

City of Asheboro

COMPREHENSIVE LAND DEVELOPMENT PLAN UPDATE

Steering Committee Meeting
November 14, 2019



Agenda

- Welcome and Introductions
- Overview and Project Purpose (35 min.)
 - Principles of Land Use Planning
 - Differences Between Ordinances and Plans
 - Role of Steering Committee
 - Schedule and Process
 - Discussion of Relevant Adopted Plans
 - History and Use of Current Land Development Plan
- Community Snapshot (10 min.)
- Conversation – Current Plan Vision Statement (30 min.)
- Wrap-up (5 min.)
- Adjourn at 7:30 p.m.

Meet Your Neighbor

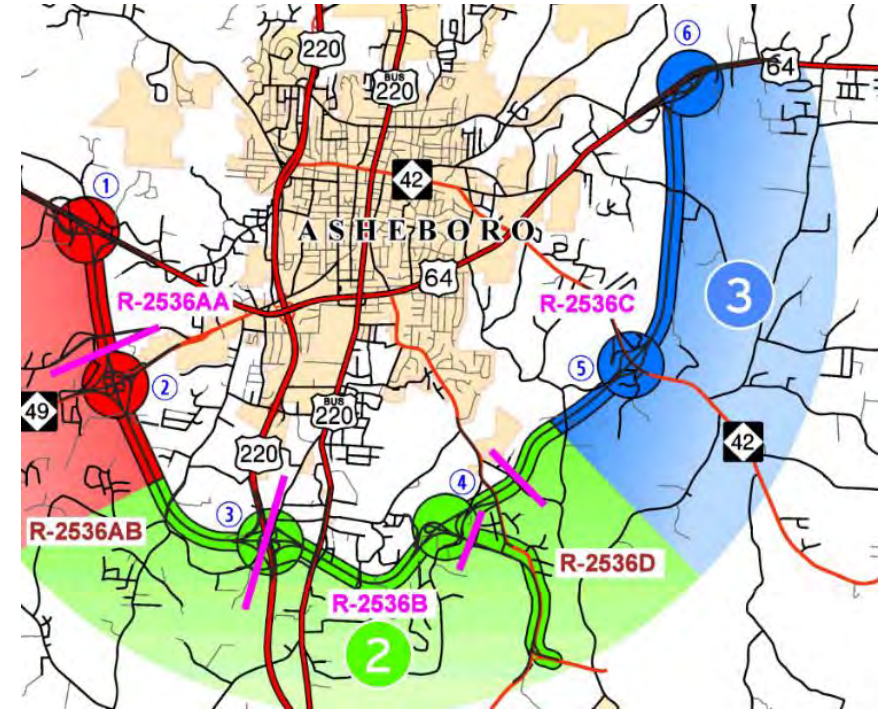
- Instructions
 - Try to sit next to somebody you don't know
 - Spend 2 minutes introducing yourself to your neighbor and find out 2 unique or interesting facts about them
 - In a few minutes, each of you will introduce your neighbor to the group and tells us about his or her unique characteristics

Principles of Land Use Planning

Overview and Project Purpose

Land Use Planning Purpose & Context

- Long range guide for growth and development
- Policy framework for guiding specific land use decisions (e.g. rezonings, infrastructure investment, staffing)
- Combines facts and values into a future vision
- General statutes require local governments to have a land use plan with an established zoning ordinance

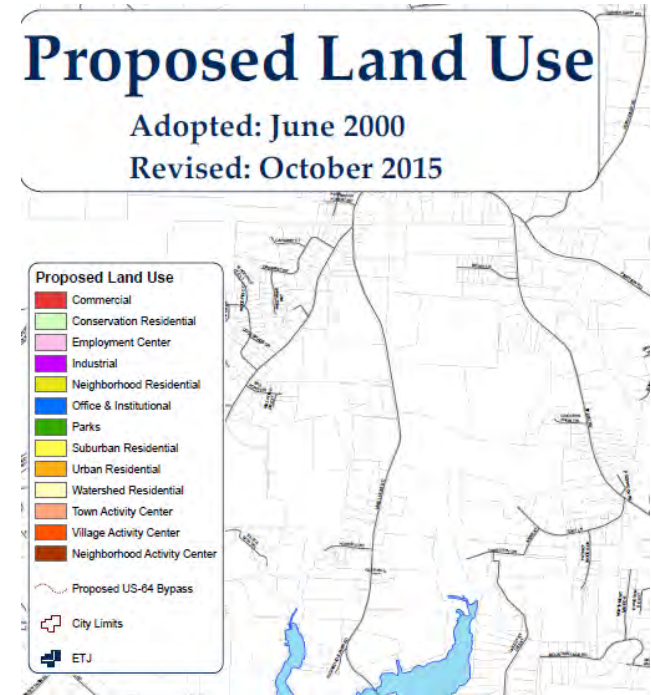


Differences Between Ordinances and Plans

Overview and Project Purpose

Ordinance vs. Plans

- Prescriptive
- Codified
- Requires planning board recommendation and council decision to change
- Example: An ordinance requiring grass to be kept a below a certain height
- Can be prescriptive, but often not
- Long range view
- Descriptive analysis of conditions for land development or transportation projects
- Adopted by a governing board



Role of Steering Committee

Overview and Project Purpose

Role of Steering Committee

- Attend meetings that will average about 1 every 2 months
- Offer your guidance and experience
- Oversee activities used to develop the Plan
- Help to prioritize Plan goals and objectives
- Listen and participate but...
- Be respectful of others' views – avoid interrupting others
- Attend public workshops related to plan

Schedule and Process

Overview and Project Purpose

Schedule and Process

- 4-6 Steering Committee meetings over next year
- 2 Public Workshops to Solicit Input
- Minimum 1 Public Hearing for governing board adoption
- Questions for committee
 - Meeting day and time preference? Tuesdays or Thursdays usually work best
 - Desire to keep it generally second of third Tuesday/Thursday of month when we meet?
 - Staff can meet during day but can be difficult for committees - looking for general consensus

Schedule and Process

- Gather background data (on-going)
- Identify challenges and opportunities (next meeting – Dec. 12?)
- Solicit public input (early 2020)
- Perform environmental review (staff)
- Develop vision (mid-Winter 2020)
- Discuss future growth scenarios (early Spring 2020)
- Compile goals and objectives and complete an implementation strategy (late Spring 2020)
- Prepare and present draft plan and receive public comment (Summer 2020)
- Adjust plan and present for final adoption (Fall 2020)

Discussion of Relevant Adopted Plans

Overview and Project Purpose

Asheboro 20/20 Strategic Plan (2007)

- Developed strategies addressing economic development, growth, annexation and infrastructure, quality of life, and the NC Zoo

Randolph County Strategic Plan (2016)

- Focused on optimizing public health, safety, and well being

Deep River Trail Conceptual Plan (2017)

- Planning, design, construction and management of Deep River Trail
- Provides feasibility analysis and alignment alternatives

Asheboro Recreation Plan (Underway)

- Will evaluate existing recreation and park system and offer ideas for enhancement
- Public survey now active

Asheboro Pedestrian Plan (2008)

- Provides both a broad vision and a more specific set of goals and strategies to improve the City of Asheboro's pedestrian transportation system

Comprehensive Transportation Plan (2014)

- Analyzes existing and future transportation system and offers recommendations

Randolph County Multi-Jurisdiction Hazard Mitigation Plan (2017)

- Reduce risk to people, property, and critical infrastructure
- Identifies hazard risks for Randolph County and proposes mitigation actions
- Increase public awareness and education about the plan and the planning process

2018-2023 Central Business District Redevelopment Plan (2018)

- Incentivizes the redevelopment of distressed properties, through rebuilding and improving structures in various states of disrepair and obsolescence.

Main Street Annual Plan of Work (Ongoing)

- Aims to achieve downtown revitalization vision through economic vitality, promotion, design, and organization action items

History and Use of Current Land Development Plan

Overview and Project Purpose



2020
Land Development Plan

July 2000
Updated October 2009
Updated October 2015



Remember the Year 2000?

- Downtown investment and redevelopment had not picked up steam
 - Plan identifies the importance of downtown revitalization and historic preservation
- US 64 Bypass in early planning stages
 - Plan recognizes the project will be helpful to reduce congestion on Dixie Drive and identifies opportunities for large-scale employers at strategic interchanges like Hwy 49 and I-73/74.
- Detached housing was the predominant single-family housing type (today townhome development has increased in popularity and is discussed in plan)
- Klaussner was the city's largest employer with 3200 employees (today both Technimark and Klaussner employ more than 1200 and are top employers in the city)
- "Brick and mortar" stores accounted for almost all retail sales (today nationally online purchases account for about 12% of all sales)
- There were about 100 M cell phone subscribers (today there are more than 400 M subscriptions – more than 1 for each adult and child)

Current Plan Components

- **Community Conditions** - analysis of factors affecting the City's growth and development
- **Projections** – what will future land development needs look like and what is our supply
- **Community Values** – what is important to our citizens (identified through community involvement)
- **Plan Vision** – description of what the community wants Asheboro to be
- **Plan Implementation** – what policies and actions are necessary to make the plan's vision a reality

How Has Plan Been Used?

