



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)
Britt Moore, Mayor Pro Tem (Alternate)

Thursday, March 6, 2025

9:00 AM

Council Chambers

Prosperity and Livability Committee - Council Member Monica Peters, Chair

CALL TO ORDER

PRESENTATION OF ITEMS

- [2025-073](#) Consideration of City Sponsored Special Events
City Council is requested to approve a list of City Sponsored Special Events.
Attachments: [City Special Events 2024-25](#)
- [2025-081](#) RAISE Grant - High Point on the Rise Presentation
Staff will provide a presentation on the RAISE Grant-funded Elm Street and Southwest Heritage Greenway Project.
Attachments: [RAISE Grant Presentation](#)
- [2025-082](#) Feather Flag Presentation
The Prosperity, Livability & Safety Committee is requested to advise staff if a text amendment is needed.
Attachments: [Feather Flags Presentation](#)

ADJOURNMENT



City of High Point

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

Master

File Number: 2025-073

File ID: 2025-073

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Prosperity,
Livability & Safety
Committee

File Created: 02/20/2025

File Name:

Final Action:

Title: Consideration of City Sponsored Special Events
City Council is requested to approve a list of City Sponsored Special Events.

Notes:

Sponsors:

Enactment Date:

Attachments: City Special Events 2024-25

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name:

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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CITY OF HIGH POINT

AGENDA ITEM



TITLE: City Sponsored Special Events	
FROM: Lee Tillery – Parks & Recreation Director	MEETING DATE: March 24, 2025
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: 2024 Sponsored Events 2025 Proposed Sponsored Events Presentation	

PURPOSE: Prosperity, Livability and Safety Committee approval of proposed City sponsored events for 2025.

BACKGROUND: The City of High Point approves a list of City sponsored events on an annual basis. Attached is the list previously approved in 2024 and a proposed list for 2025. The 2025 list also identifies affected departments, locations and time of year for the events.

BUDGET IMPACT: The proposed events do not have a direct budget impact, and all support is provided for by in kind services.

RECCOMENDATION/ACTION REQUESTED: Staff recommend City Council approve the proposed 2025 City Sponsored Events list.



FY2024 Events	Notes	City Services Needed	Responsible Group	Time of Year	Location
MLK Holiday Parade		Police, Fire, Transportation, P&R	High Point YMCA	January	
Children's Music Festival	Replaced HiFest - Did not take place in 2024				
Uncle Sam Jam		Police, Fire, Transportation, P&R	High Point Parks & Recreation	July	Festival Park
Arts Splash		P&R, Terminal, Police	High Point Arts Council	Summer	Multiple locations including Washington Terrace Park, High Point City Lake Park, Terminal
Art in the Park	Is this the same as Day in the Park?				
John Coltrane Jazz Festival		PD, P&R, Fire, Public Services	Visit High Point	August	Festival Park
Furniture Market - Spring & Fall		Police, Fire, Transportation, P&R, Public Services	Market Authority	Spring & Fall	Downtown area
GO FAR 5K - Spring	Group requested sponsoring the Fall run as well. Initially declined, but then reapproved.	Police, Fire, Transportation	GO FAR Club		Spring: Mendenhall Oaks Pkwy, Fall: Showplace and multiple street downtown
Keep High Point Beautiful - 4 events			Keep High Point Beautiful		
Greater High Point Special Olympics Torch Run		Police, Fire, Transportation	High Point Police	Spring	Westchester Drive
Guilford Merchants Assoc. Holiday Parade		Police, Fire, Transportation	Guilford Merchants Association	December	Main Street
Carolina Core FC Youth Furniture City Classic		P&R, PD	Carolina Core FC	August	P&R Facilities
Veterans Day Parade		Police, Fire, Transportation, P&R	American Legion Post 87	November	Main Street
Unity Festival		P&R, PD		Fall	
Truist Point Christmas Tree Lighting		PD, Public Services	Furnitureland Rotary	November	The Plaza
Carl Chavis YMCA Juneteenth Festival	This turned into the Fantasia event held at Truist Point			June	
Day in the Park - High Point Arts Council	Is this the same request as Art in the Park?	PD, P&R	High Point Arts Council	September	High Point City Lake Park
Military Appreciation Jeep Rally		PD	The Heroes Center	May	The Plaza, Elm Street/Church Street
Main in Color Arts Festival	Did not take place in 2024				
Carolina Core Brews Festival		PD	Forward High Point	April	Truist Point Stadium
High Point Holiday Stroll		PD, Transportation, Public Services	Visit High Point	December	Main Street
Veterans Benefit Live			Visit High Point	October	Congdon Yards
Lowkey Car Show Fundraiser		PD, Transportation, Public Services	Visit High Point	October	The Plaza, Elm Street/Church Street
RnB Soul Picnic		PD, Fire, Public Services	Visit High Point	June	Festival Park
International Food Festival	Did not take place in 2024				

