

SECTION C: OUR PLAN FOR THE FUTURE

Introduction

On July 8, 1969, the residents of the Archdale Precinct of Randolph County voted in a special election that resulted in the incorporation of the City of Archdale. Over the first 50 years of its history, the City experienced a multitude of changes that transformed the once quiet, rural community on the south side of High Point into a thriving City in its own right. Some of the changes that occurred were the result of initiatives undertaken by the City Council, such as the establishment of municipal utility systems to foster growth, building Creekside Park as the centerpiece of the community, and building a public library for the benefit of its residents. Other changes occurred on the initiative of private parties. One example is the development of industrial parks which brought employment opportunities and improved the City's tax base. Another example is the subdivision and improvement of land for new housing that grew the City's population and transformed the face of what had been a small, rural community.

A third set of changes occurred, though, that the City had less control over; yet these changes have had profound and long-lasting impacts on the community. Two prime examples were the construction of the new route for Interstate 85 and the widening of US 311 / Main Street. These changes brought perhaps some of the most lasting and profound impacts to the City - some positive and some negative. The interstate opened Archdale for business - helping to spur industrial growth and investment in new housing, but also physically divided the community and left less than ideal local transportation routes in its wake. Similarly, the widening of US 311 / Main Street improved a two-lane "country" road through the City - spurring commercial growth and easing the anticipated congestion that would come from growth associated with the interstate. It too, however, divided the City by creating a highway through what had once been tight-knit neighborhoods and enabling sprawl along its length as out-of-town franchises competed to capture the high traffic volumes that now flowed through the City.

Change can be a very positive thing - bringing new jobs, new businesses, new residents and new opportunities to a city. Unplanned change, or change without significant local influence, however, can have long-lasting implications when local needs and desires are not adequately taken into account. It was not until a number of years had passed before Archdale first endeavored to undertake broad planning efforts - first in the mid 1990s as it was beginning to feel the effects of the major transportation projects that had occurred in the 1980s. This was followed by more detailed and in-depth planning efforts in the first decade of the 2000s, as it prepared a long-range strategic plan and land use plan to help guide its policies, programs and capital investments. As the City began to realize the benefits of the cohesive strategic

guidance of its planning efforts, it continued on with additional, and more detailed planning studies and programs to address the myriad of issues that a modern city must contend - transportation, parks and recreation, economic development, and pedestrian facilities, to name a few.

With the celebrations of its first 50 years coming over the horizon, the City next embarked on a journey to weave together the plans that it had created into an overall guiding framework for the ongoing growth, development, and prosperity of the community. This new Comprehensive Plan - styled as *Plan Archdale* - is intended to chart a course for the initial phases of the City's next 50 years. To that end, the overall goal of this plan is to ensure that the City is the chief instigator of change - working with public and private partners to develop a community that is reflective of the needs and desires of its residents in accordance with a plan that is clear in its desired outcomes.

Four major focus areas / themes for the Comprehensive Plan were identified at the outset of the planning process. The plan's focus areas are drawn out of the long experience of the City's leadership, and based on a broad understanding of the needs, wants, and desires of the community as a whole. This section of the plan provides detail on each of the focus areas, along with a recommended course of action - including policies, programs, and capital projects that will help the City move deliberately along a path of its choosing, and towards a prosperous future for the residents of Archdale. The four focus areas of the plan are:

- **Creating a More Livable and Inclusive Community**
- **Building a Strong, Diverse, and Resilient Economy**
- **Managing Growth in a Vibrant and Dynamic City**
- **Fostering a Sense of Place**

The cumulative impact of the recommendations centered on these four focus areas cannot be overstated, and moving forward, the City will have a number of significant and difficult tasks at hand. While it is not necessary for it to achieve each of the goals, adopt all of the policies, initiate all of the programs, or build all of the capital improvements recommended in the plan - it will need to focus its efforts on taking substantive actions toward implementation of the overall strategic direction of the Comprehensive Plan. In short, the Comprehensive Plan is not the end of the process, but the beginning of a new and exciting chapter in Archdale's next 50 years.

Creating a More Livable and Inclusive Community

Of the four focus areas, this is perhaps the broadest, as it touches nearly every aspect of life in Archdale and every aspect of government operations. The recommendations in this section are based on the seven livability factors that AARP uses to classify metrics in its Livability Index, which Age Friendly Communities Network members, like Archdale, utilize to gauge progress. A livable community is defined by AARP as one that is safe and secure, has affordable and appropriate housing and transportation options, and offers supportive community features and services. Building a community that is livable helps to foster inclusivity and equity for residents of all ages, abilities, and socio-economic backgrounds. It ensures that residents can age-in-place, children can easily access parks, people without cars can access employment, and everyone can engage with all that their community has to offer. The recommendations contained on the following pages seek to build on the strengths that were identified in the Livability Index analysis and mitigate areas where the City was shown to need improvement.

The following are the seven livability factors used to categorize the recommendations. For each one, a broad vision is stated to help define the overall intended outcome of the implementation of the recommendations in this section.

HOUSING: The City of Archdale is a community that provides housing choice and opportunities for people of all ages, incomes, and abilities, allowing everyone the opportunity to live in a quality neighborhood regardless of their circumstances. The diversity of the housing supply ensures that Archdale is a destination of choice for individuals and families at every stage of life from young single professionals, to families with small children, to retirees.

NEIGHBORHOOD: Archdale's neighborhoods are designed to make it easier for residents to reach the things they need most, from jobs to grocery stores to libraries. Nearby parks and places to buy healthy food help people make smart choices, and diverse, walkable neighborhoods with shops, restaurants, and movie theaters make local life interesting. Additionally, neighborhoods served by good access to more distant destinations via transit or automobile help residents connect to jobs, health care, and services throughout the greater community.

TRANSPORTATION: The City of Archdale provides its residents with transportation options that connect people to social activities, economic opportunities, and medical care, and offer convenient, healthy, accessible, and low-cost alternatives to driving. The street network provides safe and efficient vehicular access to local and regional destinations, while the extensive network of sidewalks, greenways and bicycle facilities allows residents to move around the City safely without a car.

ENVIRONMENT: Archdale is a city that respects the natural environment, with policies and programs that foster environmental stewardship. From development regulations to stormwater management, to encouraging non-vehicular transportation, the City seeks to ensure that its residents have access to preserved open space, clean water and clean air.

HEALTH: Residents of Archdale maintain healthy lifestyles supported by access to high-quality healthcare options, opportunities to buy fresh foods, and plentiful options for exercise in the City's parks and along its sidewalk and greenway network. By maintaining healthy lifestyles, Archdale's residents are more productive in their educational and professional pursuits, consume fewer healthcare resources, and avoid financial hardship.

ENGAGEMENT: Our City fosters interaction among residents and with their government. From social engagement, to civic action, to Internet access, residents' individual opportunities to connect and feel welcomed help lessen social isolation and strengthen the greater community. The City's parks and other public spaces give residents an opportunity to interact with one-another and meet new people in a welcoming and inclusive atmosphere.

OPPORTUNITY: America was built on opportunity - and Archdale is no different. Our City embraces diversity and offers opportunities to residents of all ages and backgrounds. Backed by a strong regional economy and fiscally healthy local government, our community provides residents an equal chance to earn a living wage and improve their well-being, from jobs to education, to housing, and civic engagement.

With these overall goals in mind, the recommendations on the following pages were developed to help guide Archdale toward being a more livable and inclusive community. The goals for each of the livability factors are not listed in any particular order, but given a number for reference purposes. Additionally, each recommendation is accompanied by a set of symbols that correspond to the livability factors that show where there is alignment or support for other factors for each recommendation.

Livability Factors Key



HOUSING



HEALTH



NEIGHBORHOOD



ENGAGEMENT



TRANSPORTATION



OPPORTUNITY



ENVIRONMENT



TABLE C.1 - HOUSING

1	Encourage and support the development of new housing that is tailored to residents who wish to remain in the community after they age-out of larger single family homes or other types of housing that is less suitable for aging-in-place.	 
2	Encourage developers to integrate appropriately scaled multi-family and “age-friendly” housing into the development plans for new neighborhoods.	  
3	Increase the supply of safe, attractive and attainable housing in the community by supporting the rehabilitation of existing substandard dwellings in older neighborhoods.	 
4	Where necessary, seek the voluntary removal of dwellings that are unfit for human habitation through the City's minimum housing code when such structures cannot be feasibly or economically rehabilitated.	 
5	Seek to maintain a diverse housing stock that supports the needs of all residents, regardless of age, ability, or income.	  
6	Increase the supply of modern multi-family housing, with a primary focus on small scale buildings (6-8 units) that are developed independently, as well as larger townhome style multi-family developments.	 
7	Encourage the development of accessory dwelling units to increase the supply of small scale housing for single residents, young workers, and multi-generation households.	  



TABLE C.1 - HOUSING (CONT.)

8	Encourage developers to build housing that aligns with the needs and expectations of the City's current and future workforce.	 
9	Partner with housing developers to identify underutilized City owned land that can be developed with age friendly housing.	 
10	Encourage developers and homebuilders to incorporate Universal Design concepts into their residences to ensure the greatest degree of accessibility and long term usability for people of all ages and abilities.	 
11	Encourage developers to explore opportunities to use the HUD 202 program to develop supportive housing for elderly residents.	  
12	Work with healthcare, social services, and senior citizens advocacy organizations to explore opportunities to develop a "Villages" modeled community support program to help older residents live independently in their homes as they age.	   
13	Explore options for providing development incentives for developers who build high efficiency housing (energy, water, etc.) that reduces residents' long term operations and maintenance costs.	 



TABLE C.2 - NEIGHBORHOOD

1	Encourage the development of housing in close proximity to job-rich areas and seek to align housing types in the neighborhoods with the economic characteristics and needs of the workforce.	
2	Encourage the development of housing that is in close proximity to areas where everyday goods and services are provided, particularly grocery stores, pharmacies, and similar businesses.	
3	Develop new parks and recreational amenities within and in close proximity to neighborhoods that lack such facilities that are easily accessible to residents.	
4	Adopt policies that require parks and recreation amenities to incorporate Universal Design and dementia-friendly concepts, to the extent feasible.	
5	Require the development of parks and recreational amenities in new neighborhoods to ensure that residents of all ages have access to these vital assets.	
6	Ensure that the geographic distribution of parks and recreational amenities throughout the City is equitable, with a particular focus on ensuring access for neighborhoods with fewer mobility / transportation options.	
7	Encourage the development of new housing in close proximity to both existing and planned cultural and educational facilities, and ensure that such facilities are as accessible as possible for residents with fewer mobility / transportation options.	
8	Explore opportunities to provide residents with better access to the regional job market through partnerships with agencies such as the Piedmont Authority for Regional Transit.	



TABLE C.2 - NEIGHBORHOOD (CONT.)

9	Support the development of a diverse array of employment options in the City that will provide residents with more opportunities to both live and work in Archdale.	  
10	Encourage larger developments to integrate appropriately scaled non-residential components into plans to increase the availability of jobs, goods, and services in close proximity to residential areas.	   
11	Promote the development of higher density housing in areas where adequate transportation and utility networks can support them.	  
12	Continue to support proactive, engaged community oriented crime prevention strategies that help maintain neighborhood stability and promote cooperation between residents and law enforcement.	 
13	Train police officers in the principles of Crime Prevention Through Environmental Design (CPTED) and utilize their knowledge in the review and application of development standards.	 
14	Develop a program that allows property owners to consult with CPTED trained police officers to identify issues and develop solutions to mitigate weaknesses in existing building and site designs.	 
15	Support Archdale's low housing vacancy rate through policies that encourage the maintenance of the existing housing stock, the rehabilitation of substandard housing, and the removal of blighted / dilapidated housing that is unfit for habitation.	  
16	Support programs that provide financial literacy training, foreclosure prevention, rental subsidy, and similar efforts that help to maintain neighborhood stability.	  



TABLE C.3 - TRANSPORTATION

1	Pursue the implementation of adopted plans to increase pedestrian and bicycle connectivity between neighborhoods, parks, schools, employment centers, and shopping destinations.	  
2	Prioritize the construction of pedestrian facilities that serve as the backbone of the overall system or connect large populations / important destinations to the primary routes.	 
3	Incorporate Universal Design concepts that exceed basic ADA standards into the design of pedestrian transportation infrastructure.	  
4	Identify and eliminate obstacles that impair mobility on pedestrian routes, with a particular focus on ensuring ADA accessibility on primary routes.	 
5	Work with NCDOT to prioritize and implement safety improvements at major intersections that experience high crash volumes.	
6	Pursue a City-wide reduction of speed limits to 25 miles per hour on residential neighborhood streets to enhance safety for motorists, pedestrians and bicyclists.	
7	Implement a City-wide “complete streets” improvement program (including funding) to enhance the functionality and safety of all streets in the City for all modes of transportation.	 
8	Plan and implement a road diet on North Main Street to convert it from its current 5 lane high design speed cross section to an urban 3 lane cross section with interspersed medians, pedestrian and bicycle infrastructure, and aesthetic enhancements to improve safety, reduce speeds, and promote redevelopment along the corridor.	 



TABLE C.3 - TRANSPORTATION (CONT.)

9	<p>Improve connectivity to the regional highway system with new interchanges on I-85 and I-74 to promote economic development, reduce congestion on major thoroughfares, facilitate growth in accordance with the future land use plan, and improve regional mobility.</p>	
10	<p>Identify and pursue opportunities to partner with other communities and organizations to connect Archdale to the planned regional trail network.</p>	
11	<p>Improve regional workforce mobility by working with the Piedmont Authority for Regional Transit to study the expansion of service to Archdale.</p>	
12	<p>Require the installation of bicycle parking facilities in conjunction with new development and work with businesses and workplaces to retrofit their sites with accommodations for bike parking.</p>	
13	<p>Update current municipal street design standards to ensure that all new transportation facilities include “complete streets” components.</p>	
14	<p>Require proposed residential developments to design neighborhoods so that houses only have direct driveway access to local streets, rather than collector streets or other roads with higher design speeds and traffic volumes.</p>	
15	<p>Require the construction and dedication of trail segments identified in adopted plans in conjunction with new development.</p>	
16	<p>Work with NCDOT to improve safety, markings, and signage along existing bicycle routes through the City, including those identified on the High Point MPO Bicycle Plan.</p>	



TABLE C.4 - ENVIRONMENT

1	Continue to fund and implement stormwater mitigation programs and regulations to improve water quality and mitigate the effects of stormwater runoff on local streams.	
2	Proactively enforce erosion and sediment control regulations for development activity.	
3	Implement regulations for large scale development to prepare environmental resources surveys of their sites during the planning process to identify areas of environmental concern, and require the preservation of those areas as part of the required undisturbed open space.	
4	Encourage the use of conservation design for new development, with incentives such as density bonuses in exchange for the preservation of undisturbed open space.	  
5	Work with farmers and other large land owners who wish to preserve the use of their land for agricultural uses or as open space to identify opportunities for donating conservation easements and similar mechanisms that provide an economic benefit to the owner in exchange for the transfer of development rights.	  
6	Promote development patterns and build transportation infrastructure that lessens reliability on automobile trips by making walking and bicycling to everyday destinations feasible for residents of all ages and abilities.	     
7	Adopt maximum parking standards to minimize the amount of new impervious surfaces dedicated to vehicular parking in order to mitigate new stormwater runoff and the urban heating effects of pavement.	
8	Encourage developers to choose "natural" stormwater detention and filtration systems for their construction projects.	



TABLE C.4 - ENVIRONMENT (CONT.)

9	Require the planting of shade trees within vehicular parking areas to mitigate urban heating effects from pavement.	
10	Encourage the integration of onsite solar energy generation into new developments.	
11	Consider purchasing zero emissions / electric vehicles for the City's general purpose vehicle fleet.	
12	Design and construct all new municipal buildings to the highest energy and water efficiency standards feasible, and utilize low impact development techniques, where possible.	
13	Pursue the preservation of the Green Belt, as defined on the future land use map, to provide a corridor of uninterrupted natural lands through the City that will provide greenway connections, wildlife habitat, open space and recreational opportunities in close proximity to residential areas throughout the City.	
14	Target economic development opportunities that have low levels of external environmental impact.	



TABLE C.5 - HEALTH

1	Develop an "Active Community" action plan to identify policies, programs and projects that will encourage active and healthy lifestyles for Archdale's residents.	
2	Improve neighborhood connectivity and access to parks and recreational amenities to encourage more active lifestyles for residents of all ages and abilities.	
3	Increase the availability of pedestrian and bicycle infrastructure to make residents' daily trips more viable by modes of transportation other than automobile.	
4	Improve pedestrian accessibility to schools to encourage walking by students and families.	
5	Work with the Randolph County Health Department and the Wake Forest High Point Medical Center to identify and fill gaps in critical medical services that are needed by residents.	
6	Partner with the Senior Center and the Randolph County Health Department to provide recreational programs targeted toward the needs of the City's vulnerable populations.	
7	Support local food security programs that provide nutrition services to elderly and disadvantaged residents.	
8	Partner with local agricultural producers to expand the availability of fresh foods for residents who lack regular access to grocery stores.	
9	Work with Randolph County to ensure that Archdale's residents maintain access to robust emergency medical services as the City grows.	



