City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Meeting Agenda

Prosperity, Livability & Safety Committee

Monica Peters, Chair
Dr. Patrick Harman
Tyrone Johnson
Vickie M. McKiver
Cyril Jefferson, Mayor (Alternate)
Michael Holmes, Mayor Pro Tempore (Alternate)

Thursday, February 8, 2024 | **9:00 AM** | **Council Chambers**

CALL TO ORDER

Prosperity and Livability Committee - Council Member Monica Peters, Chair

PRESENTATION OF ITEMS

1. 2024-048 Proposed Human Relations Commission's 2024 Work Plan and Overview
City Council is requested to approve the Proposed Human Relations Commission's 2024 Work Plan.
Attachments: Human Relations Work Plan and Overivew

2. 2024-049 Presentation on Proposed Pilot Program to Address Panhandling in the Community
Staff will provide a presentation regarding a proposed pilot program to address panhandling in the community.
Attachments: Panhandling Update and Proposed Pilot Program

3. 2024-051 Consideration of the City of High Point Fair Housing Ordinance
City Council is requested consider the Human Relations Commission's previous recommendation that the City of High Point "adopt a Fair Housing Ordinance that is substantially equivalent to federal fair housing laws." Adopting this ordinance will require an amendment to the City of High Point's Code of Ordinance amending Sec 4.3.1, Article A, Chapter 3, Title 4.
Attachments: Proposed Fair Housing Ordinance

4. 2024-053 Consideration of Oak Hollow Festival Site Plan
City Council is requested to approve the Oak Hollow Festival Site Plan.
Attachments: Festival Park Site Plan

5. 2024-052 Discussion Regarding City Sponsored Special Events
Staff will provide an update on City sponsored special events.

Attachments: City Sponsored Special Events

ADJOURNMENT

City of High Point

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File Number: 2024-048

File ID:	2024-048	**Type:**	Miscellaneous Item	**Status:**	To Be Introduced
Version:	1	**Reference:**		**In Control:**	Prosperity, Livability & Safety Committee
				File Created:	02/05/2024
File Name:				**Final Action:**	

Title: Proposed Human Relations Commission's 2024 Work Plan and Overview
City Council is requested to approve the Proposed Human Relations Commission's 2024 Work Plan.

Notes:

Sponsors:		**Enactment Date:**	
Attachments:	Human Relations Work Plan and Overivew	**Enactment Number:**	
Contact Name:		**Hearing Date:**	
Drafter Name:	sandra.keeney@highpointnc.gov	**Effective Date:**	

History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

CITY OF HIGH POINT
AGENDA ITEM

TITLE: **Human Relations Commission (HRC) Work Plan Update**	
FROM: Rase McCray, Human Relations Manager	**MEETING DATE:** February 8, 2024
PUBLIC HEARING: N/A	**ADVERTISED DATE/BY:** N/A
ATTACHMENTS: A: Human Relation Commission Work Plan Update PowerPoint	

PURPOSE: Communication and Public Engagement staff will present the HRC's 2024 work plan update

BACKGROUND:

On January 12, 2023, the Commission held a retreat to develop a proposed 2023 work plan. The Commission work plan was approved by Council on March 20, 2023, to include two items:

1. Study where the Human Relations Commission fits within High Point and can be most effective among the City's other Boards and Commissions and among other Human Relations Commissions in North Carolina.
2. Study or identify mental health resources and gaps in High Point for greater sharing with the community or for possible further action.

The Commission requests to continue to build upon and conclude these work plan items by adopting the following two proposed work plan items for 2024:

1. Support the "OK High Point" Mental Health Campaign
2. Promote Collaboration Among Boards and Commissions

BUDGET IMPACT: None

RECOMMENDATION / ACTION REQUESTED: Staff requests that the Council approve the proposed HRC 2024 work plan. Staff will also present an overview of the Human Relations Division and ongoing projects from previous HRC work plans.

CITY OF high point.

HUMAN RELATIONS

RASE MCCRAY
HUMAN RELATIONS MANAGER

FUNCTIONS & SCOPE

Protecting Civil Rights

- Advising on Landlord/Tenant Issues
- Fair Housing Complaint Referrals & Trainings

Promoting Equal Opportunity

- Human Rights Initiatives & Policies
- Resource Sharing Partnerships

Positive Community Relations

- Inclusive Community Engagement & Multicultural Events

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HUMAN RELATIONS COMMISSION

Advisory Body

(9 Residents)

- Commissioners appointed by Council
- Annual work plan approved by Council

Commission Duties

- Advise Council on the establishment of human relations goals, objectives, policies, and standards
- Promote community understanding/respect
- Develop plans and analyses for human relations needs
- Conduct Council-approved programs and community events
- Encourage youth to become better trained and qualified for employment

CITY OF high point

PROTECTING CIVIL RIGHTS

- **92 Landlord/Tenant Issues Addressed**
  - FY22-23: 142 customers
- **8 Fair Housing Complaints referred to NCHRC**
  - FY22-23: 11 complaints
- **4 Fair Housing Trainings conducted**

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PROMOTING EQUAL OPPORTUNITY

One High Point Commission Support

Provided organizational support for meetings, community outreach, and communications

Fair Housing Assistance Program

Progress reports presented to Council in 2021 and 2022

City-Wide Language Access Policy

Participated in UNC's Language Access Collaborative

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COMMUNITY OUTREACH

- **12 Events Organized/Attended (FY23-present)**
  - FY22-23: 17 events
  - FY21-22: 19 events

- **6,800 Interactions with High Point residents**
  - FY22-23: 3,978 interactions
  - FY21-22: 2,968 interactions

RECENT PROGRAMS

- DAC Fiery Fest
- Ramadan Dinner
- Main in Color
- HPPL Trunk or Treat
- Unity Festival
- Senior Lunch -n- Learns
- M.L.K. Parade
- Juneteenth
- Tenant Leadership Academy
- Black Luxe Fest
- Southside Family Night Out
- Welcoming Week
- Humanitarian Award
- Multifaith Day of Prayer
- Faith Action ID Drive
- ...and more!

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2024 COMMUNITY PROGRAMS

- M.L.K. Day of Service (Jan.)
- OpporTEENity Job Fair (March)
- Summer Youth Enrichment Fair (April)
- Free Swim Pass Program (June)
- Back-to-School Summer Jubilee (July)
- Family Music Festival (Oct.)

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WORK PLAN UPDATES

- **Explore the feasibility of High Point becoming a Fair Housing Assistance Program (2021)**
  - FHAP Presentation to Council in 2024
- **Develop Greater Outreach to High Point's Latinx Communities (2022)**
  - Language Access Presentation to Council in 2024
- **Explore Possible Ways to Bridge the Gap between Community and Law Enforcement (2022)**
  - Partnering with HPPD to explore a Crisis Intervention Team

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WORK PLAN UPDATES

- **Identify community mental health resources for possible further action (2023)**
  - Surveyed current mental health resources in High Point
    - Partners: Foundation for Healthy High Point, Mental Health Associates of the Triad, Family Service of the Piedmont, Family Justice Center and RHA Health Services
  - Identified need for greater community awareness of resources
    - Findings aligned with "OK High Point" website/campaign

Recommended Work Plan Item:
Support "OK High Point" Mental Health Campaign

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WORK PLAN UPDATES

- **Study how HRC can be most effective among other Boards & Commissions (2023)**
  - Conferred with other local HRCs in NC
  - Studied mandates of other High Point Boards & Commissions
  - Surveyed residents at public events
    - Most common responses: "Affordable housing," "kid & family events," "language access services"
  - Will use findings to inform future programs

Recommended Work Plan Item: Promote Collaboration Among Boards & Commissions

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2024 HRC WORK PLAN

- **Support "OK High Point" Mental Health Campaign**
  - Example Action Item: Create and mail "OK High Point" bill insert

- **Promote Collaboration Among Boards & Commissions**
  - Example Action Item: Invite other Boards & Commissions to an information sharing session

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File Number: 2024-049

File ID:	2024-049	**Type:**	Miscellaneous Item	**Status:**	To Be Introduced
Version:	1	**Reference:**		**In Control:**	Prosperity, Livability & Safety Committee
				File Created:	02/05/2024
File Name:				**Final Action:**	

Title: Presentation on Proposed Pilot Program to Address Panhandling in the Community
Staff will provide a presentation regarding a proposed pilot program to address panhandling in the community.

Notes:

Sponsors:		**Enactment Date:**	
Attachments:	Panhandling Update and Proposed Pilot Program	**Enactment Number:**	
Contact Name:		**Hearing Date:**	
Drafter Name:	sandra.keeney@highpointnc.gov	**Effective Date:**	

History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

CITY OF HIGH POINT
AGENDA ITEM

TITLE: Panhandling Update	
FROM: Rase McCray, Human Relations Manager	**MEETING DATE:** February 8, 2023
PUBLIC HEARING: N/A	**ADVERTISED DATE/BY:** N/A
ATTACHMENTS: Council 240208 Panhandling PowerPoint	

PURPOSE: Staff will provide an update on a proposed pilot program to address panhandling in the community.

BACKGROUND:

Panhandling has become an increasing problem in the community creating concerns around resources and housing available to individuals/families, as well as public safety concerns.

Since June, staff from Community Development and Housing, Police, and Communications and Public Engagement have met to discuss potential strategies for discouraging panhandling in locations near road medians, where there are heightened safety concerns.

BUDGET IMPACT: None

RECOMENDATION /ACTION REQUESTED: Human Relations staff will provide a presentation.

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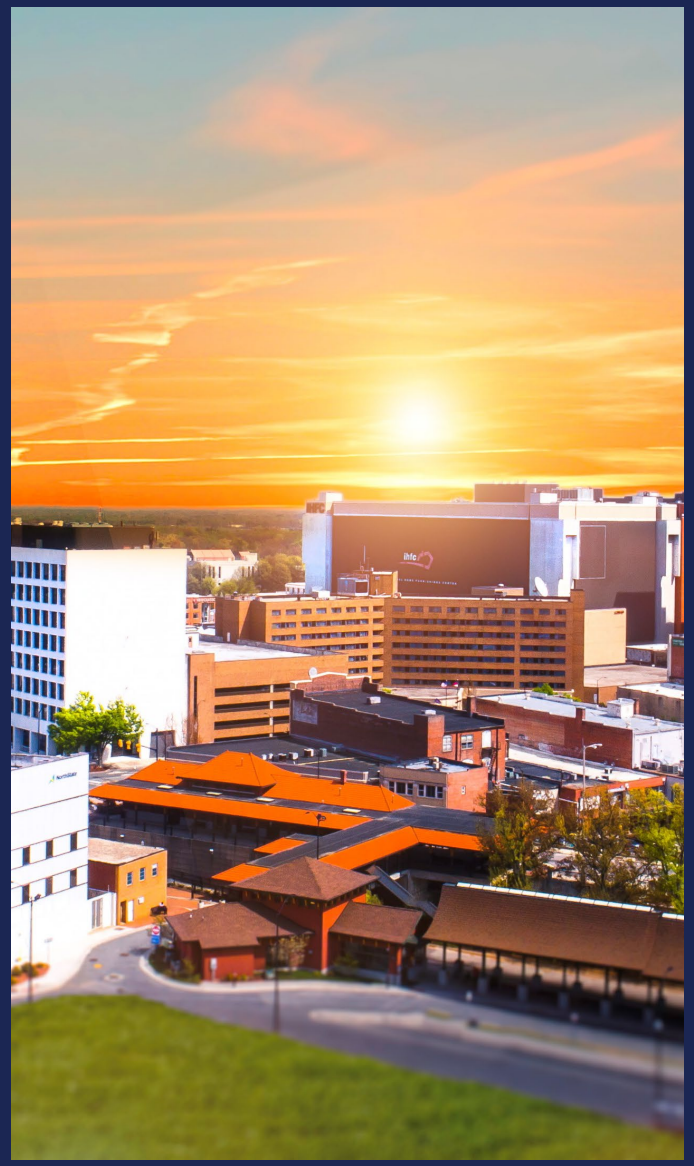
PANHANDLING UPDATE

JERON HOLLIS
MANAGING DIRECTOR



ISSUE OVERVIEW

- **Panhandling is increasingly common across America**
- **Broadly protected by First Amendment**
  - Some aspects of panhandling can be limited by local ordinances
- **High Point ordinance prohibits "aggressive solicitation" and limits panhandling activities near locations like ATMs and schools**

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STAFF APPROACH

Objective: Develop strategies to discourage panhandling in locations with heightened safety concerns, such as road medians

- **Staff Strategy**
  - Create signage that might discourage drivers from interacting with panhandlers
  - Consider future approaches that might address the factors that contribute to panhandling and homelessness

