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Board of County Commissioners Meeting  
December 2023

# WHAT WE WILL COVER TODAY

## Planning process...

- Project background, why we plan and where we are in the process.

## Current conditions and trends...

- A snapshot of where we are today, land use patterns and anticipated future growth.

## Where should we go together..

- Outreach efforts and a summary of what we have heard from stakeholder interviews, focus groups and the community.

# WHAT IS GUIDING GUILFORD?

**Guiding Guilford** is a Comprehensive Plan that will address the changes and opportunities in the County and shape resilient development for the next 20 years. All members of the Guilford County community are invited to be a part of each step of this planning process:



# WHY DO WE HAVE A COMPREHENSIVE PLAN?



10.6%  
POPULATION  
GROWTH IN THE  
LAST 10 YEARS



SHIFTING  
ECONOMY AND  
INDUSTRIES



HOUSING  
AFFORDABILITY/  
COST OF LIVING



DEVELOPMENT  
PRESSURES  
ON WATER,  
AGRICULTURE  
AND  
ENVIRONMENT

## A Comprehensive Plan is...

- A strategic guidebook for policy decisions and priorities
- An integration of existing planning work
- A long-range tool for planning, policy, financing and action
- A reflection of the community's desires
- Aspirational to establish goals
- Required by State Statute for zoning

## A Comprehensive Plan is not...

- Zoning
- A set of land use code standards
- A detailed budget document
- Specific regulations, requirements or ordinances

# EXISTING PLAN ELEMENTS

Guilford County's existing Comprehensive Plan covers the following elements:



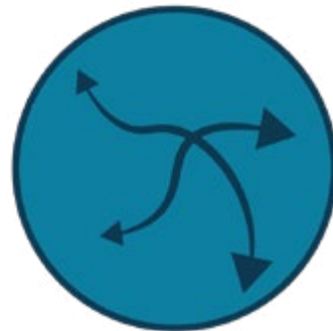
FUTURE LAND USE



TRANSPORTATION



HOUSING



GOVERNMENT COORDINATION



NATURAL, HISTORIC AND CULTURAL RESOURCES

# CONSULTANT PLANNING TEAM

## DESIGNWORKSHOP



Emily McCoy



Jessica Garrow



Brenna Laffey



Corey Dodd



Reilly Thimons



Chrystal Joy



Liana Montaglione



Gina Esquivel

# STEERING COMMITTEE REPRESENTATION ORGANIZATIONS / AGENCIES

## STEERING COMMITTEE

The Comprehensive Plan Steering Committee serves as an advisory group to provide guidance and high-level perspective throughout the life of the project, working collaboratively with the project team to review and offer input and differing viewpoints as the plan is drafted.

- Chamber of Commerce
- East Greensboro Now
- Guilford County Planning Board
- Guilford County Public Schools
- Greensboro Human Rights Committee
- Greensboro Regional Realtors Association
- High Point University
- NAACP High Point Branch
- NC A&T University
- Piedmont Authority for Regional Transportation (PART-NC)
- Piedmont Land Conservancy
- Piedmont Triad Airport Authority
- Piedmont Triad Regional Water Authority
- Triad Real Estate and Building Industry Coalition (TREBIC)
- University of North Carolina at Greensboro
- Volunteer Agricultural District

# PLANNING AND ENGAGEMENT PROCESS

WE ARE HERE!



**GAIN A NUANCED UNDERSTANDING OF CURRENT CONDITIONS AND LAND USE, FUTURE PLANS AND VISION.**

**GAIN COMMUNITY INPUT ON THE GOALS AND VISION FOR THE FUTURE, ON TOPICS SUCH AS GROWTH AND LAND USE, HOUSING, ECONOMICS, SERVICES, AND INFRASTRUCTURE**

**GAIN COMMUNITY INPUT ON THE ASPIRATIONS AND VISION FOR THE COUNTY AND INPUT ON KEY ISSUES AND OPPORTUNITIES**

**DISCUSS OPEN SPACE, LAND USE AND FUTURE GROWTH AND LEAD COMMUNITY IN INTERACTIVE PLANNING EXERCISES**

**REPORT HOW ENGAGEMENT HAS INFLUENCED THE PLAN**

**SHARE KEY OUTCOMES OF THE PLANNING PROCESS AND DRAFT PLAN RECOMMENDATIONS FOR FINAL ROUND OF INPUT**

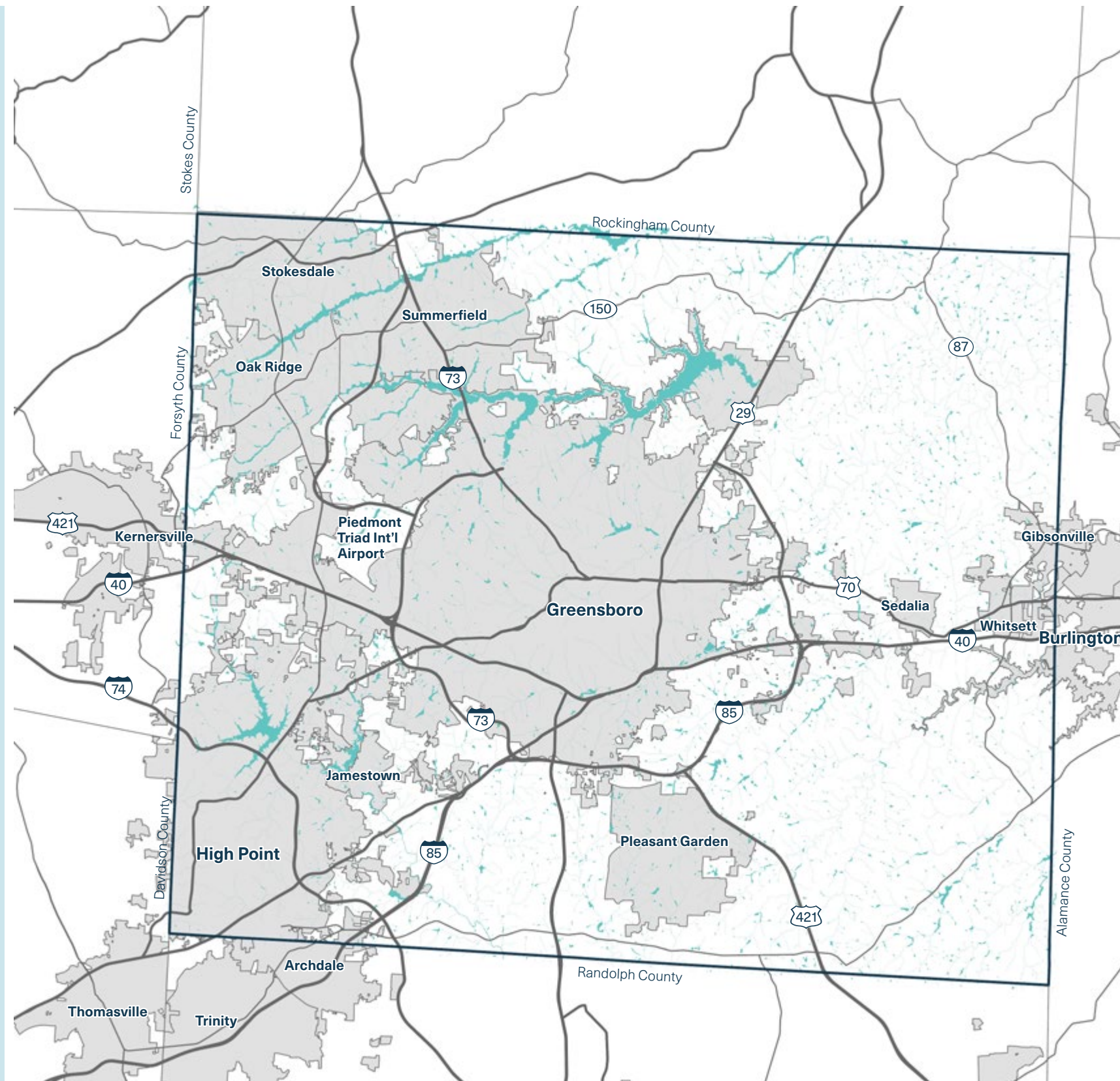
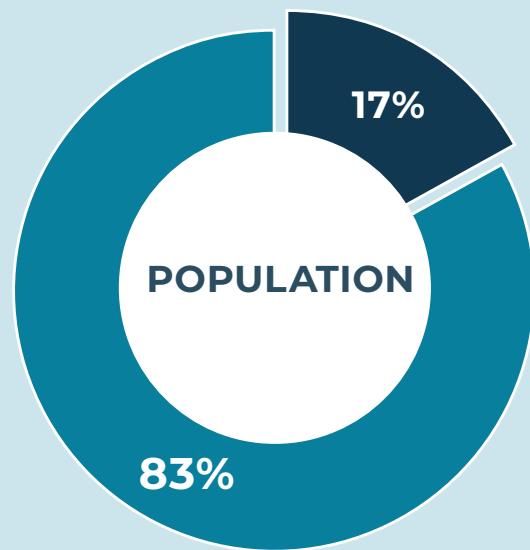
# **CURRENT CONDITIONS AND TRENDS**

# COMMUNITIES OF GUILFORD COUNTY

## KEY UNDERSTANDING

Guilford County contains two major cities, seven census-designated places and multiple unincorporated neighborhoods.

17% of residents in the county reside in unincorporated areas.



## LEGEND

- GUILFORD COUNTY BOUNDARY
- WATER BODIES
- MUNICIPALITIES/ INCORPORATED AREAS
- MAJOR ROADS



Source: North Carolina Office of State Budget and Management State Demographer, 2022

# POPULATION GROWTH

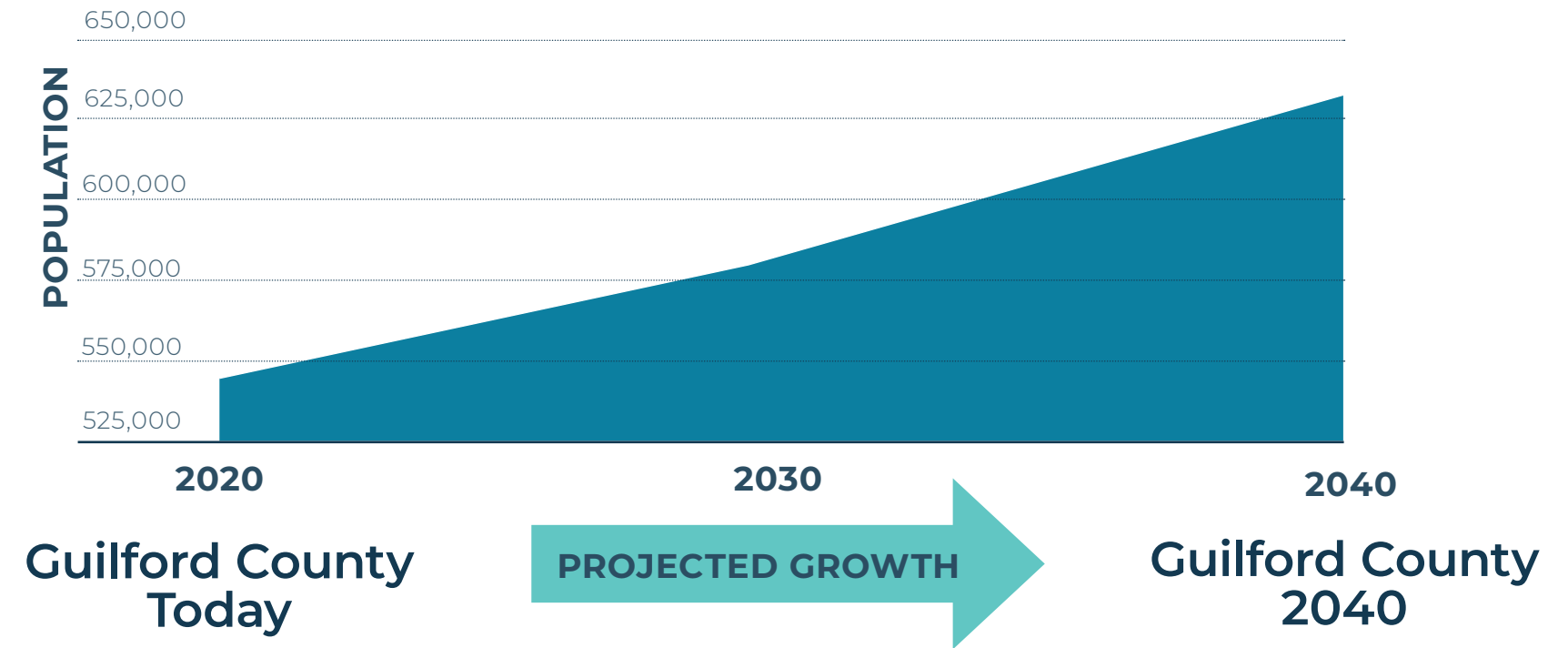
## KEY UNDERSTANDING

Guilford County is the third most populous county in the state.

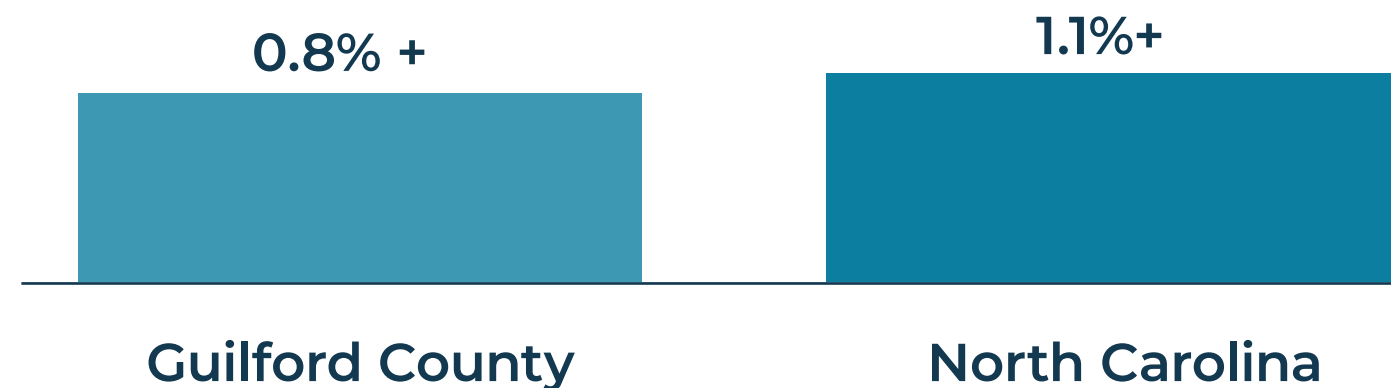
Growth has slowed over the past 10 years to 10.6% (2010-2020) from 15.9% (2000-2010).

Unincorporated areas have seen slightly slower growth at 9.4% (2010-2020).