TABLE C.6 - ENGAGEMENT

1	Partner with telecommunications service providers to expand the attainability of high speed broadband internet service for all residents.	
2	Deploy free public wireless internet access at parks and other public / City facilities.	
3	Maintain a robust social media presence that keeps the community informed of City activities.	
4	Provide options for residents to view and participate in all official City meetings remotely.	
5	Develop a centrally located, purpose-built, public space to hold community events as a catalyst to spur the development of Archdale's new downtown.	
6	Develop regular programming for the public event space and make it available for use by community groups for events that encourage civic engagement.	
7	Work with schools, nonprofit groups, the Senior Center and other organizations to provide outreach and engagement for members of the community who lack regular access to social engagement.	
8	Develop an annual "Archdale 101" course to provide opportunities for residents, business leaders, and others to learn about the municipal operations of the City and encourage a greater degree of civic engagement.	



TABLE C.6 - ENGAGEMENT (CONT.)

9	Develop a centrally located multi-purpose community center/ meeting / event venue that can accommodate a wide range of civic and social functions.	
10	Develop civic outreach information that is accessible for residents of all abilities and degrees of English proficiency to ensure that the entire community is aware of the programs and services that are available, and to ensure that residents understand local ordinances and regulations.	
11	Host an annual “State of the City” forum to provide an opportunity for residents to learn about past achievements and new initiatives.	
12	Work with local civic organizations to develop and host a central clearinghouse for information on programs and events in the community.	
13	Support the creation and sustainment of arts and cultural organizations that provide programming for the community.	
14	Work with the State Historic Preservation Office, local historic groups, churches, and others to develop a historic resources survey to identify sites, materials, and data that can be preserved, archived and promoted to help Archdale's residents and visitors learn about the community and connect to its past.	



TABLE C.7 - OPPORTUNITY

1	Proactively work with the Randolph County EDC, Guilford County EDA , and the Piedmont Triad Partnership to recruit and retain businesses and industries that improve the stability, diversity and growth potential of Archdale's economy.	
2	Promote the development of a regional Commerce Park in the area around the I-85 /NC 62/ I-74 interchange to attract office, logistics, research & development, advanced manufacturing and similar business enterprises that will help to diversify Archdale's economic base.	
3	Explore opportunities to strengthen tourism and business-travel based economic opportunities related to regional attractions, such as the North Carolina Zoo, the High Point Furniture Market, and High Point University.	
4	Work with Randolph Community College to strengthen workforce development programs and provide specialized training for businesses and industries located in the City.	
5	Encourage local businesses to recruit interns and employees from local colleges and universities to help expose more young people to Archdale and attract young professionals to the City.	
6	Support community based organizations that provide basic services that help disadvantaged families achieve self-sufficiency.	
7	Encourage developers to build and/or rehabilitate housing that is attractive to young professionals and new families to help diversify the age composition of the City's population.	



TABLE C.7 - OPPORTUNITY

8	Work with the Chamber of Commerce, Randolph Community College, retired business people, and others to develop entrepreneurship training and mentoring programs for small businesses and start-ups in the community.	 
9	Partner with Randolph County Schools, social services organizations, churches and other entities to identify neighborhoods in the City that lack economic and social opportunities and develop a plan to improve accessibility to programs and resources that can help to eliminate disparities.	  
10	Ensure that all City programs and facilities are made accessible to residents on an equitable basis.	
11	Work with elderly, disabled, and low income property owners who reside in substandard or inadequate housing to identify resources and organizations that can help stabilize and improve their homes and give them the opportunity to continue living in the community.	  
12	Encourage developers to increase the supply of new housing in the community that is designed to permit older residents to age-in-place.	  
13	Support the development and expansion of place-based economic assets, including agricultural enterprises, outdoor recreation-based businesses, craftsmen and artists.	 
14	Encourage vendors at the Archdale Farmers Market, as well as other fresh food retailers in the City to accept SNAP/WIC benefits (EBT).	 

Building a Strong, Diverse and Resilient Economy

Overview

The City is well established as a manufacturing center, providing employment opportunities for many of its residents and drawing in workers from throughout the region. The City's strategic location is one of many factors that has helped it to attract new industries and build upon the success of its well-established major employers. As a core component of the local economy, the City should identify ways to diversify its legacy manufacturing sector and take advantage of the industrial infrastructure that it has developed over the years so that it can build a more resilient economic base.

▼ FIGURE C.1 HAFELE ARCHDALE CAMPUS



Even though the City has had much success in both recruiting and retaining industry, a heavy reliance on manufacturing-based employment opportunities over the long term may limit the community's ability to realize its full economic potential. The new model for economic diversification in the Triad region is focused on transport logistics, health care, biotechnology, and higher education. The City needs more diverse, knowledge-based jobs to help invigorate the local economy and safeguard against regional and national dynamics in legacy manufacturing sectors.

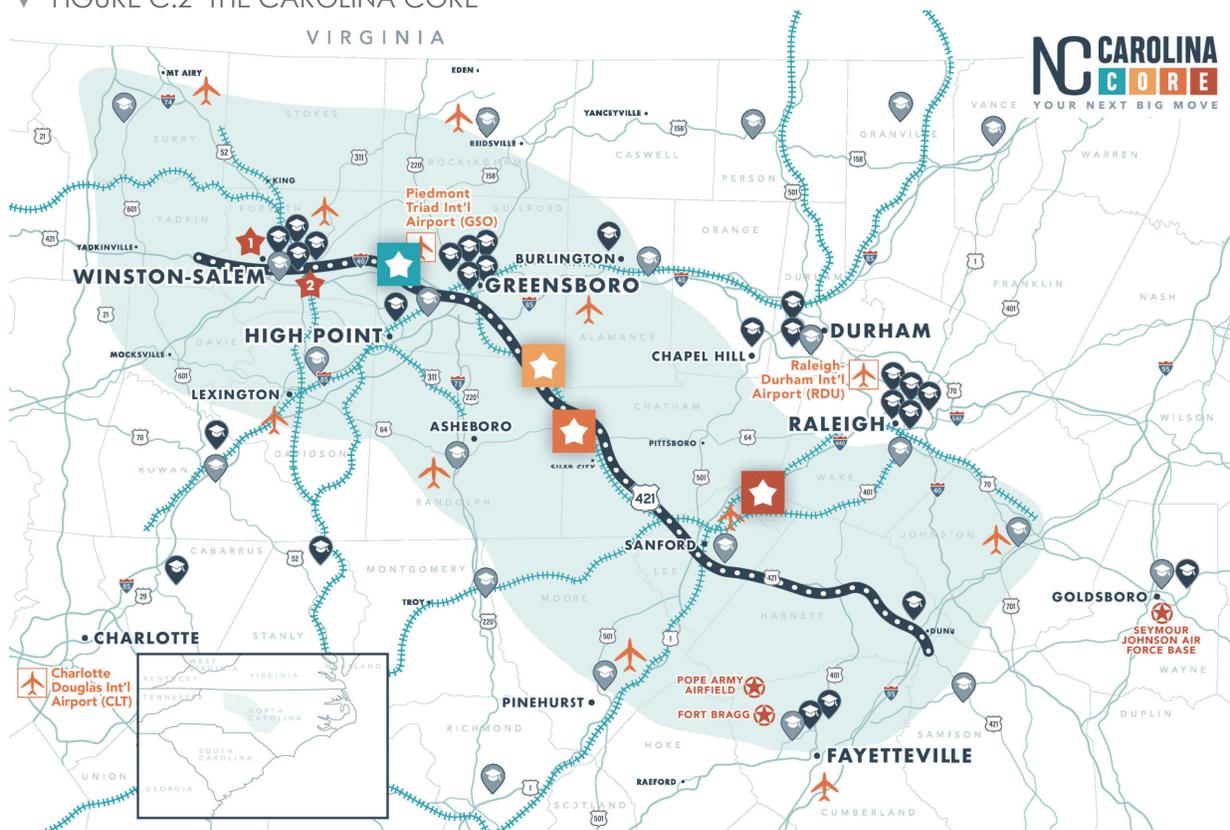
The planning process explored a variety of ways the City can expand its economic opportunities by identifying emerging economic sectors that will help diversify the City's economic base. This topic was addressed extensively as part of the Economic Diversification Forum held in November of 2019. The forum brought together a variety of experts with local, regional and state-wide perspectives to discuss the overall economy and opportunities that can influence Archdale's economic outlook.

The Carolina Core

Throughout the 20th Century, the economic focus of the Piedmont Triad had been textiles, furniture, and tobacco. External forces have caused a shift away from these traditional industries and toward a more knowledge-focused economy, although much of the traditional manufacturing workforce and infrastructure still exists. New economic development efforts in the Piedmont Triad Region have become increasingly focused on promoting the assets of the region as a single unit. This approach allows the region to cast a much broader net as it pursues a focus on the aerospace, transportation, technology and biomedical sectors.

The Triad-centered regional manufacturing hub has been expanded to include a 120 mile corridor between Winston-Salem and Fayetteville – now known as the Carolina Core. This larger economic region includes four new state certified megasites that contain a combined 7,200 acres of assembled land, as well as many other industrial hubs, urban research parks and logistics centers. The Piedmont Triad Partnership is actively promoting the Carolina Core as part of a coalition of economic development partnerships. It is important for Archdale to maintain an active role with the Partnership and the Carolina Core initiative to ensure that sites within the City are included during business recruitment - whether for a primary manufacturer or for suppliers to a large industry locating at one of the megasites. Of note, the proposed Commerce Park is intended to position the City to take advantage of larger regional employment recruitment efforts, such as the Carolina Core initiative.

▼ FIGURE C.2 THE CAROLINA CORE



Development of a Commerce Park

During the Growth Management Workshop that was held after the Economic Development Forum, residents identified lands for potential commerce, business, and industrial uses that could be used to provide opportunities for diversifying the local economy. A fairly large area in the northern section of the City near Interstates 85 and 74 and NC Highway 62 in Guilford County, is designated on the Future Land Use Map as a “Commerce Park”. The Commerce Park is envisioned as a less intensive form of an industrial park, focusing on a unified and well-planned combination of research and development, logistics, advanced manufacturing, and corporate office uses. The location and concentration of these types of businesses in Archdale will help to provide for greater income potential for residents and capture a greater share of the regional workforce. By proactively designating land for business recruitment, the City can help to ensure its future prosperity and provide opportunity for economic diversification.

▼ FIGURE C.3 EXAMPLE COMMERCE PARK



Tourism Economy Development

In 2016, 39 million overnight person-trips were taken in North Carolina, which ranked 6th in the United States in terms of domestic overnight visitation. The average size of the travel party was 2.2 people. In addition, 28% of the overnight travel parties to the state included children. These overnight visitors can provide a significant boost for the local economy. The average household trip expenditure for overnight visitors was \$616. In-state overnight visitors spent an average of \$392 and out-of-state overnight visitors spent an average of \$748. As expected, 89% of overnight travelers to the state drove. Approximately 37% of the overnight visitors were in-state residents, followed by 10% of overnight visitors coming from Virginia and 8% from South Carolina. Just over 6% of overnight visitors traveled from Georgia. Interstate 85 connects all of these states and potential overnight visitors that may choose Archdale for an overnight stay. The City has an opportunity to capture a percentage of visitors staying overnight and other

▼ FIGURE C.4 LOCAL AND REGIONAL TOURISM ATTRACTIONS



High Point - International Home Furnishings Market



Asheboro - North Carolina Zoo



High Point University



Seagrove - North Carolina Pottery Center

visitors for tourism related activities. Some of the emerging trends in tourism that the City can consider as part of its economic diversification include: youth sports tourism; festivals; People-First Tourism; and local attractions, such as Creekside Park and Kersey Valley Attractions.

Archdale is close to a number of local and regional tourism attractions, and can continue to capture out-of-town visitors for overnight stays. For example, Archdale provides lodging for many visitors to the North Carolina Zoo, High Point University and the Furniture Market. An opportunity exists to find additional ways overnight visitors may want to spend more time in Archdale. This can be accomplished by identifying opportunities for package deals associated with other nearby tourism attractions, locally-based events, and other opportunities such as the People-First Tourism Initiative.

Youth Sports Tourism

Youth sports tourism has become a \$17 billion industry in the United States. Communities are building facilities that serve local needs, while offering opportunities to bring in tournaments for a large variety of sports to help strengthen the local economy. The City's convenient geographic location within the region provides an opportunity for Archdale to capture a

share of the youth sports market. This could include building new facilities that expand the availability of venues for popular, established sports, or bringing new types of facilities to the region for emerging sports such as rugby, lacrosse, cricket, track cycling, or similar activities that do not currently have many sites in the region.

▼ FIGURE C.5 EXAMPLE YOUTH SPORTS TOURNAMENT COMPLEX



Festivals and Major Events

Archdale has had success with several local festivals and major events to draw in residents and visitors alike. One primary example is the annual 4th of July celebration that attracts a significant number of out of town residents that come to Archdale for the amusement rides, festive atmosphere and evening fireworks display. The event continues to grow each year. The City could also leverage music events and unique local festivals that would bring in visitors from large cities and other urban areas given the City's great location. Archdale could potentially leverage overnight stays by planning the City's events on opposite days with other major events happening nearby.

▼ FIGURE C.6 CREEKSIDE PARK 4TH OF JULY CELEBRATION



People-First Tourism

An emerging trend that could tap into local expertise and craftsmanship in the community is People-First Tourism. This tourism opportunity is being facilitated by North Carolina State University. The basis of this type of tourism is centered around a person-to-person, unique local experience where a local craftsman can teach visitors how to make a certain type of handcrafted good or product, provide an experience, or teach another skill (such as music lessons). Examples include baking, agriculture, crafts, skills (weaving, specialty auto restoration, furniture making), storytelling and history tours. The initiative identifies people in the community who have a certain skill or experience that they want to share with others. The opportunities are typically promoted online, and visitors who have an interest in learning from an artisan or craftsman in the community can schedule a visit. This area of local tourism can start very small and provides opportunities for entrepreneurs and people who want to share and pass on their knowledge and experiences.

▼ FIGURE C.7 NC STATE UNIVERSITY PEOPLE FIRST TOURISM LAB



Local Event Venues

Another tourism opportunity is the development of facilities and locations for reunions, weddings, and similar events. Individuals, groups or organizations that are planning to construct a facility should consider how the facility can serve the local community and the surrounding area. A unique and specially designed facility can attract events from anywhere. In addition, Archdale is in a great location to compete with similar facilities in larger communities on price. This is a prospect for the private sector in Archdale and for the City as it may consider construction of a multi-purpose facility in the future that could also capture some of the potential event demand.

Local Business Focus

Finally, the City of Archdale is home to many small businesses ranging from home-based businesses to small corporations and from retailers to suppliers. As part of the overall economic development strategy for the City, efforts should be made to help develop new local business

opportunities, while finding ways to retain and grow existing local businesses. Locally based businesses provide benefits to the City's economy that are greater than those provided by companies that are headquartered in another location. The locally based business provides a direct connection from the business owner and employees to the community in which they live, resulting in greater community involvement from a variety of perspectives. A locally based business is also more likely to utilize other professional services in the community, helping maximize the economic impact of each dollar spent locally. As Archdale works toward developing a greater sense of place, the City should actively support the vitality of the local businesses that serve as the "economic garden" that feeds the local economy.

Moving Forward

Archdale's economic specialization in manufacturing (which it shares with Randolph County as a whole) makes it susceptible to a variety of external forces that could negatively impact the employment of its residents, the strength of its tax base, and its overall financial well-being. In order to both strengthen its economic position and mitigate the effects of a potential major downturn in the manufacturing sector, the City will need to broaden the base of employment in the community.

Growth in the retail and service sectors alone will not be sufficient to insulate the City from a future downturn in manufacturing, especially given the wage differential between typical manufacturing jobs and lower paying unskilled jobs. Therefore, the City should begin to focus its economic development efforts on recruiting a more diverse set of employers to the community - particularly in higher wage sectors. To do this, Archdale can rely on two inherent strengths that it has, namely available land, and its location. A Commerce Park designed to attract corporate headquarters, high-tech manufacturing, logistics, research and development, and similar business types that have higher wages will help to ensure the resiliency of the local economy, and could potentially make Archdale a net importer of workers each weekday.

Smaller scale efforts to grow local employment should be coupled with the recruitment of large employers. Building a new town center can help to foster local entrepreneurship by providing opportunities for new businesses to locate in a vibrant downtown. Archdale's position at the crossroads of two interstate highways can be leveraged to market the City as a hub for exploring other destinations in the region. Working with regional partners to build recreational amenities, from regional trails to sports facilities, can help to attract tourism dollars as well. Building on the City's transportation network and the vast natural resources in the areas around Archdale, coupled with a vibrant downtown and high quality hospitality resources can help provide additional economic support that broadens the base beyond traditional employment sectors.

Managing Growth in a Vibrant and Dynamic City

Introduction

A key element of achieving the wide range of goals and recommendations set forth in the Comprehensive Plan is for the City to be able to guide and foster growth and development activity in a manner that supports its overall vision for a livable community with a strong sense of place and a robust economy. Haphazard growth patterns that are misaligned with infrastructure improvements can impair fiscal health as the City stretches its resources to keep up with development. Similarly, overly restrictive development regulations can impair the ability of the free market to make necessary investments that bring new residents, businesses and jobs to the community. Striking a balance between these can be difficult, as the community and its leaders seek to both foster positive growth while also being responsive to community concerns about the impact of new development.