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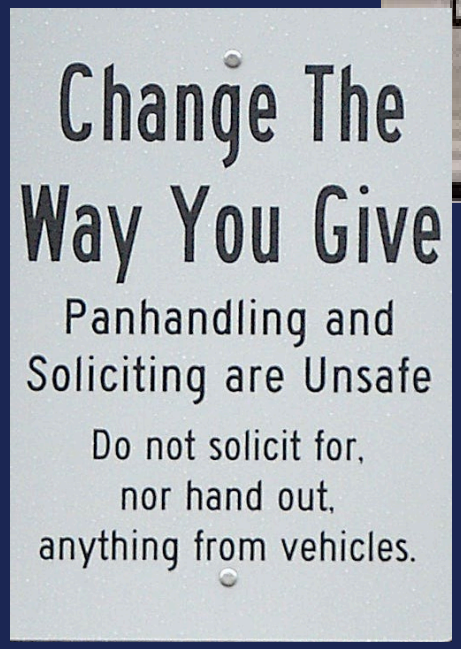
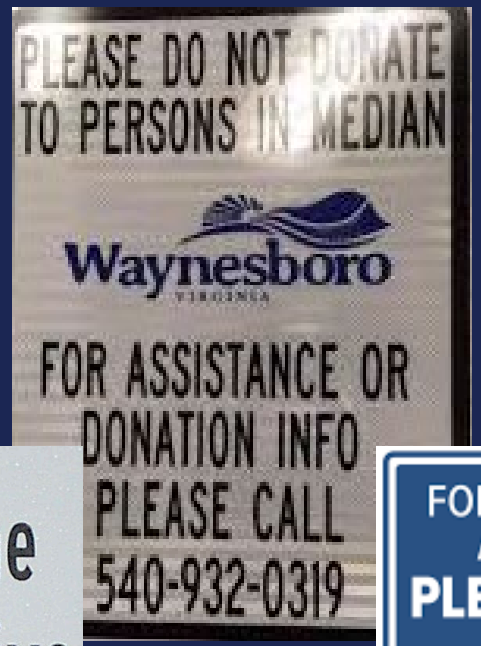
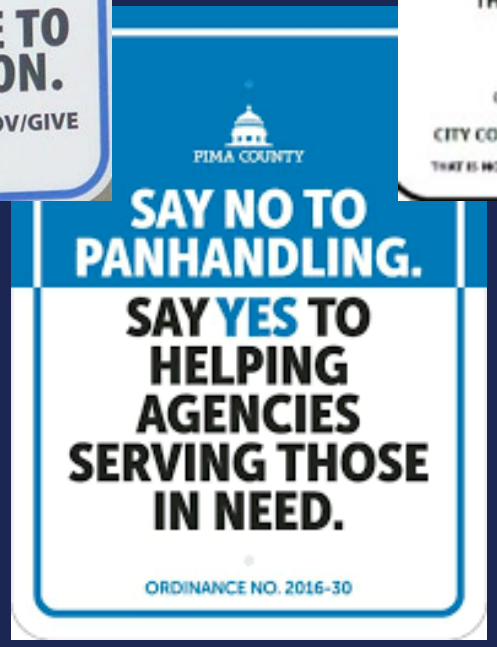
EXAMPLE SIGNS







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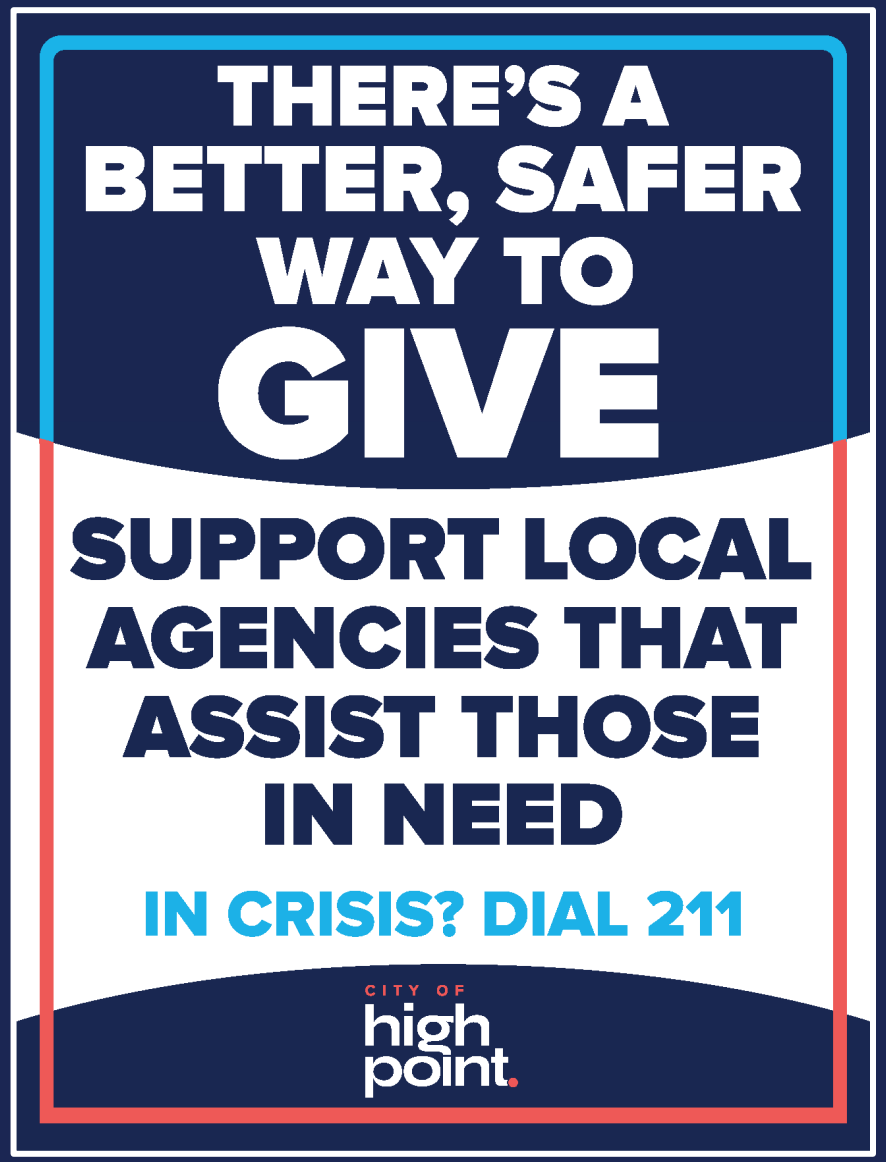
PROPOSED SIGN

- **Sign will be placed in three pilot intersections:**
  - Eastchester & Main
  - Wendover & 68
  - Parkway & Main



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FUTURE CONSIDERATIONS

- **Work with local businesses to secure property that could become a safety hazard in traffic**
  - Examples: grocery carts or packing crates
- **Collaborate with local agencies to provide on-the-ground support for individuals in need**
  - Example: Partners Ending Homelessness
- **Develop education campaigns**
  - Assistance options for impacted populations
  - Support options for general public

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File Number: 2024-051

File ID:	2024-051	**Type:**	Ordinance	**Status:**	To Be Introduced
Version:	1	**Reference:**		**In Control:**	Prosperity, Livability & Safety Committee
				File Created:	02/05/2024
File Name:				**Final Action:**	

Title: Consideration of the City of High Point Fair Housing Ordinance
City Council is requested consider the Human Relations Commission's previous recommendation that the City of High Point "adopt a Fair Housing Ordinance that is substantially equivalent to federal fair housing laws." Adopting this ordinance will require an amendment to the City of High Point's Code of Ordinance amending Sec 4.3.1, Article A, Chapter 3, Title 4.

Notes:

Sponsors:		**Enactment Date:**	
Attachments:	Proposed Fair Housing Ordinance	**Enactment Number:**	
Contact Name:		**Hearing Date:**	
Drafter Name:	sandra.keeney@highpointnc.gov	**Effective Date:**	

History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

CITY OF HIGH POINT
AGENDA ITEM

TITLE: Human Relations Commission Fair Housing Recommendation	
FROM: Jeron Hollis, Managing Director	**MEETING DATE:** February 8, 2024
PUBLIC HEARING: n/a	**ADVERTISED DATE/BY:** n/a
ATTACHMENTS: A. Proposed Fair Housing Ordinance	

PURPOSE: To consider the Human Relations Commission's (HRC) previous recommendation that the City of High Point adopt a substantially equivalent Fair Housing Ordinance.

BACKGROUND: On Feb. 1, 2021, Council approved the HRC's 2021 work plan by a vote of 9-0, which included tasking the HRC to explore the feasibility of High Point becoming a Fair Housing Assistance Program (FHAP).

At the May 17, 2021, Manager's Briefing, Human Relations staff presented the HRC's initial fair housing report.

In July and August of 2021, the HRC hosted a Housing Security Workshop Series to seek public feedback on the feasibility of High Point becoming a FHAP. Over fifty attendees representing a diverse body of community stakeholders—including housing providers, the Family Justice Center, and community advocates—attended these workshops and provided input.

On August 12, 2021, after the conclusion of the Workshop Series, the HRC voted 7-0 to recommend that the City of High Point become a FHAP.

On May 3, 2022, the Community Development Committee received the HRC's recommendation, as presented by CPE staff, and an overview of a substantially equivalent Fair Housing Ordinance, as presented by the City Attorney's office. The Committee voted 4-0 to send the recommendation to Council for full consideration at the May 16 regular City Council meeting.

On May 16, 2022, Council made three votes on the HRC's recommendation for the City of High Point to become a FHAP:

- Motion approved (6–3) to adopt HRC recommendation that High Point become a FHAP and direct City staff to undertake the required steps for FHAP certification.
- Motion failed (5–4) to adopt a substantially equivalent Fair Housing Ordinance
- Motion approved (5–4) to create a Human Relations Specialist position to offer additional fair housing trainings and to process fair housing complaints.

BUDGET IMPACT: None

CITY OF HIGH POINT
AGENDA ITEM

RECOMMENDATION /ACTION REQUESTED: Staff recommends the Council consider the HRC's previous recommendation that the City of High Point "adopt a Fair Housing Ordinance that is substantially equivalent to federal fair housing laws." Adopting this ordinance will require an amendment to the City of High Point's Code of Ordinances amending Sec 4.3.1, Article A, Chapter 3, Title 4.

AN ORDINANCE AMENDING SECTION 4.3.1, ARTICLE A, CHAPTER 3, TITLE 4 OF THE CITY OF HIGH POINT CODE OF ORDINANCES ENTITLED "FAIR HOUSING ORDINANCE"

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of High Point that Section 4, Article A, Chapter 3, Title 4 of the City of High Point Code of Ordinances is amended as follows:

Sec. 4-3-1. - ~~Procedures.~~ Title.

~~The manager will establish a procedure for addressing citizens' concerns relating to fair housing issues.~~

This article shall be known and may be cited as the "Fair Housing Ordinance" of the City of High Point.

Sec. 4-3-2. Purpose.

The general purpose of this article is to:

(a) Provide for all individuals within the City of High Point freedom from housing discrimination because of race, color, national origin, religion, sex, familial status, and handicap or disability in real estate transactions, including, but not limited to, the sale, rental, or advertising of dwellings, the provision of brokerage services, and the availability of residential real estate–related transactions; and

(b) Provide for local resolution of housing discrimination disputes in a timely and effective manner; and

(c) Provide rights and remedies for violation of the Fair Housing Ordinance that are substantially equivalent to the rights and remedies embodied in Title VIII of the Federal Civil Rights Act of 1968, as amended.

The City of High Point may adopt ordinances prohibiting discrimination on the basis of race, color, national origin, religion, sex, familial status, handicap or disability in real estate transactions. Such ordinances may regulate or prohibit any act, practice, activity or procedure related, directly or indirectly, to the sale or rental of public or private housing, which affects or may tend to affect the availability, accessibility or desirability of housing on an equal basis to all persons; may provide that the City of High Point may apply to the court or the aggrieved persons in a private right of action instituted under the ordinance may apply to the court for appropriate legal and equitable remedies including mandatory and prohibitory injunctions, temporary restraining orders, orders of abatement, actual and punitive damages, the assessment of civil penalties in accordance with the

Fair Housing Amendments Act, and attorney's fees to the prevailing party and the court shall have the power to grant such remedies.

Sec. 4-3-3. Severability.

The provisions of this article are severable, and, if any part or provision of this article is held invalid, the remainder of the article, and the application of the provision to other persons not similarly situated or to other circumstances, shall not be affected or impaired thereby.

Sec. 4-3-4. Definitions.

When used in this article, the following words, terms, and phrases shall have the meanings ascribed to them in this section:

"Aggrieved person" includes any person who:

(a) Claims to have been injured by a discriminatory housing practice; or

(b) Believes that such person will be injured by a discriminatory housing practice that is about to occur.

"Broker or Agent" includes any person authorized to perform an action on behalf of another person regarding any matter related to the sale or rental of dwellings, including offers, solicitations or contracts, and the administration of matters regarding such offers, solicitations or contracts or any residential real estate-related transactions.

"Complainant" means a person (including the Director) who files a complaint under this article.

"Conciliation" means the attempted resolution of issues raised by a complaint, or by the investigation of such complaint, through informal negotiations involving the aggrieved person, the respondent, and the Director.

"Conciliation agreement" means a written agreement setting forth the resolution of the issues in conciliation.

