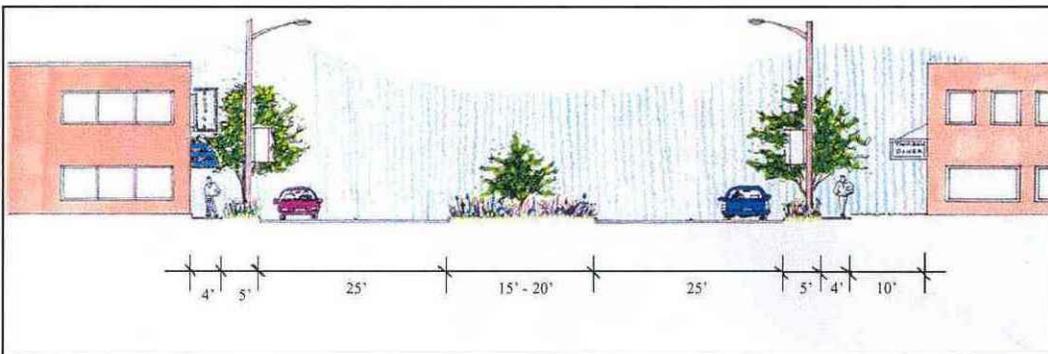
Transportation

- Proactively plan road improvements:
 - Investigate the feasibility of providing needed roadway improvements on Greensboro Road between the US 311 Bypass and Montlieu Drive as follows:
 - Install landscaped median to improve safety, enhance traffic operations, and enhance aesthetics.
 - Provide decorative crosswalks at the Greensboro Road/Deep River Road and Greensboro Road/Montlieu Avenue/Lexington Avenue intersections to enhance pedestrian safety.
 - Provide sidewalks between Deep River Road and Montlieu Avenue.
 - Investigate the feasibility of improving Lexington

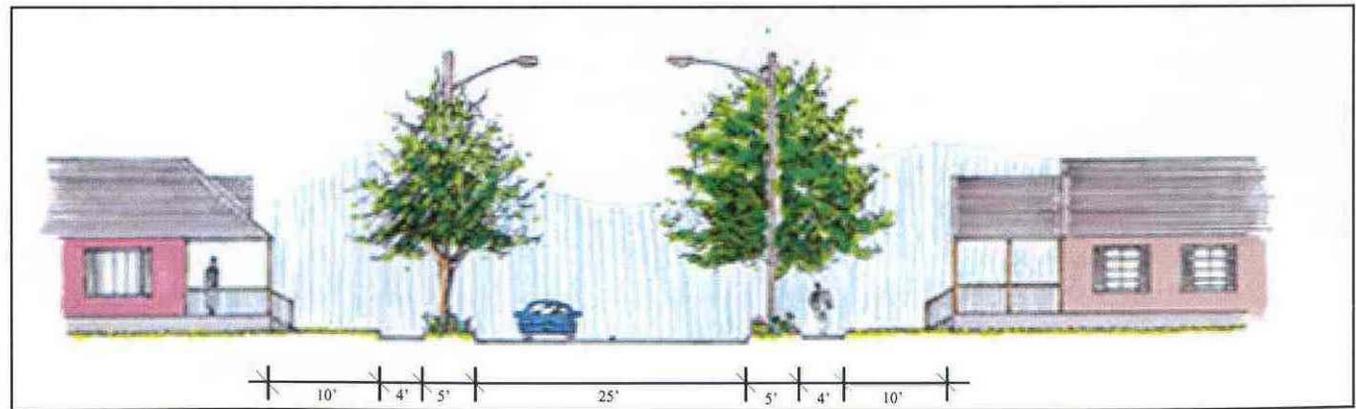
- Should redevelopment take place in the vicinity of Five Points in the future, investigate the feasibility of reconfiguring the street network to improve safety and enhance mobility.
- Investigate the feasibility of providing bus bays and shelters along Greensboro Road in the vicinity of Five Points.
- Complete the Greenway Development Project as follows:
 - University Park to Piedmont Environmental Center at Penny Road
 - University Park to Festival Park along Deep River
- Prepare a city-wide Greenway Plan
- Develop a Sidewalk/Pedestrian Circulation Plan to be implemented as new development and redevelopment takes place.



Potential Jamestown Bypass cross-section



Proposed Greensboro Road between US 311 and Montlieu Avenue

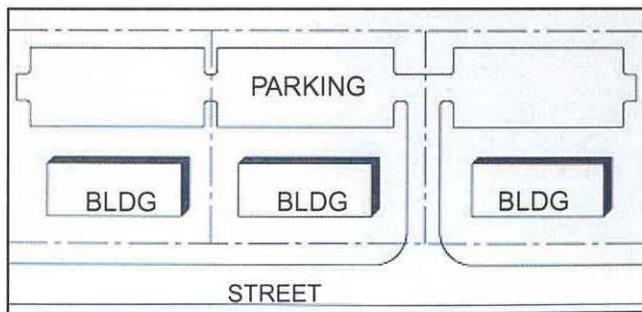


Proposed Montlieu Avenue and Deep River Road cross-section



Example of a greenway designed for bikes and pedestrians

- Prepare a Bike Plan and provide a bikeway along Greensboro Road between the US 311 Bypass interchange and Jamestown as redevelopment takes place or in conjunction with other improvements.
- Improve street lighting for vehicular traffic along major streets and enhance pedestrian lighting in the areas of high pedestrian concentration.
- Develop enhanced driveway access controls along Greensboro Road throughout the entire study area. These controls would include:
 - Limitations on the number of driveways (or curb



Shared access and connected parking minimizes need for multiple curb cuts



Murals depicting community history

Source: City of Steubenville, Ohio

- cuts)
 - Shared driveways and connecting parking lots
 - Limitations on new street connections to Greensboro Road to serve new development
 - Street connections between new/infill development and existing development
 - Medians and right-in/right-out driveways
- Investigate the feasibility of providing multi-modal facilities, such as park-n-ride lots, in conjunction with future development.

Gateway Appearance

- Build on the community history and heritage in creating a theme for this gateway, emphasizing a historical theme with public art in the form of sculpture, paving, murals, banners, bus shelter design, etc.
- Provide signs that are in keeping with the theme and signs that can direct visitors to:
 - High Point University
 - High Point Museum
 - Historic Jamestown



Source: Alan Potter



Source: Lisa Kaslow, Inc.

Banners and artistic paving can communicate messages related to area's theme or history

- Encourage development – and architecture – that reinforces the character and identity of the community:
 - Avoid franchises.
 - Include unique businesses that contribute to the creation of a unique destination, and recall the businesses that once existed in the area: Roy's, Steels' Diner, and Tastee Freeze.
 - Create a "food court" with restaurants offering a wide range of choices.
 - Create a place that acts as a student center for High Point University students.

- Create a lively and festive appearance with color and lights.
- Encourage a clean appearance through property maintenance.
- Improve appearance of the area through design, tree preservation, and signage control:
 - Adopt development criteria that allows new development and redevelopment to respect and enhance existing development. For example, development should include the following:
 - Mixed and concentrated land use to create activity centers within each of the four quadrants
 - Varying open spaces that serve as organizing elements
 - Minimal setbacks – buildings close to the street with parking behind
 - Building entrances oriented to the street
 - Pedestrian-oriented streetscape
 - Interconnected streets and pedestrian routes
 - "Frame" views of local landmarks for ori-



Garden maintained by a community group



Landscaped noise walls

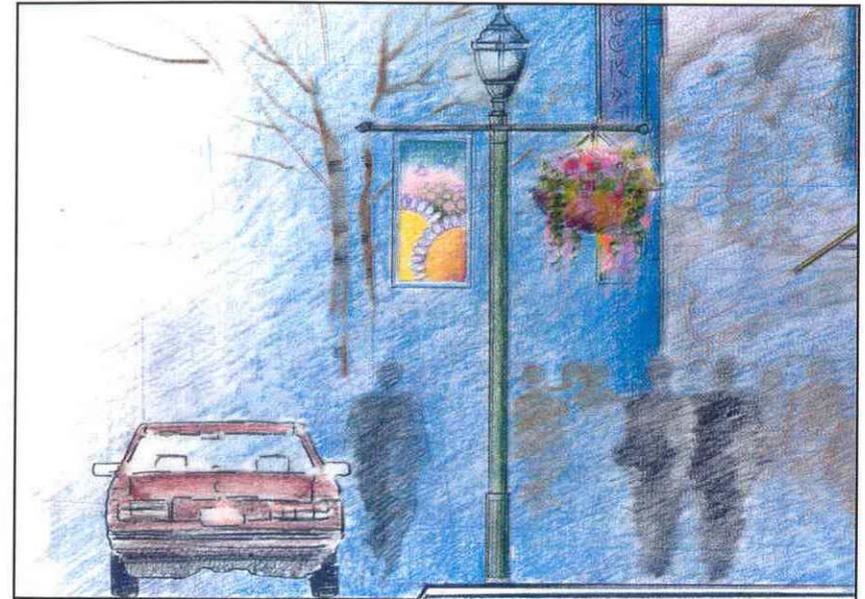
entation using landscaping and other buildings.

(See Appendix C for examples of traditional urban design standards.)

- Create a “green community.”
 - In accordance with the recommendations of the Land Use Plan (adopted April 2000), preserve tree cover, particularly trees within street rights-of-way, and provide additional street trees where needed. Minimize road widening that would unnecessarily remove existing street trees.
 - Prepare a Landscape Master Plan for the interchange area that addresses interchange landscaping and streetscape planting.
 - Plant additional street trees in conjunction with street widening/improvement projects.
 - Provide planted medians wherever possible.
- Prepare and adopt special sign design standards



Traditional “Main Street” development may be appropriate for Greensboro Road as it leads into Jamestown, when the Jamestown Bypass is constructed.



Pedestrian-friendly streetscape includes lighting, planters, banners, awnings, and trees.

that are consistent with the desired character/identity.

- Provide pedestrian-scale streetscape, particularly in the Five Points area along Greensboro Road between the Bypass and Jamestown. The streetscape elements could complement or be a continuation of Jamestown streetscape elements (i.e. brick pavers for sidewalks and decorative crosswalks).
- Create a “main street” environment along Greensboro Road between the Bypass and Jamestown when traffic is rerouted to the proposed Jamestown Bypass.

D. Implementation Strategies

The following is a list of specific actions related to the recommendations provided above and the groups and individuals who could play a role in one or more of these

actions. It was developed with the public and members of the Steering Committee, with input from the City of High Point.

Implementation Strategies - Greensboro Road Interchange Area:

General Recommendations	Specific Actions	Responsible Party(ies)
General:		
Oversee/ensure implementation	Establish an “interchange development organization” with interchange area representation	City of High Point, Steering Committee
	Communication with City on ongoing basis, monitoring of development activities	Neighborhood groups
Improvements in general	Special Tax District (with legislation)	Community businesses*
Land Use:		
Encourage planned mixed-use development	Prepare a market analysis and its supporting conceptual master plan to determine the appropriate mix of uses and the specific changes to be made to the Land Use Plan and the Zoning Ordinance (districts, design standards, and Map).	City of High Point (Planning)
	Assemble properties, and prepare and implement plans that concentrate uses in walkable area, utilize vacant parcels, minimize strip commercial development, include neighborhood services, incorporate highway-oriented business, enhance existing commercial development, include recreation, and accommodate Fire Station 7.	Developers*, landowners*, other private interests*, High Point Fire Dept.
Provide housing choices	Encourage infill single-family development on vacant parcels within existing neighborhoods	City of High Point (Planning)

	Provide infill single-family development on vacant parcels within existing neighborhoods	Developers*
	Incorporate affordable housing and rental units (including multi-family) into new, mixed-use development	City of High Point* and developers*
Revelop Five Points	Provide money- and time-saving incentives (i.e. expedite plan approval process)	City of High Point (Planning)
	Provide park as focal point and outdoor recreation space	City of High Point* (Parks & Recreation) and/or developers*, landowners*, other private interests*
	Assemble properties, and prepare and implement plans	Developers*, landowners*, other private interests*
	Revitalize/redevelop shopping center site	High Point University (or future owner)*
Retain existing businesses and attract new, unique businesses	Retain or attract businesses	Economic Development Committee, City of High Point* (Community Development), Chamber of Commerce*
	Provide assistance/guidance to businesses	Enterprise organization* (grants)
Redevelop the section of Greensboro Road leading into Jamestown if traffic is rerouted to proposed Jamestown Bypass	Changes to zoning: districts, design standards, and zoning map	City of High Point (Planning)
	Redevelop sites according to traditional design standards	Developers* and landowners*
Provide more parks and recreational space.	Acquire land for neighborhood parks and "mini-parks"	City of High Point* (Parks & Recreation)
	Dedicate land for "mini-parks", or incorporate open space in new development and redevelopment	Developers, landowners

Transportation:		
Develop enhanced driveway access controls	Limit new driveways and street connections to serve new development along Greensboro Rd., or require minimum length of road frontage per driveway for large developments	City of High Point (Planning, DOT)
	Require driveways on property lines (shared access) and connected parking lots	City of High Point (Planning, DOT)
	Encourage street connections between new/infill and existing development	City of High Point (Planning, DOT)
	Install medians, right-in/right-out driveways	City of High Point* (DOT), developers*
Provide needed roadway improvements	General street improvements (i.e. widening)	City of High Point* (DOT), developers*
	Initiate a series of proactive planning studies:	City of High Point (DOT)
	Investigate feasibility of improving Lexington between Montlieu and College	
	Investigate feasibility of reconfiguring street network in Five Points	
	Investigate the feasibility of needed roadway improvements along Greensboro Road	
Investigate the feasibility of providing multimodal facilities such as park-n-ride lots, in conjunction with future development		
Improve street and pedestrian lighting	Improve street lighting, especially in areas of high traffic	City of High Point* (DOT)
	Improve pedestrian lighting, especially in areas of high traffic	City of High Point* (DOT), developers*

Provide public transportation improvements	Investigate the feasibility of providing bus bays and shelters along Greensboro Road in the vicinity of Five Points	City of High Point* (DOT), developers*, local businesses*
Provide sidewalks	Develop a Sidewalk / Pedestrian Circulation Plan, and implement as new development and redevelopment takes place	City of High Point* (DOT, Parks & Recreation) and High Point MPO* for overall plan, and developers* for site-specific plans
Complete and provide greenways	Complete Greenway Development Project and prepare citywide Greenway Plan	City of High Point* (Planning, Parks & Recreation) and High Point MPO*, developers for land reservation/dedication, NCDOT*
Provide bikeways	Prepare Bike Plan and provide a bikeway along Greensboro Road	High Point MPO*
<u>Gateway Appearance:</u>		
Provide signs	Prepare and adopt sign design standards package for new development and redevelopment	City of High Point*, developers*
	Create unique "welcome" signs through special design process or competition	City of High Point*, Convention and Visitors Bureau (CVB)*
Emphasize history (or theme) with history-related (or theme-related) features	Provide public art - incorporate history-related or theme-related public art display(s) in new development	City of High Point*, developers* (might involve trade-off with City), local organizations and businesses, local artists
	Create bus shelters (unique design), paving patterns, murals, banners, signs, architectural details, lights, etc.	Community members, local businesses*, local organizations*, City of High Point*
Create a "green community"	Street tree preservation/installation	City of High Point*, developers*
	Prepare Master Landscape Plan to address interchange landscaping (to create a sense of entry and buffer traffic noise) and streetscape planting, and implement it as development and redevelopment takes place	City of High Point*, NCDOT*, CVB*

	Neighborhood beautification projects	Community volunteers, civic organizations*, local businesses*, CVB*
Maintain clean appearance	Regular property maintenance	Property owners
	Code enforcement	City of High Point
Encourage appropriate design in new development and redevelopment	Overlay district design standards for creating traditional urban design, pedestrian-friendly places	City of High Point (Planning)
	Design plans and/or design guidelines	Developers*, landowners*

* These groups and individuals could be a potential source of funding, and may include:

Five Points Community Pride Association
Piedmont Environmental Center
North Carolina Agricultural Extension
Garden Club

"Weed and Seed", Dept. of Justice
High Point University
Local churches

Section III: Kivett Drive & Green Drive Areas



A. Existing Conditions, Issues & Opportunities

Once this segment of the US 311 Bypass is complete, the Kivett Drive and Green Drive interchanges will become two primary entrances into downtown High Point, the heart of the “Furniture Capital of the World.” The quality of these two interchange areas in terms of appearance and function will be particularly important, as they will introduce the City to thousands of new visitors every year, including furniture “marketeters” from more than 100 countries.