This section of the plan provides a detailed framework to address the two most dynamic aspects of growth management - land use and transportation. The resulting framework plan for growth management recognizes the inextricable links between them, and provides guidance as to how the City can better balance the effects of each on the community as a whole.

The recommendations in this section were informed, in part, through direct community input that was received at the Growth Management Workshop held in December 2019. This information was coupled with critical analyses of the City's existing land use patterns, overall community goals, existing infrastructure capacity, environmental constraints, and adopted plans. The resulting recommendations for future land use and transportation form a seamless plan for the City's ongoing growth and development that facilitates the achievement of the other goals of the plan.

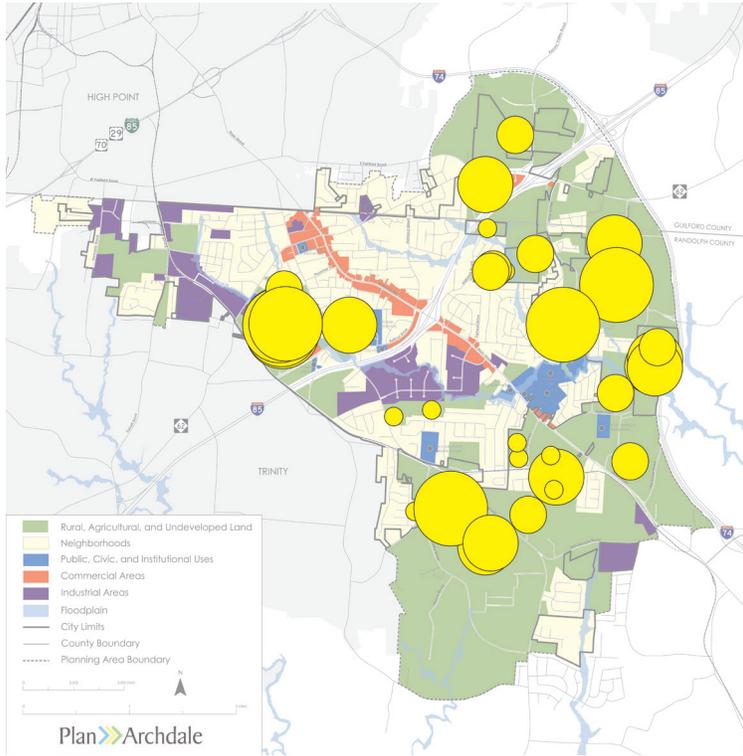
Future Land Use

The recommended future land use pattern set forth in this section seeks to balance the needs of a growing city, including accommodations for a wide variety of housing and employment opportunities for residents, with the capacity of the land, infrastructure and municipal resources that are necessary to accommodate it. The plan is also based, in part, on direct input from the community and Steering Committee that was given in the course of the Growth Management Workshops (workshop results for land use are shown on the following page).

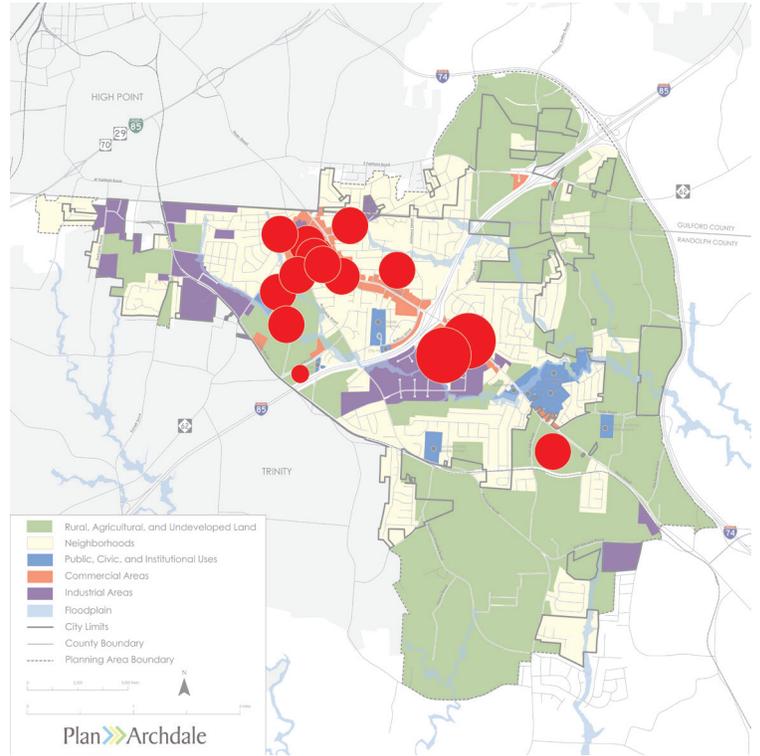
The resulting Future Land Use Map utilizes a set of character focused "place types" to define the future land use pattern. The place types, detailed in the pages following the Future Land Use Map, go beyond typical zoning recommendations that are found in many similar plans.

Figure C.8: Growth Management Workshop Land Use Recommendations

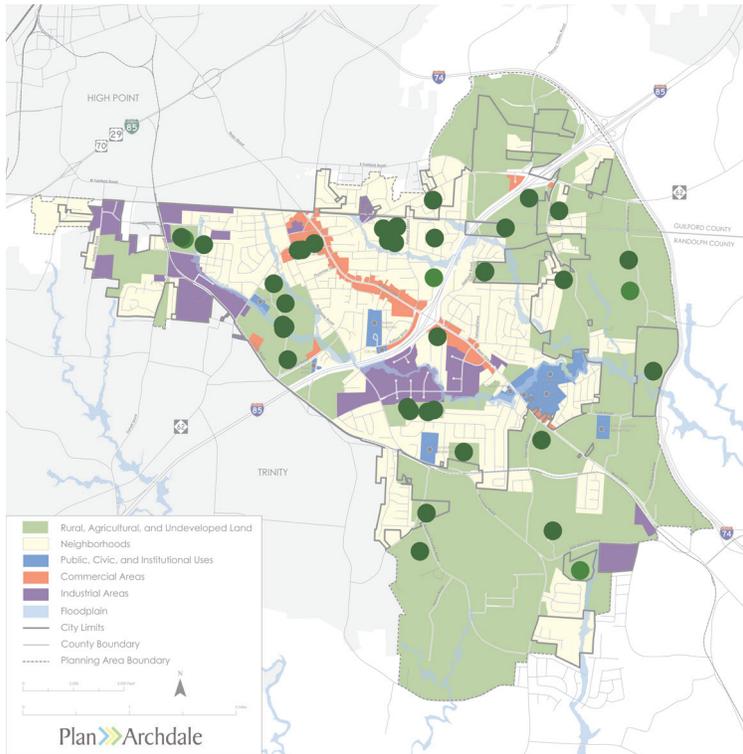
▼ RESIDENTIAL AREAS



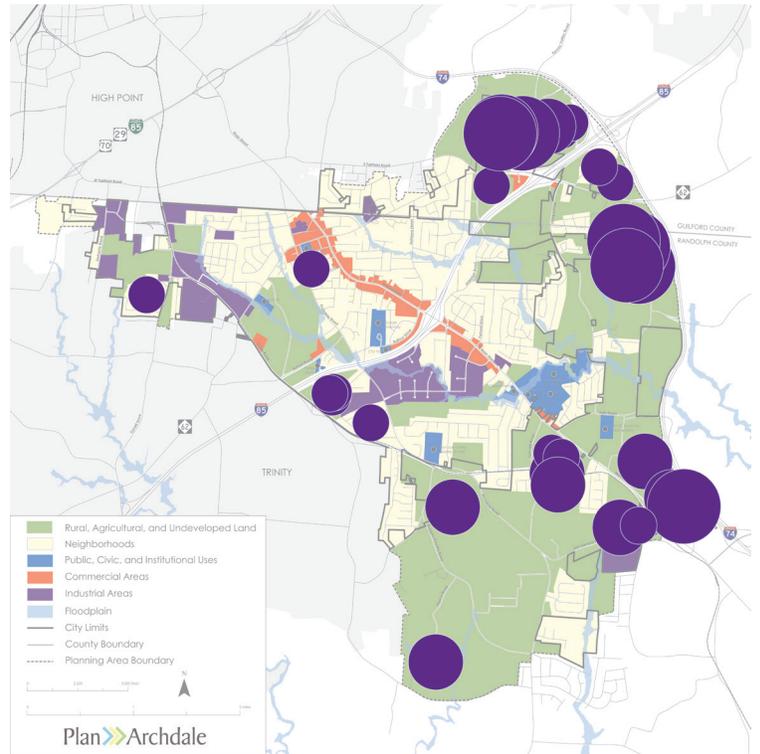
▼ DOWNTOWN AREAS



▼ PARKS AND OPEN SPACE



INDUSTRIAL AREAS



The place types establish a set of broader “character” based development guidelines, including the desired land use mix, general intensity and density of development, and primary transportation resources that are needed to achieve the stated intent of each particular place type.

Some notable features of the place types and their application to the future land use map include:

- A proposed Greenbelt that follows along major drainages in the planning area and connects large tracts of open space, agricultural land, as well as both existing and potential future park sites.
- The proposed Commerce Park situated around Interstate 85 and NC 62, which is intended to serve as a regional scale economic development catalyst to help the City move forward with its goal of broadening its economic base.
- The City Center place type that is applied to the area bounded generally by Archdale Road, NC 62 and North Main Street, which was identified as the preferred location for the City to invest in creating a new “downtown” during the Placemaking Workshops.
- The Main Street Mixed Use place type, which is intended to help support the revitalization of North Main Street from a suburban highway strip commercial development pattern into an urban commercial district catalyzed by a transformative “road diet” along the corridor.
- The Village place types, which are applied to the largest undeveloped tracts in the planning area for the purpose of fostering the development of cohesive mixed use neighborhoods.
- Simplified “neighborhood” place types that provide a wider degree of latitude with respect to the type of residential development that would be permitted, particularly in older “urban” neighborhoods in the City that are in need of revitalization.

The overall development pattern in the future land use map first seeks to preserve and stabilize the strongest areas of the City, while also providing opportunities for positive change in parts of the City that are in need of revitalization. It also seeks to provide sufficient land designated in a manner to accommodate the population growth that is anticipated in coming years, as well as reserve land for major employers to locate in the City. The Future Land Use Map is designed to direct the outward growth of the City to those areas where the necessary infrastructure is either already in place or is planned to be extended to accommodate it, particularly with

regard to municipal wastewater service, while restraining growth from areas that would be more difficult to serve in the near-term. By doing so, it is hoped that this, combined with new by-right development regulations, will also help to promote infill development in parts of the City that have underutilized land, but which have the necessary infrastructure in place to support additional development.

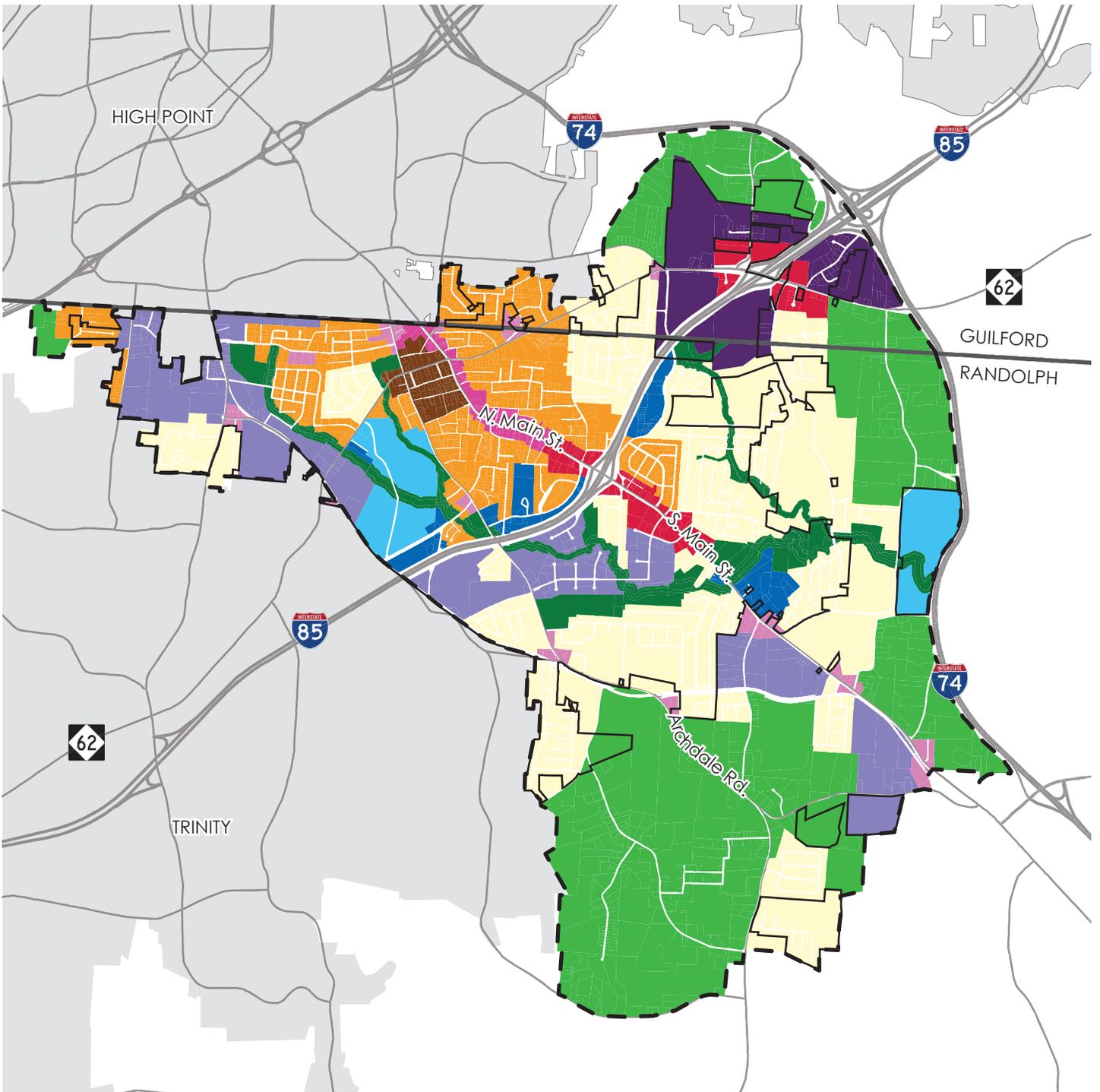
Implementing the future land use map will require some significant degree of change in the City's development regulations and the manner in which those regulations are applied. First, it is recommended that the City undertake a revision of its Zoning and Subdivision ordinances to incorporate new zoning districts and development standards that align with the future land use place types. Second, it is recommended that the City update its zoning map to align it with the future land use map to the extent feasible at the time of adoption.

Since the future land use map is intended to represent the long-term state of development in the City, full alignment of zoning districts with the map is not necessary, but should be implemented to the extent possible. An overall goal of the development framework of the plan is to encourage the City to proactively implement zoning in a manner that accommodates the desired growth pattern rather than reacting to proposals from developers to rezone property. By implementing land use regulations that achieve the desired development outcomes through well-crafted standards, the City can be assured of more certain results through proactive by-right zoning, particularly through the use of "form based" land use regulation.

In the interim period between the adoption of the plan and the realignment of the zoning districts and zoning map, the future land use map and place types will be serving as an interim guide for analyzing the consistency of zoning map amendments. While full consistency between the districts, place types, and the future land use map may not be apparent, the City's current zoning districts are sufficiently diverse to allow for consistency to be determined while new regulations are developed.

As the plan is implemented, circumstances will certainly change over the years that will necessitate updates to the future land use map. Unanticipated opportunities for growth will occur, capital projects will be accelerated, road improvements will receive funding earlier than anticipated, as well as other changes in circumstance that will influence development patterns or the capacity to accommodate new growth. Similarly, as time goes on, the City should be able to eventually achieve full alignment of its zoning map with the future land use map. In order to better anticipate needed changes to both, it is recommended that the City undertake regular reviews of both the future land use map and zoning map to identify areas of potential inconsistency or opportunity and update them as needed.

MAP C.1 FUTURE LAND USE MAP



- | | | | | | |
|---|------------------------|---|-----------------------|--|------------------------|
|  | Green Belt |  | Neighborhood Center |  | City Limits |
|  | Countryside |  | Commercial Corridor |  | County Boundary |
|  | Suburban Neighborhoods |  | Main Street Mixed Use |  | Planning Area Boundary |
|  | Urban Neighborhoods |  | City Center | | |
|  | Village |  | Industrial | | |
|  | Community Services |  | Commerce Park | | |



1 Mile

Future Land Use Place Types

The following pages contain detailed descriptions of the future land use place types that were introduced in the previous section, while the table below provides a brief overview of the general character and intensity of the place types for quick reference. Each place type was designed to achieve a particular land use goal - such as revitalizing legacy commercial areas, attracting major employers, and catalyzing development in and around Archdale's new town center. These are intended to broadly guide development and set aspirational targets, and should not unduly constrain rational land use and development decisions.