2025 Recommended Events	Notes	City Services Needed	Responsible Group	Time of Year	Location
MLK Holiday Parade		Police, Fire, Transportation, P&R	High Point YMCA	January	Main Street
Furniture Market - Spring & Fall		Police, Fire, Transportation, P&R, Public Services	Market Authority	Spring & Fall	Downtown area
Greater High Point Special Olympics Torch Run		Police, Fire, Transportation	High Point PD	Spring	Westchester Drive
GO FAR 5K - Spring	Only recommending one run to be sponsored	Police, Fire, Transportation	GO FAR Club	Spring	Spring: Mendenhall Oaks Pkwy
Carolina Core Brews Fest		PD	Visit High Point	April	COHAB
Military Appreciation Jeep Rally		PD	The Heroes Center	May	The Plaza, Elm Street/Church Street
NC Wine & Jazz Festival		PD, Fire, Public Services, P&R	Visit High Point	May	Festival Park
Arts Splash		P&R, Terminal, Police	High Point Arts Council	Summer	Multiple locations including Washington Terrace Park, High Point City Lake Park, Terminal
RnB Soul Picnic		PD, Fire, Public Services, P&R	Visit High Point	June	Festival Park
Savor High Point		PD, Fire, Public Services, P&R, Transportation	Visit High Point	June	Mendenhall Terminal
Uncle Sam Jam		Police, Fire, Transportation, P&R	High Point Parks & Recreation	July	Festival Park
John Coltrane Jazz Festival		PD, P&R, Fire	Visit High Point	August	Festival Park
Carolina Core FC Youth Furniture City Classic		P&R, PD	Carolina Core FC	August	P&R Facilities
Day in the Park - High Point Arts Council		PD, P&R	High Point Arts Council	September	High Point City Lake Park
Unity Festival		PD, Fire, Public Services, P&R, Transportation	Visit High Point	October	Washington Street
Lowkey Car Show Fundraiser		P&R, PD, Public Services, Transportation	Visit High Point	October	The Plaza, Elm Street/Church Street
Veterans Benefit Live		PD	Visit High Point	October	Congdon Yards
Veterans Day Parade		Police, Fire, Transportation, P&R	American Legion Post 87	November	Main Street
High Point Holiday Party		PD, Fire, Public Services, P&R, Transportation	Visit High Point	November	The Plaza, Elm Street/Church Street
Guilford Merchants Assoc. Holiday Parade		Police, Fire, Transportation	Guilford Merchants Association	December	Main Street
High Point Holiday Stroll		PD, Transportation, Public Services	Visit High Point	December	Main Street
Keep High Point Beautiful - 4 events			Keep High Point Beautiful		

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HIGH POINT CITY SPONSORED EVENTS MARCH 6, 2025





CITY SPECIAL EVENTS

2024 Events

Arts Splash - High Point Arts Council
Carl Chavis YMCA Juneteenth Festival
Carolina Core Brews Festival
Carolina Core FC Youth Furniture City Classic
Children's Music Festival
Day in the Park - High Point Arts Council
Furniture Market - Spring & Fall
GO FAR 5K - Spring
Greater High Point Special Olympics Torch Run
Guilford Merchants Assoc. Holiday Parade
High Point Holiday Stroll
International Food Festival - not held
John Coltrane Jazz Festival
Keep High Point Beautiful - 4 events
Lowkey Car Show Fundraiser
Main in Color Arts Festival - not held
Military Appreciation Jeep Rally
MLK Holiday Parade
RnB Soul Picnic
Truist Point Christmas Tree Lighting
Uncle Sam Jam
Unity Festival
Veterans Benefit Live
Veterans Day Parade

