City of
HIGH POINT
NORTH CAROLINA

Downtown Multi-modal Vision Plan

Adopted 08-07-2017

CLIENT

City of High Point
High Point, North Carolina

CONSULTANT TEAM

LandDesign.
CREATING PLACES
THAT MATTER.

223 North Graham Street
Charlotte, NC 28202

CREECH & ASSOCIATES

1000 W. Morehead Street
Suite 120
Charlotte, NC 28208

Downtown Multi-modal Vision Plan

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Overview

PLAN/PROJECT OVERVIEW

The High Point Metropolitan Planning Organization received a federal grant to develop a downtown Multi-modal Vision Plan for the City of High Point. The plan includes recommendations for priority bicycle and pedestrian improvements as well as an evaluation of opportunities for a trail head, public art, placemaking projects, and redevelopment opportunities.

The study area extends from the tracks east of Centennial Avenue between Washington Drive and Leonard Avenue, to West Grimes Avenue and Gatewood Avenue in the north, and just beyond Russell Avenue to the south. The study area's epicenter is the historic Southern Railway Depot (that serves as the Amtrak station). The High Point Transit System bus terminal on Broad Avenue (also serves as a hub for Piedmont Authority for Regional Transit (PART) bus routes). Connections in and out of this area to major destinations on the perimeter of Downtown were also considered in the planning process.

The planning process included an analysis of existing plans and ongoing projects that impact the study area, an existing conditions analysis, a precedent study, stakeholder interviews, steering committee meetings, and a public meeting. The recommendations are tied to a Vision Plan and a set of priority projects that are described and illustrated beginning on page 29.

EXECUTIVE SUMMARY

This Vision Plan recommends investments in the public realm that are meant to spur private investment and create a more vibrant downtown High Point. The Plan seeks to leverage location, history and culture, emerging demographic trends and preferences, along with the activity generated by the International Furniture Market (IFM) and recent public and private activities. The priority projects and other recommendations in the Plan represent actionable steps the City and/or civic and private entities can spearhead. They include refined ideas from past planning efforts that remain relevant and new ideas that improve safety as well as address health, economic, transportation, and equity issues. The major recommendations that make up the Vision Plan include the following:

- **Create a Main Street Moment** by improving pedestrian experience on Main Street and adding gateway features.
- **Activate the Pit** with minor improvements and events, eventually building momentum for a redevelopment project to include a mix of non-market, year-round uses with a public plaza.
- **Build the String and Splinter Heritage Trail**, which includes a part of the Southwest Greenway, a **Railroad Esplanade** and a connection to High Point Greenway and High Point University.
- **Upgrade Elm Street** by improving pedestrian safety and adding on-street parking and crosswalk improvements.
- **Fill the Gaps** in the urban fabric north of the rail through redevelopment of vacant lots and underutilized parcels.

PREVIOUS PLANS

Themes from Previous Plans

Existing plans were assessed to determine community goals and recommendations related to the study area. Generally, there was a recognition that downtown High Point is a unique place that has both opportunities and challenges. These arise from its industrial beginnings and continued use as the home of the IFM, an international event that attracts 75,000 attendees bi-annually. Many plans recognize a need to activate downtown High Point with more year-round activity. There is a lack of consistent commercial activity, destinations, and housing. People are the heart of a vibrant downtown, these issues need to be addressed to activate the center city.

Studies also recognize the need to re-evaluate street functionality and aesthetics. Many of the one-way pairs and wide, multi-lane roadways have been identified to be modified to increase pedestrian safety and create a sense of place.

Connections were also an important theme in existing plans. There is a realization that connections from downtown and surrounding neighborhoods to existing greenways, High Point University, and other destinations could add value to property, help attract talent and visitors, and knit together a City that is laden with beautiful buildings. The City is full of remnants from a past of “string and splinter” splendor with hot spots of new activity spurred by innovative reuse and a design culture that infuses an international flair.

Existing Plans Reviewed

- High Point Core City Plan
- High Point Development Ordinance and Zoning Map
- Ignite High Point
- Southwest Greenway Plan
- Metropolitan Transportation Plan
- Comprehensive Transportation Plan
- The 2015-2019 Consolidated Plan and Annual Action Plan
- Parks and Recreation Master Plan
- NCDOT Roadway Standards
- City of High Point Historical Information
- The Pedestrian Plan

Core City Plan

- The 2007 Core City Plan included recommendations for physical improvements and land use policies for downtown High Point.
- Identified the intended extent of the Showroom District, where new furniture showrooms should be permitted.
- Identified the downtown mixed-use district and mixed-use centers as locations where showrooms are discouraged and a mix of traditional uses such as retail, dining, offices, housing, and entertainment are encouraged.
- Recommended expansion of the City's greenway network to include connections toward downtown.
- Recommended streetscape improvements to Green Drive and Main Street and the study of converting one-way pairs to two-way streets.

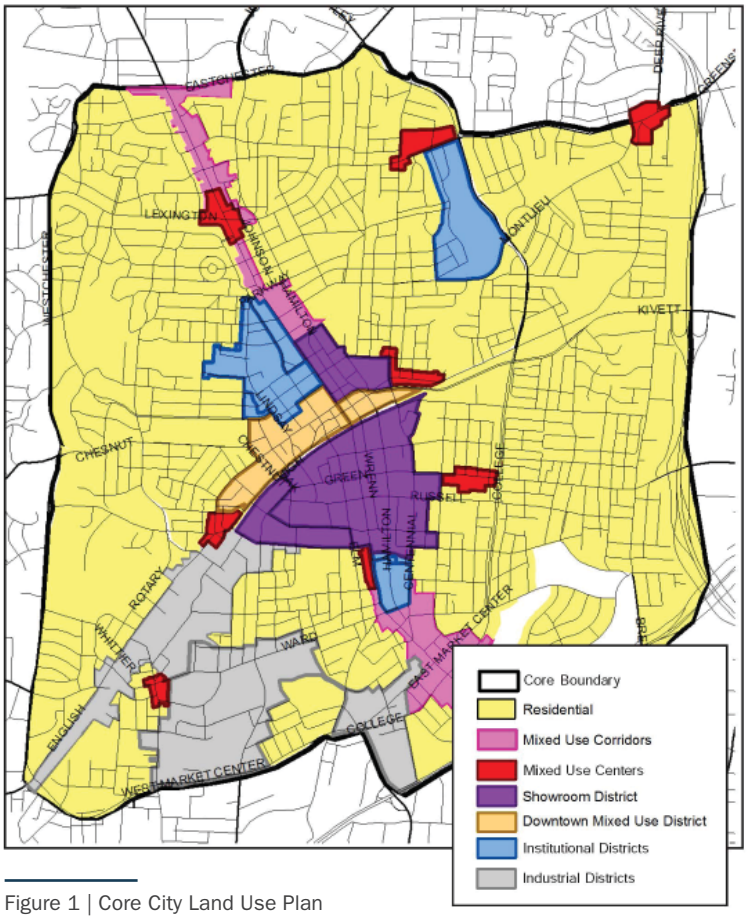


Figure 1 | Core City Land Use Plan

Ignite High Point

- The 2013 Ignite High Point Master Plan was led by The City Project with consultant assistance from Duany Plater-Zyberk & Co, Freeman Kennett Architects, and others.
- This plan included a number of proposed projects to enhance the public realm.
- A road diet was recommended for the Uptowne stretch of North Main Street.
- A new public gathering space and market stalls were recommended for the Library. This recommendation is being implemented with the Phase 2 improvements for the Library Plaza project (see https://www.highpointnc.gov/1961/Library-Plaza-Project for more information).
- The Plan also included recommendations for modifications to codes and policies to spur redevelopment in Downtown and Uptowne High Point.

Figure 2 | Recommended Pit Improvements from Ignite High

Southwest Greenway Plan

- Vision for a connected greenway trail in southwest High Point completed in March 2015.
- Joint effort by the Southwest Renewal Foundation and the City of High Point.
- Recommended a greenway from the Amtrak station to the southwest along an abandoned rail corridor to Harvell Park and along Richland Creek to the Southside Recreation Center.
- Recommended the "Pit" to be used as a trailhead/plaza.
- 50% of southwest population travels to work by carpool, public transportation, bicycling or walking
- Percentage of households without access to a vehicle is more than triple the City average (32.4 % compared to 9.6% for City of High Point).
- News Article: https://triad-city-beat.com/2015/04/study-finds-promising-conditions-for-high-point-greenway/.

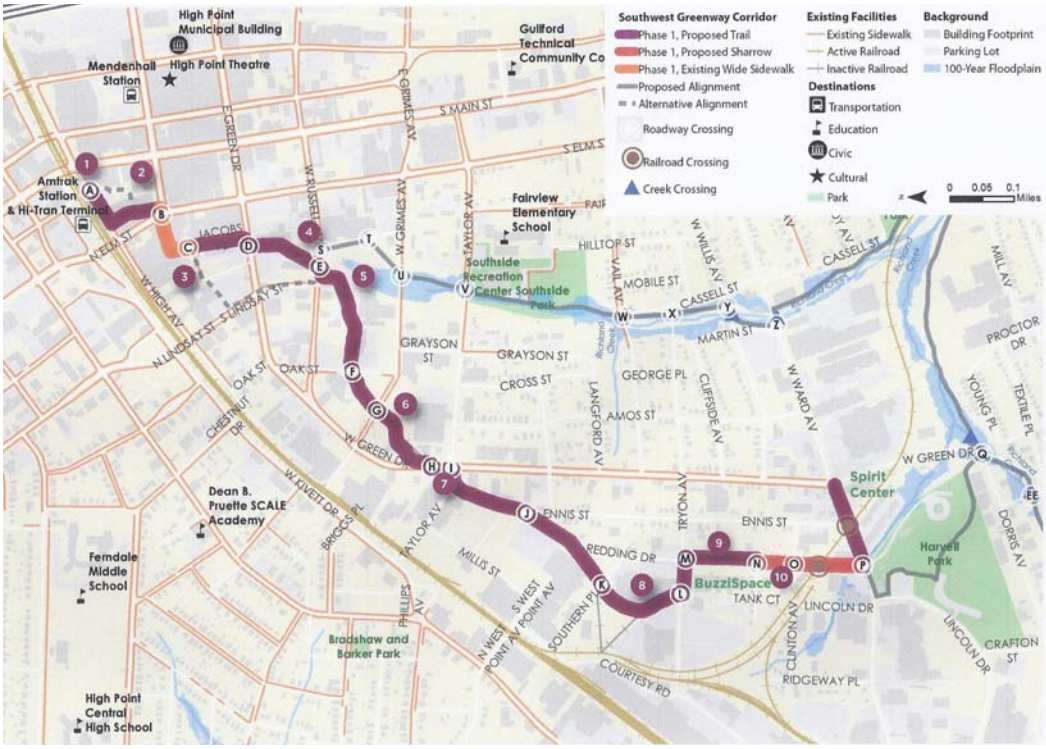


Figure 3 | Southwest Greenway Feasibility Study Phase 1 Map

"We're trying to make the connection between access to exercise and public health. It not only improves business and creates jobs, but it also improves public health. A lot of people don't drive in the area, so they can't drive to a gym. They have to walk for exercise."

– Dorothy Darr, Executive Director of the Southwest Renewal Foundation

Regional Plans

- The bicycle and pedestrian element of the High Point Metropolitan Planning Organization (HPMPO) 2040 Metropolitan Transportation Plan (MTP) supports economic vitality, safety, mobility, modal interconnectivity, system preservation, environmental protection, and quality of life.
- Recommended accommodation of bicycle facilities in new road projects and developing bike facilities on existing roadways.
- Wide outside lanes or paved shoulders recommended in rural areas, designated striped bike lanes in more urban areas.
- Bicycle Level of Service identified as potential way to identify future facility/performance
- Road diets recognized as means of providing facilities. Centennial Avenue and Leonard Street are identified as potential road diet locations.
- The Comprehensive Transportation Plan (CTP) made recommendations for greenways in the southeast and a connection from downtown to Armstrong Creek Greenway in the vicinity of Montlieu Avenue.

Bikeway, Greenway and Trails Master Plan

- This plan, prepared for the Parks and Recreation Department and adopted in 2010 provides recommendations for on-road sidewalks and off-road greenways for the City.
- Recommendation to connect Montlieu School to Washington Terrace Park and Penn Griffin School.

Pedestrian Plan

- The High Point Pedestrian Plan was in draft format during this study and was adopted by Council on May 1st, 2017.
- It highlights 100 areas in the City that are in need of sidewalk improvements.
- It includes a detailed inventory of existing conditions and an implementation section on policy recommendations and priority projects. The majority of the recommended projects fall outside of downtown.

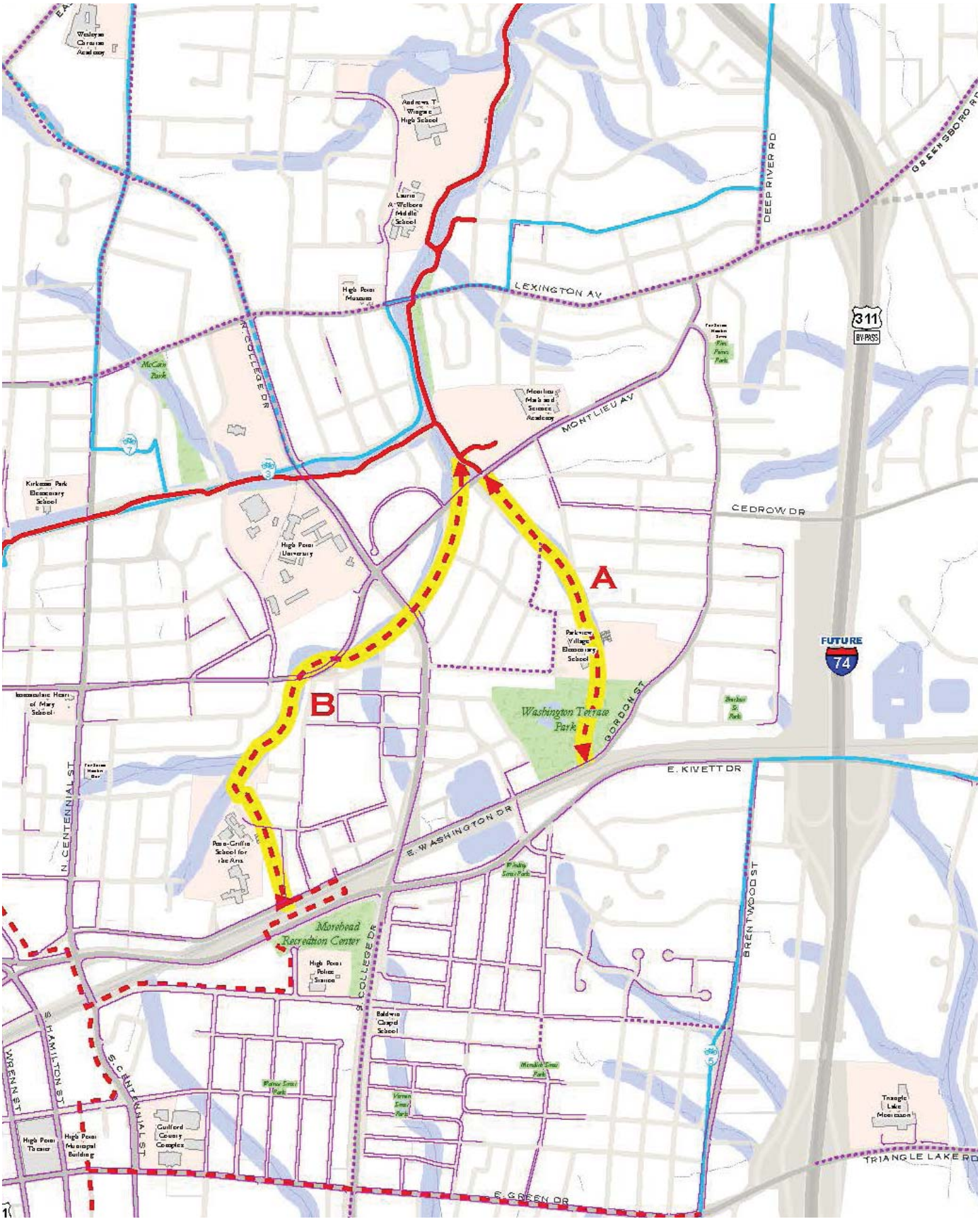


Figure 4 | High Point Bikeway, Greenway and Trails Master Plan connection to Downtown

EXISTING CONDITIONS + ANALYSIS

Summary of Priorities from Stakeholder Interviews

- Improved connection to High Point University, i.e. via an improved Centennial Street or Montlieu Ave.
- Wider sidewalks, crosswalks, and lighting improvements are needed to increase safety.
- Aesthetic improvements are also needed on streets.
- Greenway connection to the Oak Street historic area and to the southwest could help spur additional redevelopment and reuse.
- Lack of trees, shade, and green space downtown is an issue.
- Opportunity to leverage market and local design professionals.
- Potential for partnering with HPU, SCAD, or others to increase connection between programs and future employers.
- Potential for maker-space or incubators for designers, artists, and light manufacturing.
- Need to reinforce centers of activity, including the Southern Railway Depot, High Point Theatre, and Centennial Arts Center.
- The IFM is an asset, but increases cost of land and lease rates near downtown.
- Additional housing, retail, and restaurants are needed.
- Limited housing options for young professionals.