Table C.8: Future Land Use Place Types

PLACE TYPE	INTENSITY	CHARACTER
Green Belt	Lowest	Open space, agriculture, parks, and very low density residential development.
Countryside	Low	Agriculture, open space, and large-lot residential development without public utilities.
Suburban Neighborhoods	Low to Moderate	Low to medium density single family residential development with public utilities.
Urban Neighborhoods	Moderate	Medium density single and multi-family residential development in urbanized areas.
Community Services	Moderate	Government, institutional and civic uses.
Village	Moderate	Integrated medium density single and multi-family development with neighborhood scale commercial uses in a planned development
Neighborhood Center	Moderate	Small scale commercial uses that serve nearby residential areas.
Main Street Mixed Use	Moderate	Mixed moderate intensity commercial and multi-family residential development.
City Center	Moderate	Urban mixed use development and adjacent moderate intensity residential neighborhoods.
Commercial Corridor	High	High intensity auto-dependent commercial uses serving both local and regional customers.
Commerce Park	Highest	Regional scale planned Commerce Park accommodating major office, technology, and R&D based employers and supporting uses.
Industrial	Highest	Wide range of manufacturing, logistics, wholesaling and similar higher intensity uses.

GREEN BELT

DESCRIPTION

The Green Belt place type is primarily intended to preserve large swaths of land along the City's many miles of creeks and their associated floodplains, along with adjacent agricultural lands and forests. The Green Belt lies primarily along the main course of Muddy Creek from its headwaters in the northwestern part of the City to Interstate 74 in the eastern part of the City. By preserving a large swath of open space through the heart of the City, the Green Belt provides opportunities to link a large number of the City's neighborhoods to parks, employment, and shopping, as well as the larger external bicycle and pedestrian network. The Green Belt will also provide additional opportunities for passive recreation, serve as a vital connector for wildlife, and help the City meet its stormwater runoff / water quality requirements more easily.

It is recognized that the majority of the land within the areas designated as the Green Belt is privately owned. The application of this place type is not intended to preclude all new development or limit owners from continuing to use their property as it is now used. Rather the designation will help the City to focus its efforts to develop partnerships to preserve and protect these vital assets, while also allowing limited low density residential development, as necessary.

EXAMPLE



Open Lands



Undeveloped Open Space, Farmland, Parks

Residential



Single Family Dwellings

LAND USE



Low Priority Mode

Streets traverse the Greenbelt and provide access to parks and trailheads.



High Priority Mode

Paved greenways serve as a major artery for bikes and pedestrians - connecting neighborhoods across the City.

TRANSPORTATION

COUNTRYSIDE

DESCRIPTION

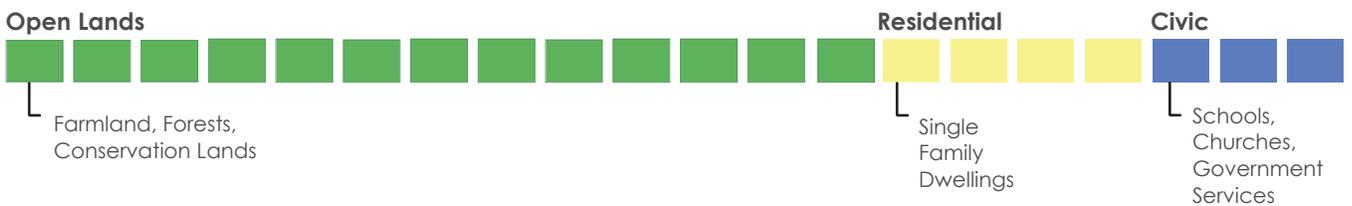
The Countryside place type is intended to be applied to those rural portions of the planning area which are expected to remain relatively undeveloped over the horizon period of the plan. These areas are now generally characterized by a land use pattern consisting primarily of farms, forest land, and scattered low density residential development on large lots. As a matter of policy, the extension of municipal water and sewer utilities is not expected within these areas during the horizon period of the plan, with limited exceptions when there is a compelling public need and purpose.

Future development within the Countryside is intended to be sparse in order to preserve the rural character of these areas, as well as in recognition of the limited availability of public services. Residential development is anticipated to occur at very low densities (less than 1 dwelling unit per acre). The development of some civic uses are appropriate as well, including churches, schools, child care centers, and similar low intensity uses. In all cases, new development should be sensitive to the existing character of the Countryside, with special attention given to the need for compatibility between new development and existing agricultural uses.

EXAMPLE



LAND USE



TRANSPORTATION



SUBURBAN NEIGHBORHOODS

The Suburban Neighborhoods place type is intended to both preserve the character of existing residential neighborhoods, as well as to promote the development of new moderate density neighborhoods in the City's primary growth areas, in contrast with the more densely developed Urban Neighborhoods place type.

Suburban neighborhoods are intended to develop at between 3-4 dwelling units per gross acre of land, with robust provisions for preserved open space and pedestrian infrastructure that serves the neighborhood and connects to the external pedestrian network. New neighborhoods should be developed with transportation connections that integrate them with adjacent properties, where feasible, and primary external access points should be on major collector streets and thoroughfares with sufficient capacity to accommodate new traffic.

While most new neighborhoods will be comprised predominantly of detached single family dwellings, it is also appropriate to develop moderate density attached residential (townhomes) neighborhoods, as well as limited civic uses, within the Suburban Neighborhoods place type.

DESCRIPTION

EXAMPLE



LAND USE

Low Priority Mode



Bike lanes on collector streets and thoroughfares provide access to neighborhoods



Sidewalks and greenways connect homes in neighborhoods to the larger pedestrian network



High Priority Mode

Major collector streets and minor thoroughfares provide access to residential developments

TRANSPORTATION

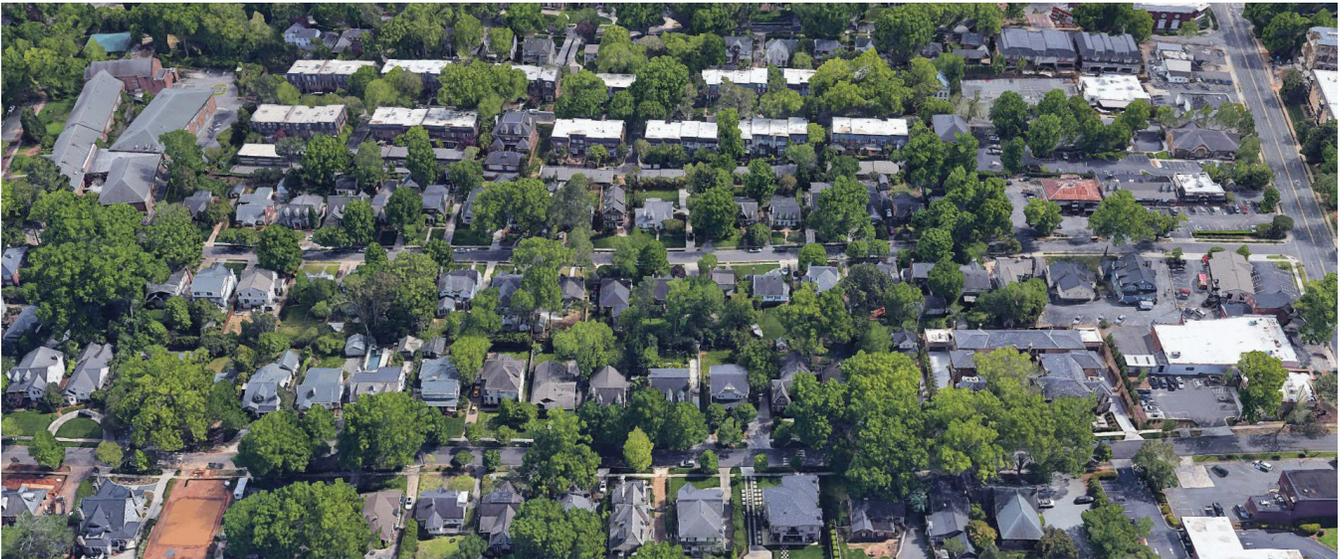
URBAN NEIGHBORHOODS

DESCRIPTION

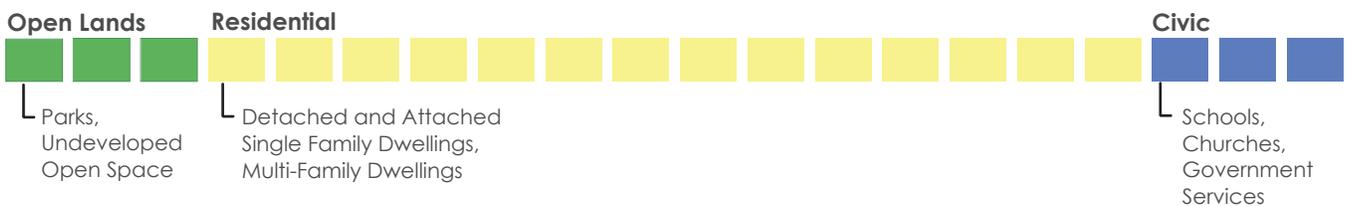
Urban Neighborhoods are intended to be the City's most diverse and eclectic residential areas. These neighborhoods accommodate a broad range of housing types, from detached single family dwellings, to attached dwellings (townhomes), to small multi-family residential buildings - all integrated into a cohesive community. Typically built on a modified grid street network, these neighborhoods are woven into the fabric of the City via their direct connections to major thoroughfares and adjacent mixed use commercial areas.

New development and redevelopment in an Urban Neighborhood is driven more by form than density, with character being the overriding consideration in regulation. Residential buildings of all types should have shallow front yards that "frame" the streets and sidewalks; providing a welcoming neighborhood aesthetic. The mixing of different housing types on a block is encouraged, while monotony in form and design is discouraged. Small parks at strategic locations provide residents with opportunities to interact with their neighbors, while small churches and daycares are integrated into the neighborhood's periphery, which, along with larger multi-family buildings, help to buffer the neighborhoods from nearby commercial areas.

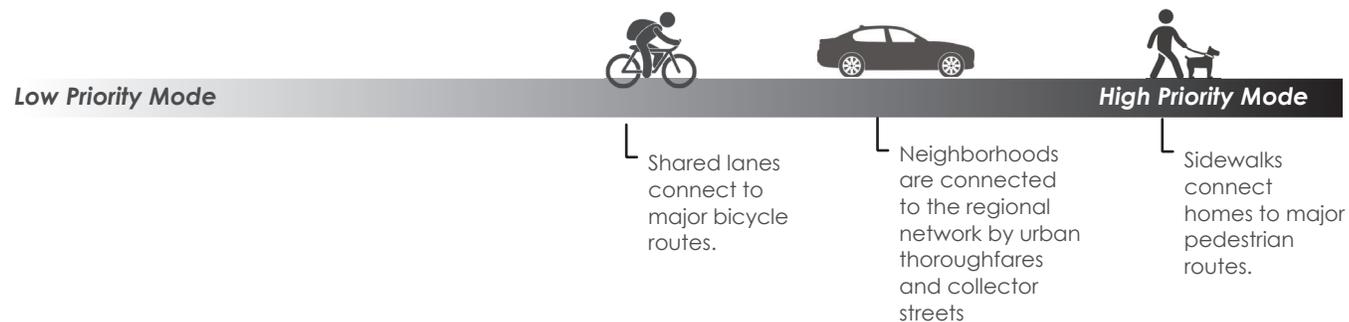
EXAMPLE



LAND USE



TRANSPORTATION



COMMUNITY SERVICES

DESCRIPTION

The Community Services place type is applied to those areas of the City that host major public and quasi-public institutions and assets. Existing examples in Archdale include the area around Creekside Park, which, in addition to the park itself, is home to the public library, senior center and community college, and Balfour Drive, which hosts City Hall, the police station, a county services center, a school, and community organizations.

Although non-residential in nature, these areas are of a lower intensity in the uses that they accommodate, with non-public uses being limited to professional offices, medical offices, and similar low impact / low intensity uses. Given the availability of services in these areas, it is also appropriate for them to host supportive housing, such as senior focused housing developments and assisted living facilities. Development patterns should not exceed a moderate degree of density given the typical proximity to lower density neighborhoods. Areas designated with the Community Services place type should be accessible for pedestrians, and well-connected to the main pedestrian and bicycle network.

EXAMPLE



LAND USE



TRANSPORTATION



VILLAGE

DESCRIPTION

The Village place type is intended to facilitate the development of large planned developments on significant tracts of land within the planning area. Specifically, this place type is applied to the English Farm and the Kepley Hardwood properties, which are among the largest potential development tracts in the area. With tracts of this size, more traditional development styles that integrate a range of housing types, along with parks, trails, and neighborhood focused retail / service uses are appropriate and possible given the scale of the projects.

Within the Village place type, it is expected that the ultimate developers will prepare a master plan that will govern the physical development of the entire site, including a cohesive architectural plan. These plans should provide for a mixture of housing types and styles, including variations in the size of homes and lots in single-family areas. The plans should also provide for an integrated transportation network with significant interconnectivity between portions of the site, including robust pedestrian and bicycle facilities. Other elements can include sites for civic uses (churches and schools), one or more commercial nodes, and public spaces, like parks, squares and greenways integrated throughout the Village.

EXAMPLE



LAND USE



TRANSPORTATION



NEIGHBORHOOD CENTER

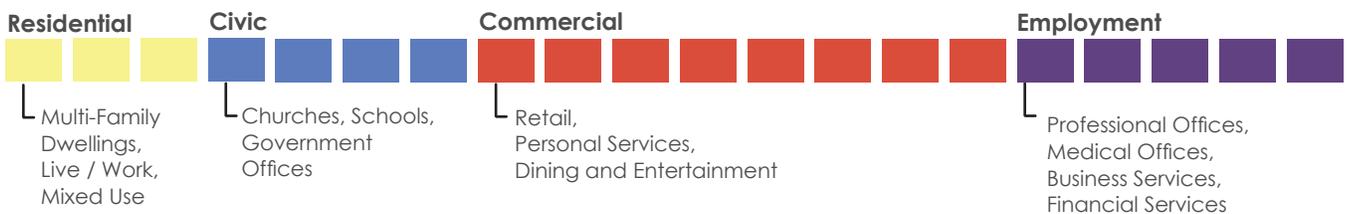
Neighborhood Centers are small scale community-focused commercial areas that provide convenience retail, personal services, and neighborhood dining / entertainment opportunities at key locations throughout the City. These mixed-use areas are typically located on the edges of neighborhoods at the intersections on thoroughfares and major collector streets, but outside of the core commercial areas of the City.

DESCRIPTION

Wide sidewalks, well-designed outdoor spaces, and pedestrian scale building design are the key elements of the character of Neighborhood Centers. The proximity of these commercial areas to the neighborhoods that they serve require that the uses that they host cannot be disruptive to residents or encroach into established residential areas. Although vibrant commercial activity is encouraged in their core, the periphery of Neighborhood Centers should utilize compatible design and transitional use types, such as multi-family housing, live/work units, churches, daycares, and small professional offices to transition into the lower intensity residential areas. The primary means of transportation to these areas should be by foot or bicycle, with automotive access and vehicle parking taking a lower precedence than non-motorized access.



EXAMPLE



LAND USE



TRANSPORTATION

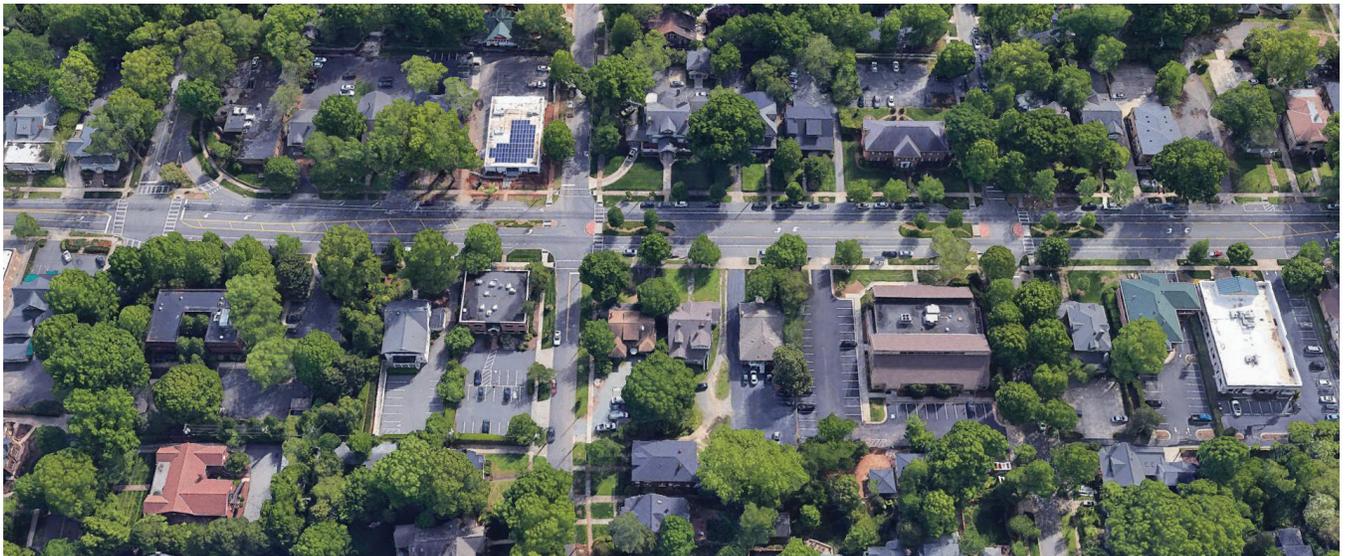
MAIN STREET MIXED USE

DESCRIPTION

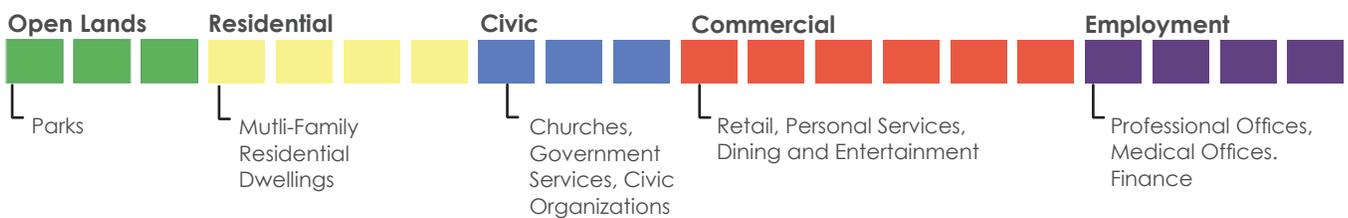
The Main Street Mixed Use place type is intended to help foster the transformation of North Main Street from its legacy as a car focused "strip commercial" district into a more walkable, vibrant, and cohesive asset for the community. The transformation of North Main Street is a major priority of this plan, and, as the supporting projects move forward, including the establishment of the Center City, the application of this place type will help to support the needed changes in the area.

