

# CITY OF HIGH POINT

## AGENDA ITEM



**Title:** Jamestown Bypass Land Use Assessment

**From:** Lee Burnette, Planning & Development  
Director

**Meeting Date:** May 17, 2021

**Public Hearing:** Yes

**Advertising Date:** May 5, 2021 and May 12, 2021

**Attachments:** A. Resolution  
B. Assessment

**Advertised By:** Planning & Development

---

### **PURPOSE:**

To assess the impact of the new Jamestown Bypass on adjacent land uses.

### **BACKGROUND:**

The City of High Point Planning and Development Department conducted a study of the Jamestown Bypass. Currently under construction, the new roadway is proposed to open in 2022. The purpose of the new roadway is to enhance connectivity from High Point to Greensboro by connecting I-74 and I-73. Because this road is on a new alignment, new areas will be opened for potential development and redevelopment. Due to these changes, the City of High Point conducted a land use assessment of a 1.4-square-mile area along the Greensboro Road and Jamestown Bypass corridors from Montlieu Avenue in High Point to the Jamestown town limits at the Deep River.

On January 12, 2021, a virtual meeting was held to present the draft document to the public for their review. Approximately 45 people attended the meeting. The draft plan document and a comment sheet were posted on the City's website for public review and feedback.

On February 23, 2021 the Planning and Zoning Commission held a public hearing and continued the item to their March 23, 2021 to give more time to review the assessment.

### Speaking on the request:

Heidi Galanti provided an overview of the assessment to the Commission at the February 23, 2021 meeting.

No public comments were received on this public hearing item.

At the reconvened meeting on February 25<sup>th</sup>, Mr. Walsh noted that like with the Eastchester Drive/I-74 Land Use Assessment it would be a good idea to table consideration of the Jamestown Bypass Land Use Assessment to allow Commissioners more time to review it. Mr. Walsh made a motion to postpone consideration for the Jamestown Bypass Land Use Assessment to the March 23, 2021 meeting. Mr. Morgan seconded the motion. The motion passed by a vote of 9-0.

At the March 23, 2021 meeting when responding to questions from the Commission, Ms. Galanti noted that the Jamestown Town Council passed a resolution of support for continuing with the Jamestown Parkway name for the bypass within High Point's jurisdiction.

At the reconvened meeting on March 25, 2021, Mr. Wheatley made a motion to recommend the assessment to City Council and it was seconded by Mr. Venable. The motion passed by a vote of 9-0.

**BUDGET IMPACT:**

There is no budget impact.

**RECOMMENDATION / ACTION REQUESTED:**

Planning and Zoning Commission Action

The Planning and Zoning Commission recommended *approval* of this request by a vote of 9-0.

**A RESOLUTION ADOPTING THE JAMESTOWN BYPASS LAND USE ASSESSMENT**

**WHEREAS**, the need for a land use assessment was identified due to the creation of a new roadway connecting High Point and Greensboro and the potential for new development, especially at newly created intersections; and

**WHEREAS**, the Land Use Plan goals and policies support the assessment; and

**WHEREAS**, there is a need for continued policy guidance; and

**WHEREAS**, the City held a public meeting to review the draft assessment and get feedback on January 12, 2021; and

**WHEREAS**, a public hearing draft was made available for public review on February 8, 2021; and

**WHEREAS**, public hearings were held before the High Point Planning and Zoning Commission on February 23, 2021 and March 23, 2021 and before the City Council of the City of High Point on May 17, 2021 regarding the adoption of said Jamestown Bypass Land Use Assessment.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HIGH POINT, NORTH CAROLINA** that the Jamestown Bypass Land Use Assessment recommended for adoption by the Planning and Zoning Commission be adopted as a policy guide for future development.

Adopted by City Council  
City of High Point, North Carolina,  
This 17<sup>th</sup> day of May, 2021

By: \_\_\_\_\_

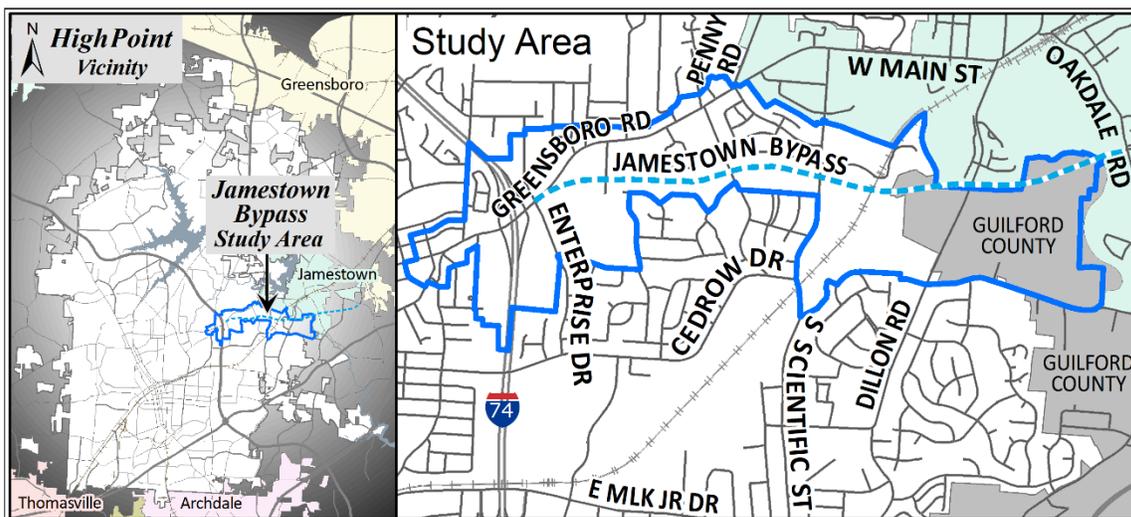
Jay W. Wagner, Mayor

ATTEST:

\_\_\_\_\_  
Lisa B. Vierling, City Clerk

## Jamestown Bypass Land Use Assessment

The Jamestown Bypass is a roadway project that has been in transportation plans for more than 30 years. Currently under construction, the new roadway is proposed to open in 2022. The purpose of the new roadway is to enhance connectivity from High Point to Greensboro by connecting I-74 and I-73. The project will provide a multi-lane (ranging from 4-6 lanes), median divided roadway with mostly controlled access. The section of the new roadway that is within High Point's planning area is approximately 2 miles long. Because this road is on a new alignment, new areas will be opened for potential development and redevelopment. Due to these changes, the City of High Point conducted a land use assessment of a 1.4-square-mile area along the Greensboro Road and Jamestown Bypass corridors from Montlieu Avenue in High Point to the Jamestown town limits at the Deep River. The majority of the study area is within the City of High Point, except for the eastern end along Dillon Road and Bales Chapel Road, which is in unincorporated Guilford County. This area is, however, on the High Point side of the annexation agreement line with the Town of Jamestown.



### Objectives

There are four main objectives of the assessment:

- Evaluate impacts of the new roadway;
- Examine existing land uses;
- Assess water and sewer availability; and
- Provide policy guidance for potential future development.

### Existing Plan Policies

The City's Land Use Plan, U.S. 311 Bypass Interchange Study, and Core City Plan are the adopted policy documents that cover all or portions of the assessment study area.

### Land Use Plan

The Land Use Plan is a policy document that covers the entire city (58 square miles), plus an area outside the city called the planning area (an additional 36 square miles). This is an area that the city anticipates growing into in the future. It portrays future land use and it is used by

staff, the Planning and Zoning Commission and City Council to help guide decisions on future growth and development. The Land Use Plan classifies most of the area along the bypass as Low-Density Residential with a Local/Convenience Commercial, Community/Regional Commercial and Mixed Use Development node at the I-74 and Greensboro Road interchange, and an area of Light Industrial along N. Scientific Street [See Map 1: Land Use Plan].

The following are the definitions of the land use classifications that are within the assessment area or are recommended to be within the area:

- **Low-Density Residential:** These areas include primarily single-family detached dwellings on individual lots. Development densities in these areas shall not exceed five dwelling units per gross acre.
- **Moderate-Density Residential:** This classification includes a variety of detached or attached dwellings, generally including single family homes, cluster homes, duplexes and townhouses. Development densities shall range from five to eight dwelling units per gross acre.
- **Medium-Density Residential:** This classification includes a variety of attached dwellings, generally including higher density townhouses and less land-intensive multi-family housing such as garden apartments. Development densities shall range from eight to sixteen dwellings units per gross acre.
- **Local/Convenience Commercial:** This classification includes moderate-intensity convenience retail or service uses, generally serving small, local neighborhoods.
- **Community/Regional Commercial:** This classification includes a wider range of retail or service uses intended to serve the entire community and nearby regional customers.
- **Light Industrial:** Light industrial uses include general manufacturing, wholesaling, warehousing, and research and development uses.
- **Institutional:** Public, quasi-public and institutional uses on large tracts are included in this classification.
- **Recreation/Open Space:** Lands for recreation or open space are included in this classification, offering either active use or passive enjoyment and environmental protection.
- **Mixed Use Development:** This classification provides for the siting of a variety of land uses in close proximity to each other where this is desirable due to existing land use patterns, environmental constraints, the need to preserve open space, the opportunity to provide alternative modes of transit and other factors.

The Land Use Plan includes 5 goals and 11 objectives of which the following are applicable to this assessment:

- Goal 1: Ensure that development respects the natural environment;
- Goal 2: Encourage development that enhances and preserves established neighborhoods;
- Goal 3: Provide a wide range of housing opportunities for families of all income levels;
- Goal 4: Ensure that all required public services and facilities are sequenced to meet demands of development; and
- Goal 5: Promote an urban growth pattern that occurs in an orderly fashion and conserves the land resources of the City and its planning area.

