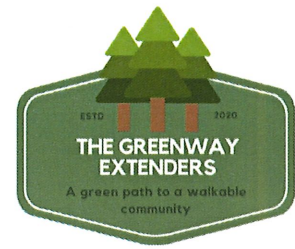


# The Greenway Extenders

## FACT SHEET

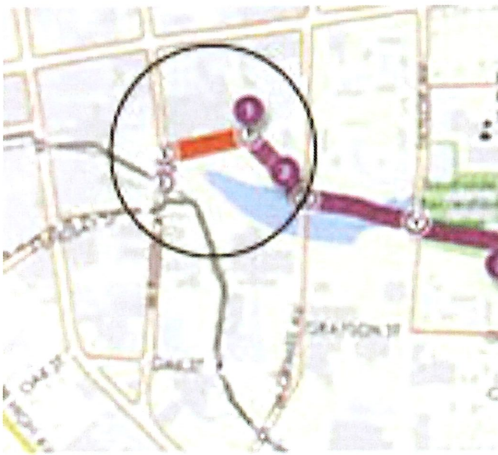


### Southwest Renewal Foundation

- is a grassroots community development 501 C3 nonprofit (since 2011) dedicated to the revitalization of the southwest quadrant of inner-city High Point.
- Their mission is Raising Quality of Life, Promoting Public and Environmental Health, and Attracting Business to Create Jobs.



### Extension of Greenway



#### What

- Greenways are corridors of land recognized for their ability to connect people and places together.

#### Where

- to complete a third segment from Vail to W. Ward down Cassell Street's existing right of way into the Southside neighborhood
- Length: 1.84 mile urban greenway

#### Purpose

1. Develop business park atmosphere
2. Attract new businesses
3. Create new jobs in historic core

### Cost Analysis

- The grand total cost is estimated to be \$82,009.38. This grand total includes road construction, trail and pavement markings, and traffic control.
- The funds for the extension would be covered by the High Point Department of Transportation in the 2021-2022 budget.



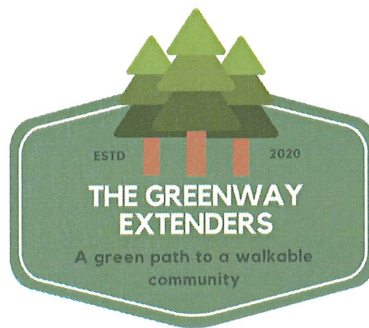
### Benefits to the Community

This plan will maximize the economic benefits of environmental enhancement by:

- Supporting sustainability
- Attracting businesses and creating jobs
- Maintaining historic preservation
- Improving environmental health
- Enhancing quality of life

### Contact Information

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## Introduction

The Greenway is a body of land that is known to connect communities together. The Greenway enhances business opportunities, sustainability, and improves the overall quality of life in the High Point Area. The purpose of this campaign is to extend the Greenway in order to create a green path to a walkable community that will allow the city of High Point to grow economically and socially. The Greenway Extenders are in coalition with the Southwest Renewal Foundation in order to revitalize and advocate for the extension of the Greenway.

Our mission is to extend and complete the third segment of the Greenway from Vail to W. Ward down Cassell Street existing right into the Southside neighborhood. According to Greenway's website, the purpose of this new extension is that it will help to develop, attract, and create new businesses in the Southside neighborhood.<sup>1</sup>

We are advocating the city council about how the extension of the Greenway will bring the community together while also attracting and retaining young professionals. The greenway will bring the Southside together which will allow them to grow and gain new perspectives on life.