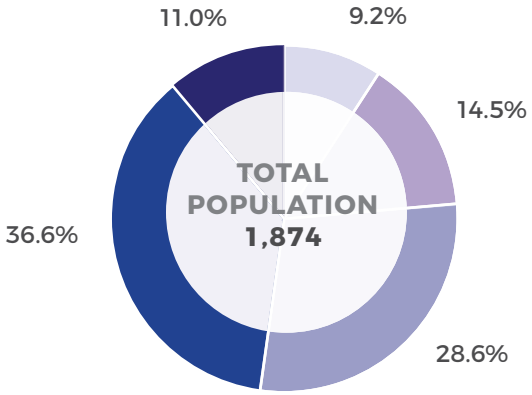
Market Visit

Twice a year the City doubles in population and Downtown streets bustle with visitors from all over the world.

Downtown High Point has a daytime population of over 6,000, but less than 1,800 residents. Lack of downtown residential living is a major barrier to creating 24/7, year-round activity.

2016 POPULATION

0-4	5-14	15-34	35-64	65+
172	272	536	686	208
9.2%	**14.5%**	**28.6%**	**36.6%**	**11.0%**



HOUSING CHARACTERISTICS

761
HOUSING UNITS

6,549
DAYTIME WORKERS

*BASED ON DATA FROM ESRI AND A 1/2 MILE DISTANCE FROM MAIN AND THE RAILROAD

HIGH POINT MARKET FACTS

11.5 MILLION SF
OF SHOWSPACE

$5.3 BILLION
ECONOMIC IMPACT PER MARKET

75,000
MARKET ATTENDANCE

2,000+
EXHIBITORS

Larger Connections/Key Areas

Activating Downtown High Point is dependent on improving connections to key destinations within and outside of the study area. Key connections include:

- **High Point University**: Home to 4,800 students and a generator of 100,000 visitors annually.
- **Uptowne**: A major activity center with new shops and restaurants such as Brown Truck Brewery.
- **Future Ballpark**: The City recently approved funding for a minor league baseball stadium in the north-west part of downtown. Adjacent development is planned to include: retail and residential units, a children's museum, event center, educational cinema, state-of-the-art playground, and park.
- **Southwest Area**: This area is poised for redevelopment. Reinforcing new activity in the Oak Street area and improving connections to the Highland Mill Village, Southside Recreation Center, Harvell Park, and historic furniture factors and mills in the area could spur reuse and investment.

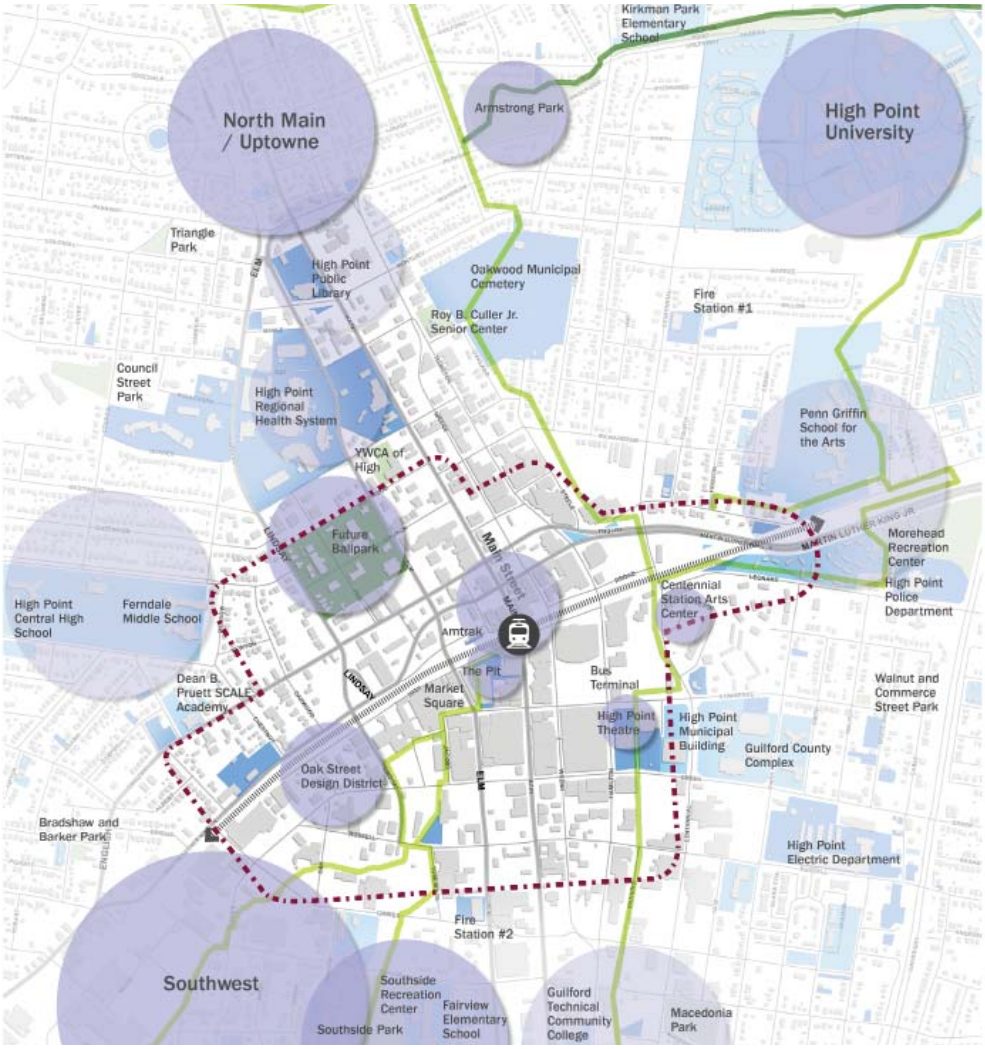


Figure 5 | Key Connections

Streets/ROW

High Point is blessed by access to highways, and the fact that there are no controlled access highways bisecting downtown. The City's past uses have left significant spare capacity on roadways. Main Street, Elm Street, and Green Drive combined could carry 66,000 cars per day, the same amount as I-85. However, they only carry roughly 23,000 cars. North Elm Street is currently four lanes and in some areas five or six lanes (including turning lanes), yet **right-of-ways for streets and the railroad make up 36% of the study area**. Therefore the City is looking how to better utilize road right-of-ways to achieve safety and quality of life.

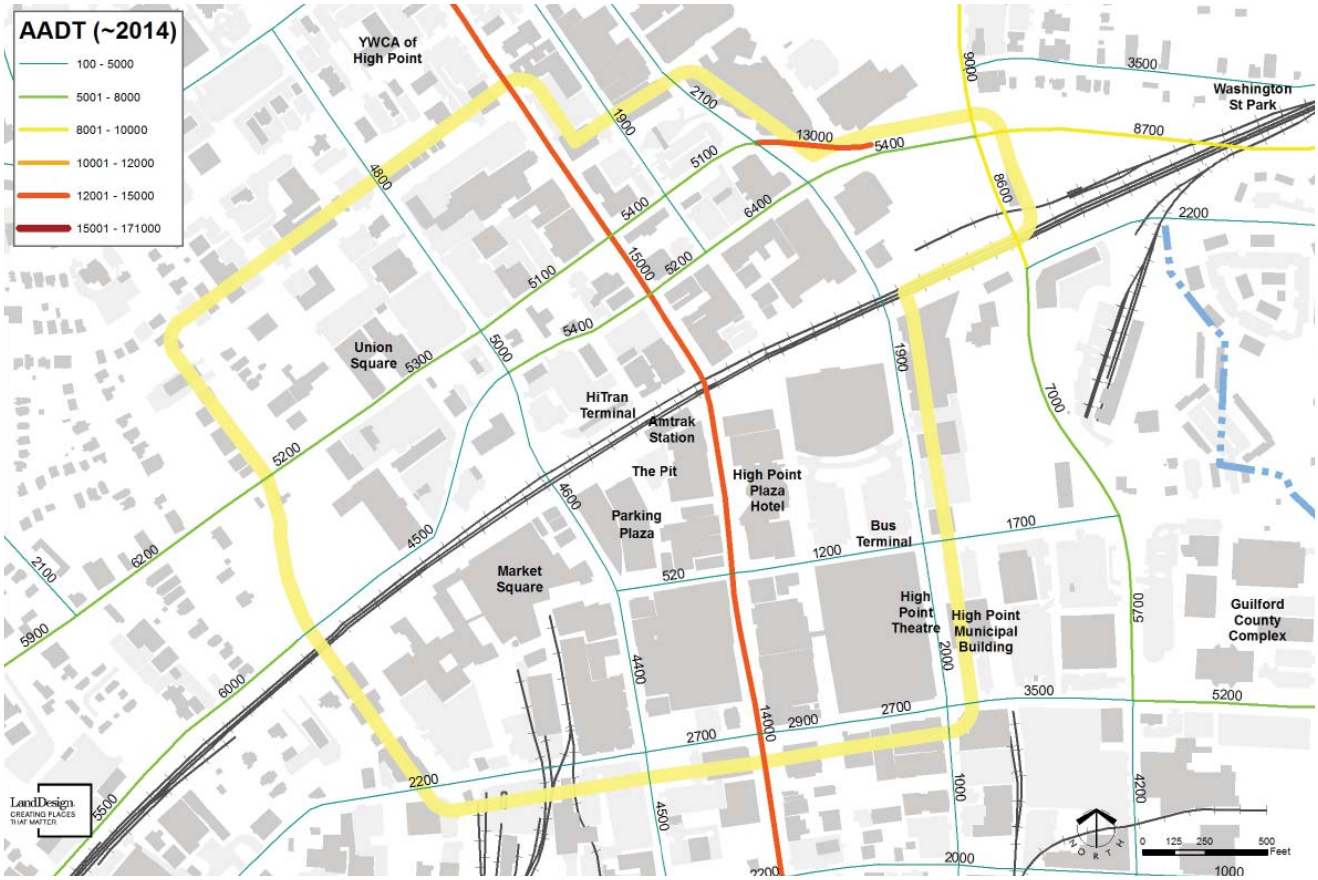


Figure 6 | Average Daily Traffic (NCDOT, 2014)

Centers + Redevelopment Opportunities

The core of existing restaurant activity is at Main Street and Martin Luther King Jr. Drive. Jimmy's Pizza, the Penny Path Cafe and Crepe Shop operate in this area. Reinforcing this existing activity center and connecting it to the activity in Uptowne, further up Main Street to create a more vibrant Downtown. The Pit and vacant store fronts along the railroad present issues and opportunities for additional public space or redevelopment. The Elm Street Cafe is located to the west along a stretch of Elm Street that has no other active use along a quarter mile of roadway frontage. This corridor is a candidate for infill and redevelopment. Surface parking lots are not the highest and best use of land this close to the center of High Point, the Market District, and the future ballpark. West of Lindsay Street there has been significant investment in the Pandora Manor Bed & Breakfast, a high-end boutique bed and breakfast in a historic colonial revival home. This area, along with old factories and mills to the west and southwest and surrounding surface parking, offers opportunities for redevelopment. There is also a cluster of vacant parcels and surface parking to the east of downtown.

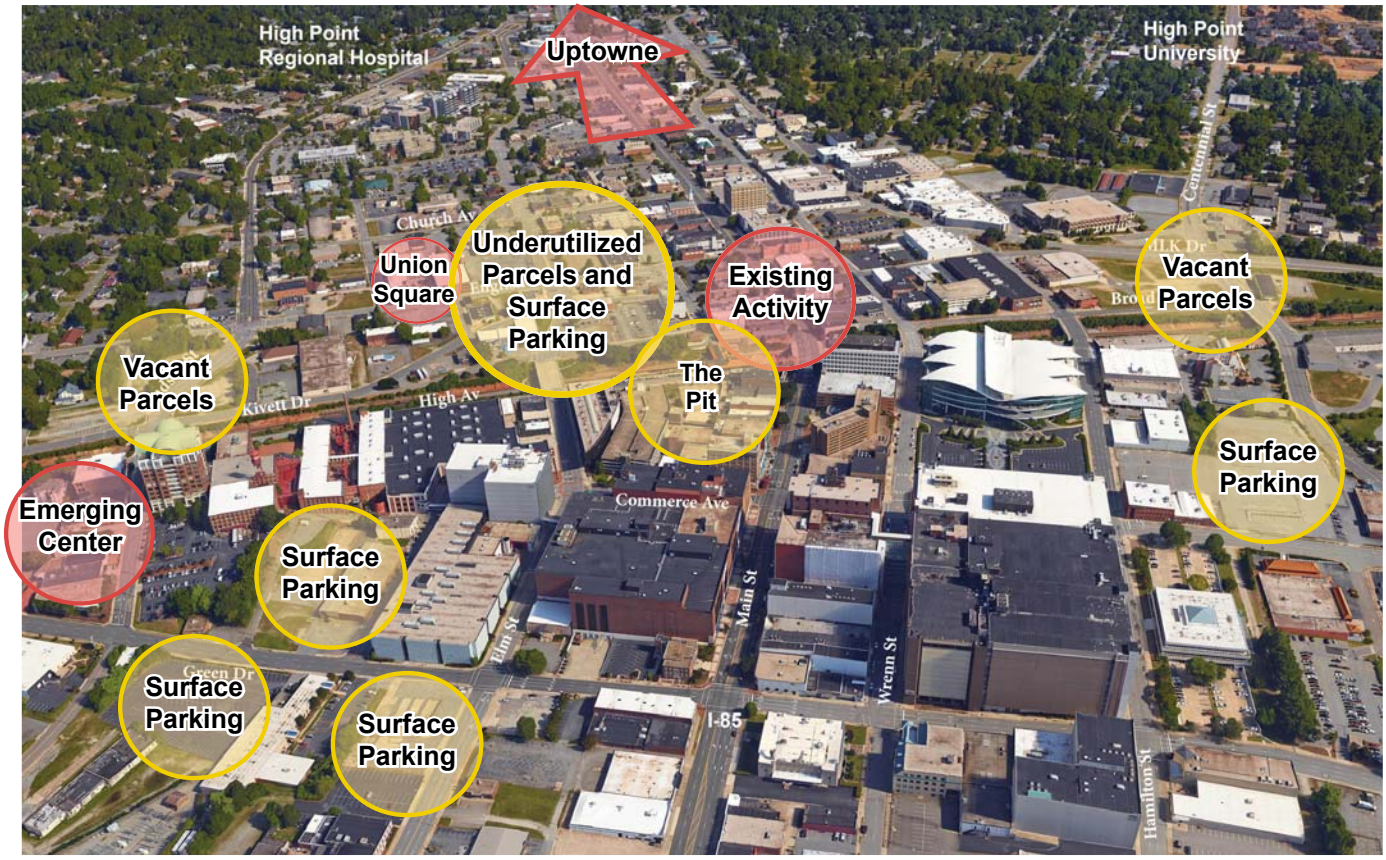


Figure 7 | Centers and Redevelopment Opportunities

Health

The built environment, including access to parks, active transportation facilities (such as sidewalks, greenways, and transit), healthy food vendors, and health care influence health outcomes. Downtown High Point and the surrounding neighborhoods have some of the highest rates of behavioral risk factors and emerging health problems in all of the City. Poor health indicators include high rates of obesity, smoking, high blood pressure, and mental health issues. Greenways that link parks, neighborhoods, schools, and other destinations can help health outcomes by providing additional options for healthy leisure time activities.

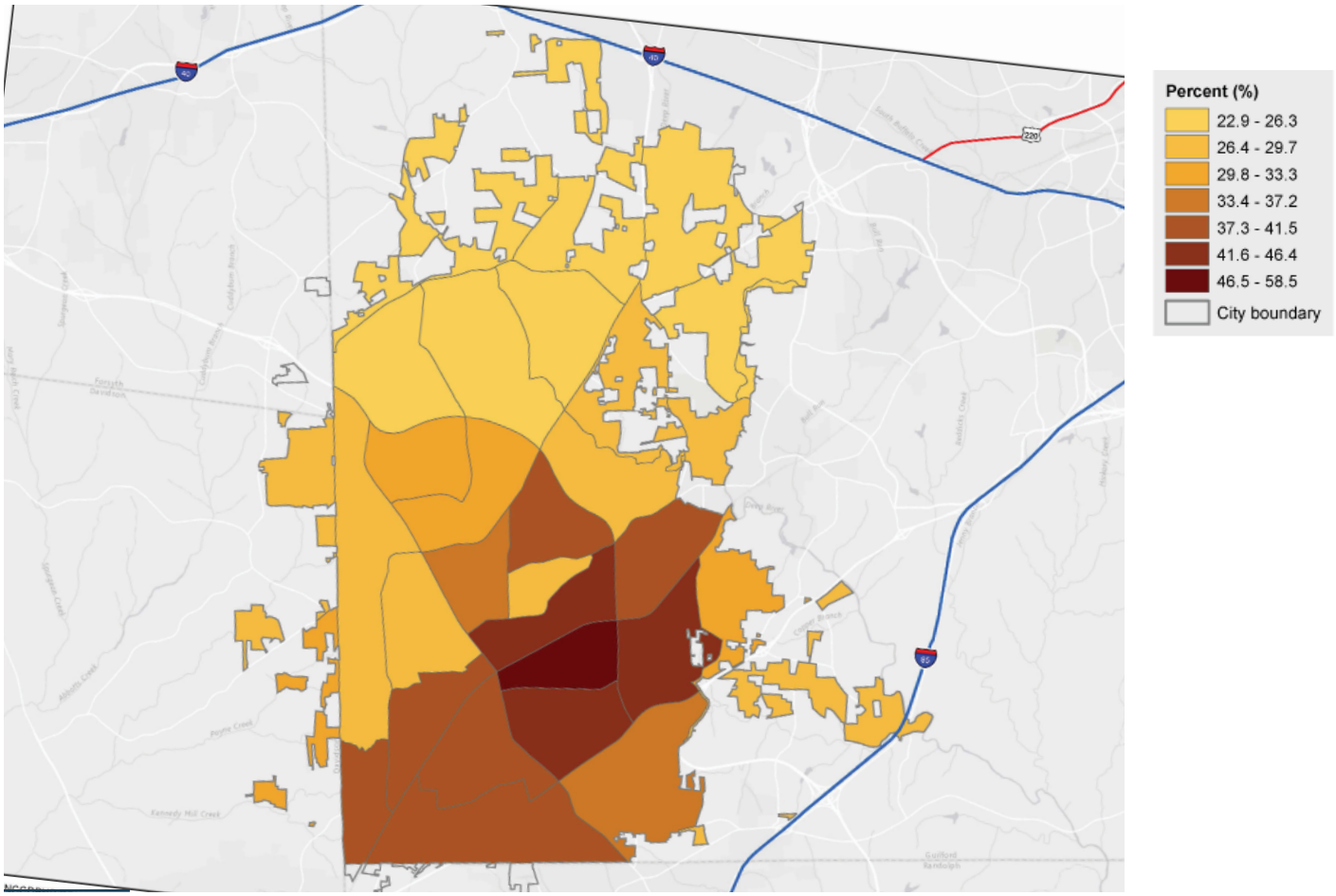


Figure 8 | Obesity Among Adults by Census Tract (Source: 500 Cities Project, CDC, Robert Wood Johnson Foundation)

Benefits of Multi-Modal Connections & Public Spaces

Improving multi-modal connections, upgrading streetscapes, and investing in public spaces has numerous potential transportation, economic, health, environmental and social benefits. Improving access to the Southern Railway Depot Amtrak Station and the High Point Transit System Bus Terminal through enhanced pedestrian and bicycle connections could increase ridership and reduce traffic and parking demand. Upgrading existing streets to be more "complete streets" by improving sidewalks or adding bike facilities can help improve the "first mile" or "last mile" connections that lead to more people taking public transit and safer walk commutes after a trip. A connection between the Amtrak Station and the High Point Greenway could make High Point an attractive destination for tourists wanting to access the Mountains to Sea Trail to the north. Other cities have seen significant economic benefits from upgrading streetscapes to improve aesthetics and function of downtown roadways. For example, Statesville's Downtown Streetscape Improvement project has been part of a downtown renaissance. A streetscape improvement project in downtown West Jefferson has resulted in 10 new businesses and reduced vacancy (see https://apps.ncdot.gov/newsreleases/details.aspx?r=8853 for more information).