- Objective 4. Protect the City’s older, established neighborhoods, and promote their revitalization through needed infrastructure improvements and new residential investment;
- Objective 5. Maintain an appropriate balance between the size, location and density of new development and the availability and demands upon the public services and facilities required to serve that development;
- Objective 8. Stimulate more efficient use of the City’s land resources by encouraging in-fill, mixed-use, cluster development and higher residential densities at appropriate locations;
- Objective 9. Where feasible and appropriate, provide a transition in land uses between more and less intensive land uses; and
- Objective 11. Enhance the aesthetic appearance of High Point by preserving the scenic quality of its major gateway streets and travel corridors and by providing appropriate landscaped buffers and transitional uses between low and high-intensity land uses.

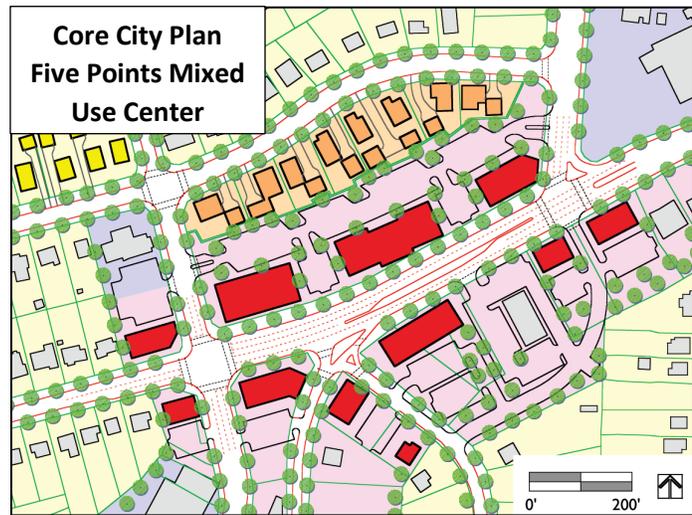
#### U.S. 311 Bypass Interchange Study

The U.S. 311 Bypass Interchange Study is a corridor plan that covers the 7-mile segment of I-74 (formerly U.S. 311) from just east of Eastchester Drive to I-85. The plan was completed in 2002 to be proactive in planning for the development pressures associated with new freeway interchanges. The plan evaluated the future impacts on the adjacent neighborhoods and businesses for the four proposed interchanges (Greensboro Road, M.L. King Jr. Drive, E. Green Drive, and I-85). The plan proposed improvements in the areas of land use, transportation, and gateway appearance. The following is a summary of the recommendations for the Greensboro Road Interchange:

- Provide uses to serve existing residents, university students, and travelers;
- Redevelop the Five Points commercial area;
- Redevelop east of I-74 along Greensboro Road as a “main street” with local commercial uses;
- Encourage planned mixed-use development east of the interchange;
- Provide housing choices;
- Develop enhanced driveway access controls;
- Improve street and pedestrian lighting, provide sidewalks, bikeways, improve bus stops; and
- Create a gateway appearance – create a theme for the area building on the history and heritage, using public art, wayfinding signage, decorative paving, banners, etc.

## Core City Plan

The Core City plan is a large area plan that focuses on the 11 square mile urban core of the city. The Five Points area along Greensboro Road between Montlieu Avenue and I-74 falls under the policy direction of the plan and is identified as a Mixed Use Center. This Mixed Use Center's target market is a combination of the adjacent neighborhoods and the travelling motorists along the I-74 corridor. The Core City Plan recommends redevelopment of this area in a more urban and pedestrian friendly manner by pulling new commercial buildings to the street and providing streetscapes with broad sidewalks, street trees, pedestrian streetlights and benches. Higher density housing is recommended as a transition between commercial uses and single-family housing. The proposed road design for Greensboro Road is shown as a 4-lane road with a planted median with turn lanes at intersections. This cross-section will preserve capacity, allow for better access management, and provide a safer and more efficient travel corridor.



## **Water and Sewer Extension Policy**

It is the general policy of the City to provide water and sewer utility services only to properties within the City's corporate limits. Therefore, if water and sewer services are requested for a new development outside the city limits, then annexation is required. This is the most common way that the city expands its limits. This is typically called voluntary annexation which is triggered by a developer and the costs related to the extensions of water and sewer lines are paid for by the developer.

## **Annexation Agreement**

The City has established boundaries for its future growth through annexation agreements with its neighboring municipalities. An annexation agreement is a legal agreement that defines territory that each participating municipality may annex within the life of the agreement. The agreement sets limits on each municipality's future annexation into an area, thus establishing its potential future jurisdiction. The agreement, however, does not obligate a municipality to undertake annexations. Some of the benefits of annexation agreements are as follows:

1. Municipalities can efficiently plan and provide municipal services, including water and sewer;
2. They promote the orderly and logical extension of municipal boundaries; and
3. They reduce uncertainty among property owners and public and private development interests.



Watershed Area (GWA), and smaller areas in the City Lake Watershed Critical Area (WCA) Tiers 3 & 4 [See Map 3: Watershed]. To protect these public water supplies, these watershed areas allow development of property at limited intensities and densities, depending on the property's proximity to the lakes. Generally, with limited exceptions, the Oakdale and City Lake GWA's restrict new development to not exceed 70% built-upon area, the Oakdale WCA Tier 2 allows new residential uses at 1 dwelling unit per acre, Tier 3 for both watersheds allows new development at two dwelling units per acre or 35% built upon area, and City Lake Tier 4 allows new development at two dwelling units per acre or 50% built-upon area.

### **Opportunity Zone**

The south side of Greensboro Road between Montlieu Avenue and I-74 is within a designated Opportunity Zone. Opportunity Zones are designated areas where an investment tool established by Congress in the Tax Cuts and Jobs Act of 2017 encourages long-term investments in low-income urban and rural communities nationwide. Opportunity Zones provide a tax incentive for investors to re-invest their unrealized capital gains into dedicated Opportunity Funds which can invest in companies or real estate. This could be an incentive to help the properties on the southern portion of the Five Points area redevelop, especially the 21-acre former Evergreen site located on the southwest corner of Greensboro Road and I-74 that is solely owned by Guilford County.

### **Street Naming**

Due to the construction of the Jamestown Bypass and other changes in road alignments around this project, some road names will be impacted. The following is a description of the impacts by roadway:

- **Jamestown Bypass** – This is a new roadway on a new alignment. The High Point section of the bypass is approximately 2 miles. A portion of this roadway is already open in Jamestown and it has been named “Jamestown Parkway”. This name should be continued from the edge of the city's extraterritorial jurisdiction (ETJ) at Dillon Road to its end at the east side of I-74. There are also a couple of small portions of the roadway in unincorporated Guilford County that will need to be considered by Guilford County.
- **Greensboro Road east of I-74** – There will be an 8/10<sup>th</sup> of a mile section of Greensboro Road remaining between Wrenn Farm/Penny Road and the Jamestown Bypass. The street name of Greensboro Road currently ends at the Penny Road/Wrenn Farm Drive intersection where it becomes West Main Street in Jamestown. This road name could be misleading because it no longer connects High Point to Greensboro via a street name. This remaining section of Greensboro Road should be further evaluated to see if a new name should be considered. This roadway section is shown as segment “B” on the inserted map below.
- **Dead-end** – There will also be a small 800-foot section of a dead-end street, which is currently Greensboro Road. This dead-end street will intersect with Hampton Drive on the eastern end and have a turnaround at the western end. This section will require a

new street name and will need to be further evaluated to determine the new name. This dead-end street is shown as segment "A" on the inserted map below.



- **Spencer Street and Enterprise Drive** – These are existing streets that are currently aligned with one another, but Spencer Street will be reconfigured for right-in and right-out access at the signalized intersection. No name changes are needed.
- **Greensboro Road west of I-74** – There is another small portion of Greensboro Road that will be left on the west side of I-74. It is approximately 1,700 feet (1/3<sup>rd</sup> of a mile) between I-74 and Five Points Place at which point it becomes East Lexington Avenue. Because this section is short and is bisected by the interstate, renaming this section to East Lexington Avenue is warranted to prevent further street name confusion.
- **Ring Street** – Ring Street is divided by the bypass and will no longer be connected. This provides an opportunity to rename one of the segments of Ring Street. It should be further evaluated to determine which segment may warrant renaming.

Any street name changes must be reviewed and approved by the Planning and Zoning Commission after a public hearing.

### **Bypass Intersections**

The greatest potential for new development along the bypass will be at its intersections. The following is a brief description of the intersections starting on the western end and going to the eastern end:

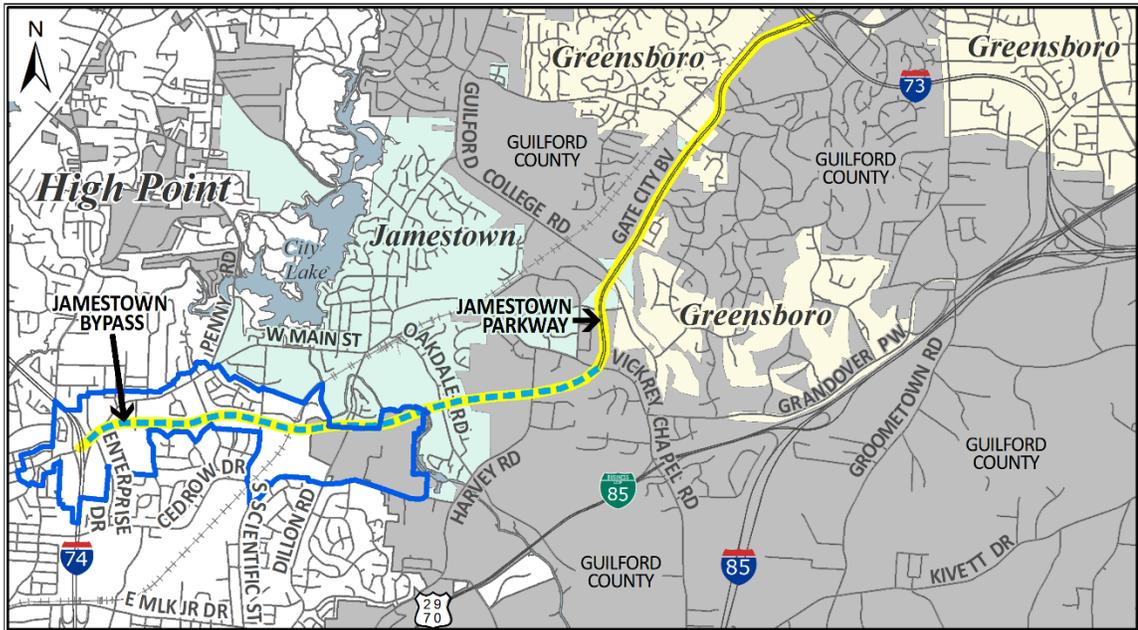
- **Enterprise Drive/Spencer Street** will have a median break and a signal. Enterprise Drive will have full turning movements and Spencer Street will be restricted to right-in and right-out turns only.
- **Greensboro Road** will be a new signalized T-intersection that will have a median break to allow full turning movements. There is an 80-foot wide break in controlled access on the south side of the intersection to allow for future access to the land on the south side of this intersection.
- **Ring Street** will be a T-intersection with a connection to the bypass on the south side only. The bypass will have a median with right-in and right-out access to Ring Street on the south side. Ring Street to the north will have a dead-end with a turnaround and it will not connect to the bypass.
- **Manor Road** will have a median break and a signal with full turning movements. NCDOT currently owns most of the properties on all four corners of the intersection and beyond that there are developed residential neighborhoods. The northwest corner may have some limited development opportunity for infill residential, maybe twin homes or townhomes, adjacent to the Jamestown Bypass. There is an unopened right-of-way (ROW) and a perennial stream in this area, but NCDOT owns one of the largest parcels between Manor Drive and the unopened ROW and, therefore, controls access. It is currently designated as Low-Density Residential and zoned Residential Single Family-5 (R-5), both of which fit the area. Based upon these constraints, there is little opportunity for new development to occur in this area.
- **N. Scientific Street and Dillon Road** will also have median breaks and signals with full turning movements. Both intersections have opportunities for development that are described in detail below.

## **Recommendations**

Based on a review of existing policy, and an analysis of existing conditions and existing land uses, the following are recommendations for the future growth of the area.

### General Recommendations

- The Jamestown Bypass provides a connection between two major interstates, I-73 and I-74, and a new front door into the city that leads directly to High Point University's new conference center and arena at the intersection of East Lexington Avenue and University Parkway. This new entrance will bring development opportunities to the area due to access to undeveloped land and new opportunities for underutilized properties. The development of the undeveloped parcels will primarily be developer driven, meaning that it will take the initiative of a developer to bring a proposal to the City for consideration prior to being developed. Depending on the proposal, it may need to be rezoned to allow the proposed use and then a land development plan would need to be reviewed and approved to ensure that it meets all environmental and other ordinance requirements. If water and sewer extensions, and road improvements are needed they would need to be done at the expense of the developer. Where there are underutilized properties, it may take the initiative of the City working with the local community to



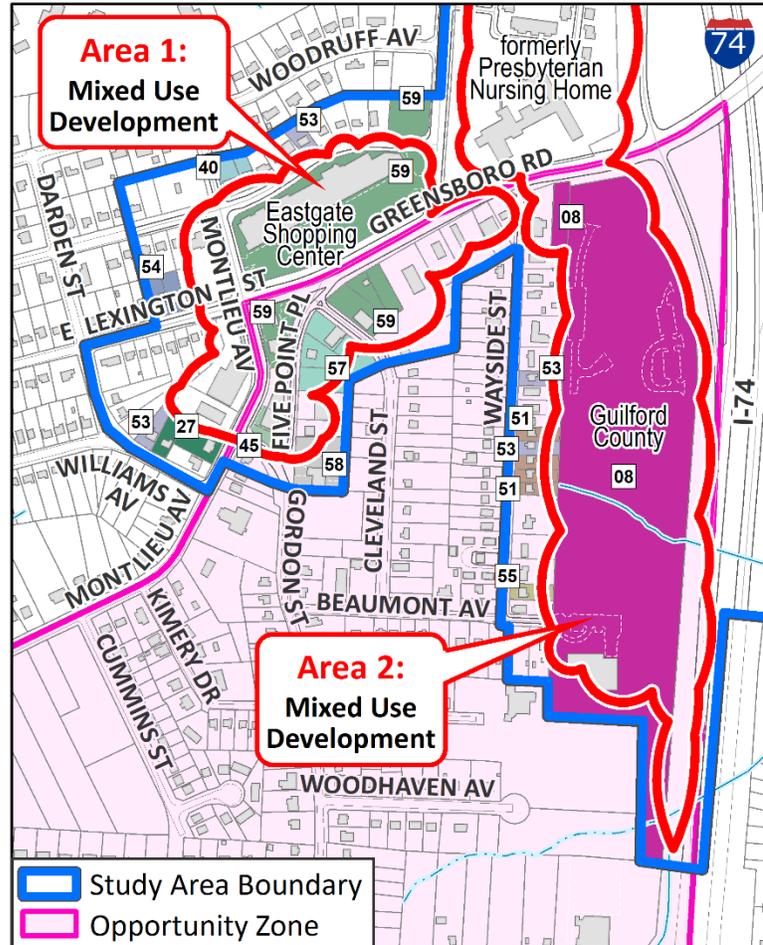
create a detailed vision for the area. The developer-driven opportunity areas are primarily east of I-74 where the bypass is opening new opportunities for development at intersections and by providing access to undeveloped land. The City-initiated opportunities lie primarily west of I-74 in Five Points, where there are opportunities for new development on previously developed land that has become underutilized. As is recommended in the U.S. 311 Bypass Interchange Study and the Core City Plan, the area west of I-74 should be redeveloped to create a gateway appearance with a more urban and pedestrian-friendly manner by pulling new commercial buildings to the street and providing streetscapes with broad sidewalks, street trees, pedestrian streetlights and benches.

- When new development occurs, lots should be consolidated to maximize the size of the development and limit access points. Most of the properties along the bypass, except for the property across from the T-intersection with Greensboro Road, are restricted from having direct access to the bypass; therefore, access will need to be taken from the cross streets. For areas along other streets without restricted access, there should be an effort to consolidate lots where possible to limit driveway cuts along thoroughfares.
- In general, there appear to be multiple areas that provide an opportunity for development. The more intense commercial uses and higher density housing opportunities are clustered close to the I-74/Jamestown Bypass intersection, and the areas further to the east along the bypass offer opportunities for a mix of housing types including single family, townhomes, condos and possibly some apartments. Therefore, there are numerous recommended changes to the Land Use Plan Map (see below for details).

### Area Specific Recommendations

The following are land use recommendations for the outlined areas shown on **Map 4: Land Use Recommendations**. The map shows the recommendation areas with a red bubble outline, and the color coding on individual properties throughout the study area shows where there is common ownership of 2 or more properties. The white properties within the study area denote single ownership.

- **Area 1** is known as the Five Points commercial area. It fronts along Greensboro Road from just west of Montlieu Avenue to Wayside Street just west of I-74. The area consists of approximately 22 parcels and 19 acres. It can serve as the new front door into the city as well as an entrance to High Point University. Currently, this area is a mix of local commercial service and retail uses. The Eastgate Shopping Center located on the north side of Greensboro Road is not currently fully occupied and it has seen uses come and go over the years. Most recently, the Save-A-Lot grocery store closed, and the space is currently vacant. The properties along the south side of Greensboro Road are within an Opportunity Zone, which could serve as an incentive for redevelopment. As stated above, the U.S. 311 Bypass Interchange Study and the Core City Plan identify this area as a mixed-use area that could serve both nearby residents and those traveling on I-74. The City's Development Ordinance has a Mixed Use (MX) zoning district that is intended to establish compact, pedestrian-oriented, mixed-use development and redevelopment at key locations in the Core City. However, in order to establish this district, a plan for the specific mixed-use area must be prepared and adopted by the City Council. Therefore, it is recommended that the City initiate a small area plan for the Five Points area to create a detailed plan for its future development. To support this initiative, it is recommended that the Land Use Plan be amended from

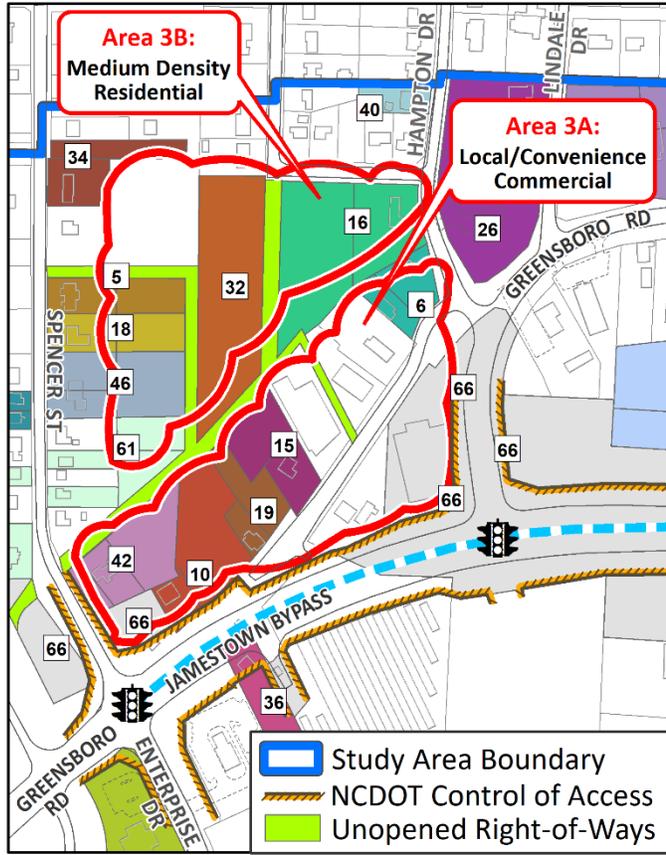


Local/Convenience Commercial to Mixed Use Development. This area is currently zoned General Business (GB) and Limited Business (LB).