Throughout this paper, we will be going in depth on how the extension of the Greenway will benefit the community of High Point.<sup>2</sup>

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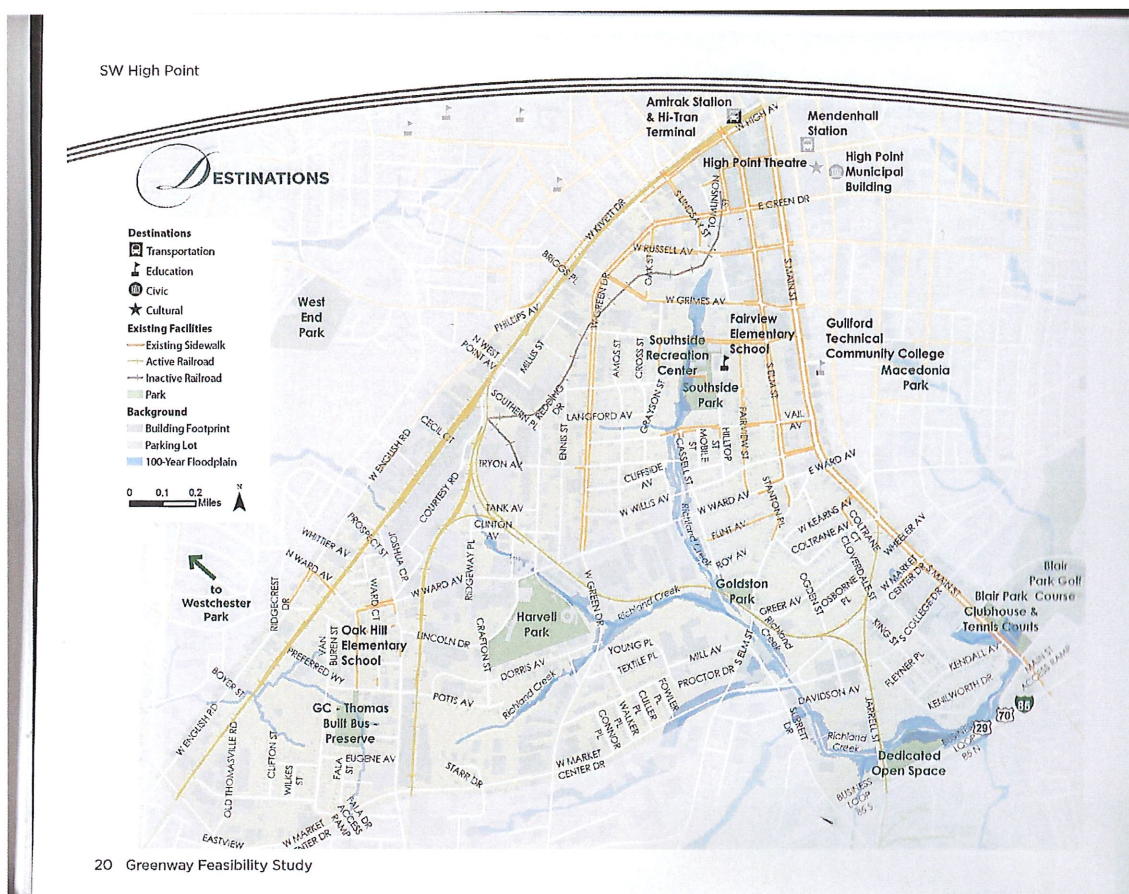
<sup>1</sup> Information provides by Dorothy Darr

<sup>2</sup> "Benefits of Greenways." *Greenways, Inc. - Planning and Design for Open Space, Parks, Trails and Alternative Transportation.*, [www.greenways.com/benefits-of-greenways](http://www.greenways.com/benefits-of-greenways).



## General Background

The *Heritage Greenway Multi-Modal Connector* Project is part of High Point's new direction to deliver more transportation options and re-claim larger areas of the original downtown for denser development which yields a higher Return on Investment.<sup>3</sup> This project focuses on delivering local and regional benefits by providing job opportunities, different means of transportation, and connecting the city of High Point in a way that strengthens economic competitiveness within the global marketplace.



<sup>3</sup> Information provided directly from Southwest Renewal Grant Highlights

## Phase One

The Southwest High Point Heritage Greenway Phase One focuses on providing opportunities for residential as well as commercial development and on connecting parks and neighborhoods to the center city. It is a 1.8-mile greenway that runs through industrial areas and found a use for under-utilized land. Phase One extends from 100 W. High Avenue and S. Main (Amtrak station, local and regional bus terminals), and includes a large section of the International Home Furnishings Market District, including “Times Square,” W. Commerce, and S. Elm Street. This path was selected to find usage for the previously abandoned railway property.<sup>4</sup>

Phase One includes the historic district and heavily stresses maintaining the historic corridor.