- A guide for the community when evaluating and making land development decisions
- Referred to provide for the orderly growth and development of the City of Asheboro
- A source of information on demographics, the economy, housing, environmental constraints and development suitability, and infrastructure
- A decision making tool that can support or refute new development proposals.
- An opportunity for community involvement – active participation during plan preparation and updates helps ensure community values are represented and embodied by plan.

Growth Strategy

Adopted: June 2000

Revised: October 2015

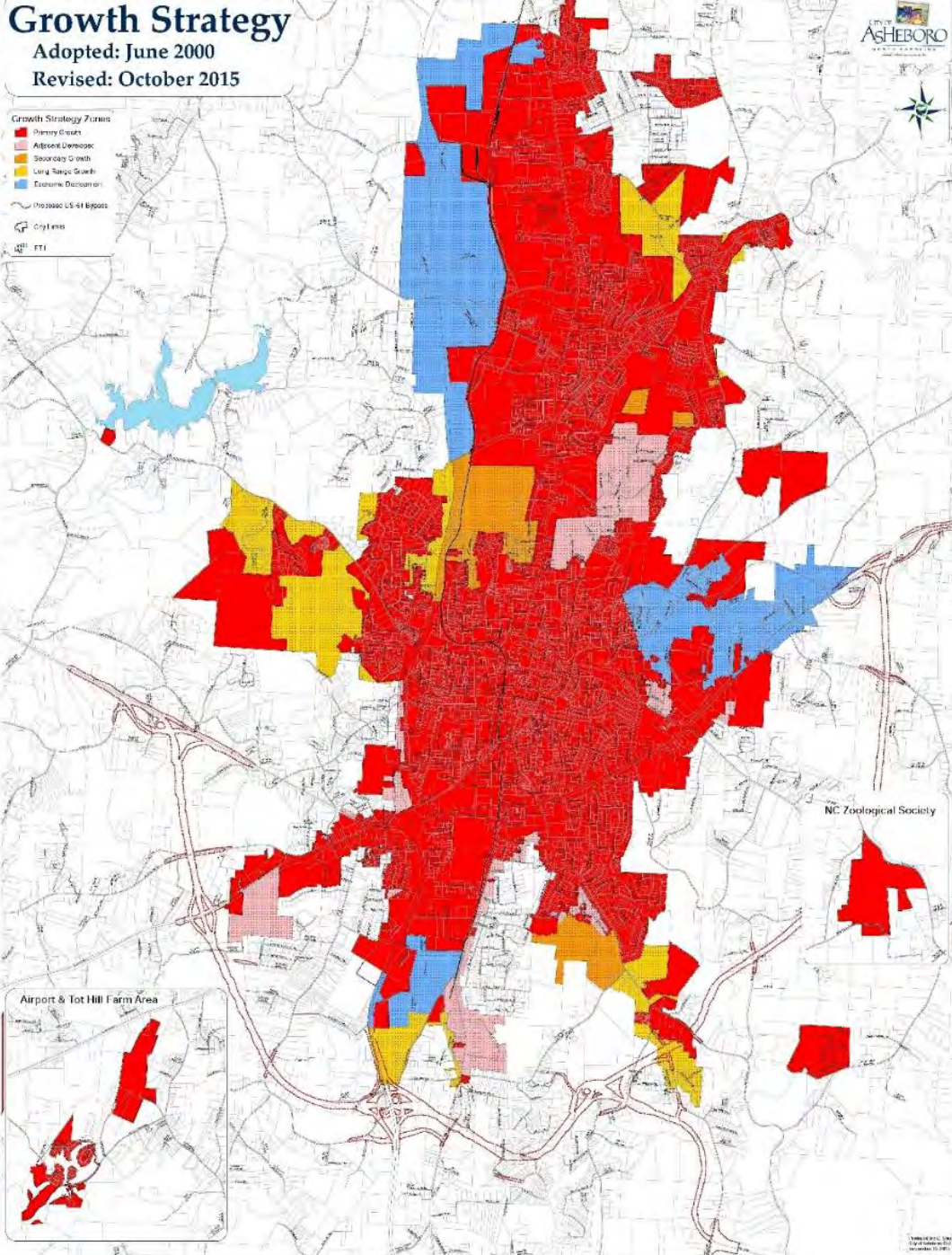
Growth Strategy Zones

- Primary Growth
- Adjunct Development
- Secondary Growth
- Long Range Growth
- Economic Development

Proposed US 41 Bypass

City Limits

FTI



Proposed Land Use

Adopted: June 2000

Revised: October 2015

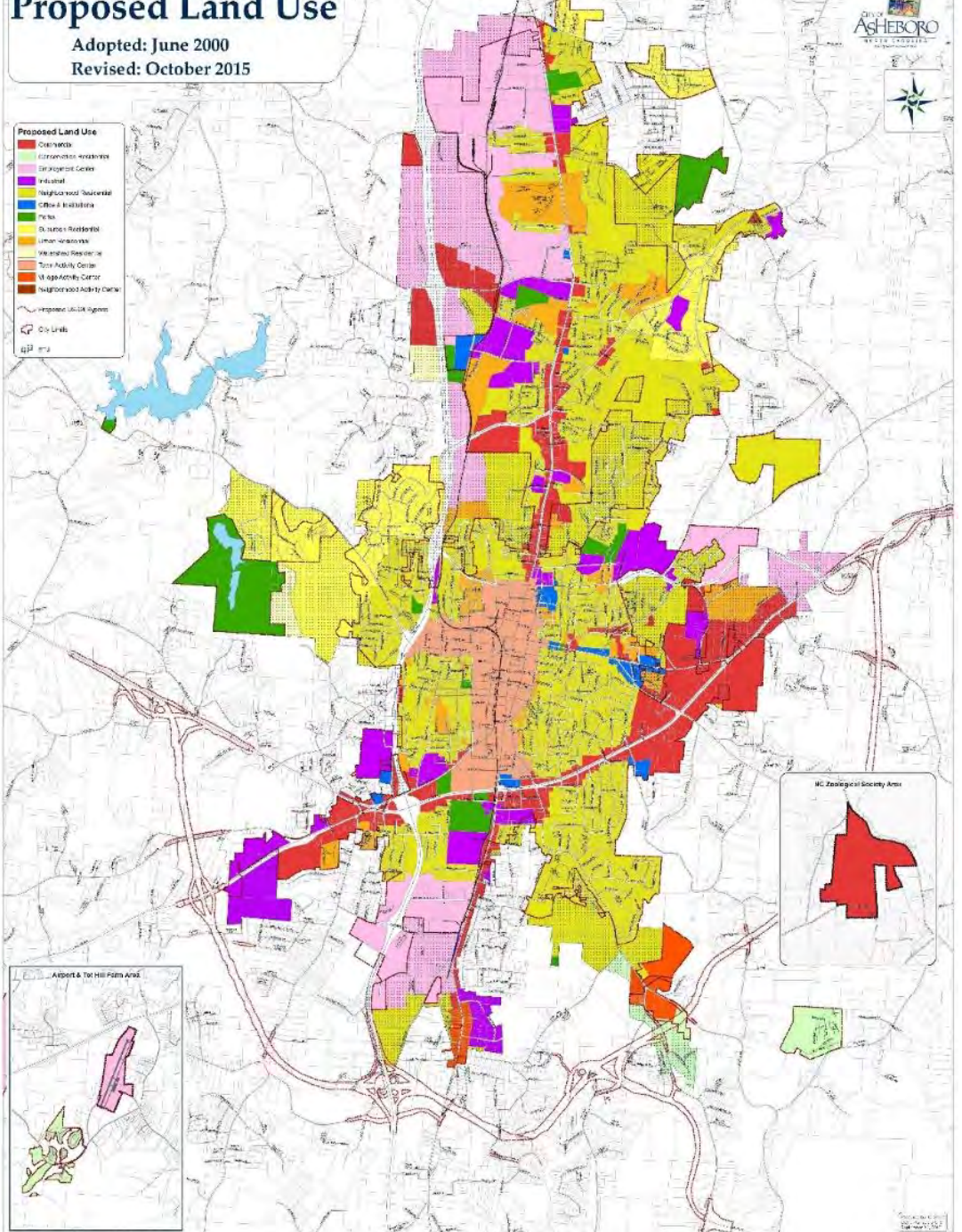
Proposed Land Use

- Commercial
- Community Development
- Employment Center
- Industrial
- Neighborhood Residential
- Office & Institutional
- Public
- Single-Family Residential
- Urban Services
- Medium-Density Residential
- Town Activity Center
- Suburban Activity Center
- Neighborhood Activity Center