- **Area 2** is a narrow area that runs between I-74 and Deep River Road and Wayside Street. It consists of 4 parcels totaling approximately 46 acres. The area contains the site of the former Presbyterian nursing home on the north side of Greensboro Road, and the former Evergreen nursing facility on the south side of Greensboro Road. The one-story attached residential units on the northern portion of the Presbyterian property are currently being used for housing restricted to people age 55 and over. The multi-story building on the southern end of the property is currently vacant. The former Evergreen nursing facility located on the south side of Greensboro Road is currently owned by Guilford County and it is within an Opportunity Zone. Most of the buildings on this site have been demolished and those that remain are vacant. Due to the property's proximity to the I-74 entrance ramp and limited road frontage on Greensboro Road, the small parcel on the southeast corner of Greensboro Road and Wayside Street, which currently has an office, is included in this area. Lot consolidation should be part of future development to allow for access from Wayside Street. In 2012, the Land Use Plan was amended to change most of this area, except for the two small parcels on the corner of Wayside Street and Greensboro Road, from Institutional to Mixed Use Development to support a mixture of higher intensity uses. Area 2 could be incorporated into the area plan that is recommended for Area 1, or it could stand alone and act as a transition to the interstate. Due to the size and location of these parcels, higher density housing, a hotel, and a restaurant could support the local community and those travelling along the interstate. The Land Use Plan designation of Mixed Use Development supports these types of uses and it should be retained. The two small lots on the corner of Wayside Street and Greensboro Road should be included in Mixed Use Development designation. This area is currently zoned Institutional and until a plan for this area is created or a development proposal is submitted, this zoning district will serve as a holding zone.
  
- **Area 3** has been divided into two sections. Area 3A is located along Greensboro Road between Spencer Street and Hampton Drive, and Area 3B is directly behind Area 3A to the north.
  - **Area 3A** consists of 18 parcels that total approximately 10 acres. This section of Greensboro Road will connect to Hampton Drive on the eastern end and it will have a dead-end on the western end that will not connect to the bypass. The lots along the north side of Greensboro Road have an average depth of 270 feet and have a mixture of commercial uses, service uses, and undeveloped lots. There is also an unopened ROW between 615 and 619 Greensboro Road that may offer future access to Area 3B. Additionally, there are also two lots on the south side of Greensboro Road that contain a religious institution, which was purchased by NCDOT, and a convenience store with fuel sales. These lots will also only have access to the dead-end portion of Greensboro Road.

- **Area 3B** consists of 9 parcels that total approximately 9 acres. This area consists of mostly undeveloped lots with some unopened rights-of-way that are surrounded by single-family residences that could offer an opportunity for infill residential uses. Spencer Street on the western end of this area will have right-in and right-out access to the bypass at a signalized intersection.

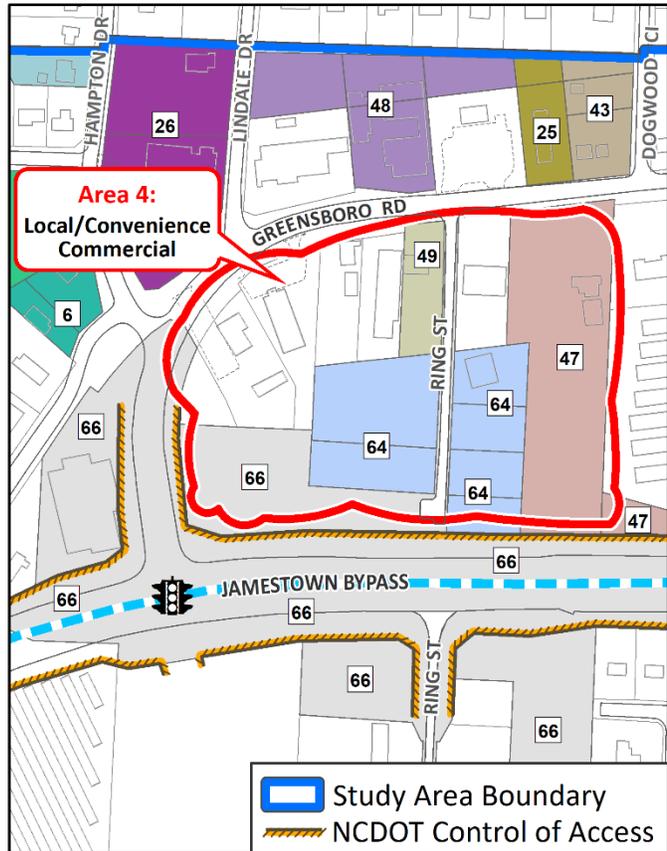
Area 3A is currently shown on the Land Use Plan as Community/Regional Commercial, which supports commercial retail and service uses intended to serve the entire community and nearby regional customers. Area 3B is shown as Low-Density Residential, which supports single-family detached dwellings on individual lots. Due to reduced access, Area 3A may be better represented with a land use designation with less intensity that would serve the surrounding neighborhood with local service uses. Area 3B with some land assembly and access to the dead-end section of Greensboro, could support some infill housing with a variety of detached or attached homes. Because of these changes, the land use designation is recommended to change from Community/Regional Commercial to Local/Convenience Commercial for Area 3A, and from Low Density Residential to Medium Density Residential for Area 3B. The current zoning for Area 3A is General Business (GB) and Area 3B is zoned Residential Single Family-5 (R-5). The GB zoning district supports the land use recommendation. While infill mixed residential is supported for Area 3B, it is recommended that it remain zoned R-5 until new development is proposed. If this area is developed, lot consolidation and access to the dead-end section of Greensboro Road will be needed to maximize the development potential. Conditional zoning may also be needed to ensure that the land use policies are met, and the existing neighborhood is protected.



With these recommended Land Use Plan map changes, there is a small remnant of Community/Regional Commercial adjacent to Area 3A between Hampton Drive and Lindale Drive on the north side of Greensboro Road that has a religious institution. Since religious institutions fit within all commercial land use classifications, it is

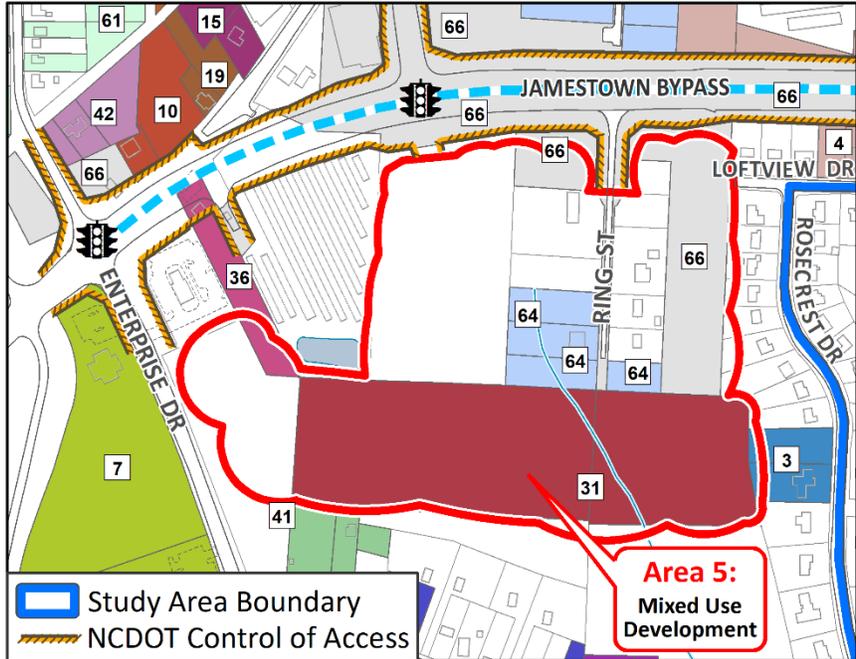
recommended to be included in the Local/Convenience Commercial classification. It will be incorporated into the Land Use Plan Amendment recommendations shown on Map 5 and is summarized in the Land Use Plan Amendments section below.

- Area 4** is located on the south side of Greensboro Road, north of the bypass between the newly aligned Greensboro Road and just east of the northern section of Ring Street. It contains 15 parcels that total approximately 14 acres. This northern section of Ring Street will not connect to the bypass and a turnaround will be installed by NCDOT. This area will not have direct access to the bypass. The area includes a mix of commercial and office uses, some of which appear to be vacant. As recommended in the U.S. 311 Bypass Interchange Study, this area as well as the remainder of Greensboro Road to the Penny Road/Wrenn Farm Drive intersection could act as a traditional “main street” with local commercial uses to serve the surrounding neighborhoods. With the opening of the bypass, Greensboro Road will be less travelled because it will no longer act as the main connection between communities. The area is currently designated on the Land Use Plan as Local/Convenience Commercial with a small piece of Community/Regional Commercial on the western edge and Low Density Residential to the south along Ring Street to where it ends. An expansion of the Local/Convenience Commercial designation is recommended to cover the entire area. The current zoning is GB and R-5, but there are no remaining residential uses in this area, so if a development proposal is submitted for local commercial uses, a change in zoning would be supported.