Through the inventory and analysis phase, the Team was able to examine the existing conditions, with assistance from the Steering Committee, the Technical Advisory Committee, and key individuals, and identify specific issues to be addressed in the Study. In addition, the Team also noted opportunities to be considered as the interchange area is improved. The following is a list summarizing this information.

Land Use - Kivett Drive Area

- An existing mixed-use area with some opportunities for redevelopment, this area has the highest concentration of industrial uses compared to the other three interchange areas. The relationship of these industrial uses to the surrounding neighborhoods needs improvement.



Mannington Laminate Floors near Kivett Drive

- A number of churches, schools, and parks are well distributed in the area and many provide gathering places for the community.
- The area between the Bypass and Brentwood Avenue could be a prime location for redevelopment that could benefit from the visibility from the Bypass. Some land assemblage may be required to redevelop the parcels in this area. Word of Reconciliation Ministries is already planning additional development in this area.
- The residential component is well connected and has potential for remaining a strong element through building and site maintenance and streetscape enhancements.
- There is a need for neighborhood services, such as a grocery store, a drug store, and restaurants. Some

of the vacant industrial and/or city-owned properties along Kivett present opportunities for clustering retail and other uses that could benefit from the proximity of the existing neighborhoods and the increased traffic that is anticipated. However, there is potential for strip commercial development along Kivett through redevelopment.

- This area, from a utilities standpoint, is well established. The infrastructure is predominantly in place and has the capability for a wide range of service for any future development. In addition, improvements are underway:
 - Water and sewer improvements along Kivett Drive are complete.
 - Water and sewer improvements along Brentwood Rd. (8" to 12" line) are underway.
- There are some areas of undeveloped land due to topography and environmental conditions which will need to be considered with any infill and redevelopment activities.
- Washington Drive used to be center of African-American-owned businesses.
- William Penn School, built by Quakers, was an African-American school before WWII and cultural center for the African-American community. Located just west of the Kivett Drive interchange area along Washington Drive, it might become a magnet school for performing arts in 2003.
- There are many established African-American churches on Leonard and Washington.
- 160 acres of mixed use development is underway east of the interchange area along Kivett Drive.
- The industrial park on Kivett Drive is in a free trade zone, and it has some undeveloped parcels within it.



Harris and Covington Hosiery Mills near Green Drive

Transportation - Kivett Drive Area

- Sidewalks are needed as they would improve pedestrian mobility and create a safer pedestrian environment.
- The flow of traffic through the area is impeded by traffic entering from the many driveways along Kivett Drive.
- The rail line that parallels Kivett Drive is a barrier limiting pedestrian and vehicular access to the north side of Kivett Drive.

Gateway Appearance - Kivett Drive Area

- Kivett Drive will be one of two main entrances from the Bypass into downtown for "marketeters" and other visitors. Streetscape enhancements are needed from downtown to Business Interstate 85.

Land Use - Green Drive Area

- Like the Kivett Drive interchange area, the development along and near Green Drive is a mix of uses including some industrial uses that have a poor relationship to the surrounding residential development.

Redevelopment and/or reorientation of some sites could improve those relationships.

- The majority of the residential development is well-organized along streets that follow a modified grid pattern.
- The area around Brentwood Park is in need of redevelopment that includes a clustering of uses such as restaurants, shops, and neighborhood services. The park has the potential to become the focal point, the element around which businesses and other uses are organized.
- More opportunities for passive and active recreation on the east side of the Bypass are probably needed to serve the neighborhoods on that side.
- This area from a utilities standpoint is well established. The infrastructure is predominantly in place and has the capability for a wide range of service for any future development.
- There are some areas of undeveloped land due to topography and environmental conditions which will need to be considered with any infill and rede-



School building on Brentwood Avenue

velopment activities.

- Brentwood School will not reopen as a school. It has been sold and adaptive re-use of the building is a possibility.
- Brentwood Park currently has ball fields for soccer and football as well as a park maintenance building on site.
- Currently, infill housing and revitalization is occurring in neighborhoods, and home ownership is increasing.
- Blair Park is a municipal golf course located in the southeastern portion of the interchange area.

Transportation - Green Drive Area

- General pedestrian safety, particularly in the vicinity of the interchange, is a concern. Sidewalks along Brentwood and Triangle Lake Road are needed to improve pedestrian mobility and create a safer pedestrian environment along those roads.
- The flow of traffic could worsen along Triangle Lake Road after the Bypass is open.

Gateway Appearance - Green Drive Area

- Green Drive will be one of two main entrances into downtown from the Bypass. The streetscape between the Bypass and downtown needs improvement.
- Better maintenance of properties, particularly those along Green Drive, is needed.

