

High Point Road/West Lee Street Corridor Plan Highlights of Draft Strategies

The Corridor Plan will be developed in large part based on recommended draft strategies and actions to address key Plan goals. Highlights of these draft strategies include:

Infrastructure and Appearance:

- Adopt Master Streetscape Plan with common elements (lighting, signage, sidewalks, landscaping, public spaces, etc.) throughout Corridor and additional features for areas with identified influences; more detailed planning process to follow for specific areas
- Use available public bonds and other funding in conjunction with private resources to carry out Master Streetscape Plan
- Reconfigure existing roadway to create more pedestrian friendly intersections and create space for other public improvements
- Evaluate removal of High Point Road reversible lane system (and infrastructure) and consider replacement with fixed lanes or landscaped medians
- Adopt design standards (through zoning overlay district) to improve overall appearance and function in right-of-way

Transportation:

- Accommodate significant traffic volumes along High Point Road and West Lee Street in a manner safe for both vehicles and pedestrians
- Modify existing public transit routes to fit new land uses in corridor and have major institutions consider new or expanded transit service
- Narrow auto travel lanes to allow wider outside spaces for safer pedestrian usage, expanded public transit, on-street parking and/or bicycle facilities
- Create stronger bicycle and pedestrian north-south connections to University/Coliseum area such as at Aycock St., Tate St. and Coliseum Blvd.
- Improve pedestrian connections and improvements in key locations, especially in Activity Centers.

Reinvestment & Land Use:

- Establish overlay districts for corridor and activity centers to provide flexibility, encourage higher density/intensity development where appropriate and establish appropriate transitions between corridor and adjacent neighborhoods
- Emphasize compact, higher density, mixed development in Activity Centers (Mall/Convention Center/Office Park and Coliseum/UNCG)
- Support appropriate land use and zoning changes to reflect desired land use trends (e.g. reduction in heavy industrial zoning)
- Consolidate smaller parcels to facilitate larger mixed use projects, while incorporating unique local buildings and uses
- Use design guidelines (e.g. zoning overlay district) to ensure compatibility; more detailed planning process to follow

Public Safety:

- Expand/enhance merchants association(s) and community watch(es) (e.g. Lee Street Merchants Association and possible new High Point Road Merchants Association)
- Monitor crime data in corridor and meet regularly with Police to determine strategies to address issues
- Increase visibility of public safety and security resources in the corridor
- Reduce loitering in public right-of-way by establishing accessible and good quality day center for homeless and day labor centers near job centers (e.g. Patterson Street industrial area)
- Encourage use of crime prevention standards for safe lighting and landscaping for private spaces and public right-of-way

Implementation:

- Adopt Corridor Plan, incorporating relevant recommendations from other adopted Plans, to provide vision and key goals and establish Action Plan with short, medium and long-term steps
- Establish ongoing private organization to direct and oversee Plan implementation
- Identify and secure funding sources for public and private improvements (City bond funding, Business Improvement District, private and non-profit funds)
- Identify and implement coordinated marketing strategies for the Corridor
- Carry out additional public meetings to detail and establish Activity Center overlays