Investing in parks and greenways can improve health and have economic, environmental, and social benefits. Precedents include Little Sugar Creek Greenway in Charlotte, NC, where public investment spurred a 10:1 increase in property tax values; Railroad Park in Birmingham, AL, where a new 22-acre park spurred $325 million in development; and Buffalo Bayou in Houston, TX, where a new park and greenway catalyzed over $500 million in mixed-use development. Greenways and other bicycle and pedestrian facilities can help attract young people as well. Eighty-two percent of millennials believe it is important to be able to live and work without relying on a car. This influences location choices. Providing more transportation options in downtown High Point can help the City become more competitive by making it an attractive destination for young professionals. Greenways can also improve access to recreation options and provide opportunities for public art.

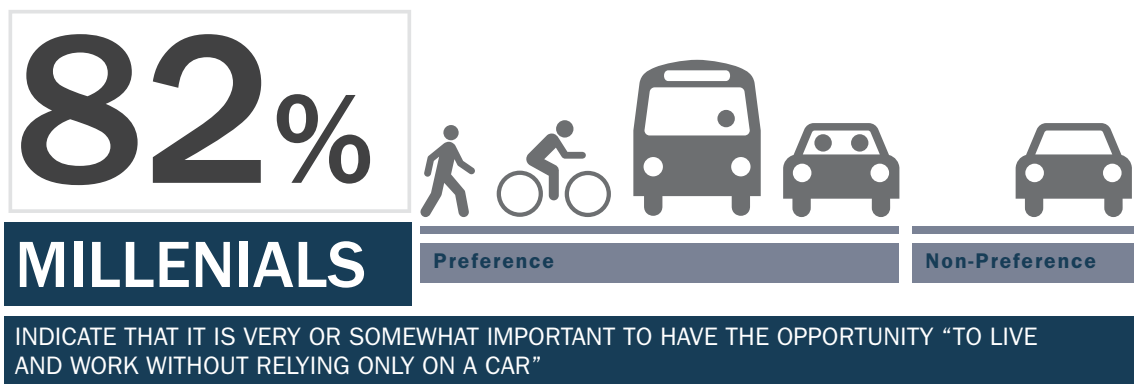
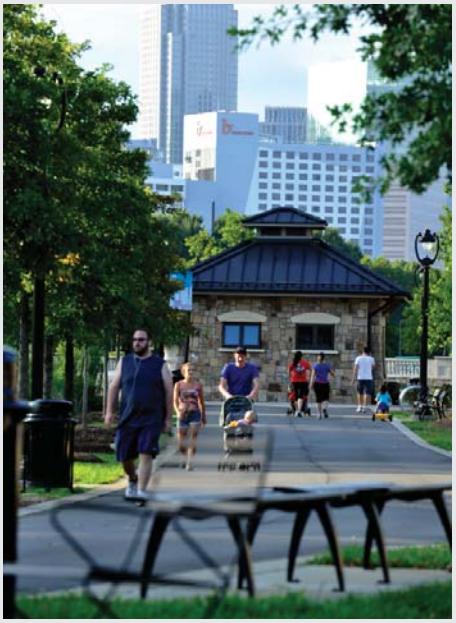


Figure 9 | ULI America in 2015

PRECEDENTS



Little Sugar Creek Greenway
Charlotte, NC

- 15+ miles of trail
- 5180 LF of stream restored/ enhanced
- Connects diverse neighborhoods
- Creek restoration catalyzed millions in adjacent mixed-use development

Railroad Park
Birmingham, AL

- 22 acre park; 19 total acres of Railroad Park
- Underutilized rail yard converted to public space
- Catalyzed over $325M in development; more than $200M in progress

Buffalo Bayou
Houston, TX

- 160 acre revitalized parkland
- 7-8 miles of trail
- Catalyzed over $500M in adjacent mixed-use development

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Vision Plan

Our Vision Together

Why Downtown...Why Now?

The future of High Point is bright and filled with energy. Fuel for this energy is provided in the strong interest in growth that is sensitive to the unique characteristics of downtown real estate and furniture market. The belief in creating physical and social connections also fuels this energy.

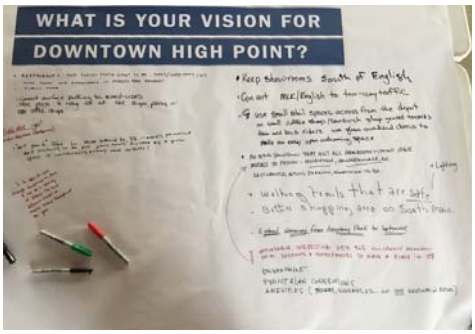
These ideologies exist in both the leadership, staff, and the citizens that participated in the public engagement process. Together, the right ideas and the right people provide the formula for great momentum across High Point and especially in the downtown area. To guide this momentum, a clear vision that prioritizes future public projects will help leverage private investment.

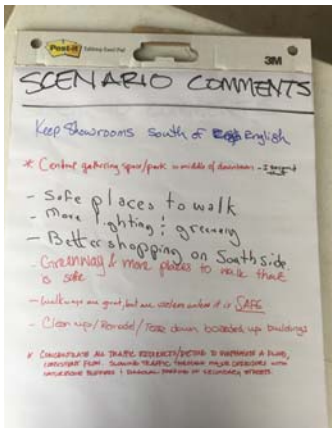
Urban Design...and Reality

Public investment projects are often catalyst for future development efforts, private investment, and growth. Without an established vision, growth is difficult to visualize; both development and investment can lack cohesion and direction. Public projects will inevitably shape the urban environment in some fashion. The future projects recommended within this document are provided at a conceptual level to help imagine the future urban character and some of the design details that may help shape future growth and turn big ideas into reality.

Support

Advocates in the form of community leaders and supporters will help ensure the success for future public projects. Public buy-in enables quick execution, and reduces hesitation by officials with the difficult job of determining how best to spend limited funds. The Vision Plan process utilized input from the public and data from previous planning efforts, steering committee feedback, and focused stakeholder interviews to provide recommendations that address shared priorities.





STEERING COMMITTEE

A steering committee was assembled to help guide the consultant team throughout the vision planning process, from analysis and to final recommendations.
The committee included representatives from different City departments such as planning, transit, engineering, the city manager's office and economic development. Stakeholders from the Southwest Renewal were also involved.

STAKEHOLDER MEETINGS

Stakeholder feedback/ interviews were a key part of the public input process. The interviews allowed the design team to discuss recommendations of previous planning efforts and focus on those projects which were most critical to creating larger connections to the multi-modal center of downtown, future growth areas, and areas with pressure for future connections.

PUBLIC MEETING

A public meeting was held on May 17, 2017 to solicit public feedback to assess the community support and interest for a number of projects. The outcome of this effort aided in the prioritization of key projects.

Downtown Multi-modal Vision Plan

Guiding Principles for Priority Project Selection

Downtown Area is the Heart

All new projects should improve connections to downtown: the central location of local, regional, and national transit hubs.

Safe Access and Connections

Projects should concentrate on providing safe access for all users within improved corridors including motorists, transit users, pedestrians, and bicyclists.

Community, Culture, and Art

Projects should support opportunities for social connections, cultural immersion, and provide art opportunities through strategically focused places that best support creative effort.

Redevelopment Opportunities

Projects should encourage redevelopment that promotes year-round activity.

The overall principles align with the short term and long term goals established in the 2017 High Point Strategic Plan. A few of these goals for downtown are:

- Add 500 private sector jobs
- 15-20 - new restaurants and shops
- 250 additional residential housing units
- A centralized gathering place
- Increase the population of active, engaged, entrepreneurial and working millennials living in High Point by 25%

Other General Urban Design Principles for High Point

In addition to the guiding principles developed for the priority projects, below are additional general design principles to guide any project being considered downtown.

Enhance streets to function as the public realm

Where feasible make use of excess ROW, provide additional trees and increase sidewalk widths, use only quality materials, and create clutter free streets through diligent siting of streetscape elements.

Buildings create “enclosure”

Redevelopment should respect historic setbacks/build-to lines and create streetscapes focused on pedestrian comfort.

Support the year-round activity

Raise expectations of future development via standards and policies that enhance the year-round downtown experience by requiring transparent facades and a portion of ground floors to be active street frontage (i.e. urban retail or neighborhood services).

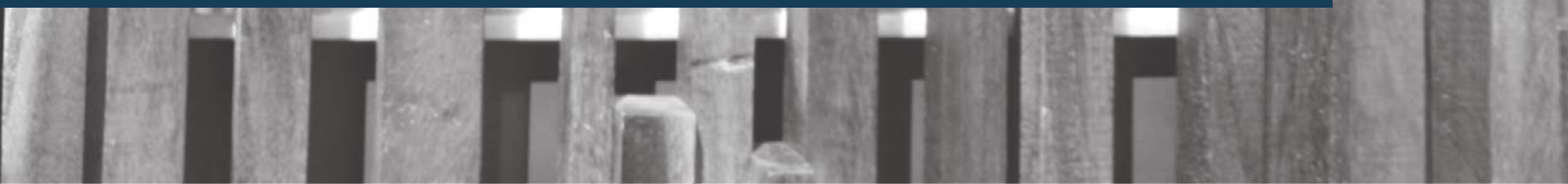
More usable green space

Provide more green open space to increase interest and destinations in downtown. They can be small and spaced out or large and central, but should be visible and high quality.

More people living downtown

Enable and promote high density and diverse residential uses that will allow more people to live downtown.

These guiding principles help create places where people want to stay, live, work, spend their time and money, and visit time and time and again. These principles support a number of previous planning efforts and they will enable the city to leverage existing activity and pending future investment in Downtown.



RECOMMENDATIONS FOR PRIORITY PROJECTS

Bringing the Vision Together

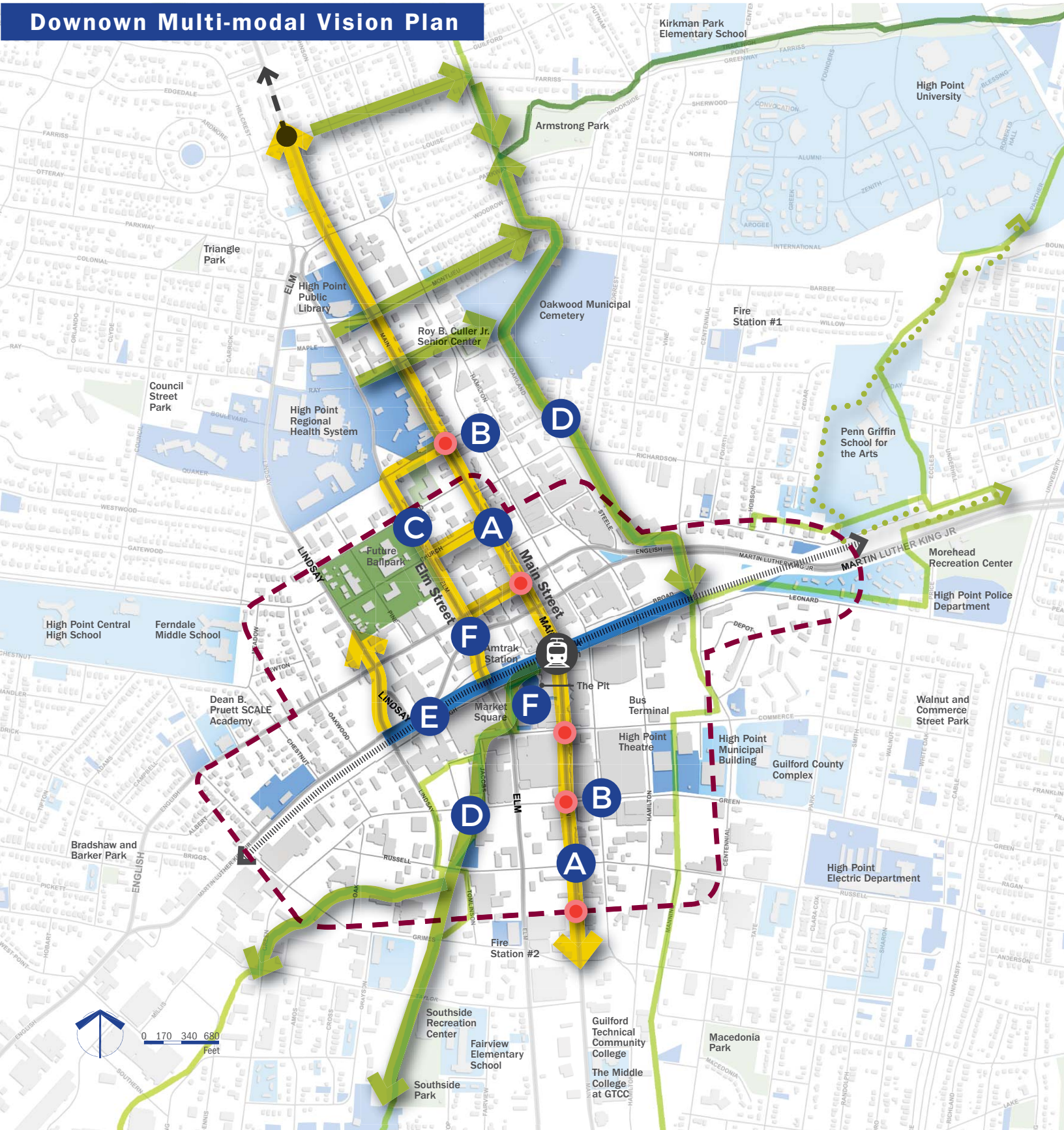
Carrying the guiding urban design principles forward into feasible and effective projects is a focus of this effort. Below is a list of "priority projects", although not all are new projects. Many are ones that simply rose to the top from previous planning efforts and needed to be reimagined through the visioning and stakeholder processes. Others are fresh ideas adapting to current market conditions. However, all are in keeping with the guiding principles. The projects below emerged as those with the highest public support and alignment with the guiding principles. The order of projects does not represent priority ranking.

A. Pedestrianize Main Street
B. Main Street Gateway Features
C. Elm Street Upgrade
D. String and Splinter Heritage Trail
E. Railroad Esplanade
F. Redevelopment Opportunities

An Implementable Vision...

The following pages illustrate the priority projects individually for the purposes of understanding their economic and physical merits. However, it is the intent of the overall vision plan that they be implemented as a group of projects or companion projects to the extent possible. For instance: Pedestrianize Main Street pairs well with Gateway Features. The String and Splinter Heritage Trail pairs well with the Railroad Esplanade. The Railroad Esplanade could be a companion to the Pit redevelopment. While it is entirely possible to implement them as stand-alone projects (funding limitations may require this) their implementation as a set of projects is ideal. To achieve the vision, many of the projects would be implemented within a 10-15 year framework, with a few beginning in the near term. It is understood that market realities will largely influence implementation and are beyond the control of this vision document. It is also understood that exact designs will be determined after further consultation with businesses and residents.