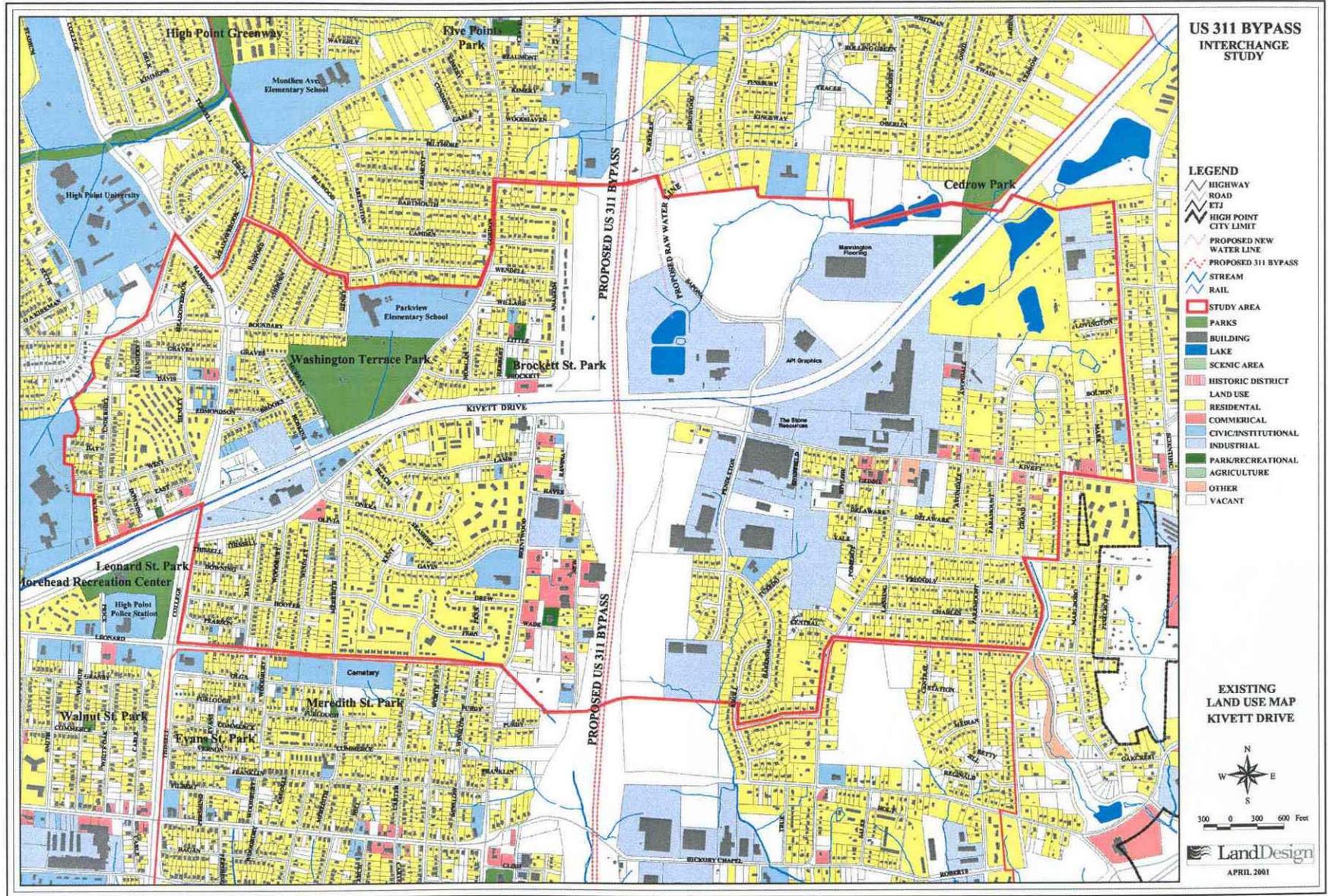


Figure 11: Kivett Drive Existing Land Use

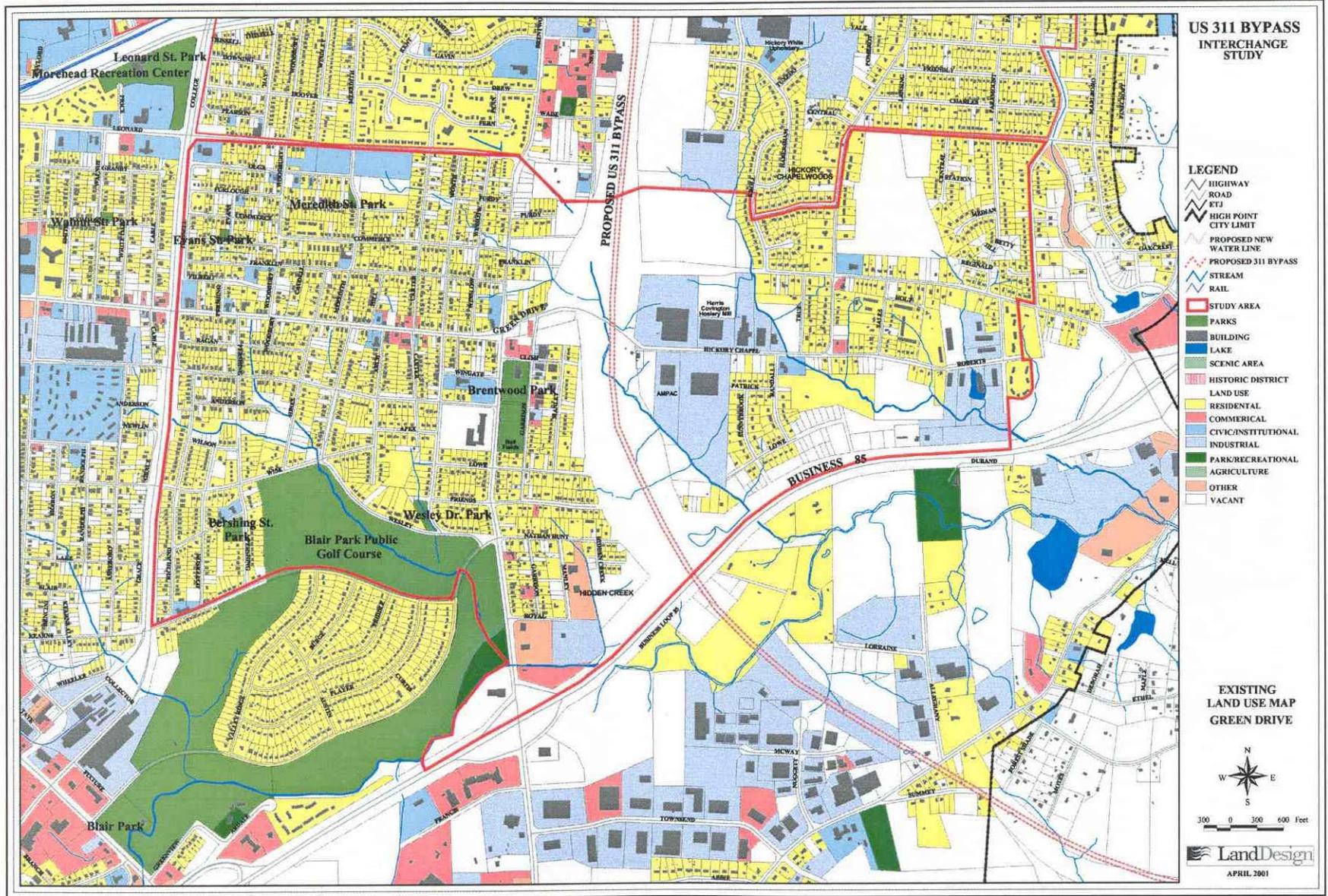


Figure 12: Green Drive Existing Land Use

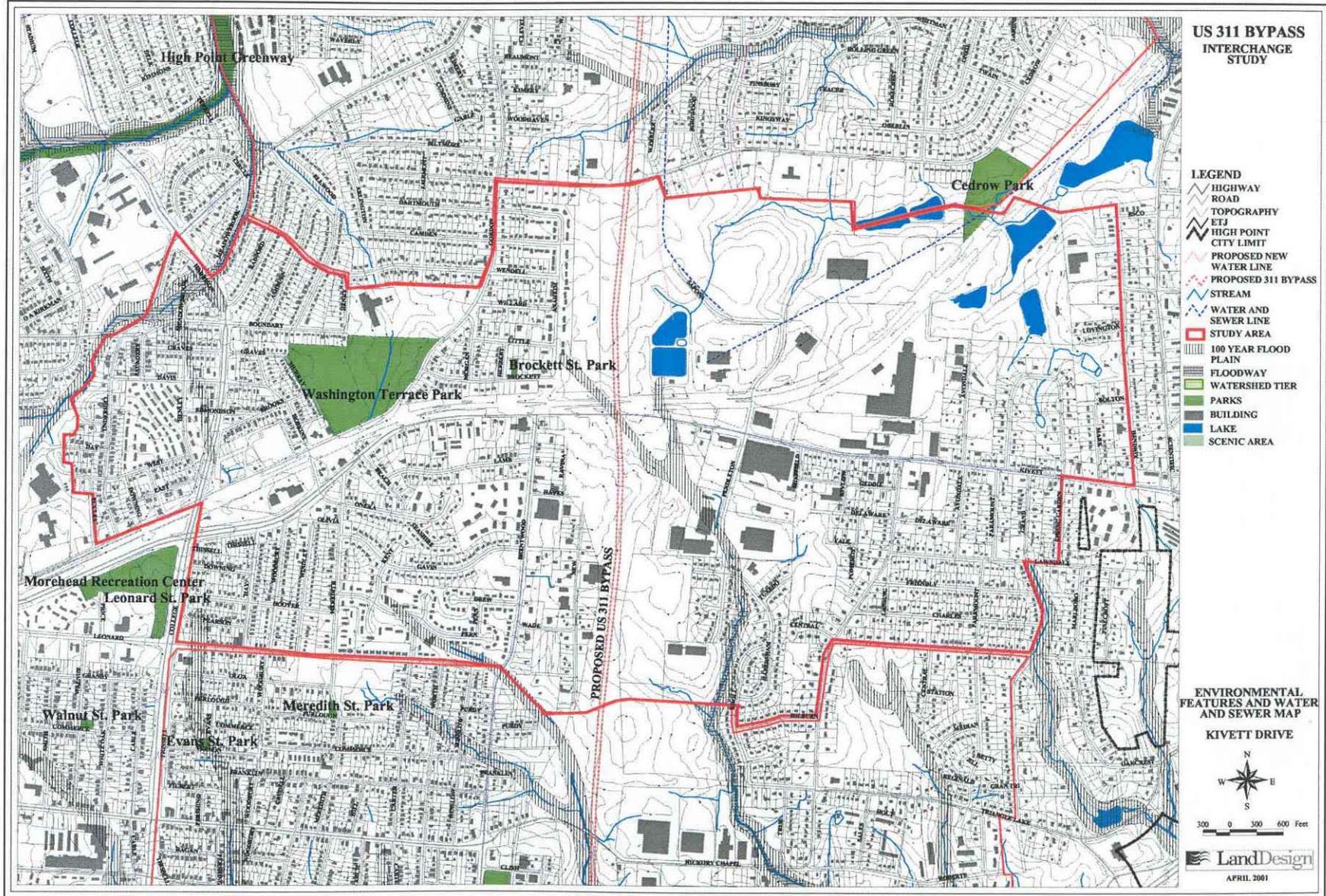


Figure 13: Kivett Drive Environmental Features and Water and Sewer Map

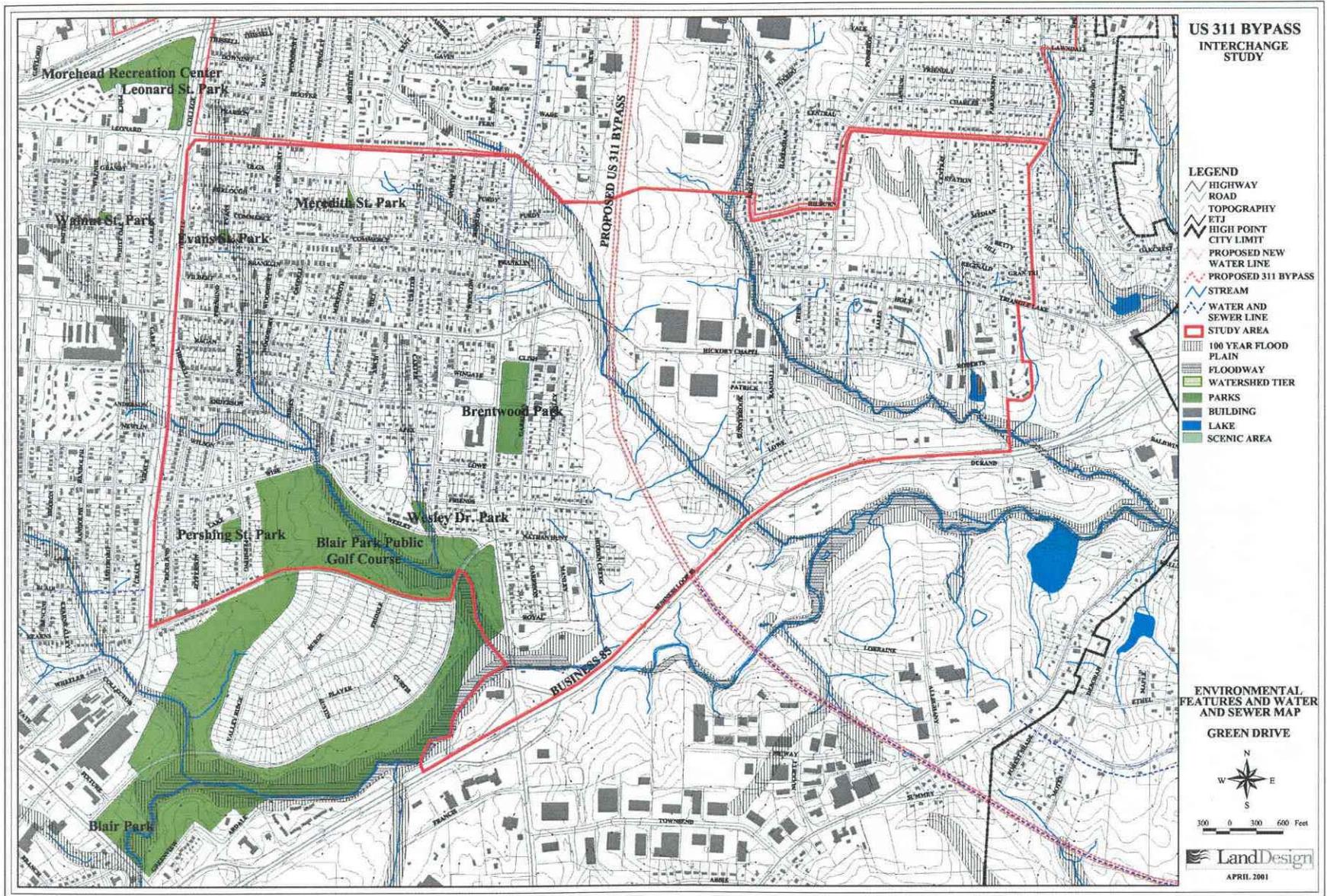


Figure 14: Green Drive Environmental Features and Water and Sewer Map

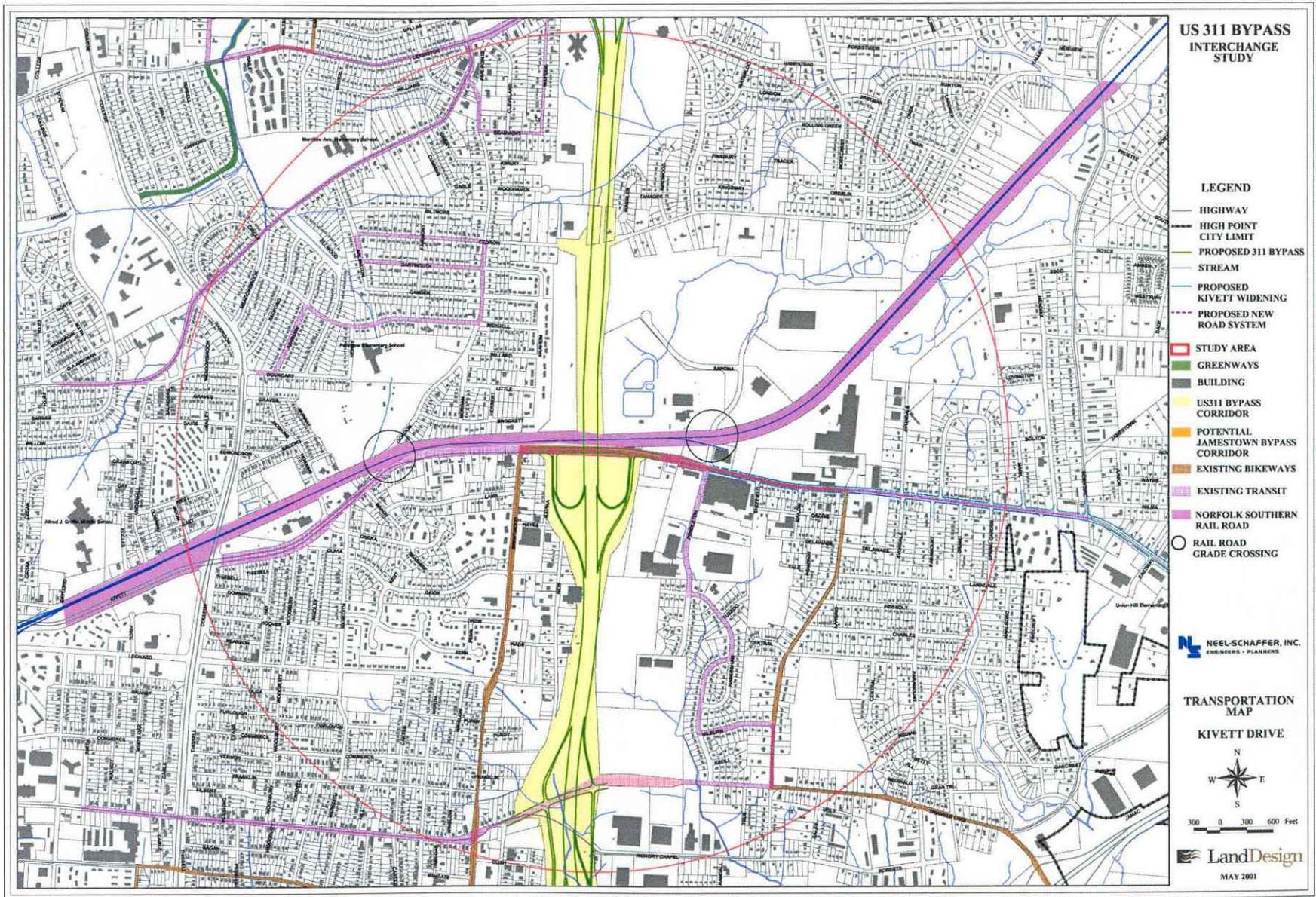


Figure 15: Kivett Drive Existing Transportation Map

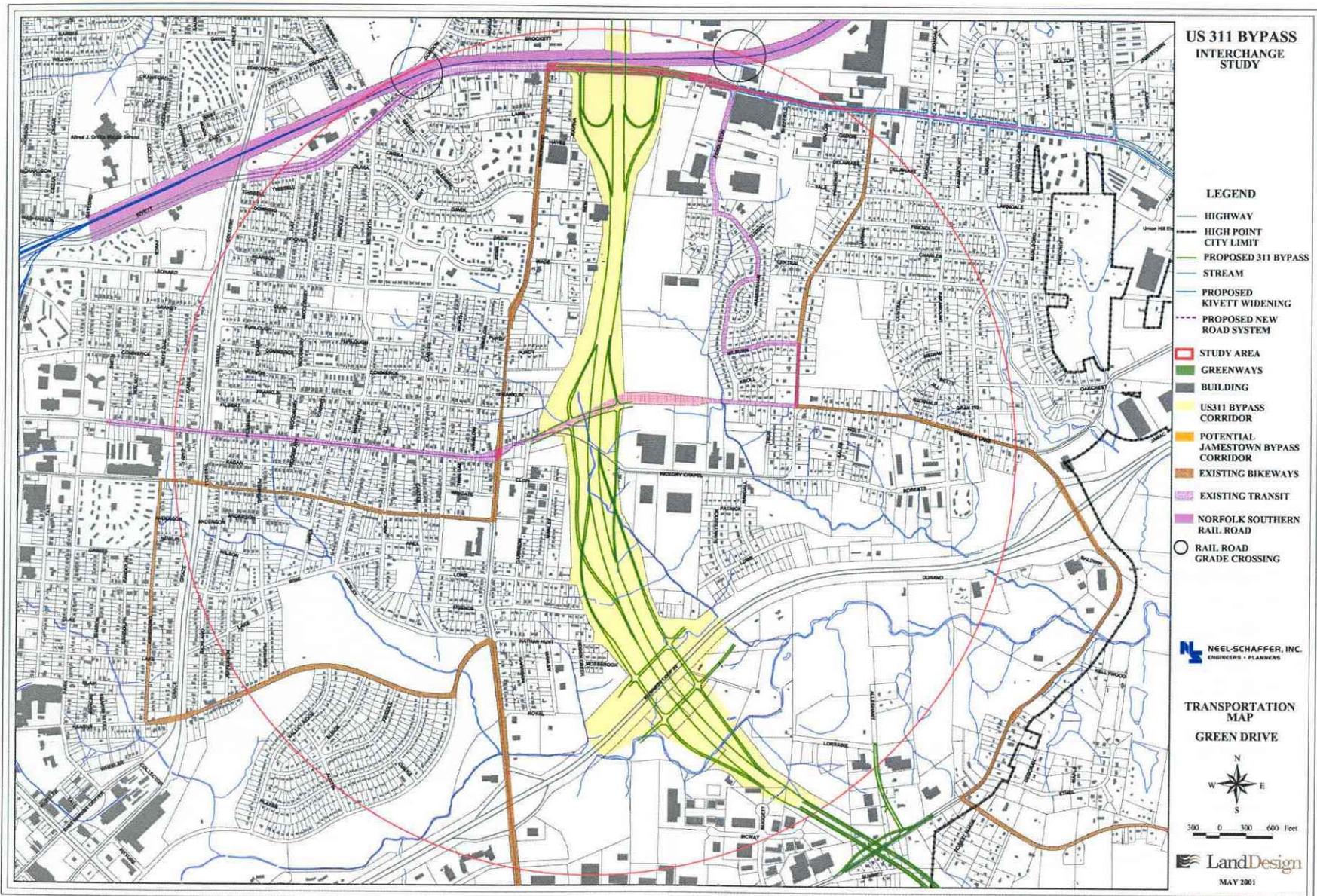


Figure 16: Green Drive Existing Transportation Map

B. Vision & Selected Goals

At the First Public Forum, the attendees described their vision for the future of the Kivett and Green Drive Areas:

Kivett Drive Area

The main entrance to furniture market.

Green Drive Area

A "corridor of new life" and a recreation destination.

Of the goals established, the following two were selected as the most important by the citizens attending this First Public Forum:

Kivett Drive Area Key Public Input

- Landscaping with flowering trees
- Hotels, restaurants, neighborhood services, library, etc.
- Stronger connections to both sides of Kivett Drive
- Good lighting for pedestrians
- Park and ride/Parking

Green Drive Area Key Public Input

- Recreation - More parks and open space and a community pool
- Revitalize Brentwood school for community use
- Restaurants, services, new businesses (franchises ok)

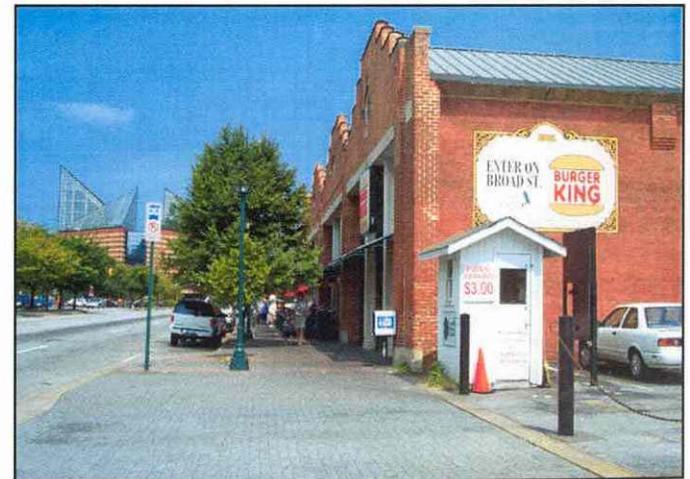


Source: Cleveland County, North Carolina

Example of neighborhood park

Encourage development that is sensitive to existing businesses and residential neighborhoods.

