

**NOTICE OF A SPECIAL MEETING OF THE  
ASHEBORO CITY COUNCIL**

**Tuesday, November 9, 2010**

**5:30 p.m.**

Notice of a special meeting of the Asheboro City Council is hereby given. This meeting will be held on Tuesday, the 9<sup>th</sup> day of November, 2010, at 5:30 p.m. in the Council Chamber of the Asheboro Municipal Building, 146 North Church Street, Asheboro, North Carolina 27203.

This special meeting has been called for the purpose of allowing Mayor Smith and members of the Asheboro City Council to consider the following agenda items:

1. An overview prepared by the Community Development Department of various performance standards that are under consideration by city staff members for formal submission as proposed amendments to the Asheboro Zoning Ordinance.
2. A review of existing watershed regulations.
3. A review of the city's branding efforts.

This notice is issued on the 4<sup>th</sup> day of November, 2010, in accordance with the laws and ordinances of the State of North Carolina and the City of Asheboro.

s/ David H. Smith  
David H. Smith, Mayor  
City of Asheboro, North Carolina

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**SPECIAL MEETING  
ASHEBORO CITY COUNCIL  
COUNCIL CHAMBER, MUNICIPAL BUILDING  
TUESDAY, NOVEMBER 9, 2010  
5:30 p.m.**

This being the time and place for a special meeting of the City Council, a meeting was held with the following officials and members present:

- David H. Smith ) – Mayor Presiding
- Talmadge S. Baker )
- Clark R. Bell )
- Edward J. Burks )
- Stuart B. Fountain ) – Council Members Present
- Michael W. Hunter )
- Walker B. Moffitt )
- Linda H. Carter ) – Council Member Absent

- John N. Ogburn, III, City Manager
- Dumont Bunker, P.E., City Engineer
- Richard L. Cox, Jr., Community Planning and Development Department Intern
- Holly H. Doerr, CMC, City Clerk/Senior Legal Assistant
- John L. Evans, Senior Planner
- Casandra M. Fletcher, Marketing Specialist
- R. Wendell Holland, Jr., Zoning Administrator
- Justin T. Luck, Planner
- R. Reynolds Neely, Jr., Community Development Director
- Deborah P. Reaves, Finance Director
- Jeffrey C. Sugg, City Attorney

**1. Call to order.**

A quorum thus being present, Mayor Smith called the meeting to order for the transaction of business, and business was transacted as follows.

**2. Discussion items:**

**(a) Overview of conceptual framework for proposed performance standards.**

Mr. Neely updated the Council on the Planning Department staff's ongoing efforts to enhance the performance standards in the Asheboro Zoning Ordinance. As part of the presentation, Mr. Neely reviewed some design concepts relevant to the discussion. These concepts included, but are not limited to, scale, massing, orientation, vernacular style, façade, fenestration, sense of enclosure, and sense of place. The Planning Department staff's interest in enhancing the zoning ordinance's performance standards was initially discussed with the Council during a special meeting on March 15, 2010.

Mr. Neely presented a preliminary schedule for conducting public hearings on the proposed text amendments. The amendment process is slated to begin in January 2011.

A copy of the power point presentation utilized by Mr. Neely during his presentation is on file in the City Clerk's office.

**(b) Review of watershed regulations.**

Mr. Neely utilized a power point presentation for a review, with the Council, of the city's watershed protection regulations. During this discussion, Mr. Neely pointed out the importance of distinguishing between the protection that is afforded to the city's water supply by these regulations and the buffer protection obtained through the purchase by the city of land above the high water mark of the city lakes. Mr. Bunker used a map to show the elected officials the extent of the city's ownership of land for buffer zones around the city lakes.

The mayor and council members emphasized to city staff members the importance that the Council attaches to protecting the city's water supply. City staff members are to continue to actively review for improvement the watershed regulations, to look for opportunities to acquire additional buffer zone areas around the city lakes, and to remain vigilant about preventing encroachments into the existing buffer zones.

A copy of the power point presentation utilized by Mr. Neely during his presentation is on file in the City Clerk's office.

**(c) Review of branding efforts.**

Ms. Fletcher updated the Council on the branding efforts for Asheboro. Ms. Fletcher reported that she had been meeting with a branding team comprised of a wide range of community members, many of whom work in communications, in an effort to create a "brand" (a tagline) for Asheboro. This brand would be useful in the following areas:

- Development of a comprehensive marketing plan.
- Themes for communicating city information.
- The planning department may be able to use the branding efforts to mold the conceptual framework for evaluating proposed land use and development regulations in Asheboro.

During its meetings, the branding team discussed Asheboro's strengths and core values along with leveraging existing marketing themes in order to pin-point certain themes that may become Asheboro's brand. Common ideas included, but are not limited to, family/community, scenic/green/natural beauty, location, "real"/friendly, traditional, cultural (zoo and arts), and destination town (for both residents and visitors). Additionally, Ms. Fletcher noted that the question of "What makes Asheboro different or unique?" emerged during the group's discussions.

Ms. Fletcher noted that because the branding team's discussions were focused on the idea that Asheboro was located in the center of North Carolina and because of its sense of "home," an apparent majority of the group was in favor of the following theme: "Asheboro: Heart & Home." The group's idea of this theme was to connect heart and home in Asheboro, a welcoming community in the heart of North Carolina that is home to the internationally-acclaimed North Carolina Zoo.

During discussion, the members of the Council felt that fitness and health were important themes as well as Asheboro's centralized location and the home of the zoo. "North Carolina's Center City" and "Fit, Fun, Fantastic" were themes that emerged from the Council's discussion. At the

conclusion of the discussion, the consensus of the Council was for Ms. Fletcher to relay the Council's gratitude for the good work and request for the branding team to explore beyond "heart and home." Ideas such as the use of a 3-word tagline (e.g. "Fit, Fun, Fantastic") or "North Carolina's Center City" should be given consideration.

**3. Upcoming events:**

- November 11, 2010 – Veterans Parade at 4:00 p.m.
- November 16, 2010 – Joint meeting with Randolph County Board of Commissioners at 6:00 p.m.
- December 3, 2010 – Christmas Parade
- December 10, 2010 – *Christmas on Sunset*

There being no further business, the meeting was adjourned at 7:18 p.m.

s/ Holly H. Doerr  
Holly H. Doerr, CMC, City Clerk

s/ David H. Smith  
David H. Smith, Mayor