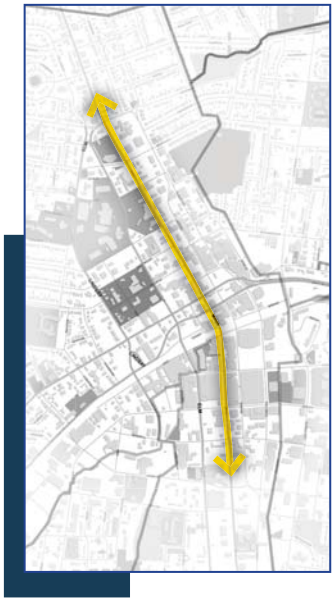
Downown Multi-modal Vision Plan



A

PRIORITY PROJECT

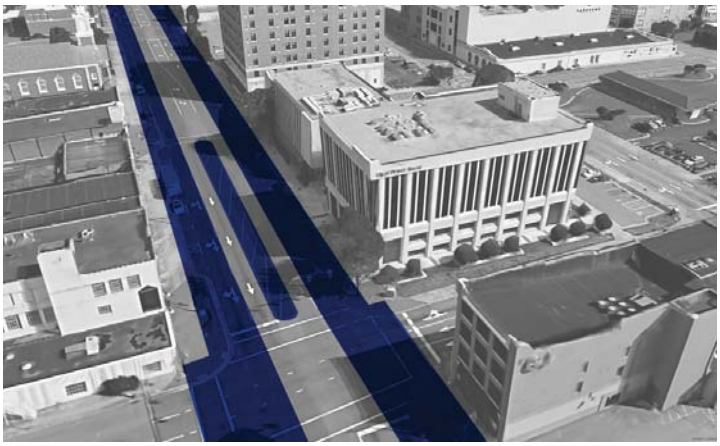
PEDESTRIANIZE MAIN STREET



Upgrades to Main Street between Gatewood Avenue and Commerce Avenue will:

1. Reinforce the identity of Downtown High Point, and
2. Improve pedestrian use and interest in commercial activity along the corridor. The investment scenario would focus on connecting the centralized retail uses near MLK Jr. Drive and Main Street with the market related activity to the south and the future development energy north of the tracks that continue to Uptowne. As a complement to this scenario it is imagined that the Pit would be redeveloped as a combination of residential, retail with potentially a small showroom space. The focus of the effort on Main Street would be to increase the comfort for pedestrians, while improving interest through commerce and community interaction for year round residents and visitors to downtown High Point.

Typically Main Street through downtown is a five-lane section with intermittent on-street parking and limited landscaping. It carries 15,000 cars per day. This is well below the capacity of a five-lane road. The current design encourages high speeds, and the lack of street trees and consistent character limits pedestrian comfort. This scenario would transform 2,800 feet of Main Street to enhance the pedestrian experience and take advantage of the significant amount of right-of-way.



Before

After

With 55 feet from curb to curb (60-70 including parking bays) and 95 feet of right of way, there is ample room for improvements. Minor improvements could be done while retaining four through lanes. More significant parking and pedestrian improvements could be accommodated while maintaining the current traffic volumes. Exact improvements should be studied further to ensure that priorities of property owners and residents are addressed. Recommendations are included on the following pages, but generally upgrades could include:

1. Reduction of the number of travel lanes and adjustment to their width;
2. Addition of a landscaped median, curb extensions to enhance the pedestrian zone, with the addition of street trees and landscaped planters, and/or;
3. Potential addition of angled on-street parking or additional parallel parking.

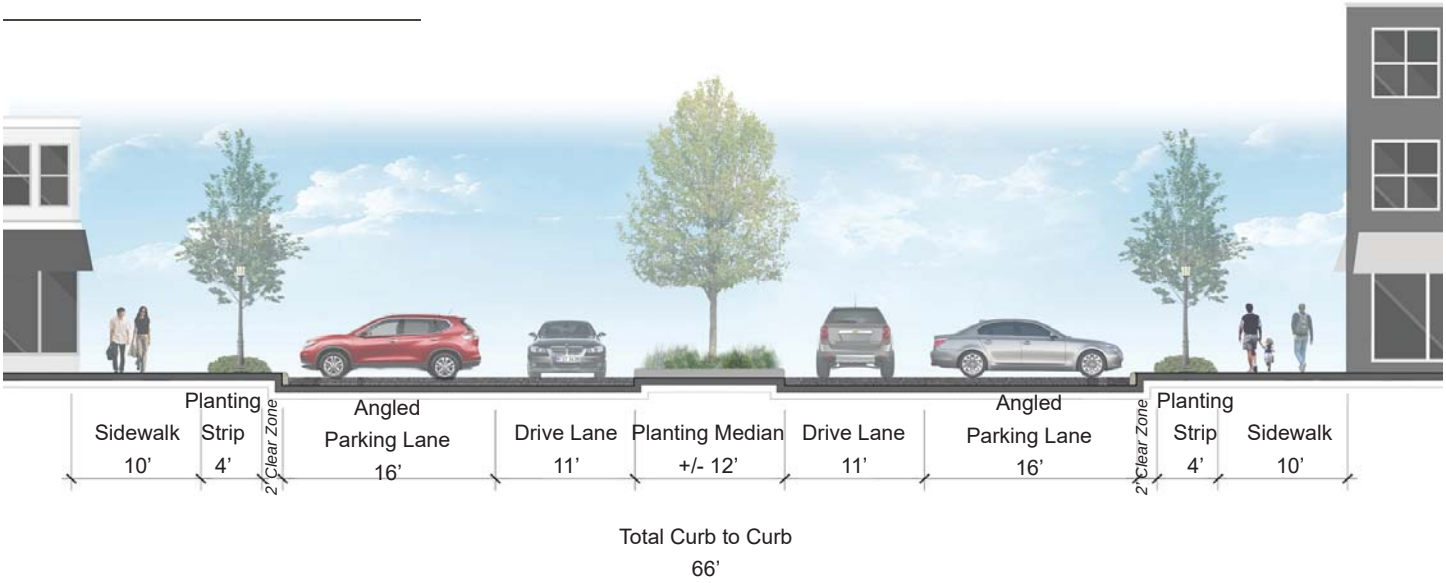
PRECEDENTS

East Boulevard
Charlotte, NC

East Boulevard in Charlotte was reduced from a four-lane road to a two-lane road with bike lanes and intermittent median. The changes occurred in phases and the road still carries 14,000-17,000 cars per day.

A

Section Alternatives

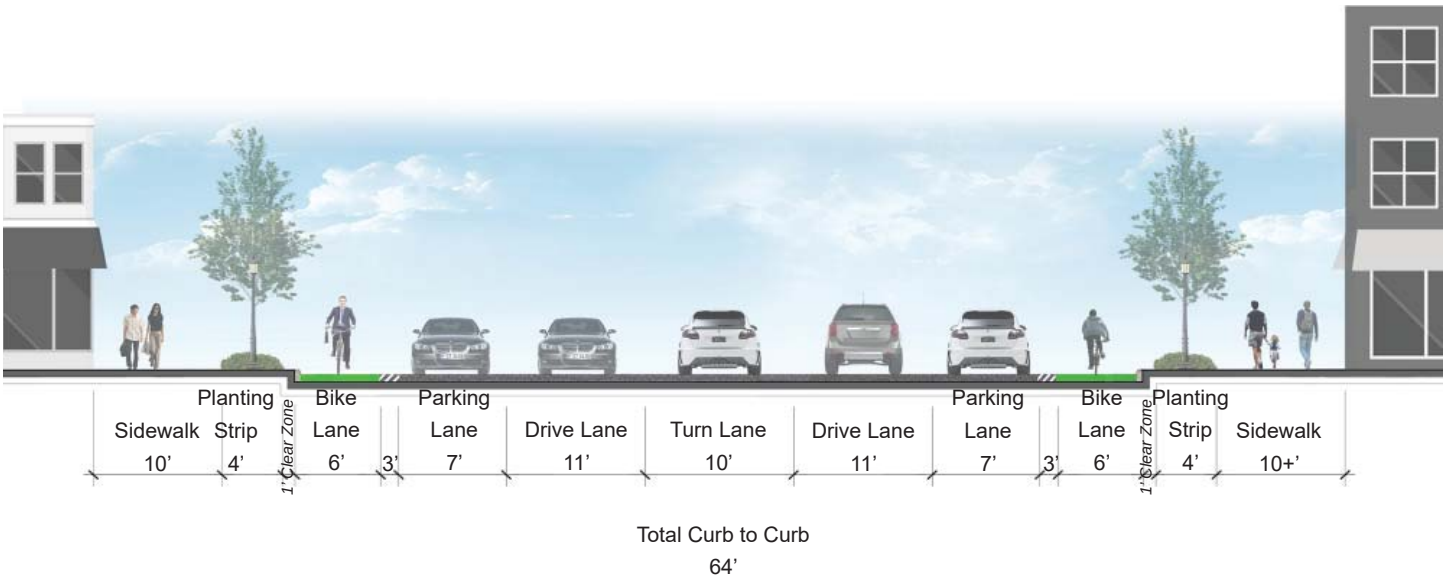


Main Street Preferred Section

The preferred recommendation for Main Street would bring back angled parking that was part of the historical cross section. Converting to perpendicular on-street parking could more than double available parking for retail and restaurants. New plantings, an intermittent median, lighting and furnishings would also improve the pedestrian experience. Application of this section would need to be tailored to available right-of-way by block. Exact extent of upgrade to be determined.

Existing Section of Main Street

This historical image of Main Street from the UNC Archives shows angled parking, street car tracks and two travel lanes.



Main Street Alternative 1: Three-Lane Section with Parking and Bike Lanes

When determining how best to repurpose right-of-way on Main Street it will be necessary to make a decision on what are the priorities. Whereas the preferred section focuses on adding parking and enhancing the road for pedestrians, this alternative adds bicycle lanes that are buffered by on-street parking.

An intermittent section that restripes the road to three lanes and adds bicycle lanes on the inside of on-street parking is also a viable alternative that may be less expensive.

Main Street Alternative 2: Retain Four-Lane Section

Minor improvements could be made to Main Street while retaining four through lanes. North of English Road the addition of curb extensions, street trees, furnishings and/or lighting would help to add a sense of arrival to the downtown core and increase pedestrian comfort. The addition of a landscaped median and/or pedestrian refuges south of MLK Jr. Drive and between English Road and Church Avenue would also help to improve pedestrian safety and comfort. North of Church Avenue, street upgrades could be implemented in tandem with redevelopment. Consolidating driveways should be encouraged and paired with restriping for on-street parking and curb extensions with street trees. Opportunities for this type of improvement extends from Church Avenue to Montlieu Avenue.

B

PRIORITY PROJECT

GATEWAY FEATURES ON MAIN STREET

Currently there is no change in the roadway design from I-85 through downtown, even though the surrounding development and the context changes significantly as you transition to the urban core. Blank walls, intersections with underutilized right-of-way, and redevelopment areas present opportunities for art installations, planting improvements and other types of gateway features. Gateway features such as wall murals, art that celebrates the history of High Point, furniture and the design industry could help create a year-round identity for downtown. Art installations could be temporary or permanent. Living walls could help "green" the hardscape that dominates the area. Consistent plantings and specimen trees could provide shade for pedestrians in the summer months.

Gateway Opportunity: S Main Street + Green Drive Example

Before

Large windowless facades, typical in showroom buildings, provide an opportunity for artistic expression in the form of wall murals. High Point's history could come alive while celebrated through these canvas covered facades, adding new life to blank building walls. For further information, please see Gateway Location D on page 37.

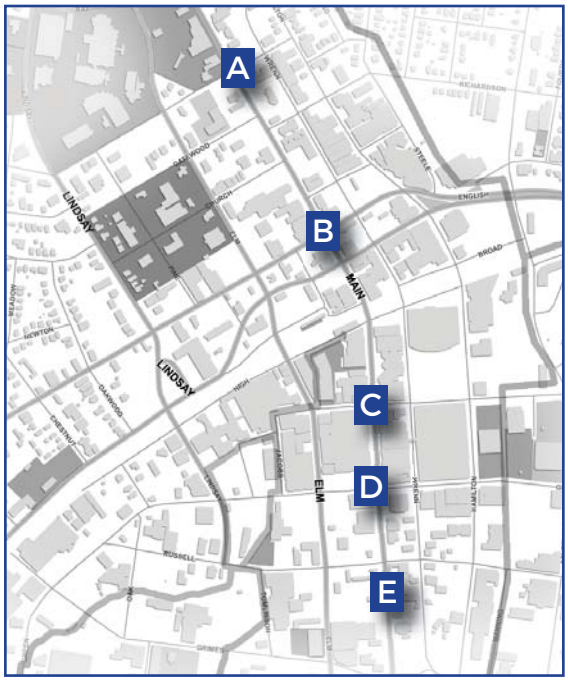
(Note: To inspire creativity it is recommended that High Point discourage blank walls downtown. To aid in implementation, the city should consider developing a guideline requiring blank facades over a certain size provide a public art installation with review by local arts

After

B

Gateway Locations

As part of the upfit to Main Street, gateway locations are identified which will help reinforce the heritage and culture of downtown and improve the sense of arrival to the city's urban center. Gateway locations should be reinforced in several key ways: 1) placement of public art in the form of permanent or temporary sculptures, memorials, integrated architectural features and graphic treatments to buildings, walls, walkways, or streets; 2) redevelopment (where applicable) to create street walls with buildings that will reinforce each identified intersection as a part of downtown, and create a lead-in experience to the urban activity center; and 3) improved streetscape design.



Key Legend

N Main St. + Westwood Ave

The Westwood intersection offers a great opportunity to reinforce and pull the energy of 'Uptowne' into downtown. Laneage could be reconfigured to give some dimension back to the pedestrian on Main Street with an integral art component. Existing right-of-way in front of the buildings (i.e. First Citizen's yard, and medical office parking lot) provide opportunities for art and/or infil development.

N Main St. + English Rd

The intersection of English Road includes some brick paving improvements and plantings. The architecture is eclectic in this area with both historical and contemporary designs. Improved lane configuration and street trees with an art component in the median or as a sidewalk feature could increase the quality of this intersection as an urban gateway to downtown.

C

S Main St. + Commerce Ave

The Commerce Avenue intersection is one of the busiest pedestrian crossings in the City. The blank wall on the south side of the Radisson on Commerce east of Main Street presents an opportunity for a mural, living wall or other vertical element. There are opportunities to increase street trees adjacent to the IHFC on the east side of Main Street, and on the very wide west frontage of the National Furniture Market (Market Square on Main south to Green Drive). Trees may be required in grates and lane reorganization may be required to prevent damage by trucks during market events. Sacrificing the striped median is an option north of this intersection.

D

S Main St. + Green Dr

Carefully selected and placed street trees could continue south to Green Drive. This could be implemented in tandem with a lane reallocation. The east frontage of the old Post Office building could be re- imagined as a public open space with an integrated art and cultural component. Study the potential for one-way lanes on Green to be reconfigured to create room for trees or wider sidewalks on the north frontage of Green at the Furniture of America building.

E

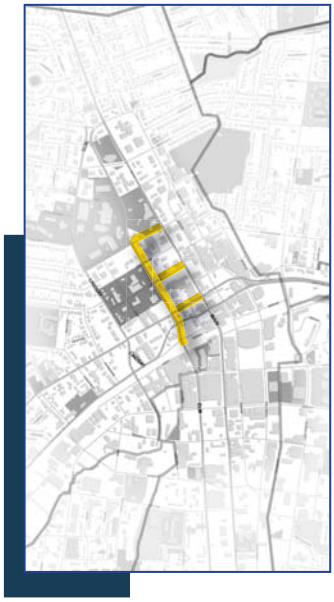
S Main St. between Grimes Ave + Russell Ave

A main street experience begins here when approaching from the south. The surrounding developments contribute less to the pedestrian realm than other buildings in the urban core. Infill development is the first recommendation, but the realities of a prime main street location may create limitations. For this reason cleaning up utilities and streetscape (trees, landscape, sidewalk widening) are critical to improve the character and use for pedestrians. A small area plan may be beneficial for this area to provide a design vision for future development.

C

PRIORITY PROJECT

ELM STREET UPGRADE

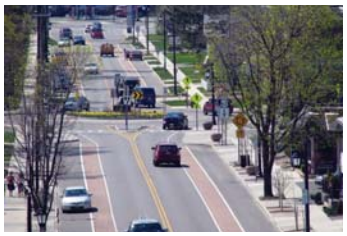


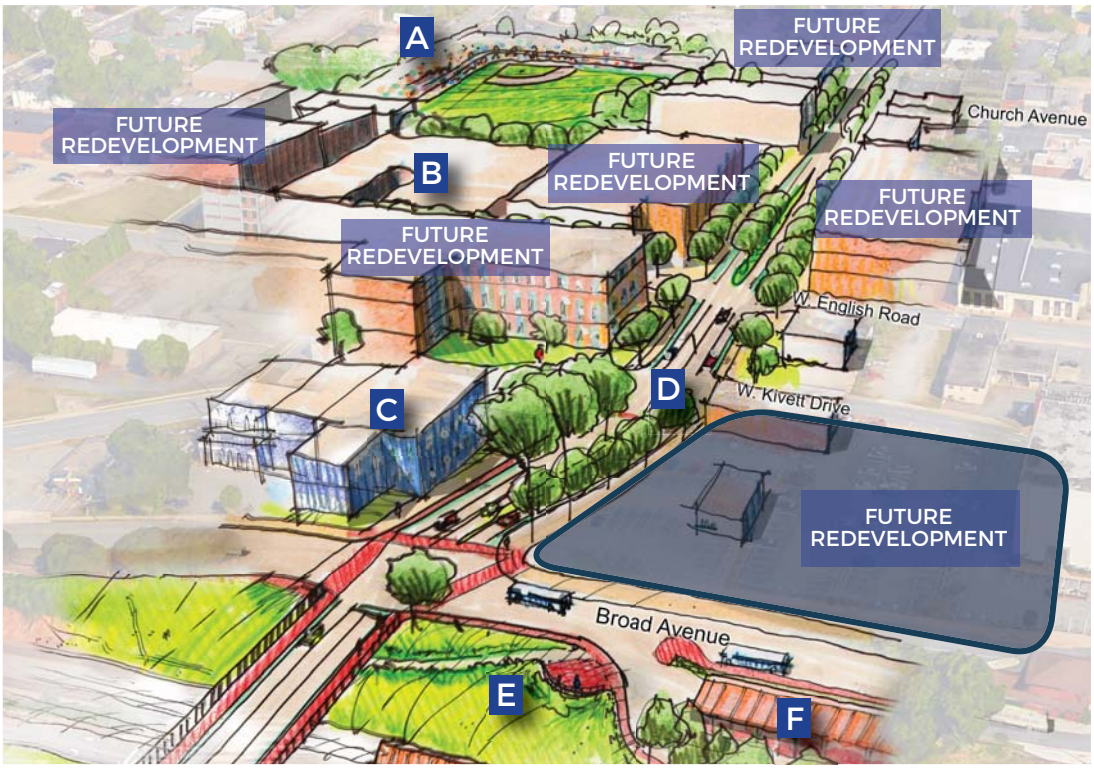
Capitalizing on the momentum of local redevelopment authority *Forward High Point*, potential future redevelopment, and the future baseball park; Elm Street Upgrades is another excellent project companion for multi-modal connections between the transit hub, downtown, and future development. Elm Street currently is a very wide, high speed road that provides very little comfort for pedestrians. The corridor is primarily fronted by parking with few elements that create enclosure (i.e. trees or buildings). Additionally, few destinations for neighborhood services, retail, or commercial development exist. While past market influences have created the current situation, recent proposals for a stadium, mixed- use development and a children's museum in the area will inspire, energize, and give momentum to this area creating the need for reimagining the Elm Street Corridor.

