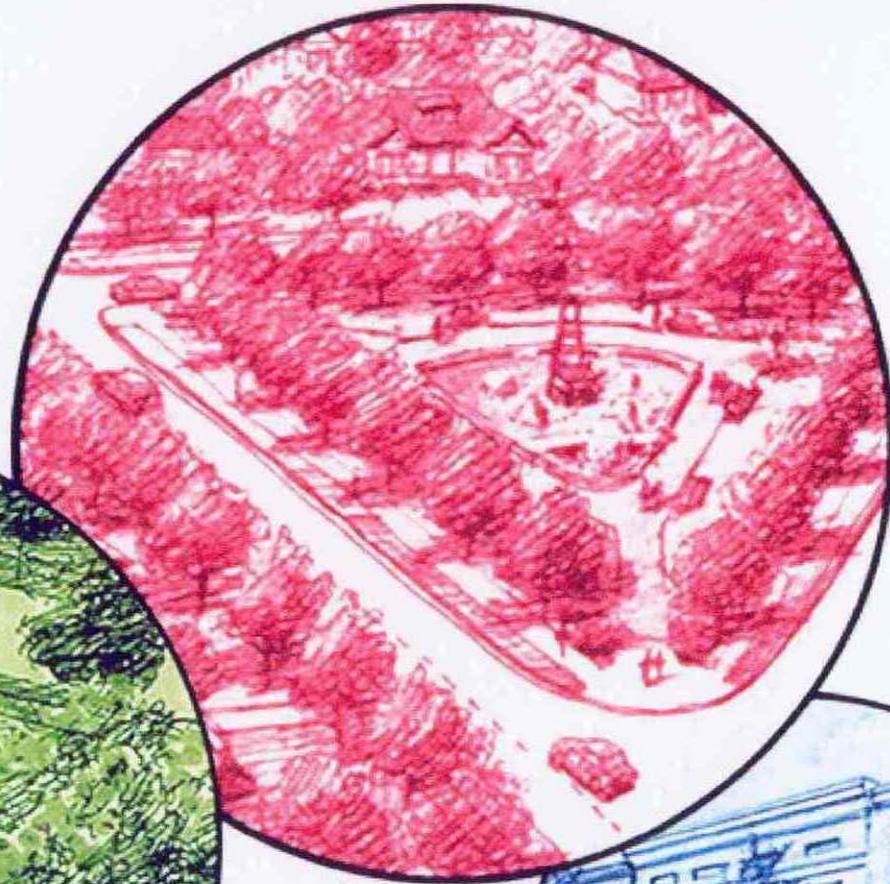
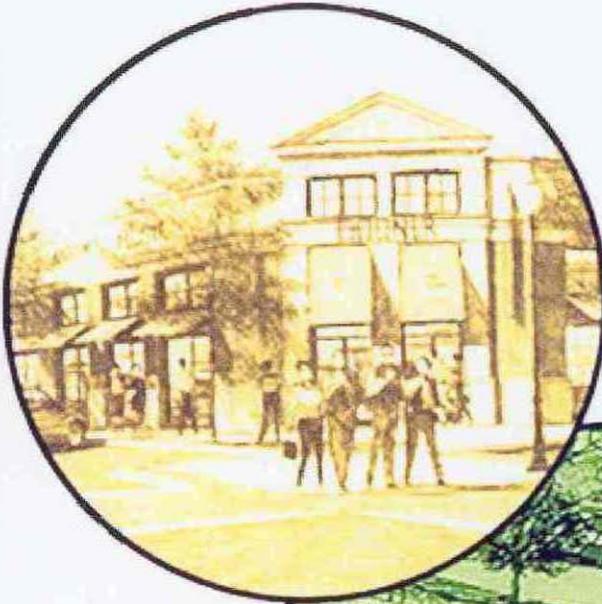


# US 311 Bypass Interchange Study

HIGH POINT, JAMESTOWN, AND ARCHDALE, NORTH CAROLINA

EXECUTIVE SUMMARY



# Section I: Introduction

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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 summarizes 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.

## Section II: Greensboro Road Area



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



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.