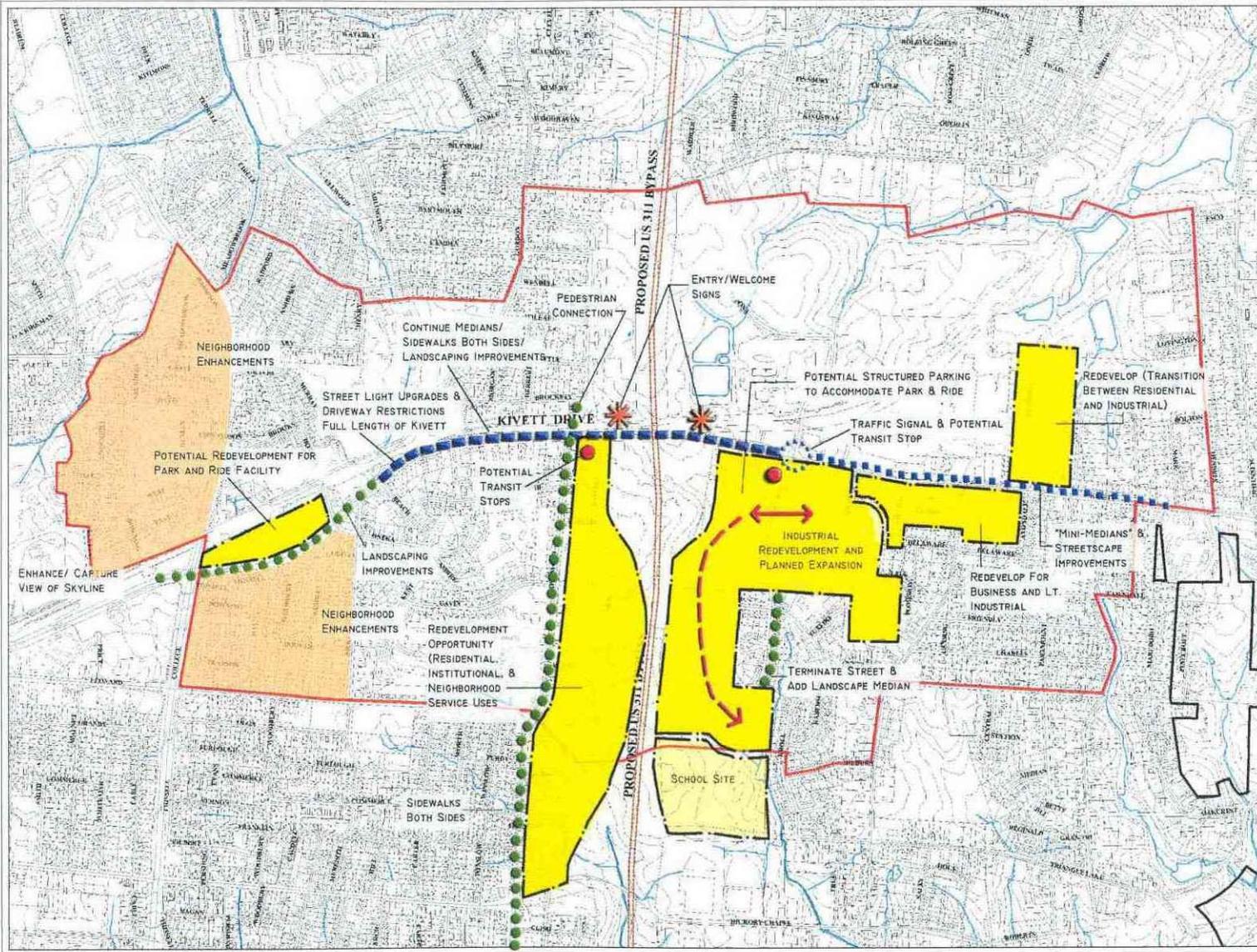
Encourage development that is not only beneficial to travelers, but also to the local community.



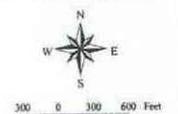
Fast food restaurant fits into main street without interrupting architectural character

**US 311 BYPASS
INTERCHANGE
STUDY**
High Point, Archdale,
and Jamestown, NC

- LEGEND**
- ⚡ HIGHWAY
 - ⚡ ROAD
 - ⚡ TOPOGRAPHY
 - ⚡ ETJ
 - ⚡ HIGH POINT CITY LIMIT
 - ⚡ CITY LIMIT
 - ⚡ PROPOSED 311 BYPASS
 - ⚡ STREAM
 - ⚡ BUILDING
 - ⚡ STUDY AREA
 - ⚡ LAKE
 - ⚡ STREETScape IMPROVEMENTS
 - ⚡ 4-LANE DIVIDED ROAD
 - ⚡ REDEVELOPMENT SITE
 - ⚡ NEW DEVELOPMENT SITE
 - ⚡ NEIGHBORHOOD ENHANCEMENTS
 - ⚡ TRANSIT STOP
 - ⚡ TRAFFIC SIGNAL
 - ⚡ GREENWAY
 - ⚡ 3-LANE IMPROVEMENTS
 - ⚡ 3-LANE IMPROVEMENTS WITH BIKE ROUTE



KIVETT DRIVE
INTERCHANGE AREA
PROPOSED LAND USE &
TRANSPORTATION
IMPROVEMENTS PLAN



NEEL-SCHAFFER, INC.
ENGINEERS • PLANNERS
LandDesign

Figure 17: Kivett Drive Interchange Area Proposed Land Use and Transportation Improvement Plan

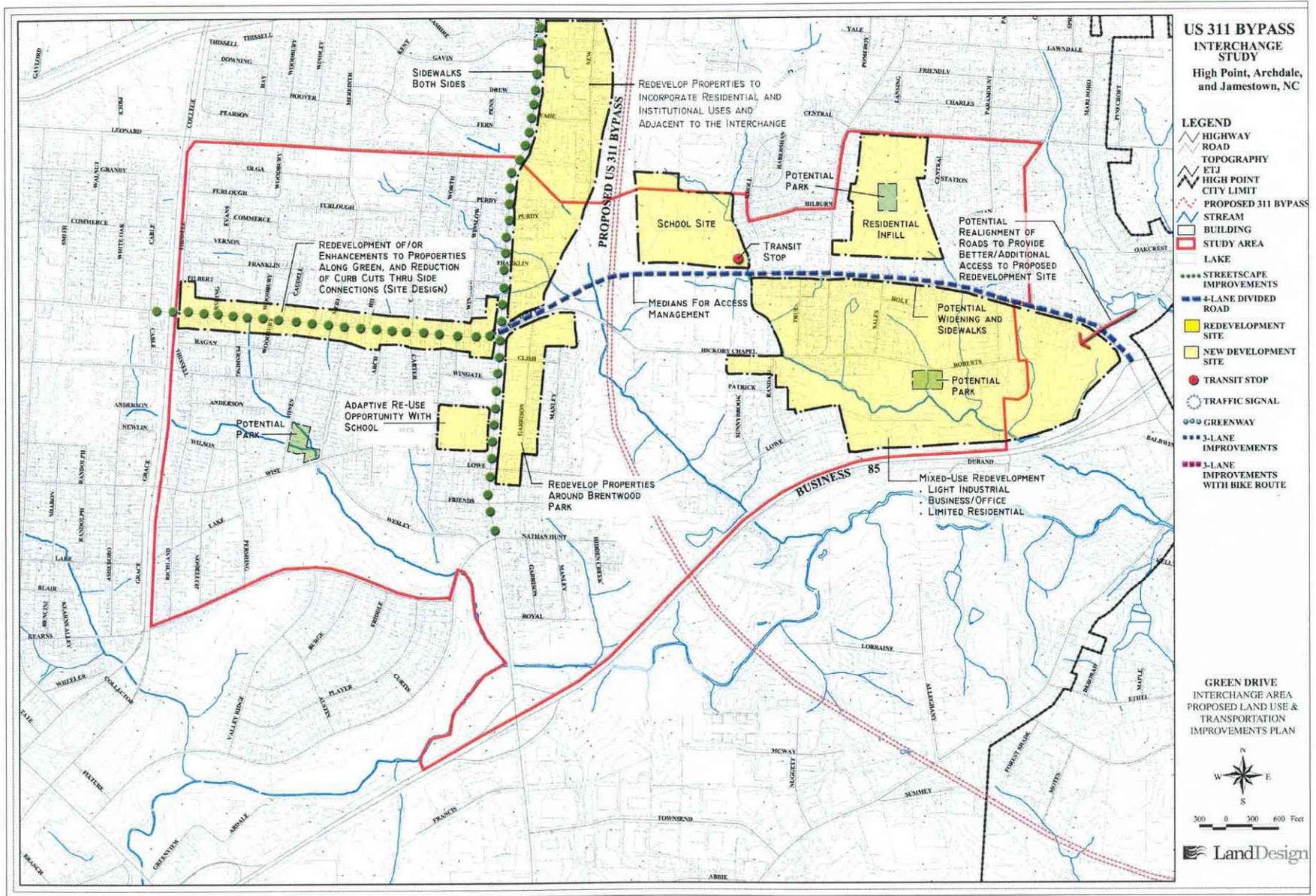


Figure 18: Green Drive Interchange Area Proposed Land Use and Transportation Improvements Plan



Proposed Brentwood Park Perspective



One of many conceptual development scenarios for the Brentwood Avenue Area

mercial and business uses to be supported by employees and residents.

- Create additional community gathering places, building on those provided by the existing churches, schools, and parks.
- Identify and preserve parcels for acquisition by the City

to meet expressed need for a more even distribution of parks, particularly neighborhood parks and mini-parks.

- Redevelop the Brentwood Avenue area. Provide neighborhood services in the areas near the interchanges, particularly at the southeastern corner of the Brentwood Avenue and Kivett Drive intersection and at



Greenway



Bus shelter

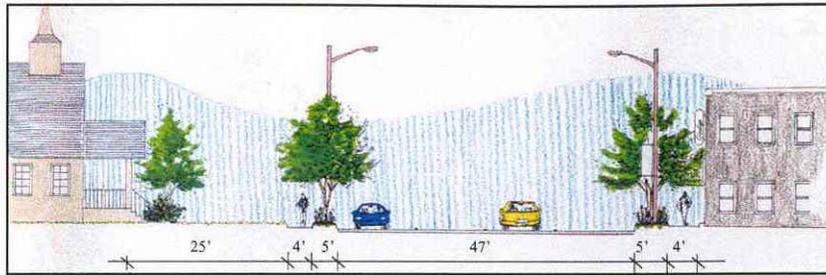
Source: Vermont Street Furniture



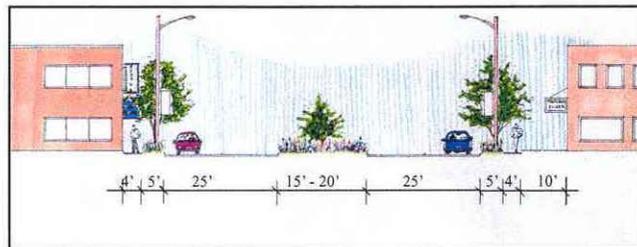
Pedestrian bridge



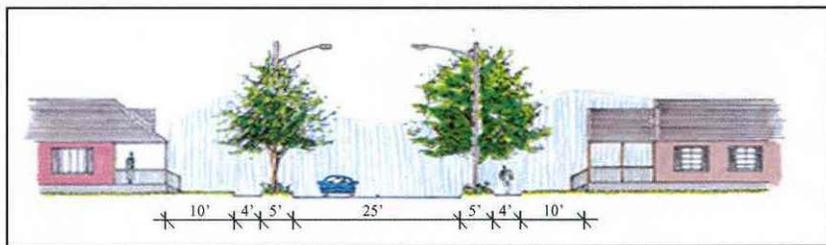
Medians to enhance streetscape



Potential Brentwood Avenue cross-section



Potential Kivett Drive cross-section



Potential Green Drive cross-section

the northeastern corner of the Brentwood Avenue and Green Drive intersection. In between, provide a mix of uses, primarily residential, to complement existing development.

- Discourage strip commercial development along Kivett Drive. Instead, concentrate commercial development where it is accessible to the adjacent neighborhoods and where a park-and-ride facility can be located so that

businesses can be supported by both local and visitor traffic. Such development should retain existing businesses while accommodating neighborhood services and restaurants.

- Redevelop Brentwood Park area. Organize businesses around Brentwood Park, using the park as a focal point for this development. Adaptive reuse of the Brentwood School to accommodate an “anchor” should be encouraged.
- Provide additional recreational spaces (both active and passive) for the residents on the east side of the Bypass.
- Provide community services, such as a community library and healthcare center, if possible.

Transportation

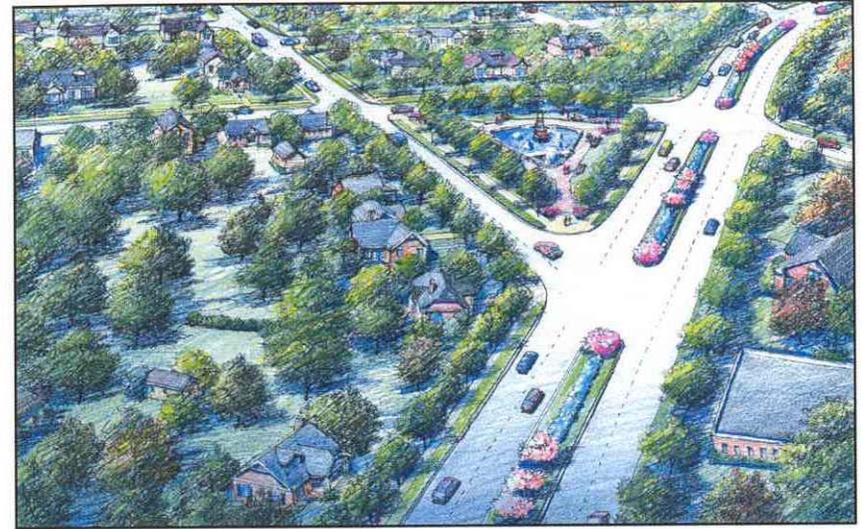
- Develop enhanced driveway access controls along Kivett Drive and Green Drive. These controls would include:
 - Limitations on the number of driveways (or curb cuts).
 - Shared driveways and connecting parking lots.
 - Limitations on new street connections to Kivett Drive and Green Drive to serve new development.
 - Street connections between new/infill development and existing development
 - Medians and right-in/right-out driveways
- Investigate the feasibility of linking Brentwood to Cedrow via a pedestrian path over railroad right-of-way.
- Investigate the feasibility of providing bus bays.
- Proactively plan road improvements:
 - Investigate the feasibility of providing bus bays and shelters along Green Drive in the vicinity of the recently acquired school site on the east side of the

interchange.