2025 Recommended Events

Arts Splash - High Point Arts Council
Carolina Core Brews Festival
Carolina Core FC Youth Furniture City Classic
Day in the Park - High Point Arts Council
Furniture Market - Fall & Spring
GO FAR 5K - Spring
Greater High Point Special Olympics Torch Run
Guilford Merchants Assoc. Holiday Parade
High Point Holiday Party
High Point Holiday Stroll
John Coltrane Jazz Festival
Keep High Point Beautiful - 4 events
Lowkey Car Show Fundraiser
Military Appreciation Jeep Rally
MLK Holiday Parade
NC Wine & Jazz Festival
RnB Soul Picnic
Savor High Point
Uncle Sam Jam
Unity Festival
Veterans Benefit Live
Veterans Day Parade



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File Number: 2025-081

File ID: 2025-081

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Prosperity,
Livability & Safety
Committee

File Created: 03/03/2025

File Name:

Final Action:

Title: RAISE Grant - High Point on the Rise Presentation
Staff will provide a presentation on the RAISE Grant-funded Elm Street and Southwest Heritage Greenway Project.

Notes:

Sponsors:

Enactment Date:

Attachments: RAISE Grant Presentation

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name:

Effective Date:

History of Legislative File

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CITY OF HIGH POINT

AGENDA ITEM



TITLE: RAISE Grant – High Point on the Rise Presentation	
FROM: Greg Venable, Transportation Director	MEETING DATE: March 6, 2025
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Presentation	

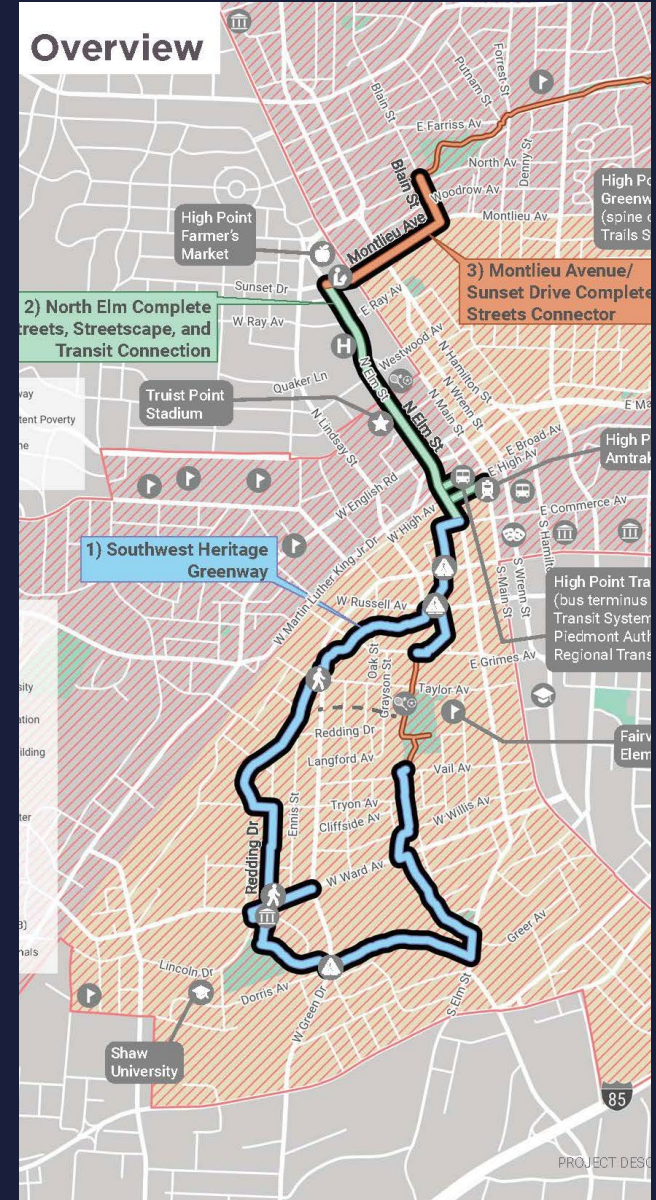
PURPOSE: Staff will provide a presentation on the RAISE Grant-funded Elm Street and Southwest Heritage Greenway project.