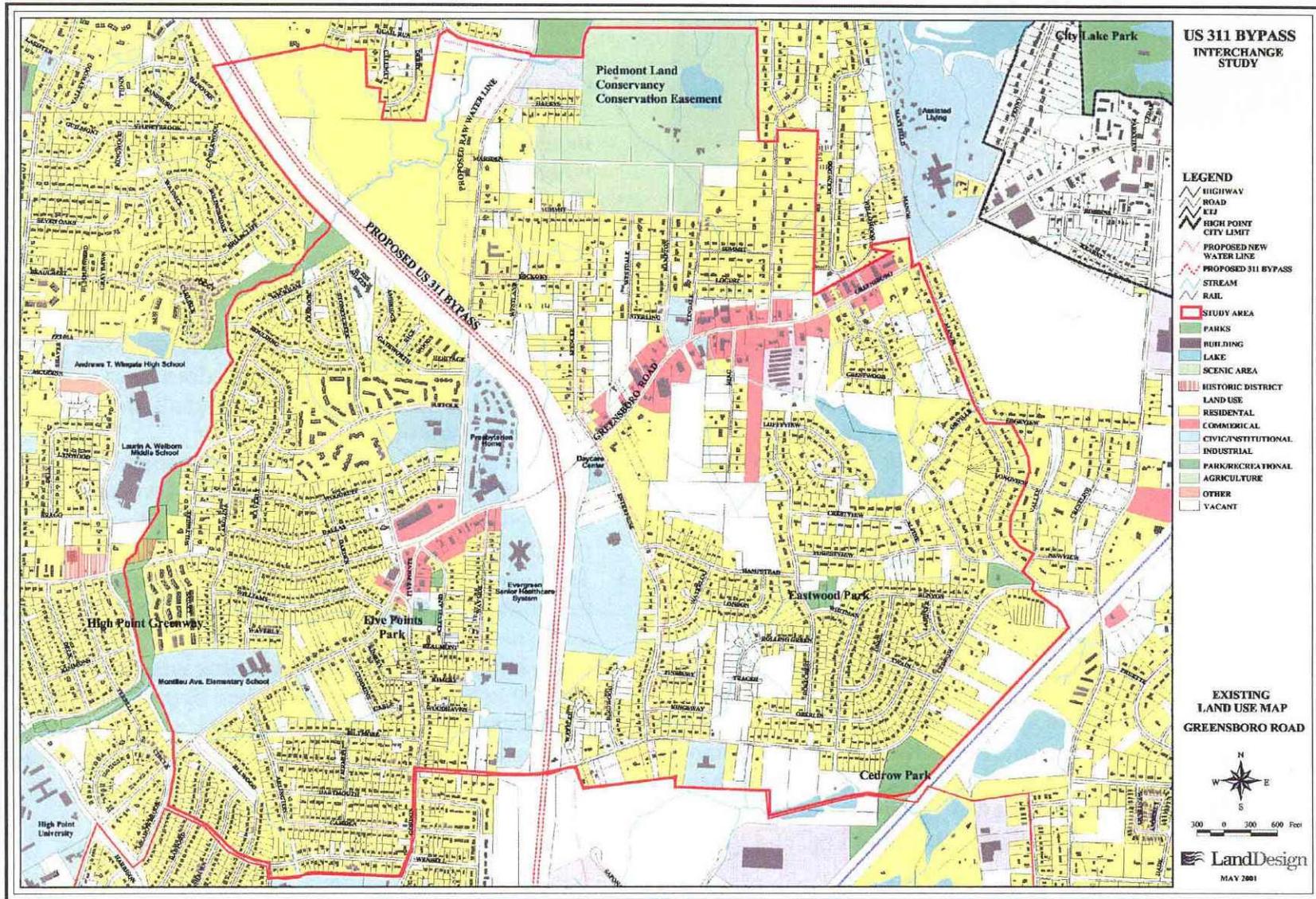


Figure 1: Existing Land Use Map

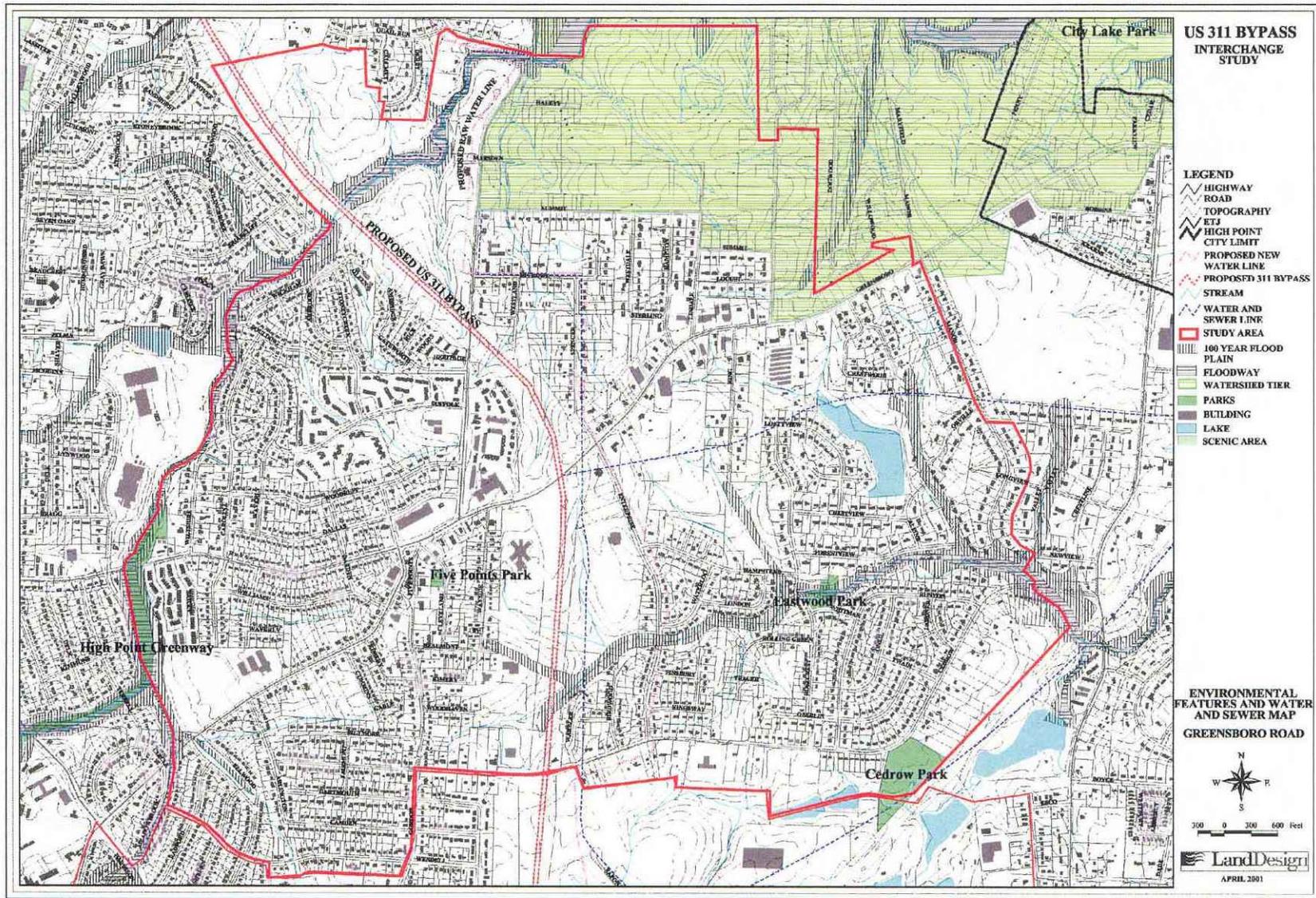


Figure 2: Existing Environmental Features and Water and Sewer Map

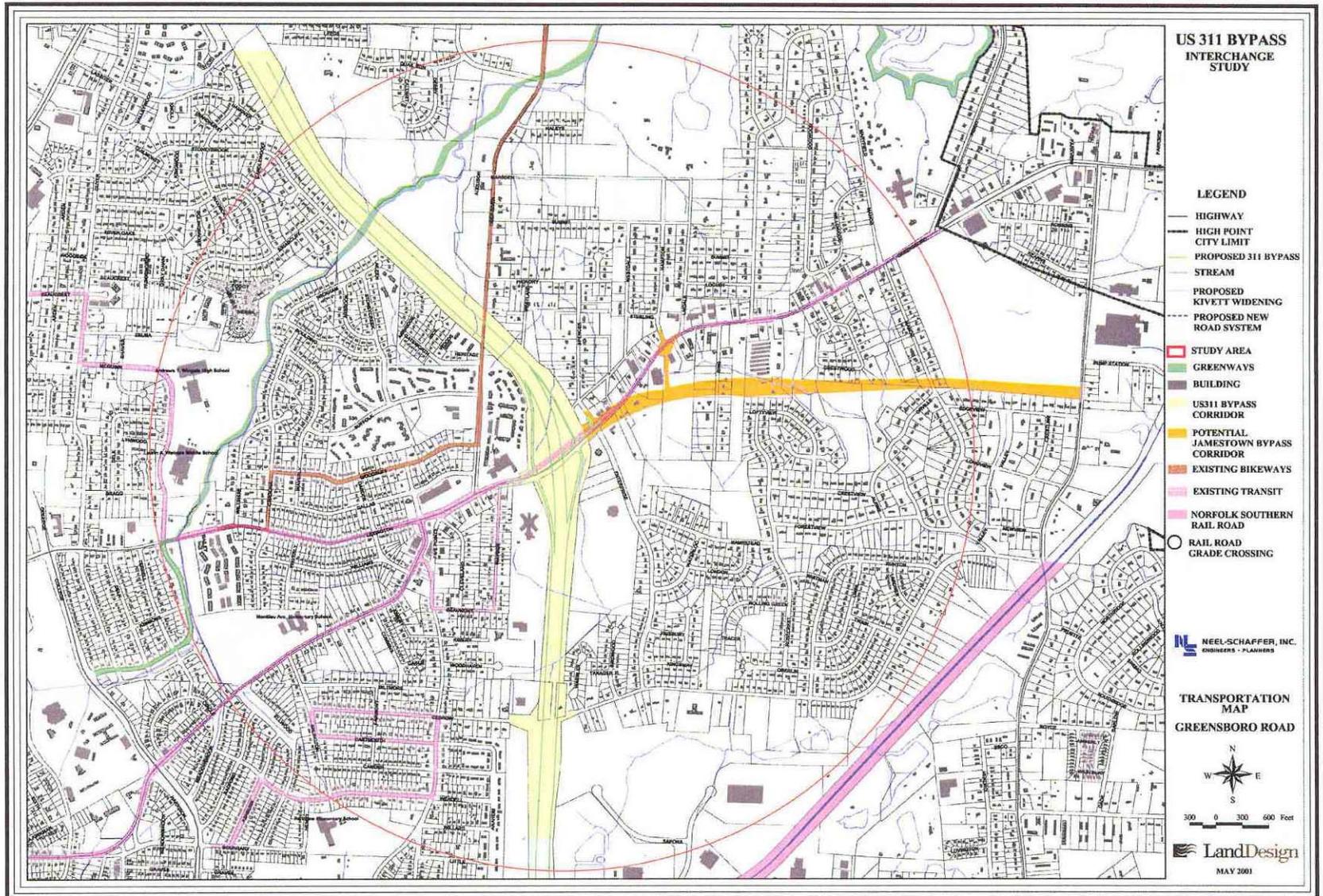


Figure 3: Existing Transportation Map



Implementation Strategies - Greensboro Road Interchange Area:

General Recommendations	Specific Actions	Responsible Party(ies)
<u>General:</u>		
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*
<u>Land Use:</u>		
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

<u>Transportation:</u>		
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



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 “marketeers” 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.