- Investigate the feasibility of improving Triangle Lake Road from Hickory Chapel to Baker.
- Investigate the feasibility of realigning Triangle Lake into Baker north of Business 85 interchange to create a more direct route from Business 85 to the sites between Triangle Lake Road and Business 85.
- Investigate the feasibility of installing “mini-medians” along Kivett Drive to accommodate landscaping.
- Prepare a citywide Greenway Plan.
- Develop a Sidewalk/Pedestrian Circulation Plan, and implement as new development and redevelopment takes place.
- Prepare a Bike Plan.
- Improve street lighting for vehicular traffic along major streets and enhance pedestrian lighting in the areas of high pedestrian concentration.



Community character maintained through architectural design



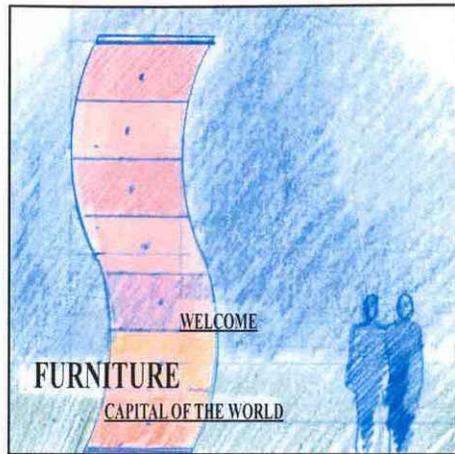
Birdseye view of potential improvements along Kivett Drive

Gateway Appearance

- Prepare a Master Landscape Plan to address interchange landscaping and streetscape plantings along Kivett Drive and Green Drive.
- Continue downtown lighting and light pole standards



Potential Streetscape improvements



Welcome sign concept

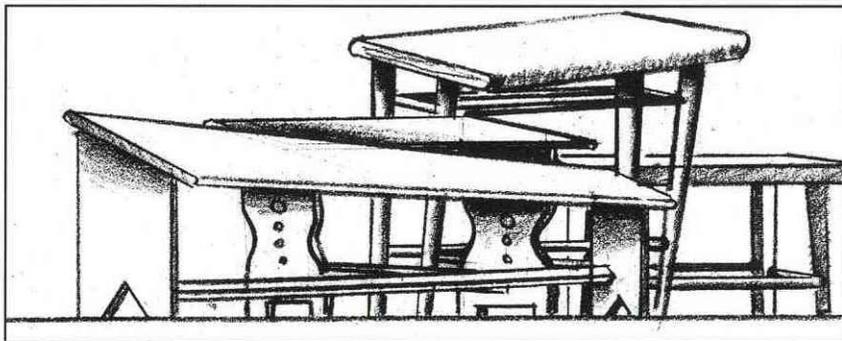


Whimsical public art utilizes local industries' materials



Public art in paving patterns

Source: Alan Piker

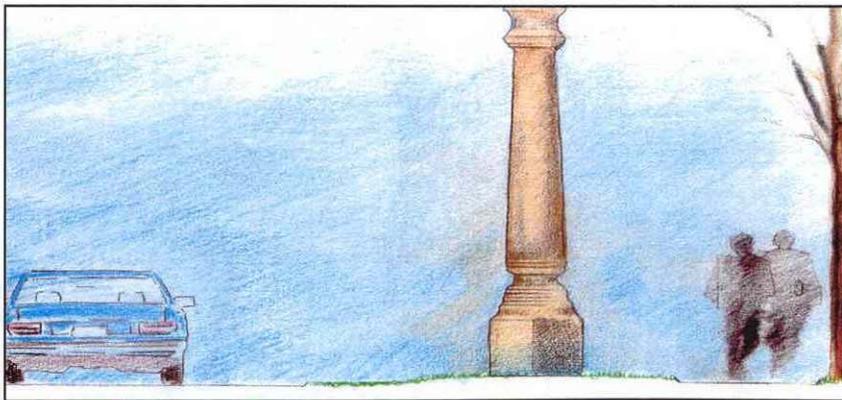


Furniture-themed play equipment

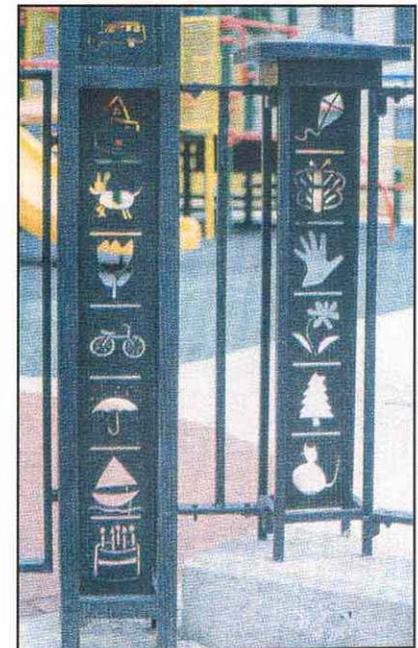
Source: Planning Magazine



Public art: Using steel to depict tools of furniture industry



Furniture-themed entry monument



Public art made of steel that reflects local theme

Source: Landscape Architecture Magazine

- along Kivett and Green Drive.
- Encourage the addition of well-designed signage for this area. Consider -
 - welcome signs
 - commercial signs that reflect character of the area, and design standards for them.
 - Emphasize a furniture-related themes.
 - Furniture-related art displays to be incorporated into new development and redevelopment to create a driving or walking tour.
 - Playgrounds with furniture-related play equipment.
 - Create bus shelters (unique design), paving patterns, murals, banners, architectural details, lights etc.
 - Encourage a clean appearance through better maintenance of properties to strengthen the commercial and residential components of the area.
 - In accordance with the recommendations of the Land Use Plan (adopted April 2000), preserve the tree cover, particularly trees within street right-of-way, and provide additional street trees where needed. Minimize road widening that would unnecessarily remove existing street trees.
 - Encourage appropriate design in new development and redevelopment that reflects traditional urban design principles (see Appendix C).

D. Implementation Strategies

The following is a list of specific actions related to the recommendations provided above and the groups and individuals who could play a role in one or more of these actions. It was developed with the public and

members of the Steering Committee, with input from the City of High Point.

Implementation Strategies - Kivett Drive / Green Drive Interchange Areas:

General Recommendation	Specific Action	Responsible Party(ies)
General:		
Oversee/ensure implementation	Establish an “interchange development organization” with interchange area representation	City of High Point, Steering Committee
	Communication with City on ongoing basis, monitoring of development activities	Neighborhood groups
Make improvements, in general	Special Tax District (with legislation)	Community businesses*
Land Use:		
Provide planned industrial development along/near Kivett	Prepare a market analysis and its supporting conceptual master plan to determine appropriate mix of uses and the specific changes to be made to the Land Use Plan and the Zoning Ordinance (districts, design standards, and Map).	City of High Point (Planning)
	Assemble properties, and prepare and implement plans that include commercial development serving employees as well as existing and future neighborhoods, and incorporate highway-oriented business	Developers*, landowners*, other private interests*
Improve relationship of industrial development to surrounding development	Encourage redevelopment that locates compatible uses adjacent to each other, and creates a logical transition from non-residential development to residential development	City of High Point (Planning), developers*, landowners*, other private interests*

Provide planned mixed-use development near Green Drive adjacent to Bus. 85	Changes to zoning: districts, design standards, and zoning map	City of High Point (Planning)
	Land Use Plan changes	City of High Point (Planning)
	Assemble properties, and prepare and implement plans that include commercial development serving employees as well as existing and future neighborhoods, and incorporate highway-oriented business	Developers*, landowners*, other private interests*
Provide housing choices	Encourage infill single-family development on vacant parcels	City of High Point (Planning)
	Provide infill single-family development on vacant parcels	Developers*
	Incorporate affordable housing and rental units (including multi-family) into new, mixed-use development	City of High Point* and developers*
Redevelop Brentwood Avenue area (sites along 311 Bypass between Kivett and Green), and redevelop the Brentwood park area	Provide money- and time-saving incentives (i.e. expedite plan approval process)	City of High Point (Planning)
	Redevelop park to accommodate more (structured) athletic events and make park focal point of redevelopment area	City of High Point* (Planning, Parks & Recreation) and/or developers*, landowners*, other private interests

	Assemble properties, and prepare and implement plans that include commercial development serving employees as well as existing and future neighborhoods, and incorporate highway-oriented business near the interchanges	Developers*, landowners*, other private interests*
Retain existing businesses and attract new businesses, and include them in planned development	Retain or attract businesses	Economic Development Committee, City of High Point* (Community Development), Chamber of Commerce*
	Provide assistance/guidance to businesses	Enterprise organization* (grants)
Provide more parks and recreational space	Acquire land for neighborhood parks and "mini-parks"	City of High Point* (Parks & Recreation)
	Dedicate land for "mini-parks", or incorporate open space in new development and redevelopment	Developers, landowners
Provide additional gathering places	Provide community center(s)	City of High Point*, local churches and civic organizations*, local businesses*
Transportation:		
Develop enhanced driveway access controls	Limit new driveways and street connections to serve new development along Green Drive and Kivett Drive, or require minimum length of road frontage per driveway for large developments	City of High Point (Planning, DOT)
	Require driveways on property lines (shared access) and connected parking lots	City of High Point (Planning, DOT)

	Encourage street connections between new/infill and existing development	City of High Point (Planning, DOT)
	Install medians, right-in/right-out driveways	City of High Point* (DOT), developers*
Parking	Investigate the feasibility of providing multimodal facilities such as park-n-ride lots, in conjunction with future development	City of High Point* (DOT), developers/property owners*
Provide needed roadway improvements	General street improvements (i.e. widening)	City of High Point* (DOT), developers
	Initiate a series of proactive planning studies:	City of High Point (DOT)
	Investigate feasibility of improving Triangle Lake Road from Hickory Chapel to Baker	
	Investigate the feasibility of installing mini-medians along Kivett	
	Investigate feasibility of realigning Traingle Lake Rd. into Baker north of I-85/Baker interchange	
Improve street and pedestrian lighting	Improve street lighting, especially in areas of high traffic	City of High Point* (DOT)
	Improve pedestrian lighting, especially in areas of high traffic	City of High Point* (DOT), developers*
Provide public transportation improvements	Investigate the feasibility of providing bus bays and shelters along Kivett Drive and along Green Dr. in the vicinity of new school site	City of High Point* (DOT), developers*, local businesses*
Provide sidewalks	Develop a Sidewalk / Pedestrian Circulation Plan, and implement as new development and redevelopment takes place	City of High Point* (DOT, Parks & Recreation) and High Point MPO for overall plan, and developers* for site-specific plans

	Investigate the feasibility of providing a pedestrian overpass near Kivett and Brentwood intersection over railroad	City of High Point (DOT) and High Point MPO, Railroad
Provide greenways	Prepare citywide Greenway Plan	High Point Planning and Parks & Recreation; High Point MPO
Provide bikeways	Prepare Bike Plan	High Point MPO
<u>Gateway Appearance:</u>		
Provide signs	Prepare and adopt sign design standards package for new development and redevelopment	City of High Point*, developers*
	Create unique "welcome" signs through special design process or competition	City of High Point*, High Point Museum*, High Point University*, Convention and Visitors Bureau (CVB)*
Emphasizing furniture-related theme	Public art - incorporate furniture-related art display(s) in new development and redevelopment and locate it to create driving or walking tour of art	Developers (might involve trade-off with City), City of High Point*, local businesses*, local organizations*, , CVB*, local artists

	Create a playground with furniture-related play equipment	Local landscape architects, local businesses*, City of High Point*, CVB*, developers*
	Create bus shelters (unique design), paving patterns, murals, banners, signs, architectural details, lights, etc.	Community members, local businesses*, local organizations*, City of High Point*, CVB*, developers*
Provide landscaping and streetscape enhancements	Prepare Master Landscape Plan to address interchange landscaping (to create a sense of entry and buffer traffic noise) and streetscape planting, and implement it as development and redevelopment takes place	City of High Point*, NCDOT*, CVB*
	Street tree preservation/installation	City of High Point*, developers*
	Neighborhood beautification projects	Community volunteers, civic organizations*, local businesses*, CVB*
Maintain clean appearance	Regular property maintenance	Property owners
	Code enforcement	City of High Point
Encourage appropriate design in new development and redevelopment	Overlay district design standards for creating traditional urban design, pedestrian-friendly places	City of High Point (Planning)
	Design plans and/or design guidelines	Developers*, landowners*

* These groups and individuals could be a potential source of funding, and may include:

Market Authority
 Merchandise Mart / Showplace
 Local photographers
 Furniture designers
 Furniture Discovery (museum)
 Chamber of Commerce
 Guilford Technical Culinary School
 Habitat for Humanity

Convention Business Bureau
 High Point Development Corporation\
 Piedmont Triad Partners
 FedEx
 Shakespeare Festival
 High Point Arts Council
 Local churches

Merchandise Mart Properties
 International Home Furnishings
 TREBIC
 Restaurant Association
 John Wesley College
 High Point University
 Clean Sweep

Section IV: I-85/NC 62 Area



A. Existing Conditions, Issues & Opportunities

While the future US 311 Bypass/I-85 interchange will provide visual access to the properties surrounding it, it will not provide vehicular access. Therefore, the southernmost interchange area also encompasses the land around the existing I-85/NC 62 interchange, where vehicular access is available. Though this area will serve as a gateway into High Point, it is one of two primary entrances into Archdale. Currently, this interchange area is relatively undeveloped unlike the other three interchange areas. However, with the extension of the Bypass and its connection to I-85, this interchange area is in the path of future development that, if guided properly, could benefit both Archdale and High Point.

Through the inventory and analysis phase, the Team was able to examine the existing conditions, with assistance from the Steering Committee, the Technical Advisory Committee, and key individuals, and identify specific issues to be addressed in the Study. In addition,



House on Checker Road

tion, the Team also noted opportunities to be considered as the interchange area is improved. The following is a list summarizing this information.

Land Use

- Many new development opportunities exist at this relatively undeveloped interchange area.
- The existing physical conditions and future highway network makes portions of this area suitable for a mixed-use employment center.
- Existing residential development lacks neighborhood services.
- The major infrastructure issues within this interchange area are related to the extension of utilities in a manner that directs growth, allowing for a balance between economic development and watershed



Farm on Dresden Road



Rustic structures dot the landscape in this area



Forsythia on scenic Dresden Road

protection objectives.

- Water and sewer services are limited in the Archdale Area due to water supply watershed restrictions.
- A park may be planned on Randleman Lake that is generally passive with a marina and camping.
- Industrial development near the south side of existing US 311 includes Sealy, Haefl, and an industrial park, which is almost built out. This park is the location of Rose's Distribution and Darrand Furniture. The demand for industrial sites in and around Archdale is increasing.
- Archdale is currently considered a "bedroom community" to High Point.
- Land along NC 62 may provide the opportunity to create special retail/office/industrial center.
- Population is increasing as is the demand for housing for middle income workers.