BACKGROUND: High Point applied for and was awarded a RAISE Grant in 2021 to construct improvements to Elm Street and construct the Southwest Heritage Greenway. This is an update on our progress to date and anticipated milestones.

RECOMMENDATION/ACTION REQUESTED: This item is for Information Only.

HIGH POINT ON THE RISE ELM STREET & SW HERITAGE GREENWAY

Prosperity Livability & Safety Committee – March 6, 2025
Greg Venable, Transportation Director





ELM STREET IMPROVEMENTS

- **Improvements from Sunset Avenue to Commerce Avenue**
- **Reduce travel lanes to one lane in each direction**
- **Add on-street parking**
- **10' minimum side path on the west side (Greenway Connection)**
- **Improve pedestrian safety with enhanced intersections**
 - Pedestrian Signals
 - Decorative Crosswalks
 - Enhanced Landscaping



ELM STREET IMPROVEMENTS

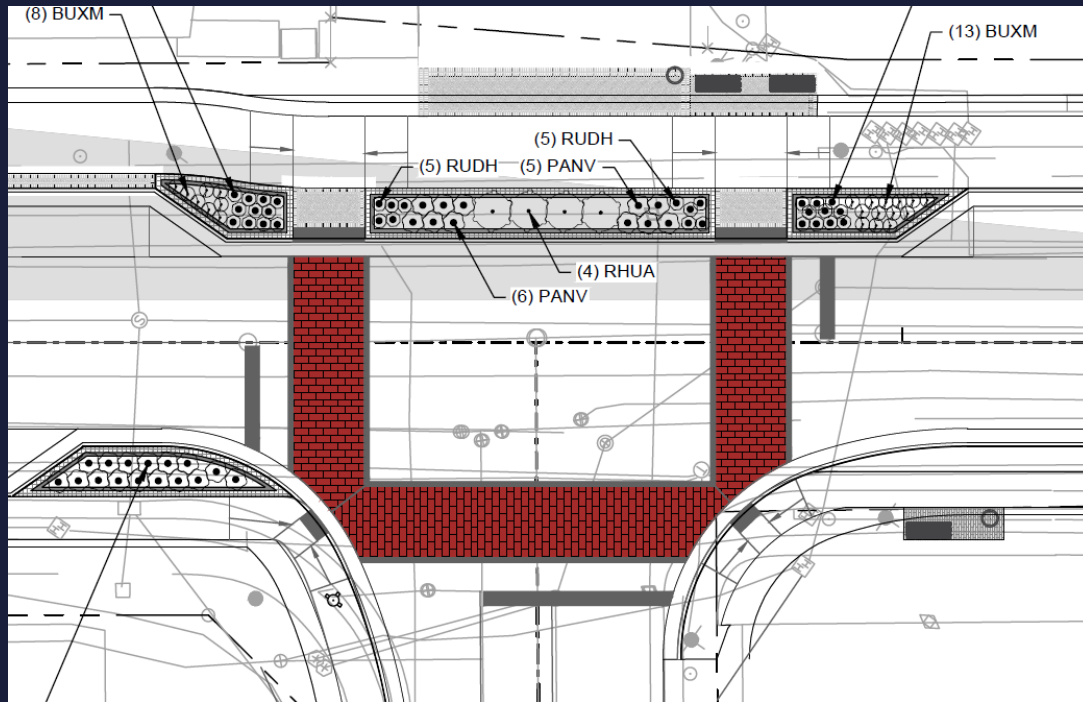
Elm Street/Church Avenue Rendering



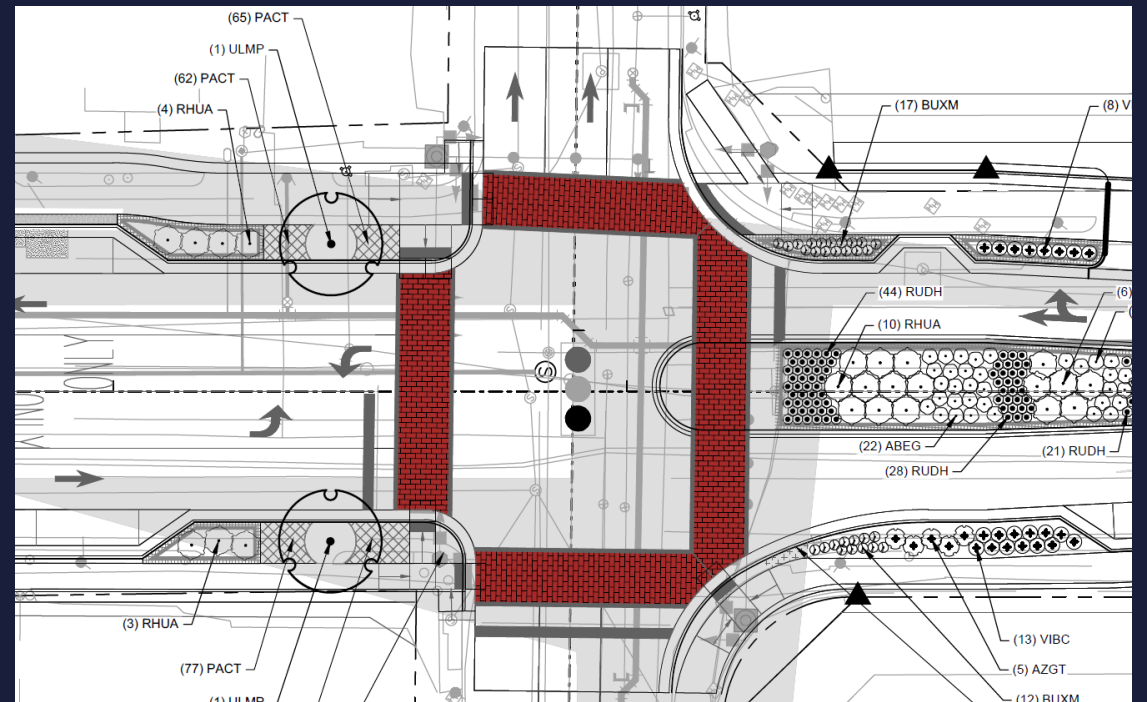
Elm Street Railroad bridge Rendering



ELM STREET IMPROVEMENTS