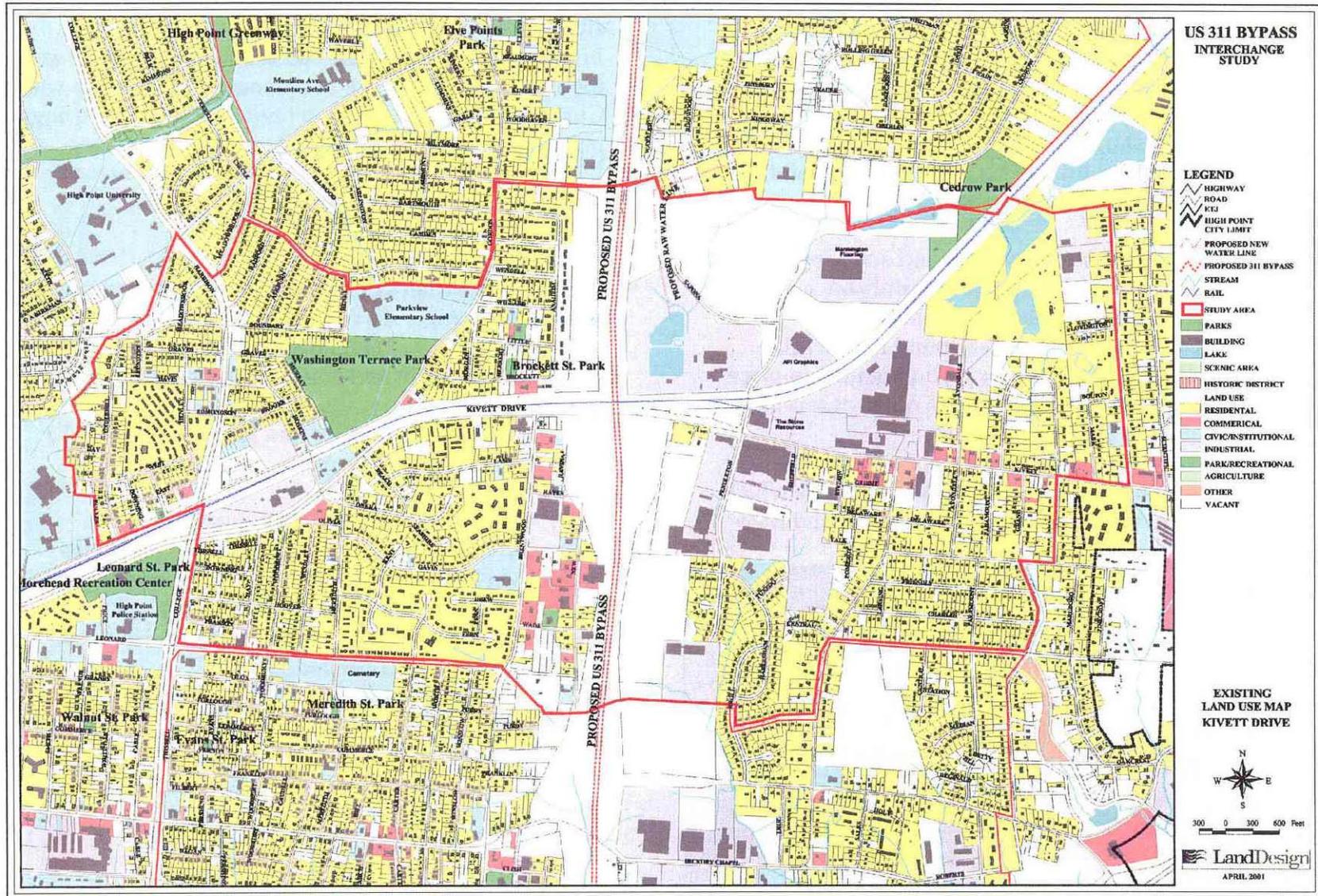


Figure 5: Kivett Drive Existing Land Use

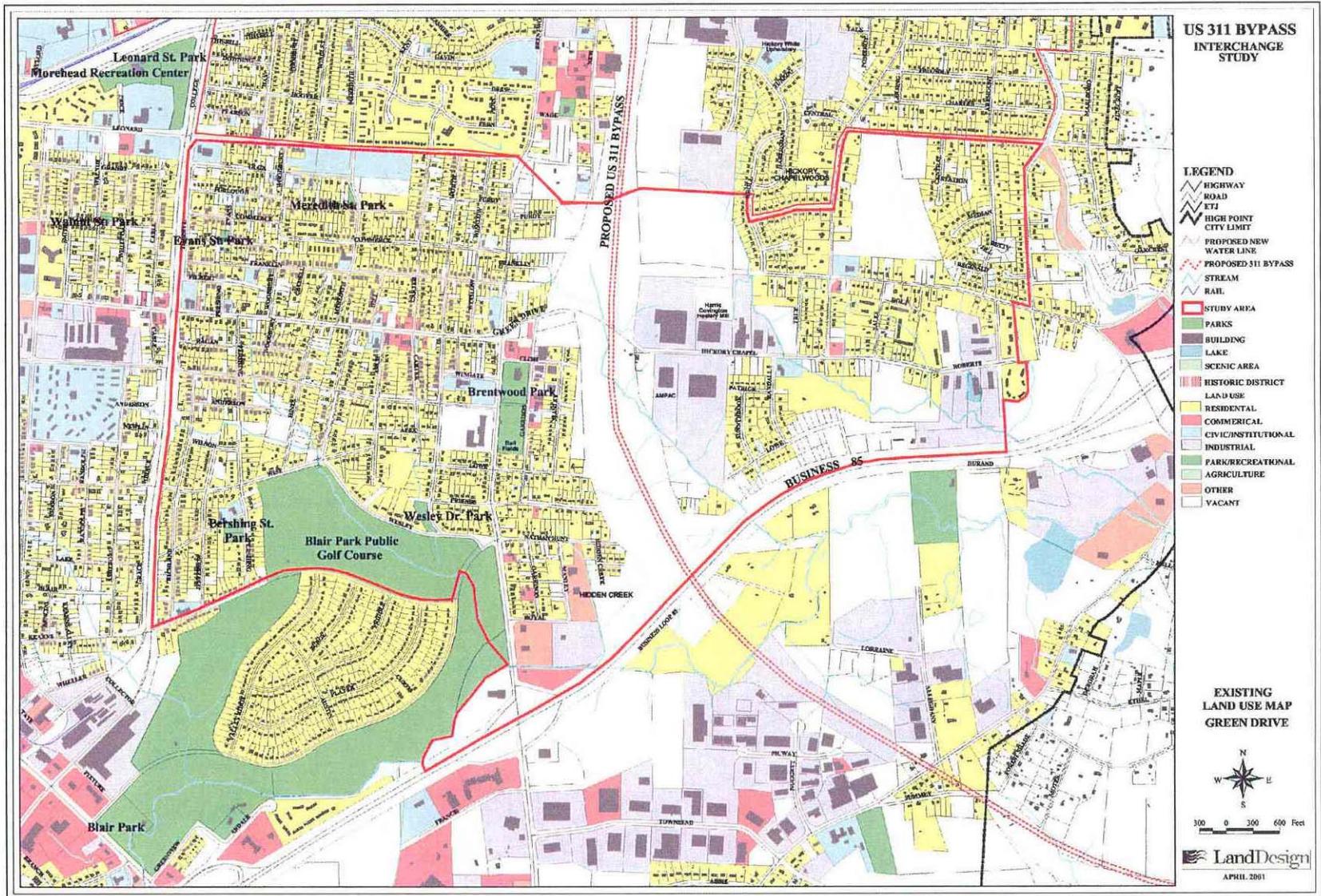


Figure 6: Green Drive Existing Land Use