Moving forward, development along North Main Street will be focused on framing the street with shallow setbacks and pedestrian focused architectural design to support the transformation of the roadway into a more traditional "main street" with lower speeds, robust pedestrian and bicycle infrastructure, and an attractive streetscape. Redevelopment of the former commercial strip will be incentivized and supported by allowing small scale multi-family development and mixed commercial / residential buildings along North Main Street, consolidating parcels and driveway access points, and the development of public open spaces on infill lots along North Main Street to encourage adjacent private investment.

EXAMPLE



LAND USE



TRANSPORTATION



CITY CENTER

DESCRIPTION

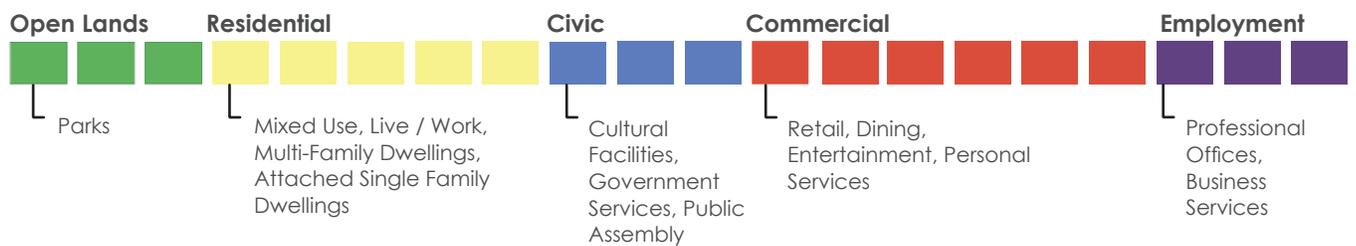
The City Center is a vibrant, mixed-use district that is the focus of community activity and social hub of Archdale. At the heart of the City Center, a variety of retail stores, dining, and entertainment establishments front on a lively and well-used public square that hosts events year-round. Away from the core of the City Center multi-family residential buildings and townhomes transition the intensity of use away from the retail core towards the nearby neighborhoods, while providing opportunities for residents to live within the heart of the City.

The wide sidewalks along the streets in the Center City allow for casual social interaction, outdoor dining and the extension of commerce into the public realm. Buildings in the City Center are designed at the human scale, with welcoming storefronts directly abutting the sidewalk. Cohesive architectural patterns give the Center City a timeless appearance, with masonry, transparent glass and neutral color palates tying buildings together. In the public realm, the sidewalks are activated with public art, street furniture and a complementary landscape design. Although pedestrian access is the main focus of the Center City, good accommodation for vehicle access is necessary, with street parking having precedence over off-street parking lots.

EXAMPLE



LAND USE



TRANSPORTATION



COMMERCIAL CORRIDOR

DESCRIPTION

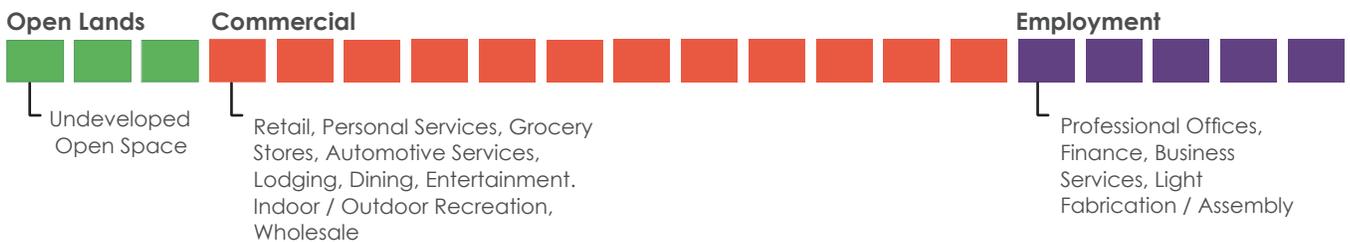
The Commercial Corridor place type is intended to provide for the development and ongoing use of a mixture of local and regional scale commercial enterprises along and in close proximity to major transportation routes. The goods and services provided by businesses along the Commercial Corridor cater to a wide consumer base, including the many transient customers who visit Archdale for gas, dining, and lodging when traveling on I-85.

The character of development along the corridor is automobile oriented, as the vast majority of the customer base is expected to drive to the businesses in the area. Buildings are typically set back further from the street than in other commercial areas of the City, and drive-through services are permitted given sufficient stacking room on larger parcels. Unifying architectural elements and robust landscaping help to tie the corridor together, with the latter also screening the large parking lots found along the corridor. Access from main thoroughfares is managed, where possible, to enhance traffic safety, and pedestrian infrastructure along the corridor provides access for customers and employees who live nearby. Uses span a wide range, with everything from grocery stores, to indoor recreation, to hotels, to banks found along the corridor.

EXAMPLE



LAND USE



TRANSPORTATION



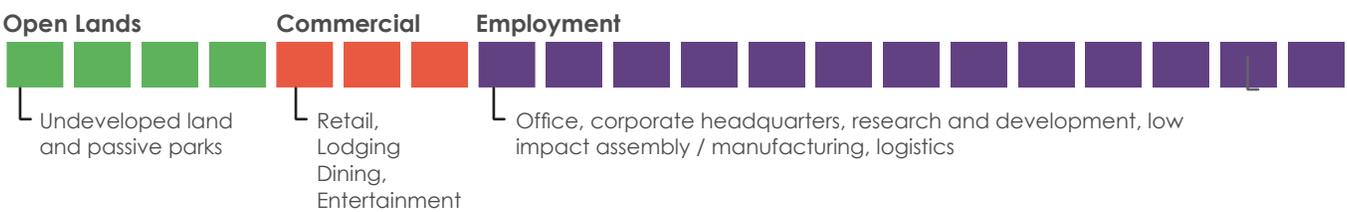
COMMERCE PARK

The Commerce Park is an economic development focused place type, with the intent of fostering the creation of a unified and cohesive growth opportunity to attract new jobs and businesses to the City. The location of the Commerce Park near the major crossroads of Interstate 85 and Interstate 74 provides the City with a major strategic asset in a location that is accessible to the regional workforce and the primary backbone of ground transportation in the state.

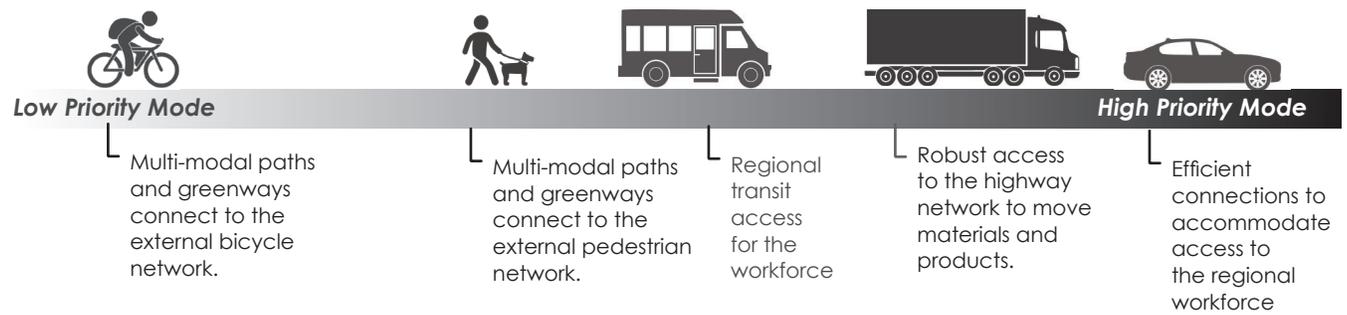
The Commerce Park is less intensively developed than a typical "industrial park" - with its development sites integrated into the landscape to provide a setting that is conducive to a wider range of uses. It is contemplated that the Commerce Park would focus on attracting uses spanning office, research & development, logistics, and high-tech / low impact manufacturing sectors. By focusing on a more diverse array of tenants, the Commerce Park will help to broaden the City's economic base, particularly as it looks to expand the number of higher paying / non-manufacturing employment opportunities in the City. Supporting all of this will be a well-planned site development pattern that presents an attractive image to prospective clients and tenants, including a special focus on integrating natural features and pedestrian / bike facilities.

DESCRIPTION

EXAMPLE



LAND USE



TRANSPORTATION

INDUSTRIAL

DESCRIPTION

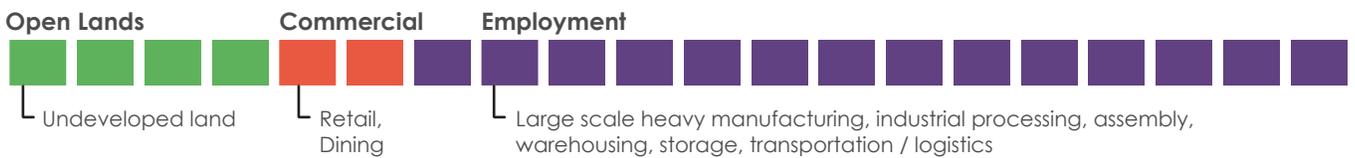
The Industrial place type is intended to facilitate the use of land for a wide variety of manufacturing, assembly, processing, wholesaling, warehousing, logistics, and related higher intensity enterprises. As a major source of employment in the City, Industrial areas are critical to the health of the local economy, and provide employment opportunities for workers across the region.

The City has several well-established industrial parks that have been classified with the Industrial place type, as well as some general industrial areas and sites. Preserving the viability of these areas for both existing tenants and future expansions is paramount. This includes ensuring strong transportation links are maintained to facilitate the movement of goods and materials, buffers and transitional land uses that limit encroachment by incompatible development, and limiting potential environmental constraints. Function is the key element of development within these areas, with internal aesthetic concerns as a low priority. Access is primarily by means of connections to major thoroughfares that then connect them to the regional highway network. Where possible, and safe, pedestrian / bicycle facilities can be integrated on off-street paths.

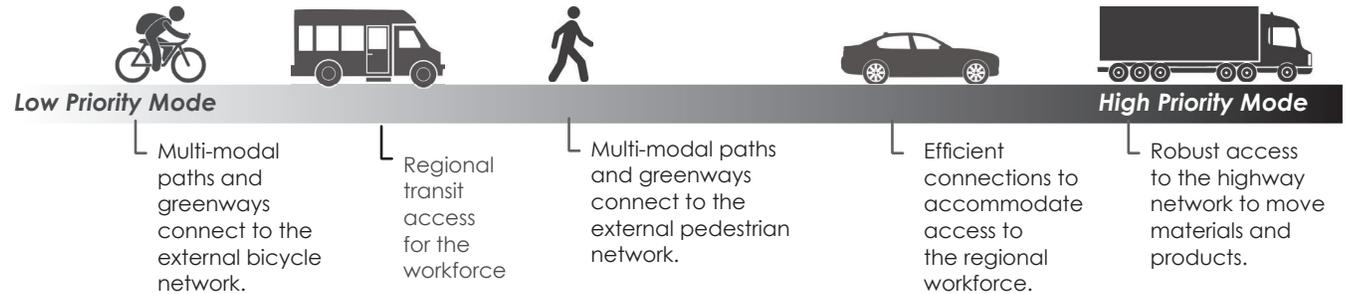
EXAMPLE



LAND USE



TRANSPORTATION



Transportation Network

As noted at the beginning of this section, there is a significant link between land use and transportation. In order to support the plan's future land use framework, a series of detailed transportation recommendations have been developed. These are intended to provide guidance to the City as it works with developers, NCDOT, and makes its own plans for improving the local transportation network as it moves forward with the implementation of the plan.

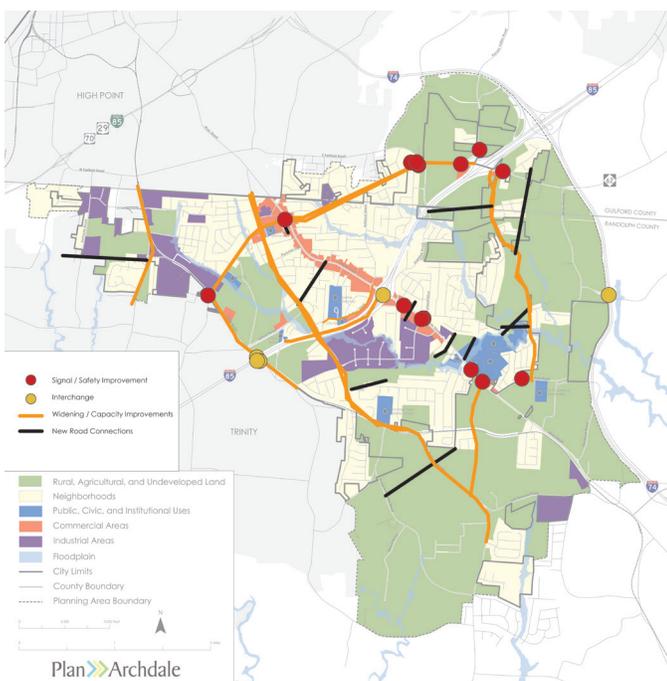
Like the future land use map, these recommendations were formed by a combination of input from the Growth Management Workshop (see below) along with an analysis of existing conditions, safety and capacity deficiencies, and adopted plans. These were then aligned with the future land use recommendations and place types to develop a set of improvements that support the City's desired growth outcomes and other plan recommendations.

Given the number of recommended improvements and the constrained financial resources available both from NCDOT and locally, it is anticipated that many of these will carry forward into future plans, or will be dependent on incremental improvements being made as development occurs.

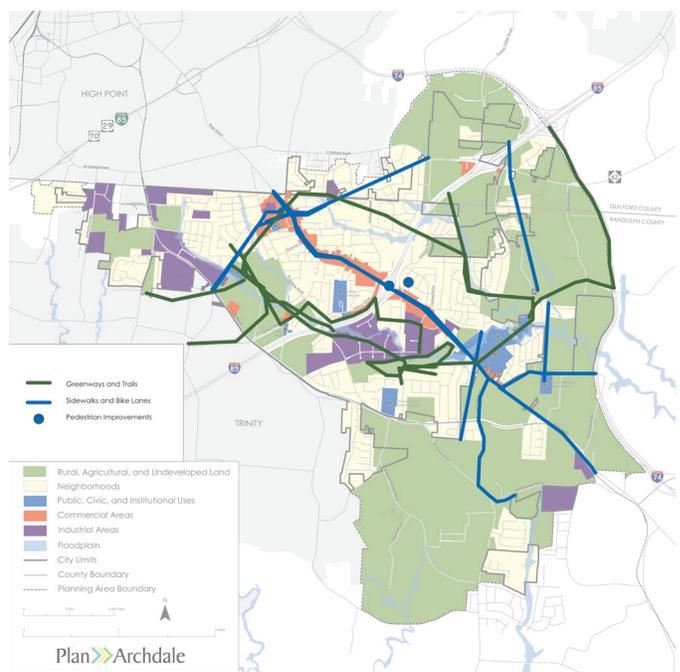
The recommended transportation improvements are detailed in the tables on the following pages, and a map key is provided for reference to the assigned project numbers. Tables are also provided that group geographically or systemically related projects together for easier reference.