Church/Elm Intersection



English/Elm Intersection



SOUTHWEST HERITAGE GREENWAY IMPROVEMENTS

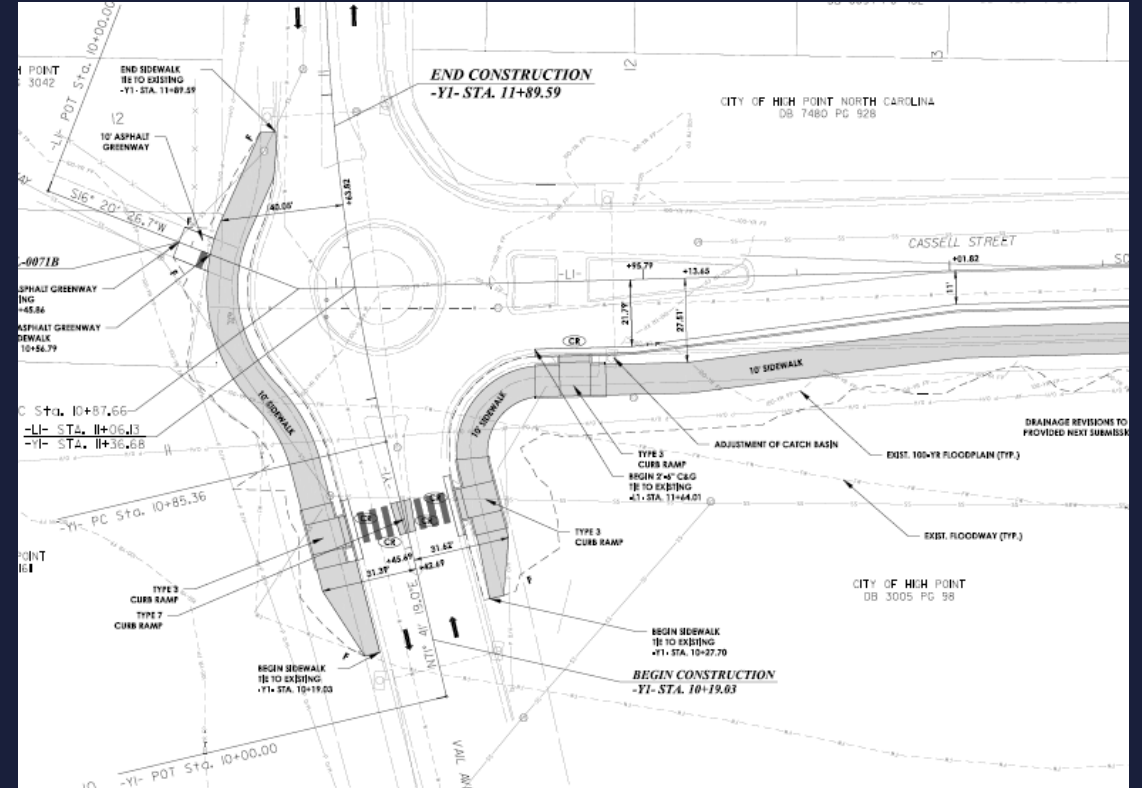
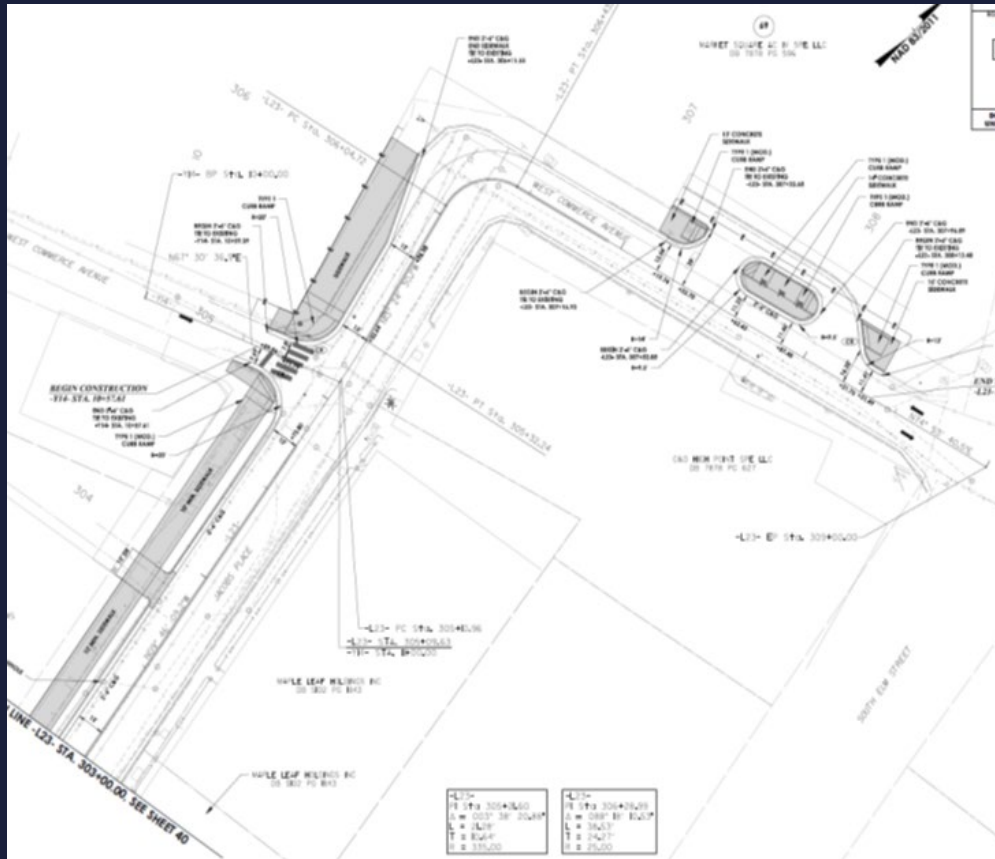
- **New 10' wide greenway in southwest High Point**
- **Will provide a needed connection from the southwest to and between**
 - Harvell Park
 - Goldson Park
 - High Point Multimodal Transportation Hub
 - High Point Hospital
 - Truist Point (multi-use stadium)
 - Multiple commercial and industrial uses
 - Fairview Elementary School