"Covered multifamily dwellings" means:

(a) Buildings consisting of four (4) or more residential units if such buildings have one or more elevators; and

(b) Ground floor residential units in other buildings consisting of four (4) or more residential units.

"Director" means the Director of the City's Department overseeing the Human Relations Division, or the designee of the Director.

"Disability" or "Handicap" means, with respect to an individual:

(a) A physical or mental impairment that substantially limits one or more major life activities of such individual;

(b) A record of having such an impairment; or

(c) Being regarded as having such an impairment.

(1) This term does not apply to current, illegal use of, or addiction to, a controlled substance as defined in Section 102 of the Controlled Substances Act (21 U.S.C. 802).

"Discriminatory housing practice" means an act that is unlawful under this article.

"Division" means the City's Human Relations Division.

"Dormitory" means a residential dwelling located on the premises of a college, business college, trade school, university, or other educational institution utilized for the primary purpose of housing students registered and attending such institution.

"Dwelling" means:

(a) Any building, structure, or portion thereof which is occupied as, or designed or intended for occupancy as, a residence by one or more families; and

(b) Any vacant land which is offered for sale or lease for the construction or location thereon of any such building, structure, or portion thereof.

"Familial status" means one or more individuals (who have not attained the age of 18 years) being domiciled with:

(a) A parent or another person having legal custody of such individual or individuals; or

(b) The designee of such parent or other person having such custody, with the written permission of the parent or other person.

The protections afforded against discrimination on the basis of familial status shall apply to any person who is pregnant or is in the process of securing legal custody of an individual who has not attained the age of 18 years.

"Family" includes a single individual.

"Person" includes one or more individuals, political subdivisions of the state and instrumentalities thereof, including the city or any governmental entity or agency thereof, corporations,

partnerships, associations, labor organizations, legal representatives, mutual companies, joint-stock companies, trusts, unincorporated organizations, trustees, bankruptcy trustees, receivers, fiduciaries, or any other legal or commercial entity.

"Prevailing party" has the same meaning as such term has in Section 722 of the Revised Statutes of the United States (42 U.S.C. 1988).

"Race" and "National origin" include hair texture and hairstyles that are commonly associated with race or national origin.

"To rent" includes to lease, to sublease, to let and otherwise to grant for a consideration the right to occupy premises not owned by the occupant.

"Residential real estate–related transaction" means:

(a) The making or purchasing of loans or providing other financial assistance:

(1) For purchasing, constructing, improving, repairing, or maintaining a dwelling; or

(2) Secured by residential real estate.

(b) The selling, brokering, or appraising of residential real property.

"Respondent" means:

(a) The person or other entity accused in a complaint of an unfair housing practice; and

(b) Any other person or entity identified in the course of investigation and notified as required with respect to respondents so identified under Section 16(a) of this article.

"Sex" includes sexual orientation, gender expression, and gender identity.

Sec. 4-3-5. Exemptions – Sales and Rentals

(a) Nothing in Section 9 of this Article (entitled "Discrimination in Sale or Rental") other than subsection (b) of this section shall apply to:

(1) The sale or rental of any single-family house by an owner: Provided that such private individual owner does not own or have any interest in more than three (3) such single-family houses at any one time: Provided further, that in the case of the sale of any such single-family house by a private individual owner not residing in such house at the time of such sale or who was not the most recent resident of such house prior to such sale, the exemption granted by this subsection shall only apply with respect to one such sale within any twenty-four (24) month period: Provided further, that

such bona fide private individual owner does not own any interest in, nor is there owned or reserved on his behalf, under any express or voluntary agreement, title to or any right to all or a portion of the proceeds from the sale or rental of, more than three (3) such single-family houses at any one time: Provider further, that the sale or rental of any such single-family house shall be excepted from the application of this subchapter only if such house is sold or rented:

(i) Without the use in any manner of the sales or rental facilities or the sales or rental services of any person in the business of selling or renting dwellings, or of any employee of any such broker, agent or salesman, or person; and

(ii) without the publication, posting or mailing, after notice of any advertisement or written notice in violation of the ordinance.

Nothing in this provision shall prohibit the use of attorneys, escrow agents, abstractors, title companies and other such professional assistance as necessary to perfect or transfer the title; or

(2) Rooms or units in dwellings containing living quarters occupied or intended to be occupied by no more than four (4) families living independently of each other, if the owner actually maintains and occupies one (1) of such living quarters as his, her, or their residence.

(b) For purposes of subsection (a) of this section, a person shall be deemed to be in the business of selling or renting dwellings if:

(1) He, she, or they have, within the preceding twelve (12) months, participated as principal in three (3) or more transactions involving the sale or rental of any dwelling or any interest therein, or;

(2) He, she, or they have, within the preceding twelve (12) months, participated as agent, other than in the sale of their own personal residence, in providing sales or rental facilities or sales or rental services in two (2) or more transactions involving the sale or rental of any dwelling or any interest therein; or

(3) He, she, or they are the owner of any dwelling designed or intended for occupancy by, or occupied by, five (5) or more families.

(c) This article does not prohibit conduct against a person because such person has been convicted under federal law or the law of any state of the illegal manufacture or distribution of a controlled substance as defined in Section 201 of the Controlled Substances Act (21 U.S.C. 802).

Sec. 4-3-6. Exemptions – Religious Organizations, Private Clubs, and Dormitories.

(a) Nothing in this article shall prohibit a religious organization, association, or society, or any nonprofit institution or organization operated, supervised or controlled by or in conjunction with a religious organization, association, or society, from limiting the sale, rental or occupancy of dwellings which it owns or operates for other than a commercial purpose to persons of the same religion, or from giving preference to such persons, unless membership in such religion is restricted on account of race, color, or national origin. Nor shall anything in this subchapter prohibit a private club not in fact open to the public, which as an incident to its primary purpose or purposes provides lodgings which it owns or operates for other than a commercial purpose, from limiting the rental or occupancy of such lodgings to its members or from giving preference to its members.

(b) Nothing in this article shall prohibit the rental or leasing of dwelling accommodations based on sex in single-sex dormitories that involve shared bedrooms or bathrooms to the extent such single-sex dormitory designation is predicated on protecting values of personal safety or privacy.

Sec. 4-3-7. Exemptions – Housing for Older Persons.

(a) The provisions of this article relating to familial status do not apply to housing for older persons.

(b) "Housing for Older Persons" means housing:

(1) Provided under any State or Federal program that the U.S. Department of Housing and Urban Development determines is specifically designed and operated to assist elderly persons (as defined in the State or Federal program); or

(2) Intended for, and solely occupied by, persons 62 years of age or older; or

(3) Intended and operated for occupancy by persons 55 years of age or older, and:

(i) At least 80 percent of the occupied units are occupied by at least one person who is 55 years of age or older;

(ii) The housing facility or community publishes and adheres to policies and procedures that demonstrate the intent required under this subparagraph; and

(iii) The housing facility or community complies with rules issued by the U.S. Department of Housing and Urban Development for verification of occupancy, which shall:

(A) Provide for verification by reliable surveys and affidavits; and

(B) include examples of the types of policies and procedures relevant to a determination of compliance with the requirement of subsection b(3)(B). Such surveys and affidavits shall be admissible in administrative and judicial proceedings for the purposes of such verification.

(c) Housing shall not fail to meet the requirements for housing for older persons by reason of:

(1) The existence of unoccupied units, if such units are reserved for occupancy by persons who meet the age requirements of this section;

(2) The existence of units occupied by employees of the housing (and family members residing within the same unit) provided they perform substantial duties directly related to the management or maintenance of the housing.

(d) A person shall not be held personally liable for monetary damages for a violation of this article if such person reasonably relied, in good faith, on the application of the exemption under this subsection relating to housing for older persons. A person may only show good faith reliance on the application of this exemption by showing that:

(1) Such person has no actual knowledge that the facility or community is not, or will not be, eligible for such exemption; and

(2) The facility or community has stated formally, in writing, that the facility or community complies with the requirements for such exemption.

Sec. 4-3-8. Effect on Other Law.

(a) Nothing in this article repeals any other section of this Code or any other City ordinance relating to discrimination on the basis of race, color, national origin, religion, sex, familial status, handicap or disability. However, all such ordinances and portions thereof that are in conflict with this article are repealed to the extent of such conflict.

(b) Nothing in this article limits any right, procedure, or remedy available under the Constitution or any other Act of the Congress.

(c) Nothing in this article limits any reasonable local, state, or federal restrictions regarding the maximum number of occupants permitted to occupy a dwelling.

(d) Nothing in this article nullifies any provisions of the North Carolina Building Code applicable to the construction of residential housing for persons with disabilities.

Sec. 4-3-9. Discrimination in Sale or Rental and Other Prohibited Acts.

(a) Except as otherwise exempted by this article, it shall be unlawful to:

(1) Refuse to sell or rent after the making of a bona fide offer, or refuse to negotiate for the sale or rental of, or fail to transmit or refuse to receive, consider, or accept a bona fide offer to sell or rent a dwelling, or otherwise make unavailable or deny, a dwelling to any person because of race, color, national origin, religion, sex, familial status, handicap or disability;

(2) Discriminate against any person in the terms, conditions, or privileges of sale or rental of a dwelling, or in the provision of services or facilities in connection therewith, because of race, color, national origin, religion, sex, familial status, handicap or disability;

(3) Make print, or publish, or cause to be made, printed, or published any notice, statement, or advertisement, with respect to the sale or rental of a dwelling that indicates any preference, limitation, or discrimination based on race, color, national origin, religion, sex, familial status, handicap or disability, or an intention to make any such preference, limitation, or discrimination based on race, color, national origin, religion, sex, familial status, handicap or disability;

(4) Represent to any person because of race, color, national origin, religion, sex, familial status, handicap or disability that any dwelling is not available for inspection, sale, or rental when such dwelling is in fact so available;

(5) For profit, to induce or attempt to induce any person to sell or rent any dwelling by representations regarding the entry or prospective entry into the neighborhood of a person or persons of a particular race, color, national origin, religion, sex, familial status, handicap or disability;

(6) Restrict or attempt to restrict the choices of a person by word or conduct in connection with seeking, negotiating for, buying, or renting a dwelling to perpetuate, or tend to perpetuate, segregated housing patterns, or to discourage or obstruct choices in a community, neighborhood, or development on the basis of particular race, color, national origin, religion, sex, familial status, handicap or disability;

(7) Discriminate in the sale or rental, or to otherwise make unavailable or deny, a dwelling to any buyer or renter because of a handicap or disability of (a) that buyer or renter, (b) a person residing in or intending to reside in that dwelling after it is sold, rented or made available, or (c) any person associated with that buyer or renter;

(8) Discriminate against any person in the terms, conditions, or privileges of sale of rental or a dwelling, or in the provision of services or facilities in connection with such dwelling, because of a handicap or disability of (a) that person, (b) a person residing in or intending to reside in that dwelling after it is sold, rented, or made available, or (c) any person associated with that person.

(b) For purposes of this subsection, discrimination includes:

(1) A refusal to permit, at the expense of the handicapped or disabled person, reasonable modifications of existing premises occupied or to be occupied by such person if such modifications may be necessary to afford such person full enjoyment of the premises; except that, in the case of a renter, the landlord may, where it is reasonable to do so, condition permission for a modification on the renter agreeing to restore the interior of the premises to the condition that existed before the modification, reasonable wear and tear excepted;

(2) A refusal to make reasonable accommodations in rules, policies, practices, or services, when such accommodations may be necessary to afford such person equal opportunity to use and enjoy a dwelling; or

(3) In connection with the design and construction of covered multifamily dwellings for first occupancy after the date that is 30 months after the enactment of this article, a failure to design and construct those dwellings in a manner that:

(i) The public use and common use portions of the dwellings are readily accessible to and usable by handicapped or disabled persons;

(ii) All the doors designed to allow passage into and within all premises within the dwellings are sufficiently wide to allow passage by handicapped or disabled persons in wheelchairs; and

(iii) All premises within such dwellings contain the following features of adaptive design:

(A) An accessible route into and through the dwelling;

(B) Light switches, electrical outlets, thermostats, and other environmental controls in accessible locations;

(C) Reinforcements in bathroom walls to allow later installation of grab bars; and

(D) Usable kitchens and bathrooms so that an individual in a wheelchair can maneuver about the space.

(c) The requirements of subsection (b)(3)(C) of this section can be satisfied through compliance with the appropriate requirements of:

(1) The fair housing accessibility guidelines established by the United States Department of Housing and Urban Development; and

(2) The American National Standard for Buildings and Facilities Providing Accessibility and Usability for Physically Handicapped People (commonly cited as "ANSI A117.1").

(d) Nothing in this article shall be construed to require the Director to review or approve the plans, designs or construction of covered multifamily dwellings, to determine whether the design and construction of such dwellings are consistent with the requirements of paragraph (b)(3).

(e) Nothing in this article should be construed to invalidate or limit any law that requires dwellings to be designed and constructed in a manner that affords handicapped or disabled persons greater access than is required by this article.

(f) Nothing in this subsection requires that a dwelling be made available to an individual whose tenancy would constitute a direct threat to the health or safety of other individuals or whose tenancy would result in substantial physical damage to the property of others.