This phase was constructed on high standing areas with no bridges or stream crossings. The City of High Point controlled much of the land and used it for transportation businesses, furniture productions, and other light industrial activities. There aren't any disputes over the Phase 1 Greenway's location. Local business owners and residents of High Point were in full support.<sup>5</sup>

## Phase Two

Phase two is focused primarily on attracting tourists, creating access to the South River, and creating recreational services. The area would include Dominion Pavilion in Constitution Park and ending at North Park making it a 1.2-mile trail.

The funding would come from the Federal Transportation Enhancement Grant with a 20% match from the City.<sup>6</sup>

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<sup>4</sup> Information provided by Southwest Renewal Foundation

<sup>5</sup> Information provided by Southwest Renewal Grant Highlights

<sup>6</sup> “Greenway Trail – Phase 2.” *RevitalizingDowntownWaynesboro.org* RSS, [www.revitalizingdowntownwaynesboro.com/infrastructure-improvements/south-river-greenway/greenway-trail-phase-2/](http://www.revitalizingdowntownwaynesboro.com/infrastructure-improvements/south-river-greenway/greenway-trail-phase-2/).

## A Map of the Greenway<sup>7</sup>

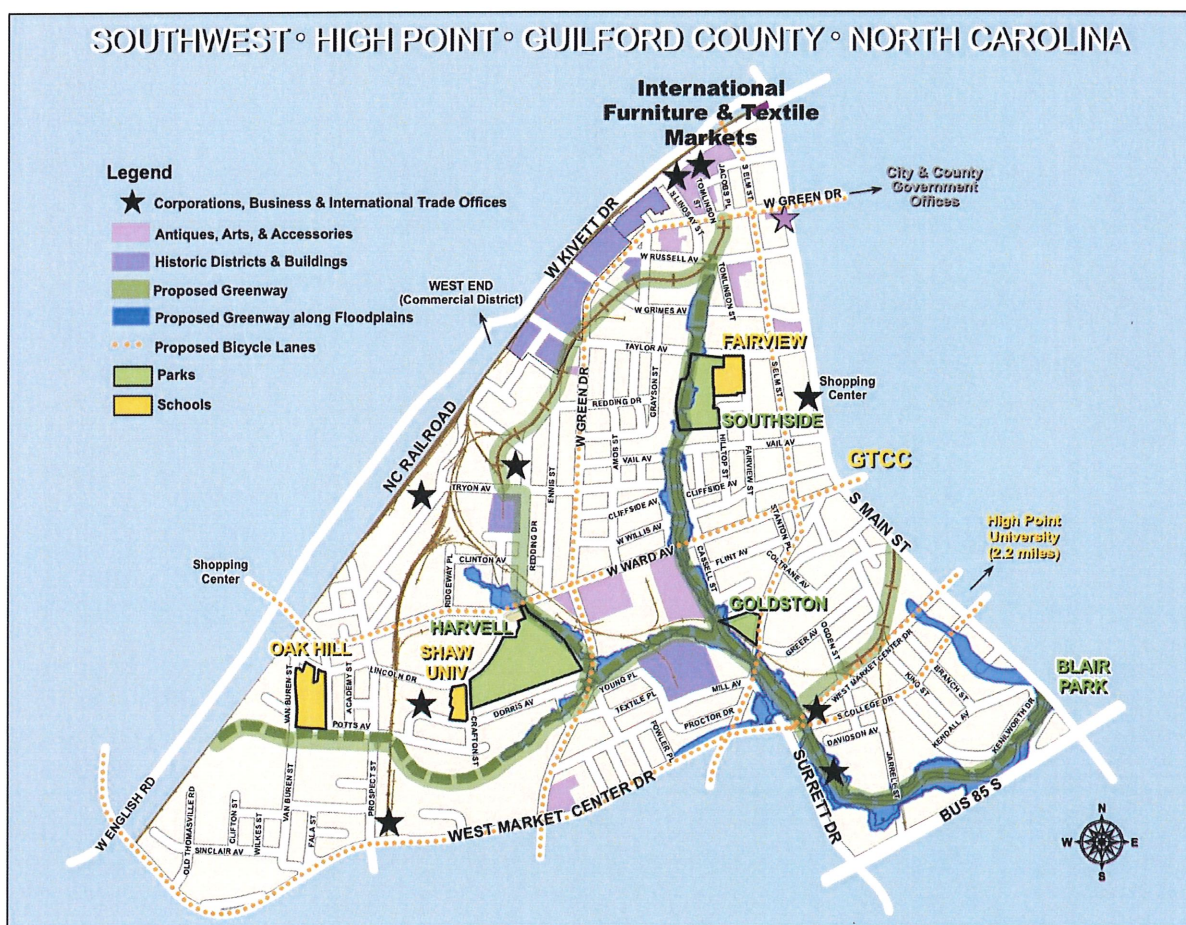


<sup>7</sup> Map Provided by Dorothy Darr on behalf of Southwest Renewal Foundation



Phase Three would be from Vail to W. Ward down Cassell Street's existing right of way into the Southside neighborhood, making it a 1.84-mile urban greenway. This plan has engineering plans already completed and existing funds through the High Point Department of Transportation.

Phase Three will extend what is already completed and bring the Greenway closer to connecting Southside and Goldston Parks --first suggested in a plan (adopted by City Council) entitled the Southside Revitalization Plan. This 2004 plan called for creating a Greenway along the floodplains of Richland Creek to connect Goldston and Southside Parks. The 2007 High Point Core City Master Plan didn't recommend a greenway but called for making the southwest quadrant more attractive and marketing it as a high-end industrial/business park. Most successful business parks, we found that most had Greenways. The Greenway concept fits directly into this 2007 master plan too.<sup>8</sup>



<sup>8</sup> Information Provided by Dorothy Darr