The general recommendations for Elm Street are:

1) Create a framework to improve pedestrian comfort, safety, and functionality. Provide a plan for near-term and long-term implementation.

2) Provide setbacks/build-to lines and other framework needed to inform future redevelopment (where practical).





Points of Interest

- **A** Future Ballpark
- **B** Union Square (to remain)
- **C** Furniture Showrooms (to remain)
- **D** Elm Street Upgrades
- **E** Railroad Explanade
- **F** High Point Transit System Terminal (to remain)

After

A potential redevelopment scenario (illustrated above) shows a possible version of build-out.

Narrow sidewalks (+/-3-4 feet) directly adjacent to 4-6 lanes of traffic contribute to making Elm Street feel unsafe. Elm Street currently carries only 5,000 cars per day. The average right-of-way is 66 feet, although the bridge over the rail is only 62 feet.

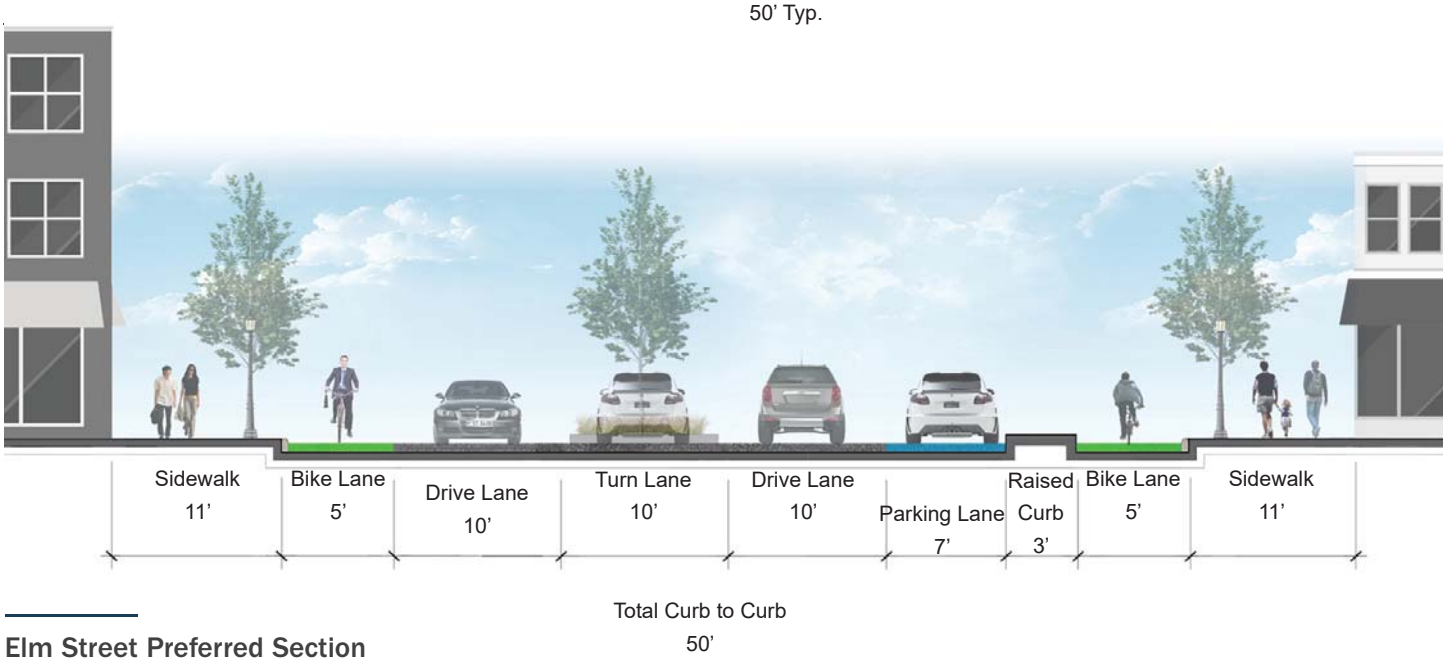
Recommendations: Reallocate travel lanes to give pedestrians separation from the street and provide street trees. The section (next page) shows the preferred alternative of how a 4- 6 lane section could be redesigned to provide multi-modal improvements for wider sidewalks, buffered bike lanes, on street parking, and tree planting while also maintaining vehicular functionality.

Lack of street walls and enclosure add to pedestrian discomfort. Future infill development will help with this issue, but future development will also change the face of Elm Street. A potential redevelopment scenario (illustrated above) shows one possible version of build-out.

Recommendations: To exhibit some level of control and organization of future development the existing policy and regulatory framework should be updated. Immediate minimum setbacks and a “build-to” line should be adopted to set the edge of future buildings and accommodate future street upgrades. This edge should be approximately 14 feet from back of new curb south of the railroad. Long-term recommendation would include extended redevelopment study or small area plan in close concert with Forward High Point, City Transportation and Planning departments, and other redevelopment / developer stakeholders.

ELM STREET EXISTING CONDITION SECTION

Sections



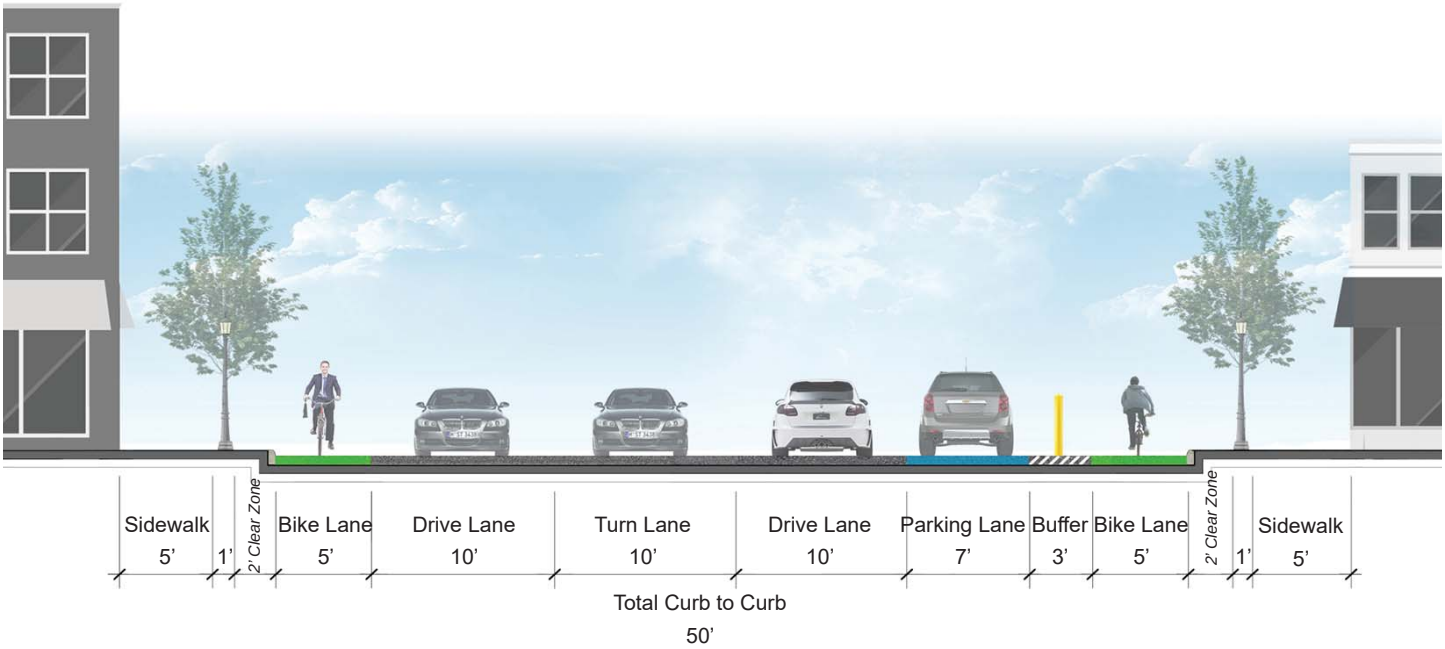
Elm Street Preferred Section
North of Rail

Elm Street Design Recommendations: Elm Street is envisioned to be converted from a 4 lane facility to a 3 lane facility with on-street parking, larger sidewalks and bicycle facilities. Increasing pedestrian comfort and safety is a priority given the potential for walk trips from the Market District to the ballpark. Sidewalks should be improved. The narrow planting strip would be replaced with street trees in grates and sidewalks extended to take advantage of unused right-of-way.

On-street parking should be accommodated on one side through the corridor and on both sides in areas with additional room between curbs. Redevelopment opportunities will likely increase the number of short trips that could be taken by walking or biking. Adding bike lanes with buffers, where feasible, will create a safe bicycle route from North Main/Uptowne to the neighborhoods south of Downtown.

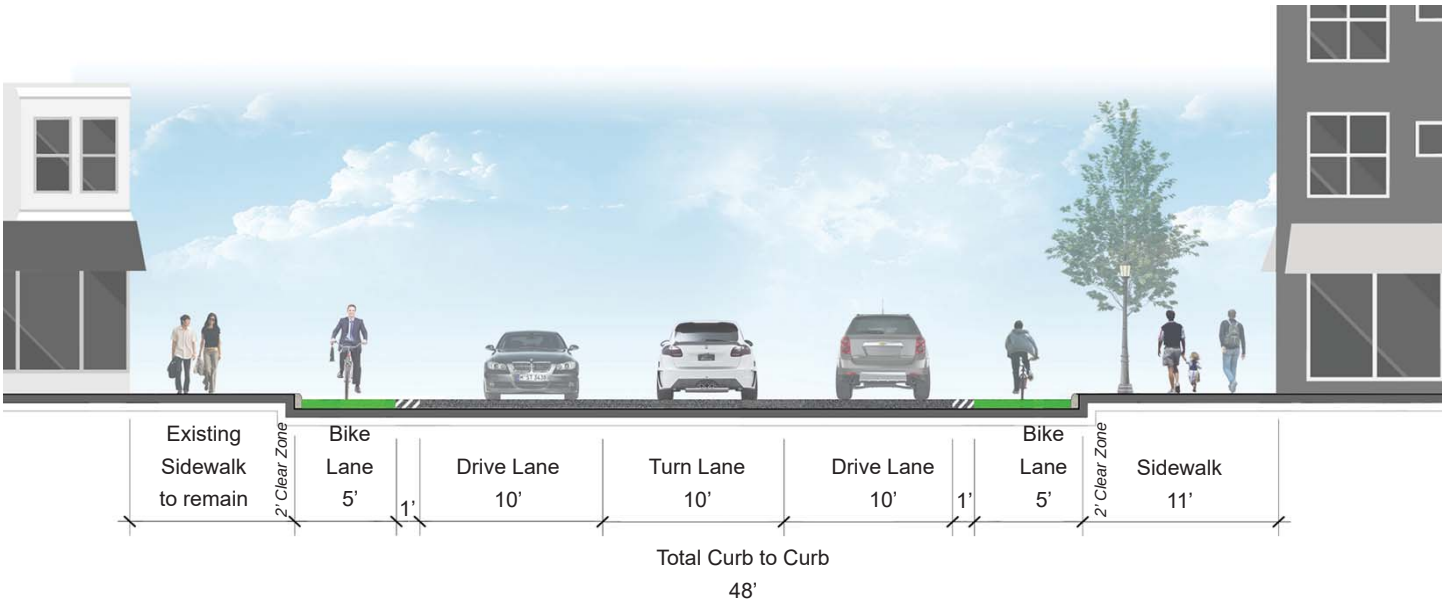
Notes:

1. The turn lane can also function as an intermittent median.
2. Holding the 50' curb to curb dimension will result in a significant cost savings compared to a section that requires a new curb.
3. A raised curb between the parking lane and the bike lane is shown on one side, but could be mirrored as space allows.



Elm Street Interim Section
North of Rail

Near Term Design Recommendations: Acknowledging the need for immediate improvements vs. long term improvements the section above provides an alternative to the design of a 4-6 lane section to improve streetscape. The preferred section (shown previous page) and all the related work could be built in stages with the entitlements and permitting of future development or with a incremental tax based financing plan.



Elm Street Constrained Section
South of Rail

South of the tracks Elm Street behaves in a slightly different manner. The design above shows how the 4 lane section with constraints on one side of the street (due to excessive driveway or maneuvering needs, existing building location limitations, or a major utility conflict etc.) could be reorganized and back of curb streetscape improvements limited to one side of the street.

D

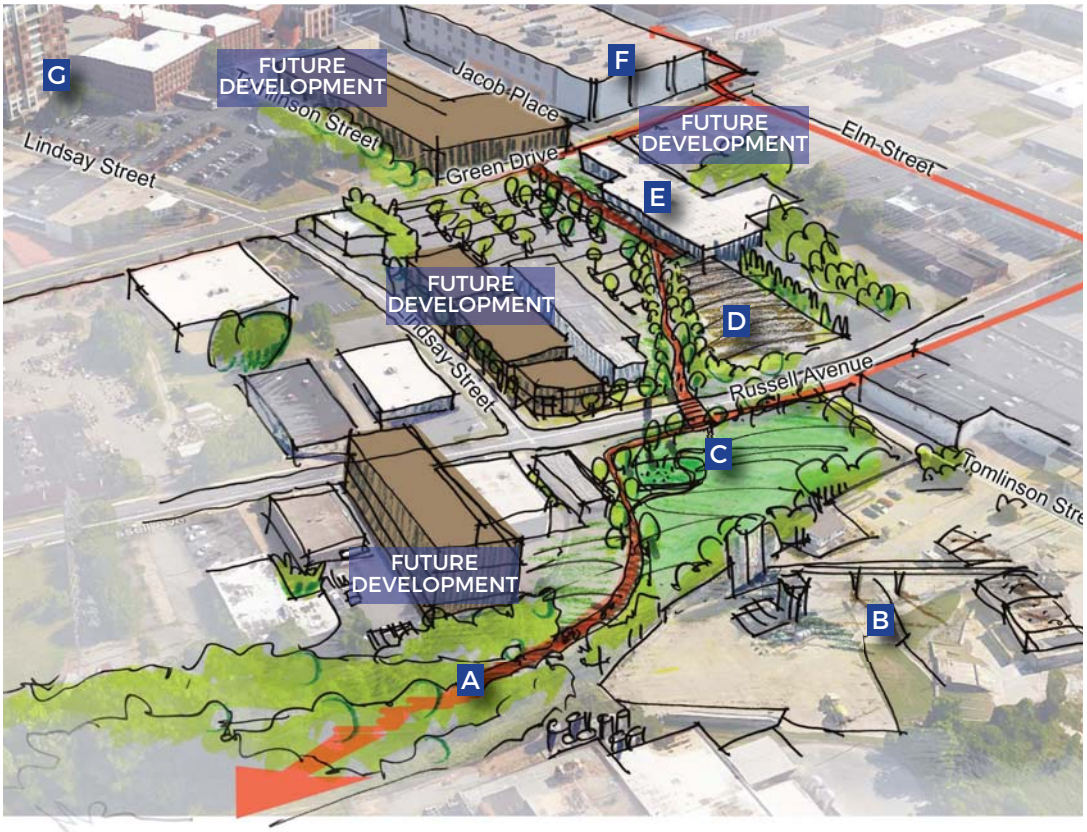
PRIORITY PROJECT

STRING & SPLINTER HERITAGE TRAIL

A cross-town greenway will connect the Southside neighborhood area and the Southwest to High Point Station and continue to High Point University. The trail would be a combination of off-road greenway facility, wide sidewalks, and possibly bike lanes with protected intersections to accommodate pedestrians, joggers, and cyclists for both commuting and recreation. The project is a companion to the Railroad Esplanade and these projects should be considered for implementation together in some form. For the purposes of describing the character of the trail the project is described as a north and south section. The Railroad Esplanade is also described as a stand-alone project.