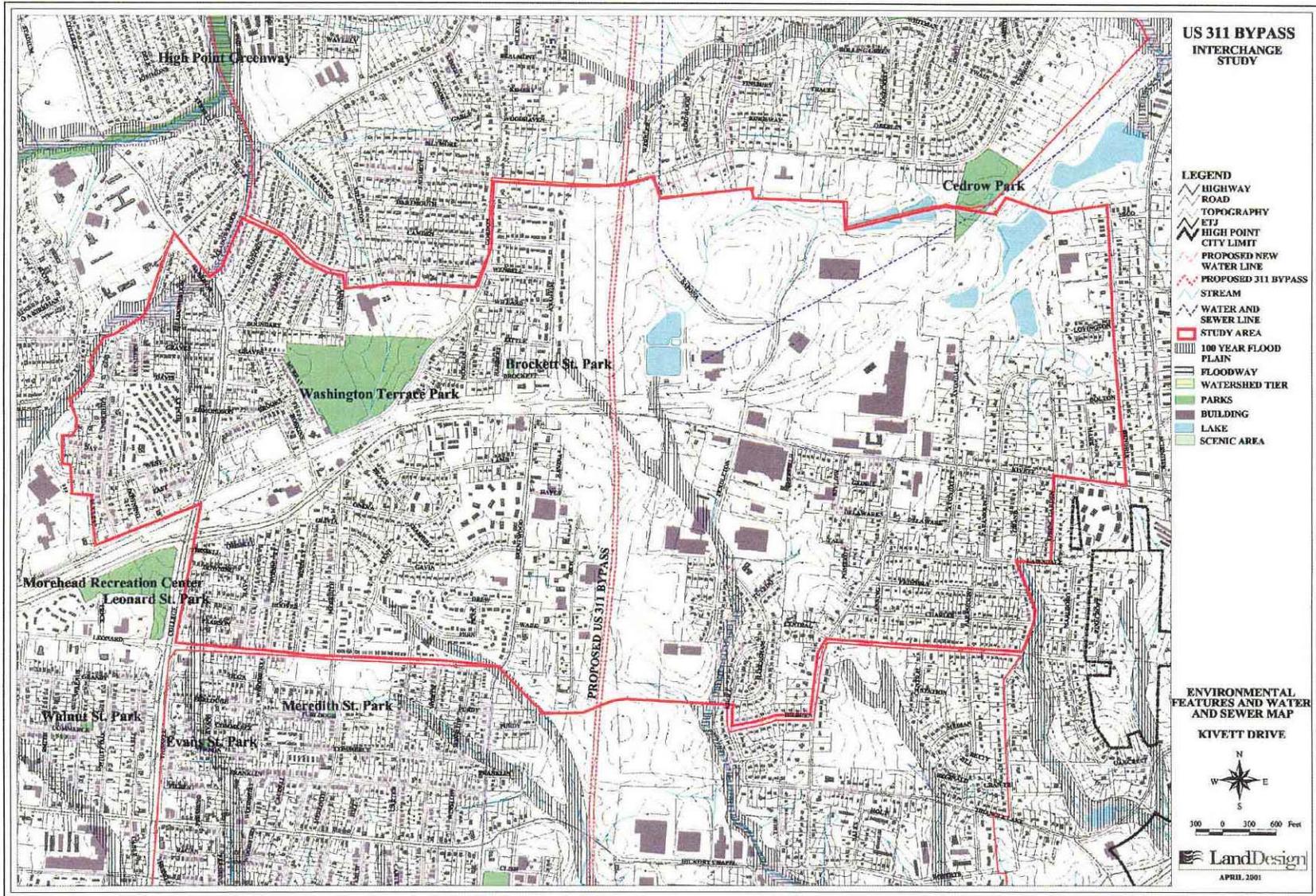


Figure 7: Kivett Drive Environmental Features and Water and Sewer Map

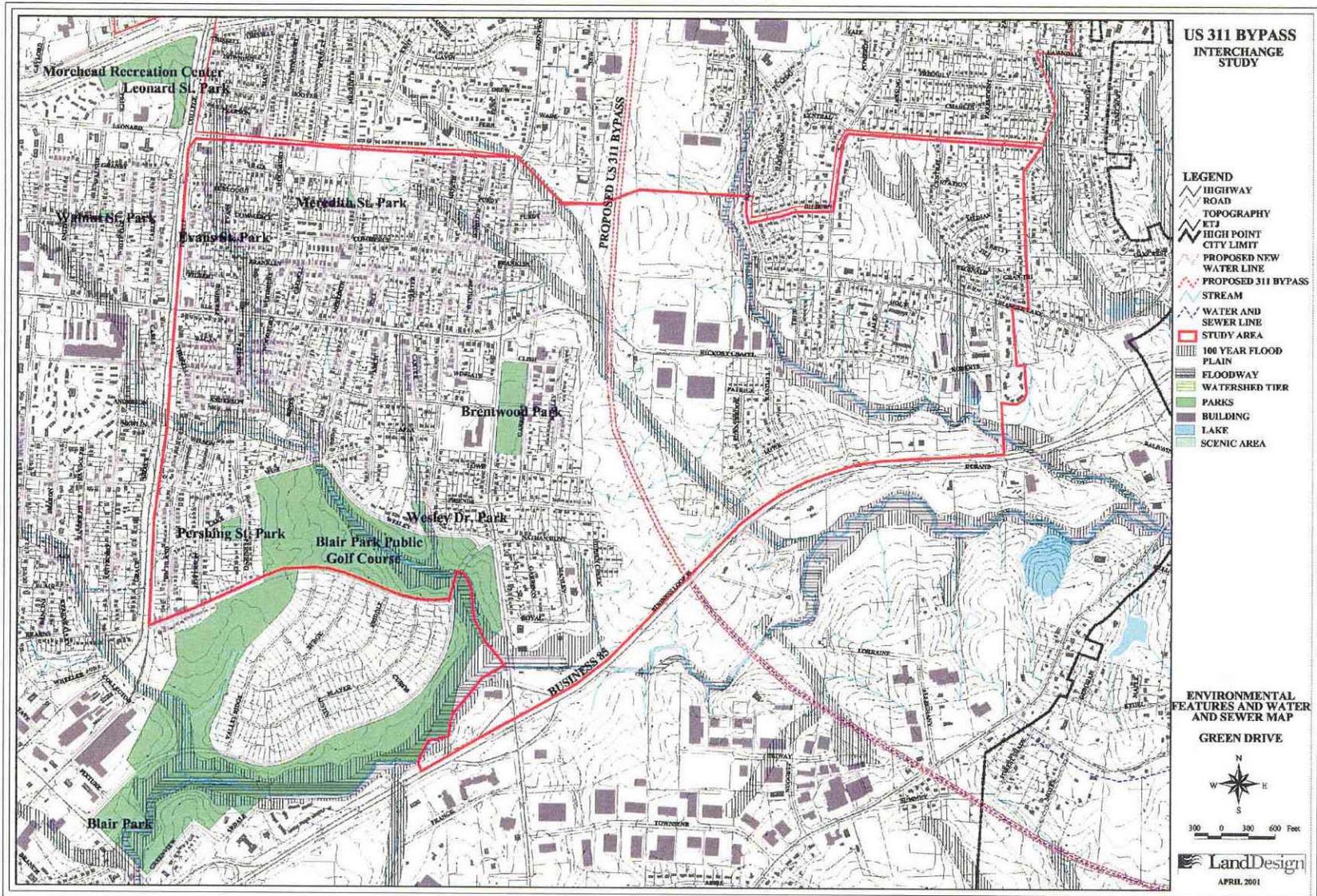


Figure 8: Green Drive Environmental