## Southwest Renewal

The Greenway Extenders are in coalition with The Southwest Renewal Foundation in order to renew a declining part of our beloved city, into a safer and more walkable place of natural beauty. We share a similar purpose with Southwest Renewal Foundation. We believe that High Point can become a safer and more walkable community with this new Phase 3 extension of the Greenway. Extending the Greenway would connect the residents of High Point to school, work, shopping, and parks and rec. While also providing an alternative form of transportation that benefits physical health, mental health and the environment.

Southwest Renewal Foundation believes that environmental development, economic development and prosperity go hand in hand. They wish to raise the quality of urban life and expand economic development in High Point through the expanding the Greenway. While Southwest Renewal Foundation has already expanded the Greenway in the past, we are partnering with them in order to extend Phase 3 of the expansion.<sup>9</sup>



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<sup>9</sup> Information provided by the Southwest Renewal Foundation

## Project Description

The Greenway that is already in place is a 1.84-mile public surface transportation connector starting at High Point's mass transit facilities to connect the town-center. The extension of the Greenway project will help to expand the current transportation options within the city of High Point. This project will also increase safety and employment within the Southside neighborhood of High Point because it will offer community members greater access to emerging employment centers within the town. The extension of the Greenway is considered to be an opportunity zone, which can help to attract businesses to create jobs that can help to strengthen the City of High Point's economy.<sup>10</sup>



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<sup>10</sup> Information provided by Build Narrative PDF from Dorothy Darr

## Project Benefits

The expansion of The Greenway creates many business and environmental benefits. On the environmental side, The Greenway will help to clean up the City of High Point. The extension of the Greenway will create trails that can help assist pollution run-off and improve the water quality within the community. This also helps to raise the quality of life for all of the people in the area. The Greenway trails provide residents with opportunities to meet and interact with neighbors. The unique features such as trails and Greenways into communities provide a sense of place and community pride. This will allow neighborhoods to become safer and allow children to walk or bike to a park, school, or to a neighbor's home freely.