North Section

The north trail would begin with a connection in the Armstrong Park area. This provides a connection to the existing High Point Greenway that begins at Armstrong Park and evenually continues to the Mountains to Sea Trail in Greensboro. From this northern most point the trail would continue as an off-road facility through Oakwood Cemetary, paralleling Oakland Street toward the Steele Street and Richardson Avenue triangular intersection, and then further south to the triangular block at Hamilton and Martin Luther King Jr. Drive. Just south of this intersection it will meet the Railroad Esplanade to continue southwest into downtown toward the rail station. Other east-west connections may be provided to Main Street at Montlieu and Westwood Avenue. Considering the dimension of Farriss Avenue an



Points of Interest

- **A** Existing Drainage Channel
- **B** Ready Mix Plant
- **C** Open Lot - Future trail head
- **D** Power Station
- **E** Salvation Army
- **F** 220 Elm Address Warehouse
- **G** Market Square

east-west connection should be considered as well to Main Street.

South Section

The southern portion of the trail aligns with the previously planned portion (Phase I) of the Southwest Greenway, with some minor revisions. From the Amtrak Station the trail extends along High Avenue along an existing sidewalk, future shared street or the Railroad Esplanade to meet Elm Street. The trail follows Elm Street south along an enhanced sidewalk and on-street bike facility. A protected intersection allows safe crossing of Green Drive. From here the trail either continues along Elm Street and Russell Avenue or utilizes a mid-block crossing of Russell (near the electrical facility) and passes through the Salvation Army parking lot to meet the abandoned rail corridor and continue to the Southwest. South of Green Drive the proposed facility type changes from a paired wide sidewalk and bike facility to an off-road facility. A connection to Southside Recreation Center and Park is a priority and could be accomplished via a small section of greenway along Richland Creek and improvements along Grimes Avenue.

The Southwest Greeenway has been estimated to have an

8 TO 1 RETURN ON INVESTMENT

by the Southwest Renewal Foundation.

Source: SWRF June 2016 Newsletter

Trail Sections

Shared Use Path / Off Road Section

Location: North of Broad Avenue and South of Green Drive
Description: A minimum 10’ shared use path is required for moving both pedestrians and cyclists.

Figure 10 | Shared Use Path / Off Road Section

Railroad Esplanade

Location: Along railroad from Broad Avenue to Elm Street.
Description: See pages 46-51.

Elm Street Constrained Section

Location: South of railroad from High Avenue to Green Drive.
Description: A wide sidewalk and bicycle facility would accommodate all users.

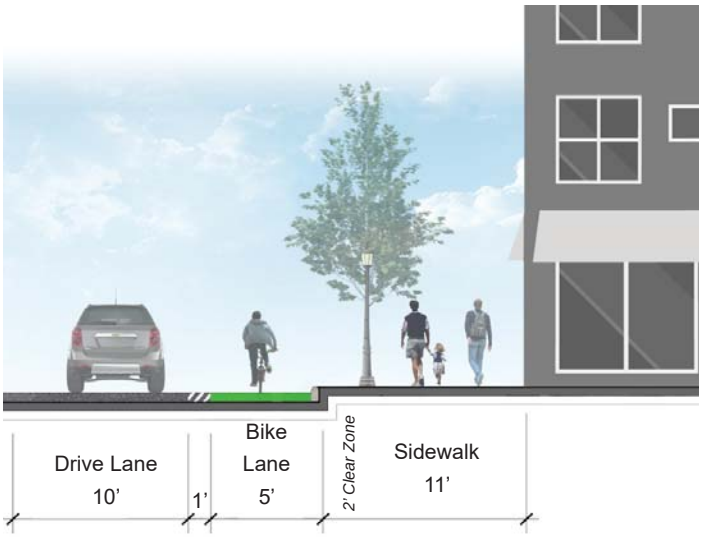


Figure 11 | Elm Street Constrained Section

On-street Trail Connections

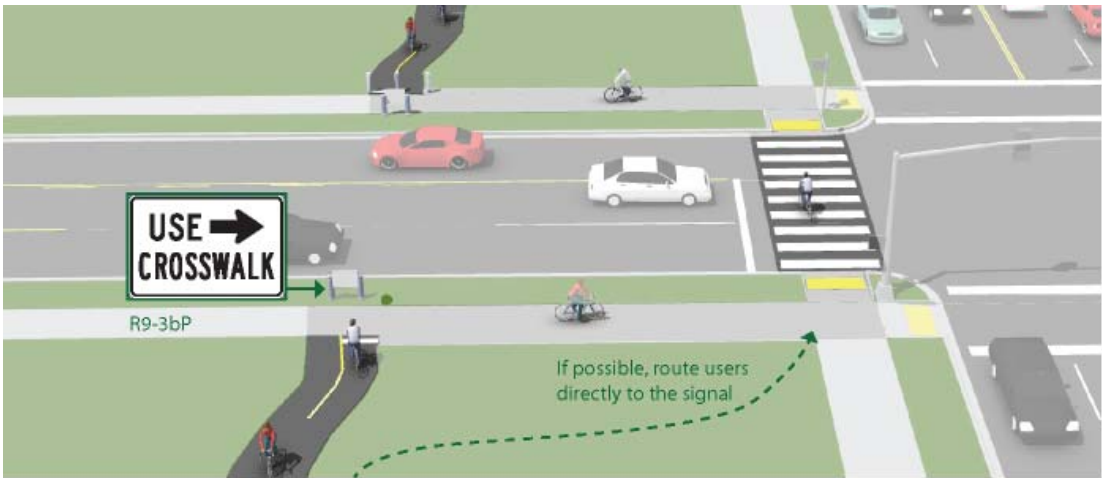


Figure 12 | SW Greenway Plan

Shared Use Path

It is expected that off-road trails will connect to on-road facilities. An extensive study for these type of connections has been provided in the Southwest Greenway plan but should be studied for technical engineering, signalization (if required), and safety assessment on a site by site basis.

E

PRIORITY PROJECT

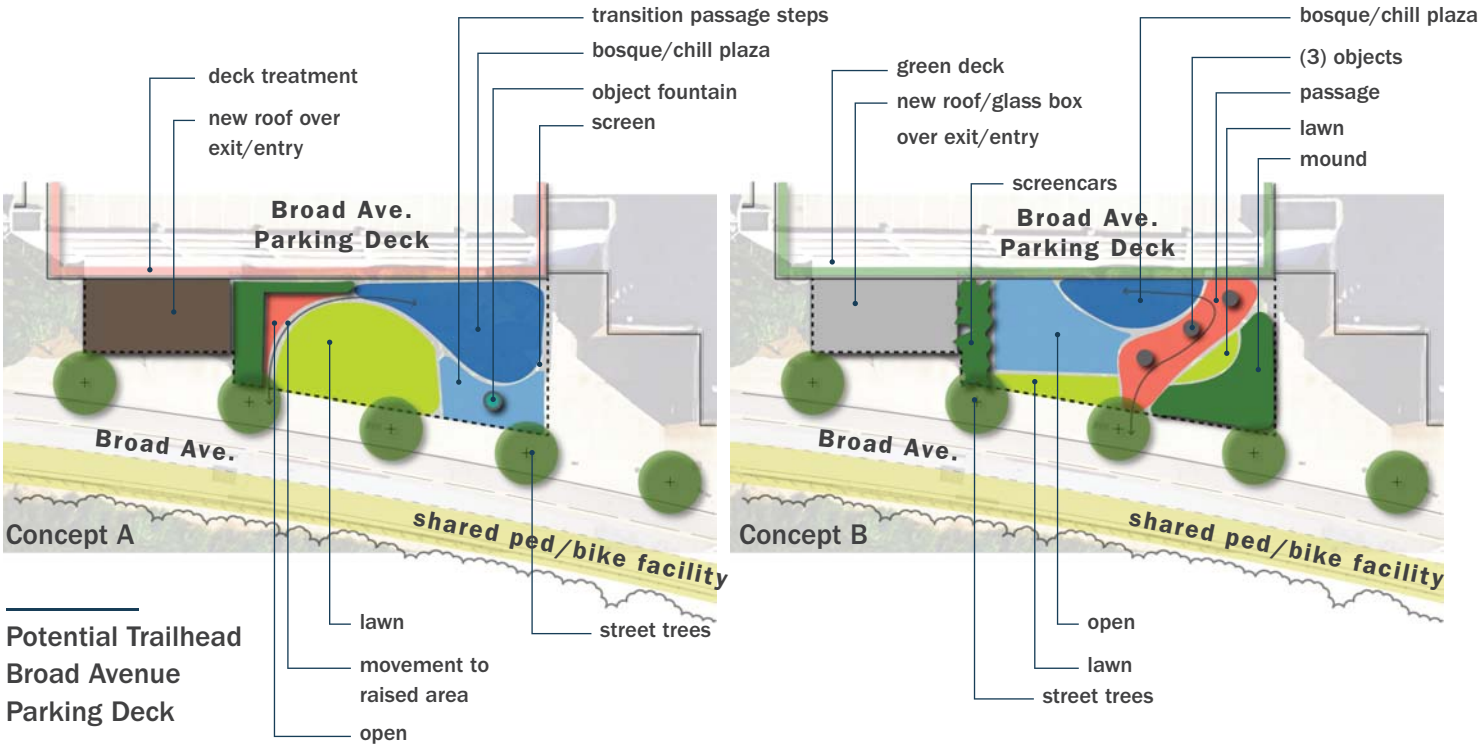
RAILROAD ESPLANADE

The railroad is an attraction in downtown High Point. The beautifully restored Southern Railway Depot boasts detailed Romanesque architectural style. The rail corridor is depressed by 25 feet or more through downtown, creating a vista along Broad Avenue and High Street, with views of the tracks and surrounding buildings from the bridges over the rail at Lindsay Street, Elm Street, Main Street and others. The covered causeway from the Southern Railway Depot to West Broad Avenue on the northside of the tracks also presents a unique vantage point. Streets and walkways positioned above the track minimize at-grade conflicts.

Because of these conditions the railroad can be easily imagined as the center of a pedestrian amenity, a half-mile stretch called the Railroad Esplanade. Innovation in design, art, stewardship, and culture would be driving principles in the final design and programming of this corridor. The Esplanade is imagined as a place where pedestrians can stroll and pause, safely observe commuter and commercial rail activity, view vertical art elements on either side of the tracks and enjoy new public spaces, retail, and restaurants. The Esplanade provides an urban section of the greenway connecting to downtown and trailhead locations in close proximity to public parking decks.

Coordination with the railroad would be necessary for improvements to occur, but there is optimism about the project. During this study it was revealed that a preliminary study for wall improvements in the Rail ROW to accommodate the addition of a third track was underway. If time permits it is highly recommended that this corridor study will be done alongside the Norfolk Wall improvement study, exerting influence where possible. However, it is more likely that fencing and bank stabilization outside of the NF wall study will be required to utilize existing spaces at the top of the bank.

Railroad Esplanade



Potential Trailhead Broad Avenue Parking Deck

E

A High Avenue could be enhanced to a "shared street", with pavement treatments and signage to better accommodate pedestrians and bicyclists. Angled parking could be converted to parallel parking to increase the walk width adjacent to the station, and improve the street for future development.

B The northside of the railroad along Broad Avenue may provide more room for an on-street design intervention past N. Wrenn Street.

C High Point Station and the High Point Transit System bus station would remain, future development should coordinate, and possibly help to support transit operations either through retail or neighborhood services.

D Periodic overlooks and art installations could be created along Broad Avenue and the existing rail line. Vertical elements such as sculptures and murals could be visible from either side of the rail.

E Trailhead opportunities exist near the city parking deck along Broad Avenue and as part of the redevelopment of the Pit. These opportunities should include wayfinding signs, art and seating.

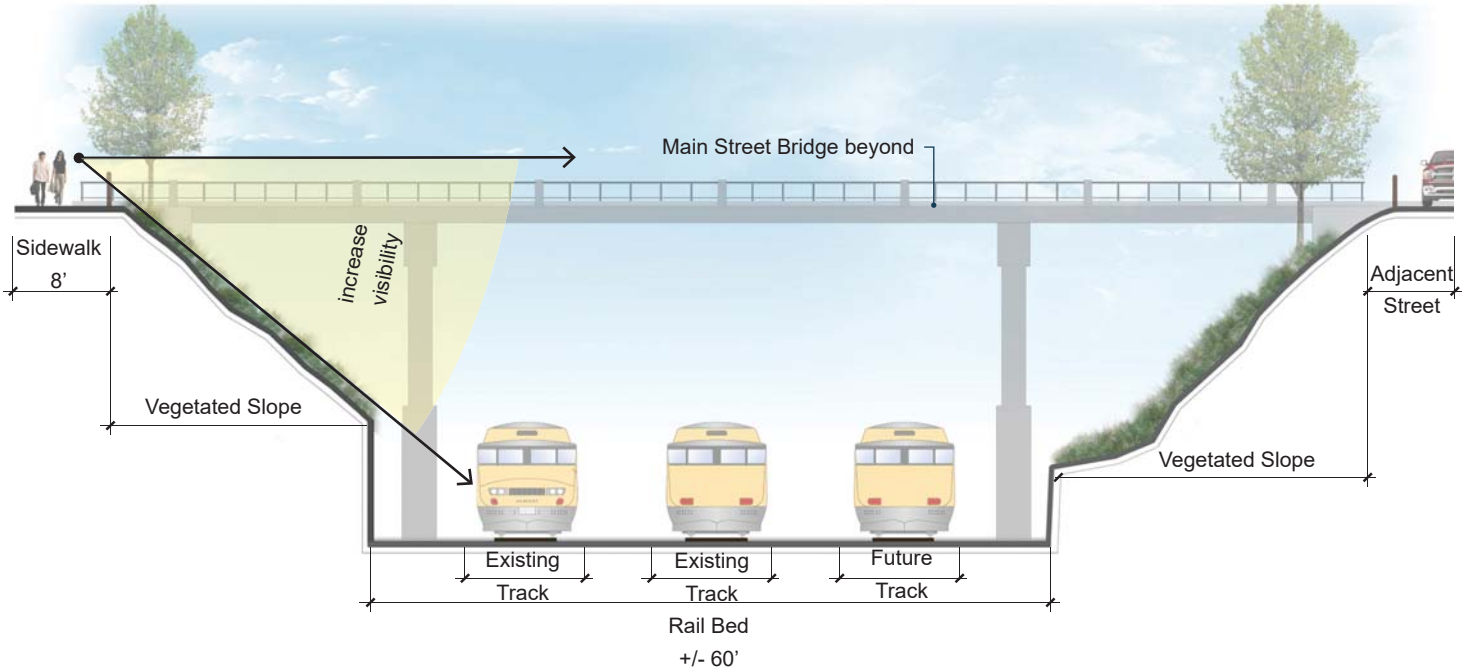
RAILROAD ESPLANADE

D

Points of Interest

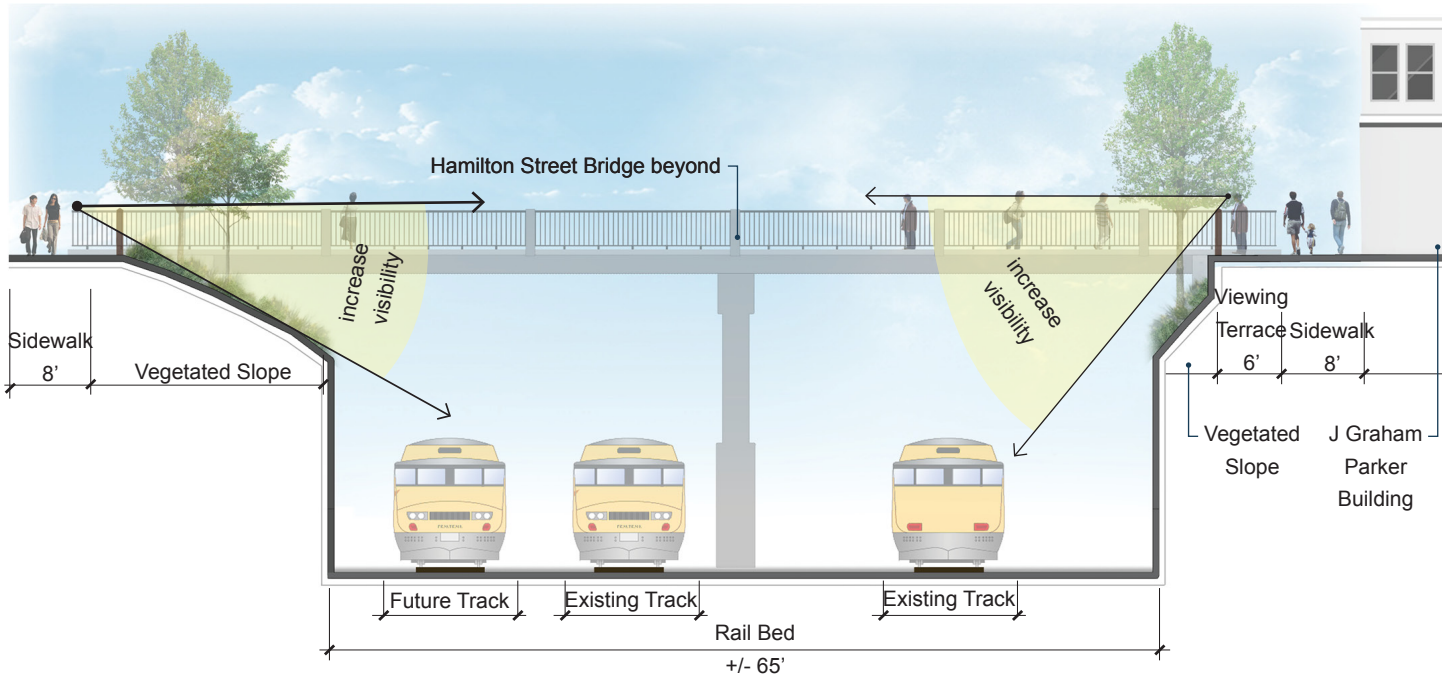
1. High Point Station
2. High Point Transit System Terminal
3. Natuzzi Americas
4. African Market
5. Golden Oldies
6. North State Telecommunications
7. Max Home
8. Penny Path Café & Crêpe Shop
9. Wright Place
10. Surya/Showplace
11. Avalon Furniture
12. Mercury Spa

Sections

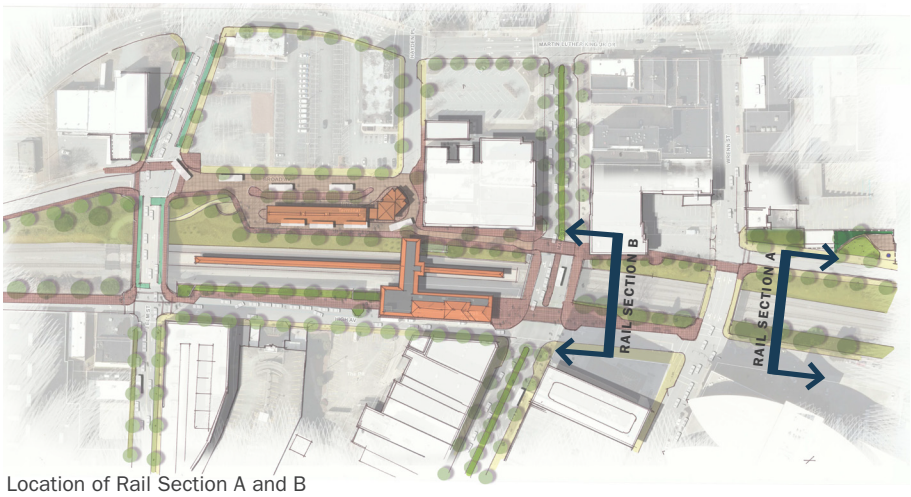


Rail Section A

During this study it was revealed that a preliminary study for wall improvements in the Rail ROW to accommodate the addition of a third track was underway. If time permits it is highly recommended that the study of this corridor be done alongside the Norfolk Wall improvement study and exert influence where possible. However, it is more likely that fencing and bank stabilization outside of the NF wall study will be required to utilize existing spaces at the top of the bank and along the track fencing to create spaces to look out and pause.