- Area 5** is located on the south side of the bypass between Enterprise Drive and just east of the southern section of Ring Street. It contains 18 parcels that total approximately 33 acres. The traffic signal at Enterprise Drive will remain and there will be a new signal at the T-intersection where Greensboro Road is being realigned to intersect with the bypass. There is a small ROW stub shown just to the east of Enterprise Drive that will give access to the mini-storage facility and the parcel to the west. The bypass construction plans also show an 80-foot wide break in the controlled access to allow

access to the undeveloped land on the south side of the intersection. This could be an opportunity for the development of a shopping center with a cohesive mix of commercial uses, possibly a hotel, and higher density housing. Ring Street could also serve as access into this area, but it currently has some single-family homes

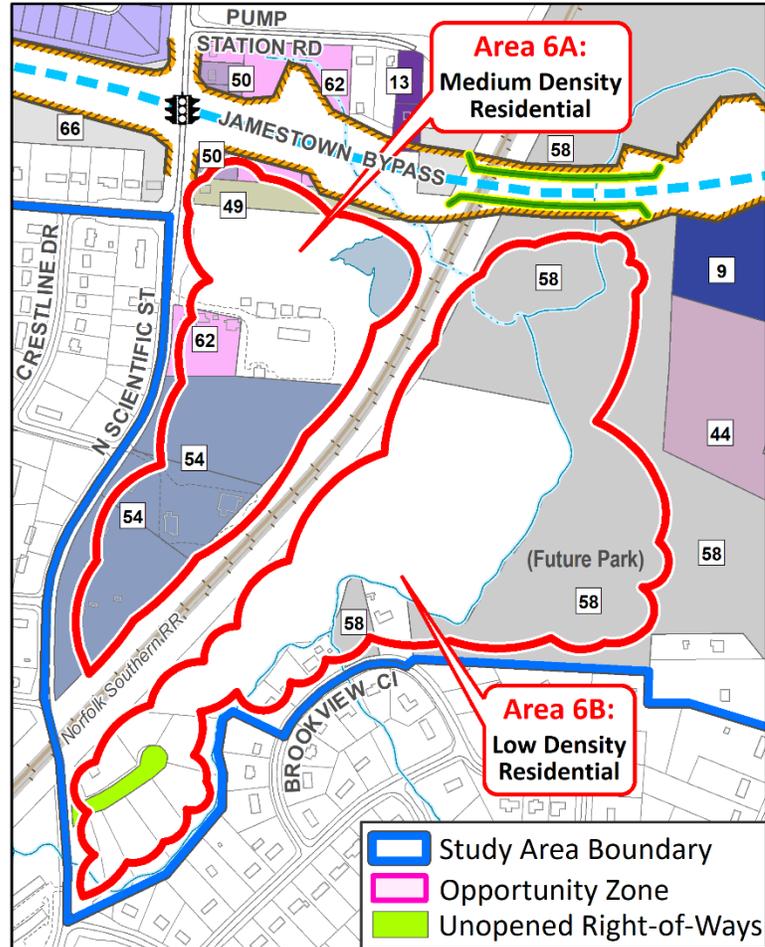


that would prevent access through it to a commercial area. The bypass will have a median at the intersection with the southern portion of Ring Street and, therefore, it will be restricted to right turn movements onto and off the bypass. There are some large undeveloped parcels in this area, but there is also a perennial stream that runs through the southern two parcels that could impact potential development. This area is currently split between the Community/Regional Commercial and Low-Density Residential classifications on the Land Use Plan. The land use classification is recommended to change to Mixed Use Development to support uses for the community and the travelling motorist on I-74. The area is currently zoned R-5 and it should remain until a development proposal is submitted. If this area is developed, lot consolidation will be needed to maximize the development potential, and protection of the neighborhoods to the east and south will be important to maintain their stability.

With these recommended Land Use Plan map changes, there is a small remnant of Community/Regional Commercial adjacent to this area along I-74, Enterprise Drive and the bypass that has a religious institution's resource center, a self-storage facility, and a drive-thru restaurant. These uses are more in character with the Local/Convenience Commercial land use classification than the Community/Regional Commercial classification. Therefore, it is recommended to be included in the Local/Convenience Commercial classification. This change will be incorporated into Land Use Plan Amendment recommendations shown on Map 5 and summarized in the Land Use Plan Amendments section below.

- **Area 6** has been divided into two sections. Area 6A is located on the south side of the bypass between N. Scientific Street and the railroad tracks. Area 6B is located on the east side of the railroad tracks between the bypass and S. Scientific Street.

- **Area 6A** contains 8 parcels that total approximately 23 acres. This area is currently a mix of residential and an industrial use (Glover Grading Company). The area has some potential for redevelopment due to the new signalized intersection with the bypass and the proximity to the new Wrenn Farm residential development located diagonally across the intersection. The area is currently designated as Light

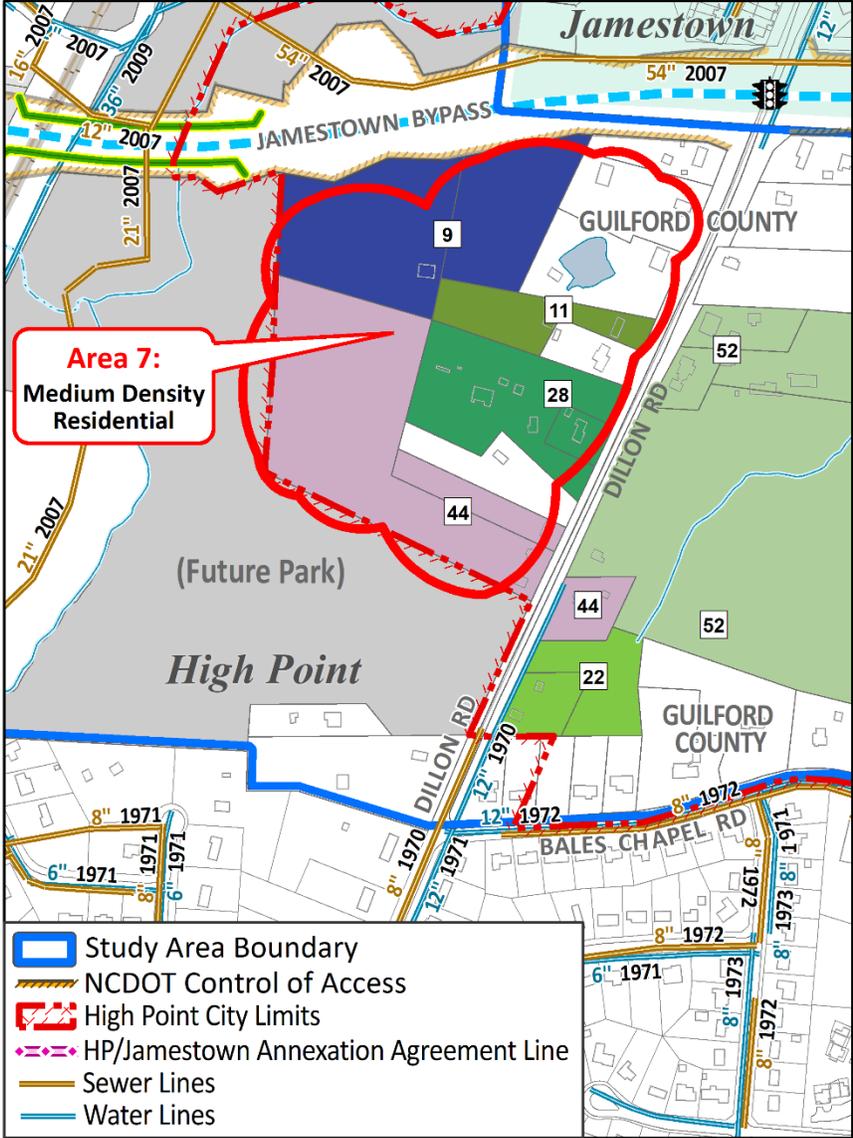


Industrial on the Land Use Plan. The zoning in this area is a mix of R-5, Heavy Industrial (HI), and Light Industrial (LI). This area was annexed into the City in the 1960's and has been zoned as it currently is since 1992. Due to the recent development of Wrenn Farm and proximity to other residential neighborhoods, this area may be best suited for residential development. Therefore, the land use classification is recommended to change to Medium Density Residential to support a mix of higher density housing in the area. Additionally, it is recommended that the City initiate a zoning change for this area to protect it for future residential development. The R-5 zoning district could be expanded to serve as a holding zone for this area until a development proposal seeking a higher density is submitted.