Proposed US 41 Bypass

City Limits

FTI

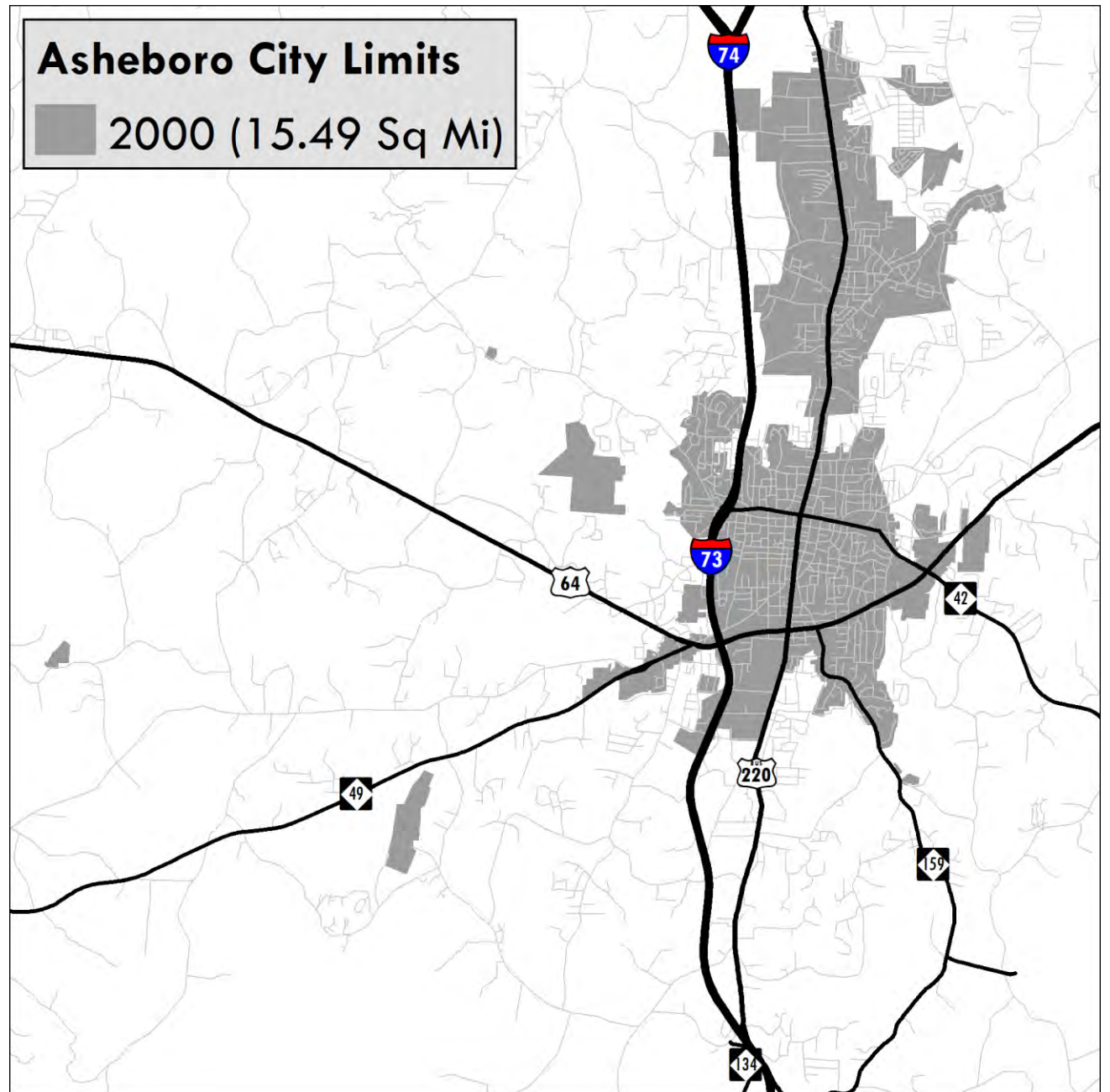


Community Snapshot

Population

Year	Population	Density (Per Acre)
2000	21,672	2.19

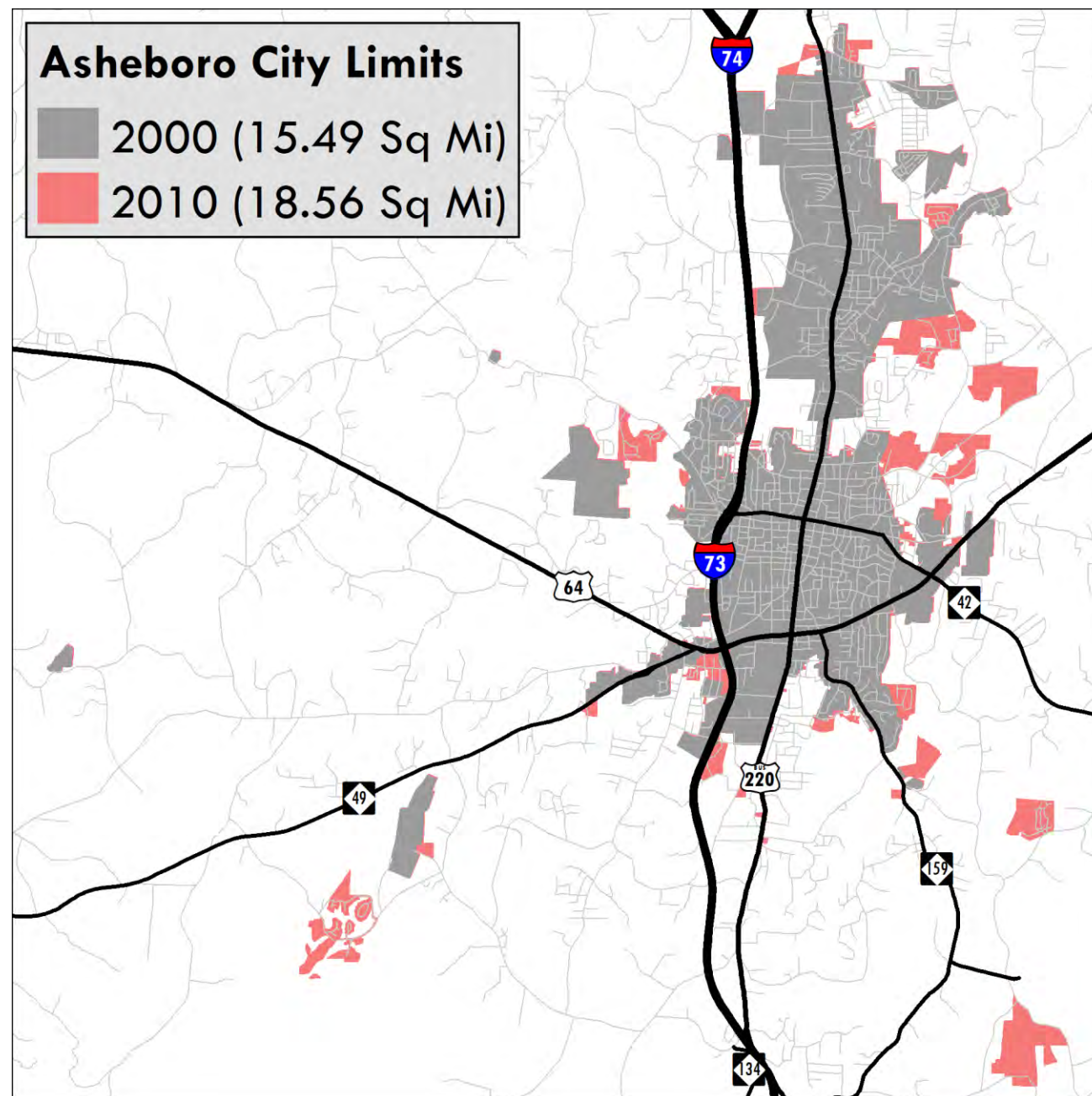
Source:
US Census Bureau, 2000 Decennial Census