Features and Water and Sewer Map

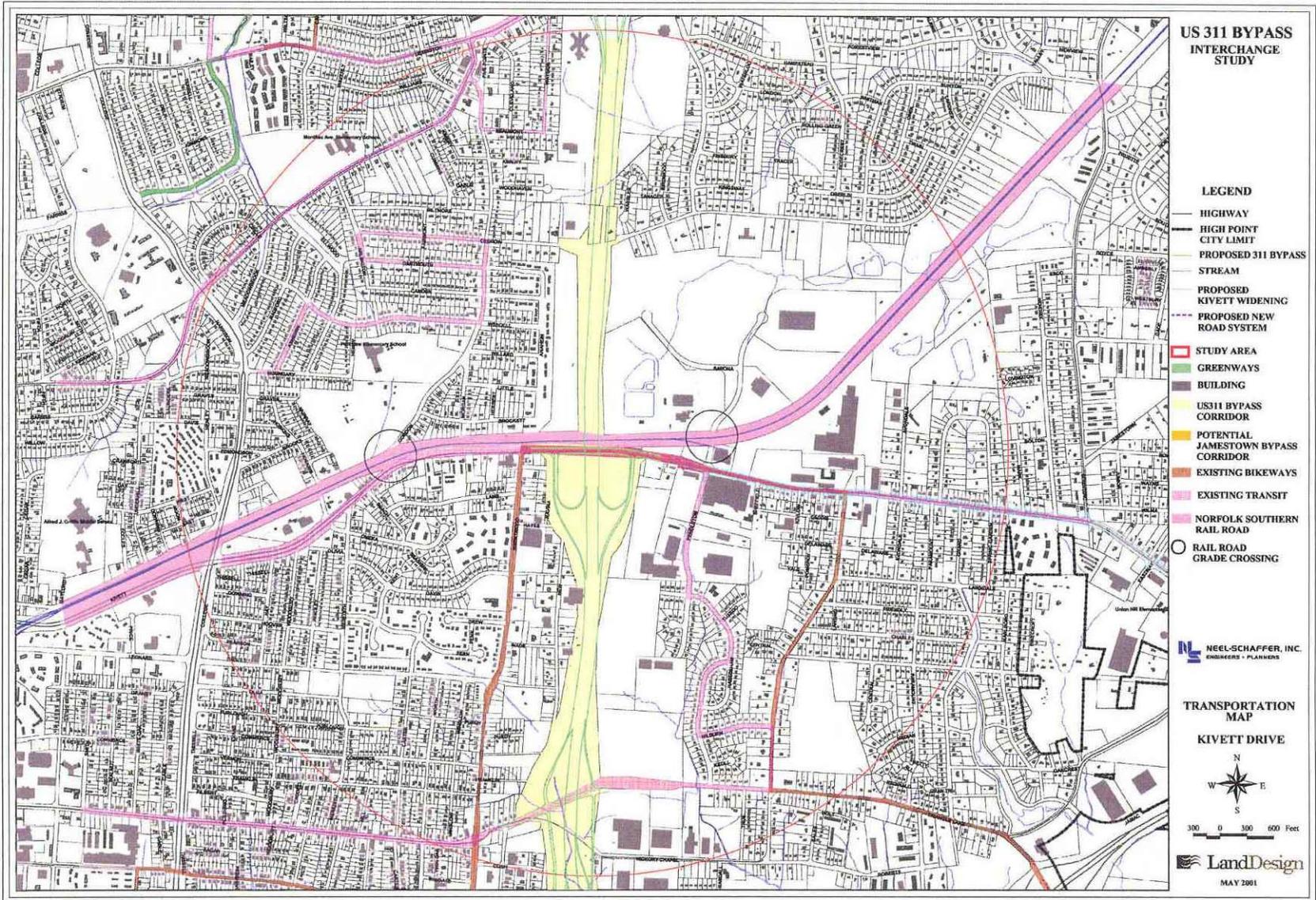


Figure 9: Kivett Drive Existing Transportation Map

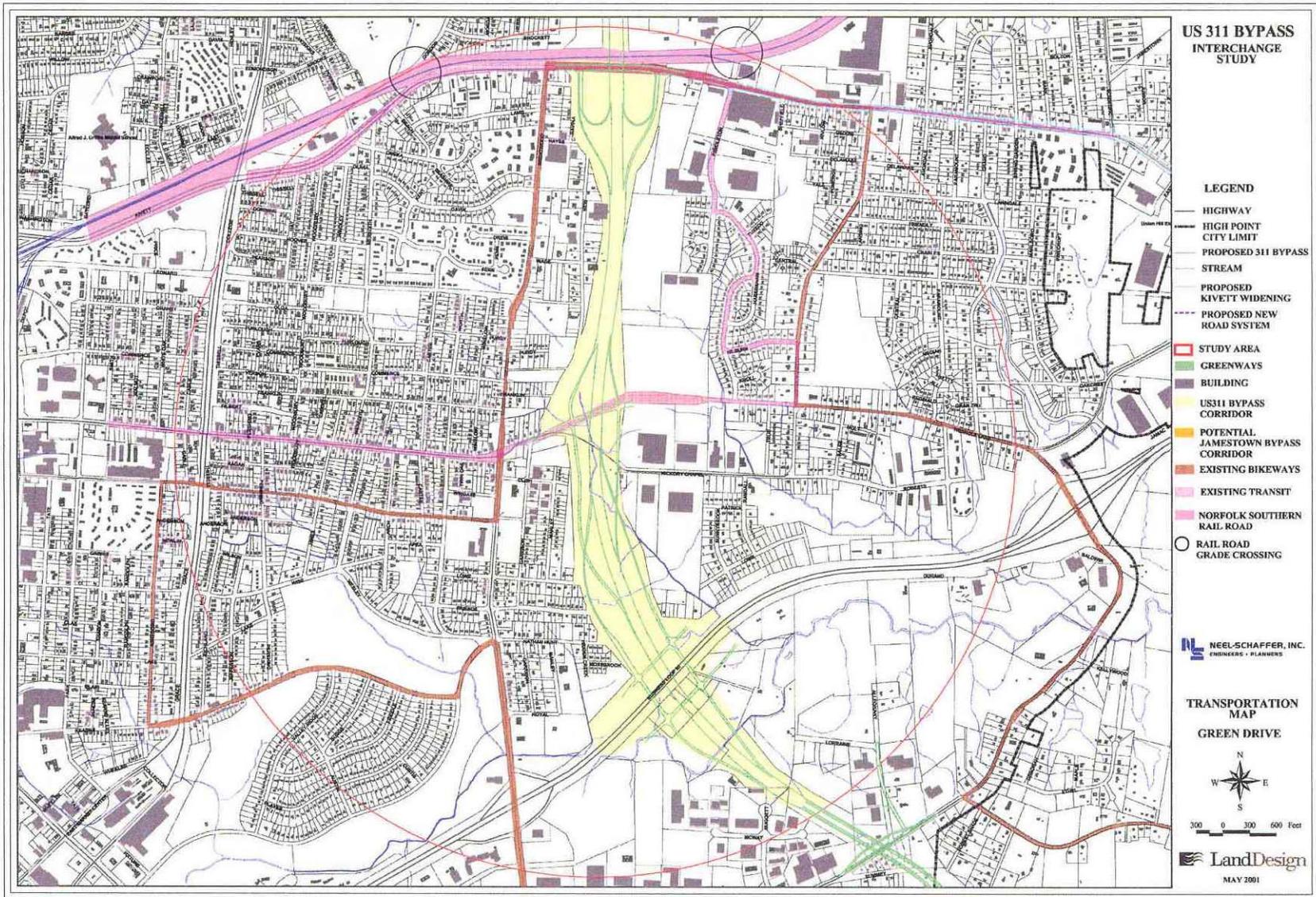