Sec. 4-3-10. Discrimination in Residential Real Estate-Related Transactions.

(a) It shall be unlawful for any person or other entity whose business includes engaging in residential real estate-related transactions to discriminate against any person in making available such a transaction, or in the terms or conditions of such a transaction, because of race, color, national origin, religion, sex, familial status, handicap or disability.

(b) As used in this section, the term "residential real estate-related transaction" means any of the following:

(1) The making or purchasing of loans or providing other financial assistance for purchasing, constructing, improving, repairing, or maintaining a dwelling; or secured by residential real estate;

(2) The selling, brokering, or appraising of residential real estate property.

(c) Unlawful residential real estate-related transactions under this section including, but are not limited to:

(1) Using a form of application for financial assistance, or making or keeping a record or inquiry in connection with applications for financial assistance, that indicates, directly or indirectly, an intent to make a limitation, specification, or discrimination as to race, color, national origin, religion, sex, familial status, handicap or disability;

(2) Failing or refusing to provide to any person, in connection with a residential real estate–related transaction, information regarding the availability of loans or other financial assistance, application requirements, or procedures or standards for the review and approval of loans or financial assistance or providing information that is inaccurate or different from that provided other, because of race, color, national origin, religion, sex, familial status, handicap or disability.

(3) Discriminating against the applicant in the sale, brokerage, or appraisal of real property because of race, color, national origin, religion, sex, familial status, handicap or disability.

(d) Nothing in this article prohibits a person engaged in the business of furnishing appraisals of real property to take into consideration factors other than race, color, national origin, religion, sex, familial status, handicap or disability.

Sec. 4-3-11. Discrimination in Provision of Brokerage Services.

It shall be unlawful to deny any person access to, or membership or participation in, any multiple-listing service, real estate brokers' organization or other service, organization or facility relating to the business of selling or renting dwellings, or to discriminate against any person in the terms or conditions of such access, membership, or participation, of making available such services, or in the performance of such services, because of race, color, national origin, religion, sex, familial status, handicap or disability.

Sec. 4-3-12. Interference, Coercion, or Intimidation.

It shall be unlawful to coerce, intimidate, threaten, or interfere with any person in the exercise or enjoyment of, or on account of, his having exercised or enjoyed, or on account of his having aided or encouraged any other person in the exercise or enjoyment of, any right granted or protected by sections 9, 10, and 11 of this article.

Sec. 4-3-13. Administration, Rules, and Regulations.

(a) The Director will administer this article in consultation with the City Attorney's Office.

(b) The Director may delegate any of its functions, duties, and authority to a designee; the Director, or its designee, has the authority to:

(1) Initiate, receive, investigate, seek to conciliate, and take action on complaints arising from alleged violations of this article;

(2) Make recommendations to the parties to complaints;

(3) Approve or disapprove internal policies and procedures to assist in the reduction or elimination of discriminatory housing practices, and to monitor compliance with such policies and plans; and

(4) Report, or otherwise manage and engage in any business arising out of, or related to, administration of this article.

(c) The Director, or its designee, has the authority, but is not obligated, to engage in studies regarding the nature and extent of discriminatory housing practices within the City of High Point.

(d) The Director, or its designee, may adopt, promulgate, amend, and rescind interpretive and procedural guidelines, rules and regulations necessary to implement this article, so long as such guidelines, rules, and regulations do not intend to limit, or have the effect of limiting, the protections contained in the Federal and State rules and regulations regarding race, color, national origin, religion, sex, familial status, handicap, or disability. A copy of the text of the rule, amendment, or rescission will be available for public inspection and copying at the office of the Director.

Sec. 4-3-14. Cooperation.

(a) The City of High Point shall cooperate with Federal and State fair housing agencies and, as appropriate, may provide technical and other assistance to Federal, State, local, and other public or private entities that are formulating or operating programs to prevent or eliminate discriminatory housing practices.

(b) The City of High Point may apply for recognition by the United States Department of Housing and Urban Development as having adopted an ordinance that provides rights and remedies that are substantially equivalent to those granted under federal law. In furtherance of such cooperative efforts, the City of High Point may enter into written agreement(s) reflecting same.

Sec. 4-3-15. Complaints.

(a) An aggrieved person may, no later than one year after an alleged discriminatory housing practice occurred or was terminated, file a complaint with the Director alleging such discriminatory housing practice. An authorized representative, including an organization, may assist an aggrieved person in filing the complaint. The Director, on the Director's own initiative, may also file such a complaint.

(1) The Director may also investigate housing practices to determine whether a complaint should be brought under this section.

(2) The Federal or State government may refer a complaint alleging a discriminatory housing practice or defer jurisdiction over the subject matter of such a complaint, to the Division.

(b) A complaint shall be in writing and shall contain such information and be in such form as the Director requires:

(1) A complaint must be signed and affirmed by the aggrieved person filing the complaint;

(2) If the complaint is filed by the Director on behalf of the Division, it must be signed and affirmed by the Director;

(3) A complaint may be reasonably and fairly amended at any time.

(c) Upon the filing of a complaint, the Division shall:

(1) Serve the aggrieved person with notice that the complaint has been filed;

(2) Advise the aggrieved person of the time limits and choice of forums under this article.

(d) The Director shall, no later than ten days after the filing of the complaint, or the identification of an additional respondent under Section 17 of this article, serve on each respondent:

(1) A notice identifying the alleged discriminatory housing practice and advising the respondent of the procedural rights and obligations of respondents under this article, together with a copy of the original complaint.

(e) Documents required to be served under this article may be served as described in Section 20(d) of this article.

Sec. 4-3-16. Answers to Complaints.

(a) Each respondent may file an answer to the complaint no later than 10 days after receipt of notice from the Director.

(b) An answer must be in writing, in the form prescribed by the Director, and must be signed and affirmed by the respondent.

(1) An answer may be reasonably and fairly amended at any time.

(2) The substance of an answer will not inhibit the Director's ability to investigate the allegations contained in the complaint.

Sec. 4-3-17. Additional or Substitute Respondents.

(a) A person who is not named as a respondent in a complaint, but who is identified as a respondent in the course of investigation, may be joined as an additional or substitute respondent upon written notice from the Director to such additional or substitute respondent.

(b) Such notice, in addition to meeting the requirements of Section 15(d)(1), shall explain the basis for the Director's belief that such person is properly joined as an additional or substitute respondent.

Sec. 4-3-18. Investigations and Investigative Reports.

(a) The Director will initiate an investigation within 30 days of a complaint being filed with, or otherwise referred to, the Division. The Director will investigate all complaints.

(b) Except as provided by subsection (b)(1) of this section, the Director shall, within 100 days after filing the complaint, determine based on the facts whether reasonable cause exists to believe that a discriminatory housing practice has occurred or is about to occur, unless it is impracticable to do so, or unless the Director has approved a conciliation agreement with respect to the complaint.

(1) If the Director is unable to make the determination within 100 days after the filing of the complaint, the Director shall notify the complainant and respondent in writing of the reasons for not doing so.

(c) At the end of each investigation, the Director will prepare a final investigative report showing:

(1) The names and dates of contacts with witnesses;

(2) A summary and the dates of correspondence and other contacts with the aggrieved person and the respondent;

(3) A summary description of other pertinent records;

(4) A summary of witness statements; and

(5) Answers to interrogatories.

(d) A final report under this section may be amended if additional evidence is discovered.

(e) Documents required to be served under this article may be served as described in Section 20(d) of this article.

Sec. 4-3-19. Subpoenas.

The Director may issue subpoenas and compel the production of documents and the giving of testimony, as provided by Section 20 of this article.

Sec. 4-3-20. Right to Examine and Copy Evidence; Summoning Witnesses and Documents; Taking Testimony; Right to Counsel; Court Aid; Process; Service and Return; Witness Fees.

(a) In connection with the investigation of a complaint filed under this article, the Director, or its designee, shall at all reasonable times have access to, for the purpose of examination, and have the right to copy any evidence of any person being investigated, provided such evidence relates to unlawful practices covered by this article and is relevant to the subject matter of the investigation or hearing.

(b) For all investigations conducted by the City of High Point under this article:

(1) The Director, on his, her, or their own initiative or upon application of any party to the proceeding, may issue subpoenas compelling the attendance and testimony of witnesses or requiring the production for examination or copying of documents, provided such evidence relates to unlawful practices covered by this article and is relevant to the subject matter of the investigation. Within five (5) days after the service of a subpoena on any person requiring the production of evidence in his, her, or their possession or under his, her, or their control, such person may petition the Director to revoke, limit, or modify the subpoena. The Director shall revoke, limit, or modify the subpoena if in his, her, or their opinion, the required evidence:

(i) Does not relate to unlawful practices covered by this article;

(ii) Is not relevant to the subject matter of the investigation;

(iii) Does not describe with sufficient particularity the evidence whose production is required; or

(iv) Is unduly burdensome or oppressive.

(2) The Director, may administer oaths or affirmations, examine witnesses, and receive evidence.

(3) Any person appearing before the Director, or its designee, has the right to be represented by counsel.

(4) The Director, in consultation with the City Attorney, may file a petition in the Superior Court in the County where the discriminatory housing practice allegedly occurred, or the County wherein respondent resides or regularly transacts business, requesting enforcement of a subpoena and other appropriate temporary relief. A copy of the petition must be filed in Superior Court with the relevant record, and a copy must be served on all parties to the proceeding by personal delivery or registered mail.

(c) The Superior Court, upon application by the Director, its designee, the subpoenaed individual, or its counsel, shall have jurisdiction to issue an order:

(1) Requiring an individual to appear before the Director, or its designee, to produce evidence relating to the subject matter of the investigation or action;

(2) Revoking, limiting, or modifying the subpoena or conditioning issuance of the subpoena upon payment of costs or expenses incurred to comply with the subpoena if in the Court's opinion the required evidence does not relate to unlawful practices covered by this article, is not relevant to the investigation or action, does not describe with sufficient particularity the evidence whose production is required, or is unduly burdensome or oppressive;

(3) Finding punishable contempt for the failure to obey an order of the Court issued under this Section.

(d) Complaints, notices, charges, orders, and other process and papers of the Director may be served either personally or by registered mail. The verified return by the individual so serving the same, setting forth the manner of such service, will be proof of service. The return post office receipt, when registered and mailed as described in this subsection, will be proof of service.

(e) Witnesses summoned by a subpoena under this article shall be entitled to the same witness and mileage fees that are paid witnesses in the Superior Court, and witnesses whose depositions are taken, and the persons taking the same, are entitled to the same fees as are paid for like service in the Superior Court.

(1) Fees payable to a witness summoned by a subpoena issued at the request of a party shall be paid by that party or, where a party is unable to pay the fees, by the Division.

Sec. 4-3-21. Conciliation.

(a) The Director shall, to the extent feasible, engage in conciliation, including mediation or other alternative dispute resolution methods, with respect to the complaint.

(b) A conciliation agreement arising out of such conciliation shall be a written agreement between a respondent and the complainant and is subject to approval by the Director.

(c) A conciliation agreement may provide for binding arbitration of the dispute or another method of alternative dispute resolution. Any such arbitration, or alternative dispute resolution, that results from a conciliation agreement may award appropriate relief, including monetary relief.

(d) A conciliation agreement will be made public unless all parties otherwise agree and the Director determines that disclosure is not required to further the purposes of this article.

(e) Nothing said or done in the course of conciliation may be made public or used as evidence in a subsequent proceeding under this article without the written consent of the persons concerned.

(f) Whenever the Director has reasonable cause to believe that a respondent has breached a conciliation agreement, the Director will refer the matter to the City Attorney with a recommendation that a civil action be filed under Section 26 of this article for the enforcement of such agreement.

Sec. 4-3-22. Confidentiality.

(a) Materials in the investigative file may be disclosed to any party to the extent reasonably necessary to further the investigation or conciliation discussions.

(b) Materials in the investigative file may be disclosed to the complainant for the purpose of deciding whether to file a complaint in court and may be disclosed to the respondent for the purpose of formulating its answer.

(c) Except as prohibited by Section 21(e) of this article:

(1) The Division, upon completion of the investigation, will make available to the aggrieved person and the respondent, at any time upon request,

information derived from an investigation and any final investigative report relating to that investigation.

(2) After a court action has been filed, information derived from the investigation and the final investigation report relating to the investigation will be subject to discovery.

Sec. 4-3-23. Temporary or Preliminary Relief.

(a) If the Director and the City Attorney conclude at any time after the filing of a complaint that prompt judicial action is necessary to carry out the purpose of this article, the City Attorney will file a civil action for appropriate temporary or preliminary relief, pending final disposition of the complaint. The commencement of a civil action under this section does not affect the initiation or continuation of administrative proceedings under this article.

Sec. 4-3-24. Dismissal of Complaints.

(a) If the Director determines that no reasonable cause exists to believe that a discriminatory housing practice has occurred or is about to occur, the Director will promptly dismiss the complaint and shall make public disclosure of the dismissal, including written notice of the dismissal to the complainant(s) and respondent(s).