Population

Year	Population	Density (Per Acre)
2000	21,672	2.19
2010	25,012	2.11

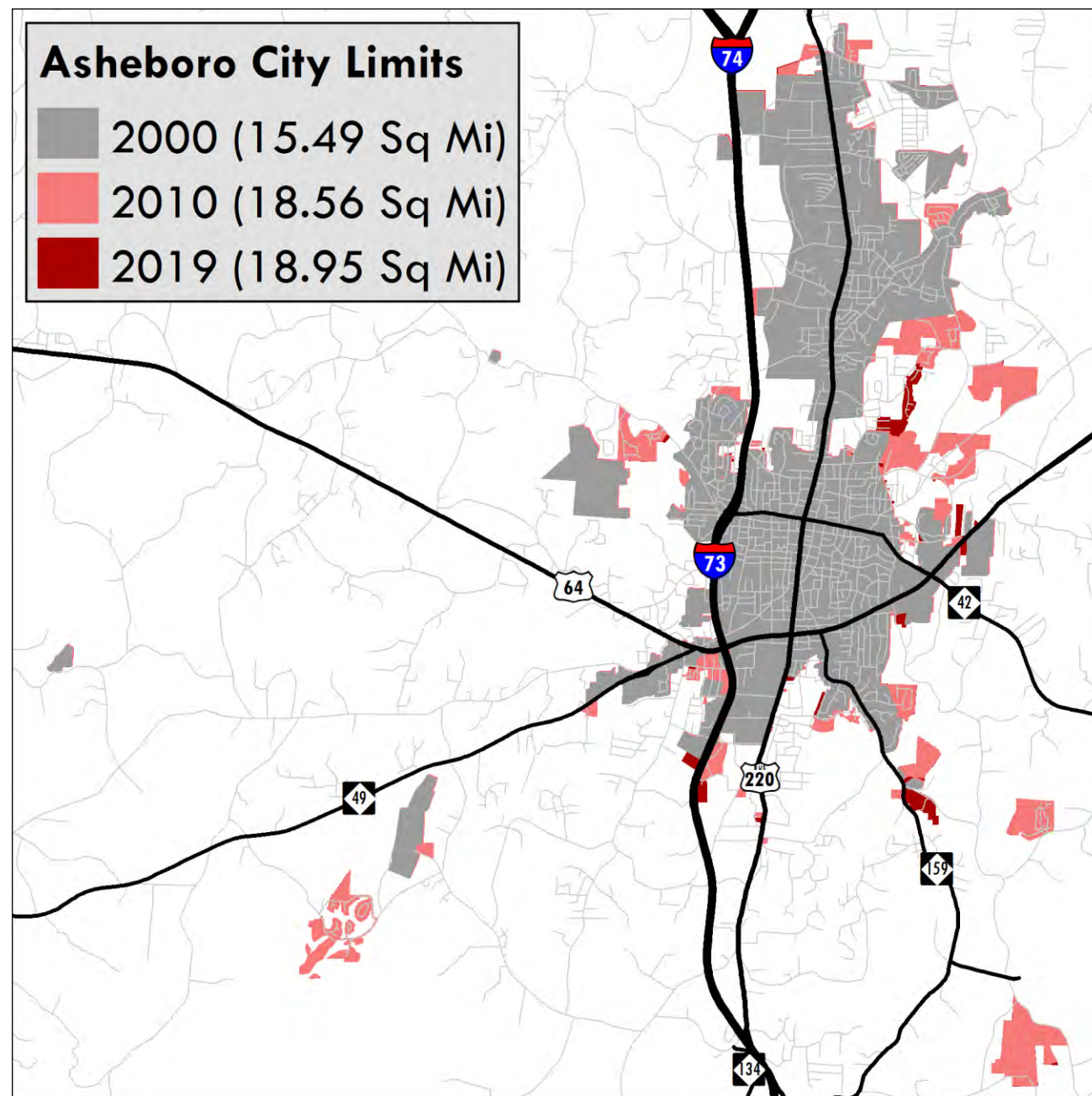
Source:
US Census Bureau, 2000 & 2010 Decennial Census



Population

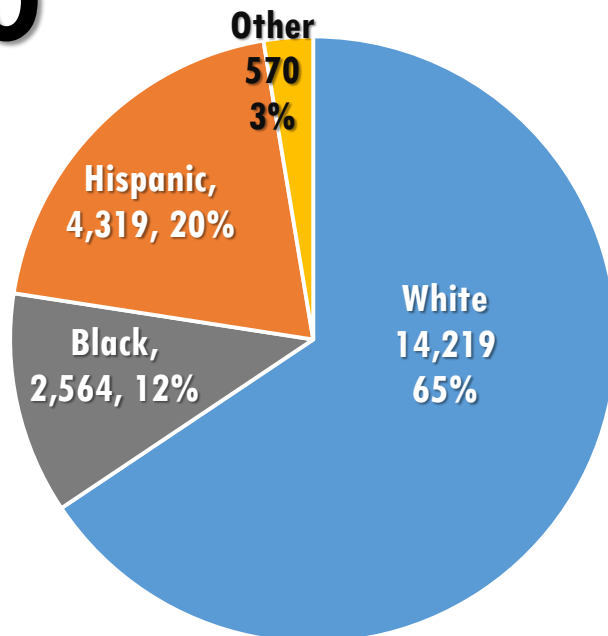
Year	Population	Density (Per Acre)
2000	21,672	2.19
2010	25,012	2.11
2018	25,850	2.13

Source:
US Census Bureau, 2000 & 2010 Decennial Census
NC State Demographer, 2018 Certified Municipal Estimates