Figure C.9: Growth Management Workshop Transportation Recommendations

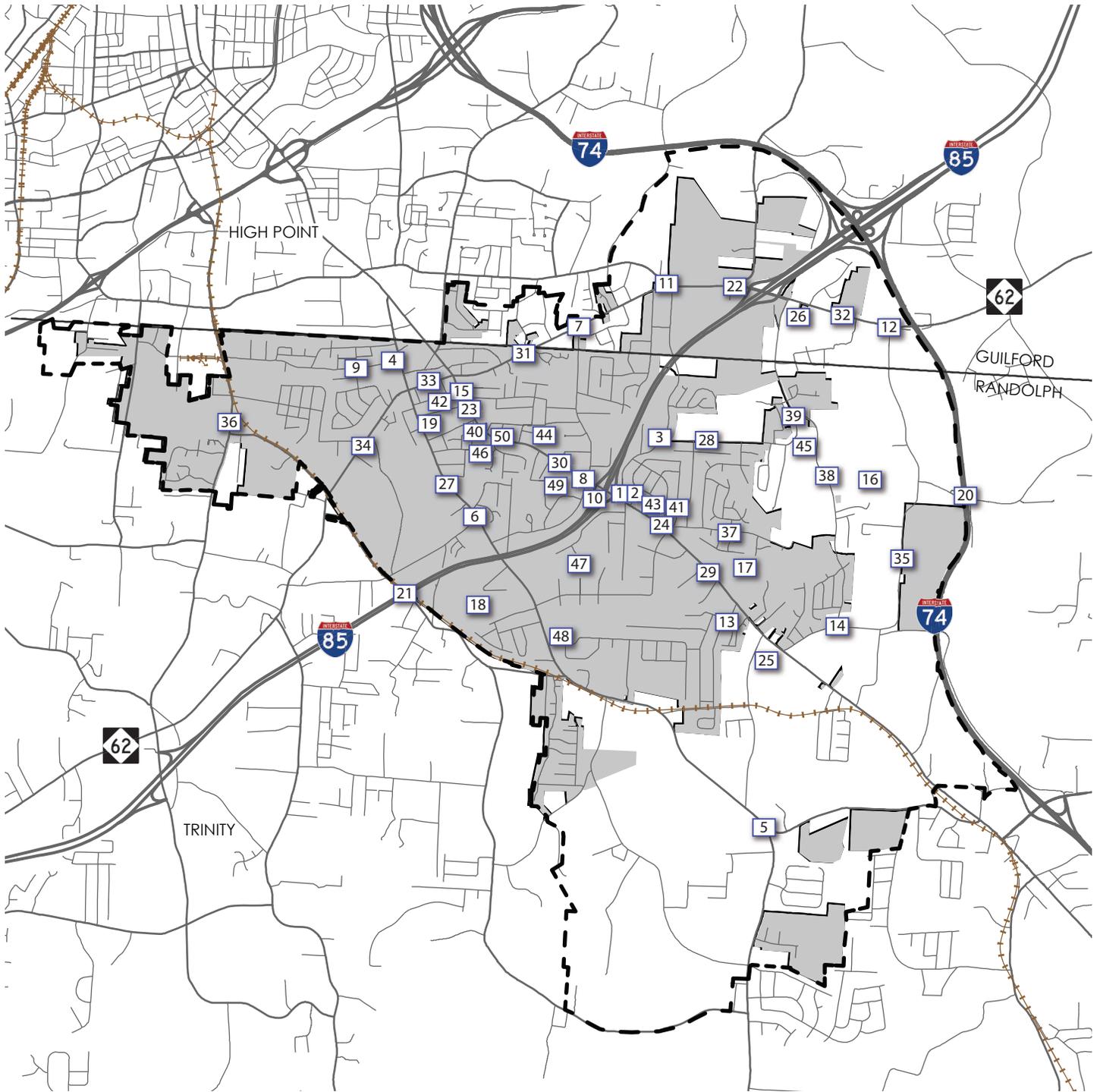
▼ ROAD IMPROVEMENTS



▼ BICYCLE AND PEDESTRIAN IMPROVEMENTS



▼ MAP C.2 RECOMMENDED TRANSPORTATION IMPROVEMENTS



--- Planning Area Boundary

City Limits

33 Project ID



1 Mile

Table C.9: Recommended Transportation Improvements

ID	TYPE	ROAD	LOCATION	DESCRIPTION
1	Directional Closure	Aldridge Road	From Main Street to Burgemere Street	Convert Aldridge Road to one-way northbound from Main Street to Burgemere Street
2	Intersection Improvement	Aldridge Road / Burgemere Street	Intersection	Construct a traffic circle
3	Intersection Improvement	Aldridge Road / Huff Road	Intersection	Signalize Intersection
4	Intersection Improvement	Archdale Road / Eden Terrace	Intersection	Signalize intersection
5	Intersection Improvement	Archdale Road / Old Glenola Road	Intersection	Realign to make a standard 3-way signalized intersection OR construct a traffic circle
6	Intersection Improvement	Archdale Road / School Road	Intersection	Signalize intersection
7	Intersection Improvement	Ashland Street / NC 62	Intersection	Signalize Intersection
8	Intersection Improvement	Balfour / Ashland / Main	Intersection	Construct safety, traffic management and capacity improvements
9	Intersection Improvement	Eden Terrace / Garrell Street	Intersection	Construct safety and functional improvements
10	Intersection Improvement	I-85 / Main Street Interchange	Northbound and southbound off ramps	Widen to accommodate dual left turn lanes from ramps to Main Street

Table C.9: Recommended Transportation Improvements (cont.)

ID	TYPE	ROAD	LOCATION	DESCRIPTION
11	Intersection Improvement	NC 62 / Aldridge Road / Fairfield Road	Intersection	Realign intersection and construct safety improvements
12	Intersection Improvement	Penman Road / NC 62	Intersection	Signalize Intersection
13	Intersection Improvement	Shean Drive / Macon Drive	Intersection	Construct safety and functional improvements
14	Intersection Improvement	Suits Road / Weant Road	Intersection	Signalize intersection OR construct a traffic circle
15	Intersection Improvement	White Drive / Main Street	Intersection	Signalize Intersection
16	New Facility	New Route	From Weant Road to Tuttle Road	Construct new two lane median divided road
17	New Facility	New Route	From Wood Ave to Main Street	Construct new two lane median divided road with sidepaths
18	New Facility	New Route	From Archdale Road to Trinity Road (near prop. interchange)	Construct new two lane median divided road
19	New Facility	New Route	From West White Drive to Plummer Drive	Construct new street with two lane residential cross section
20	New Interchange	I-74 at Tuttle Road	Interchange	Construct new interchange

Table C.9: Recommended Transportation Improvements (cont.)

ID	TYPE	ROAD	LOCATION	DESCRIPTION
21	New Interchange	I-85 at Trinity Road	Interchange	Construct new interchange
22	Realignment	Kersey Valley Road	North of NC 62	Realign Kersey Valley Road intersection to the west
23	Realignment	Northeast Drive	West of Main Street	Realign intersection with Main Street to the north to create a 4-way signalized intersection with Englewood Drive
24	Realignment	Rand Boulevard	South of Knollwood Drive	Relocate west to align with a consolidated (signalized) driveway serving both shopping centers on the south side of Main Street.
25	Realignment	Tom Hill Road	South of Main Street	Realign intersection with Main Street to the south to create 4-way intersection with Suits Road
26	Realignment	Weant Road	South of NC 62	Realign Weant Road intersection to the east of Bluewood Court and signalize intersection with NC 62
27	Safety / Capacity Improvement	Archdale Road	From Main Street to Robbins Country Road	Reconstruct road with a 3 lane cross section and pedestrian infrastructure
28	Safety / Capacity Improvement	Huff Road	From Aldridge Road to Pinebrook Drive	Reconstruct road with a 2 lane median divided cross section and sidepath
29	Safety / Capacity Improvement	Main Street	From south of Columbus Avenue to Suits Road	Safety improvements, access management improvements and pedestrian infrastructure
30	Safety / Capacity Improvement	Main Street	From USPS access road to Balfour Drive	Close south side driveway access points and construct a southbound right / through lane to the I-85 southbound on-ramp

Table C.9: Recommended Transportation Improvements (cont.)

ID	TYPE	ROAD	LOCATION	DESCRIPTION
31	Safety / Capacity Improvement	NC 62	From Main Street to Aldridge Road	Reconstruct road with a 2 lane median divided cross section and sidepath
32	Safety / Capacity Improvement	NC 62	From Aldridge Road to I-74 Bridge	Widen road to 4 lane median divided cross section with sidepath
33	Safety / Capacity Improvement	NC 62	From Main Street to Archdale Road	Reconstruct road with an urban 2 lane median divided cross section with sidewalks and streetscape improvements
34	Safety / Capacity Improvement	NC 62	From Sealy Drive to Archdale Road	Reconstruct road with a 2 lane median divided cross section and sidepath
35	Safety / Capacity Improvement	Suits Road (Penman Road)	From Main Street to NC 62	Widen to a 2 lane median divided cross section
36	Safety / Capacity Improvement	Surrett Drive	From Daniel Paul Drive to Eden Terrace	Reconstruct road with a 3 lane cross section
37	Safety / Capacity Improvement	Wood Avenue	From Tar Heel Drive to end	Reconstruct road to an urban 2 lane cross section with sidepath
38	Safety / Capacity Improvement	Weant Road	From NC 62 to Sharon Dale Drive	Widen to a 2 lane median divided cross section
39	Street Closure	Huff Road	South of Weant Road	Close a section of Huff Road south of its current intersection with Weant Road - permit local access to existing homes
40	Street Closure	Luck Drive	Intersection of Plummer Drive	Close Luck Drive south of its intersection with Plummer Drive

Table C.9: Recommended Transportation Improvements (cont.)

ID	TYPE	ROAD	LOCATION	DESCRIPTION
41	Street Closure	Tar Heel Drive	North of Wood Avenue	Close Tar Heel Drive north of Wood Ave and reconfigure existing geometry to provide for free flowing traffic between Wood Ave and the Main Street Intersection
42	Street Extension	Bonnie Place	From West White Drive to Plummer Drive	Extend street with a two lane urban cross section
43	Street Extension	Burgemere Street	From Aldridge Road to relocated Rand Boulevard	Extend street to relocated Rand Boulevard
44	Street Extension	Glendale Drive	From Julian Avenue to Main Street	Construct new 2 lane road to align with Columbus Ave and signalize intersection with Main Street
45	Street Extension	Huff Road	From Pinebrook Road to Weant Road	Construct new two lane median divided road
46	Street Extension	Misty Lane	Between current dead ends.	Close the existing gap in Misty Lane, reconstruct roadway to 2 lane urban cross section and signalize Main Street intersection.
47	Street Extension	Navajo Drive	From current terminus to Carolina Court	Extend industrial street across Muddy Creek and gate existing access point to the industrial park - providing for emergency access
48	Street Extension	Robin Lane	From Robin Circle to Archdale Road	Construct new two lane road and signalized intersection at Archdale Road
49	Street Extension	York Place	From Balfour Drive to USPS access drive	Reconstruct to a 2 lane cross section and extend to USPS / merge with Main Street access point and signalize intersection
50	Street Improvement	Main Street	Vicinity of Columbus Ave to north of NC 62	Reconstruct Main Street from its current 5 lane configuration to a 3 lane urban cross section with intermittent medians, pedestrian infrastructure, and streetscape improvements

Transportation Priorities

With such an expansive list of projects to support the long range implementation of the future land use plan, it is necessary to define the top priorities that will have the greatest impact on both land use and transportation efficiency / safety in the City and create the greatest potential economic impact. To that end, the list below of the 10 highest priority projects was developed. While these are the highest priority projects, other projects may be implemented sooner, based on development activity, available funding, and a host of other factors. Like the Future Land Use Map, the transportation priorities (and overall projects in general) will need to be reviewed regularly to ensure that it remains relevant.

Priority Transportation Recommendations

1. North Main Corridor / Downtown Development Projects (See Table C.4)
 - Major Priorities: North Main Street and NC 62 Improvements (Project IDs 50 and 33)
2. I-85 Interchange / South Main Corridor Projects (See Table C.3)
3. NC 62 / Commerce Park Projects (See Table C.5)
4. I-85 / Trinity Road Interchange (Project ID 21)
5. Archdale Road Improvements (Project ID 27)
6. NC 62 Improvements from Aldridge Road to Main Street (Project ID 31)
7. Weant Road Corridor Improvements (See Table C.6)
8. NC 62 Improvements from Archdale Road to Trinity Road (Project ID 34)
9. Surrett Drive Improvements (Project ID 36)
10. East Archdale Regional Mobility Projects (See Table C.7)

Project Grouping / Classification

The following tables group projects from the overall list into geographic / corridor categories of related projects. The categories include the I-85 / South Main Street Corridor, North Main Corridor / Downtown Development, NC 62 / Commerce Park, Weant Road Corridor, and East Archdale project groupings. By grouping these projects together, it is possible to identify related projects that may present opportunities for construction in conjunction with other funded projects or development activity in the corridor or focus area. A separate table (Table C.8) also breaks out a list of projects that are included in the NCDOT State Transportation Improvement Program (STIP) for eventual funding.

Table C.10: I-85 Interchange / South Main Corridor Recommendations

ID	TYPE	ROAD	LOCATION	DESCRIPTION
1	Directional Closure	Aldridge Road	From Main Street to Burgemere Street	Convert Aldridge Road to one-way northbound from Main Street to Burgemere Street
2	Intersection Improvement	Aldridge Road / Burgemere Street	Intersection	Construct a traffic circle
8	Intersection Improvement	Balfour / Ashland / Main	Intersection	Construct safety, traffic management and capacity improvements
10	Intersection Improvement	I-85 / Main Street Interchange	Northbound and southbound off ramps	Widen to accommodate dual left turn lanes from ramps to Main Street
24	Realignment	Rand Boulevard	South of Knollwood Drive	Relocate west to align with a consolidated (signalized) driveway serving both shopping centers on the south side of Main Street
29	Safety / Capacity Improvement	Main Street	From south of Columbus Avenue to Suits Road	Safety improvements, access management improvements and pedestrian infrastructure
30	Safety / Capacity Improvement	Main Street	From USPS access road to Balfour Drive	Close south side driveway access points and construct a southbound right / through lane to the I-85 southbound on-ramp
41	Street Closure	Tar Heel Drive	North of Wood Avenue	Close Tar Heel Drive north of Wood Ave and reconfigure existing geometry to provide for free flowing traffic between Wood Ave and the Main Street Intersection
43	Street Extension	Burgemere Street	From Aldridge Road to relocated Rand Boulevard	Extend street to relocated Rand Boulevard
49	Street Extension	York Place	From Balfour Drive to USPS access drive	Reconstruct to a 2 lane cross section and extend to USPS / merge with Main Street access point and signalize intersection

Table C.11: North Main Corridor / Downtown Development Recommendations

ID	TYPE	ROAD	LOCATION	DESCRIPTION
15	Intersection Improvement	White Drive / Main Street	Intersection	Signalize Intersection
19	New Facility	New Route	From West White Drive to Plummer Drive	Construct new street with two lane residential cross section
23	Realignment	Northeast Drive	West of Main Street	Realign intersection with Main Street to the north to create a 4-way signalized intersection with Englewood Drive
33	Safety / Capacity Improvement	NC 62	From Main Street to Archdale Road	Reconstruct road with an urban 2 lane median divided cross section with sidewalks and streetscape improvements
40	Street Closure	Luck Drive	Intersection of Plummer Drive	Close Luck Drive south of its intersection with Plummer Drive
42	Street Extension	Bonnie Place	From West White Drive to Plummer Drive	Extend street with a two lane urban cross section
50	Street Improvement	Main Street	Vicinity of Columbus Ave to north of NC 62	Reconstruct Main Street from its current 5 lane configuration to a 3 lane urban cross section with intermittent medians, pedestrian infrastructure, and streetscape improvements

Table C.12: NC 62 Corridor / Commerce Park Recommendations

ID	TYPE	ROAD	LOCATION	DESCRIPTION
11	Intersection Improvement	NC 62 / Aldridge Road / Fairfield Road	Intersection	Realign intersection and construct safety improvements
12	Intersection Improvement	Penman Road / NC 62	Intersection	Signalize Intersection
22	Realignment	Kersey Valley Road	North of NC 62	Realign Kersey Valley Road intersection to the west
26	Realignment	Weant Road	South of NC 62	Realign Weant Road intersection to the east of Bluewood Court and signalize intersection with NC 62
32	Safety / Capacity Improvement	NC 62	From Aldridge Road to I-74 Bridge	Widen road to 4 lane median divided cross section with sidepath

Table C.13: Weant Road Corridor Mobility Projects

ID	TYPE	ROAD	LOCATION	DESCRIPTION
14	Intersection Improvement	Suits Road / Weant Road	Intersection	Signalize intersection OR construct a traffic circle
26	Realignment	Weant Road	South of NC 62	Realign Weant Road intersection to the east of Bluewood Court and signalize intersection with NC 62
38	Safety / Capacity Improvement	Weant Road	From NC 62 to Sharon Dale Drive	Widen to a 2 lane median divided cross section
39	Street Closure	Huff Road	South of Weant Road	Close a section of Huff Road south of its current intersection with Weant Road - permit local access to existing homes
45	Street Extension	Huff Road	From Pinebrook Road to Weant Road	Construct new two lane median divided road

Table C.14: East Archdale Regional Mobility Projects

ID	TYPE	ROAD	LOCATION	DESCRIPTION
12	Intersection Improvement	Penman Road / NC 62	Intersection	Signalize Intersection
14	Intersection Improvement	Suits Road / Weant Road	Intersection	Signalize intersection OR construct a traffic circle
16	New Facility	New Route	From Weant Road to Tuttle Road	Construct new two lane median divided road
20	New Interchange	I-74 at Tuttle Road	Interchange	Construct new interchange
35	Safety / Capacity Improvement	Suits Road (Penman Road)	From Main Street to NC 62	Widen to a 2 lane median divided cross section

Table C.15: Current NCDOT Transportation Improvement Program Projects

ID	TYPE	ROAD	LOCATION	DESCRIPTION
8	Intersection Improvement	Balfour / Ashland / Main	Intersection	Construct safety, traffic management and capacity improvements
10	Intersection Improvement	I-85 / Main Street Interchange	Northbound and southbound off ramps	Widen to accommodate dual left turn lanes from ramps to Main Street
11	Intersection Improvement	NC 62 / Aldridge Road / Fairfield Road	Intersection	Realign intersection and construct safety improvements
21	New Interchange	I-85 at Trinity Road	Interchange	Construct new interchange
22	Realignment	Kersey Valley Road	North of NC 62	Realign Kersey Valley Road intersection to the west
26	Realignment	Weant Road	South of NC 62	Realign Weant Road intersection to the east of Bluewood Court and signalize intersection with NC 62
27	Safety / Capacity Improvement	Archdale Road	From Main Street to Robbins Country Road	Reconstruct road with a 3 lane cross section and pedestrian infrastructure
29	Safety / Capacity Improvement	Main Street	From south of Columbus Avenue to Suits Road	Safety improvements, access management improvements and pedestrian infrastructure
30	Safety / Capacity Improvement	Main Street	From USPS access road to Balfour Drive	Close south side driveway access points and construct a southbound right / through lane to the I-85 southbound on-ramp
31	Safety / Capacity Improvement	NC 62	From Main Street to Aldridge Road	Reconstruct road with a 2 lane median divided cross section and sidepath

Table C.15: Current NCDOT Transportation Improvement Program Projects (cont.)