- **Area 6B** contains 10 parcels that total approximately 45 acres. The area is currently undeveloped except for one small parcel on S. Scientific Street next to the railroad tracks and an unopened ROW. Approximately 24 acres of this area are currently owned by the City for a future park. The area is constrained by lack of access, rough topography and a perennial stream. The Land Use Plan currently classifies this area as Low-Density Residential, Recreation/Open Space and Light Industrial on the Land Use Plan. Due to the constraints, the Light

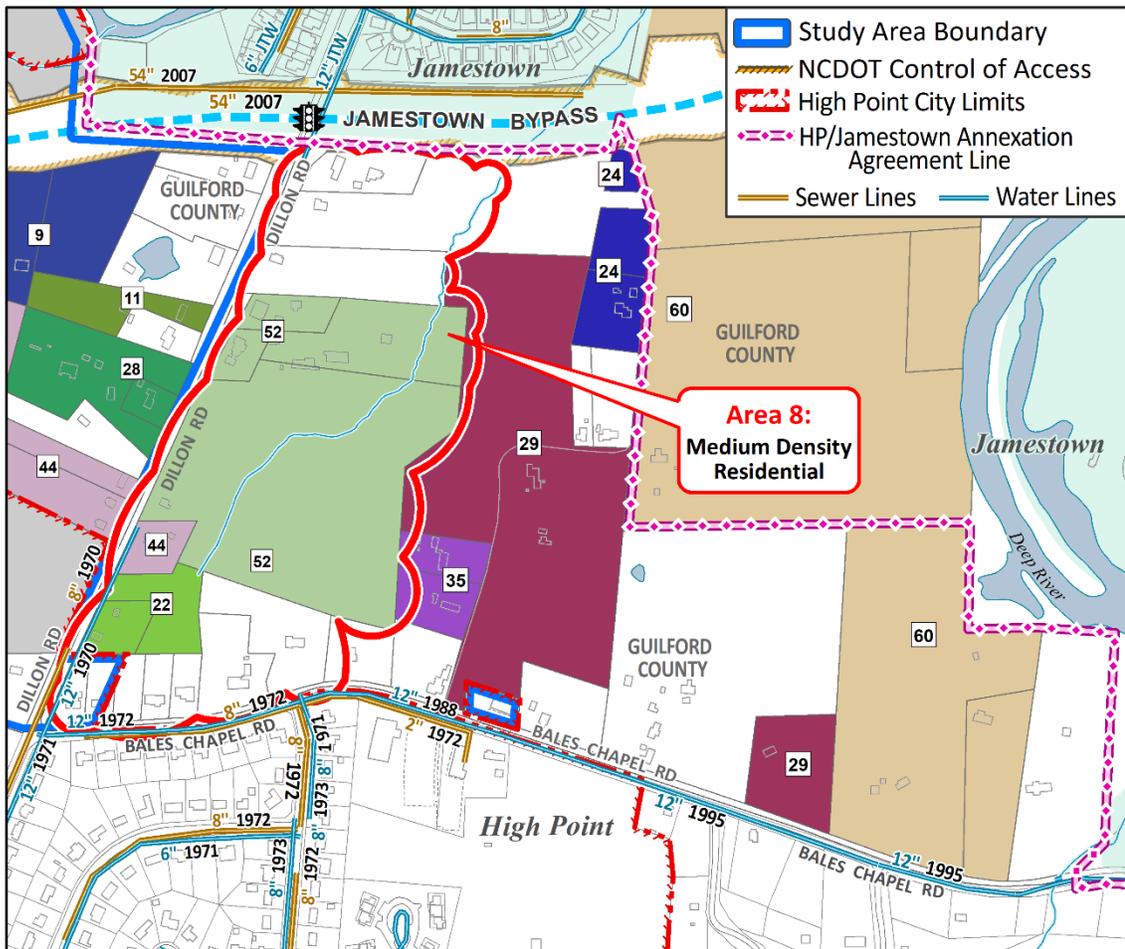
Industrial designation is recommended to change to Low-Density Residential. Like Area 6A, it is recommended that the City initiate a rezoning for this area due to its constraints and adjacency to existing residential to the south and east. This area has been zoned Light Industrial (LI) since 1959 and only one ¾ acre parcel was developed with a small office building in 1986. The R-3 zoning district is recommended for this area, which is consistent with the zoning applied to the existing residential area to the south and east.

- Area 7** is located on the southwest corner of the future signaled intersection of the bypass and Dillon Road. The area is outside the corporate limits, but within the City's Extra-Territorial Jurisdiction (ETJ). It contains 13 parcels that total approximately 28 acres and the area is adjacent to the future park property that is owned by the City. The area currently has a couple of undeveloped parcels and parcels with single-family residential uses on large lots. It is currently designated as Low-Density Residential on the Land Use Plan. The area has potential for higher density development than is currently designated in the Land Use Plan. Given the proximity to the bypass, residential development with a mix of housing styles such as twin homes, town homes, or multi-family is potentially feasible. For this area to develop with increased densities, it will need City water and sewer service and, therefore, will need to be annexed into the city. There is currently a 21-inch sewer line that runs along the stream just to the



west of this area that will need to be extended to serve this area. There are 12-inch water lines on Dillon Road that extend down from the north to the southern edge of the bypass and up from the south to just north of Bales Chapel Road that would need to be connected to serve this area. The land use classification is recommended to change from Low-Density Residential to Medium-Density Residential to support higher density residential development. However, a change in zoning should be developer driven to ensure the land use policies are met and the adjacent residences are protected. It is currently zoned R-3, which can act as a holding zone until a higher density residential development proposal is submitted that would be consistent with adopted policies.

- **Area 8** is located on the southeast corner of the future signalized intersection of the bypass and Dillon Road in mostly unincorporated Guilford County. It contains 18 parcels that total approximately 44 acres. It abuts the city limits on Bales Chapel Road. The area is bounded primarily by Bales Chapel Road to the South, Dillon Road to the west, the bypass to the north, and the eastern property lines of the lots that front along Dillon Road to the east. There is a perennial stream in the area that runs north-south just to the east of Dillon Road that may impact development. The properties to the east of this area are within the Oakdale Reservoir Watershed Critical Tiers which limit development potential and some of the properties are within a permanent conservation easement held



by the Piedmont Land Conservancy that prevent development of the land in perpetuity. Currently, the area has some undeveloped parcels and some single-family residential uses on large lots. The area may have potential for some increased residential development. Like Area 7, this area will need City water and sewer services to develop with increased densities therefore, it will need to be annexed into the city. Currently, there is a sewer outfall line that runs on the north side of the bypass that will need to be extended under the bypass to serve this area. There are 12-inch water lines on Bales Chapel Road and Dillon Road. The water lines on Dillon Road extend down from the north to the southern edge of the bypass and up from the south to just north of Bales Chapel Road that may need to be connected to serve this area. It is currently designated as Low-Density Residential on the Land Use Plan and has Guilford County zoning of Residential Single Family 40 (RS-40), which limits development to one dwelling per acre. The land use classification is recommended to change from Low-Density Residential to Medium-Density Residential to support higher density residential development. However, a change in zoning should be developer driven to ensure the land use policies are met and the adjacent residences are protected. Due to the impact of the stream, land assembly will be needed to achieve higher densities.

### **Summary of Recommended Changes**

This section consolidates and summarizes the recommended changes that are proposed in the assessment. These recommendations require separate processes that will need to be reviewed and approved after holding a public hearing by the Planning and Zoning Commission and City Council, as required.

- **Street Name Changes**

The following are street name changes that are recommended for consideration:

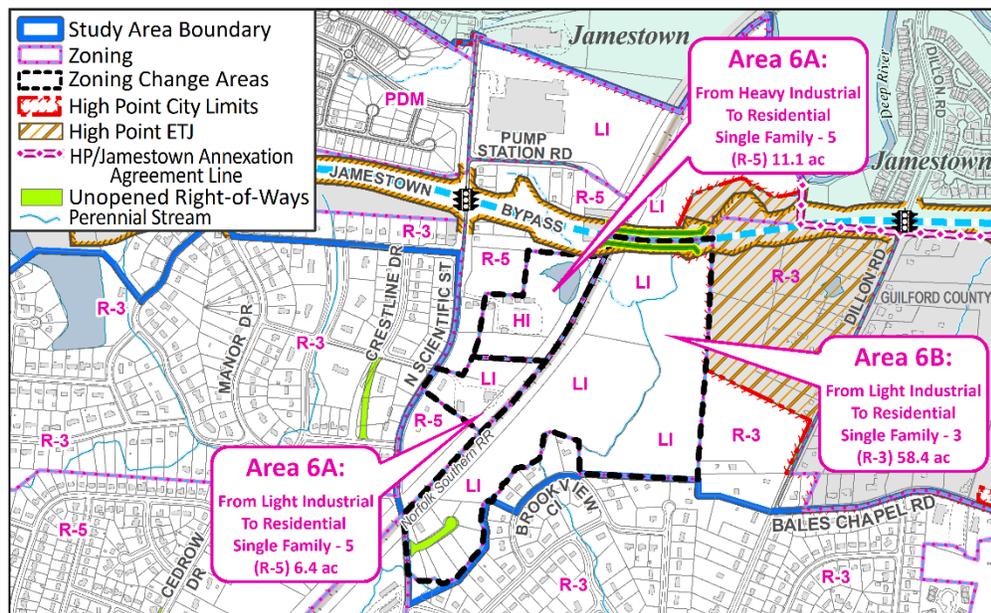
- Jamestown Bypass as Jamestown Parkway – the bypass is currently named Jamestown Parkway within the Jamestown jurisdiction and it is also recommended for the portion of the bypass that is within High Point’s jurisdiction.
- Greensboro Road east of I-74 (shown as segment “B” on the map above)– 8/10<sup>th</sup> of a mile section between Wrenn Farm Drive/Penny Road and the bypass. This road name could be misleading because it no longer connects High Point to Greensboro via a street name. This remaining section of Greensboro Road should be further evaluated to see if a new name should be considered.
- Dead-end section of Greensboro Road (shown as segment “A” on the map above) – 800-foot section of a dead-end street, which is currently Greensboro Road. This dead-end street will intersect with Hampton Drive on the eastern end and will have a turnaround at the western end. This section will need to be further evaluated to determine a new name.
- Greensboro Road west of I-74 – Approximately 1/3<sup>rd</sup> of a mile between I-74 and Five Points Place which then becomes East Lexington Avenue. Because this section is short and is bisected by the interstate, renaming this section to “East Lexington Avenue” is warranted to prevent further street name confusion.