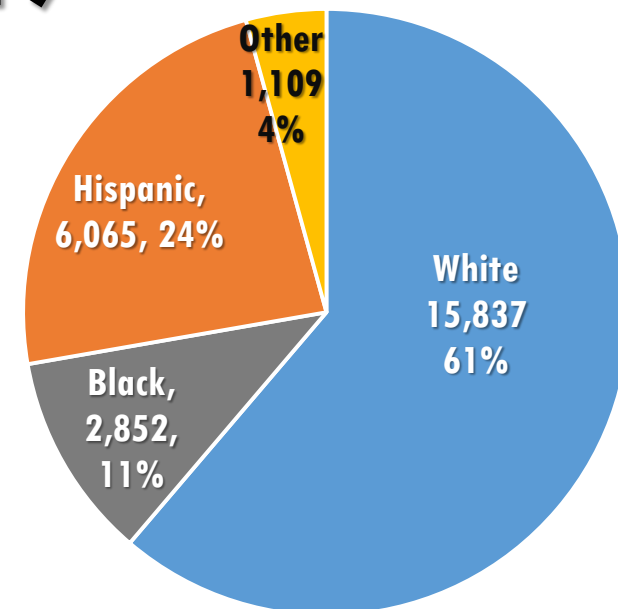
Race & Ethnicity

2000

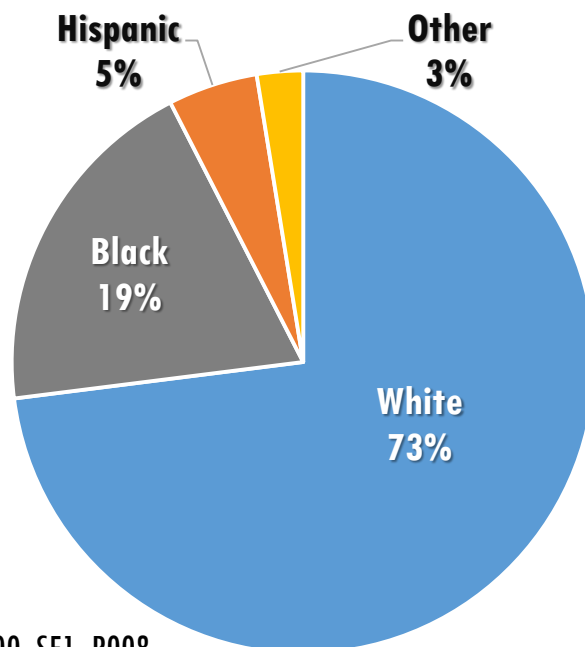


Asheboro

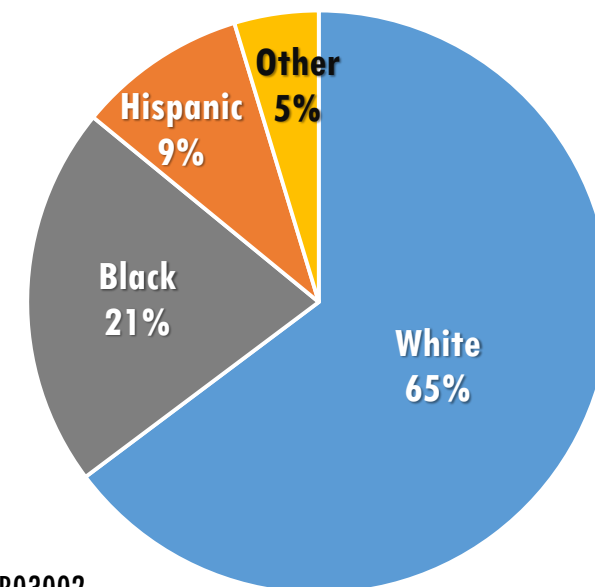
2017



Piedmont Triad



Source:
US Census Bureau, 2000, SF1, P008

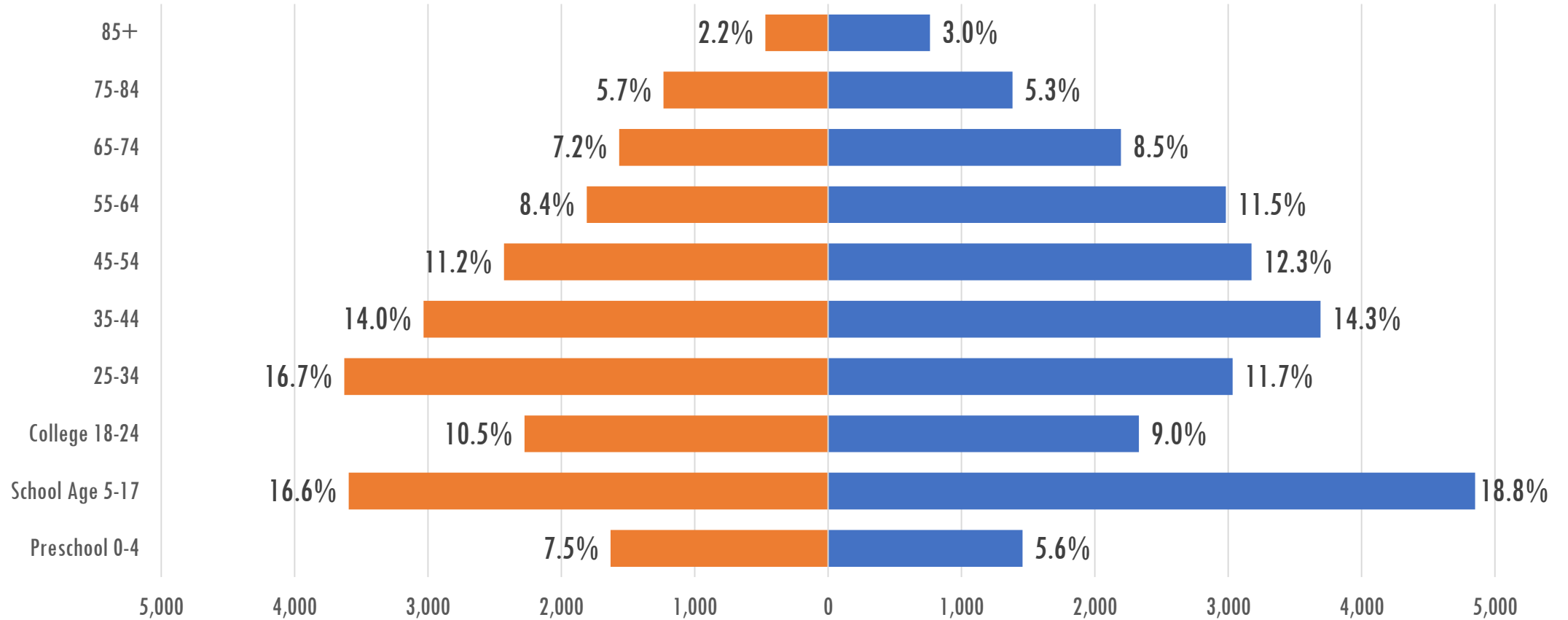


Source:
ACS, 2017 5-Year Estimate, B03002

Age

2000

2017



Median Age:

34.0

38.8

Source:

US Census Bureau, 2000, SF1, P012 & P013

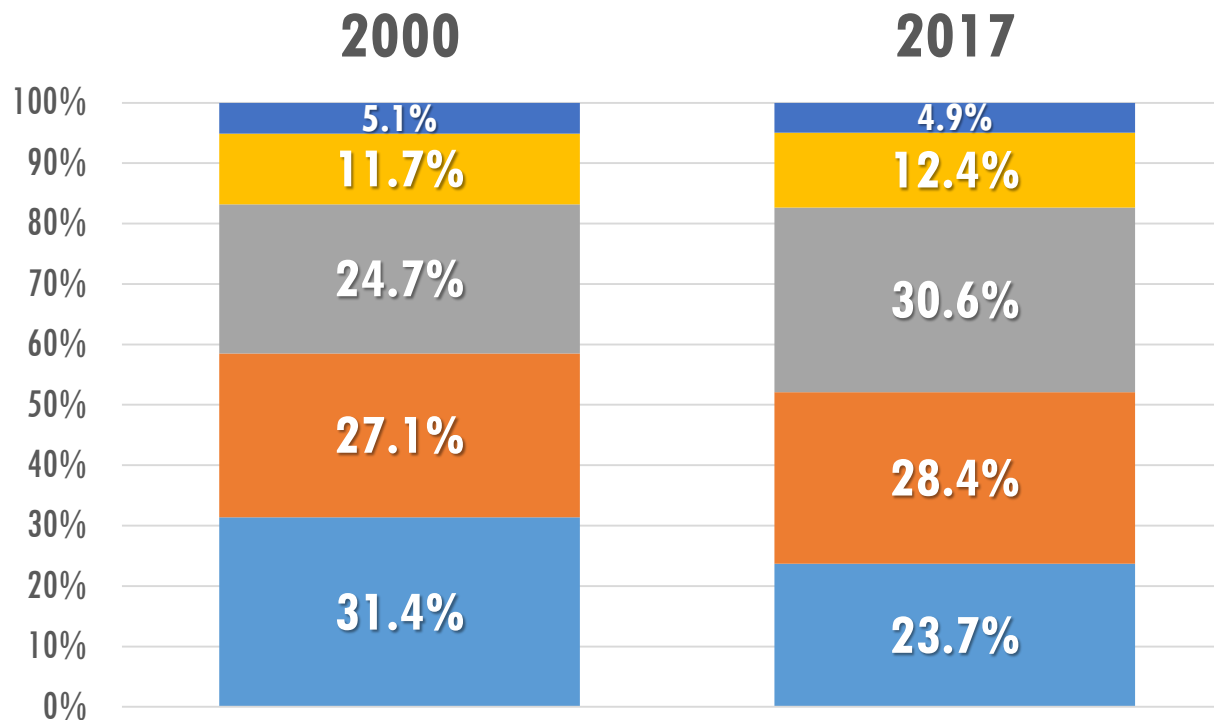
Source:

ACS, 2017 5-Year Estimate, B01001 & B01002

Education

Piedmont Triad

Asheboro



Percent of Population Age 25+

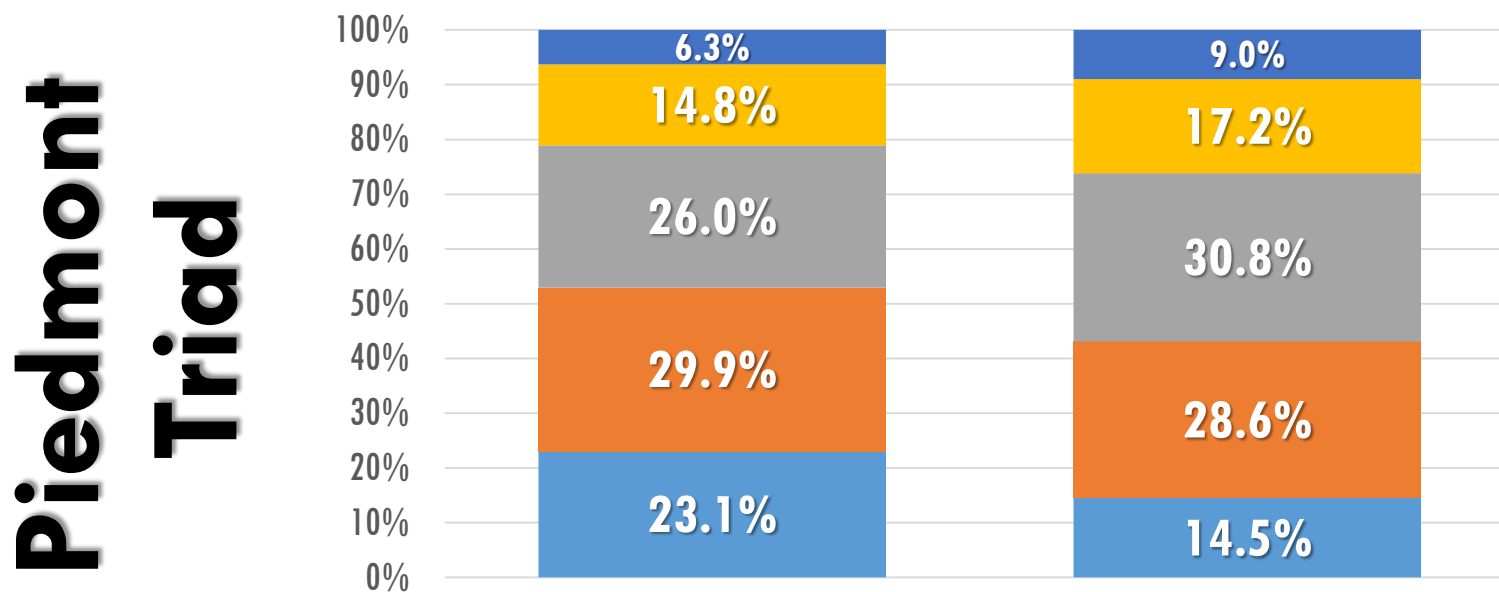
■ Master's Degree or Higher

■ Bachelor's Degree

■ Some College/Associate's

■ High School Diploma

■ No High School Diploma



■ Master's Degree or Higher

■ Bachelor's Degree

■ Some College/Associate's

■ High School Diploma

■ No High School Diploma

Source: US Census Bureau, 2000, SF3, P037

Source: ACS, 2017 5-Year Estimate, B15003

Housing

Asheboro

Year	2000	2017
Housing Units	9,515	11,913
% Occupied	92.0%	91.1%
Occupied Units	8,756	10,884
% Renter	45.9%	49.1%
Average HH Size	2.4	2.3
% Single Family	60.6%	57.7%
% Multi Family	30.1%	35.8%
% Mobile Homes	9.3%	6.5%
Median Year Built	1969	1979
Median Value	\$83,500	\$113,500

Slight decrease in % occupied units (increase in vacancy rate)

Increase in renter rate (decrease in home ownership rate)

Increase in % multi-family units (decrease in % single family and % mobile homes)

Piedmont Triad

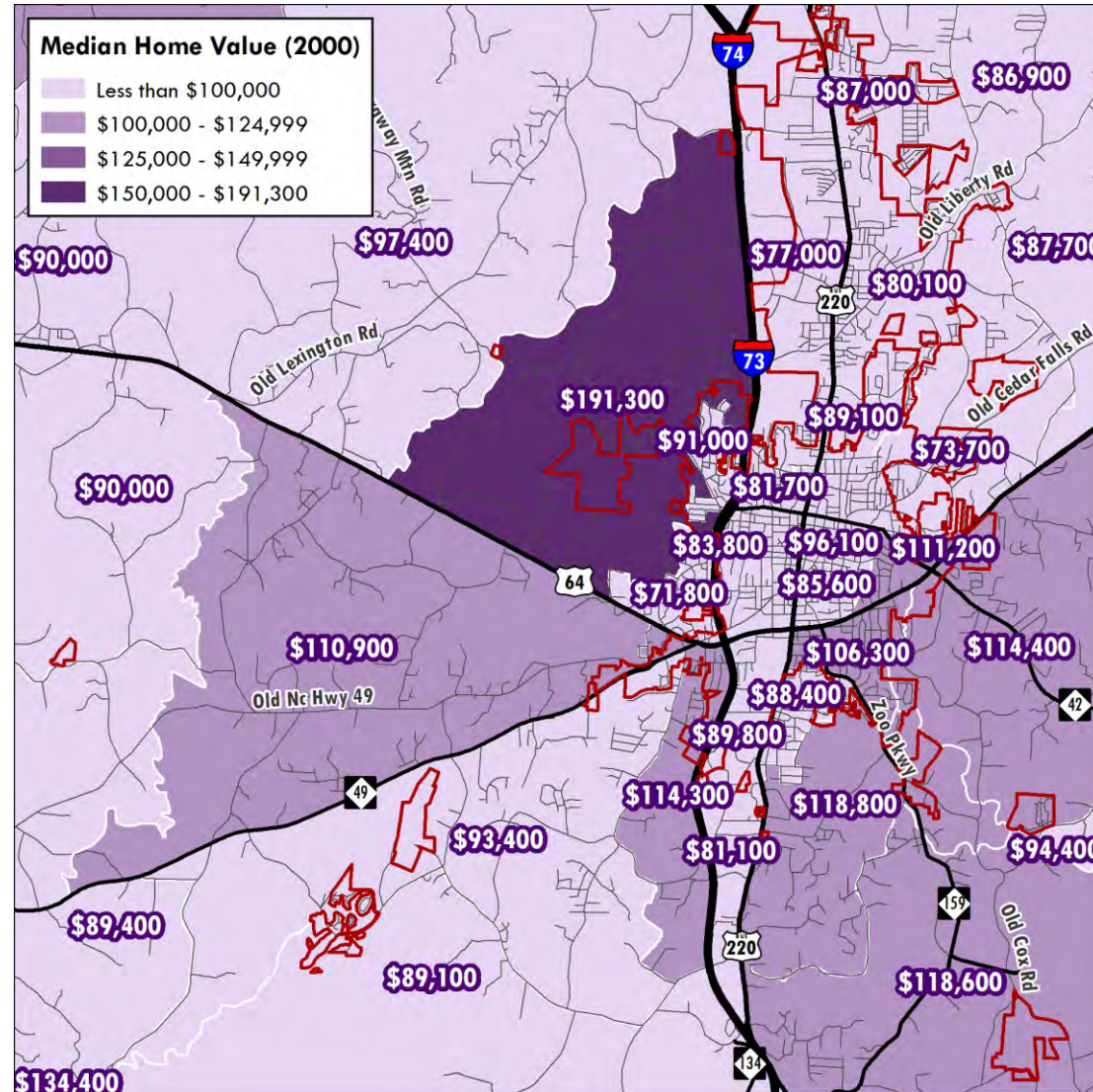
2017
-
88.4%
-
34.5%
2.5
70.1%
18.9%
10.9%
n/a
\$142,030

Sources:

US Census Bureau, 2000
ACS, 2017 5-Year Estimate

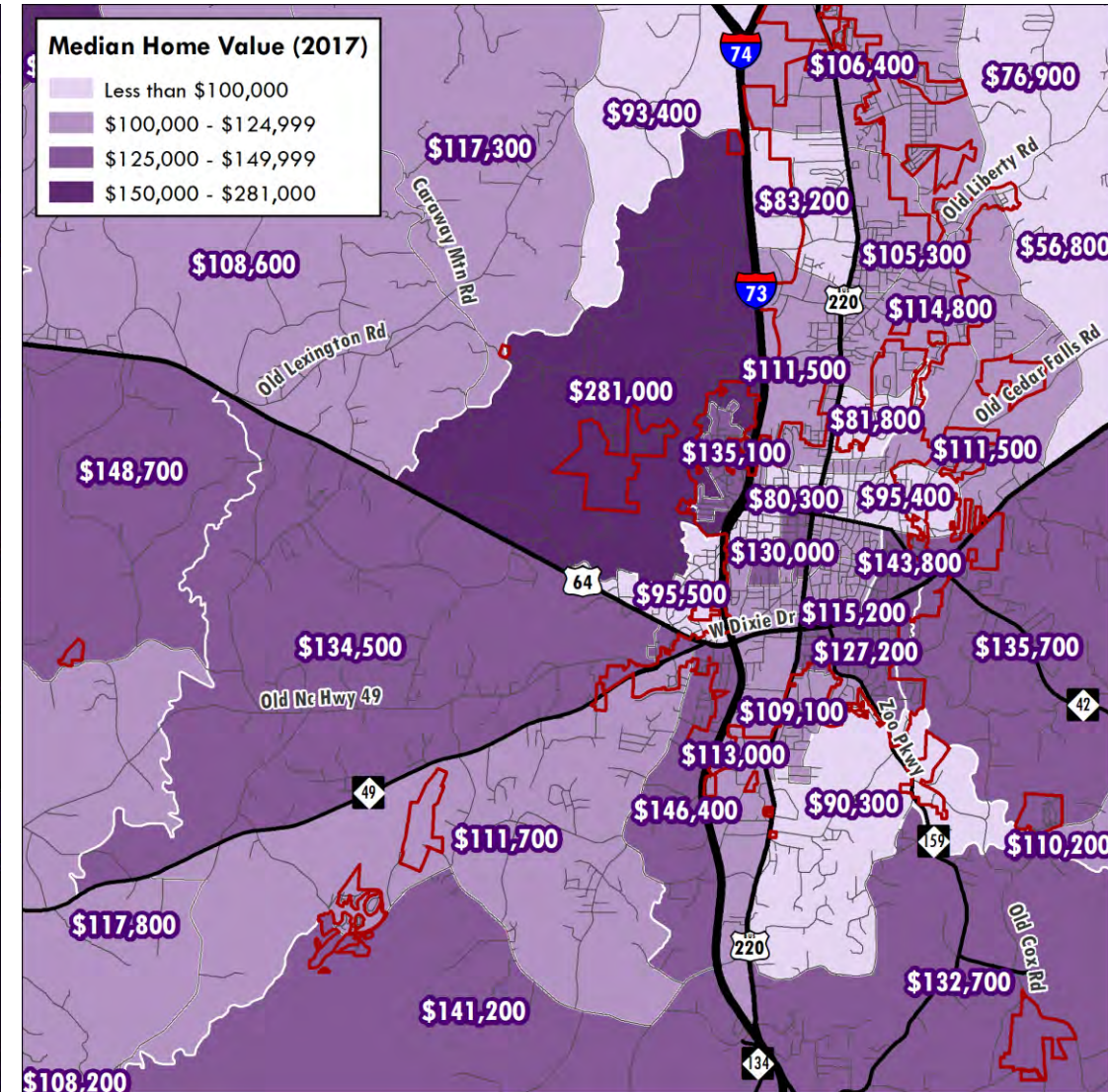
Median Housing Value

2000



Source: US Census Bureau, 2000, SF3

2017



Source: ACS, 2017 5-Year Estimate, B25077

Income & Poverty

Asheboro

Year:	2000	2017
Median Household Income	\$31,676	\$34,293
Per Capita Income	\$17,382	\$19,964
Total Population in Poverty	15.8%	22.6%
Children (Ages 0-17) in Poverty	24.5%	33.9%
Adults (Ages 18-64) in Poverty	13.1%	20.9%
Adults (Ages 65+) in Poverty	12.5%	11.4%