Sec. 4-3-25. Reasonable Cause Determinations.

(a) The Director will consult with the City Attorney regarding any case in which there is evidence that a discriminatory housing practice has occurred or is about to occur. The Director and the City Attorney will determine based on the facts whether reasonable cause exists to believe that a discriminatory housing practice has occurred or is about to occur.

(b) The Director and the City Attorney will make the determination under subsection (a) of this Section within 100 days after the filing of the Complaint unless either:

(1) It is impracticable to make the determination; or

(2) The Director has approved a conciliation agreement with respect to the complaint.

(c) If it is impracticable to make the determination within the period prescribed by subsection (b) of this Section, the Director must notify the complainant(s) and respondent(s) in writing of the reasons for not doing so.

(d) If the Director and the City Attorney determine that reasonable cause exists to believe that a discriminatory housing practice has occurred or is about to occur, the

City Attorney shall file a civil action under Section 26 of this article, absent a conciliation agreement being reached.

Sec. 4-3-26. Civil Action by City Attorney.

(a) If the Director and the City Attorney determine that reasonable cause exists to believe that a discriminatory housing practice has occurred or is about to occur, the City Attorney may attempt conciliation in furtherance of effectuating a conciliation agreement, and the City Attorney shall file a civil action in Superior Court, absent a conciliation agreement being reached.

(1) In an action under this subsection, the Court may:

(i) Award, on behalf of the complainant, actual and punitive damages;

(ii) Except as described in Section 29(b) of this article, issue a permanent or temporary injunction, temporary restraining order, or other order, including an order enjoining the defendant from engaging in the practice or ordering appropriate affirmative action.

(iii) Award court costs and reasonable attorney's fees to the aggrieved person if the person incurred such costs and fees. The City Attorney will not be awarded court costs and attorney's fees.

(b) If the Director and the City Attorney find reasonable cause to believe that a respondent has breached a conciliation agreement, the City Attorney will immediately file a civil action for enforcement of the agreement.

(1) In an action under this subsection, the Court may:

(i) Award, on behalf of the complainant, actual and punitive damages;

(ii) Except as described in Section 29(b) of this article, issue a permanent or temporary injunction, temporary restraining order, or other order, including an order enjoining the defendant from engaging in the practice or ordering appropriate affirmative action.

(iii) Award court costs and reasonable attorney's fees to the aggrieved person if the person incurred such costs and fees. The City Attorney will not be awarded court costs and attorney's fees.

(c) A person aggrieved by the alleged discriminatory housing practice or damaged by the alleged breach of the conciliation agreement may intervene in a civil action brought under this Section or commence a civil action under Section 27 of this article.

Sec. 4-3-27. Civil Actions by Private Persons.

(a) An aggrieved person may commence a civil action in Superior Court, or any appropriate United States District Court or State Court, no later than two (2) years after either of the following, whichever occurs last:

(1) An alleged discriminatory housing practice occurred or was terminated; or

(2) A conciliation agreement entered into under this article was breached.

(b) The computation of such two-year period does not include any time during which an administrative proceeding under this article was pending with respect to a complaint or the filing of any court proceeding under this article based upon such discriminatory housing practice. This subsection does not apply to actions arising from a breach of a conciliation agreement.

(c) An aggrieved person may file a civil action under this section whether or not a complaint has been filed under this article and without regard to the status of any such complaint, but if the Director has obtained a conciliation agreement with the consent of an aggrieved person, such person may not file an action relating to the same alleged discriminatory housing practice(s) which form the basis of such complaint, except to enforce the terms of such agreement.

(d) The filing of an action under this Section does not affect the Director's power and duty to investigate and make determinations based on such complaint.

(e) An aggrieved person may intervene in a civil action filed by the City Attorney if based on such aggrieved person's complaint.

(f) Upon timely application, the City Attorney may intervene in such civil action, if the City Attorney certifies that the case is of general public importance. Upon such intervention, the City Attorney may obtain such relief as would be available to the City Attorney under Section 26 in a civil action to which such section applies.

(g) Any party aggrieved by any final determination of the Director under this article has the right to petition the Superior Court for any such temporary relief, restraining order, or other order as the Court determines is just and proper, or to affirm, modify, or set aside, in whole or in part, the determination for further proceedings; or to enforce the determination to the extent that the determination is affirmed or modified.

(h) The rights granted by 42 U.S.C. §§ 3603, 3604, 3605, and 3606 may be enforced in a civil action brought pursuant to this section.

Sec. 4-3-28. Court-appointed Attorneys.

(a) Upon application by a person alleging a discriminatory housing practice or a person against whom a discriminatory housing practice is alleged, the court may:

(1) Appoint an attorney for the person; or

(2) Authorize the commencement or continuation of a civil action under Section 27 of this article without the payment of fees, costs, or security, if in the opinion of the Court such person is financially unable to bear the costs of such action.

Sec. 4-3-29. Relief Which May Be Granted.

(a) In a civil action under Section 27 of this Article, if the court finds that a discriminatory housing practice has occurred or is about to occur, the court may award to the plaintiff:

(1) Actual and punitive damages; and

(2) Except as described in subsection (b) of this section, and as the court deems appropriate, a permanent or temporary injunction, temporary restraining order, or other order, including an order enjoining the defendant from engaging in such practice or ordering such affirmative action as may be appropriate; and

(3) Court costs and reasonable attorney's fees to the prevailing party, other than the City of High Point, as within the Court's discretion. The City of High Point shall be liable for such fees and costs to the same extent as a private person.

(b) Relief granted under Section 26, Section 27, and Section 30 shall not affect any contract, sale, encumbrance, or lease consummated before the granting of such relief and involving a bona fide purchaser, encumbrancer, or tenant, without actual notice of the filing of a complaint with the Director or civil action under this article.

Sec. 4-3-30. Pattern or Practice.

(a) The City Attorney may file a civil action in Superior Court whenever the City Attorney has reasonable cause to believe that either:

(1) A person or group of persons is engaged in a pattern or practice of resistance to the full enjoyment of any rights granted by this article; or

(2) Any group of persons has been denied any of the rights granted by this article and such denial raises an issue of general public importance.

(b) In an action under this section, the Court may:

(1) Except as described in Section 29(b) of this article, award such preventive relief, including a permanent or temporary injunction, restraining order, or other order against the person responsible for a violation of this article as is necessary to assure the full enjoyment of the rights granted by this article;

(2) Award such other relief as the court deems appropriate, including monetary damages to persons aggrieved; and

(3) To vindicate the public interest, assess a civil penalty against the respondent(s) in an amount that does not exceed:

(i) $50,000 for a first violation.

(ii) $100,000 for a second or subsequent violation.

(c) Upon timely application, any person aggrieved by the alleged discriminatory housing practice or damaged by the alleged breach of the conciliation agreement may intervene in a civil action brought under this section.

Adopted _____of 2024.

_____
Mayor Cyril Jefferson

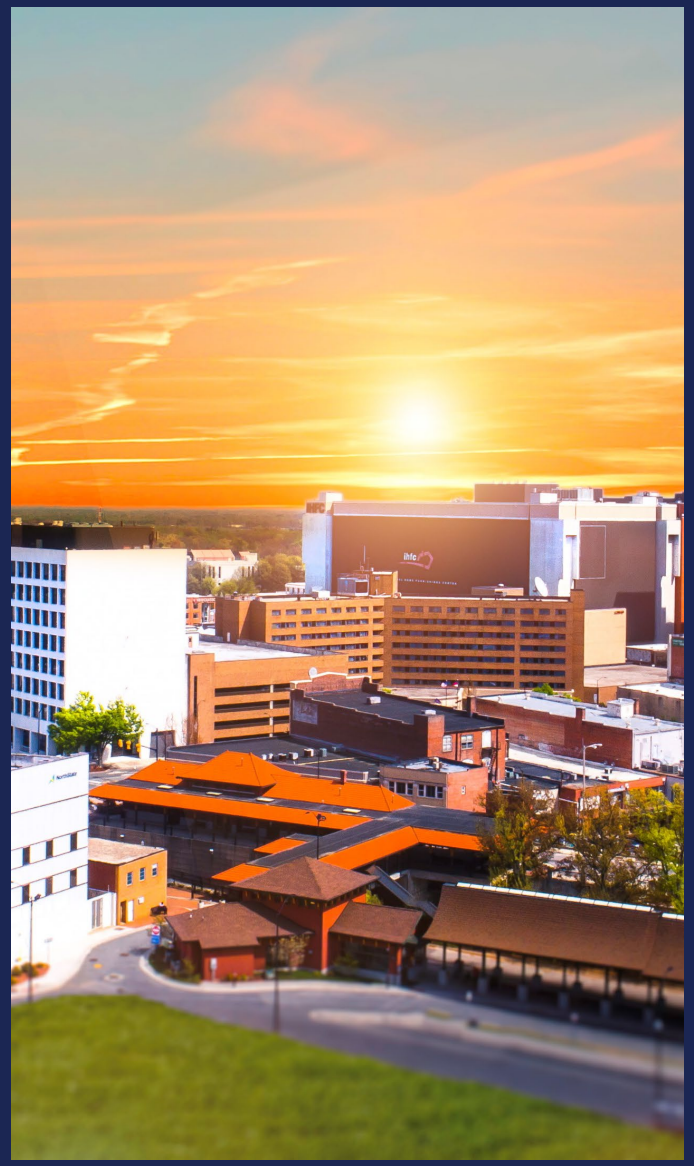
ATTEST:

_____
Sandra Keeney, City Clerk

CITY OF high point.

FAIR HOUSING 2024 UPDATES

JERON HOLLIS
MANAGING DIRECTOR



FAIR HOUSING TIMELINE (pre-2021)

Nov. 2007

Based on the City's recent *Analysis of Impediments*, High Point City Council adopts a local Fair Housing ordinance

Oct. 2009

HUD declines High Point's application for substantial equivalence as not compatible with Title VII

Jan. 2016

City Council adopts amended Fair Housing ordinance to reflect actual practice of Human Relations Division

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FAIR HOUSING TIMELINE (2021)

Jan. 2021

City Council tasks Human Relations Commission with conducting a fair housing study

May 2021

Human Relations staff present initial fair housing report to City Council for feedback

July 2021

Directed by Council, HRC creates Housing Security Workshop Series to seek public feedback on feasibility of High Point becoming a FHAP

Aug. 2021

Human Relations Commission votes 7-0 to recommend that High Point seek FHAP designation

CITY OF high point

FAIR HOUSING TIMELINE (2022-2024)

May 2022

Council votes for the following:

- **Motion approved** to adopt HRC recommendation that High Point become a FHAP and pursue certification
- **Motion failed** (supermajority required) to adopt a substantially equivalent Fair Housing Ordinance
- **Motion approved** to create a Human Relations Specialist position

Sep. 2023

Council accepts One High Point Commission's Final Report, including a recommendation that High Point become a FHAP

Feb. 2024

Fair Housing Ordinance and updates presented to PLS committee by City staff

CITY OF high point

NUMBER OF FAIR HOUSING COMPLAINTS SENT TO NCHRC

As part of FHAP certification, HUD expects a city with our population to process at least 8 cases per year.

- 2019-2020 – 13 cases
- 2020-2021 – 13 cases
- 2021-2022 – 14 cases
- 2022-2023 – 11 cases
- 2023-Present – 8 cases

CITY OF high point

PURPOSE OF FAIR HOUSING ASSISTANCE PROGRAMS (FHAP)

- Local access to highly-trained fair housing experts and data systems
- Robust fair housing education, outreach, and partnership opportunities
- Local fair housing complaint processing and conciliation
- Services designed for High Point residents and housing professionals

CITY OF high point

CRITERIA FOR SUBSTANTIAL EQUIVALENCE

Ordinance must offer same protections, rights, and remedies as Fair Housing Act

FHAP agency must be empowered with investigative and decision-

CITY OF high point

ACKNOWLEDGEMENTS

- City Attorney's Office
- U.S. Housing and Urban Development: Office of Fair Housing
- North Carolina Human Relations Commission
- High Point Regional Association of REALTORS
- Guilford County Family Justice Center
- Community Builders

CITY OF high point

SUMMARY OF RECOMMENDATION

If the will of City Council is that the City of High Point should become a FHAP, staff recommend that Council consider the Human Relations Commission's previous recommendation:

- **Adopt a Fair Housing Ordinance that is substantially equivalent to federal fair housing laws**

On May 16, 2021, Council approved the other HRC recommendations necessary to begin FHAP certification process

CITY OF high point

City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2024-053

File ID:	2024-053	**Type:**	Miscellaneous Item	**Status:**	To Be Introduced
Version:	1	**Reference:**		**In Control:**	Prosperity, Livability & Safety Committee
				File Created:	02/05/2024
File Name:				**Final Action:**	

Title: Consideration of Oak Hollow Festival Site Plan
City Council is requested to approve the Oak Hollow Festival Site Plan.