## + 86,322 PROJECTED POPULATION GROWTH BY 2040



## ANNUAL POPULATION GROWTH

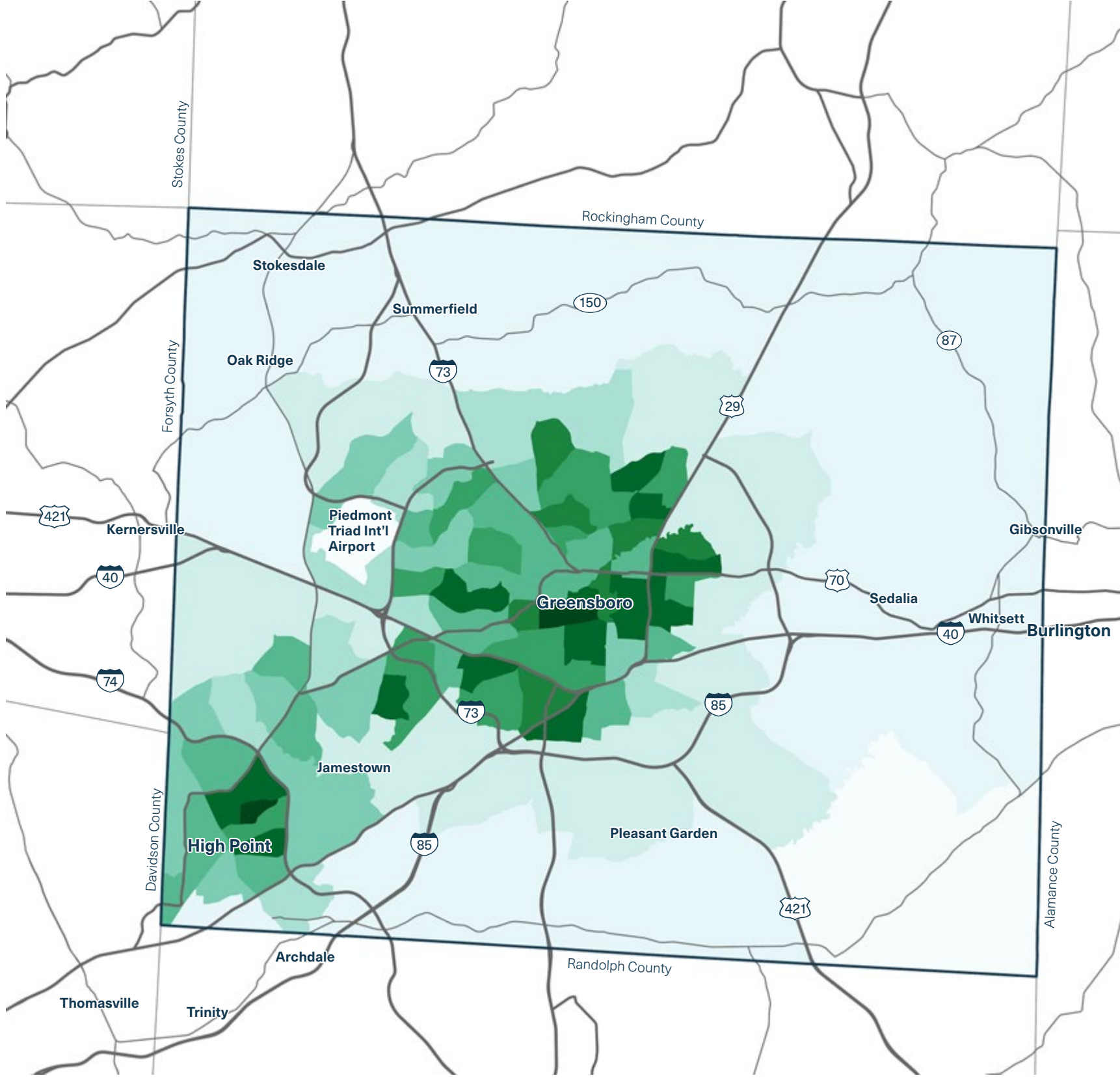


Source: North Carolina Office of State Budget and Management State Demographer, 2022

# POPULATION DENSITY

## KEY UNDERSTANDING

Greensboro and High Point have the greatest population density. The county population is less dense moving away from the city centers.



**LEGEND**

- GUILFORD COUNTY BOUNDARY
- MAJOR ROADS
- POPULATION DENSITY BY CENSUS TRACT (PERSONS PER SQ. MILE)**
- LESS THAN 100
- 101-500
- 501-1000
- 1001-1500
- 1501-2000
- 2001-2500
- 2501-3000
- 3001-3500
- 3501-6000
- 6000 +

0 5 10 MILES

Source: Esri estimates for 2022 from American Community Survey data

# DEMOGRAPHICS

## KEY UNDERSTANDING

Guilford County's educational attainment levels are higher when compared to the State of North Carolina, whereas median age and household income is slightly lower than the State average.

### Guilford County

542,451



POPULATION

209,602



HOUSEHOLDS

37.7



MEDIAN AGE

\$59,876



MEDIAN HOUSEHOLD INCOME\*

39%



BACHELOR'S DEGREE\*

4.4%



UNEMPLOYMENT RATE\*

### North Carolina

10,460,000

4,031,592

39.2

\$62,513

34.1%

3.6%

Source: North Carolina Office of State Budget and Management State Demographer 2022, \*Esri estimates for 2022 from American Community Survey data

# DEMOGRAPHICS

## KEY UNDERSTANDING

Unincorporated Guilford County's has a slightly higher median household income and median age than the County at large. Unemployment is over 1% lower in the unincorporated area.

County-wide

542,451



POPULATION

209,602



HOUSEHOLDS

37.7



MEDIAN AGE

\$59,876



MEDIAN HOUSEHOLD INCOME\*

39%



BACHELOR'S DEGREE\*

4.4%



UNEMPLOYMENT RATE\*

Unincorporated County

94,911

37,060

43.4

\$61,945

37%

3.1%

Source: North Carolina Office of State Budget and Management State Demographer 2022, \*Esri estimates for 2022 from American Community Survey data

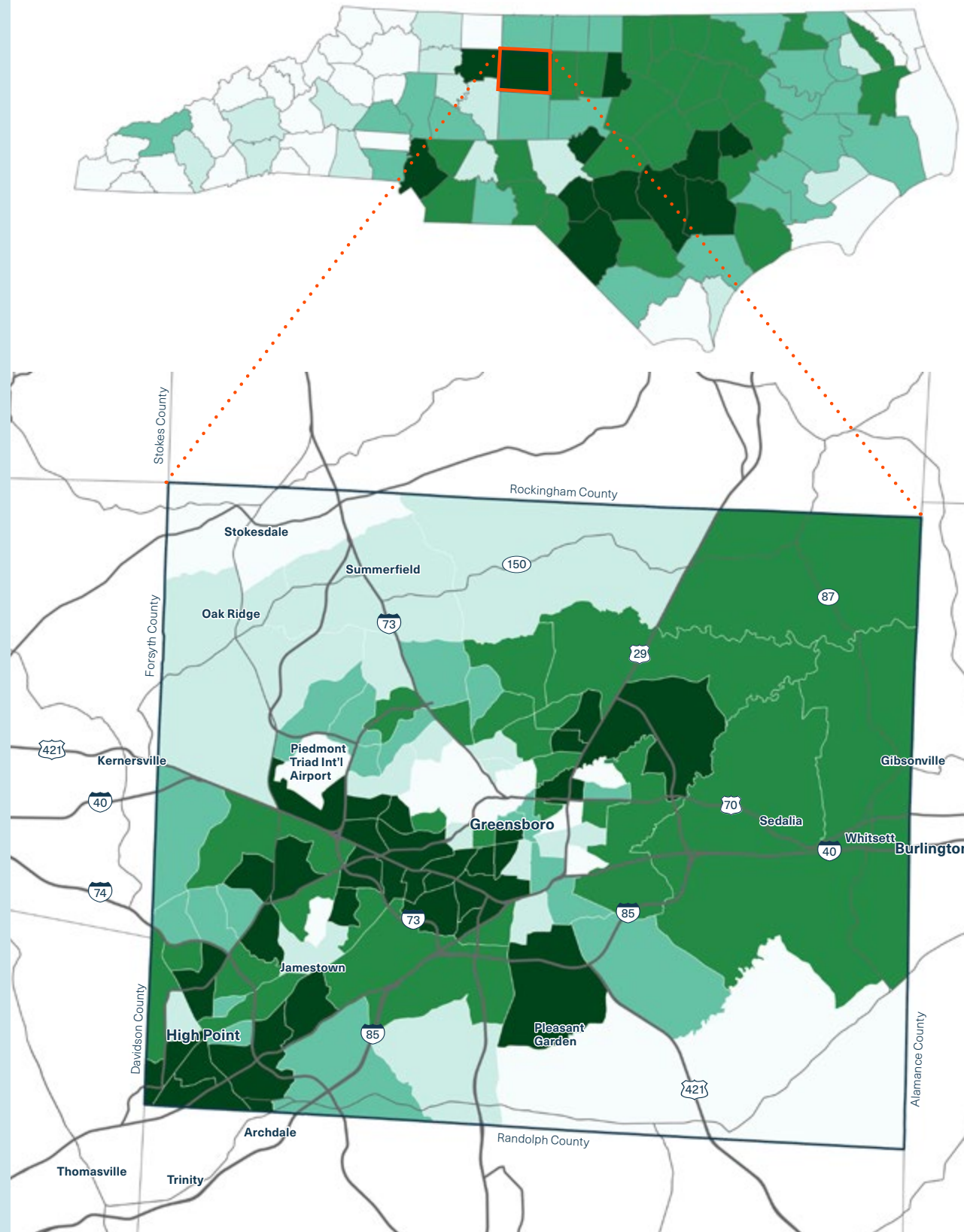
# DEMOGRAPHICS

## KEY UNDERSTANDING

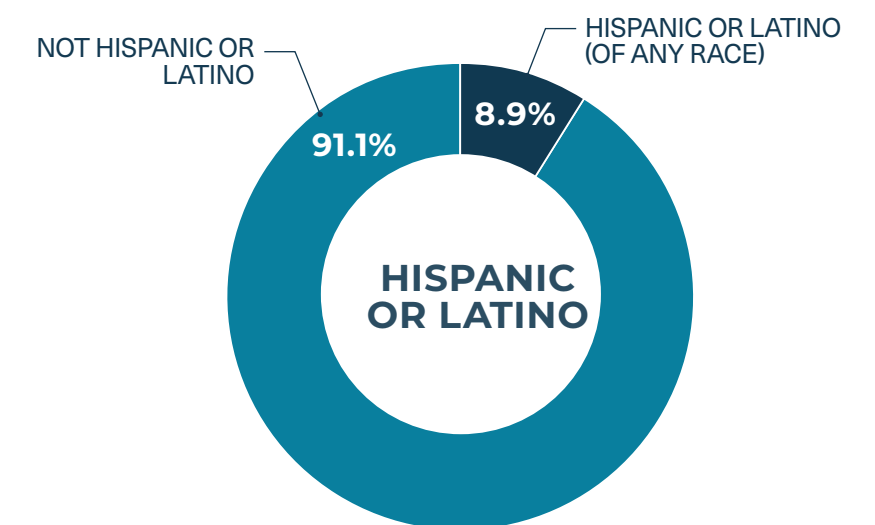
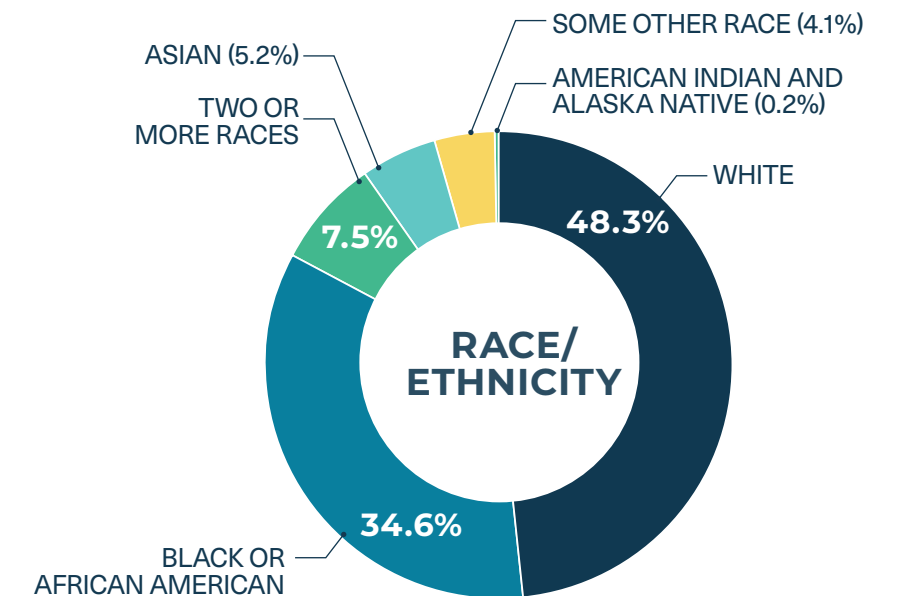
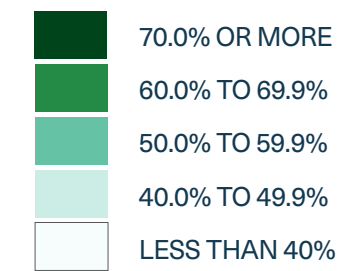
Guilford County is one of the more diverse counties in the state, with an Esri Diversity Index (DI) score of 70.7% (up from 62.3% in 2010).

This is higher than the DI average score for the State of North Carolina (65.1%) and slightly lower than the national average (71.6%).

The DI score for unincorporated areas of Guilford County is 56.9%.



## DIVERSITY INDEX (DI)



Source: 2022 Esri Diversity Index, US Census Bureau; North Carolina Office of State Budget and Management State Demographer 2022

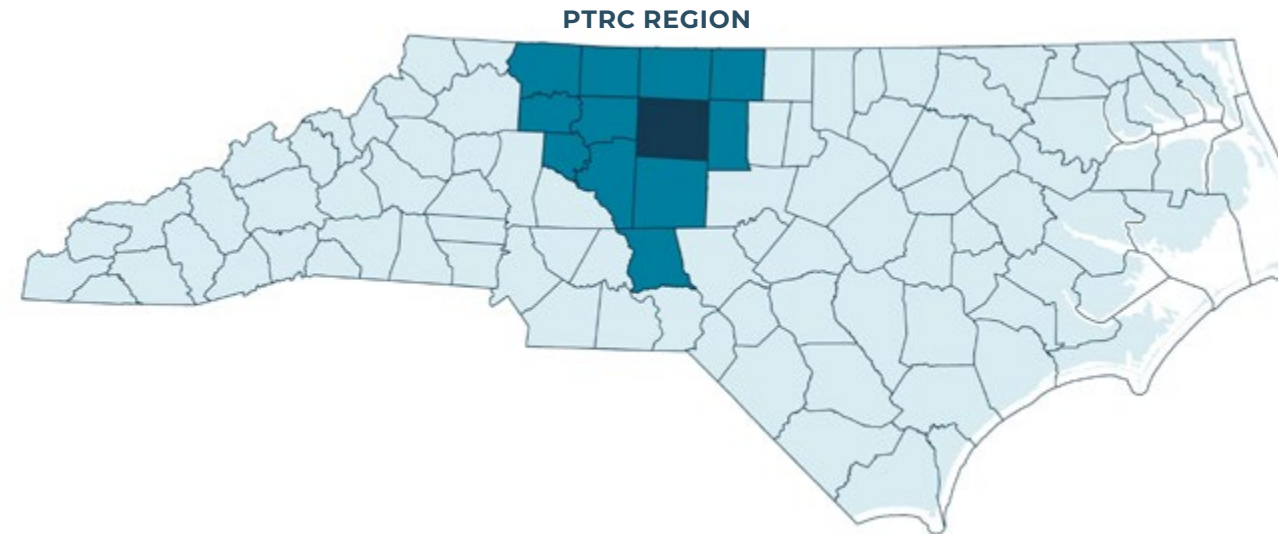
# ECONOMY

## KEY UNDERSTANDING

Guilford County is part of the Piedmont Triad Regional Council (PTRC), with Greensboro and High Point serving as centers for the highest concentration of jobs in the county.

The three largest employment categories by industry sector in Guilford County are service, retail trade, and manufacturing.