ID	TYPE	ROAD	LOCATION	DESCRIPTION
32	Safety / Capacity Improvement	NC 62	From Aldridge Road to I-74 Bridge	Widen road to 4 lane median divided cross section with sidepath
33	Safety / Capacity Improvement	NC 62	From Main Street to Archdale Road	Reconstruct road with an urban 2 lane median divided cross section with sidewalks and streetscape improvements
34	Safety / Capacity Improvement	NC 62	From Sealy Drive to Archdale Road	Reconstruct road with a 2 lane median divided cross section and sidepath
36	Safety / Capacity Improvement	Surrett Drive	From Daniel Paul Drive to Eden Terrace	Reconstruct road with a 3 lane cross section

Fostering a Sense of Place

Overview

In Archdale, the people have defined the community since its beginning, well before the City incorporated. The community's Quaker roots and long-established welcoming and friendly atmosphere are characteristics that Archdale has always been known for - **a City of Friends**. When you live in Archdale and get to know the community, you quickly learn to love the people and the place. However, for people who may want to move to Archdale, open up a business in Archdale or visit Archdale, those inherent traits of the people that make Archdale special are not qualities that a traveler or someone not familiar with the community can come to know in one visit. You learn to appreciate the people in Archdale over time, as neighbors are there for you in a time of need, or from a simple greeting at the grocery store. Archdale's sense of place has always centered around its people, not the physical built environment.

From an urban design standpoint, the City has evolved without a great deal of cohesion. Beginning as a rural crossroads community centered on the area along NC 62 from Main Street to Archdale Road, small neighborhoods grew near the crossroads and local businesses were established to serve the needs of the community. As the community grew and Main Street became the more dominant transportation route, businesses and other development soon shifted away from the traditional heart of the community and began to sprawl southward along Main Street. The construction of I-85 and the widening of Main Street in the 1980s contributed greatly to this trend and accelerated the change in Archdale's character to that of a suburban city. As growth continued, commercial development leapfrogged along Main Street; following jobs and housing as growth was fueled by the new interstate connection to the wider region. In the midst of this, the grounded, historic focus on a central place - a downtown, a recognizable heart of the City - was lost.

The nondescript architectural styling of most new development that has been built over the last several decades, the lack of focus on the aesthetics of the public realm, and the typical suburban strip development of the City's major commercial areas make Archdale difficult to identify as a distinct "place" that is easily distinguished from its neighbors. The desire to reestablish a strong sense of place has been a stated goal of the City for nearly 20 years, and through the Comprehensive Planning process, it is now taking concrete steps toward reestablishing its identity and setting the conditions that will help it to rebuild its identity.

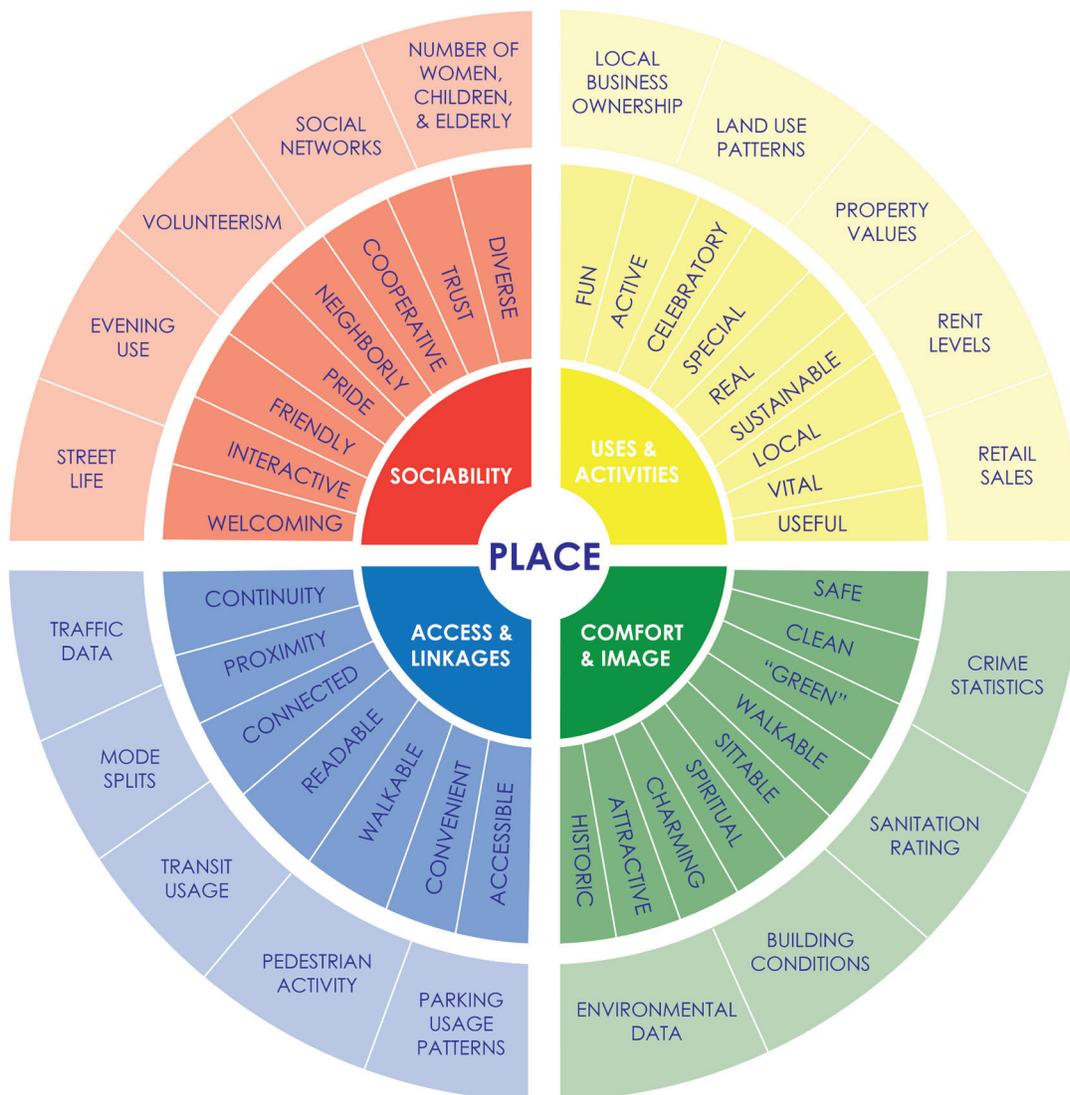
Placemaking

One of the primary goals established in Archdale's 2004 Strategic Plan was to develop a greater sense of place from a physical perspective - a sense of identity. From the onset of this process, stakeholders and others frequently commented that Archdale did not have a strong identity, sense of place or a physically defining center of the community. Most people described Archdale as a crossroads, close to everything, a bedroom community. While being in close proximity to everything is recognized as a positive characteristic for many, it can also lead to the loss of a sense of place and identity as people attach themselves to the other places they visit in the region.

During the planning process, residents of Archdale had the opportunity to attend a week-long placemaking workshop to hear from experts on how to create a sense of place through placemaking, identify elements of placemaking that are important to Archdale and establish a direction for creating a greater sense of place and town center for the community.

Many elements define what makes a great place. Specifically, Placemaking is defined as a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being. In general, the key elements that help create a sense of place are sociability, uses & activities, access & linkages, and comfort & image. Within these broad categories are many specific elements and activities that further define what makes a great place, as shown below in the Placemaking graphic and on the following pages. (Source: www.pps.org)

▼ FIGURE C.10 ELEMENTS OF PLACEMAKING



Placemaking - Access & Linkages



- Connected
- Accessible
- Convenient
- Walkable
- Proximity
- Multi-modal
- Continuity
- Parking

Placemaking - Comfort & Image



- Safe
- Clean
- Walkable
- Charming
- Sittable
- Attractive
- Green
- Well-lit

Placemaking - Sociability



- Diverse
- Interactive
- Neighborly
- Friendly
- Welcoming
- Street Life
- Evening Use
- Stewardship

Placemaking - Uses & Activities



- Local Ownership
- Entertainment
- Outdoor Dining
- Youth Activities
- Active
- Retail Sales
- Land Uses
- Fun

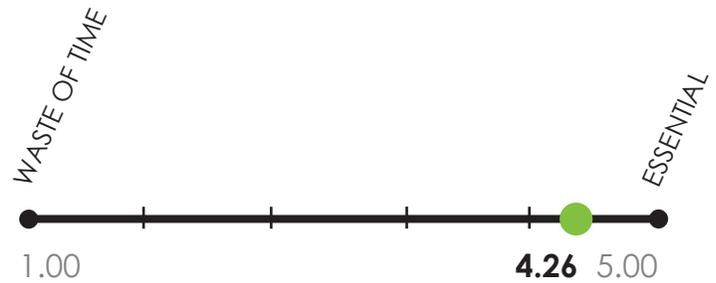
Placemaking Workshop - Elements Important to Archdale

On the first night of the Placemaking workshops, residents had the opportunity to hear from placemaking and urban design experts concerning best practices in placemaking. During the presentation, meeting participants had the opportunity to identify how important a variety of placemaking elements were to them in defining a vision for creating a sense of place in Archdale. The results of the audience polling during the meeting are presented below and on the pages that follow.

▼ HOW DO YOU FEEL ABOUT THIS TYPE OF DEVELOPMENT IN ARCHDALE'S TOWN CENTER?



▼ HOW IMPORTANT ARE STREET TREES FOR ARCHDALE'S TOWN CENTER?



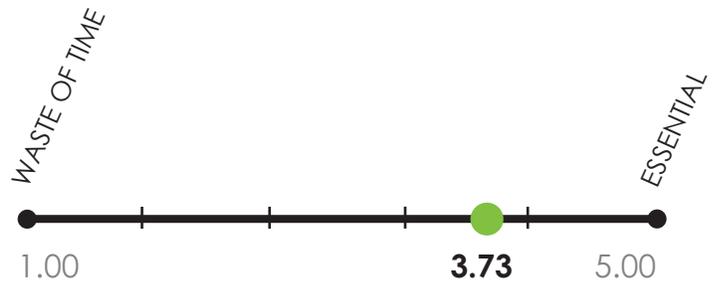
▼ HOW IMPORTANT ARE ACTIVE SIDEWALKS FOR ARCHDALE'S TOWN CENTER?



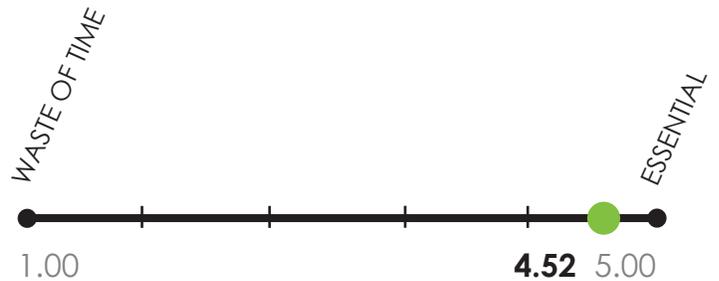
▼ HOW IMPORTANT IS IT TO HAVE A TOWN SQUARE/VILLAGE GREEN FOR ARCHDALE'S TOWN CENTER?



▼ HOW IMPORTANT IS IT TO HAVE MORE NEIGHBORHOOD PARKS IN ARCHDALE?



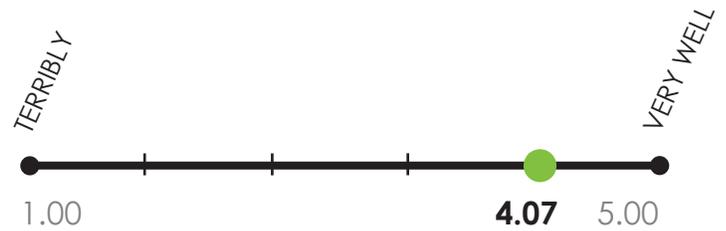
▼ HOW IMPORTANT IS IT TO HAVE MORE SIDEWALKS IN ARCHDALE?



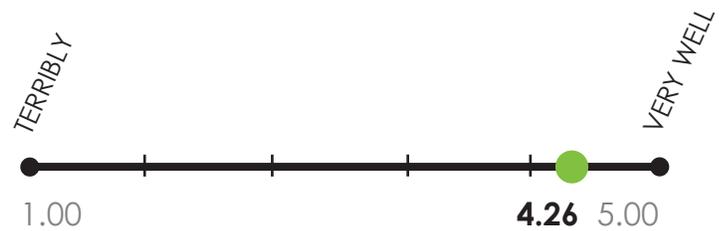
▼ HOW DO YOU FEEL ABOUT THIS TYPE OF ACTIVITY FOR KIDS IN ARCHDALE'S TOWN CENTER?



▼ HOW WELL DOES THIS PLACE FIT WITH YOUR VISION FOR ARCHDALE'S FUTURE TOWN CENTER?



▼ HOW WELL DOES THIS PLACE FIT WITH YOUR VISION FOR ARCHDALE'S FUTURE TOWN CENTER?



▼ HOW IMPORTANT IS IT TO TRANSFORM MAIN STREET TO A COMPLETE STREET?



The participants in the workshop indicated their preference for a variety of the elements needed to establish a stronger sense of place in Archdale. Following the live polling of each of the previous elements, discussion was held to further define how these elements could be implemented throughout the City. The overall direction from the community included developing more public spaces to accommodate community focused gatherings and activities, making streets more aesthetically pleasing and friendly for walking and biking, building more neighborhood parks, and guiding new commercial development in a manner that supports the community's vision for a lively, walkable, and high-quality built environment.