Notes:

Sponsors:		**Enactment Date:**	
Attachments:	Festival Park Site Plan	**Enactment Number:**	
Contact Name:		**Hearing Date:**	
Drafter Name:	sandra.keeney@highpointnc.gov	**Effective Date:**	

History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

CITY OF HIGH POINT
AGENDA ITEM

TITLE: Oak Hollow Festival Park Site Plan	
FROM: Lee Tillery, Parks & Recreation Director	**MEETING DATE:** February 8, 2024
PUBLIC HEARING: n/a	**ADVERTISED DATE/BY: n/a**
ATTACHMENTS: Oak Hollow Festival Park Master Plan Presentation Oak Hollow Festival Park Master Plan Project Narrative	

PURPOSE: Site Plan for Oak Hollow Festival Park. Festival Park and the congruent North Overlook Park serve the City in many diverse capacities including major special events, rowing and regattas, along with passive opportunities along the lake front. The purpose of this plan was to develop an outline for future development, enhancements and additions based on our current programming and explore opportunities for new improvements and amenities.

BACKGROUND: The City contracted with Withers-Ravenel early in 2023 to work with our Parks & Recreation Department to establish a Site Plan for Oak Hollow Festival Park. The project was very thorough and included aspects such as site evaluation and history, meetings with staff and stakeholder groups, along with several opportunities for the public to be involved. This included two public meetings, interaction with our Parks & Recreation Commission, and an online survey. The site evaluation explored aspects associated with hydrology, accessibility, parking and evaluating opportunities to connect Festival Park with the North Overlook to enhance the total park areas while improving accessibility. Finally, we explored avenues to activate more of the open space, improve existing structures, build on opportunities for rowing, and plan for two new playgrounds within the entire park. Two draft plans were evaluated and then a final draft master plan was presented to the Parks & Recreation Commission. This final draft was approved by the Commission at the August 2023 meeting.

BUDGET IMPACT: No current budget impacts. Plan will be utilized for Planning and Budgeting purposes moving forward.

RECCOMENDATION/ACTION REQUESTED: The Parks & Recreation Department recommends approval of Site Plan and asks City Council to formally approve and adopt the plan as well.

OAK HOLLOW/FESTIVAL PARK MASTER PLAN

(HIGH POINT, NORTH CAROLINA)

8 FEBRUARY, 2024

HIGH POINT CITY COUNCIL

CITY OF high point.

WithersRavenel
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SITE INVENTORY: SITE IMAGES

OAK HOLLOW/FESTIVAL PARK MASTER PLAN

(HIGH POINT, NORTH CAROLINA)

CITY OF high point.

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SITE INVENTORY: SITE IMAGES

OAK HOLLOW/FESTIVAL PARK MASTER PLAN

(HIGH POINT, NORTH CAROLINA)

CITY OF high point.

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OAK HOLLOW/FESTIVAL PARK MASTERPLAN PROJECT TIMELINE

DECEMBER 15, 2022 MEETINGS WITH CITY STAFF AND STAKEHOLDERS

- CITY DEPARTMENT HEADS
- PARKS AND RECREATION STAFF
- FRIENDS OF COLTRANE FESTIVAL
- VISIT HIGH POINT
- TRIAD UNITED ROWING
- HIGH POINT UNIVERSITY

JANUARY 9, 2023 COMMUNITY MEETING #1 OPEN HOUSE

- 35 ATTENDEES
- PRESENTATION OF SITE ANALYSIS MAPPING
- INITIAL SURVEY TO UNDERSTAND COMMUNITY PERSPECTIVE AND NEEDS

JANUARY 2023 COMMUNITY SURVEY

- TOTAL SURVEYS 150+
- SURVEY REVEALED THE FOLLOWING:
  - 87% 0F PARTICIPANTS VISIT THE PARK A COUPLE TIMES A YEAR MOSTLY FOR EVENTS WITH UNCLE SAM JAM BEING THE MOST POPULAR.
  - PARTICIPANTS INDICATED THAT FESTIVALS, PLAYGROUND, AND PICNICKING WERE THE TOP REASONS THEY VISIT THE PARK. OTHER POPULAR REASONS FOR VISITING THE PARK INCLUDE LAKE ACTIVITIES LIKE SAILING AND TO JUST RELAX AND LOOK AT THE LAKE.

FEBRUARY 2023 CONCEPT PLAN ALTERNATIVES

- TWO ALTERNATIVE PLANS WERE PREPARED AND REVIEWED WITH PARK STAFF AND REVIEW COMMENTS ENABLED PREPARATION OF A SINGLE DRAFT MASTER PLAN.

JUNE 12, 2023 COMMUNITY MEETING #2 OPEN HOUSE / PARKS COMMISSION

- 6 ATTENDEES
- PRESENTATION OF DRAFT MASTER PLAN
- SECOND SURVEY
- PRESENTATION OF DRAFT MASTER PLAN TO PARKS ADVISORY COMMISSION

JULY 2023 SECOND SURVEY

SURVEY INDICATED SUPPORT OF RECOMMENDATIONS ILLUSTRATED BY DRAFT MASTER PLAN WITH PLAYGROUNDS AND WALKING TRAILS RISING TO THE TOP

AUGUST 14, 2023 PARKS COMMISSION

PRESENTATION OF FINAL MASTER PLAN AND OPINION OF PROBABLE CONSTRUCTION COST TO PARKS COMMISSION

LEGEND

- PROPERTY LINE
- MAJOR CONTOUR (5' INTERVAL)
- PAVED AREA

SITE DATA

46 ACRES

3920 LF SHORELINE

1576 LF DAM

2.75 ACRE IMPERVIOUS SURFACE (6%)

SCALE: 1" = 100'

0' 100' 200'

SITE INVENTORY: PARK ELEMENTS

OAK HOLLOW/FESTIVAL PARK MASTER PLAN

(HIGH POINT, NORTH CAROLINA)

CITY OF high point.

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LEGEND

- PROPERTY LINE
- PAVED AREA
- FLOODWAY
- 100 YEAR FLOODPLAIN 1% ANNUAL RISK
- 500 YEAR FLOODPLAIN 0.2% ANNUAL RISK

SCALE: 1" = 100'
0' 100' 200'

SITE INVENTORY: HYDROLOGY

OAK HOLLOW/FESTIVAL PARK MASTER PLAN

(HIGH POINT, NORTH CAROLINA)

CITY OF high point.

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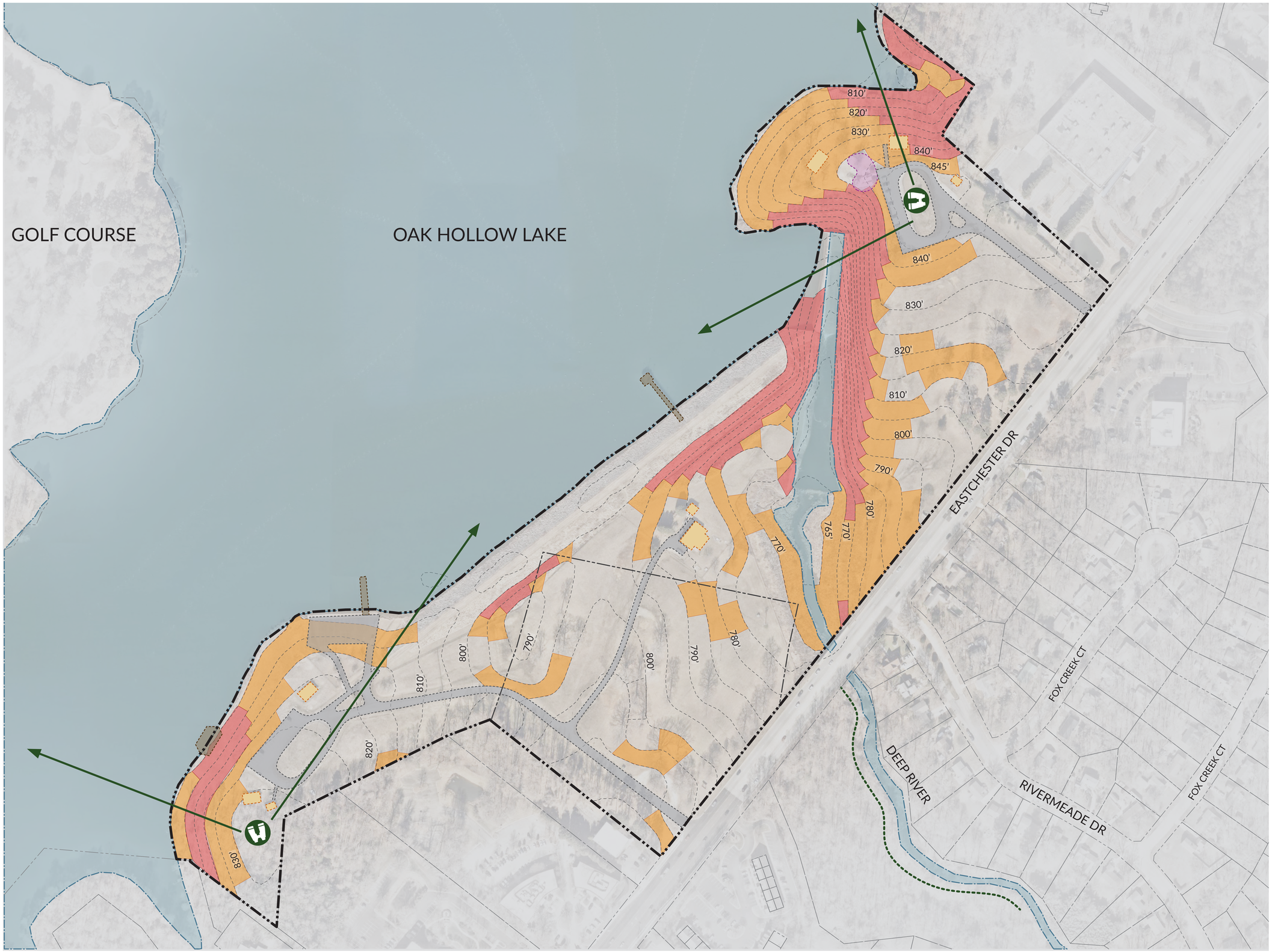

LEGEND

- PROPERTY LINE
- MAJOR CONTOUR (5' INTERVAL)
- PAVED AREA
- 10-20% SLOPE
- >20% SLOPE
- HIGH POINT
- LAKE VIEW

SCALE: 1" = 100'
0' 100' 200'

SITE INVENTORY: SLOPE ANALYSIS

OAK HOLLOW/FESTIVAL PARK MASTER PLAN

(HIGH POINT, NORTH CAROLINA)

CITY OF high point.

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SCALE: 1" = 100'
0' 100' 200'

OAK HOLLOW/FESTIVAL PARK MASTER PLAN

(HIGH POINT, NORTH CAROLINA)

CITY OF high point.

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SCALE: 1" = 100'
0' 100' 200'

OAK HOLLOW/FESTIVAL PARK MASTER PLAN

(HIGH POINT, NORTH CAROLINA)

CITY OF high point.

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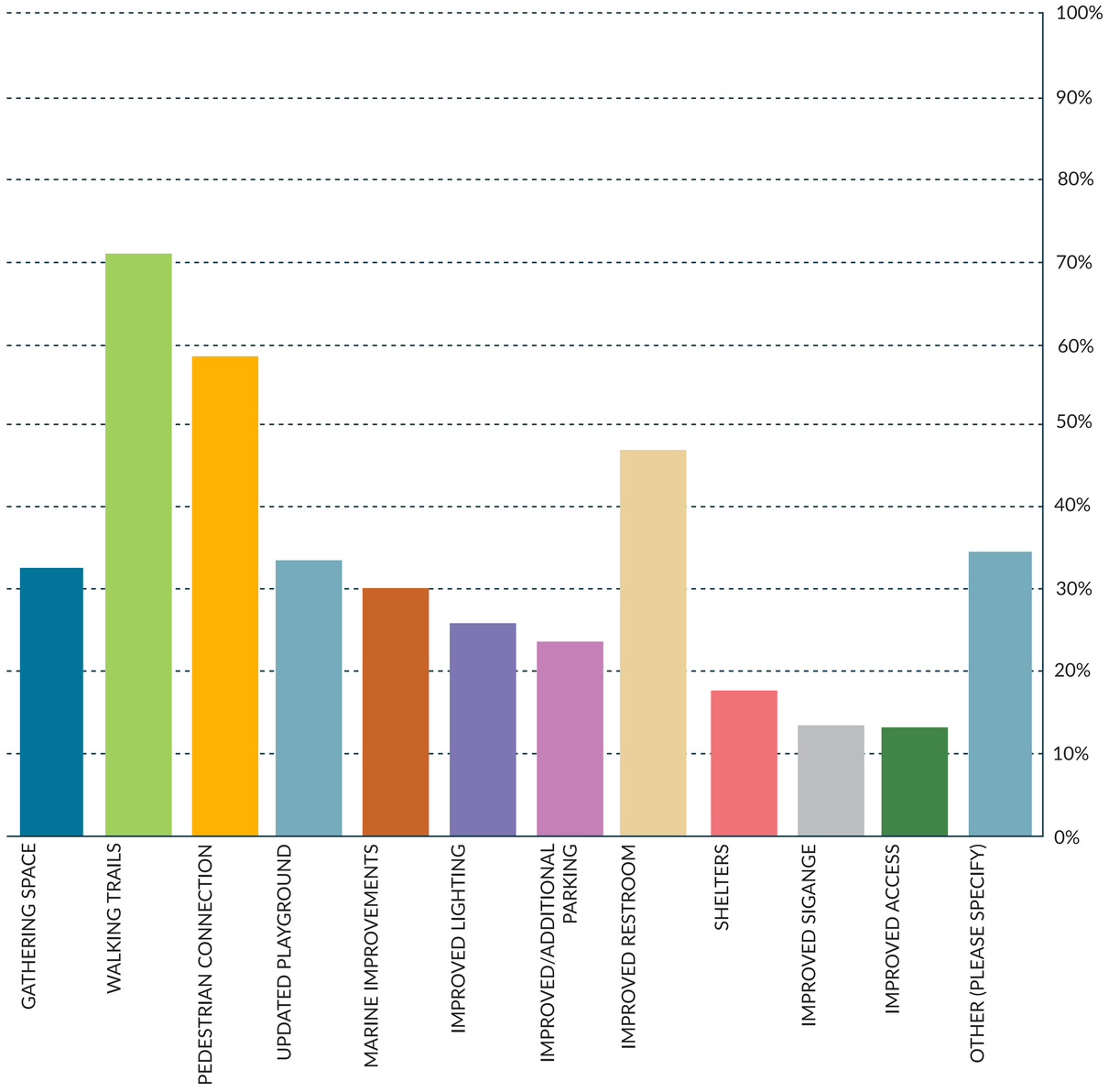
OAK HOLLOW/FESTIVAL PARK MASTER PLAN COMMUNITY SURVEY

Q9

WHAT IMPROVEMENTS AND/OR NEW FACILITIES/AMENITIES WOULD YOU LIKE TO SEE MADE? PLEASE CHOOSE AS MANY OPTIONS AS YOU WISH.