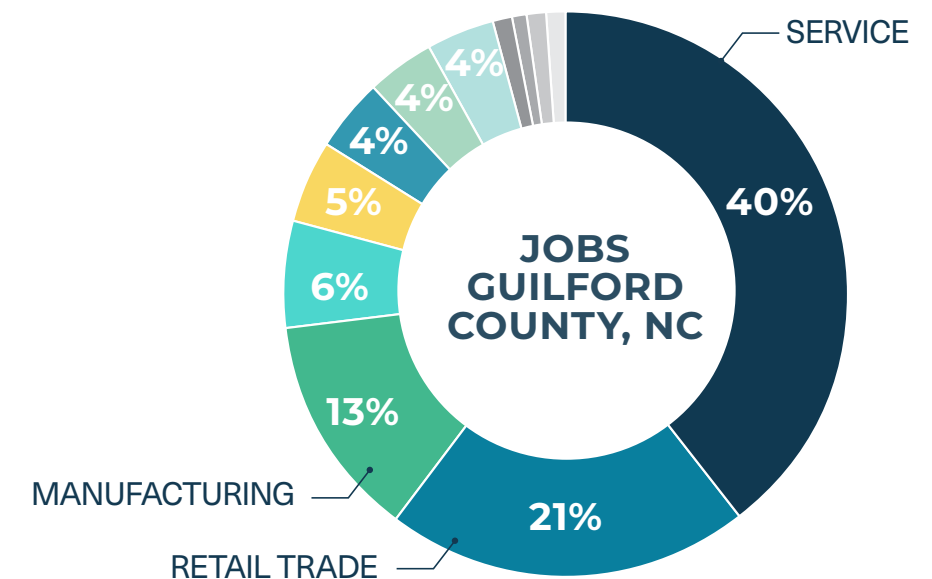
The emerging regional Greensboro-Randolph Megasite is expected to create more than 1,700 jobs.



**283,000**  
Employees

**GUILFORD COUNTY JOBS BY INDUSTRY SECTOR (SIC)**

TOP INDUSTRIES	JOBS	PERCENT
<b>Service</b>	<b>113,572</b>	<b>40%</b>
<b>Retail Trade</b>	<b>58,055</b>	<b>21%</b>
<b>Manufacturing</b>	<b>37,298</b>	<b>13%</b>
Finance/Insurance/Real Estate	17,780	6%
Wholesale Trade	14,610	5%
Construction	11,745	4%
Government	11,268	4%
Transportation	10,453	4%
Communication	3,754	1%
Agriculture/Mining	2,674	<1%
Unclassified	1,204	<1%
Utility	588	<1%

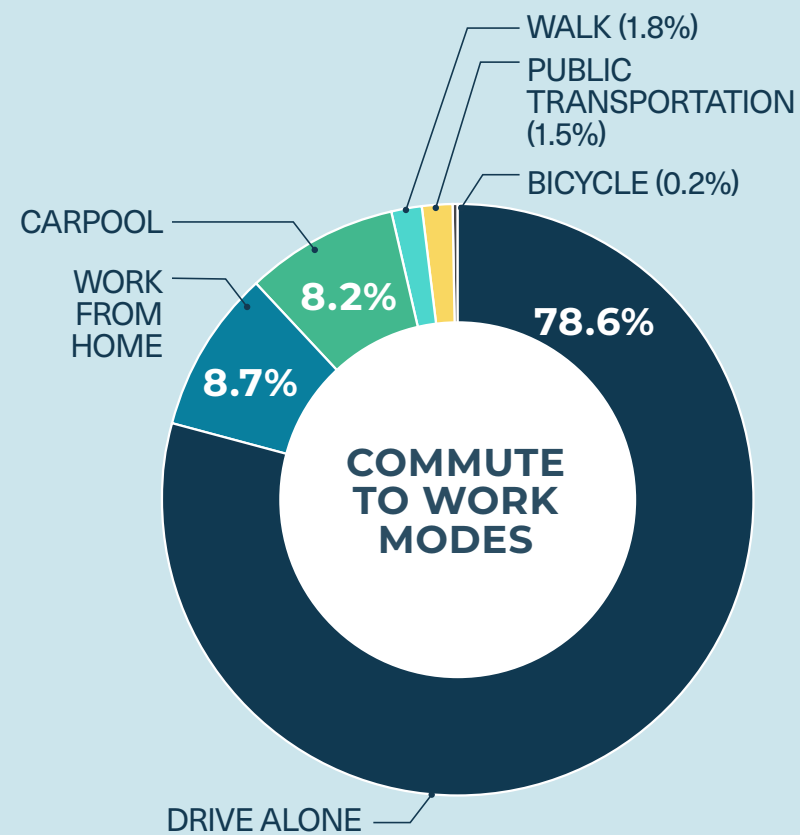


Source: \*Esri estimates for 2022 from American Community Survey data

# TRAFFIC AND COMMUTING PATTERNS

## KEY UNDERSTANDING

Over 78% of residents in Guilford County commute to work by car.



## LEGEND

- GUILFORD COUNTY BOUNDARY
- AVERAGE DAILY TRAFFIC (1000S)
  - <10 (LEAST TRAFFIC)
  - 10-25
  - 25-50
  - <50 (MORE TRAFFIC)



**22.4 minutes**  
Average Commute Time

**211,905**  
People stay within the County for work

**44,256**  
People commute out of the County for work

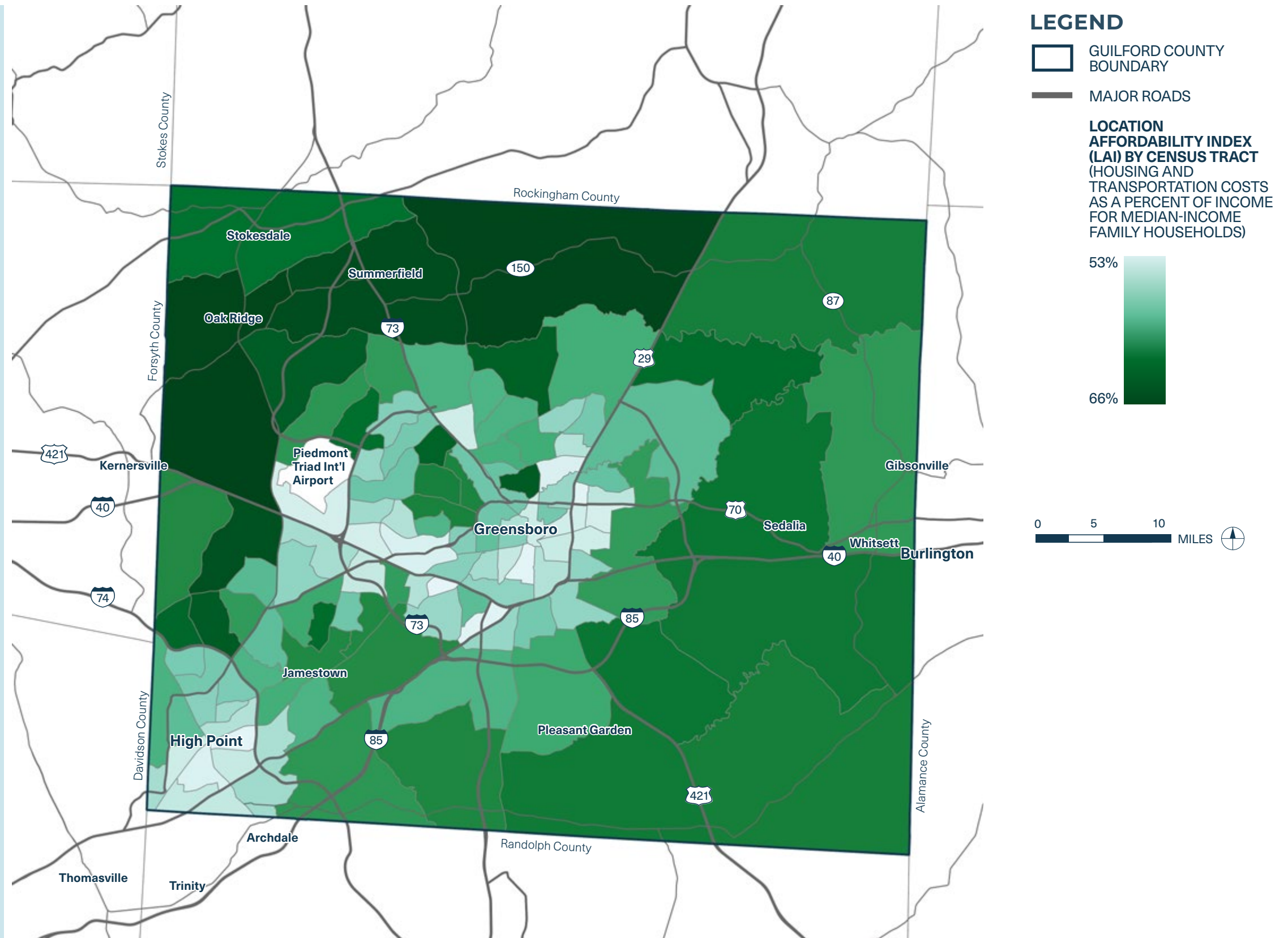


Source: \*Esri estimates for 2022 from American Community Survey data, NCDOT ADT

# LOCATION AFFORDABILITY

## KEY UNDERSTANDING

According to the Location Affordability Index (LAI), housing and transportation costs are 53% to 66% of income for median-income family households in Guilford County.



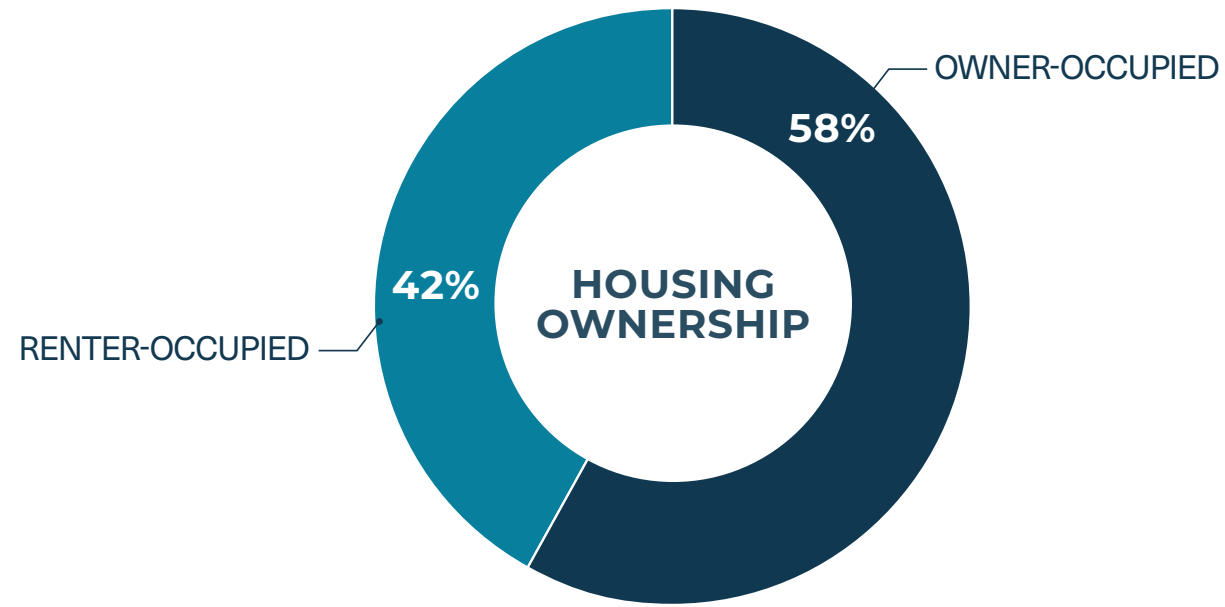
Source: LAI Version 3.0 (March 2019) HUD Open Data: <https://hudgis-hud.opendata.arcgis.com/datasets/location-affordability-index-v-3>

# HOUSING

## KEY UNDERSTANDING

Since 2009, there have been zero housing unit permits for multi-family housing in unincorporated areas.\*

Owner-occupied units have decreased from 63% in 2000 to 58%, county-wide.



**\$230,836**  
Median Home Value

**236,180**  
Total Housing Units

**2.39**  
Average Household Size

DECLINE IN OWNER-OCCUPIED HOUSING



## HOUSING UNIT PERMITS FOR GUILFORD COUNTY (UNINCORPORATED)\*

2010 - TERMINATION OF CITY/COUNTY ANNEXATION AGREEMENT  
2012 - REVISION TO CITY'S W/S EXTENSION POLICY

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
<b>Total Units</b>	1,401	1,420	1,334	1,055	1,301	1,370	1,192	805	471	364	288	297	421	480	516	467	497	493	549	616	616	812
<b>Units in Single-Family Structures</b>	1,284	1,312	1,258	1,034	1,285	1,358	1,186	799	468	364	288	297	421	480	516	467	497	493	549	616	616	812
<b>Units in All Multi-Family Structures</b>	117	108	76	21	16	12	6	6	3	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Units in 2-unit Multi-Family Structures</b>	0	8	12	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Units in 3- and 4-unit Multi-Family Structures</b>	80	100	64	9	16	12	6	6	3	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Units in 5+ Unit Multi-Family Structures</b>	37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**MISSING MIDDLE HOUSING**

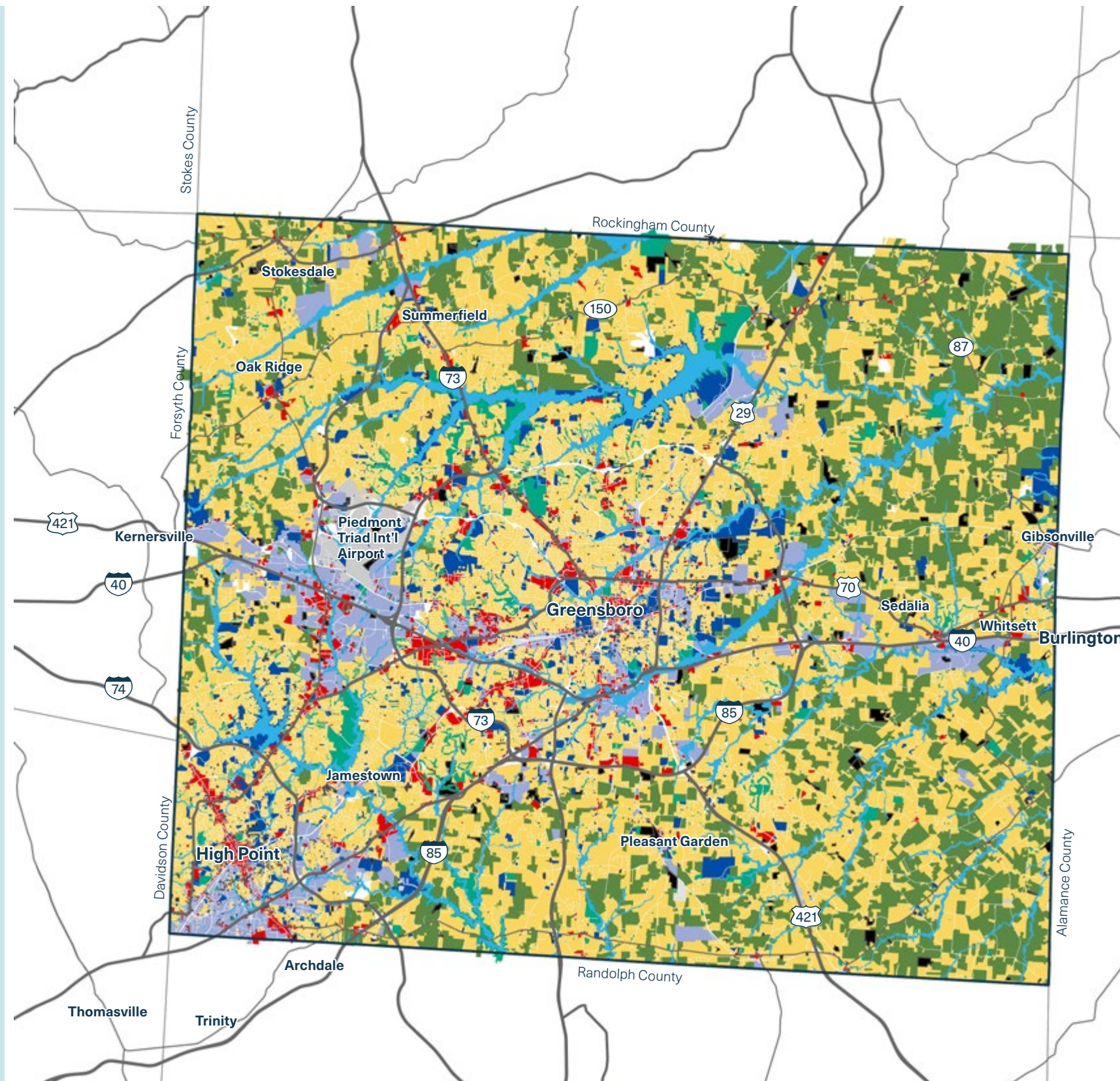
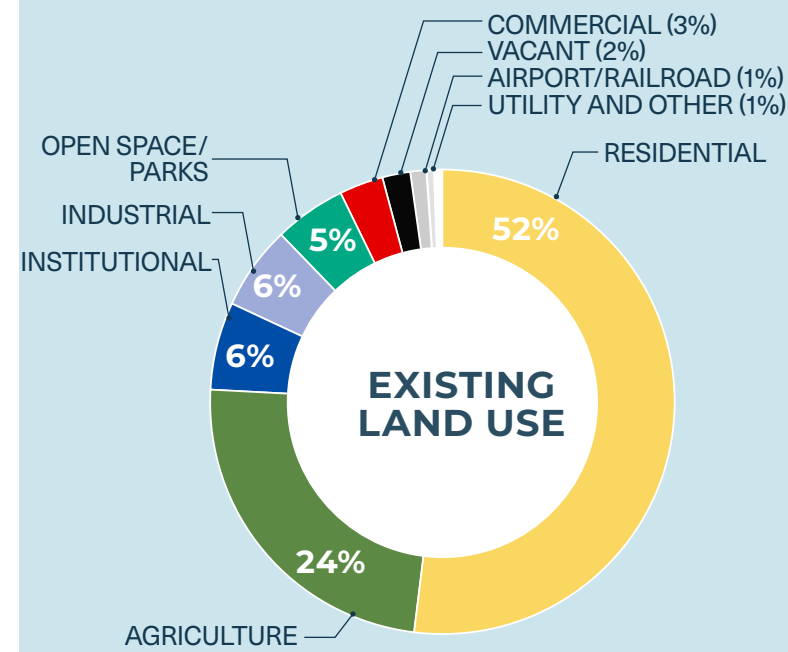
Source: Esri estimates for 2022 from American Community Survey data, \*SOCDS HUD Building Permits Database