The Greenway's long-term benefits to the community are to help with the economic growth of the areas. Greenways in the past have been shown to help attract new businesses and revitalize areas. The new Greenway extension would serve to bring in new economic opportunities as it has in the past. The extension also serves to help connect the communities to each other. This new extension of the Greenway would also create new transportation options making it easier for workers to move and travel to and from the new Opportunity Zone.<sup>11</sup>

The Greenway's Specific Long-Term Benefits include:

- Promotes economic growth to create jobs
- Delivers local and regional benefits
- Forges regional connections to strengthen the economy
- Reclaims historic rail-oriented industrial district
- Provides opportunities for increased freight rail transport. The entire district has a third track accessible for freight pick-up and delivery
- Activates inner-city sites to attract business and create jobs in an Opportunity Zone
- Utilizes underused City-owned property/ROW and defunct freight railroad bed (rails gone) that weaves throughout the district.
- Creates an intermodal, inner-city business park where people live and work. 5G broadband is available.
- Connects workers to emerging job centers and helps tie rural to urban communities
- Encourages use of regional mass transit facilities to ease the burden of commuting
- Offers safe, transportation options, like walking and bicycling
- Raises quality of life
- Mitigates congestion to improve air quality
- Fosters public and environmental health
- Brings residents closer to essential services like Wake Forest Baptist Health High Point Medical Center

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<sup>11</sup> Information provided by Build Narrative PDF and Build Grant Highlight PP from Dorothy Darr



## Project Funds

The construction of the new Greenway extension will happen as soon as possible if the city council approves it, then the process will begin. The grand total cost is estimated to be \$82,009.38. This grand total includes road construction, trail and pavement markings, and traffic control. Ideally, the cost of the extension would be covered by the High Point Department of Transportation because they have existing funds and engineering plans for this project in the 2021-2022 budget.<sup>12</sup>

## Cost-Benefit Analysis<sup>13</sup>

Cost Analysis	Benefit Analysis
<ul style="list-style-type: none"> <li>• The grand total cost is estimated to be \$82,009.38. This grand total includes road construction, trail and pavement markings, and traffic control.</li> <li>• The cost of the extension would be covered by the High Point Department of Transportation because they have existing funds and engineering plans for this project.</li> </ul>	<ul style="list-style-type: none"> <li>• Promotes economic growth to create jobs</li> <li>• Delivers local and regional benefits</li> <li>• Forges regional connections to strengthen the economy</li> <li>• Reclaims historic rail-oriented industrial district</li> <li>• Provides opportunities for increased freight rail transport. The entire district has a third track accessible for freight pick-up and delivery</li> <li>• Activates inner-city sites to attract business and create jobs in an Opportunity Zone</li> <li>• Utilizes underused City-owned property/ROW and defunct freight railroad bed (rails gone) that weaves throughout the district.</li> <li>• Creates an intermodal, inner-city business park where people live and work</li> <li>• Connects workers to emerging job</li> </ul>

<sup>12</sup> Information provided by Monica Peters

<sup>13</sup> Information provided by Build Narrative PDF and Dorothy Darr

	<p>centers and helps tie rural to urban communities</p> <ul style="list-style-type: none"> <li>● Encourages use of regional mass transit facilities to ease the burden of commuting</li> <li>● Offers safe, transportation options, like walking and bicycling</li> <li>● Raises quality of life</li> <li>● Mitigates congestion to improve air quality</li> <li>● Fosters public and environmental health</li> <li>● Brings residents closer to essential services like Wake Forest Baptist Health High Point Medical Center</li> </ul>
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As you can see from this cost vs. benefit analysis, the benefits of extending the Phase 3 Greenway clearly outweigh the costs. The extension of the Greenway has the ability to provide the City of High Point with a great deal of opportunity and prosperity for the community.

**The Phase 3 Greenway Extension 2021-2022 Budget**

<b>ITEM</b>	<b>QUANTITY</b>	<b>UNIT PRICE</b>	<b>TOTAL</b>
Mobilization (5 %)	1	\$ 3,500	\$ 3,500
30'' Concrete Curb and Gutter	100	\$ 45	\$ 4,500
Pavement Repair at Curb and Ramps	5	\$ 250	\$ 1,250
Incidental Stone	20	\$ 45	\$ 900
4'' Concrete Sidewalk (5'-10' wide)	210	\$ 45	\$ 9,450
Proposed Ramps	4	\$ 2,000	\$ 8,000