Figure 10: Green Drive Existing Transportation Map

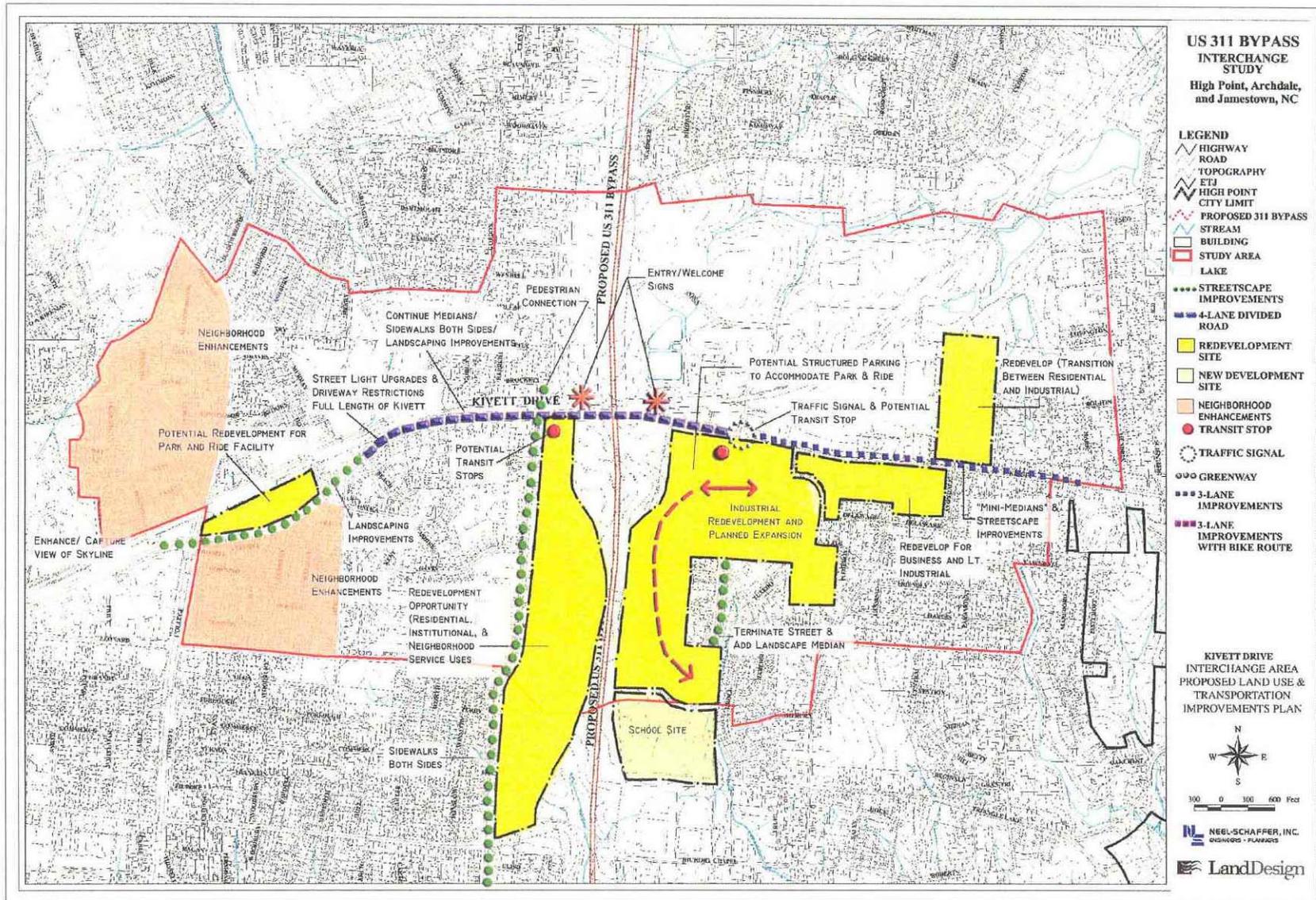


Figure 11: Kivett Drive Interchange Area Proposed Land Use and Transportation Improvement Plan