# EXISTING LAND USE

## KEY UNDERSTANDING

The majority of the county is residential land use at 52% followed by agriculture land use at 24%.



## LEGEND

- GUILFORD COUNTY BOUNDARY
- MAJOR ROADS
- WATERBODIES/FLOOD ZONES
- LAND USE CATEGORIES**
- AGRICULTURE
- OPEN SPACE / PARKS AND RECREATION
- UTILITY
- AIRPORT/RAILROAD
- INSTITUTIONAL
- INDUSTRIAL/EXTRACTION
- RESIDENTIAL
- COMMERCIAL
- VACANT



Source: Guilford County GIS, 2023

# LAND COVER

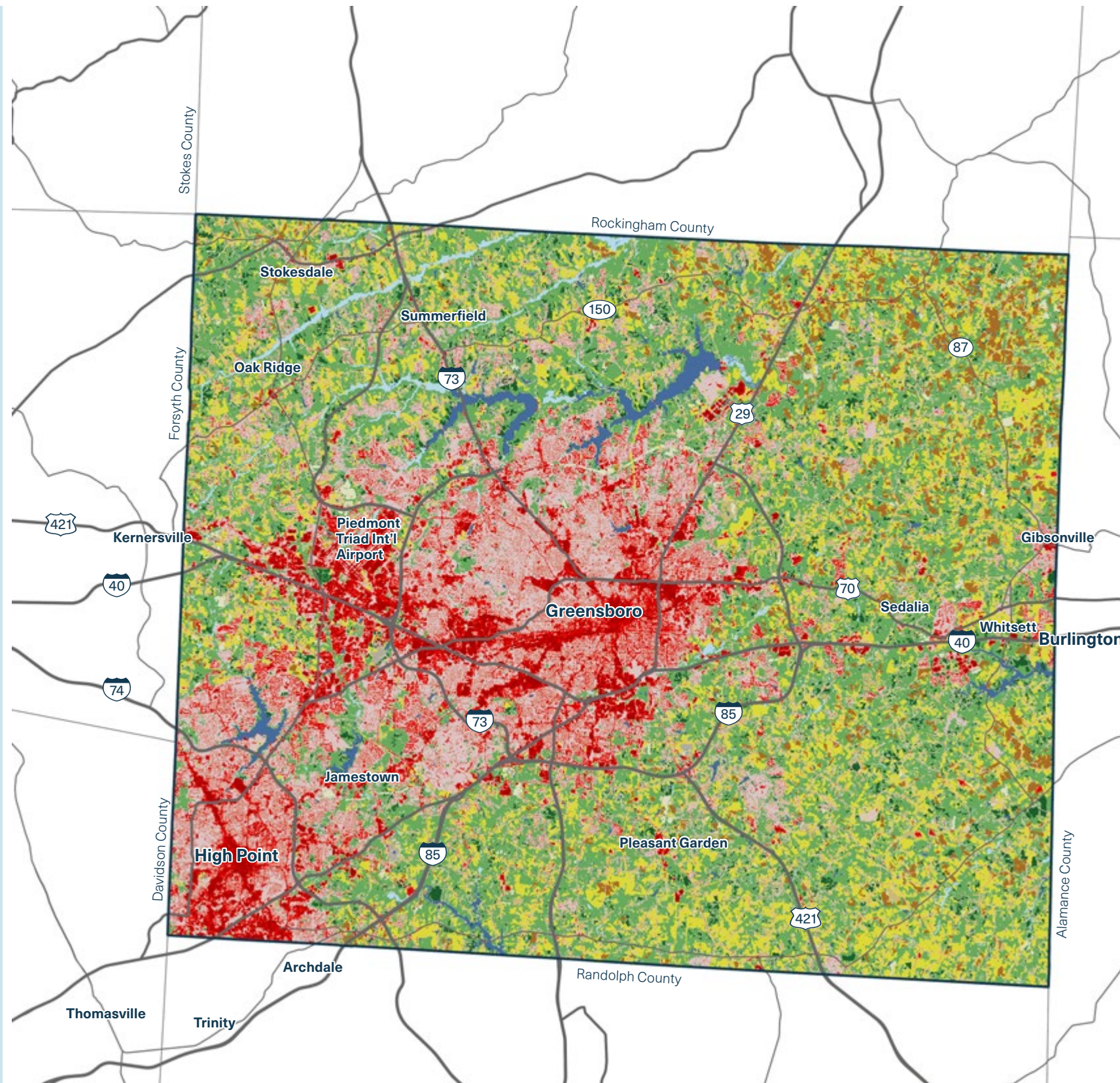
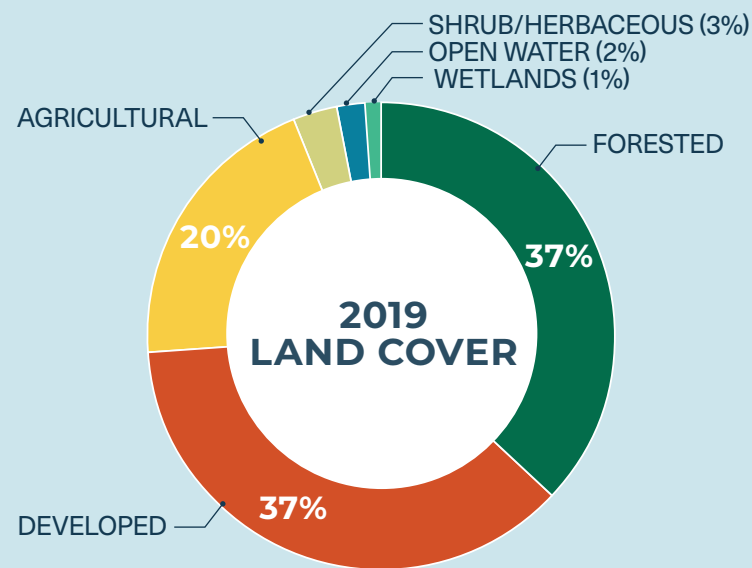
## KEY UNDERSTANDING



Guilford County has seen a 12% increase in developed land cover since 2001 and an 18% increase in impervious surface cover.



Forested land has dropped by nearly 9% and agricultural land has reduced by nearly 12% since 2001.



## LEGEND

- GUILFORD COUNTY BOUNDARY
- MAJOR ROADS
- 2019 LAND COVER**
- OPEN WATER
- DEVELOPED, OPEN SPACE
- DEVELOPED, LOW INTENSITY
- DEVELOPED, MEDIUM INTENSITY
- DEVELOPED, HIGH INTENSITY
- BARREN LAND
- DECIDUOUS FOREST
- EVERGREEN FOREST
- MIXED FOREST
- SHRUB/SCRUB
- HERBACEOUS
- HAY PASTURE
- CULTIVATED CROPS
- WOODY WETLANDS
- EMERGENT HERBACEOUS WETLANDS



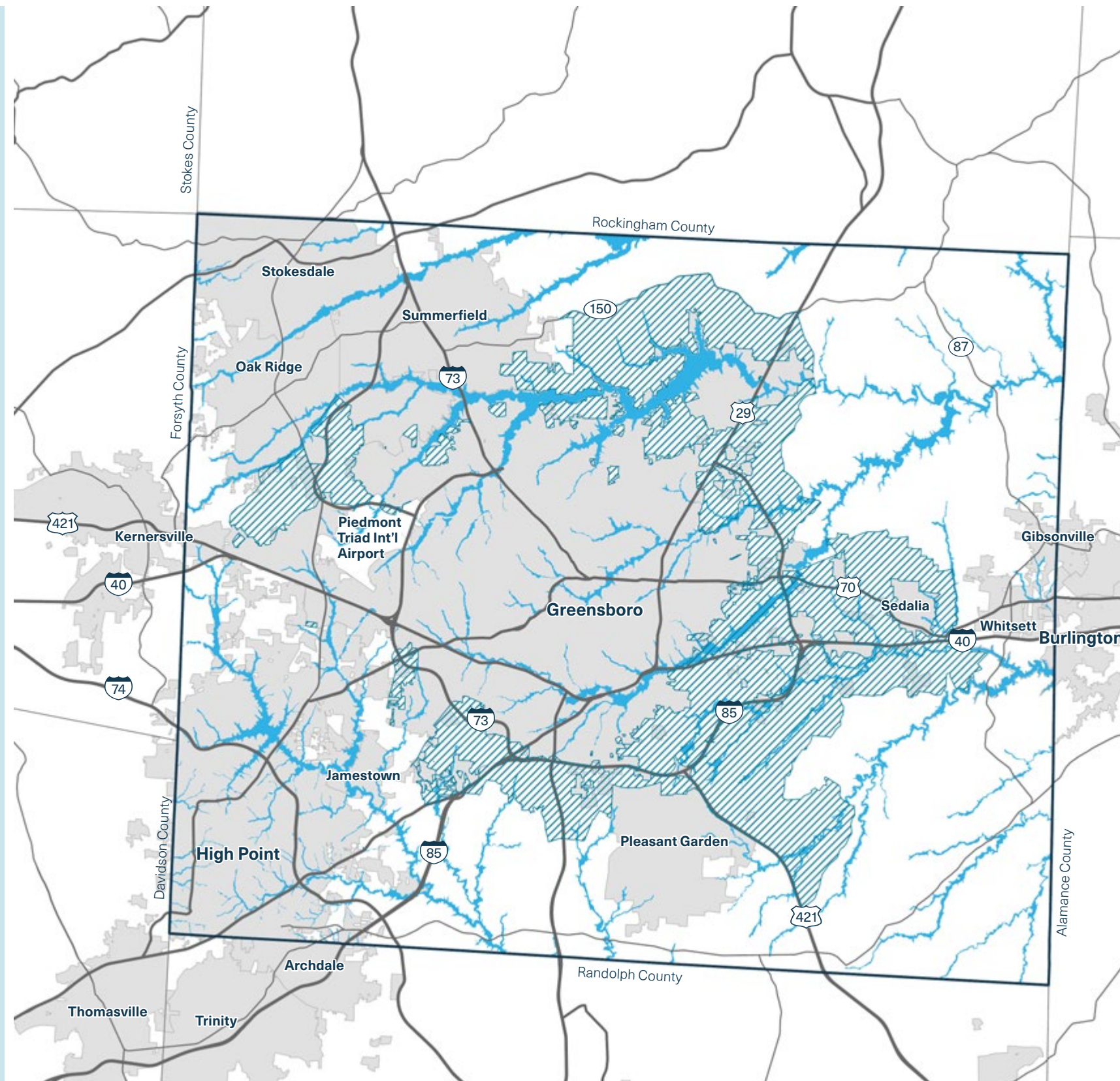
Source: 2019 National Land Cover Database (NLCD), MRLC

# WATER/SEWER

## KEY UNDERSTANDING

Guilford County does not provide public water or sewer services.

The Water and Sewer Service Area (WSSA) depicts an area to which the City of Greensboro intends to allow the extension of water and sewer utilities and which it intends to bring into the corporate limits immediately or at some future date. The WSSA includes the corporate limits of the City of Greensboro.



## LEGEND

- GUILFORD COUNTY BOUNDARY
- MAJOR ROADS
- WATERBODIES/FLOOD ZONES
- MUNICIPAL BOUNDARIES
- WATER AND SEWER SERVICE AREA (WSSA)



Source: Guilford County GIS, 2023

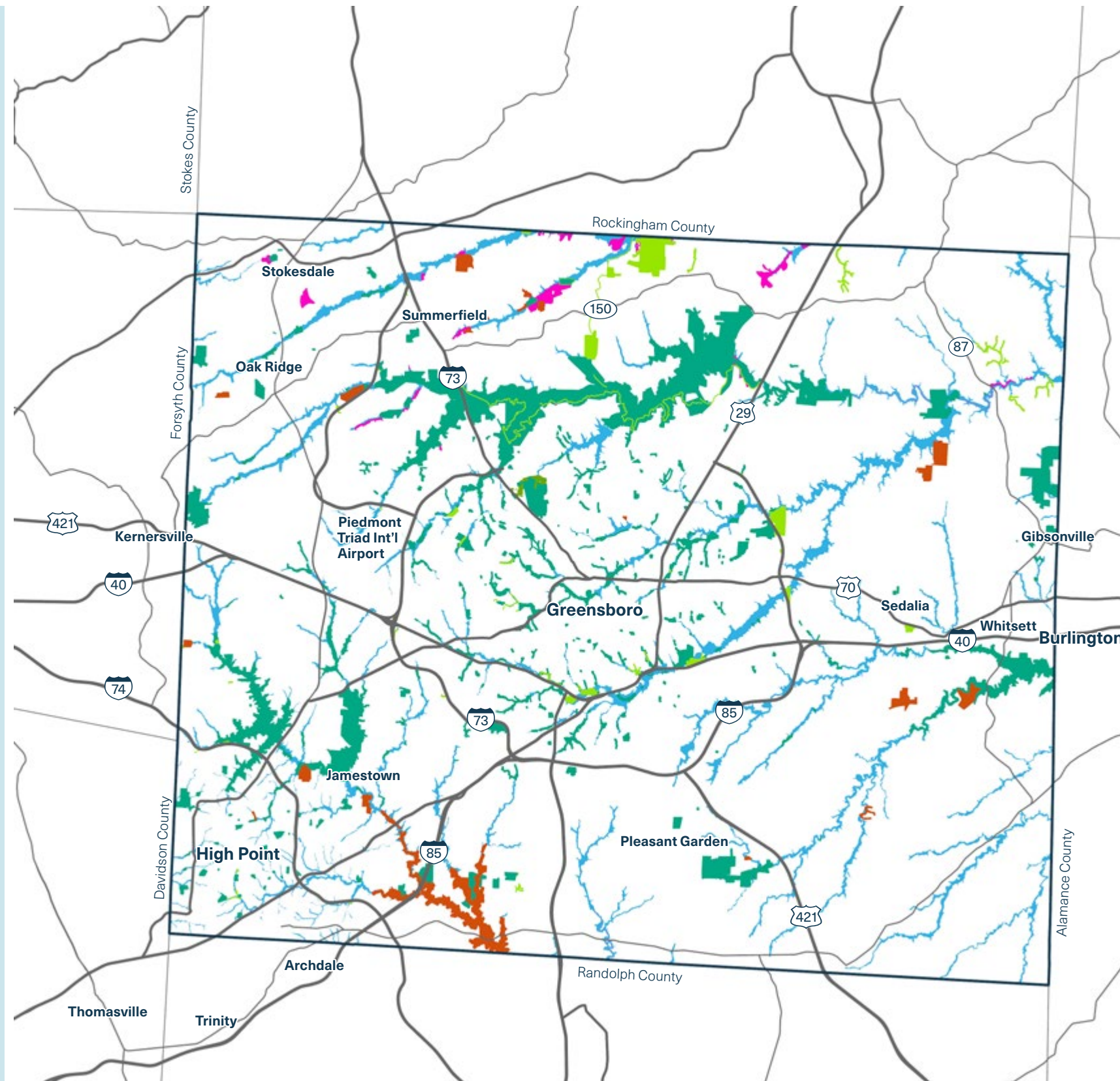
# CONSERVATION LANDS

## KEY UNDERSTANDING

Over 32,000 acres are identified as managed areas within the county.