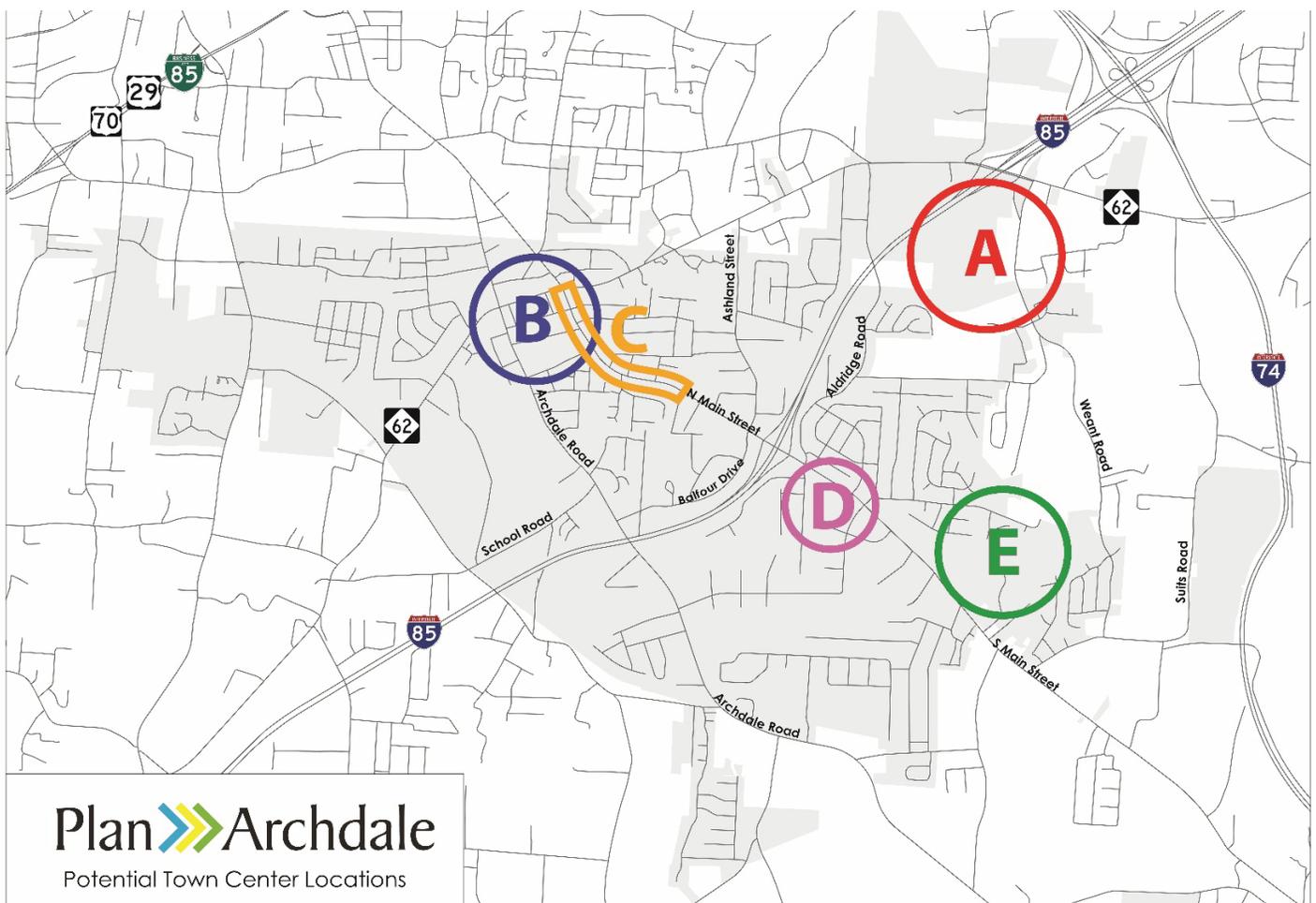
Placemaking Workshop - Town Center Concepts

In addition, to identifying the overall placemaking elements that are important to Archdale, meeting participants also examined five potential locations for the creation of a town center or downtown in Archdale. The five sites evaluated included the following:

- Site A: Interstate 85 at Highway 62 and Weant Road
- Site B: Archdale Road, Highway 62 and Main Street
- Site C: North Main Street Corridor
- Site D: South Main Street Shopping Centers
- Site E: Creekside Park Area

The goal of the Town Center evaluation was to establish a preferred option for the location of a new town center/downtown. During the week of the workshops, each of the areas listed above were evaluated. The following pages briefly describe the opportunities and constraints of each site that was considered, the concept plans that were developed for each, and concludes with additional discussion regarding the preferred option (Site B). The next steps to move forward with Site B as the preferred town center are set forth at the end of this section.

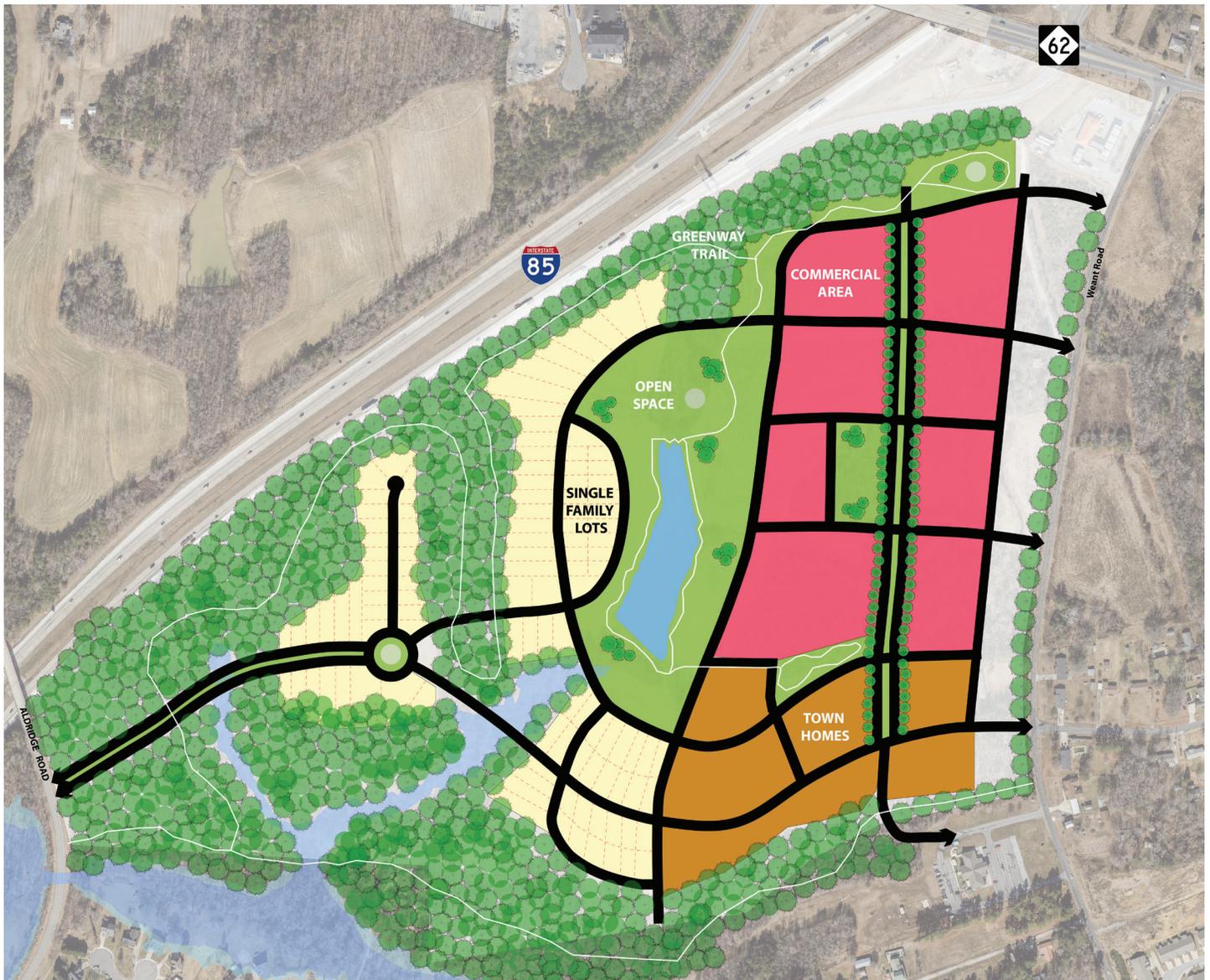
▼ MAP C.3 TOWN CENTER LOCATION CONSIDERATIONS



Site A: Interstate 85 at Highway 62 and Weant Road

This site is located in the southeastern quadrant of the interchange of Interstate 85 and NC 62 in the northern part of the City. The site was identified as a potential candidate due to the large amount of undeveloped land, interstate access, utility infrastructure, few property owners to negotiate with and relatively low land costs per acre. This concept would have been reliant on significant private investment to bring the necessary critical mass of housing and commercial development that would be needed to justify the City's investment in a public space to anchor the new "downtown." This site was not chosen, in the end, due to several negative factors, including its distance from the majority of the City's population, lack of pedestrian and bicycle access, overall size of the property in question, and the reliance on finding a private partner to make a major financial investment to bring the project to fruition. While this is not the chosen location for the new town center, the concept demonstrates the exceptional value that a private investor could realize from the acquisition and development of the site as a mixed use project.

▼ FIGURE C.11 SITE A TOWN CENTER CONCEPT PLAN



Site B: Archdale Road, Highway 62 and Main street (Selected as the Preferred Option)

This potential town center site was selected as a candidate for a variety of reasons, including lying at the heart of Archdale's traditional "downtown" area, the strong transportation backbone (including the building blocks of a grid street network), high degree of accessibility and visibility, a large nearby residential population, and the flexibility that the area gives in the specific location for developing a central gathering place. Potential negative aspects of the site include that land in the area is owned by a large number of individual property owners, potentially high costs for land acquisition, and the expense of retrofitting existing infrastructure in the area to accommodate a preferred form for the new town center.

The concept plan developed for this area shows two alternatives for the location of the central gathering place that would serve as the focal point of a new downtown. With options along both Archdale Road and Main Street, there is significant flexibility. The concepts would rely on private investment in real estate development following public investment in infrastructure to support it. The secondary effects of investing in a new downtown in this location have significant potential, including an abundance of underutilized residential land located between Main Street and Archdale Road that could be redeveloped and the opportunity to provide a more clearly defined delineation of the border between High Point and Archdale.

▼ FIGURE C.12 SITE B TOWN CENTER LOCATION CONCEPTS (PREFERRED ALTERNATIVE)

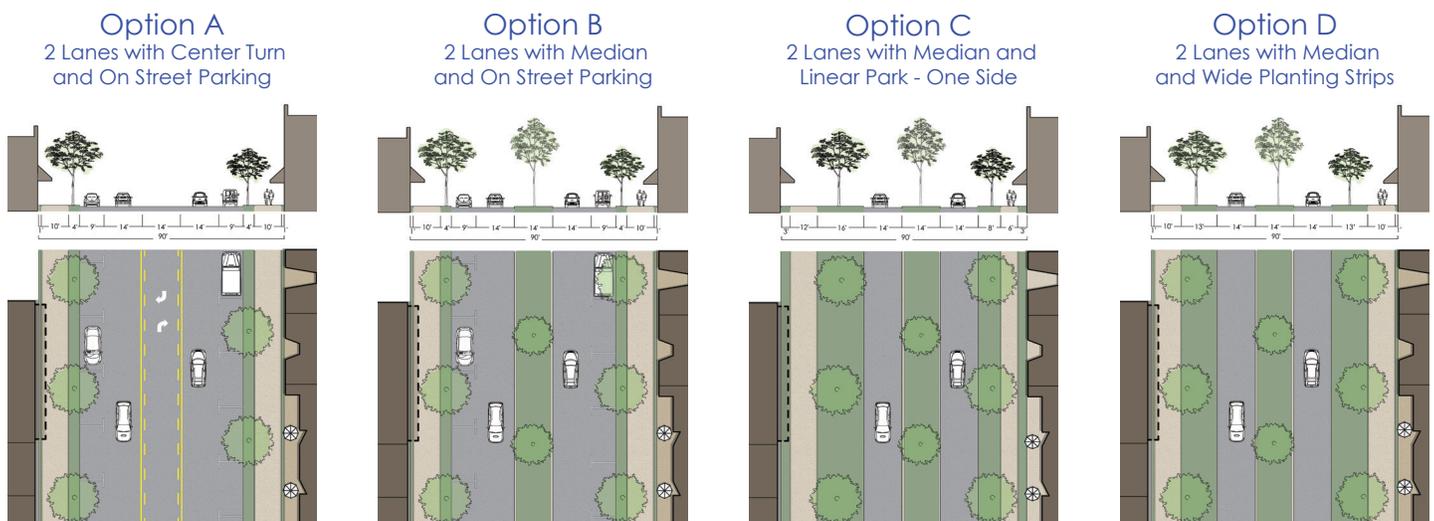


Site C: North Main Street Corridor

In an effort to provide a range of potential town center options as part of the placemaking portion of the planning process, the North Main Street corridor - roughly from Columbus Avenue to NC 62 was identified as a potential candidate site. In contrast to a traditional compact downtown area, this area would be a linear downtown. As a legacy strip commercial corridor, North Main already has many of the ingredients necessary to make a good downtown. The major drawbacks of the current composition of the corridor are, first, the excessive width and high speed design of the street and second, the lack of any public space or true focal point along the corridor.

In order to facilitate this type of transformation, significant public investments would be necessary to improve the function of North Main Street and the aesthetic quality of the public realm along this legacy commercial strip. While there are many challenges along the corridor at present, including underutilized commercial properties, a haphazard land use pattern, and a lack of large amounts of easily assembled land, there are a wide range of opportunities that could be realized through strategic public investments.

▼ FIGURE C.13 NORTH MAIN STREET ROAD DIET CONCEPTS



The primary focus of the concepts for North Main Street, which happen to dovetail with the concepts for Site B, is the implementation of a “road diet” along this section of the street. This would effectively reconstruct Main Street from its current 5-lane high-speed design into a variable 2 to 3 lane urban street cross section with the potential for strategically located landscaped medians, on-street parking, wide shared use pedestrian paths and landscaped tree planting areas along the street edge. This, coupled with the development of pocket parks or other public spaces on undersized lots on the corridor, along with changes in development regulations to push buildings closer to the street could make this a suitable candidate for a “town center.” And although this was not chosen as the most preferred option out of the five scenarios, it did garner significant support to move forward with additional study.

Site D: South Main Street Shopping Centers

This option was included in the placemaking workshop as a result of suggestions that were received during the growth management workshops. The site is centered on the two grocery anchored shopping centers on South Main Street between Interstate Drive and Tarheel Drive. These sites showed promise due to a number of factors, including large parcels under unified ownership, good transportation access, good visibility, and excess parking that could be transformed in support of creating a town center. Like Site A, this concept would rely primarily on private investment to realize the creation of a focal point in the community, with little realistic opportunity for creating public space.

Two different concepts were explored for this site. The first was centered on the idea of building on the existing development framework and retrofitting the site by building a “main street” lined with new buildings that would sit opposite of the existing shopping centers - a concept similar to what many upscale legacy commercial centers have undertaken in recent years to capture additional value from their property. The second concept re-imagined the site by removing the existing shopping centers and creating a new development framework - again with a central “main street” at its core.

Although neither of the concepts created for this site were the preferred option, they do provide insight into how an interested private developer could undertake a transformation of these legacy commercial centers into more vibrant mixed use shopping districts that would support additional development and redevelopment in the surrounding commercial areas on Main Street.

▼ FIGURE C.14 OPTION ONE - INTEGRATE EXISTING



▼ FIGURE C.15 OPTION TWO - NEW CONSTRUCTION



Site E: Creekside Park

This beloved community park is already considered by many to be the social center of the community, and as such, it merited consideration as a potential site for Archdale's new town center. Of the many positive qualities of this site are, of course, the park itself, but also a wide range of other features located in and around the park. For instance, the library, senior center and community college campus are all adjacent to the park. The site also has good transportation access and is the hub of the City's greenway network - providing pedestrian connections to a large share of the population.

The development of this concept sought to build on the underlying strengths of the site while incorporating new ideas that could help to enhance its current role as a center of social activity in the community. At the heart of the concept is a new town green that sits above a natural terrace facing a stage along the creek. This would provide a more structured space for holding events in the park. The concept adds additional parking to the site, and builds on the community service focused aspect of the area by adding space for a larger senior center, new senior housing, and an enhanced farmers market. New commercial development on private property along Main Street would bring supporting uses that would further enhance the site as a functional town center.

▼ FIGURE C.16 CREEKSIDE PARK CONCEPT



Archdale's Future Town Center

While all of the locations and conceptual plans presented potentially viable options for the development of a town center, Site B, garnered the most support and excitement among the Placemaking Workshop participants. Moving forward from concept to reality will require significant investments of financial resources, time, and political capital. The initial phase of this process should focus on developing and refining options for the location of the central public space that will serve as the centerpiece of the town center. While the Site B concept has identified two prominently situated alternatives for the public space, the cost, programming requirements and surrounding development potential will need to be analyzed prior to the initiation of further action towards land acquisition and construction.

As additional planning work is underway to identify a specific site for the public space within the more broadly defined downtown area, the City should work toward establishing the regulatory framework that will guide development in the area. The future land use map designates this broad area with the "City Center" place type, which supports a development pattern that is consistent with establishing a mixed use downtown area. Generally speaking, the most appropriate type of regulatory tool for developing this area in the manner that is desired by the City and its residents is a "form based" code that regulates the physical components of development - setbacks, height, bulk, architectural form, etc. - more stringently than it regulates use. As the project moves forward, the planners, designers, architects and engineers will need to be mindful of the elements that contribute to making a great place to ensure that the final design meets the needs and expectations of the community.

Supporting plans will also need to be developed to identify necessary infrastructure improvements, both in the immediate downtown area, as well as in the older adjacent neighborhoods and commercial areas that will be catalyzed for new investment as the downtown takes shape. While a number of road improvements are listed for the area in the Growth Management portion of this section, there will also need to be plans prepared for utility improvements, stormwater management, and related public investments. In formulating a final plan for the establishment of the town center, the City should also conduct outreach to property owners in the area, as well as potential development partners, to gauge interest in opportunities for partnerships and cooperative agreements for land assemblage and the development of catalytic projects to help spur complementary growth in the area.

A project of this scope will take some time from concept, to design, to implementation, and so it is recommended that the City move forward expeditiously to begin its additional planning and outreach efforts.