Rail Section B

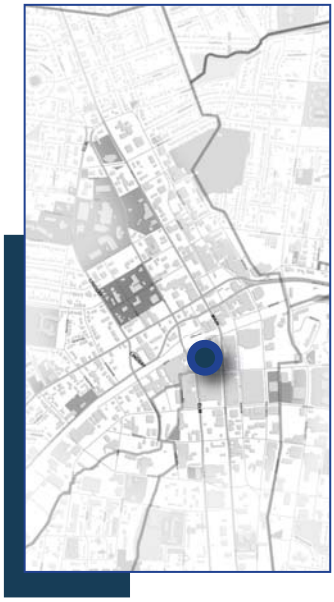


Location of Rail Section A and B

F

PRIORITY PROJECT

PIT REDEVELOPMENT



The area affectionately known as 'the Pit' has been the source of much debate by city staff, leadership, and members of the community. Structural issues, lack of visibility, and potential difficulty meeting ADA (American Disabilities Act) requirements present challenges in transforming the Pit into a successful public space. Additionally federal funds used for the original land purchase may present legal barriers. Despite these issues, the Pit's location in the heart of Downtown and proximity to the Amtrak Station present various opportunities.

In the past, several planning efforts have made recommendations to renovate the Pit into a park. It currently sits underutilized, occasionally activated by local artists that utilize the depressed walls as a canvas for art. The Pit fosters creativity and community but also presents problems, such as vandalism to adjacent buildings due to lack of activity. Activation of this area along with some formalization of public and private space is needed. It would take significant funds to completely renovate the space into a park, and there is considerable debate as to whether those funds would be better spent elsewhere. It is most likely that the best use of the lot is a sale and redevelopment effort. The redevelopment should be deed restricted in some manner to require a public space or amenity, affordable residential uses and/or some inclusion of highly transparent retail or service uses. There are several options to execute the redevelopment both interim and long term. These options are described on the following pages. However, the general recommendation of this plan is to immediately take steps toward the execution of one of the options for improvements with the preferred option being a full redevelopment aided by parking in the adjacent city deck.

ARTivity on the Green, is a half-acre urban park in downtown Winston-Salem. The $2 million, half-acre, art-themed park includes an artist performance shelter and a mural wall that is meant to be an evolving canvas for local artists. A similar art-themed public space could be part of improvements at the Pit.

Redevelopment with Public Open Space

1 In this preferred scenario the Pit is redeveloped as a mixed-use project. A combination of retail and residential uses would line the existing parking deck. The garage tower is replaced with a new unifying architectural element. The focus of the redevelopment would be increasing the number of year round residents in downtown High Point. The development should include:

A. Residential units and ground floor retail/ service with a transparent frontage facing the transit station at ground level.

B. Public open space fronting the station area for use by visitors to the station.

C. Improved alley between the deck and

Dedicated Park / Public Open Space

2 In this scenario the Pit is renovated to become green space/plaza that would meet the street level along the rail edge and include one level of underground parking. This scenario improves on the suggestions from the 'Ignite High Point' plans, but the final interpretation of how to use the space should be vetted in a more extensive feasibility and design study. High Street may be converted to a two-way facility from Oak Street to Main Street, additional on-street parking could be added as part of the park site.

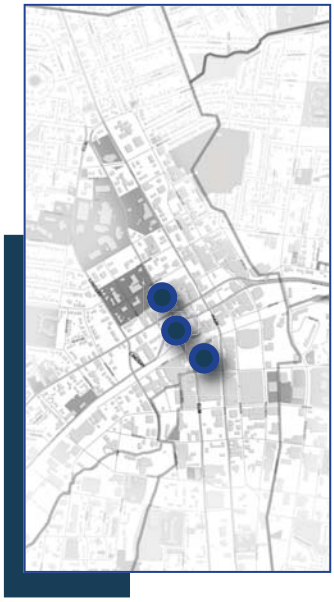
Minor Improvements

3 With some interim minor improvements the Pit could be renovated to create an urban trailhead using art and wayfinding while retaining some parking. This version would capitalize on the underground art movement and interest in the Pit as a canvas while also proving a safe space for public use. Limiting access to unsafe portions of the site, as well as increasing lighting, landscape, visual art, and public programming are critical components to the success of this scenario. Utilization of the adjacent buildings as a canvas for wall art/murals is an idea that has merit.

G

PRIORITY PROJECT

REDEVELOPMENT OPPORTUNITIES

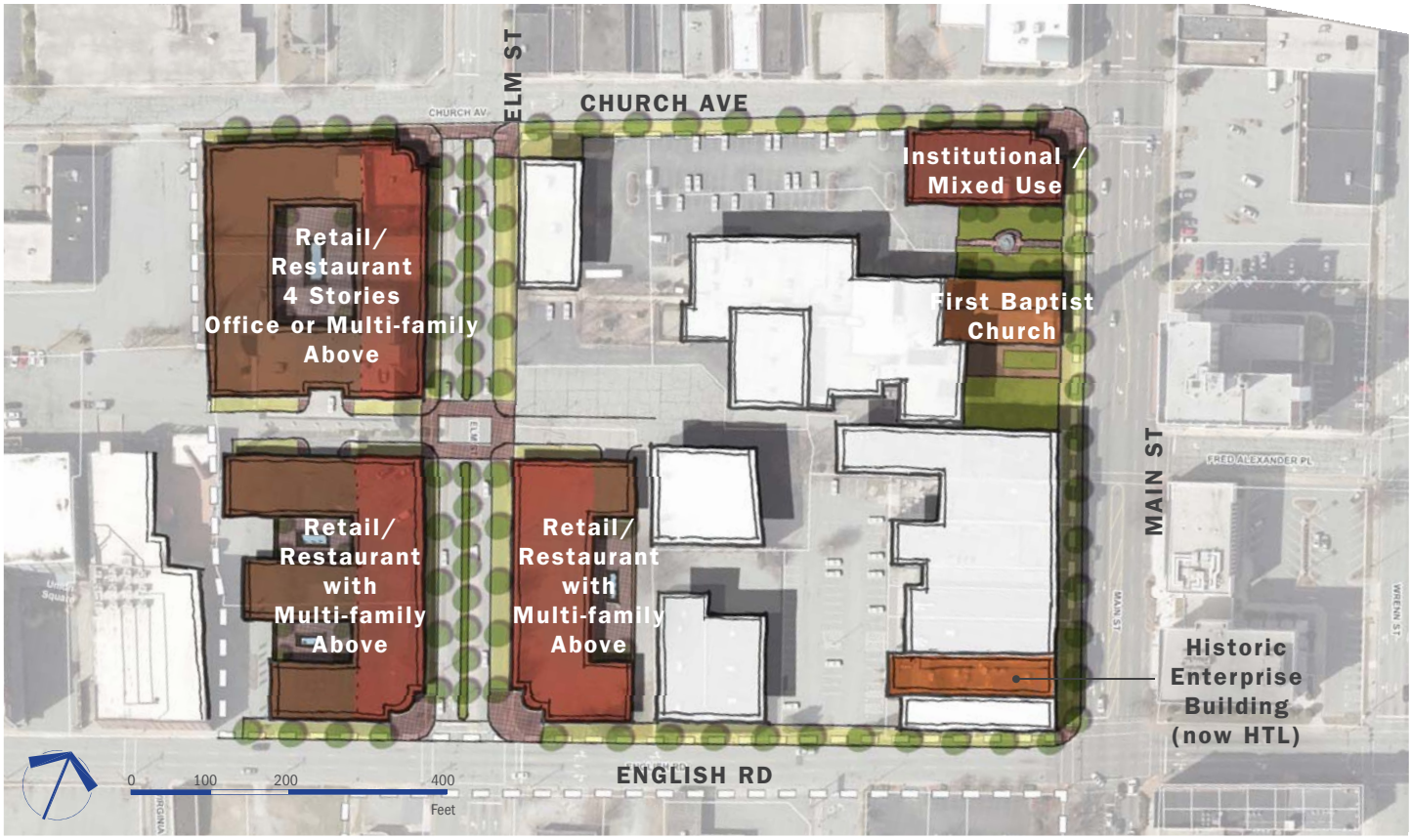


Recent approval of land acquisition for a stadium site, and mixed-use development, as well as proposals for a children's museum, cinema and event center, northwest of Elm Street and English Road, provide potential for a tremendous amount of new activity in northwest downtown High Point. Improving the connections to this new activity center, while planning for redevelopment of the stadium area, Market District and Main Street, presents a significant opportunity. Three locations were studied as part of this planning process to determine how future development could fill in gaps in the urban fabric, create a more active downtown and address other issues identified by previous plans and through stakeholder interviews.

Redevelopment Opportunities

1. East of Stadium
2. North of Station
3. The Pit

0 120 Feet



The proposed redevelopment in this area places a priority on creating an active built edge along Main and Elm Streets. New buildings should lead to a better defined edge along Elm Street.

New development could include 80,000 sf of potential retail and restaurant space, 400 multi-family units and over 120,00 sf of office space. Exact footprint of retail compared to office and multi-family would be dependent on market conditions. Parking would be internal to each footprint at ground level and below as required. In the northeast corner of the block new buildings that could be part of church expansion or other development provides an opportunity to place architecture at a critical gateway to the future stadium along Church.

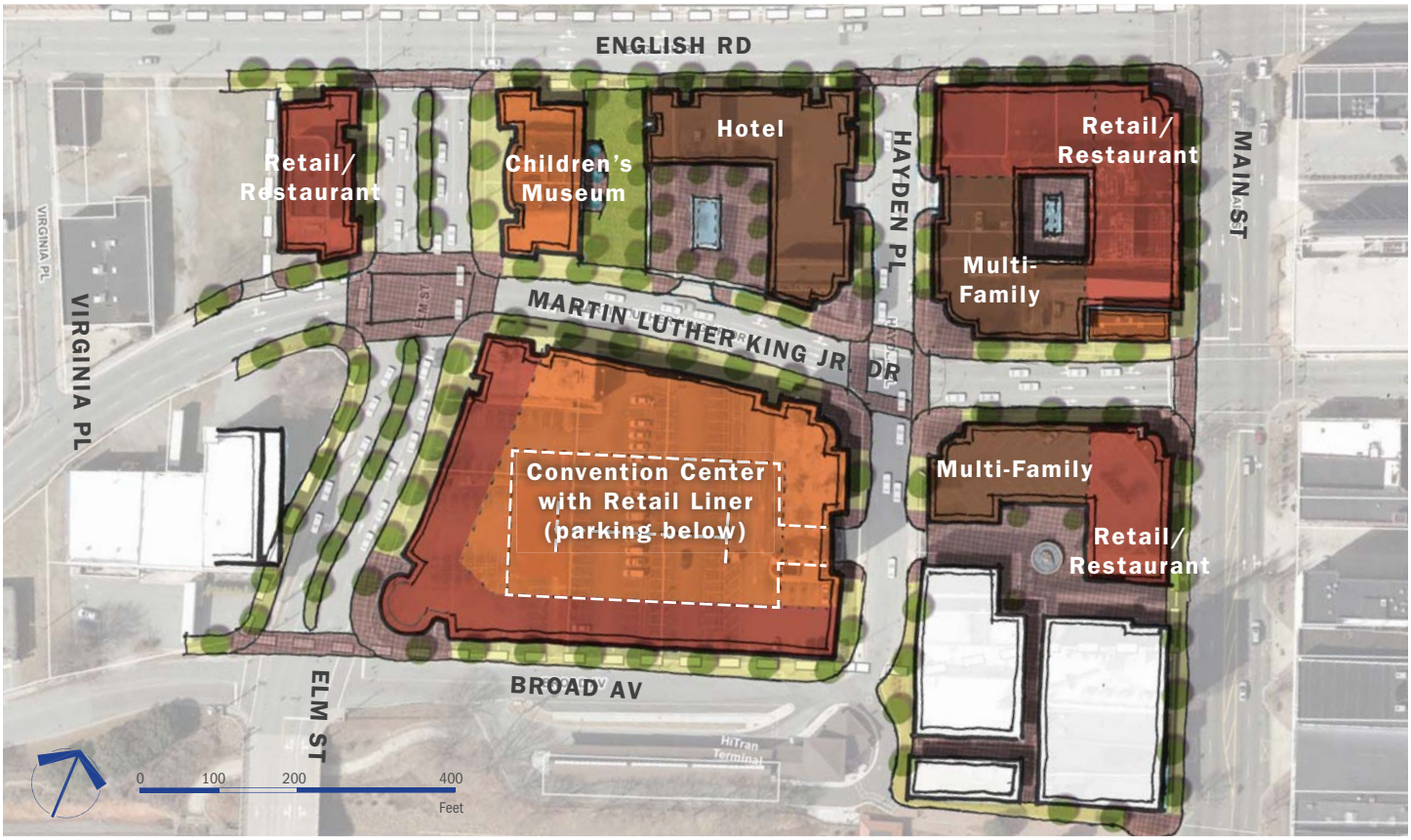
legend

- Multi-Family
- Retail / Service
- Key Architectural Feature (To Remain)
- Existing Buildings

YIELD TABLE

Use	East of Stadium
Retail / Restaurant	20-80,000 SF
Office	120,000 SF
Multi-Family	400 Units

NORTH OF STATION



This block located between the proposed stadium location and the rail can serve as a link to downtown through providing a variety of uses. The proposed redevelopment in this area is envisioned as platform construction with 4 floors of residential/office over street level retail. It is estimated new development could accommodate 50,000 square feet of retail and over 80,000 square feet of office space. These uses are supplemented by 132 multi-family units and a 100 room hotel; all of which benefit from a 190,000 SF convention center or event space lined with retail. Parking would be internal to each footprint at ground level and below as required.