ANSWER: 89 SKIPPED: 62



PAGE A7

THE HIGH POINT ENTERPRISE

PUBLISHED FOR HENRIETTA CROKER OF TRINITY AND ALL OF OUR READERS FOR 139 YEARS | $1.50

THURSDAY, JANUARY 5, 2023

Festival Park may get upgrades

BY PAT KIMBROUGH
ENTERPRISE STAFF WRITER

HIGH POINT — Upgrades may be coming to another major city park.

The city is developing a master plan for improvements to Oak Hollow Lake Festival Park. It will be the same type of detailed site plan that was used to guide recent renovations to City Lake Park.

The master plan will look at what changes might be needed to enhance events that have long been held there, such as rowing tournaments, the city's Fourth of July celebration, Uncle Sam Jam, and the John Coltrane International Jazz and Blues Festival, said Lee Tillery, High Point's director of parks and recreation.

"Those are staple events, and we want to keep them," Tillery said. "But we also want to be able to host different events throughout the course of the year, and we want it to be able to be used by the public throughout the year to enjoy it."

The park, on the shores of Oak Hollow Lake off Eastchester Drive, includes two overlooks, picnic shelters and a stage.

"It's a well-used park, and people enjoy it," Tillery said. "People just like to go up there and enjoy the scenery of the lake and enjoy lunch or just relax, and we want that to be able to continue."

Oak Hollow Lake Dam separates the north overlook from the rest of the park, and the master plan will look at options for connectivity, he said.

"Of course, the lake plays a big factor in what changes we need to make to the park to make it more efficient to be able to host those events," Tillery said.

The city will host a public meeting on the master plan from 4 to 7 p.m. Monday at the Parks and Recreation Department's administration office at 136 Northpoint Ave. Residents can attend at any time during these hours to offer comments and hear more about the project.

Tillery said he hopes to have the master plan finished and adopted by the City Council in April.

A SPIN ON THE CAROUSEL

Adams Inn buys adjoining

LEGEND

- PROPERTY LINE
- MAJOR CONTOUR (5' INTERVAL)

01 ENTRY DRIVE
02 PARKING
03 EXISTING SHELTER
04 PROPOSED SHELTER
05 EXISTING STAGE
06 POTENTIAL STAGE
07 EXISTING RESTROOM
08 NEW PLAYGROUND
09 TEMPORARY STAGE
10 WALK
11 BOARDWALK/OPTION A
12 PEDESTRIAN BRIDGE/OPTION B
13 BOARDWALK OVER SCM
14 VIEWPOINT
15 DOCK
16 PAVED AREA
17 DAM
18 SPILLWAY
19 INTAKE STRUCTURE
20 NEW RESTROOM

SCALE: 1" = 100'
0' 100' 200'

DRAFT MASTER PLAN

OAK HOLLOW/FESTIVAL PARK MASTER PLAN

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OAK HOLLOW FESTIVAL PARK AND NORTH OVERLOOK MASTER PLAN COMMUNITY SURVEY

Q1

WHAT ARE YOUR FAVORITE PARTS OF THE PLAN?

ANSWERED: 28 SKIPPED: 1

1. LOVE THE ADDITIONAL PLAYGROUND! 8/6/2023 7:27 PM

2. I LOVE THAT AN INVESTMENT IN IMPROVEMENTS IS BEING MADE OVERALL. I LOVE THIS PARK, ESPECIALLY THE OVERLOOK SIDE. IT'S SO PEACEFUL AND BEAUTIFUL. I LIKE THAT IMPROVEMENTS ARE PLANNED FOR THE PLAYGROUND AND I LIKED THE IDEA OF THE ADDED WALKING TRAIL. 8/4/2023 11:51 PM

3. IMPROVED WALKING PATH BETWEEN SIDES OF THE PARK. 8/4/2023 5:38 PM

4. WALKING CONNECTING 2 PARKS AND NEW PLAY GROUND 8/3/2023 12:55 AM

5. THE NEW PLAYGROUND 8/2/2023 8:29 PM

6. I LOVE THE PLAN TO MAKE IT WALKABLE. I'VE WANTED THAT FOR A WHILE NOW AND IT WILL BE NICE TO BE PAVED SO I CAN USE A STROLLER. I ALSO LIKE THE IDEA OF NEW OR UPDATED PLAYGROUNDS.
8/2/2023 8:01 PM

7. WALKWAYS CONNECTING THE TWO AREAS AND THE ADDITIONAL PLAYGROUND. 8/2/2023 5:29 PM

8. EXPANDED PARKING AND MORE PLAYGROUNDS 8/2/2023 3:49 PM

9. LOVE THE WALKING PATH AND NEW PLAYGROUND 8/2/2023 1:16 PM

10. IT'S ON/NEAR THE WATER 8/2/2023 1:13 PM

11. THE WALKWAY! 8/2/2023 10:48 AM

12. THE NEW POTENTIAL STAGES, THE NEW PLAYGROUNDS AND THE BOARDWALK 8/2/2023 10:14 AM

13. THAT IT CREATES AN ACTUAL PARK RATHER THAN, AS NEAR AS I CAN TELL, A PARKING LOT. 8/2/2023 9:26 AM

14. MORE WALKING PATHS WOULD BE GREAT. 8/2/2023 4:48 AM

15. THE BRIDGE CONNECTING THE TWO SPACES AND THE SIDEWALK ON EASTCHESTER.

15 THE BRIDGE CONNECTING THE TWO SPACES AND THE SIDEWALK ON EASTCHESTER.
8/2/2023 4:47 AM

16 PICNIC AREAS AND PLAYGROUND AREAS . 8/2/2023 3:07 AM

17 CONNECTING THE PARKS, NEW PLAYGROUND, INCREASED PARKING 8/1/2023 11:37 PM

18 MORE ACCESS FOR DIFFERENTLY ABLED BODIES 8/1/2023 10:01 PM

19 THE UPDATED BATHHOUSES 8/1/2023 8:28 PM

20 PLAYGROUND UPDATED 8/1/2023 7:58 PM

21 THE PLAYGROUND IMPROVEMENT AND NEW PLAYGROUND 8/1/2023 7:56 PM

22 THE IDEA THAT THE TWO PARKS WILL BE CONNECTED. 8/1/2023 7:56 PM

23 PLAYGROUNDS AND TRAILS 8/1/2023 6:42 PM

24 I LOVE THE IDEA OF THE PARKS BETTER CONNECTING WITH THE PATH AND BRIDGE. I PREFER OPTION A FOR THE BRIDGES BECAUSE IT'S FURTHER FROM THE ROAD AND MORE PEACEFUL/LESS SCARY FOR KIDS. 8/1/2023 6:25 PM

25 NEW PLAYGROUNDS, EXTRA PARKING AND WALKING TRAILS. 8/1/2023 6:16 PM

26 WALKING LOOP IS A GREAT ADDITION TO MAKE MORE USE OUT OF THE SPACE. 8/1/2023 5:24 PM

27 THE WALKING PATH AND BOARDWALK TO CONNECT BOTH SIDES. 6/22/2023 4:48 PM

28 10 & 11 I LOVE THAT YOU COULD PARK ON ONE SIDE AND STILL ACCESS THE OTHER! 6/14/2023 8:25 PM

OAK HOLLOW/FESTIVAL PARK MASTER PLAN

Opinion of Probable Construction Cost

14-Aug-23

	Oak Hollow/Festival Park Master Plan - 45.7 Acres	Unit	Quantity	Unit Cost	Subtotal	
A.	**General**					
2	*Staking and Layout*	lump sum	1	$15,000.00	$15,000	
B.	**Demolition**					
1	*Pavement removal*	sq. yard	12,304.0	$25.00	$307,600	
2	*Playground removal*	Allowance	1	$15,000.00	$15,000	
3	*Utility removal*	Allowance	1	$40,000.00	$40,000	
	Subtotal:				**$362,600**	
C.	**Grading/ Drainage**					
1	*Site Grading*	acre	22.0	$20,000.00	$440,000	
2	*Erosion Control*	Allowance	1	$25,000.00	$25,000	
3	*Drainage infrastructure*	Allowance	1	$40,000.00	$40,000	
4	*Construction Entrance*	each	2	$2,500.00	$5,000	
	Subtotal:				**$510,000**	
D.	**Buildings and Structures**					
1	*New Restroom*	allowance	1	$300,000	$300,000	
2	*Restroom Renovation*	allowance	2	$150,000	$300,000	
3	*Shelter*	allowance	1	$200,000	$200,000	
4	*Bridge*	LF	130	$5,000	$650,000	
4	*Boardwalks*	LF	300	$500	$150,000	
	Subtotal:				**$1,600,000**	
D.	**Hardscape**					
1	*Concrete Walks*	sq. yard	11,532	$60.00	$691,920	
2	*Parking/Drive (Asphalt) w striping*	sq. yard	13,924	$45.00	$626,580	
3	*Curb and Gutter*	LF	2,386	$24.00	$57,264	
	Subtotal:				**$1,375,764**	
E.	**Playground (2)**					
1	*Playground Edge*	linear foot	600	$20.00	$12,000	
2	*Playground Surfacing*	sq. foot	5,000	$22.00	$110,000	
3	*Play Equipment*	Allowance	1	$400,000.00	$400,000	
	Subtotal:				**$522,000**	
F.	**Park Amenities**					
1	*Benches*	each	40	$1,000.00	$40,000	
2	*Trash Receptacles*	each	15	$500.00	$7,500	
3	*Signage*	allowance	1	$20,000.00	$20,000	
	Subtotal:				**$67,500**	
G.	**SCMs**					
1	*SCMs*	each	2	$30,000.00	$60,000	
	Subtotal:				**$60,000**	
H.	**Utilities**					
1	*Electrical*	allowance	1	$100,000.00	$100,000	
2	*Water*	allowance	1	$150,000.00	$150,000	
3	*Sewer*	allowance	1	$150,000.00	$150,000	
4	*Lighting*	allowance	1	$100,000.00	$100,000	
	Subtotal:				**$500,000**	
I.	**Landscape**					
1	*Trees*	each	50	$2,000.00	$100,000	
3	*Seeding / groundcover*	sq foot	400,000	$1.25	$500,000	
	Subtotal:				**$600,000**	
	Oak Hollow/Festival Park Subtotal				**$5,612,864**	
	Contingency					
1	Mobilization and General Conditions	lump sum	1		**$420,965**	7.5% of subtotal
2	Design/Engineering Services	lump sum	1		**$673,544**	12% of subtotal
3	Construction Contingency	lump sum			**$1,122,573**	20% of subtotal
	TOTAL:				**$7,829,945**	

LEGEND

- PROPERTY LINE
- MAJOR CONTOUR (5' INTERVAL)

01 ENTRY DRIVE
02 PARKING
03 EXISTING SHELTER
04 PROPOSED SHELTER
05 EXISTING STAGE
06 POTENTIAL STAGE
07 EXISTING RESTROOM
08 NEW PLAYGROUND
09 TEMPORARY STAGE
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13 BOARDWALK OVER SCM
14 VIEWPOINT
15 DOCK
16 PAVED AREA
17 DAM
18 SPILLWAY
19 INTAKE STRUCTURE
20 NEW RESTROOM

SCALE: 1" = 100'
0' 100' 200'

FINAL MASTER PLAN

OAK HOLLOW/FESTIVAL PARK MASTER PLAN

CITY OF high point.
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Oak Hollow/Festival Park Master Plan

Project Narrative

The Master Plan for Oak Hollow/Festival Park illustrates a vision that reinvents the park for festivals and events as well as everyday use. Improvements are focused on enhancing the park's ability to accommodate festivals and increasing everyday recreation opportunities, making the park more accessible.