Transportation

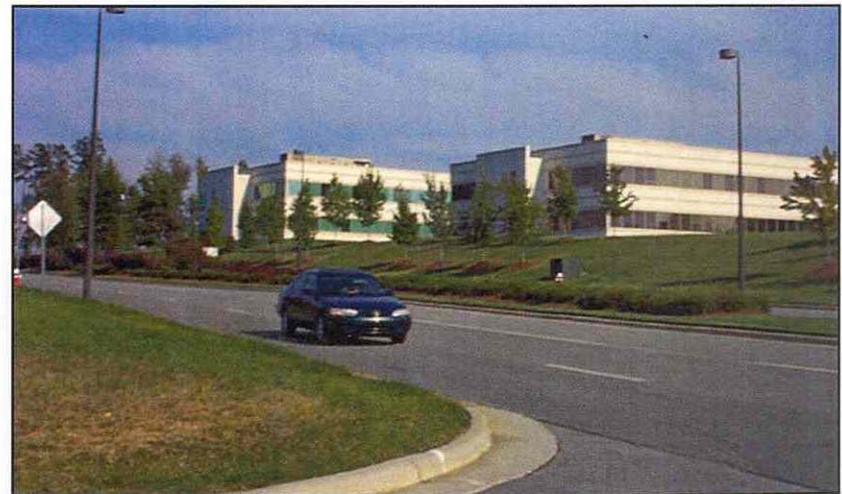
- The Piedmont I-74 Corridor Group is working to expe-

dite construction of the portion of the Bypass south of I-85 to NC 220 by getting the project moved up on the State's TIP.

- Aldridge Rd. is key to the local transportation network.
- The proximity of Weant and Kersey Valley to I-85 ramp is a concern.
- General pedestrian safety, particularly in the vicinity of the interchange, is a concern. Traffic in this area makes crossing the street difficult for pedestrians.
- The traffic limitations of Highway 62 may become more problematic with the opening of the Bypass.

Gateway

- The scenic beauty of the area could be preserved through a concerted effort to incorporate open space into new development.
- There are concerns about future limitations on billboards.



High quality development like that at Piedmont Center is desired.

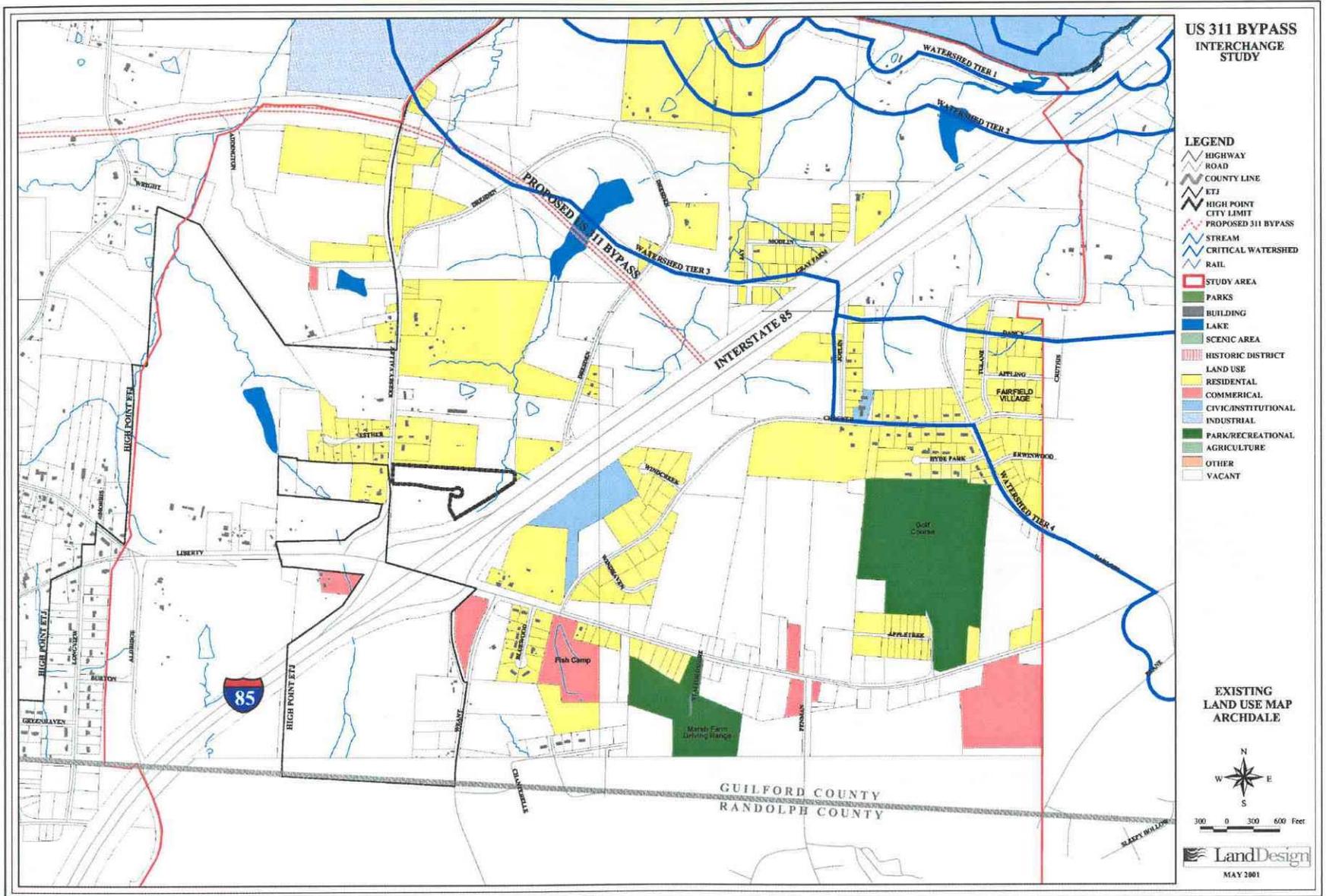


Figure 19 : I-85/NC 62 Existing Land Use Map



Figure 21: I-85/NC 62 Existing Transportation Map

B. Vision & Selected Goals

At the First Public Forum, the attendees described their vision for the future of the I-85/NC 62 interchange area:

A "green" village-like place

Of the goals established, the following two were selected as the most important by the citizens attending the first public meeting:

Utilize the interchange areas as "gateways" that reflect community identity/character.

Encourage development that is economically sound and competitive with surrounding communities/cities in the region or along this future I-74 corridor.

C. Plan Concepts & Recommendations

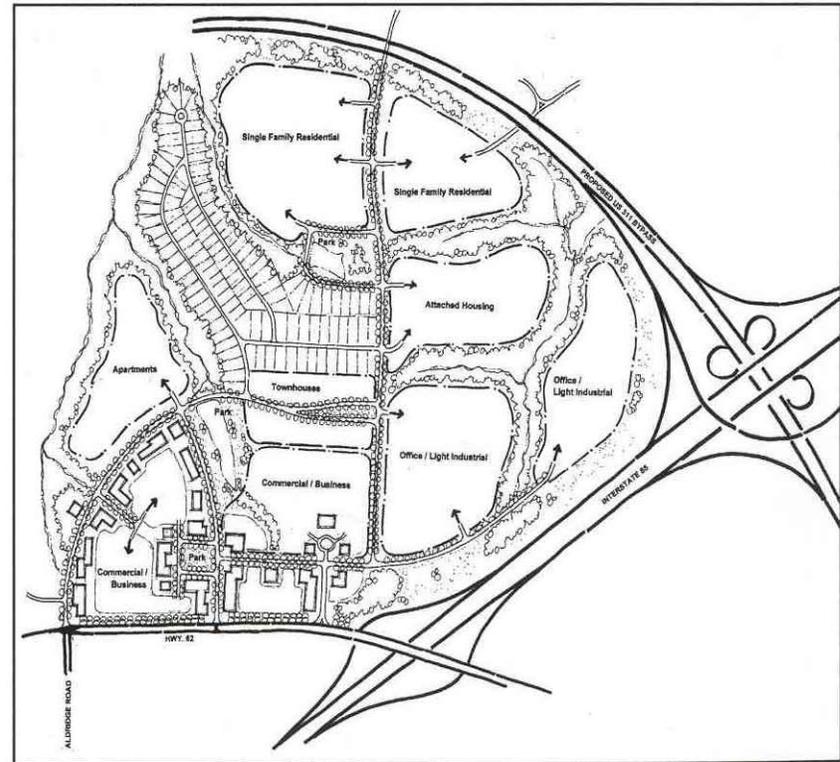
The plan concepts and recommendations were derived from the input received at the public forums and from the two Committees and City Staff. The majority of the recommendations are depicted on the Proposed Land Use and Transportation Improvements Plan (see Figure 22).

Land Use

- Encourage development pattern that balances economic development and watershed protection objectives.
- Encourage the development of a mixed-use employment center that maximizes Archdale's and High Point's opportunities for economic development while

providing, at a minimum, neighborhood services for existing and future residents. Allow for the incorporation of commercial uses within business, office, and light industrial developments that would serve the employees, residents, and visitors.

- Accommodate highway-oriented business in an integrated fashion.
 - Encourage such businesses to have a strong physical connection to surrounding development so that each can benefit from access to both local patrons and travelers.
 - Promote design of commercial development that accommodates truck and bus parking while main-



One of many conceptual development scenarios for one quadrant of the interchange.

I-85/NC 62 Area - Key Public Input

- Build development for travelers - make it a "Welcome Center" / "Rest Stop"
- Hotels, Motels, Restaurants
- Industrial? Yes and No
- Incorporate greenways, open space, and sidewalks
- Well-landscaped interchanges

taining traditional urban form.

- Allow for hotels to be incorporated into development if demand for additional hotel rooms exists.
- Attract "upscale" shopping and restaurants that can be incorporated into planned development.
- Ensure that new commercial development enhances rather than competes with existing businesses in Archdale.
- Provide additional housing and housing choices.
- In areas adjacent to the critical watershed, discourage intense development. Instead, encourage "cluster" development that calls for smaller lots, less infrastructure, and more open space preserved in its natural state.
- Preserve open space for recreational and environmental benefits (i.e. a greenway along creek).

Transportation

- Proactively plan road improvements:
 - Develop a functional plan for improving NC 62 from Aldridge Road to Checker Road that includes a median and streetscape improvements.
 - Investigate the feasibility of relocating Weant Road to tie into Checker Road at NC 62.



Well designed multifamily development provides housing choices while maintaining quality



Single Family development with open space preserved

- Investigate the feasibility of relocating Kersey Valley Road at NC 62, or develop alternative ingress/egress to NC 62 from Kersey Valley Road.
- Develop a functional plan for improving Aldridge Road generally between NC 62 and Interstate 85. (This plan should consider the development of a landscaped median and sidewalks.)
- Develop a collector street system in the immediate vicinity of northwest, southwest, and southeast quadrants of the Interstate 85/NC 62 interchange.
- Investigate the feasibility of installing coordinated traffic signals along NC 62 in conjunction with proposed development.
- Prepare a city-wide Greenway Plan and provide greenways in association with stream corridors, roadway corridors, utility easements, etc.
- Develop a Sidewalk/Pedestrian Circulation Plan, and implement as new development and redevelopment takes place.

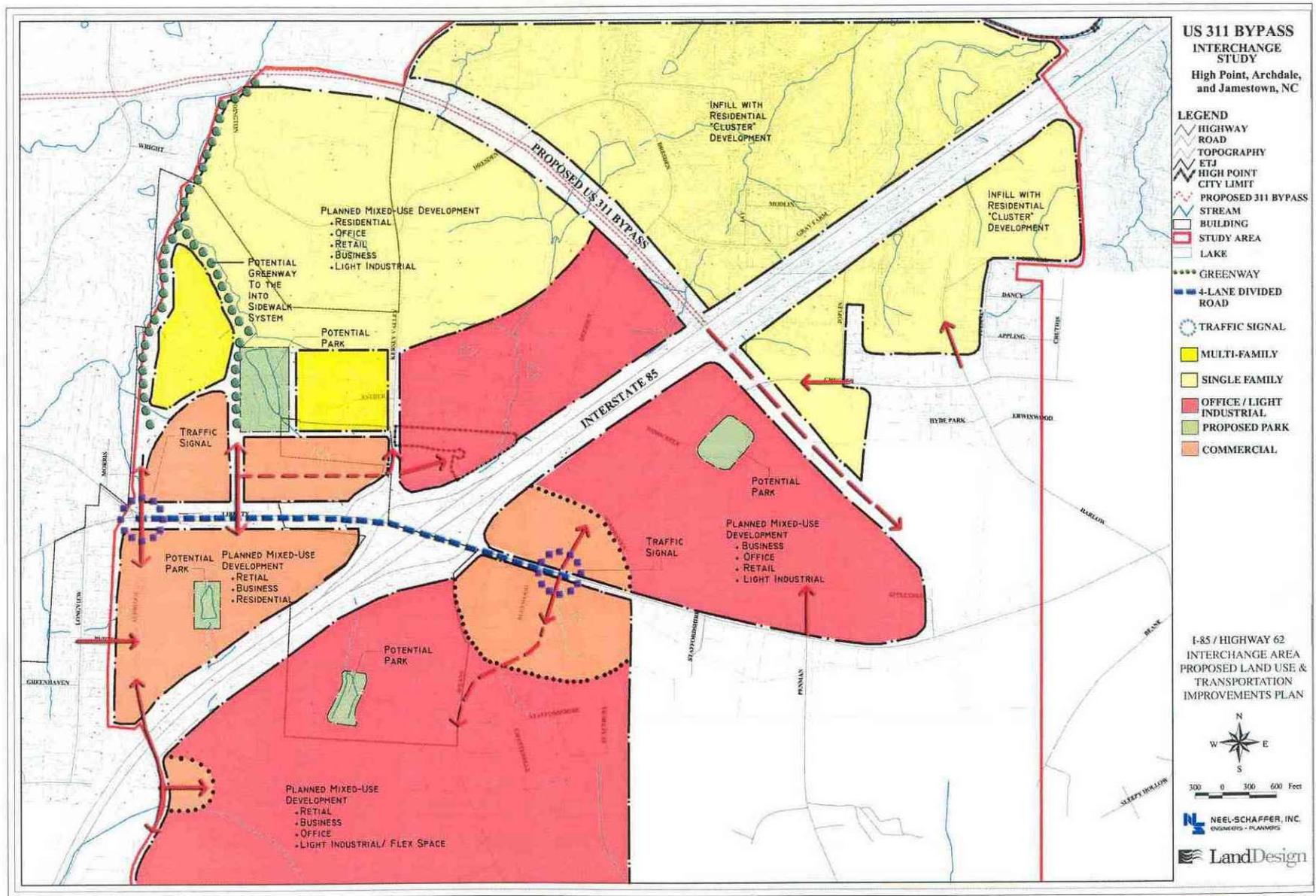
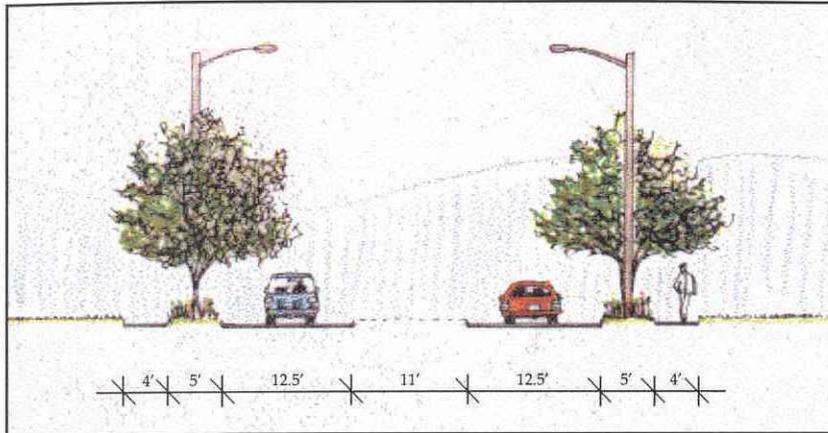