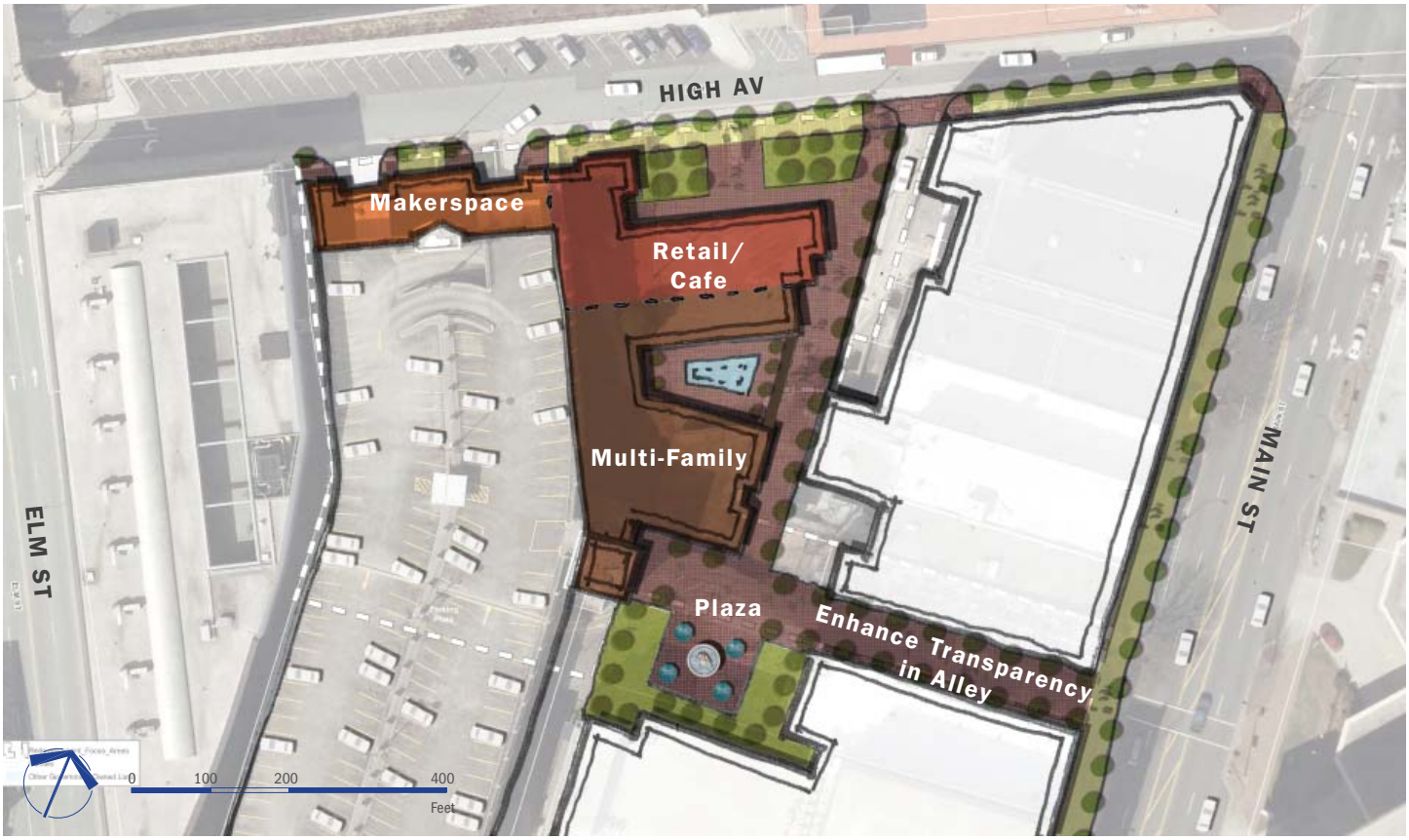
New buildings along Main Street and Elm Street would enhance the pedestrian experience and new residential uses would help create a more active downtown.

legend

- Multi-Family / Hotel
- Retail / Service
- Civic
- Existing Buildings

YIELD TABLE

Use	North of Station
Retail	56,400 SF
Office	80,000 SF
Multi-Family	132 Units
Hotel	100 Rooms
Convention Center	190,000 SF (2.5 floors)
Children's Museum	30,000 SF (3 floors)



The proposed redevelopment in this area is conceived as a liner to the existing parking deck that creates retail and maker space along High Avenue. The focus of the redevelopment would be increasing the number of year round residents of downtown High Point. With 4 floors of residential over street level retail the design can yield 70 multi-family units.

A public space could be provided on High Street with a connection to an improved alley that functions as a canvas for local art and design. Pedestrian connectivity will be enhanced and a new linkage to High Street is created behind the existing buildings. Parking would be addressed in the existing adjacent deck that is underutilized. One level of parking below grade could help to utilize the existing structure.

legend

- Multi-Family
- Retail / Service
- Makerspace
- Existing Buildings

YIELD TABLE

Use	The Pit
Retail	6,000 SF
Maker Space	5,600 SF
Multi-Family	70 Units

#BRIANS

Appendix

OTHER RECOMMENDATIONS

List of Stand Alone Projects

These recommendations could be treated as stand alone projects or completed as part of a priority project.

Lighting Improvements

Lighting improvements in downtown High Point could improve safety and help to create a sense of place. Focus areas include High Street, blank walls, within the railroad corridor, and along bridges.

Alley Upgrade

The alley that connects the city parking garage to the Radisson Hotel is in need of an upgrade. Repainting, plantings, and lighting improvements could be accomplished quickly. Removal of the covered walkway or replacement of the structure with a higher vertical clearance would improve visibility. Redevelopment of adjacent buildings could include transparent facades to further increase visibility.

Crosswalk Improvements + Sidewalk Extension

As a component of streetscape upgrades, safer crossings for pedestrians at intersections are key to promote walking, commerce, and more frequent use of the pedestrian public domain.

Trailhead at Centennial Station Arts Center

The Centennial Station Arts Center is located adjacent to Centennial Street and Leonard Avenue. The property could be upfitted to accommodate additional outdoor art installations and parking for a trailhead.

Makerspace

Opportunities for makerspaces, or small-scale retail or studio space, exist across downtown not only as they relate to the market season, but also as a year-round activity.

Pocket Parks or Community Garden

Pocket parks can create places for art and leisure. Similarly finding small interstitial spaces for urban agriculture can create places for community interaction. They are also great tools for creating a sense of ownership and can bring activity downtown on the evenings and weekends.

List of Stand Alone Projects

These recommendations could be treated as stand alone projects or completed as part of a priority project.

Green Drive Upgrade

Rethinking Green Drive could include a restriping to accommodate bike lanes and/or on-street parking. Alternatively Green Drive could be converted back to two-way along with Russell Avenue to the south. This would provide a better "edge" to the market district and compliment private investments that are occurring along Green Drive, Lindsay Street, and Oak Street.

One Way Pair Conversion for MLK Drive and English Road

MLK Drive and English Road present an opportunity to improve east-west connections across the northside of downtown High Point. Currently both streets are not pedestrian or bicycle-friendly. Plantings, pedestrian improvements, or a one or two-way cycle track could link Emerywood and points of interest to the east, including the Centennial Station Arts Center and HPU.

Centennial Street Upgrade

Centennial Street connects High Point University to downtown. Currently it is a four-lane facility that carries 9,000 cars per day. A lane reallocation could improve safety for pedestrians and bicyclists.

Lindsay Street Upgrade

Lindsay Street has been improved from Church Avenue northward but remains a four-lane facility with narrow sidewalks from Church Avenue to High Street. From High Street south to Green Drive, it is a three-lane facility with two southbound lanes. Improving the section from Church Avenue to High Street would result in a more consistent section and could include better pedestrian accommodations.

Leonard Avenue Upgrade

Leonard Avenue carries only 2,200 cars a day, yet it is a four-lane facility. A lane reallocation could improve conditions for pedestrians and bicyclists while retaining significant capacity for motor vehicles.

Interim ROW Projects

Right-of-Way (ROW) is a real asset for downtown High Point. In some instances, it can be re- purposed in the form of interim public open spaces or parklets. This can also be used as pilot projects for larger project testing.

Furnishing, Fixtures, and Public Amenities

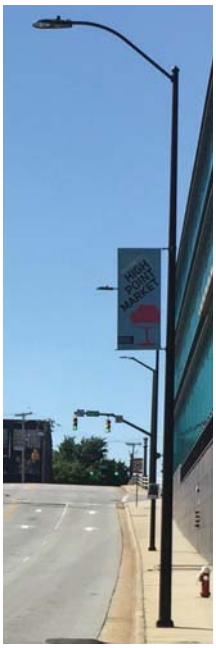
One way to pull the visual nature of a place together is with the use of street furnishings, fixtures, and amenities. When these items are provided as a family of related pieces, these amenities will help give continuity to downtown making it feel more unified. The current amenity and furnishing standards that exist in High Point are classic in design and timeless, but not “out of the box”.

Placement of these tabloids prevent passage and visibility to the pathway beyond. (photo taken north of Main Street bridge)

In north downtown, the identity is currently lacking in many areas. Interestingly, downtown’s furniture district has some of the most continuity between furnishings, light standards, and signage, but also pots, paving, crosswalks, etc. Main Street is one of the few streets that pulls these amenities into north downtown beyond the tracks. The Rail Depot is another area that is unique in both architecture and streetscape. It should be looked to for continuity as it is an important component to the function of downtown.

The recommendations for Furnishing, Fixtures, and Amenities are:

1. It is strongly recommended to execute a study for a Public Realm or Streetscape Design Guideline Document for downtown to conduct a wayfinding study, and provide choices for street furnishings, bike parking, adopted landscaping and street trees, paving standards, fencing, railing, wayfinding, and other components. It is recommended the study cover all of downtown proper, but it could be concurrent/ in tandem with a priority project suggested within this document.
2. If suggestion #1 above is not feasible as a near term (one to one and a half year effort), incorporate the existing adopted amenities with future projects using better control and updated standards for placement. Some general rules of thumb to improve placement are outlined to the right.



Lighting

Placement: Consider lighting plan. Poles should be placed in a regular pattern where possible. Alternating sides of a corridor is acceptable. Strive for more than 60' of spacing to minimize clutter. Increase space width is acceptable with roadway type lighting.

Seating

Placement: Benches should be leveled, and oriented toward activity, typically facing the direction of flow. When facing the street, benches should be placed against wall faces and generally not located directly adjacent to curbs.

Fixed Planters

Placement: In landscape strips, ensure adequate room for pedestrian flow before installing raised planters. In plazas as part of design to delineate and enclose spaces. With retail variation allowed for planters provided to separate private outdoor spaces. Curbs are okay, but always design walls at seat height.

Planter Pots

Placement: Cluster planters at seating areas, along edges of pedestrian zones, and as a means to define spaces. Planters should not obstruct views of drivers, create congestion, or block pedestrian flow. Maintain 18" clear zone from back of curb to avoid conflicts with opening car doors. Use planters to signify entrances and enhance aesthetics. Planters can be an aesthetically pleasing alternative to decorative barrier bollards.

Receptacles

Placement: In areas that are likely locations for people to congregate. At a minimum, locate trash receptacle at every corner, and one midblock trash receptacle in areas with concentrations of restaurants and outdoor seating. Place near entrances to buildings, to the side of primary pathways and openings to not impede pedestrian movements and minimize visual impact. Place near eating areas, provided receptacles have lids to minimize attraction of pests. Place in areas that are likely to co-locate trash and recycling.

Wayfinding

There are many things to consider regarding wayfinding and signage. Placement, branding, critical needs for identification are just a few to consider. A full design guideline and wayfinding strategy plan would be helpful to implement wayfinding in an effective manner. This should be a near term study regardless of the direction for furnishing, fixtures, and amenities suggested.

IMPLEMENTATION + PHASING

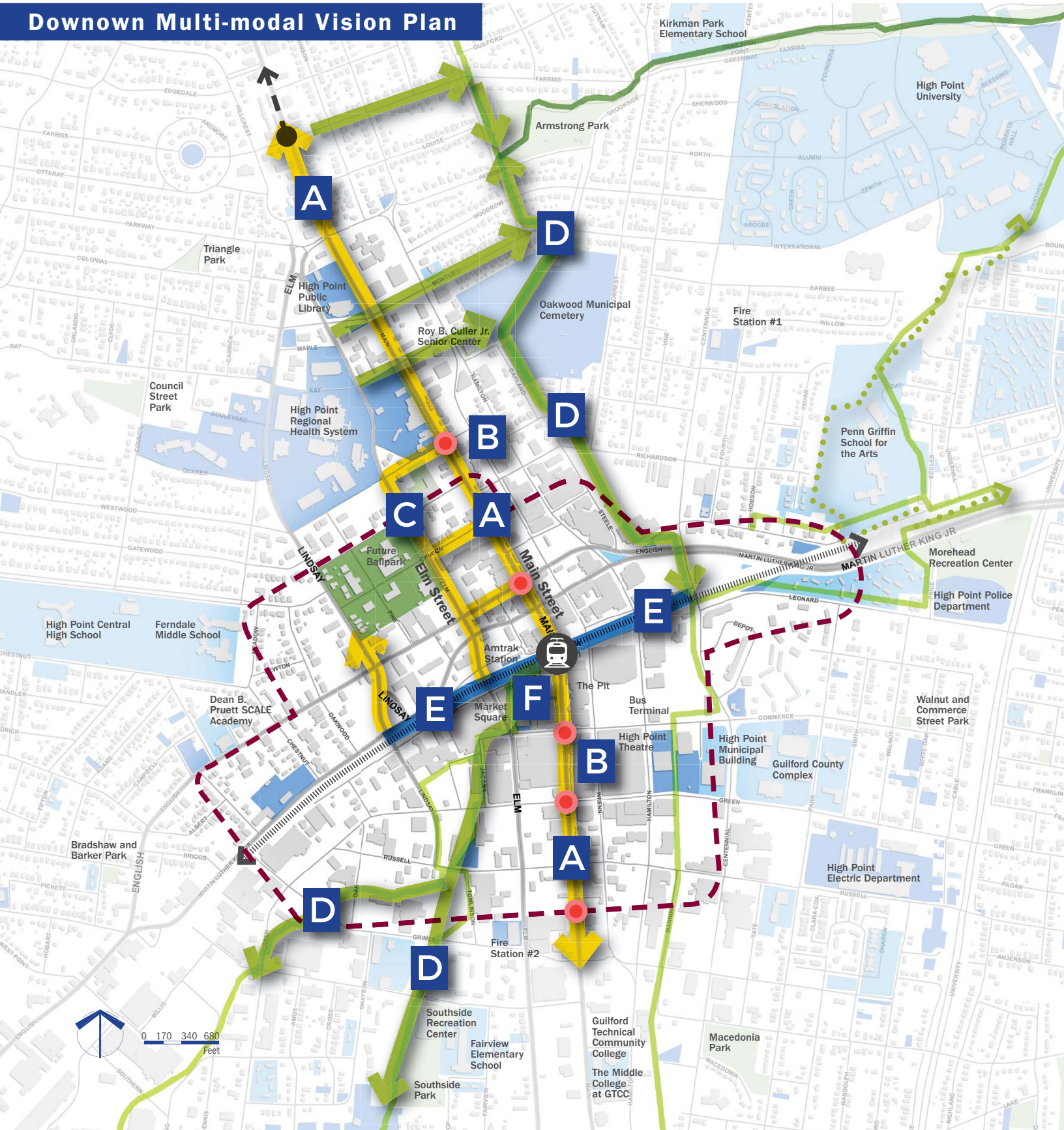
Planning Level Budget

The cost narratives shown in this section gives a general order of magnitude for use in producing a planning level budget. NOTE:

1. Estimates for corridor improvements include: general construction costs, demolition, traffic control, mill and overlay, markings, crosswalk improvements, planting, and 10% contingency.
2. For these purposes new sidewalk is excluded. It is assumed that new sidewalk would be installed with new development in most cases. Any supplemental pedestrian lighting is currently excluded from the estimate.
3. Estimates for Rail Road Esplanade includes: all items in no.1, specialty paving, walls/structures, railing/fencing, grading/drainage, minor art opportunities, and basic pedestrian lighting (specialty lighting excluded).
4. The Pit redevelopment will need to be assessed as a unique project.

Project	Project Cost Range	Description / Project Limits
A. Pedestrianize Main Street	$1.5M to $2.5M	Range is based on preferred and Alt.1 section. Ray Avenue to Green Avenue is 0.85 miles. Westwood Avenue to Commerce is 0.57 miles.
B. Gateway Features on Main Street	Varies	Refer to Gateway Project Sheet. Typical cost for a permanent art installation should reserve funds for $200,000 minimum each.
C. Elm Street Upgrade	$1.9M to $2.7M	Range is based on the interim section and preferred section from Westwood Avenue to Green Avenue.
D. The String and Splinter Trail	$1.5M/Mile	Assumes an average cost of typical greenway at $1.5 million per mile. Project recommendations are from Southside Park to Armstrong Park (2.53 miles).
E. Railroad Esplanade	$7.2M - $11.4M	Assumes an average cost of urban section of pedestrian way at $12M-$18.5 M per mile and $150k/trailhead. Project recommendations are from Lindsay Street to Hamilton Street
F. Pit Redevelopment	Not Provided	Refer to Development Scenarios.

Downown Multi-modal Vision Plan



STAKEHOLDERS + ACKNOWLEDGEMENTS

List of Stakeholders and Steering Committee Members

Stakeholders provided invaluable insight into the issues and opportunities in the study area. The following stakeholders were interviewed:

- Debbie Lumpkins, High Point Arts Council
- David Briggs, High Point Theatre
- Connie Lineberry, Connie C. Lineberry & Associates
- Tammy Nagem, High Point Market Authority
- Dorothy Darr, Southwest Renewal Foundation
- Teresa Loflin and Edith Brady, High Point Museum
- Charlie Simmons, Property Owner
- Barry Kitley, High Point University
- Dr. John Turpin, High Point University School of Art and Design
- Sarah Belle Tate, Connect High Point, High Point Chamber of Commerce
- Megan Oglesby, Connect High Point
- Heidi Majors, YWCA

The Steering Committee met during the process and provided key feedback on direction of the plan and its recommendations. Members included representatives from City departments, the City Manager's office, High Point Transit, Forward High Point, and the Southwest Renewal Foundation.

Acknowledgements

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CREATING PLACES THAT MATTER.

CREECH & ASSOCIATES

LandDesign is rooted in values that were established almost 40 years ago: Great Design, Leading Thought, and Collaboration. Although we embrace change and are constantly evolving as a firm, these 'roots' have continuously paved the way for great opportunities for all of us. Our story is not new and our story is simple: we create places that Matter. Places around the world that will matter for many people, for a long, long time.

It was apparent at the public meeting that the High Point Multi-Modal Vision Plan includes ideas and projects that High Point residents can champion. The plan represents a fusion of history, culture and design. It also marks a beginning of further community involvement that will yield rewards for all parties.

A very special thanks to the Steering Committee, Bill Bencini, the Mayor, Greg Demko, the City Manager, Randy McCaslin, the Deputy City Manager, Greg Venable, Transportation Planning Administrator for the High Point Metropolitan Planning Organization (HPMPO), Andrew Edmonds, Transportation Planner for the HPMPO, Property Owners, and Citizens of the City of High Point.

Thank you for allowing LandDesign and Creech & Associates to be part of reshaping downtown High Point and its public spaces. We appreciate the ability to take part in this project and looks forward to how High Point, its leaders and citizens will build on it in the years to come to create timeless places that matter.