The plan reflects community engagement as well as input from city staff and stakeholder groups. Meetings were held with key stakeholders and 2 community meetings were held to solicit input as the plan developed. On-line surveys were also provided to gather community perspective on current issues, recreational needs, aspirations, and priorities. As part of the process, alternative concepts and ideas for park improvements were prepared and made available to identify preferences. During the process, plans for the park were also presented to and approved by the City of High Point's Parks & Recreation Commission Board.

Continuing to support festivals and events like the 2-day Coltrane Jazz Festival, regattas and holiday gatherings is a primary focus of the plan. To accommodate the expansion of festivals, the plan includes increased parking, a connecting walkway system, and the definition of spaces for performances. Five locations for temporary stages for festivals are strategically sited, utilizing existing grade as natural amphitheaters. Areas traditionally used to stage regattas remain.

Parking areas and associated drives on both sides of the spillway were reconfigured and expanded, increasing parking from 45 to 166 spaces, 104 on the west side and 62 on the east side. A view of the lake from the parking area on the east side is maintained by the master plan.

The walkway system connects both sides of the park across the Deep River benefiting both festivals and everyday use. Two pedestrian connections are illustrated. One parallels Eastchester Road, while the other is internal to the park, crossing the river just south of the spillway. In addition to connecting the two sides of the park, walkways eliminate the need for blocking off the road during festivals, define spaces for gathering and performance and provide the everyday visitor with an enhanced experience. The system creates a walk that is nearly a mile from one end of the park to the other. The circle loop of the west side of the park is one-third of a mile. All walkways are accessible and include designated areas to enjoy the views of the lake.

In addition to restructuring the park with the new walkway system and the defining specific spaces the master plan also recommends the following improvements:

- Replacement of the existing playground and the addition of a new playground. Each playground will be inclusive and offer play experiences for children of all ages.
- Renovation of restroom facilities / New restroom facilities
- Picnic facilities / shelters
- Enhanced landscaping
- Lighting
- Site amenities, benches / trash receptacles
- Identity / Wayfinding Signage
- Stormwater treatment facilities (2 ponds)
- Utility Infrastructure (electrical, sewer and water)

City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2024-052

File ID:	2024-052	**Type:**	Miscellaneous Item	**Status:**	To Be Introduced
Version:	1	**Reference:**		**In Control:**	Prosperity, Livability & Safety Committee
				File Created:	02/05/2024
File Name:				**Final Action:**	

Title: Discussion Regarding City Sponsored Special Events
Staff will provide an update on City sponsored special events.

Notes:

Sponsors:		**Enactment Date:**	
Attachments:	City Sponsored Special Events	**Enactment Number:**	
Contact Name:		**Hearing Date:**	
Drafter Name:	sandra.keeney@highpointnc.gov	**Effective Date:**	

History of Legislative File

Version:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:

CITY OF HIGH POINT
AGENDA ITEM

TITLE: City Sponsored Special Events	
FROM: Eric Olmedo, Assistant City Manager	**MEETING DATE:** February 8, 2024
PUBLIC HEARING: N/A	**ADVERTISED DATE/BY:** N/A
ATTACHMENTS: Visit High Point letter	

PURPOSE:
Update Prosperity and Livability Committee on city sponsored special events.

BACKGROUND:

The City of High Point City Council approves a list of city sponsored special events on an annual basis. Attached is a list of approved city sponsored events from FY 2023, and a list of requested FY 2024 events.

Also attached is a list that Visit High Point has submitted for consideration, that includes four new events and one that has not been sponsored by the city in the past.

BUDGET IMPACT:
The list of city sponsored events do not have a direct budget impact, the support is provided by in kind services.

RECOMMENDATION / ACTIONS REQUESTED:
Staff recommends and asks the Prosperity and Livability Committee to consider and recommend a list of city sponsored events to the City Council for approval.

FY 2023 Approved Events
1. Hi Fest
2. Uncle Sam Jam
3. Arts Splash
4. Art in the Park
5. John Coltrane Festival
6. Furniture Market – Spring and Fall
7. Go Far 5k – Spring
8. Keep High Point Beautiful – 4 annual clean up events
9. Greater High Point Torch Run
10. Greensboro Merchants Association Holiday Parade
11. MLK Holiday Parade
12. PTFC Furniture City Classic
13. Veterans Day Parade
14. Unity Festival
15. Truist Point Christmas Tree Lighting
16. Carl Chavis YMCA Juneteenth Festival
17. Day in the Park
18. Military Appreciation Jeep Rally
19. High Point Arts Festival
20. Oktoberfest – NC Beer Pride Festival
21. Black Luxe Expo
22. Uptown Holiday Stroll

CITY OF HIGH POINT
AGENDA ITEM

FY 2024 Recommended Events	Notes
1. Hi Fest	Hi Fest no longer held. New event is the Children's Music Festival
2. Uncle Sam Jam	
3. Arts Splash	
4. Art in the Park	
5. John Coltrane Festival	
6. Furniture Market – Spring and Fall	
7. Go Far 5k – Spring	Group has requested sponsoring Fall run too
8. Keep High Point Beautiful – 4 annual clean up events	
9. Greater High Point Torch Run	
10. Greensboro Merchants Association Holiday Parade	
11. MLK Holiday Parade	
12. PTFC Furniture City Classic	Changed from PSA to PTFC
13. Veterans Day Parade	
14. Unity Festival	
15. Truist Point Christmas Tree Lighting	
16. Carl Chavis YMCA Juneteenth Festival	
17. Day in the Park	
18. Military Appreciation Jeep Rally	
19. High Point Arts Festival	Now called Main in Color
20. Oktoberfest – NC Beer Pride Festival	Now called Carolina Core Brews Festival
21. Black Luxe Expo	For profit event. Not recommending this continue as a City sponsored event
22. Uptown Holiday Stroll	
23. Veterans Benefit Live	Returning event, requesting Police assistance only
24. Low Key Car Show fundraiser (new event)	
25. Rob Soul Session picnic (new event)	
26. International Food Festival (new event)	
27. NYE Celebration "Drop the Point" (new event)	Not recommended due to staffing challenges

CITY OF HIGH POINT
AGENDA ITEM

FY 2023 Approved Events
1. Hi Fest
2. Uncle Sam Jam
3. Arts Splash
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FY 2024 Recommended Events	Notes
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20. Oktoberfest – NC Beer Pride Festival	Now called Carolina Core Brews Festival
21. Black Luxe Expo	For profit event - recommend not sponsoring
22. Uptown Holiday Stroll	

January 24, 2024

Eric Olmedo, Assist. City Manager
City of High Point
211 S. Hamilton Street
High Point, NC 27260

Dear Eric,

Visit High Point continues to work with area community partners to activate an impactful events calendar to draw attention from visitors and locals to our city. Please note that many events have been cultivated and are turnkey without city services. However, the events outlined below are within the investment metrics for Visit High Point where our organization will be supporting these events through our sponsorship budget and will need additional ancillary support from the City. In addition to our dollar investment, our commitment of staff capacity will also be planned throughout this events calendar. We value our partnership and understand the limitations of City staffing and funding. The events below are within scope and alignment with tourism, downtown, and overall economic development goals for High Point.

Date	Event	Description & Needs	Projected Attendance
Saturday, March 30, 2024	**LowKey Car Show Fundraiser**	A specialty car show that travels statewide attracting car enthusiasts while raising money to support local non-profits. In 2023, this event raised $4K that was donated to the High Point Regional Foundation. The event planner is in the process of formulating a local non-profit partnership for 2024. • Street Closure (depending on new location) • Stage • HPPD • Waste Collection **This event date could change as it is Easter Weekend • Returning Event • Demographic ▪ Diverse ▪ 18+	2,000+ Estimated attendance in 2023 was 2.1K

Saturday,
April 27, 2024
	Carolina Core Brews Festival	This is an inaugural brews festival for downtown. Visit High Point partnership with Forward HP and NC Beer Pride. Featuring 50+ Breweries and Vendors from across NC. Planners expect to meet a demand for this experience since Greensboro no longer has the Summertime Brews Festival at the Coliseum.
		
		• Venue (Truist Point Stadium)
		• HPPD
		• HPFD
		• New Event
		• Demographic
		  o Diverse
		  o 21+ Male
			2,000+
			
			First time event that would be similar to the Carolina Brews Festival, but turnkey logistics at the Stadium

Saturday,
May 18, 2024
	Military Appreciation Jeep Rally	A jeep rally organized by the High Point Veterans Initiative (Heroes Center of High Point, Business High Point Chamber and Visit High Point). We are in process of planning an experience with the HP Rockers to host a celebration during their home game later in the day.
		
		• Street Closure (Elm + Church Ave)
		• Stage
		• Waste Collection
		• HPPD
		• HPFD
		• Returning Event
		• Demographic
		  ▪ Veteran
		  ▪ 25+
			300+

Saturday,
June 15, 2024
	RnB Soul Session Picnic	This is a Juneteenth celebration event in partnership with Visit High Point and York Promotions. This event is a Mental Health initiative to support our local High Point community and beyond.
		• Venue (Oak Hallow Festival Park)
		• HPPD
		• HPFD
		• Waste Collection
		• New Event
		• Demographic
		  ▪ African-American
		  ▪ Family
			5,000+

Saturday, July 13, 2024	**Main In Color**	An art festival in the heart of the Market District, including art vendors, live performances, food, trolley rides, and kid activities. May include additional art locations in 2024. • Street Closures (High Ave to Green Dr.) • Parking • Waste Collection • HPPD • HPFD • Returning Event • Demographic ▪ Diverse Ethnicities ▪ Family	1,500 + Estimated attendance in 2023 was 1.4K
Saturday, October (TBD)	**International Food Festival**	Visit High Point would like to curate an event to showcase High Point as the International City that so many know us to be. • Road Closure • HPPD • HPFD • Waste Management • Stage • Demographic ▪ Diverse Ethnicities ▪ Family	1,500+
Thursday, Oct 17, 2024 - Saturday, Oct 19, 2024	**Veterans Benefit Live (VBL)**	Military Service event in partnership with The Heroes Center, The NC Department of Military and Veterans Affairs, and Visit High Point. This 3-day event is to assist veterans of all disability backgrounds to come in person to process their claims in-person. • HPPD • Returning Event • Demographic ▪ Veteran ▪ Diverse Ethnicities ▪ Family	1,500 + Last year's event in July serviced 500 veterans and their families totaling 1.5K
Saturday, August 31, 2024 - September 1, 2024	**John Coltrane International Jazz & Blues Festival**	An annual festival that takes place every Labor Day weekend at Oak Hollow Festival Park brings in attendees from 23 states and	6,000 +

		is ranked in the top 10 jazz festivals nationwide. This will be the 13th year. • Will allow the organizer to advise needs • Returning Event (Signature) • Demographic ▪ Diverse Ethnicities ▪ 45+ ▪ Married	
Saturday, September 7, 2024	**Black Luxe Expo**	A tradeshow that takes place at Mendenhall Transportation Terminal that showcases black owned businesses with music and food. This will be the 4th year of the event. • Will allow the organizer to advise needs • Returning Event • Demographic ▪ African-American ▪ Family	2,000+

Saturday, November 23, 2024	**Tree Lighting Ceremony at Truist Point**	A celebration that takes place near Truist Point Stadium that kicks off the holiday shopping season with food, entertainment, tree lighting, craft vendors and more. This will be the third year and highlights the new downtown area and social district. • Street Closure (Elm + Church) • HPPD • HPFD • Waste Management • Stage • Returning Event • Demographic ▪ Diverse Ethnicities ▪ Family	5,000+ Estimated attendance in 2023 was 2.2K
Saturday, December 7, 2024	**High Point Holiday Stroll**	A linear festival that highlights the area small businesses in Uptowne that now has extended to the downtown Catalyst District. This is the 15th year of the event where two trolleys were added last year. • Will allow the organizer to advise needs • Returning Event • Demographic ▪ Caucasian ▪ Family	6,000+ Estimated attendance in 2023 was 5.9K

December 31, 2024	**NYE Celebration "Drop the Point"**	Visit High Point along with other city partners would like to curate an NYE experience that only High Point can create. Desired location would be within the Catalyst District • HPPD • HPFD • Waste Management • New Event • Demographic reach is still being decided	500+

Please advise if the City of High Point would like to be recognized with logoed branding through event marketing and promotion. Please feel free to reach out if you have any questions that we may be able to answer prior to the P&L Committee Meeting or upcoming Council meetings.

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Best regards,

Dana L. East

Dana L. East
Events Development Manager
Visit High Point

Cc: Melody Burnett, President