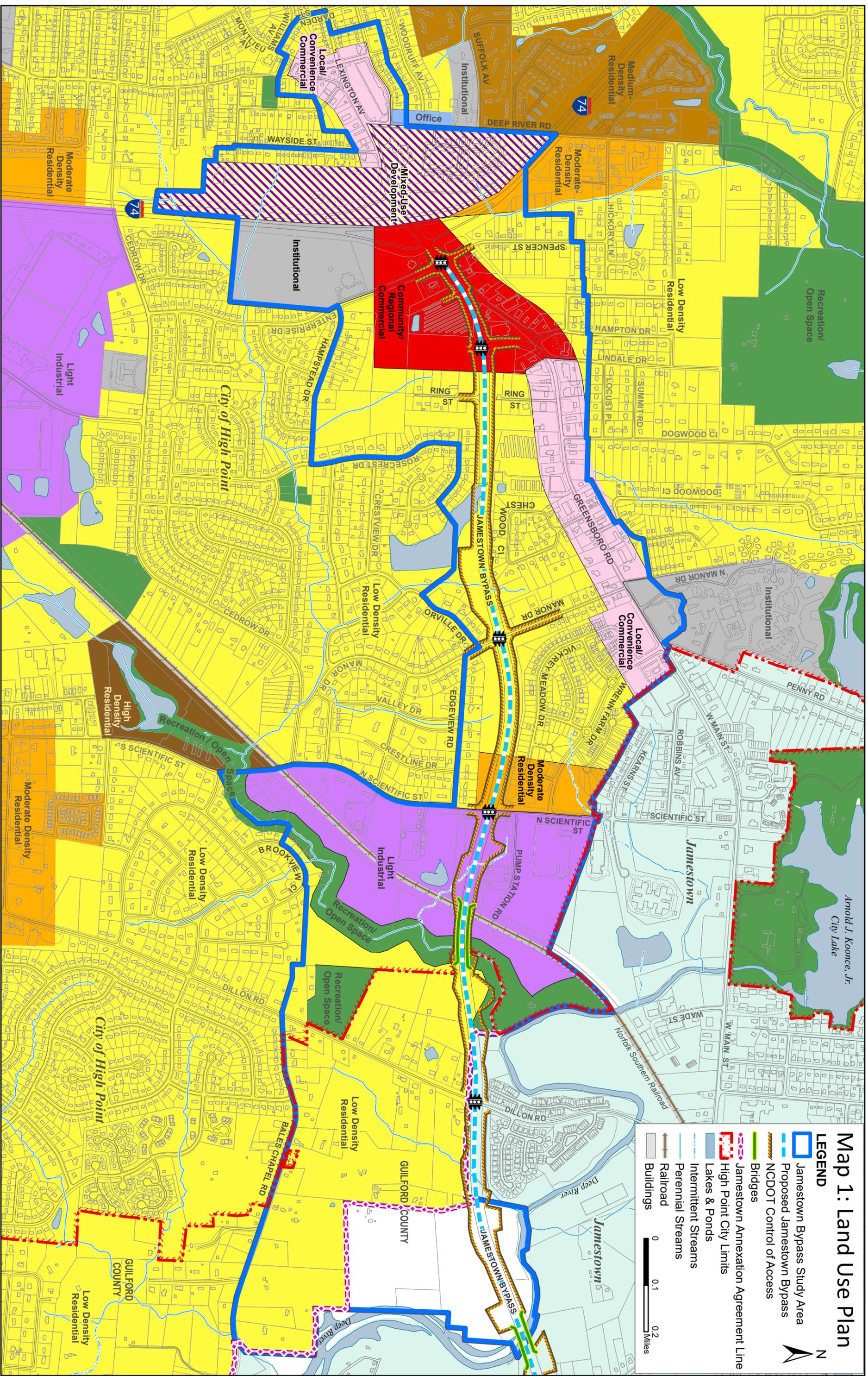
- Ring Street – Ring Street is divided by the bypass and will no longer be connected. This provides an opportunity to rename one of the segments of Ring Street. It should be further evaluated to determine which segment may warrant renaming and an appropriate name for it.
- **Plan Initiation**  
The U.S. 311 Bypass Interchange Study and the Core City Plan identify the Five Points area as a mixed-use area that could serve both nearby residents and those traveling on I-74. The City’s Development Ordinance has a Mixed Use (MX) zoning district that is intended to establish compact, pedestrian-oriented, mixed-use development and redevelopment at key locations in the Core City. However, in order to establish this district, a plan for the specific mixed-use area must be prepared and adopted by the City Council. Therefore, it is recommended that the City initiate a small area plan for the Five Points area to create a detailed plan for its future development.
- **Land Use Plan Amendments**  
There are nine areas that are recommended for amendment. **Map 5: Land Use Plan Amendments**, combines areas of like change and shows the total acreage of change from one land use classification to another, including any remnants that were left behind. The following is a summarization of the amendments that are recommended:
  - West of I-74, includes a combination of Area 1 and a small portion of Area 2; there are approximately 19 acres recommended to change from Local/Convenience Commercial to Mixed Use Development.
  - East of I-74, includes a combination of Area 3A, a portion of Area 4 and adjacent remnants of Community/Regional Commercial; there are approximately 45 acres recommended to change from Community/Regional Commercial to Local/Convenience Commercial.
  - Area 3B has approximately 10 acres recommended to change from Low-Density Residential to Medium-Density Residential.
  - Remainder of Area 4 has approximately 8 acres recommended to change from Low-Density Residential to Local/Convenience Commercial.
  - Area 5 has approximately 17 acres recommended to change from Community/Regional Commercial to Mixed Use Development and approximately 20 acres recommended to change from Low-Density Residential to Mixed Use Development.
  - Area 6A has approximately 38 acres recommended to change from Light Industrial to Medium-Density Residential.
  - Area 6B has approximately 26 acres recommended to change from Light Industrial to Low-Density Residential.
  - Areas 7 and 8 have approximately 80 acres recommended to change from Low-Density Residential to Medium-Density Residential.

- **Zoning Changes**

The following are areas where it is recommended that the City Council initiate a zoning map amendment:

- **Area 6A** - The zoning in this area is a mix of Residential Single-family -5 (R-5), Heavy Industrial (HI), and Light Industrial (LI). This area was annexed into the City in the 1960's and has been zoned as it currently is since 1992. Due to the recent development of Wrenn Farm and proximity to other residential neighborhoods, this area may be best suited for residential. It is recommended that the City initiate a zoning change for this area to protect it for future residential development. The R-5 zoning district is recommended to serve as a holding zone for this area until a residential development proposal seeking a higher density is submitted.
- **Area 6B** - Like Area 6A, it is recommended that the City initiate a rezoning for this area due to its constraints and adjacency to existing residential uses to the south and east. This area has been zoned Light Industrial (LI) since 1959 and only one ¼ acre parcel was developed with a small office building in 1986. The Residential Single-family-3 (R-3) zoning district is recommended for this area, which is consistent with the zoning applied to the existing residential area to the south and east.

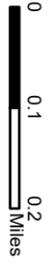


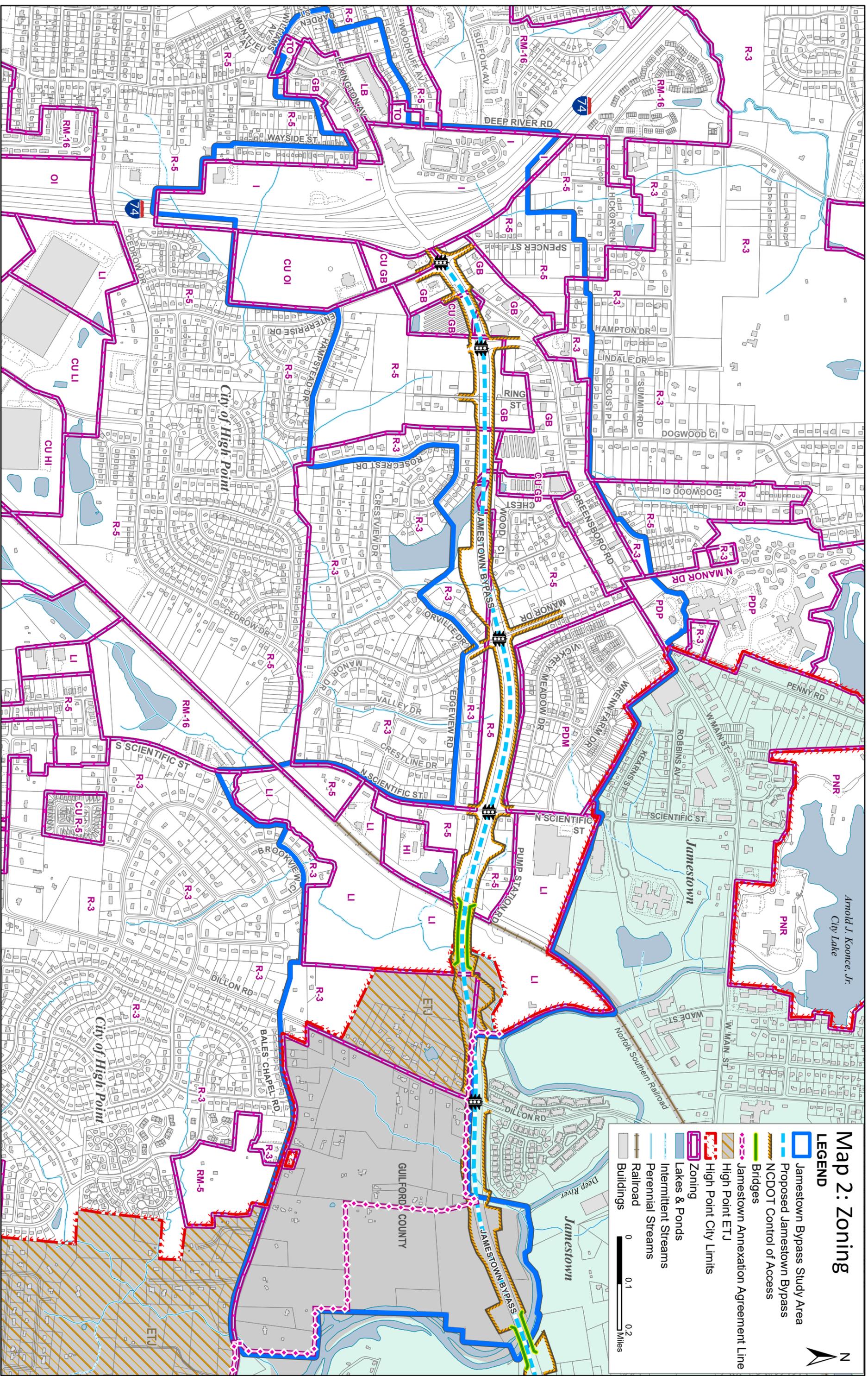


# Map 1: Land Use Plan

## LEGEND

- Jamestown Bypass Study Area
- Proposed Jamestown Bypass
- NCDOT Control of Access
- Bridges
- Jamestown Annexation Agreement Line
- High Point City Limits
- Lakes & Ponds
- Intermittent Streams
- Perennial Streams
- Railroad
- Buildings