The NC Natural Heritage Program (NCNHP) produces a map of conservation lands that are in permanent conservation and those that are managed by federal, state, local, and private entities.

NCNHP also identifies natural areas as sites of special biodiversity significance due to the presence of rare species, unique natural communities, important animal assemblages, or other ecological features.



**LEGEND**

- GUILFORD COUNTY BOUNDARY
- MAJOR ROADS
- WATERBODIES/FLOOD ZONES

**NCNHP MANAGED AREAS BY OWNERSHIP TYPE**

- FEDERAL
- STATE
- LOCAL (COUNTY AND MUNICIPAL)
- PRIVATE (INCLUDES LAND TRUST, CONSERVANCY, AND HIGH POINT UNIVERSITY EASEMENTS)
- NATURAL AREA, NOT LISTED AS A NCNHP MANAGED AREA.



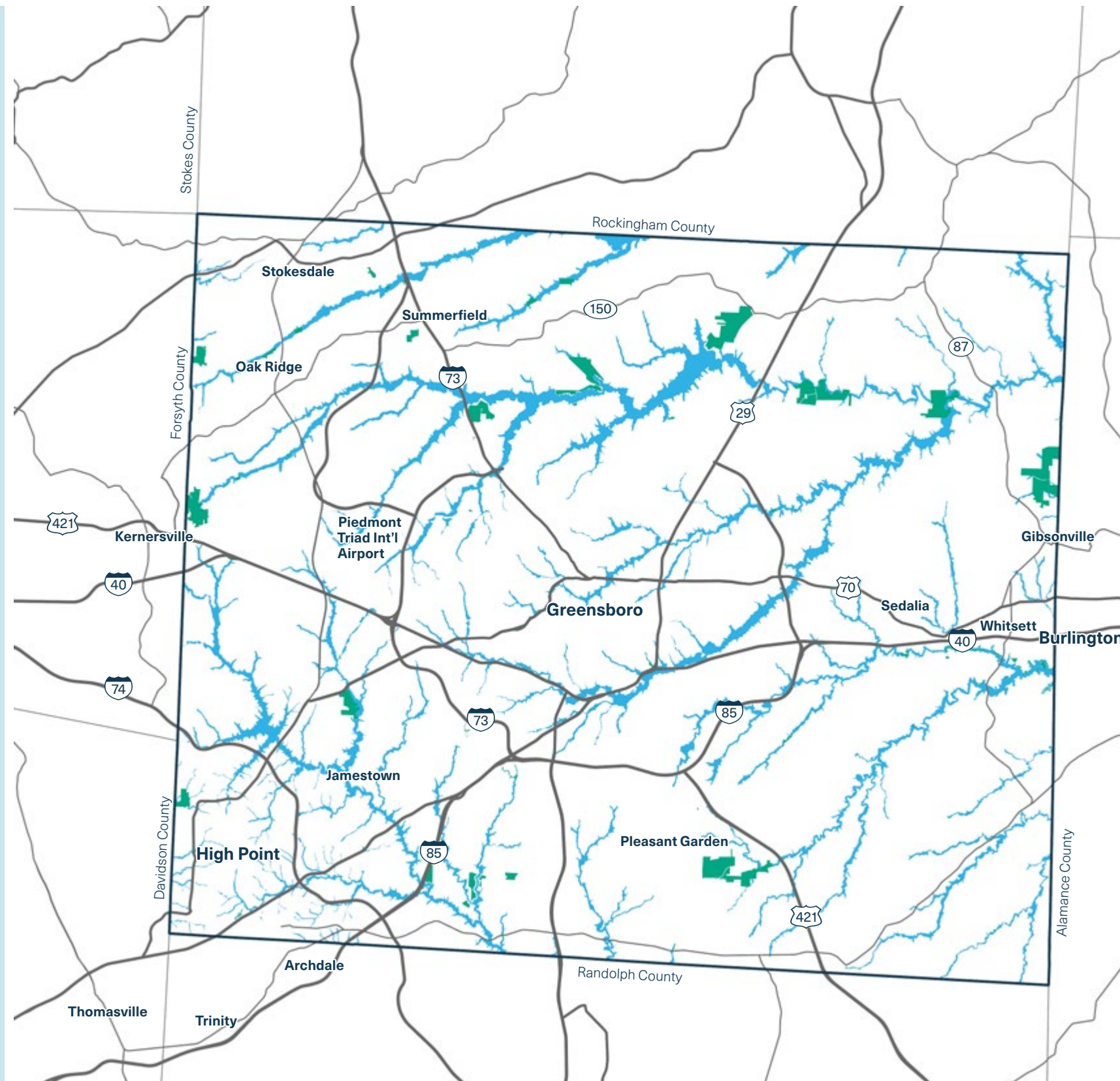
Source: North Carolina Natural Heritage Program (NCNHP), Department of Natural and Cultural Resources, Division of Land and Water Stewardship.






# COUNTY-OWNED CONSERVATION LANDS

## KEY UNDERSTANDING

5,110 acres of managed areas are owned by Guilford County or jointly with another municipality.



## LEGEND

-  GUILFORD COUNTY BOUNDARY
-  MAJOR ROADS
-  WATERBODIES/FLOOD ZONES

## NCNHP MANAGED AREAS OWNED BY GUILFORD COUNTY

-  LOCAL - GUILFORD COUNTY ONLY OR JOINTLY



Source: North Carolina Natural Heritage Program (NCNHP), Department of Natural and Cultural Resources, Division of Land and Water Stewardship.

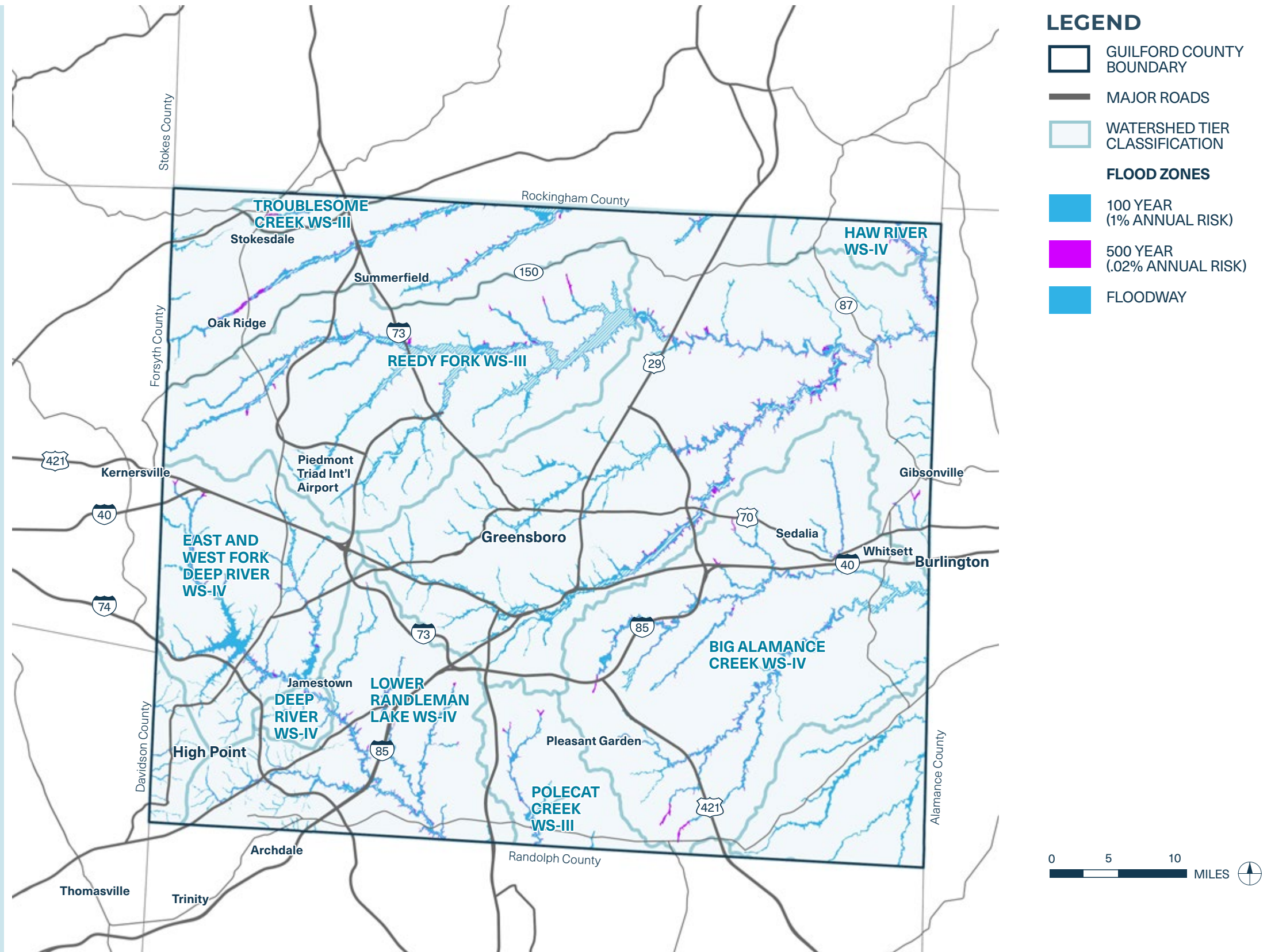


# WATER QUALITY

## KEY UNDERSTANDING

7% (almost 30,000 acres) of the county is within the floodplain.

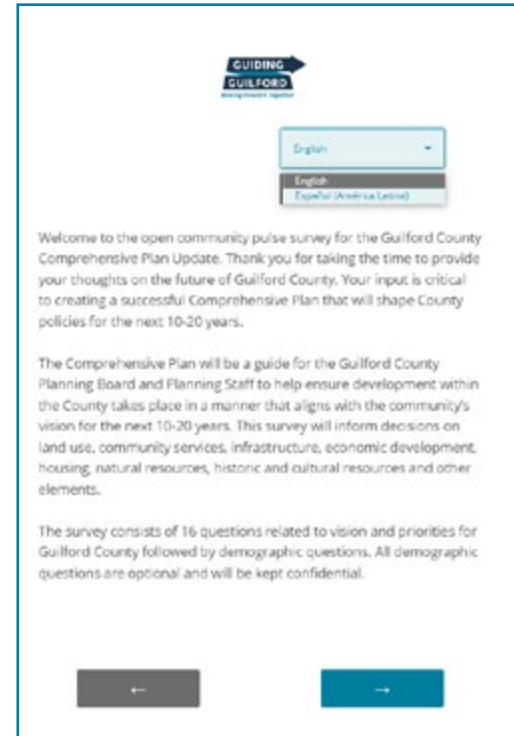
Guilford County has floodplain regulations in place and requires minimum stream buffers based on the watershed tier classification and development requirements.



Source: Guilford County GIS, 2023

**WHERE SHOULD WE GO  
TOGETHER?  
(COMMUNITY INPUT)**

# METHODS OF OUTREACH



## WEBSITE

- Single location for project information
- Provides links and information to engagement opportunities
- Virtual meeting recordings and uploads

## FOCUS GROUPS/ INTERVIEWS

- Information gathering from technical experts and key stakeholders
- Tends to be focused on technical data and information

## SURVEYS/ POLLING

- Broad community feedback opportunity
- Tends to include questions that focus on values and goals

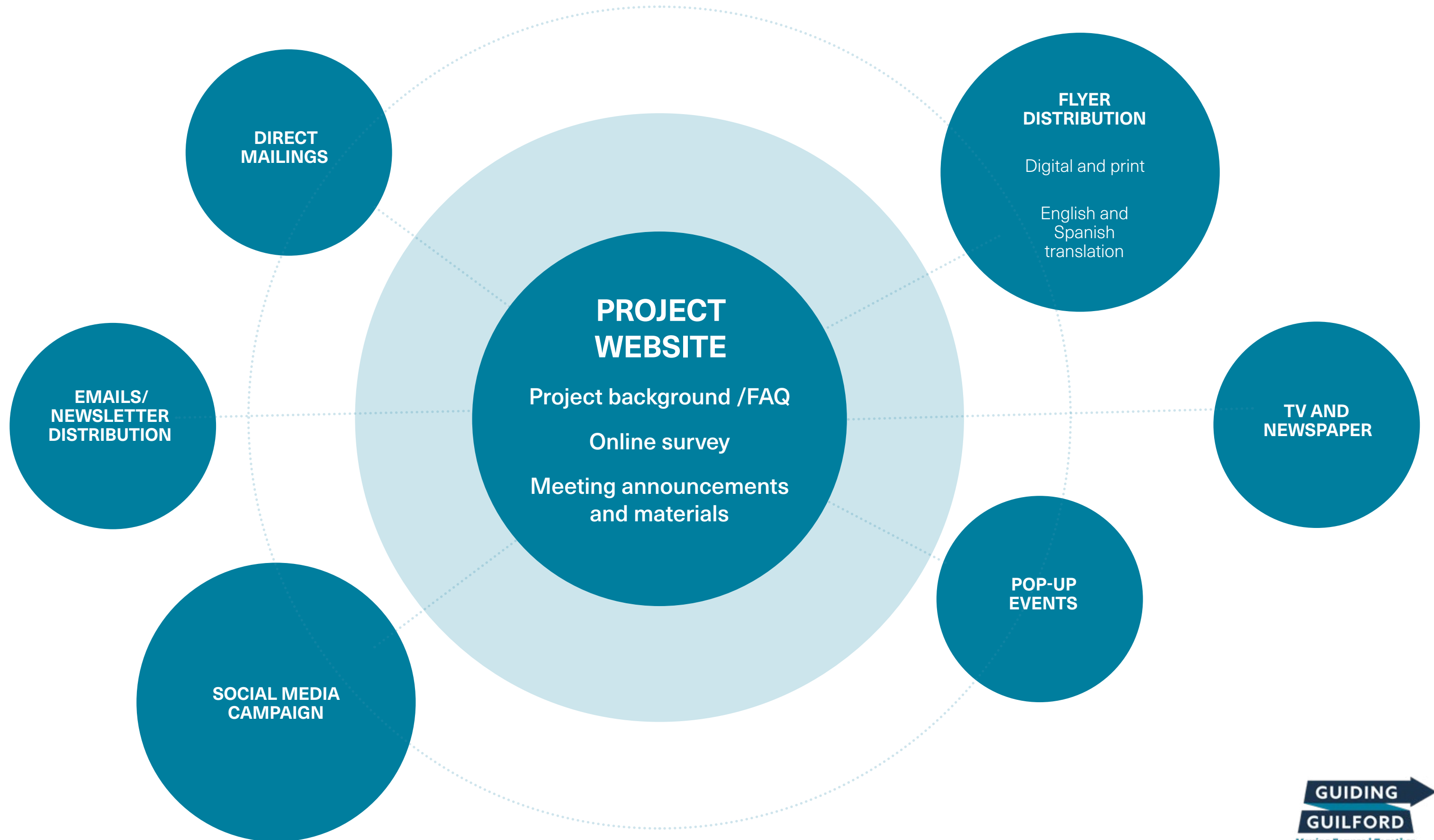
## POP-UP EVENTS

- Meets people where they are
- Can be used for information sharing or gathering community feedback
- Opportunity to provide interactive exercises and questions

## WORKSHOPS/ OPEN HOUSES

- Invites community members to participate in a centralized meeting location
- Opportunity to provide interactive exercises and questions

# OUTREACH EFFORTS



# OUTREACH EFFORTS BY THE NUMBERS SINCE APRIL

**1,684**

**Social media post link clicks / shares**

(Facebook -81 shares/727 clicks; Twitter/X - 37 shares; Instagram - data not available)

**200**

**Direct mail letters sent**

(Property owners adjacent to Planning Board zoning cases)

**1,643**

**Total number engaged**

(Includes survey participants, and combined workshop attendees)

**8**

**Stakeholder interviews/focus group meetings**

**45,358**

**Social media impressions**

(Facebook - 28937; Twitter/X - 16,014; Instagram - 407))

**150**

**Flyers distributed**

(Does not include those sent from other organizations )

**24**

**Total hours of meetings and presentations**

(Includes public workshops, steering committee meetings, focus group meetings, and presentations to commissions and community groups)

**7**

**Workshops and open house events**

(1) introduction workshop in April, (5) open house workshops and (1) virtual workshop in September.