Figure 22: I-85, NC 62 Interchange Area Proposed Land Use and Transportation Improvements Plan



Potential Aldrige Road cross-section

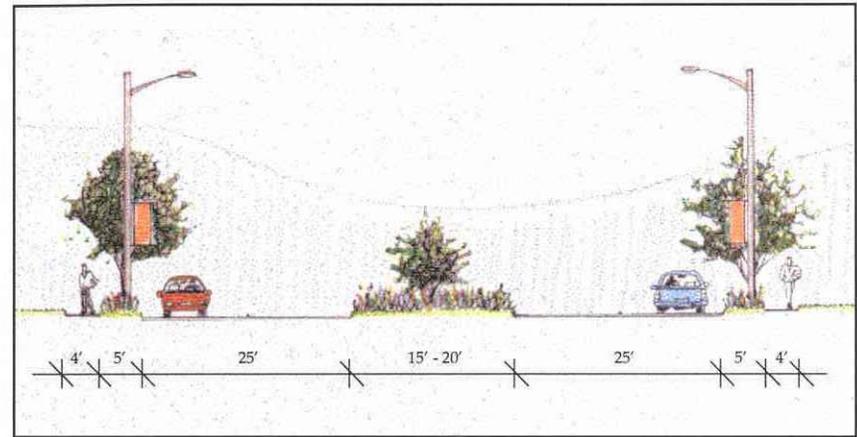
- Investigate the feasibility of providing public transportation services to Archdale.
- Prepare a Bike Plan.

Gateway Appearance

- Preserve the existing natural, scenic qualities of the interchange area through a conscious effort to incorporate open space into new development.
- Encourage development that continues the high quality



Open space incorporated into new development



Potential NC 62 cross-section

- design exhibited by Piedmont Center and Grandover.
- Prepare a Master Landscape Plan that addresses interchange landscaping and streetscape planting.
- Encourage colorful, lush landscaping at the interchange and along roadways to create an inviting atmosphere. Create unique features with landscaping at interchanges to set it apart from other interchanges.
- Encourage a clean appearance through regular property maintenance.



A greenway along a stream corridor

- Provide signage that strengthens the identity of this area:
 - Signage that serves dual purpose of welcoming visitors to Archdale and welcoming “marketeers” to High Point.
 - Signage for new development should be consistent with a master signage plan, but have enough variation to add interest.
- Emphasize theme through the design of features within new development or the streetscape.
- Encourage the use of traditional urban design standards in new development (see Appendix C).



Rural character reflected in highway landscape.

D. Implementation Strategies

The following is a list of specific actions related to the recommendations provided above and the groups and individuals who could play a role in one or more of these actions. It was developed with the public and members of

the Steering Committee with input from the City of High Point staff and the City of Archdale staff.

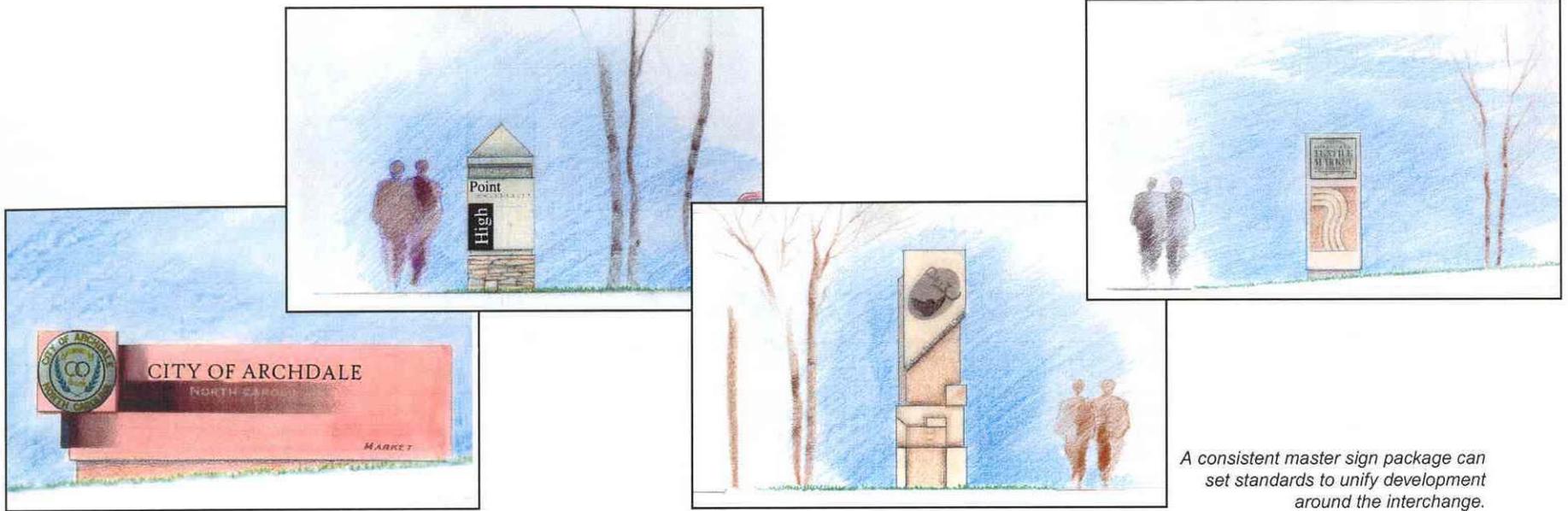


Colorful highway landscaping is eye catching and inviting.

Source: Gohr



“Town like” setting for retail development is desired.



A consistent master sign package can set standards to unify development around the interchange.

Implementation Strategies - I-85/NC 62 Interchange Area:

General Recommendations	Specific Actions	Responsible Party(ies)
General:		
Oversee/ensure implementation	Establish an “interchange development organization” with interchange area representation	City of High Point and City of Archdale
	Communication with City on ongoing basis, monitoring of development activities	Neighborhood groups
Make improvements, in general	Special Tax District (with legislation)	Community businesses
Land Use:		
Planned mixed-use development	Prepare a market analysis and its supporting conceptual master plan to determine appropriate mix of uses and the specific changes to be made to the Land Use Plans and the Zoning Ordinances (districts, design standards, and Map).	City of High Point (Planning) and City of Archdale (Planning)
	Assemble properties, and prepare and implement plans that concentrates uses in walkable area (includes commercial development that serves existing and future neighborhoods and employment centers, incorporates highway-oriented business, and enhances existing commercial development in the town).	Developers*, landowners*, other private interests*

Development that balances economic development & watershed protection objectives	Market analysis and supporting conceptual master plan that builds on interchange area plan	City of High Point (Planning) and City of Archdale (Planning)
	Promote economic development at this interchange	Economic Development Committee
Provide "upscale" shopping & restaurants	Overlay district, design standards in zoning ordinance, and/or design guidelines (may be joint effort to make sure the two cities' ordinance standards are consistent)	City of High Point (Planning) and City of Archdale (Planning) and/or developers*
Provide housing choices	Incorporate a variety of for-sale and rental units (including multi-family) into new development	City of High Point, City of Archdale, developers*
Provide open space (for recreation and watershed protection)	Cluster development	City of High Point (Planning) and City of Archdale (Planning), developers
	Acquire land for neighborhood parks and "mini-parks" as development takes place	City of High Point* (Parks & Recreation), City of Archdale*
	Dedicate land for "mini-parks", or incorporate open space in new development and redevelopment	Developers, landowners
	Conservation easements	Landowners

Transportation:		
Multiple driveways - reduction	Limit new driveways and street connections to serve new development along NC 62, or require minimum length of road frontage per driveway for large developments	City of High Point (Planning, DOT), City of Archdale
	Require driveways on property lines (shared access) and connected parking lots	City of High Point (Planning, DOT), City of Archdale
	Encourage street connections between new/infill and existing development	City of High Point (Planning, DOT), City of Archdale
	Install medians, right-in/right-out driveways	City of High Point* (DOT), developers, City of Archdale* (Planning), developers*
Provide needed roadway improvements	General street improvements (i.e. widening)	City of High Point* (DOT), developers*, City of Archdale*
	Initiate a series of proactive planning studies:	City of High Point (DOT), City of Archdale (Planning)
	Develop functional plan for widening NC 62 from Aldridge to Checker	
	Develop functional plan for widening Aldridge Road from NC 62 to I-85	
	Develop collector street plan for 3 quadrants (NW, SW, SE)	
	Investigate feasibility of relocating Weant Road	
	Investigate feasibility of relocating Kersey Valley	
	Investigate feasibility of installing coordinated traffic signals along NC 62 in conjunction with proposed development	

	Investigate the feasibility of providing multimodal facilities, such as park-n-ride lots, in conjunction with future development	
Provide public transportation improvements	Investigate the feasibility of providing public transportation services to Archdale Area	City of High Point* (DOT), developers*, City of Archdale*, local businesses*, local organizations*
Provide sidewalks / pedestrian routes	Develop a Sidewalk / Pedestrian Circulation Plan, and implement as new development takes place	City of High Point* (DOT, Parks & Recreation), High Point MPO, and City of Archdale* (Planning) for overall plan, and developers* for site-specific plans
Provide greenways	Prepare citywide Greenway Plan	City of High Point* (Planning, Parks & Recreation) and High Point MPO*, City of Archdale*, developers for land reservation/dedication, NCDOT*
Provide bike routes	Prepare Bike Plan	High Point MPO and City of Archdale
<u>Gateway Appearance:</u>		
Preserve rural character	Preserve rural/historic structures and landscapes, open areas, views	Landowners, developers
Signs	Develop sign design standards package for new development and redevelopment	City of High Point (Planning) and City of Archdale (Planning)
	Create unique "welcome" signs through special design process or competition	City of High Point* and City of Archdale*, local businesses*, local organizations*

APPENDIX A: List of Key Individuals Interviewed



Environmental Resources Group

- Terry Kuneff, Stormwater
- Bill Clutter, Stormwater
- Dick Thomas, Piedmont Environmental Center

Citizen Group

- Reverend William Fails
- Fred Wright
- James LeGrande
- Betty Hayes, Presbyterian Home
- Ed Stafford
- Don Hancock
- Larry Warlick, Archdale City Council
- Fred Meredith, Archdale Chamber of Commerce
- Dwain Skeen, Developer
- Beverly Nelson, Archdale Chamber of Commerce

Sewer & Water

- Chris Thompson, Sewer & Water

Parks & Recreation

- Larry Craven, Chair of Parks Commission

Historic Resources

- Kathy Carter

Real Estate/Economic Development Group

- Judy Mendenhall, High Point Chamber of Commerce
- Aaron Clinard, Chair of Downtown Improvement District
- Clark Pierce, High Point Chamber of Commerce, Transportation Committee
- Colby Walton, High Point Chamber of Commerce Transportation Committee
- Robin Team, Developer
- Sam Dryden, Mannington Laminate Floors
- Scott Brown, Developer
- Loren Hill, Economic Development

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- Scott Brown, Developer
- Loren Hill, Economic Development

APPENDIX B: Committee Membership Lists



Steering Committee

- Glen Chavis
- Kathy Carter
- Skipper Gates, High Point Chamber
- Reverend William Fails
- Betty Hayes, Presbyterian Home
- Larry Craven, Parks & Recreation
- Liz Rogers, High Point Planning and Zoning
- Burdell Wright
- Dwain Skeen, Developer
- Fred Meredith, Archdale Chamber of Commerce
- Charles Dowdy, Jamestown Town Council
- Vic Gilliland
- Abigaile Pittman, High Point Chamber of Commerce
- Colby Walton, High Point Chamber of Commerce

Technical Advisory Committee

- Marty Myers, Archdale Planning
- John Frezell, Jamestown
- Phil Wylie, High Point DOT
- Andy Grzymiski, High Point DOT
- Lee Burnette, High Point Planning
- Chris Thompson, High Point Public Services
- Pat Pate, High Point Administration
- Mike Kirkman, High Point Community Development
- Steve Smotherman, High Point Economic Development Committee
- Dick Schaub, High Point Planning

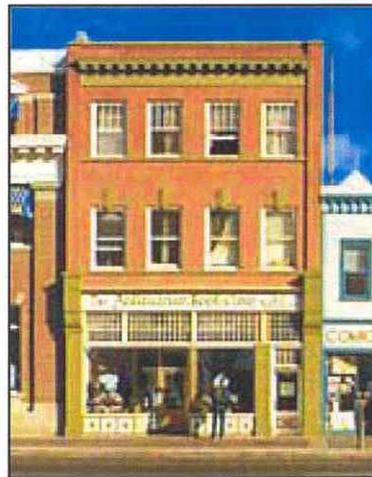
APPENDIX C: Traditional Urban Design Standards



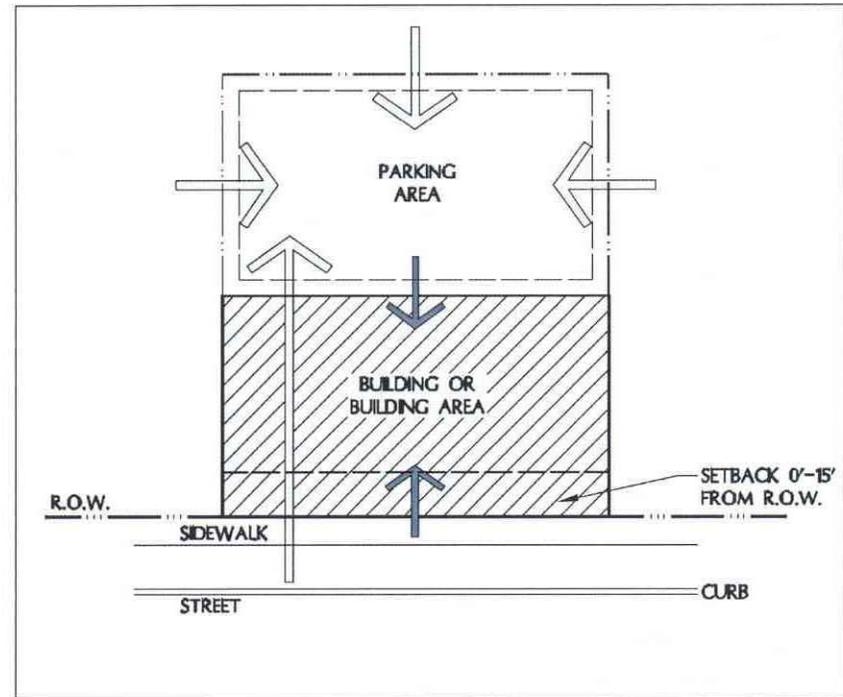
The standards within this section are a sampling of traditional urban design standards to be considered and address the mix of land uses, building relationships, streetscape and circulation. They are intended to be a starting point in the creation of design guidelines that may be developed for each interchange area or specific development projects within them, or design standards that are set forth in zoning ordinances (i.e. overlay district standards).