SOUTHWEST HERITAGE GREENWAY IMPROVEMENTS



SOUTHWEST HERITAGE GREENWAY IMPROVEMENTS

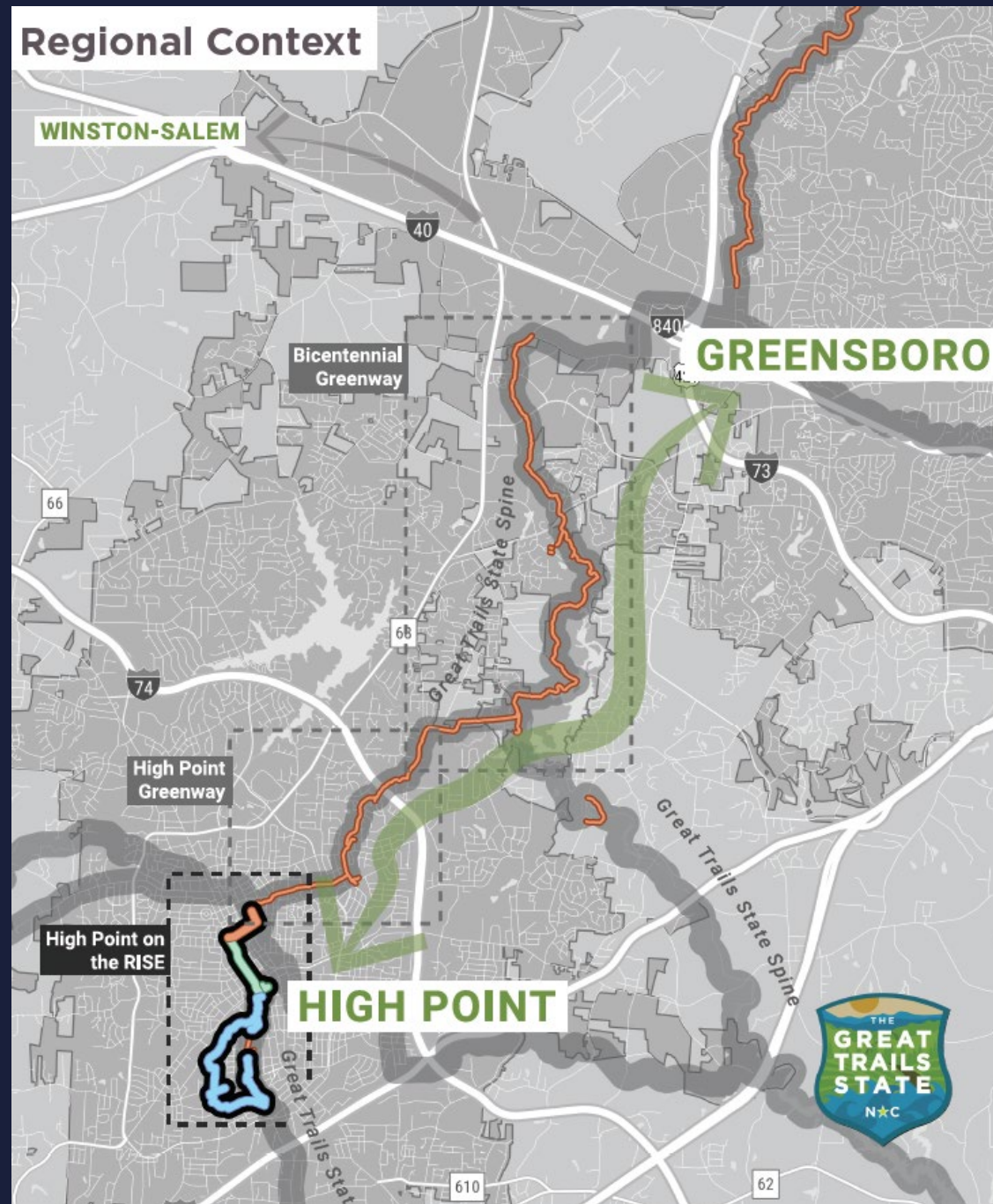
Jacobs Place/Commerce Avenue



Vail Avenue/Cassel Avenue

REGIONAL CONNECTIONS

- Connects to the larger greenway system
 - Armstrong Park
 - High Point Greenway
 - Bicentennial Greenway
 - City Lake Park
 - Piedmont Environmental Center
 - Great Trails State Spine
 - Greensboro