**3,309**

**Views to the project webpage**

**44**

**Days run of print advertisements**

(NW Observer print ads- 14 days; The Latino print ads - 30 days)

**1,413**

**Survey responses received**

(814 completed surveys)

**12**

**Pop-up station events**

**546**

**Emails sent newsletters**

(Planning and Development Distribution list, Non-profit stakeholder group, Guilford Soil and Water)

**8**

**Ads placed in transit buses**

**230**

**Total workshop attendees**

(Includes survey participants, and combined workshop attendees counted)

**3**

**Steering committee meetings**

(16 members representing a diversity of organizations)

# FOCUS GROUP DISCUSSIONS - KEY TAKEAWAYS

## ENVIRONMENT/NATURAL RESOURCES

- Address loss of agricultural and forested land (second in the nation in loss of agricultural land) to development
- Increase protection for headwater and ephemeral streams
- Address increased stormwater runoff due to development pressures and more intense storms through promotion of green infrastructure and low impact development strategies

## TRANSPORTATION/MOBILITY

- Providing transit and safety services to populated unincorporated areas
- Multimodal planning for neighborhood connectivity and increase in transit options
- Plan ahead of future growth and traffic pressures
- Leveraging funding and county-wide partnership opportunities

## COMMUNITY SERVICES

- Address connectivity issues and staffing needs that affect emergency management capacity due to growth
- Align connectivity, parks and recreation interests across the county (urban vs rural) while increasing coordination across municipal departments
- Anticipate future open space, parks and trails needs (in particular, anticipating Megasite growth)
- Address the visual impact of illegal waste-sites

## HOUSING/ECONOMICS

- Address lack of affordable housing choices/workforce housing by allowing for more diversity of housing types
- Address lack of workforce retention by leveraging aerospace, life sciences, food processing/production and furniture design and textile industries as well as supply chain industry opportunities from the Megasite

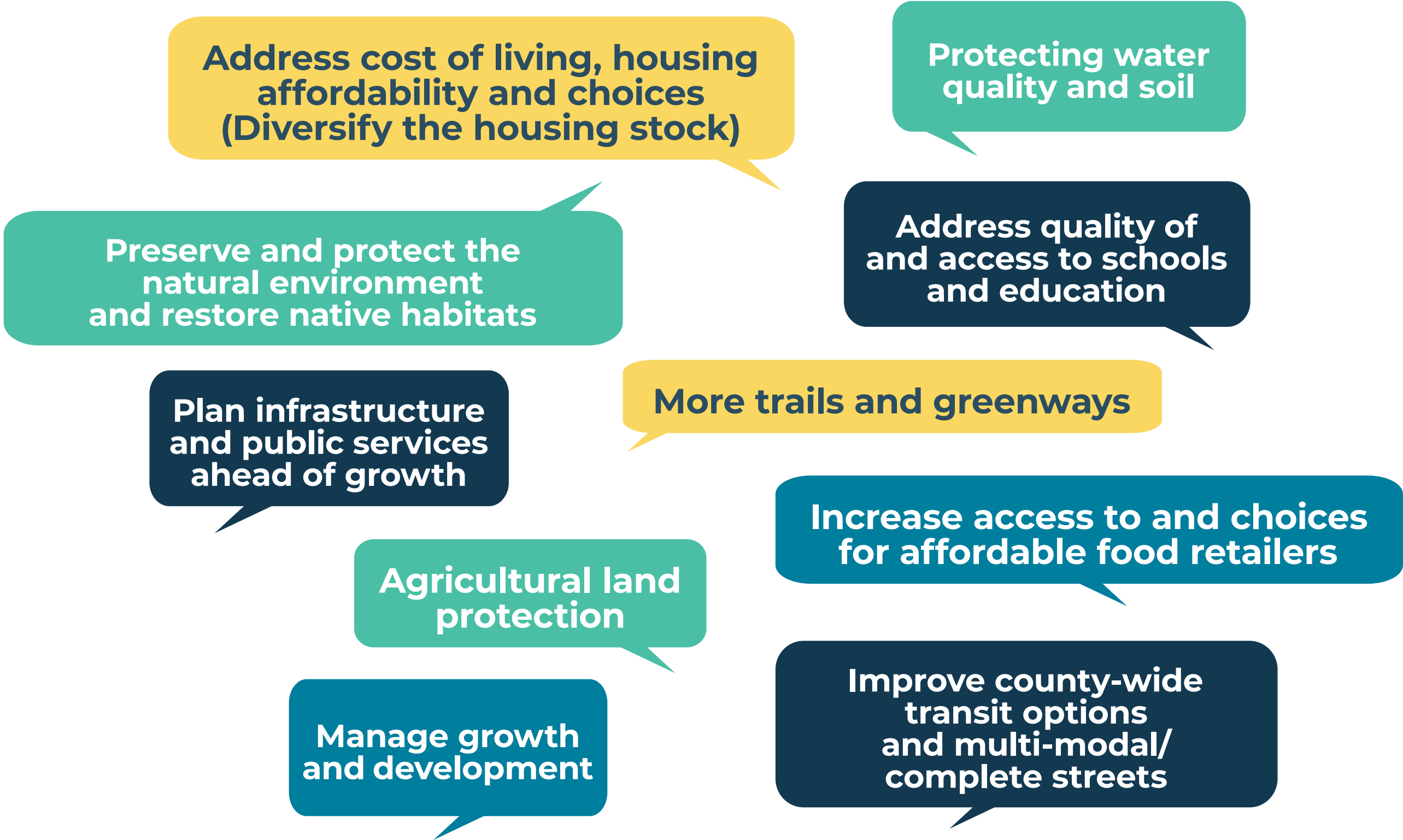
## HISTORIC PRESERVATION / CULTURE AND ARTS

- Leverage rich cultural histories for tourism and economic development
- Capitalize on existing efforts and leveraging funding resources
- Promote and raise awareness of historic places and incentives
- Improve coordination county-wide

## UTILITIES AND SEWER/WATER

- Consider limitations to water/sewer capacity to support growth
- Leverage ARPA funding for extending water/sewer connections
- Coordinate planning development with water/sewer extensions

# PRIORITIES AND HIGH-LEVEL GOALS FROM COMMUNITY INPUT



# WHAT WE'VE HEARD FROM 1,413 SURVEY RESPONSES

**+** WHAT ITEMS DO YOU FEEL **MOST SATISFIED** WITH AS THEY RELATE TO **QUALITY OF LIFE** IN GUILFORD COUNTY?

**Nature and Outdoors**  
**Cost of Living**  
**Education**

**—** WHAT WOULD YOU **MOST LIKE TO IMPROVE** ABOUT GUILFORD COUNTY TO PROMOTE A **HIGHER QUALITY OF LIFE**?

**Housing Affordability**  
**Environmental Preservation**  
**Increase Food Access**

THE **MOST IMPORTANT TOPICS** TO FOCUS ON IN THIS COMPREHENSIVE PLAN **ARE...**



**Housing Affordability**



**Managing Growth**



**Environmental Preservation**

IN GENERAL, I THINK **FUTURE GROWTH** IN GUILFORD **SHOULD...**



**Be balanced with environmental preservation**



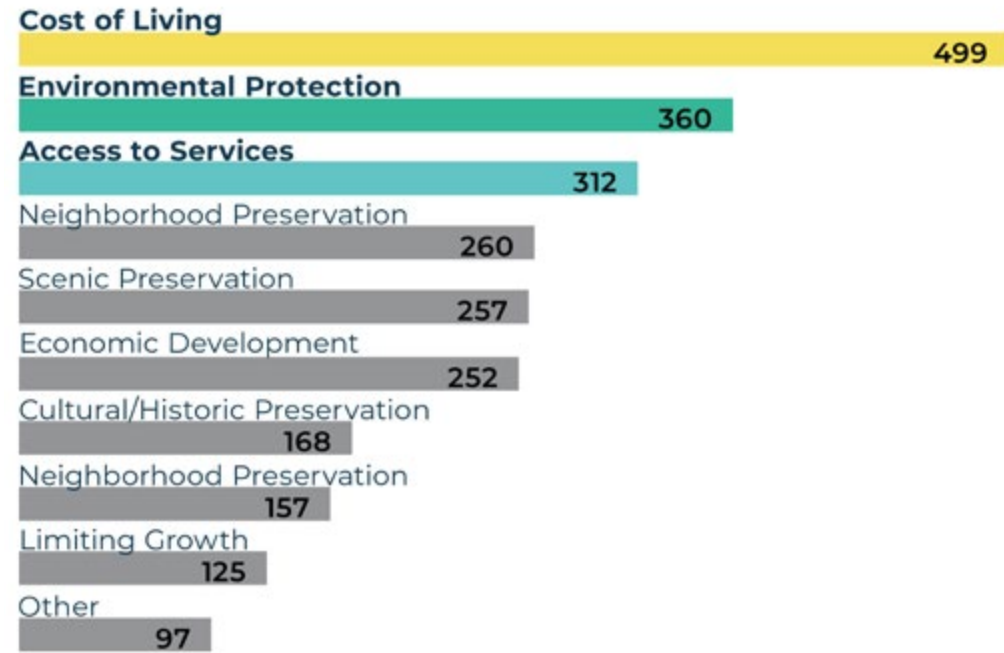
**Better handle land development with plans and policies**



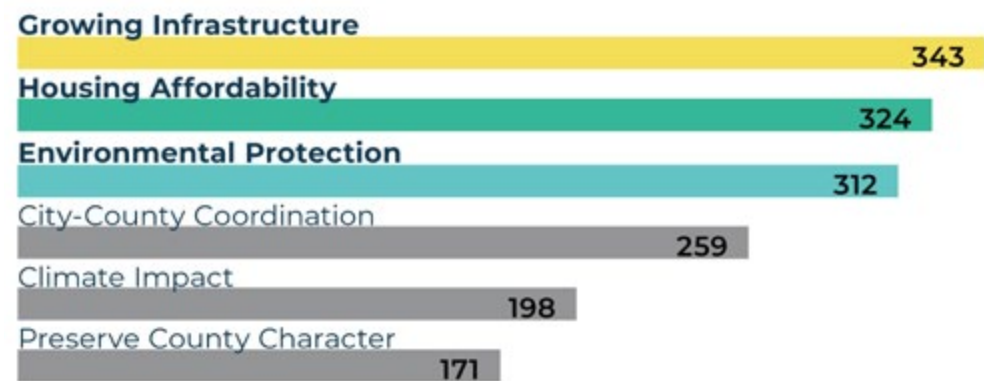
**Be forward looking and visionary**

# WHAT WE'VE HEARD FROM 1,413 SURVEY RESPONSES

WHICH ITEMS BELOW ARE **MOST IMPORTANT** TO YOU IN TERMS OF **MANAGING FUTURE GROWTH**?

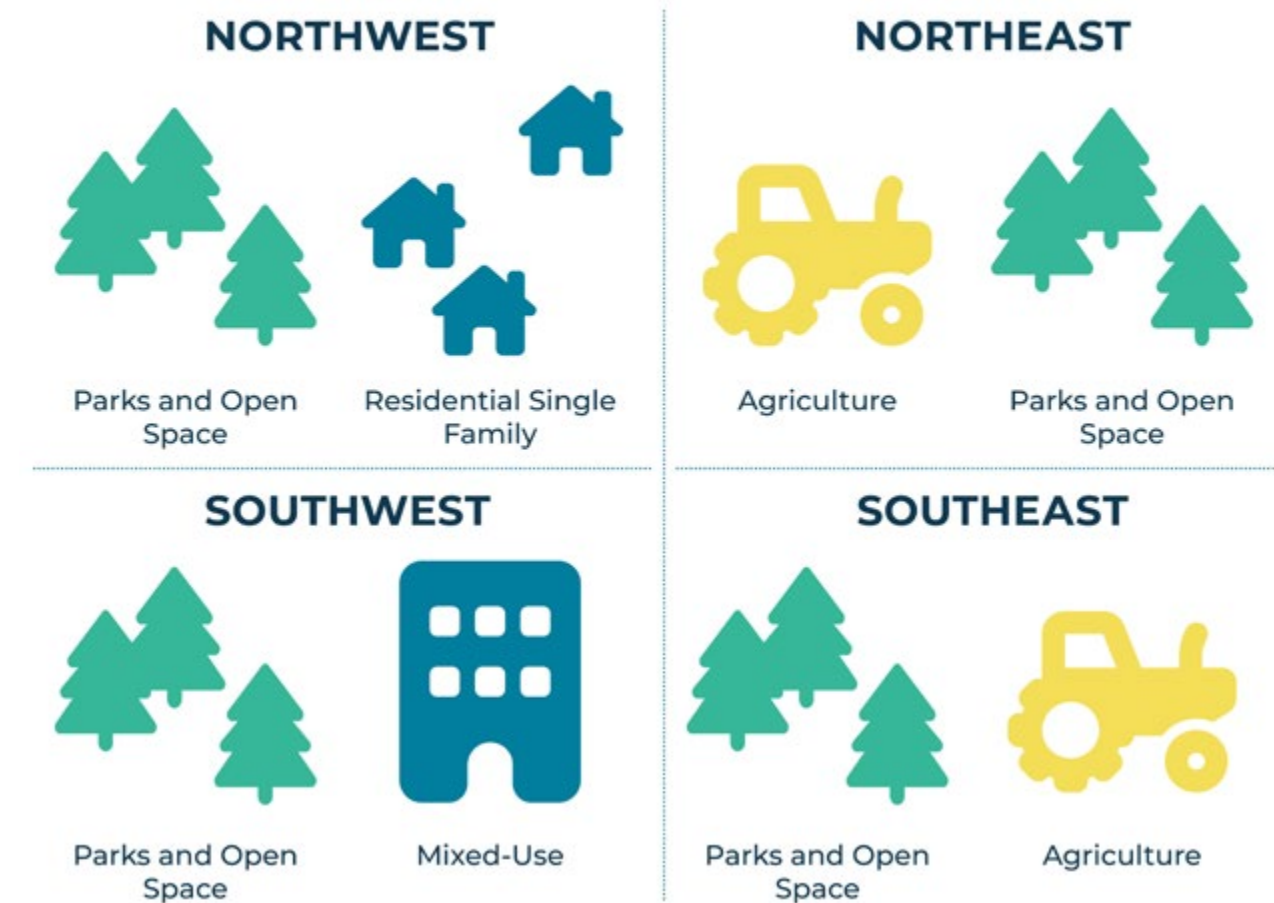


WHAT ARE YOUR **BIGGEST CONCERNS** RELATED TO **GROWTH** IN GUILFORD COUNTY?