A. Lot Layout/Site Planning

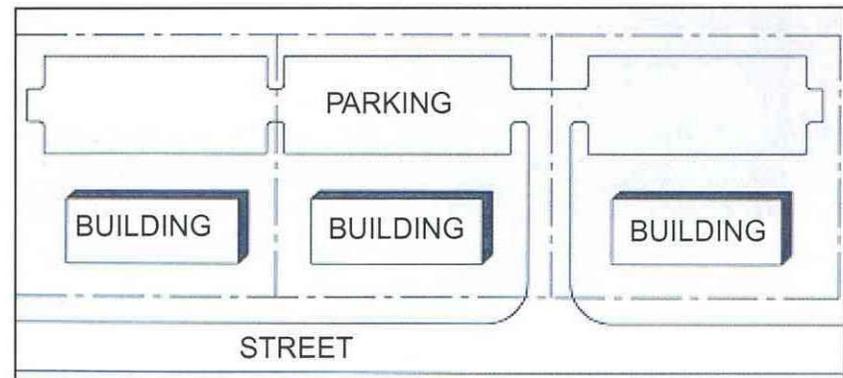
- Orient the fronts of buildings to the street so that facades are generally parallel to the front property line and the primary entrance faces the public street.
- Main entrances should open onto the street, square, courtyard or park.
- Place buildings towards the front of the lot so that building setbacks are approximately 0'-15'. (Residential setbacks tend to be greater than commercial setbacks). This creates a stronger relationship between the building and the street, and improves accessibility from the street.



Building facade parallel to the street.



Typical lot should locate building close to street with parking behind.



Shared driveway and connected parking reduces potential for traffic conflicts.



- On-site parking should be located at the rear of the building, and that parking lot should connect to adjacent parking lots wherever practicable.
- Minimize the number of driveways on each parcel to reduce curb cuts. Wherever possible, provide shared driveways to serve two or more parcels.

B. Building Facade Articulation

The quality of development is largely determined by the characteristics of the buildings within it. The details of the building facades and the scale and massing of the buildings are key factors to be taken into consideration.

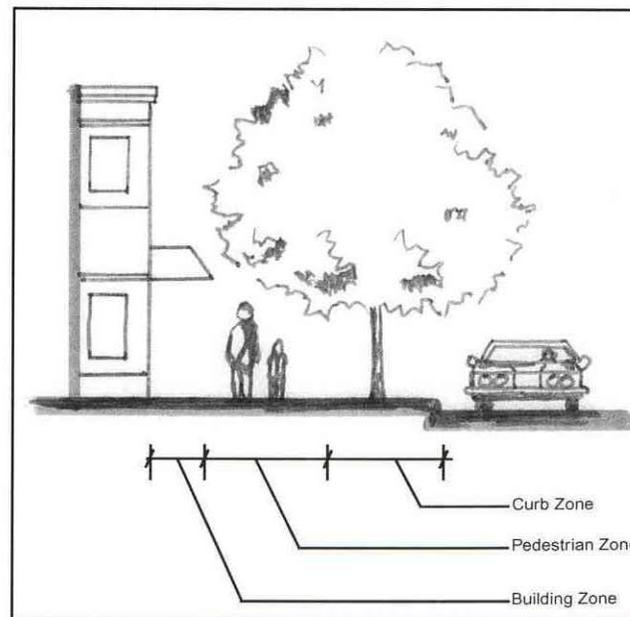
- Buildings should reinforce the human scale of the development, particularly in residential and retail areas where pedestrian traffic is high. Limit building heights as appropriate. Suggested height limitations are as follows:
 - detached residential houses
 - multifamily buildings
 - retail/office/mixed use buildings
- In non-residential or mixed-use areas where pedestrian activity is typically high, the creation of continuous streetwalls with the buildings helps define the public realm of the street and provides a more continuous "store front" that encourages pedestrian activity. Architectural openings, such as entrances and windows, and building projections are the two major fea-

tures used to give a facade definition.

C. Streetscape

The streetscape is defined by three zones and the size and composition of each.

- Where space is available, establish the three streetscape zones:
 - Building Zone - The building zone is the zone of transition from the building facade to the sidewalk. The zone may include plantings, architectural fea-





tures, entrances, steps, awnings, seating, etc.

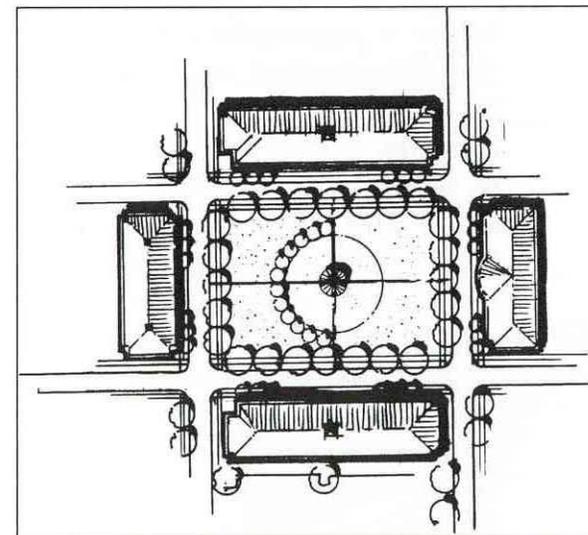
- Pedestrian Zone - The pedestrian zone is the zone of pedestrian activity along a sidewalk, bound by the building zone on one side and the curb zone on the other. This zone is generally free of obstacles but may allow encroachments of planting, seating, or kiosks.
- Curb Zone - The curb zone is the zone of transition from the sidewalk to the street. Most of the utilitarian fixtures such as fire hydrants, streetlights and street trees are located in this zone.
- Provide street trees in the curb zone at a regular spacing (40' minimum, 60' maximum) to shade sidewalks, reinforce human scale, soften the architectural edge, and provide a feeling of separation between the pedestrians and vehicular traffic.

D. Open Space

Open space within developed areas can take on many forms and serve multiple purposes. Those that are improved for public use can vary from a small, formal courtyard between two or more buildings to a long, informal greenway that weaves through several areas. To the extent that development is organized around these spaces, a variety can greatly enhance the urban "fabric", provide gathering spaces, or simply provide areas for people to enjoy passive and active recreation.



The streetscape is defined by the size and composition of three zones.



Buildings are organized around and face the town square, which is bordered by streets.



- Provide formal and informal open spaces, particularly within walking distance of residential neighborhoods and offices. Examples of open spaces to be incorporated into urban areas include:
 - **Courtyard** - a decoratively paved open space located in conjunction with civic, retail, commercial, workshop or employment campus lots. They serve as a gathering place and will be bordered by a street (min. 25% of its perimeter). It is used for a variety of nonpermanent activities, such as markets, street vendors, parking, community festivals, etc. (Courtyards will be relatively flat or stepped with a maximum slope of 3%).
 - **Village Green or Town Square**, which can be the center of community activity. Typically it is at least ½ acre in size and is surrounded by streets (min. 75% of its perimeter).
 - **Neighborhood Park** - Areas for active and passive recreation within walking distance of residential areas. They are surrounded by public streets (min. 25% of their perimeter). It may be provided in combination with other civic uses such as schools or libraries and may be integrated with the greenway. Each neighborhood will contain at least one square or park. A neighborhood park is typically a minimum size of one (1) acre, and does not exceed forty (40) acres.
 - **Pocket Park** - a very small park or outdoor area for public leisure typically furnished with benches, fountains, etc.
- **Greenway** - A greenway is an area of open space interspersed throughout a community or region. The greenway buffers noncompatible uses from the neighborhood such as industrial districts, highways, noxious agricultural uses and other non-compatible land uses. A greenway trail, if incorporated, can expand transportation choices and provide recreational opportunities.
- Make connections between larger open spaces with smaller open spaces, linear open spaces, or a series of them. This will allow a network of interconnected open space to be created.
- Create a hierarchy of open spaces.

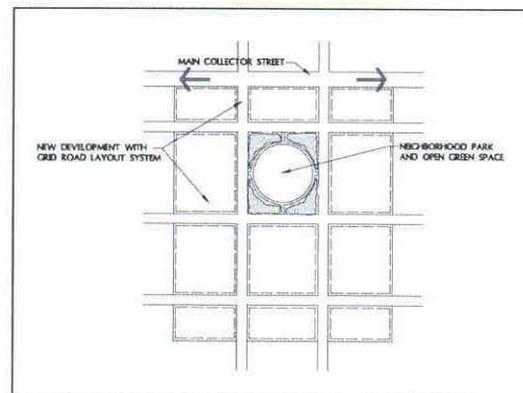


Neighborhood Park

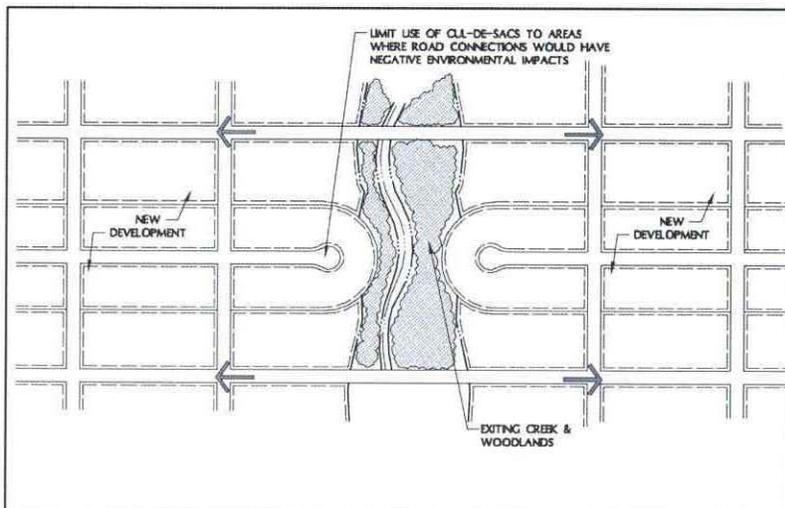


E. Circulation (Streets)

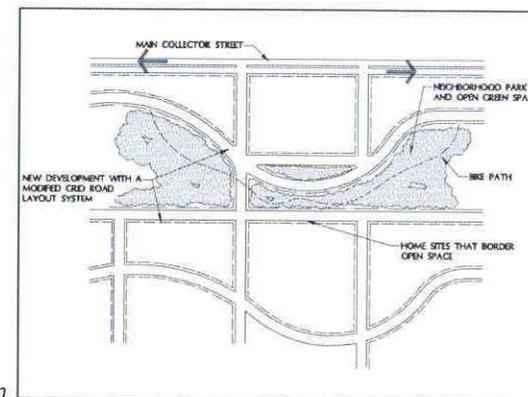
- Create street networks in new development that connect to existing development. Limit the use of cul-de-sacs to areas where road connections would have negative impacts, such as environmental degradation.
- Configure streets to create a grid or modified grid pattern and 90-degree intersections.
- Create multi-modal streets that accommodate bike and pedestrian traffic.



Grid street pattern



Limited use of cul-de-sacs



Modified grid street pattern



APPENDIX D: Implementation Resource Information



PUBLIC ART

City of Chattanooga Art in the City Public Art Competition (art competition using local artists and the local brick industry)

Department of Parks, Recreation, Arts & Culture
Warner Park, Chattanooga, TN 37402
(423) 697-1300

Freeway Mitigation and Enhancement Ideas (highway art for noisewalls and overpasses)

City of Phoenix Planning Department in association with the Freeway Mitigation Team, Street Transportation Department, Arts Commission, and Arizona Department of Transportation
(602) 262-7131

Steubenville City of Murals Project (twenty-four murals depicting the community's history displayed throughout downtown Steubenville)

City of Steubenville
308 Market St. Steubenville, OH 43952
E-mail Address: steubcomdev@1st.net
(740) 282-0938

Alan Potter Public Art and Design (public art in paving patterns depicting the images of the twelve months of the year)

www.alanpotter-publicart.com

Lisa Kaslow, Incorporated (public art community banners and entrance monumentation)

Post Office Box 914
Hunt Valley, MD 21030
www.KASLOWPUBLICART.COM
Voice: (410) 276-3810
Fax: (410) 276-8330

URBAN DESIGN STANDARDS

York County Traditional Neighborhood Design Ordinance

York County Planning
1070 Heckle Blvd.
Rock Hill, SC 29732-2863
(803) 909-7240

Huntersville Zoning Ordinance

Town of Huntersville Planning Department
101 Huntersville-Concord Road
Post Office Box 664
Huntersville, NC 28070
www.huntersville.org/planning
(704) 875-6541

City of Belmont Regulating Ordinance

Belmont Planning Department
P.O. Box 431



115 North Main Street
Belmont, NC 28012
www.ci.belmont.nc.us/rgordtnd.htm
(704) 825-5586

TRANSPORTATION IMPROVEMENTS

North Carolina Department of Transportation
Don Lee
State Roadside Environmental Engineer
(919) 733-2920

Ken Taffer
Division 7 Roadside Environmental Engineer
(336) 334-3192

Phil Suggs
Division 9 Roadside Environmental Engineer
(336) 896-7039

Transportation Equity Act - 21 (TEA-21)
www.fhwa.dot.gov/tea21/index.htm

APPENDIX E: Public Forum Agendas



First Public Meeting Agenda (May 2001)

- I. Opening Remarks & Introductions
- II. Presentation by Consultant Team
 - a. Project Process
 - b. Existing Conditions of Interchange Area
 - c. Review of Draft Goals
- III. Goals Exercise
- IV. Break (10 minutes)
- V. Breakout Groups
 - a. Issues and Opportunities
 - b. Vision
 - c. Report to Larger Group
- VI. Next Steps / Meetings
- VII. Adjourn

Second Public Meeting Agenda (September 2001)

- I. Opening Remarks & Introductions
- II. Informal Plan and Concept Review (3 "stations")
 - a. First Public Meeting Results / Existing Conditions
 - b. Proposed Land Use & Transportation Improvements
 - c. Gateway Appearance / Character / Identity
- III. Group Discussion / Q & A
- IV. Adjourn

Third Public Meeting Agenda (November 2001)

- I. Opening Remarks & Introductions

- II. Recommendations & Implementation - Presentation
 - a. Proposed Land Use Improvements
 - b. Proposed Transportation Improvements
 - c. Proposed Gateway Appearance Improvements
 - d. Implementation Tools & Strategies

- III. Group Discussion / Q & A

- IV. Adjourn