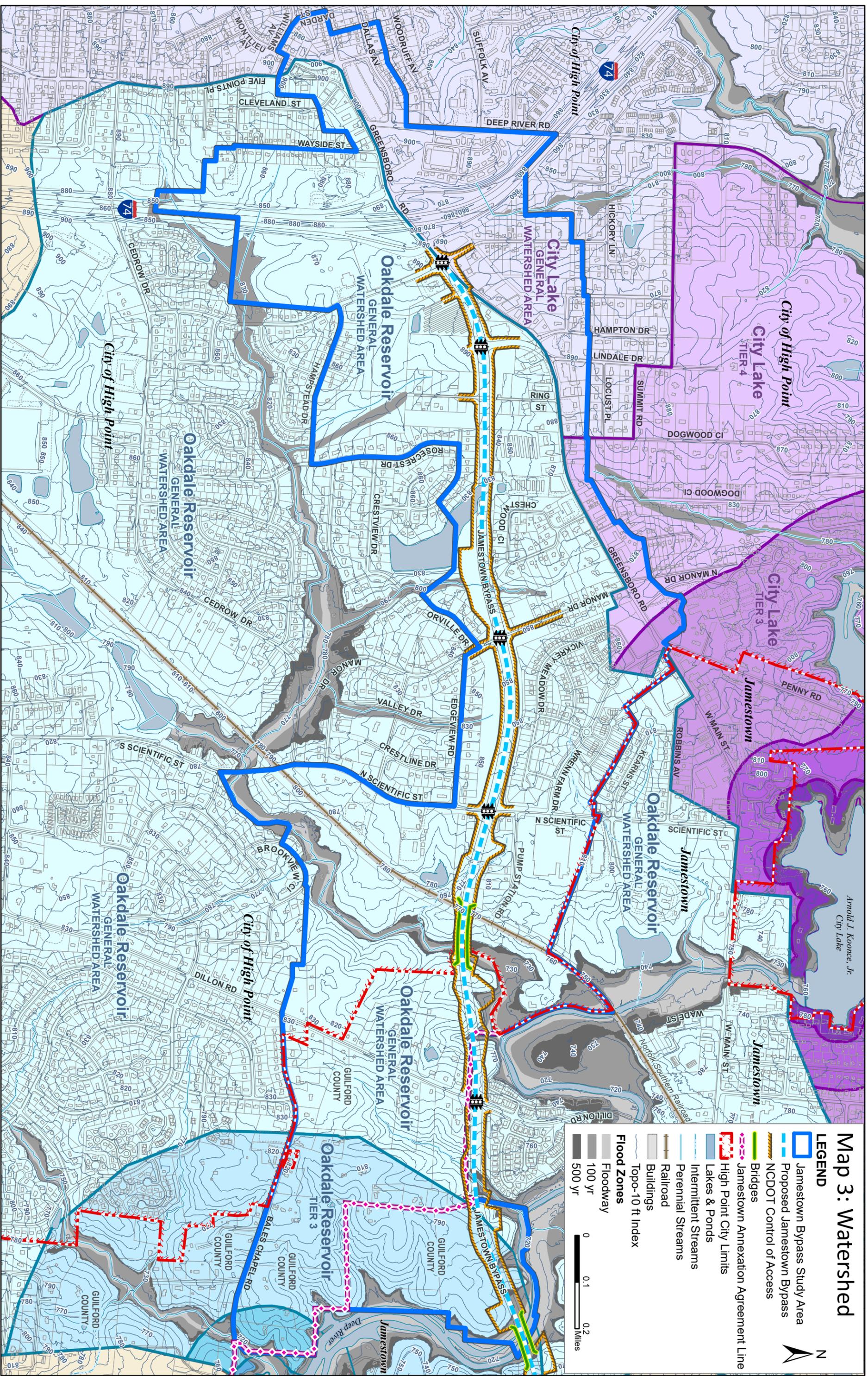


# Map 2: Zoning

## LEGEND

- Jamestown Bypass Study Area
- Proposed Jamestown Bypass
- NCDOT Control of Access
- Bridges
- Jamestown Annexation Agreement Line
- High Point ETJ
- High Point City Limits
- Zoning
- Lakes & Ponds
- Intermittent Streams
- Perennial Streams
- Railroad
- Buildings

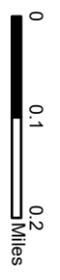




# Map 3: Watershed

## LEGEND

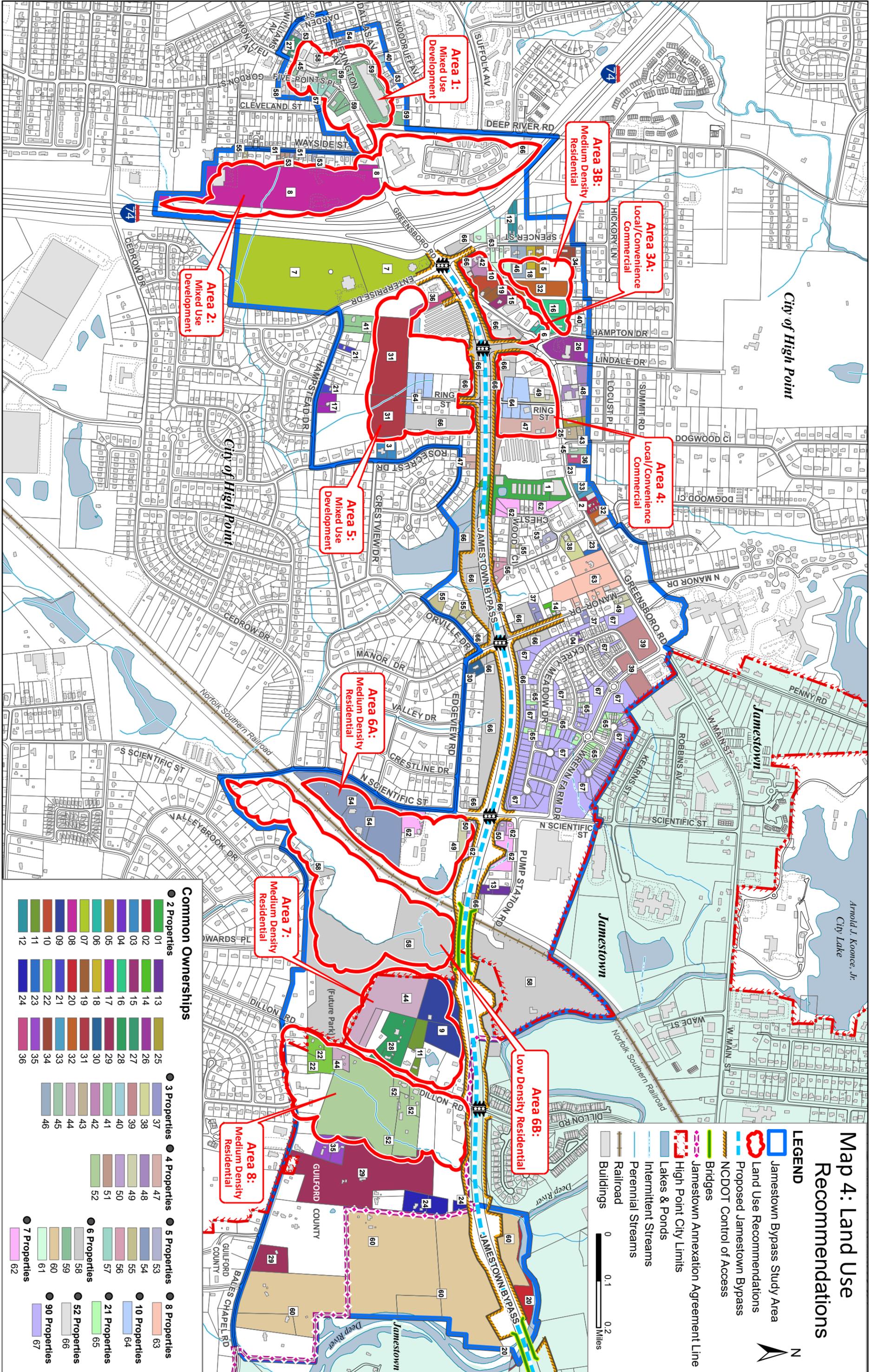
- ▭ Jamestown Bypass Study Area
- - - Proposed Jamestown Bypass
- - - NCDOT Control of Access
- Bridges
- - - Jamestown Annexation Agreement Line
- - - High Point City Limits
- Lakes & Ponds
- Intermittent Streams
- Perennial Streams
- Railroad
- Buildings
- Topo-10 ft Index
- ▭ Flood Zones
- ▭ Floodway
- ▭ 100 yr
- ▭ 500 yr



# Map 4: Land Use Recommendations

## LEGEND

- Jamestown Bypass Study Area
- Land Use Recommendations
- Proposed Jamestown Bypass
- NCDOT Control of Access
- Bridges
- Jamestown Annexation Agreement Line
- High Point City Limits
- Lakes & Ponds
- Intermittent Streams
- Perennial Streams
- Railroad
- Buildings



## Common Ownerships