Respondents were asked to pick their top 3 choices. Less than 100 people chose transportation congestion (93), community connections (92), and water conservation (81).

WHAT TYPES OF **LAND USE** SHOULD BE **PRIORITIZED** IN THE FUTURE AND WHERE?



# WHAT WE'VE HEARD DURING SEPTEMBER OPEN HOUSES

 **205**  
Total Open House Attendees (55 virtual)

## OPEN HOUSE WORKSHOP'S

### MONDAY 09/18

5:30 - 7:30 PM

**Alamance Presbyterian Church**  
4000 Presbyterian Road, Greensboro

### TUESDAY 09/19

5:30 - 7:30 PM

**Frazier Elementary School**  
4215 Galway Drive, Greensboro  
or  
**Nathanael Greene Elementary School**  
2717 NC Highway 62, Liberty

### WEDNESDAY 09/20

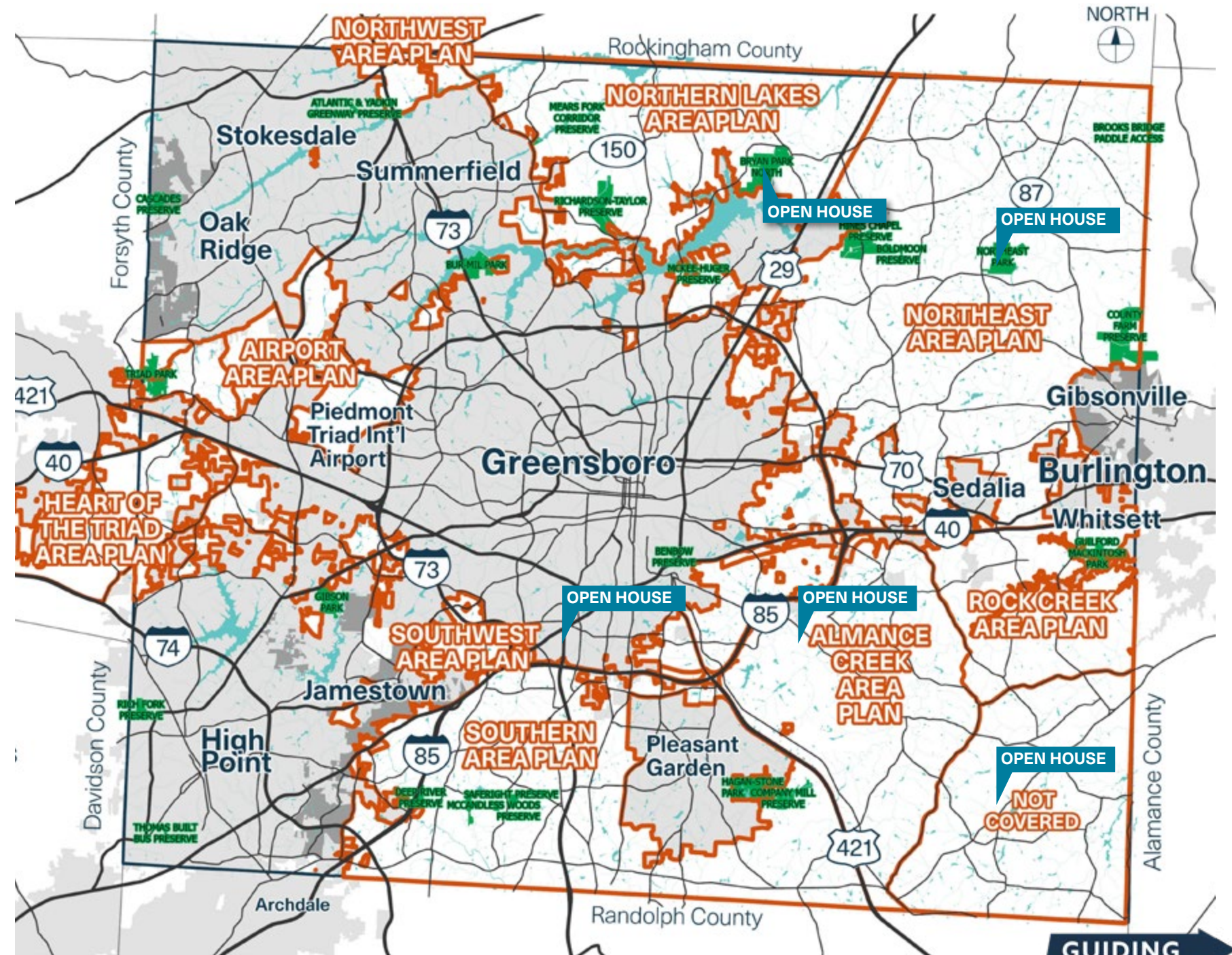
6:00 - 8:00 PM

**Northeast Park Events Center**  
4010 High Rock Road, Gibsonville  
or  
**Bryan Park Meetings and Events Ctr.**  
6275 Bryan Park Rd, Browns Summit

### THURSDAY 9/28

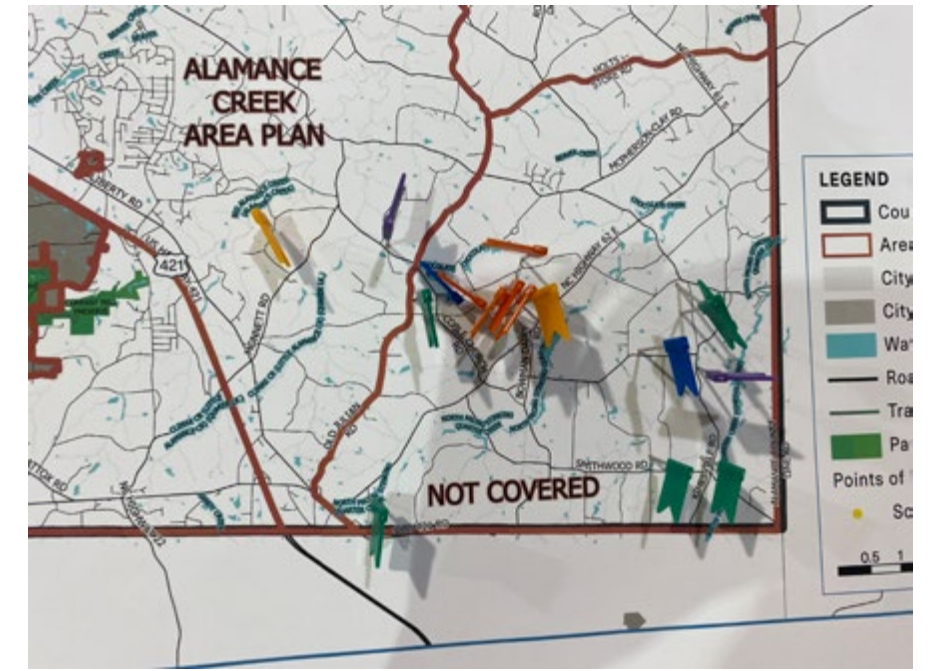
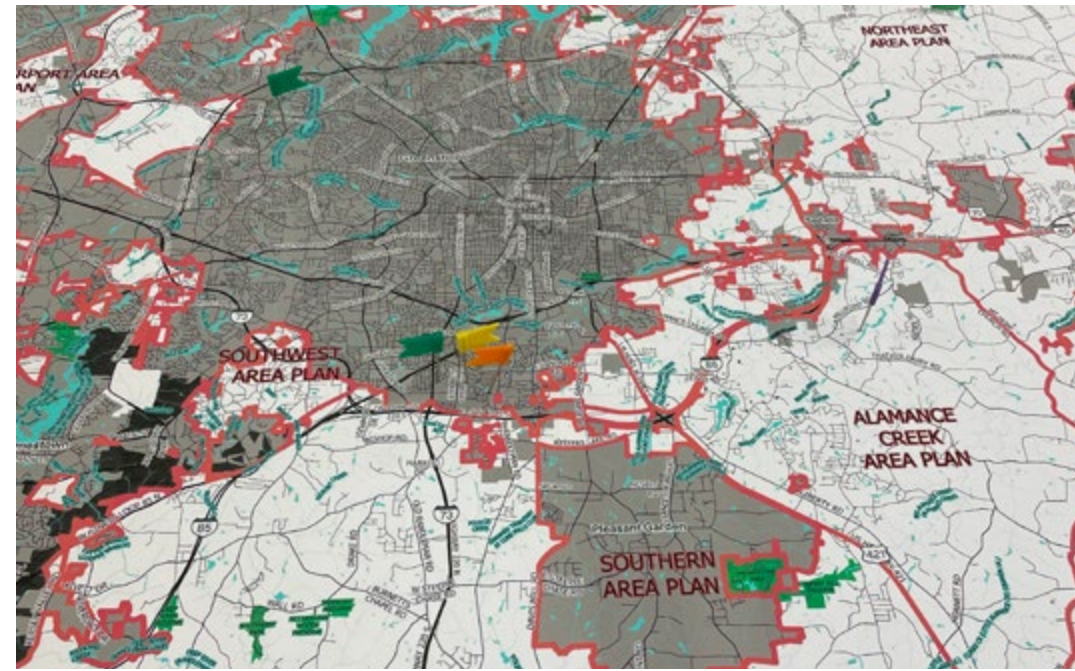
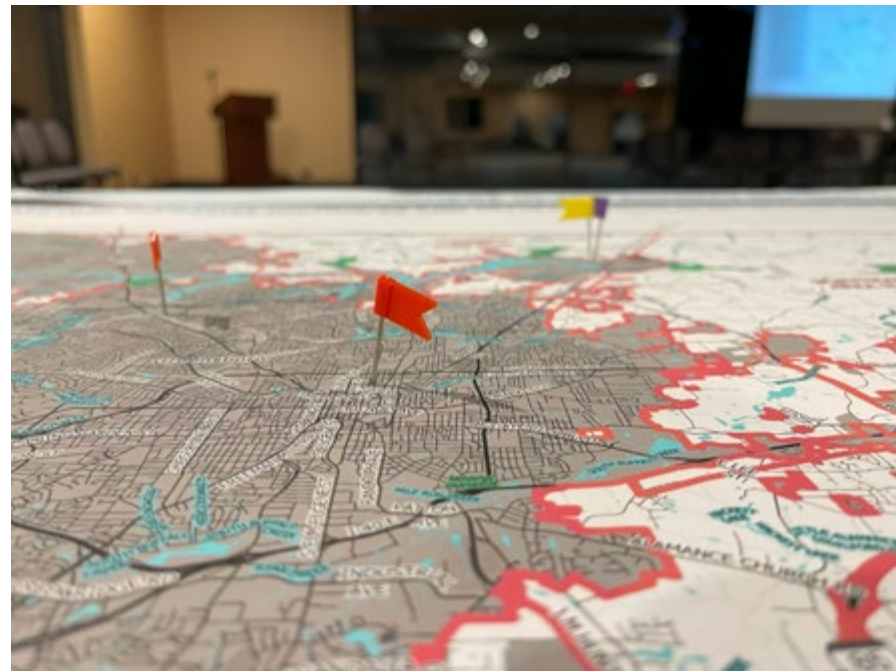
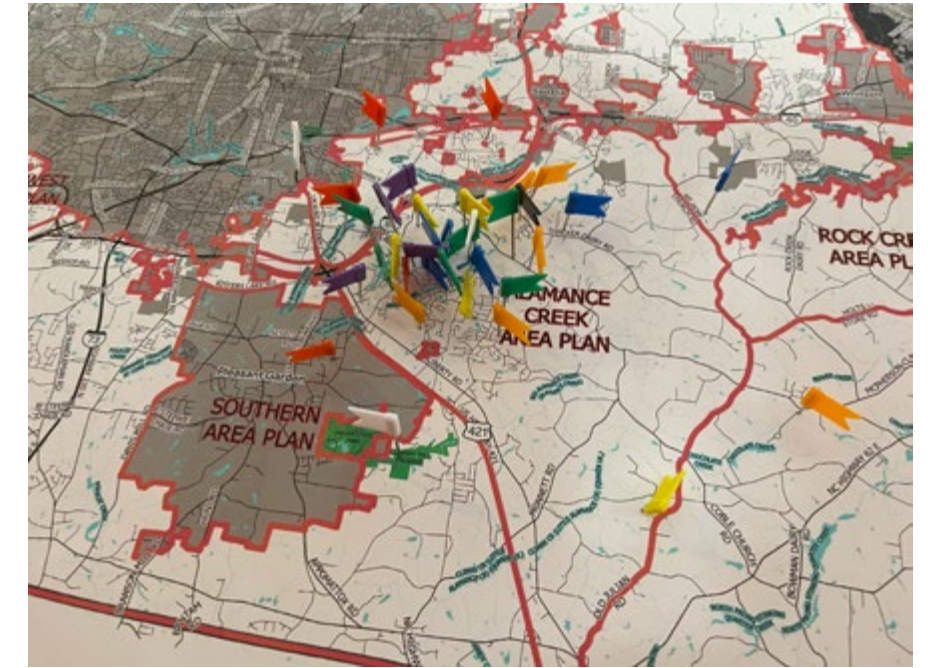
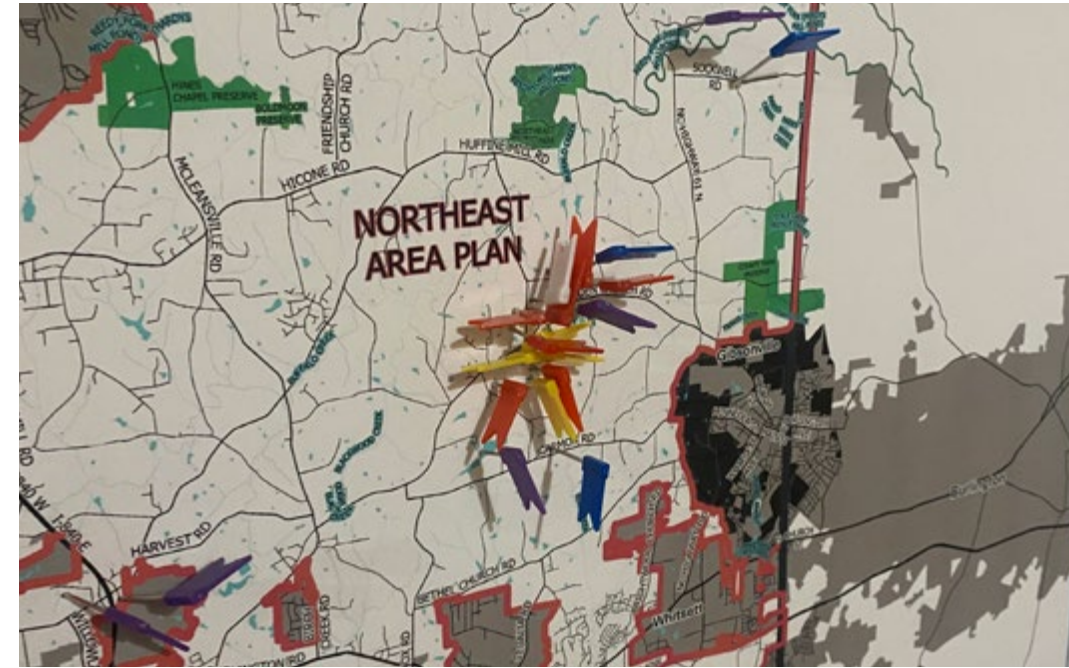
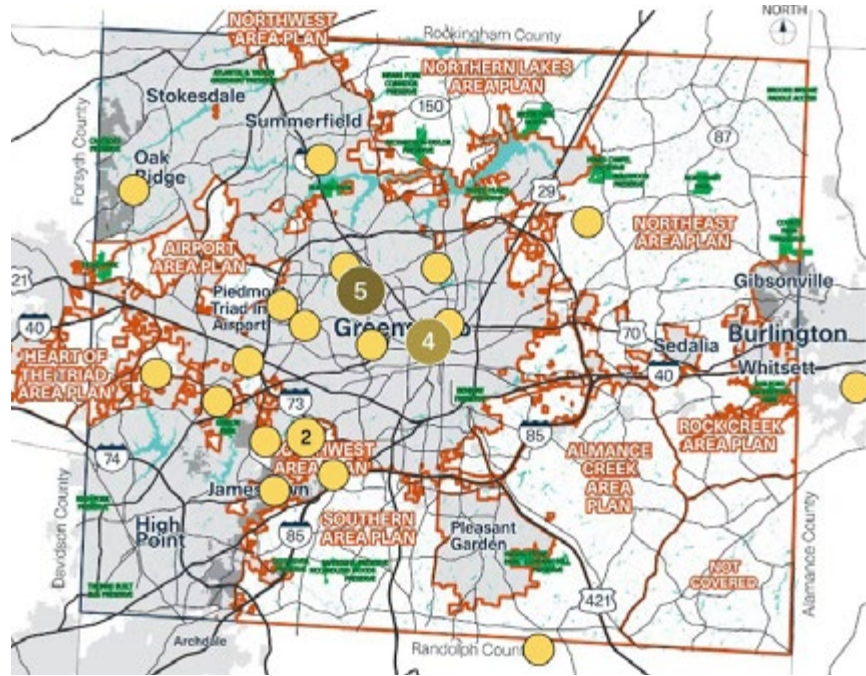
12:00 - 1:30 PM