COMPLETED MILESTONES

- **Public Open House – November 2024**
- **Elm Street Roadway Design – complete**
- **Greenway Design - Alignment complete, Hydraulics 90%**
- **Railroad Appraisals Complete**
- **Continued Coordination with Norfolk Southern**
- **Environmental Document Complete – waiting for Approval**
- **Meeting Scheduled with High Point Hospital**



REMAINING MILESTONE DATES

- **Environmental Document – April 2025**
- **ROW Funding request – August 2025**
- **ROW Completion – August 2026**
- **ROW, RR, and Utility Certifications – September 2026**
- **Bid Date – November 2026**
- **Construction Obligation Submitted – September 2027**
- **Planned Open Date – August 2028**



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File Number: 2025-082

File ID: 2025-082

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Prosperity,
Livability & Safety
Committee

File Created: 03/04/2025

File Name:

Final Action:

Title: Feather Flag Presentation
The Prosperity, Livability & Safety Committee is requested to advise staff if a text amendment is needed.

Notes:

Sponsors:

Enactment Date:

Attachments: Feather Flags Presentation

Enactment Number:

Contact Name:

Hearing Date:

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AGENDA ITEM



TITLE: Feather Flag Presentation	
FROM: Heidi Galanti, Project Manager	MEETING DATE: March 6, 2025
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Feather Flags Presentation	

PURPOSE: Follow-up discussion on Feather Flags.

BACKGROUND: Present options for Feather Flags.

BUDGET IMPACT: None

RECOMMENDATION/ACTION REQUESTED: The Prosperity, Livability & Safety Committee is requested to advise staff if a text amendment is needed.

FEATHER FLAGS

Prosperity, Livability & Safety Committee

March 6, 2025

BACKGROUND

- Committee met on September 12, 2024
- Staff gave an overview of what other similar communities allow
- Committee preferred Wilmington regulations
- Staff researched best fit into High Point Development Ordinance



LIMITED DURATION SIGNS

- Allow as a Limited Duration Sign
 - Nonresidential districts for nonresidential uses
 - Residential districts for Outdoor Seasonal Sales only
- Limited Duration Signs include:
 - Inflatable signs
 - Pennants
 - Temporary banner signs
- Allowed two times per year for 30 days
- Each sign type has specific standards relevant to their characteristics
 - Placement
 - Height
 - Size



FEATHER FLAGS

- Amend Section 5.7.3 Prohibited Signs
 - add feather flags as an exception to allow as a limited duration sign
- Amend Section 5.7.12 Limited Duration Signs
 - Add feather flags
 - 1 per 50 lineal feet of lot frontage up to a maximum of 3 flags
 - Max height 10 feet
 - 30 days twice per year
- Amend Section 10.4 Definitions
 - Add feather flags to limited duration sign definition



NEXT STEPS

- If Committee wants to proceed
 - Planning and Zoning Commission Public Hearing
 - City Council Public Hearing



Questions

RESEARCH

- Compared 12 cities across the state
- 8 not allowed - Greensboro, Winston-Salem, Kernersville, Charlotte, Concord, Durham, Harrisburg, Huntersville
- 4 cities allow with limitations - Asheville, Chapel Hill, Raleigh, Wilmington



RESEARCH

- Asheville
 - Allowed in Central Business District, Shopping Centers and Historic Districts
 - Maintained in good condition
 - Between 8 and 24 Sq. Ft.
 - May not contain commercial advertising message, name or, logo
 - Maximum 60 days per year



RESEARCH

- Chapel Hill
 - Max 32 sq. ft., 8 Ft in height
 - Limited period of display (undefined)
 - Undergoing rewrite
- Raleigh
 - Number: max. 3 signs
 - Size: max. 40% of allowable signage
 - Height : not exceed 20 ft or tallest bldg.
 - Allowed for special event (undefined)
not to exceed 30 days



RESEARCH

- Wilmington
 - Max 30 Sq. Ft.
 - CBD and Historic Districts
 - 30 days, twice per year
 - Commercial and multi-family
 - One flag
 - 30 days, one time per calendar year