**Trail and Pavement Markings**

24 inch 120 Mil Crosswalk Thermo Line	1305	\$ 12	\$ 15,660
4 inch 120 Mil Yellow Thermo Line	1850	\$ 0.75	\$ 1,387.50
4 inch 120 Mil White Thermo Line	2300	\$ 0.75	\$ 1,725
4 inch 120 Mil White Thermo Gore Line	600	\$ 0.75	\$ 450
8 inch 120 Mil White Thermo Gore Line	100	\$ 3.20	\$ 320
Arrows 120 Mil Crosswalk Thermo Symbol	8	\$ 140	\$ 1,120
120 Mil Crosswalk Thermo Bike Symbol	21	\$ 250	\$ 5,250
120 Mil Crosswalk Thermo Walker Symbol	11	\$ 100	\$ 1,100

**Traffic Control**

Traffic Control (5%)	1	\$ 1,000	\$ 1,000
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**CONTINGENCY (15%)    \$10,696.88**

**GRAND TOTAL =    \$ 82,009.38**



## **Purpose**

The purpose of the expansion of the Greenway is to extend it into the Southside neighborhood to create both economic and social opportunities. An important purpose of the extension of the Greenway is to develop a business park atmosphere

The growth of the business park atmosphere will provide opportunities that help the City of High Point to attract new businesses. The extension of the Greenway will lead to revitalization in inner cities of the Southside neighborhood. These new businesses will move the City of High Point's economy in the right direction because residents will start to gain more job opportunities. These new businesses and job opportunities will help the City of High Point retain the younger generation to stay and live in the community. These new jobs will be in the historic segment of High Point. There are 33 historical sites that will all become connected with the expansion of the Greenway. This allows those areas to be reached by more people so that there can be more of an effort to preserve these areas.

## **Goals**

The goal of this project is to work on the City of High Point's economic development. The extension of the Greenway serves to attract new businesses and create new job opportunities. There are a multitude of opportunity zones in High Point and the Greenway is one and will help to bring in more business to those areas. The Greenway also serves to help connect the different communities of High Point together, allowing to have a safer and walkable environment.

The second goal is to help with the historic preservation of High Point. The goal is to increase economic opportunities in the historic preservation part of the Greenway. Along with the goal of economic development is the goal of historic preservation. There are 33 historical sites that will be preserved due in part to the extension of the greenway. Those sites run along the Greenway, where the new job opportunities will be created for the residents of High Point.

The third goal is to raise the quality of life and improve environmental health. In order to raise the quality of life for residents, cleaner water and improved air quality. The new extension of the Greenway can provide the City of High Point with these new qualities. The Greenway will also help to improve environmental health by eliminating inequity. This allows for everyone in the community to have equal opportunity to enhance their lives. The Greenway will help to improve the lives of these community members by embracing change and social justice. The Greenway will help the residents of High Point to live a healthier lifestyle, which will both improve their mental and physical health.<sup>14</sup>

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<sup>14</sup> Information provided by Build Grant Highlight PP and Build Narrative

## **Conclusion**

The Greenway is an area where all the communities of High Point have the opportunity to come together and make their city a safer and walkable place. As the Greenway Extenders, our purpose is to extend the Greenway in order to create a green path to a walkable community that will allow the city of High Point to grow economically and socially. We, the Greenway Extenders, are in coalition with the Southwest Renewal Foundation in order to revitalize and advocate for the extension of the Greenway. The extension of the Greenway has the potential to bring the community together while also attracting and retaining young professionals. The Greenway will bring the Southside together which will allow them to grow, prosper and gain new perspectives on life.

## References

“Benefits of Greenways.” *Greenways, Inc. - Planning and Design for Open Space, Parks,*

*Trails and Alternative Transportation.*, [www.greenways.com/benefits-of-greenways](http://www.greenways.com/benefits-of-greenways).

“Greenway Trail – Phase 2.” *RevitalizingDowntownWaynesboroorg RSS*,

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Graphic Provided by Dorothy Darr

Information Provided by Build Grant Highlight PP from Dorothy Darr

Information Provided by Build Narrative PDF From Dorothy Darr

Information Provided by Monica Peters

Information Provided by Southwest Renewal Foundation