**Virtual Meeting via Zoom**

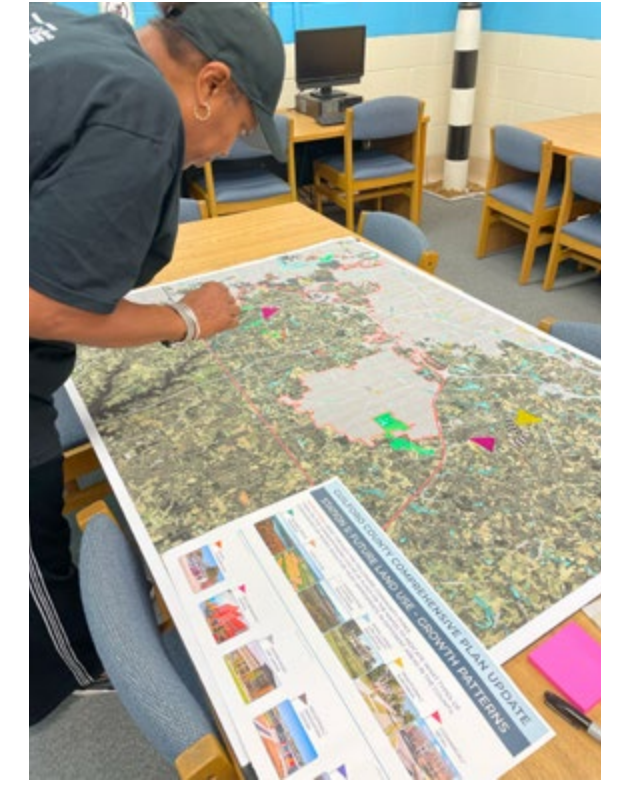


# WHAT WE'VE HEARD DURING SEPTEMBER OPEN HOUSES

Where participants live...



# WHAT WE'VE HEARD DURING SEPTEMBER OPEN HOUSES



# WHAT WE'VE HEARD DURING SEPTEMBER OPEN HOUSES

## DRAFT VISION STATEMENT

“Guilford County is a welcoming and increasingly diverse community that residents are proud to call home. People are drawn to Guilford County by an abundance of high-quality natural resources and access to the outdoors, thriving neighborhoods and accessible housing, innovative businesses, and educational cultural enrichment opportunities. Guilford County offers its residents a little bit of everything - from the old to the new - a rich history, rural landscapes, working farms and access to parks, healthy and safe neighborhoods.

Guilford County will accommodate future growth by prioritizing sustainable development patterns, environmental stewardship and expanded supporting infrastructure. These community investments will respect and prioritize the natural environment, historic resources, agricultural heritage, diverse cultures and peoples in an equitable, predictable, and achievable way for generations to come.”

Fully support (5)

3.5

**Average**

Response

Do not support (1)

Slow / managed growth

Education and workforce readiness; economic development

Intergovernmental cooperation

Shorter and more concise

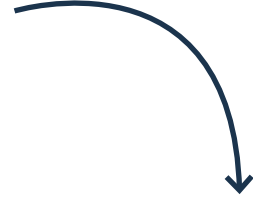
Must prioritize environmental stewardship, natural environment, agricultural heritage.

# REVISED VISION STATEMENT

## REPRESENTS A COMMUNITY VOICE

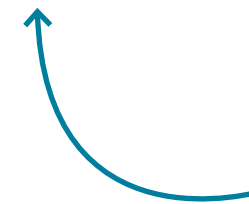
A simple and concise statement that summarizes the community's vision for the future of Guilford County. Incorporates the ideas, concerns and messages from hundreds of comments from stakeholders.

Descriptive: Guilford County Today



Rooted in rich history, Guilford County is a welcoming and increasingly diverse community featuring rural landscapes, working farms, and healthy neighborhoods. The County will foster a resilient and vibrant future by promoting sustainable and responsible development patterns, supporting innovative businesses, facilitating a variety of housing types, and protecting a unique culture so that it can be enjoyed and appreciated by all.

Aspirational: Guilford County in the Future



# REVISED THEME GOAL STATEMENTS



## ATTAINABLE HOUSING

Focus on supporting the creation and retention of a diverse range of housing types to accommodate all residents while emphasizing safety and high-quality, sustainable design.



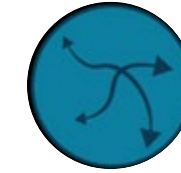
## COMMUNITY CHARACTER

Celebrate Guilford County's unique sense of place by balancing agricultural preservation with desired development patterns, context-sensitive site design, and inclusive placemaking.



## EQUITABLE SERVICES DISTRIBUTION

Support land use decisions that create equitable distribution of and convenient access to health and emergency services, schools, and parks.



## QUALITY AND CONTEXT SENSITIVE INFRASTRUCTURE

Collaborate with external agencies through measured cooperation, funding, and provision of planning services to provide a resilient and coordinated high-quality infrastructure system that adapts to the changing needs of the community while providing a high quality of life for all.



## PROTECTED NATURAL ENVIRONMENT AND GREENSPACE

Ensure the provision of abundant parks, as well as the protection of natural vistas and greenspace through County-managed soil erosion, stormwater, and conservation programs so that diverse natural resources are valued and preserved.



## DIVERSIFIED TRANSPORTATION AND MOBILITY

Coordinate with the NCDOT and transit and transportation planning organizations to facilitate safe and efficient transportation infrastructure that serves strategic areas of the County through access to multiple modes of travel.



## RESILIENT ECONOMY

Promote a healthy, sustainable economy that fosters partnerships, supports small businesses, incentivizes retention of farmland, and creates an economic climate that will attract and retain both job-generating businesses and their employees.

# COMMUNITY CHARACTER PREFERENCES: RESIDENTIAL DEVELOPMENT

## Encourage In the future

## Regulate In the future

## Less In the future

Alamance  
Creek  
Area



Northern  
Lakes/  
Northwest  
Areas



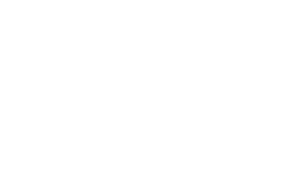
Southern/  
Southwest  
Areas



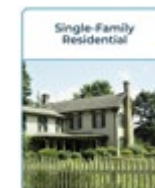
Not Covered  
Area



Northeast  
Area



Virtual  
(County-  
wide)



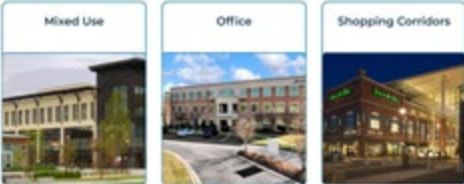
# COMMUNITY CHARACTER PREFERENCES: COMMERCIAL & INDUSTRIAL DEVELOPMENT

## Encourage In the future

## Regulate In the future

## Less In the future

Alamance  
Creek  
Area



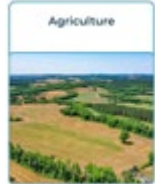
Northern  
Lakes/  
Northwest  
Areas



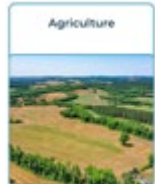
Southern/  
Southwest  
Areas



Not Covered  
Area



Northeast  
Area



Virtual  
(County-  
wide)



# DOLLARS AND SENSE

## SHOPPING AND DINING EXPERIENCES

Participants identified their preferences for retail and dining.

12.2%



**AUTO-ORIENTED + DRIVE-THRU**

11.4%



**BIG BOX STORES**

21.1%



**OUTDOOR EXPERIENCE**

17.1%



**CORNER CONVENIENCE STORES**

12.9%



**DELIVERY + TAKEOUT**

25.3%

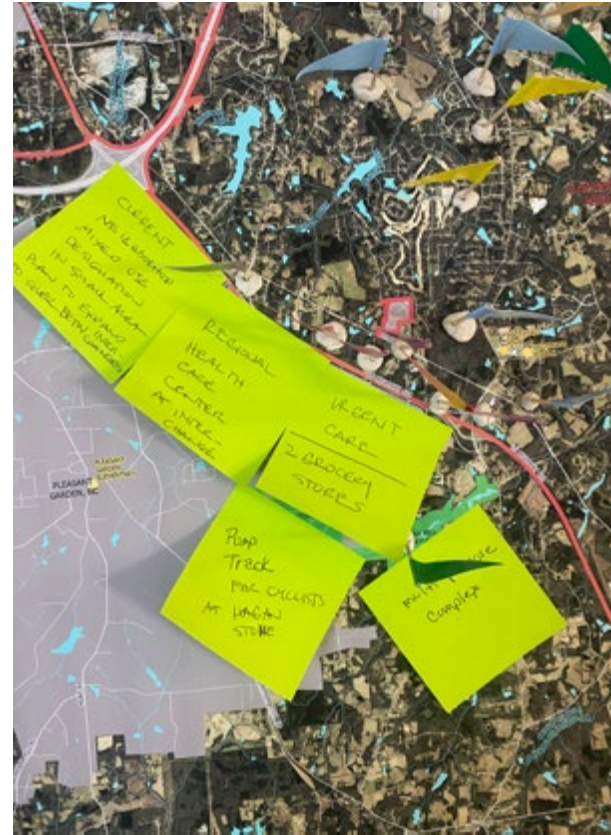
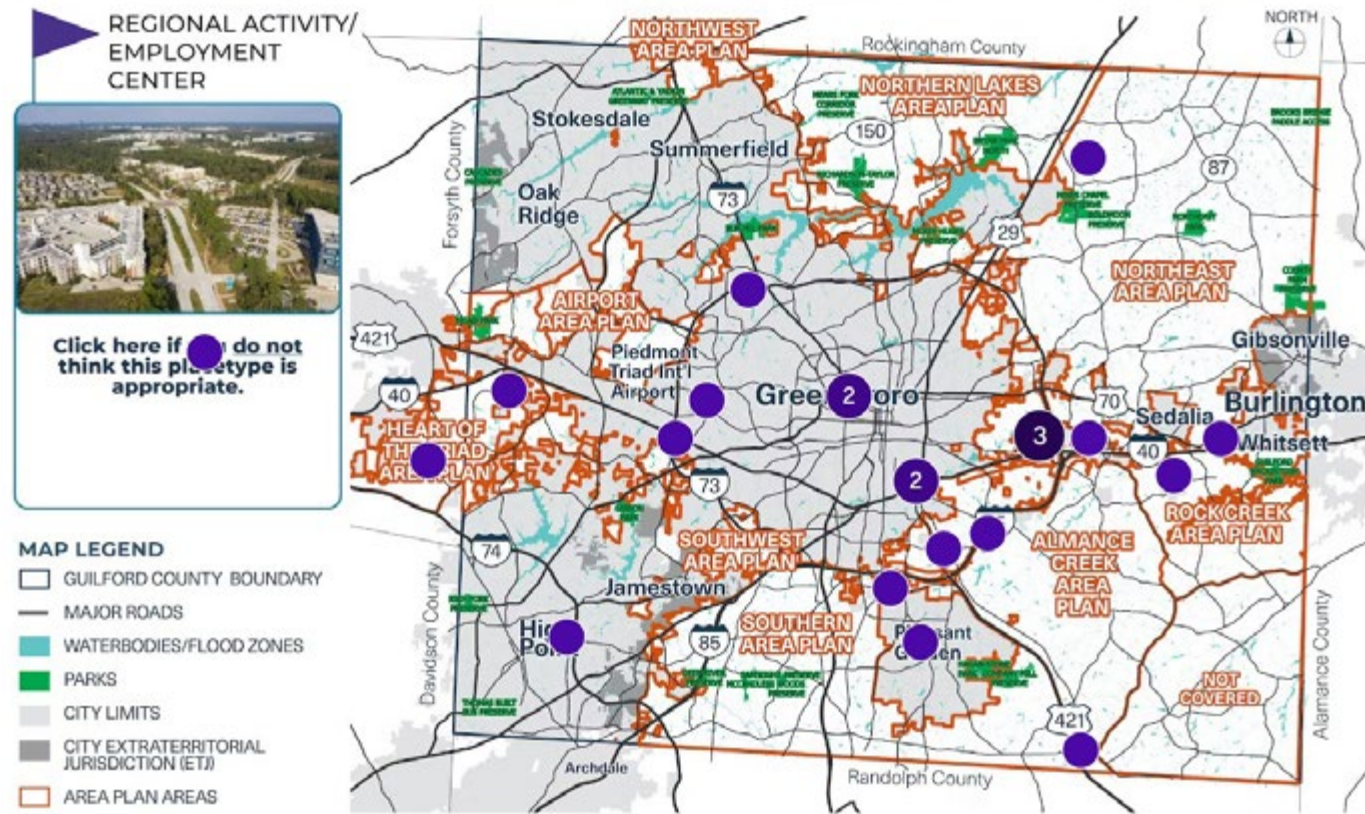


**NICHE + LOCAL**

# FUTURE LAND USE: GROWTH PATTERNS



# FUTURE LAND USE: GROWTH PATTERNS



# NEXT STEPS

Community input will help shape the draft plan recommendations for another round of input before finalizing the plan.

WE ARE HERE!



GAIN A NUANCED UNDERSTANDING OF CURRENT CONDITIONS AND LAND USE, FUTURE PLANS AND VISION

GAIN COMMUNITY INPUT ON THE GOALS AND VISION FOR THE FUTURE, ON TOPICS SUCH AS GROWTH AND LAND USE, HOUSING, ECONOMICS, SERVICES, AND INFRASTRUCTURE

GAIN COMMUNITY INPUT ON THE ASPIRATIONS AND VISION FOR THE COUNTY AND INPUT ON KEY ISSUES AND OPPORTUNITIES

DISCUSS OPEN SPACE, LAND USE AND FUTURE GROWTH AND LEAD COMMUNITY IN INTERACTIVE PLANNING EXERCISES

REPORT HOW ENGAGEMENT HAS INFLUENCED THE PLAN

SHARE KEY OUTCOMES OF THE PLANNING PROCESS AND DRAFT PLAN RECOMMENDATIONS FOR FINAL ROUND OF INPUT

# PROJECT UPDATES



**to visit [www.GuilfordPlan.com](http://www.GuilfordPlan.com)  
for project updates.**