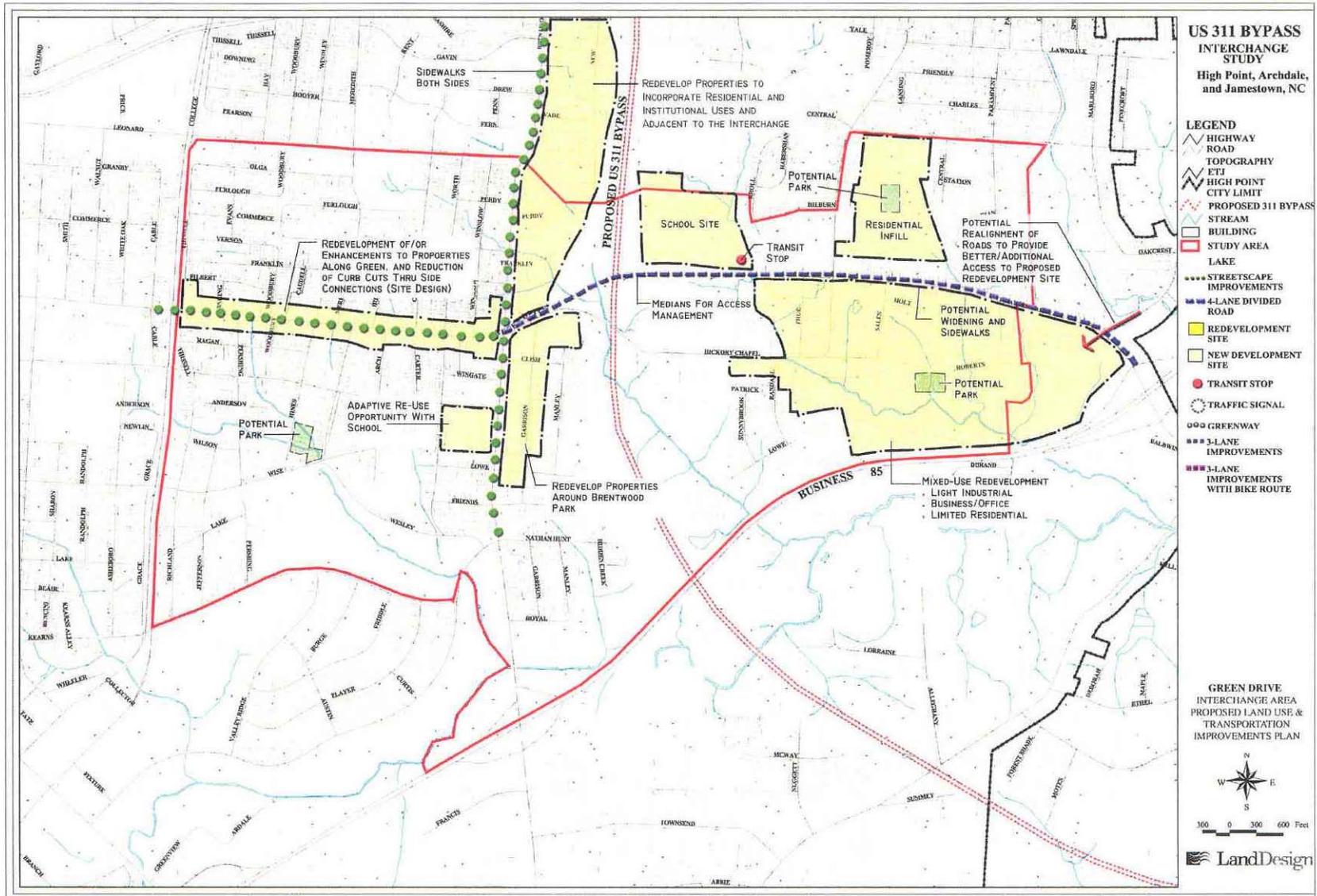


Figure 12: Green Drive Interchange Area Proposed Land Use and Transportation Improvements Plan

Implementation Strategies - Kivett Drive / Green Drive Interchange Areas:

General Recommendation	Specific Action	Responsible Party(ies)
<u>General:</u>		
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*
<u>Land Use:</u>		
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*
<u>Transportation:</u>		
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*

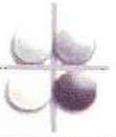
\* These groups and individuals could be a potential source of funding, and may include:

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



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,



*Farm on Dresden Road*



*Rustic structures dot the landscape in this area*



*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



*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.*

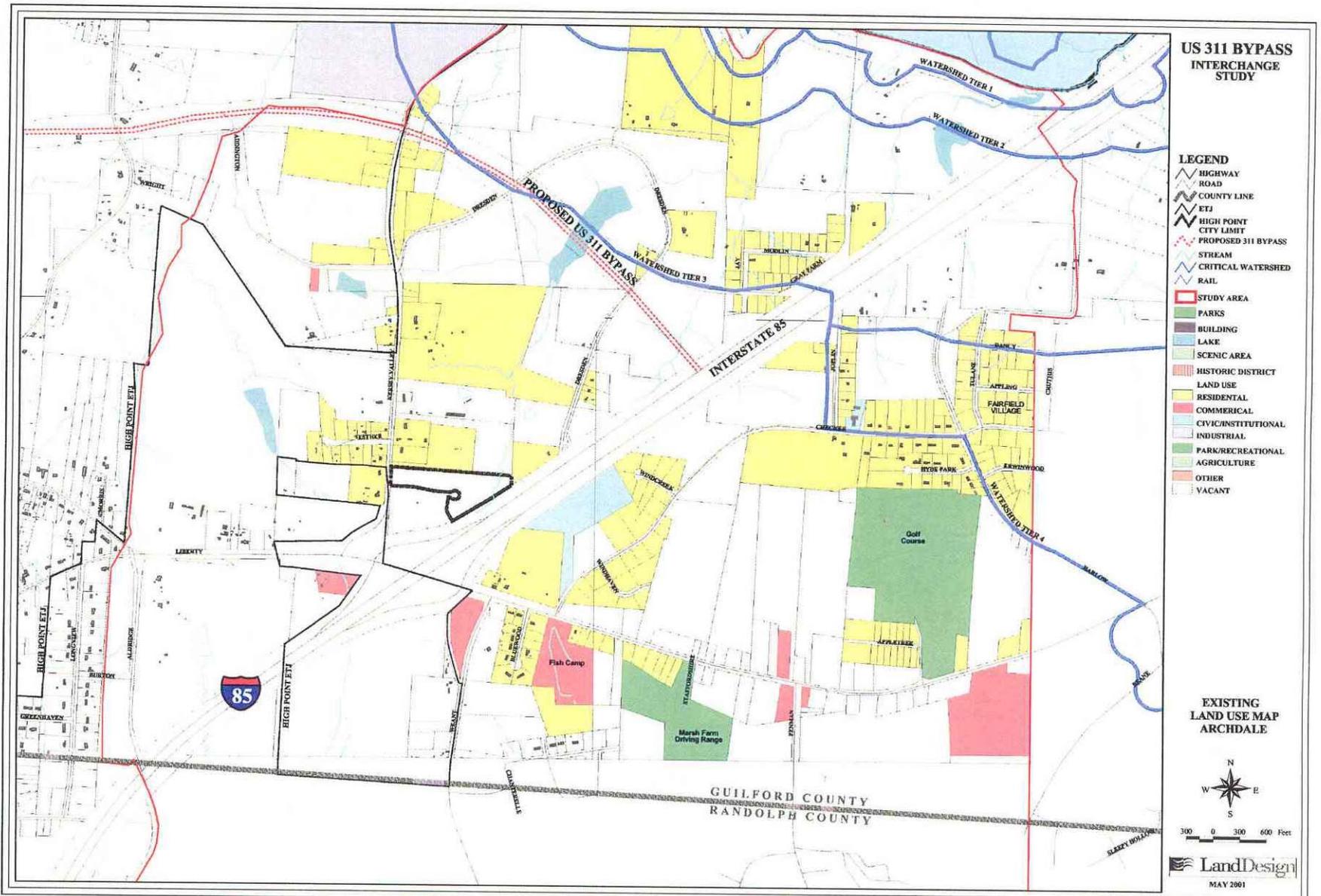


Figure 19 : I-85/NC 62 Existing Land Use Map





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

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

General Recommendations	Specific Actions	Responsible Party(ies)
<u>General:</u>		
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
<u>Land Use:</u>		
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
<b>Transportation:</b>		
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
<b>Gateway Appearance:</b>		
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*

Emphasize theme with theme-related features	Public art - incorporate theme-related display(s) in new development	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*
Provide landscaping	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*, City of Archdale*, NCDOT*, developers*, local businesses*, local organizations*
Encourage/Provide high quality building and site design like Grandover and Piedmont Center, retail in town-like setting, pedestrian-friendly places	Overlay district design standards	City of High Point (Planning), City of Archdale (Planning)
	Design guidelines	Developers*, landowners*
Clean appearance	Regular property maintenance	Property owners
	Code enforcement	City of High Point, City of Archdale

\* These groups and individuals could be a potential source of funding, and may include:  
Economic Development Corporations for both cities  
Guilford and Randolph Counties  
Market Authority  
Piedmont Authority for Regional Transportation  
Fairfield neighborhood and Fairfield Church