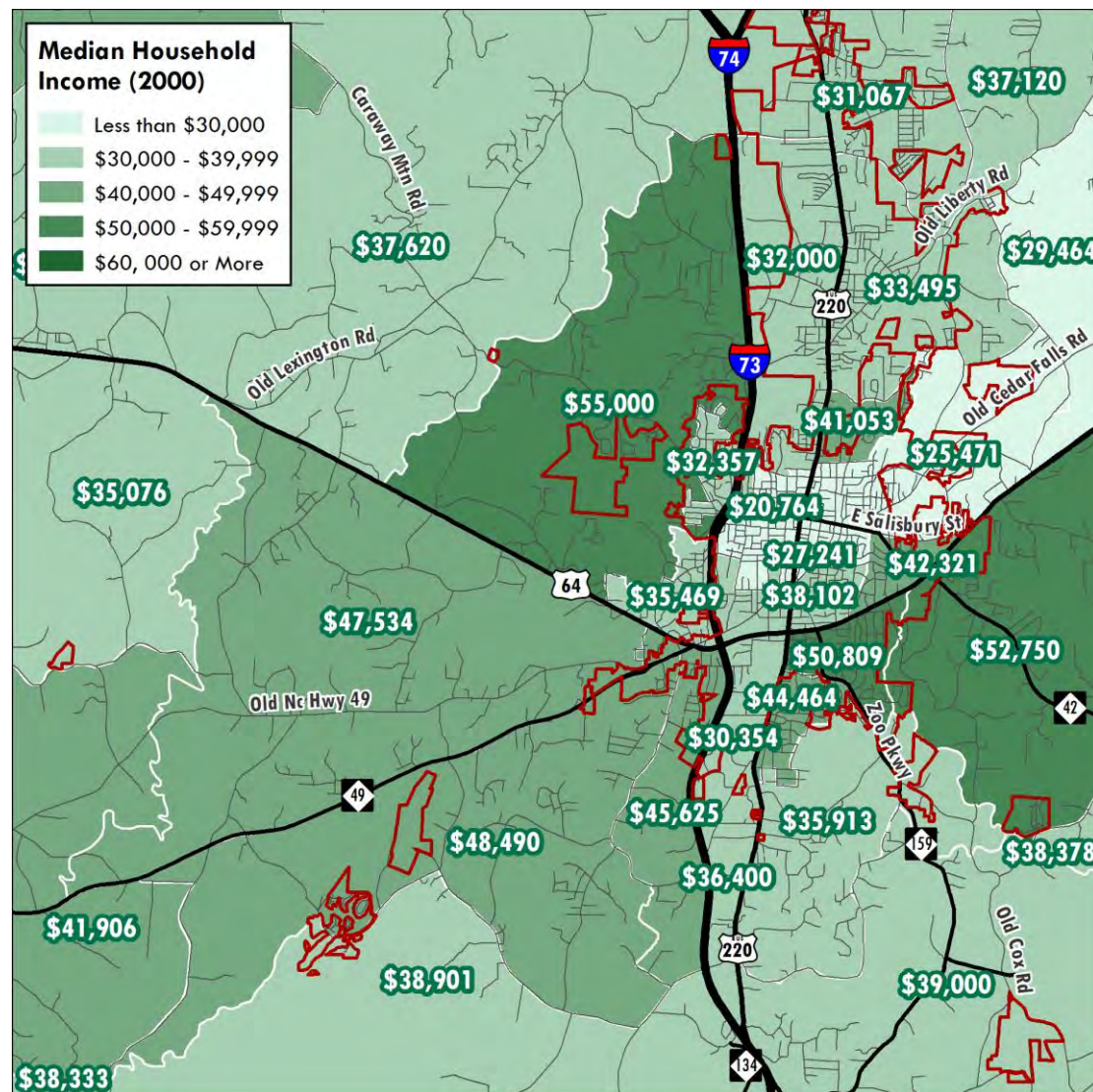
Piedmont Triad

2017
\$46,376
\$26,274
17.3%
25.6%
16.1%
9.7%

Sources:
US Census Bureau, 2000
ACS, 2017 5-Year Estimate

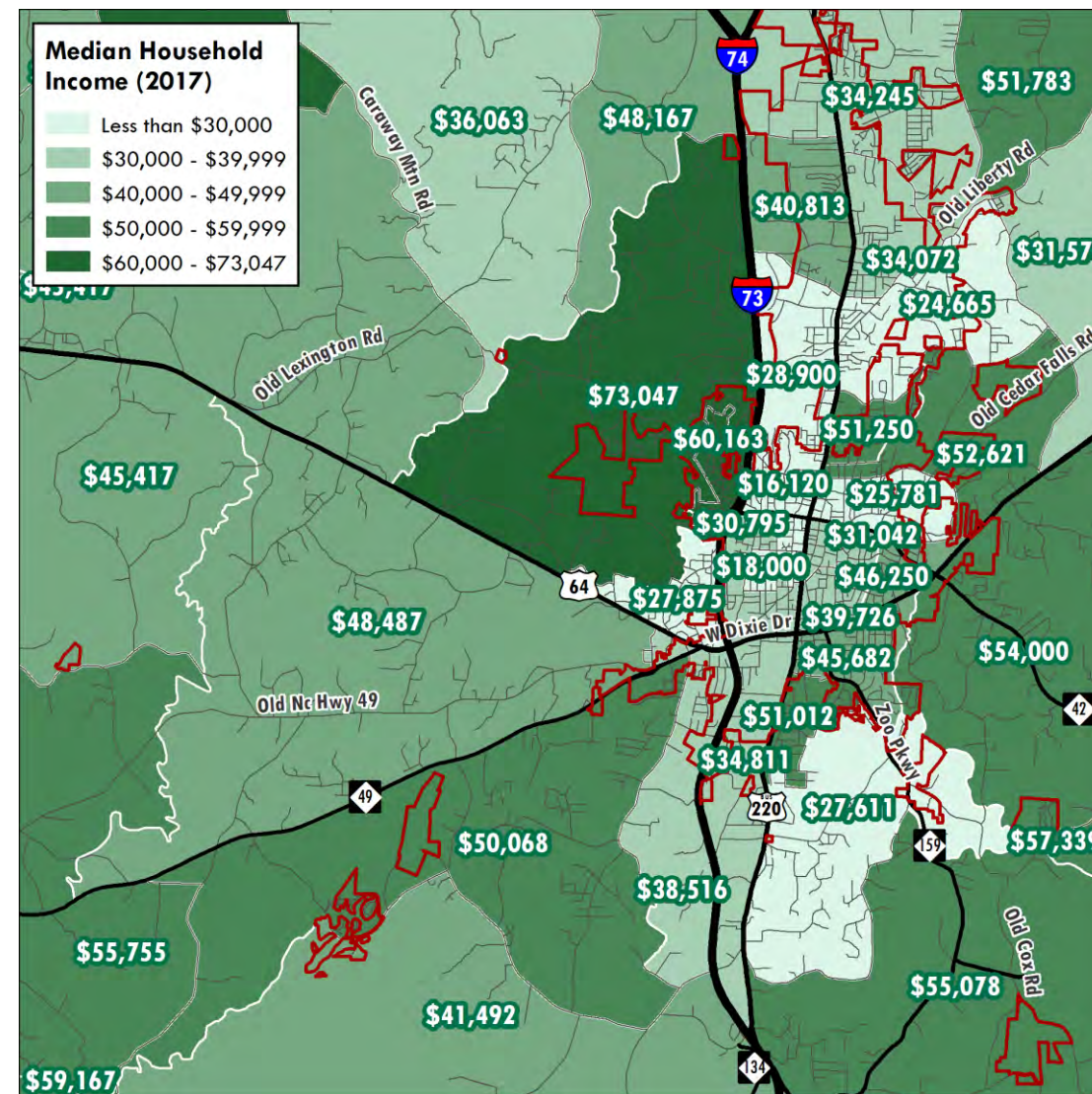
Median Household Income

2000



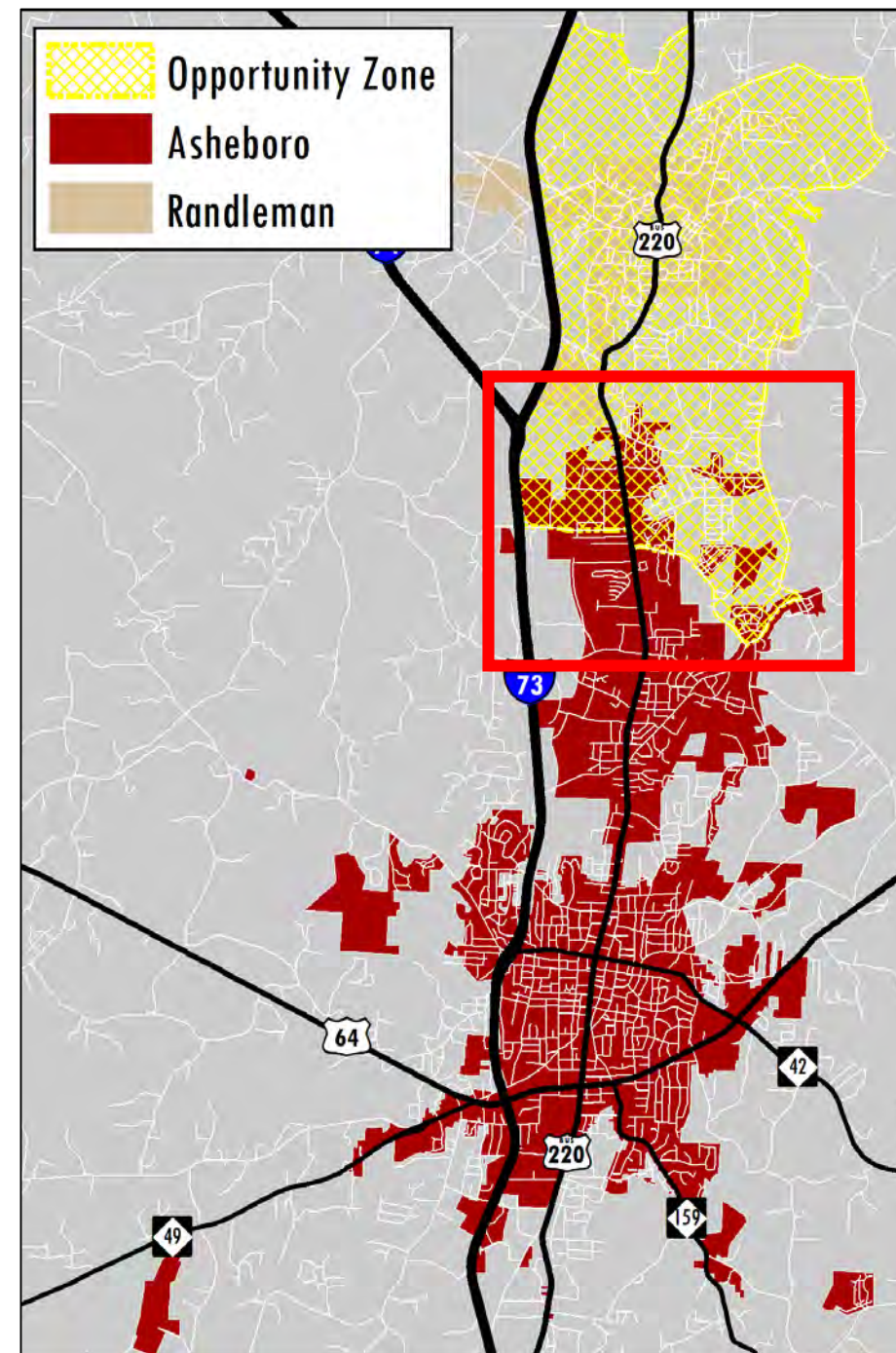
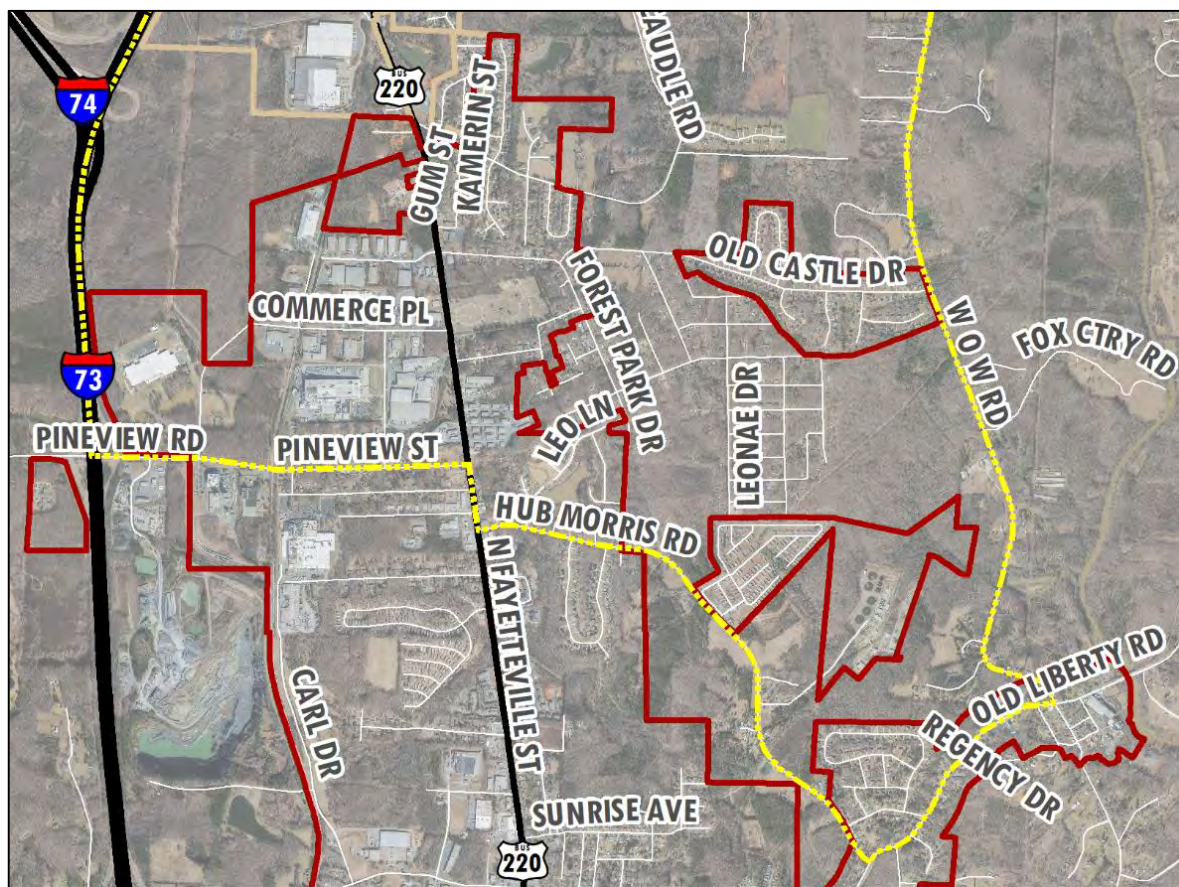
Source: US Census Bureau, 2000, SF3

2017



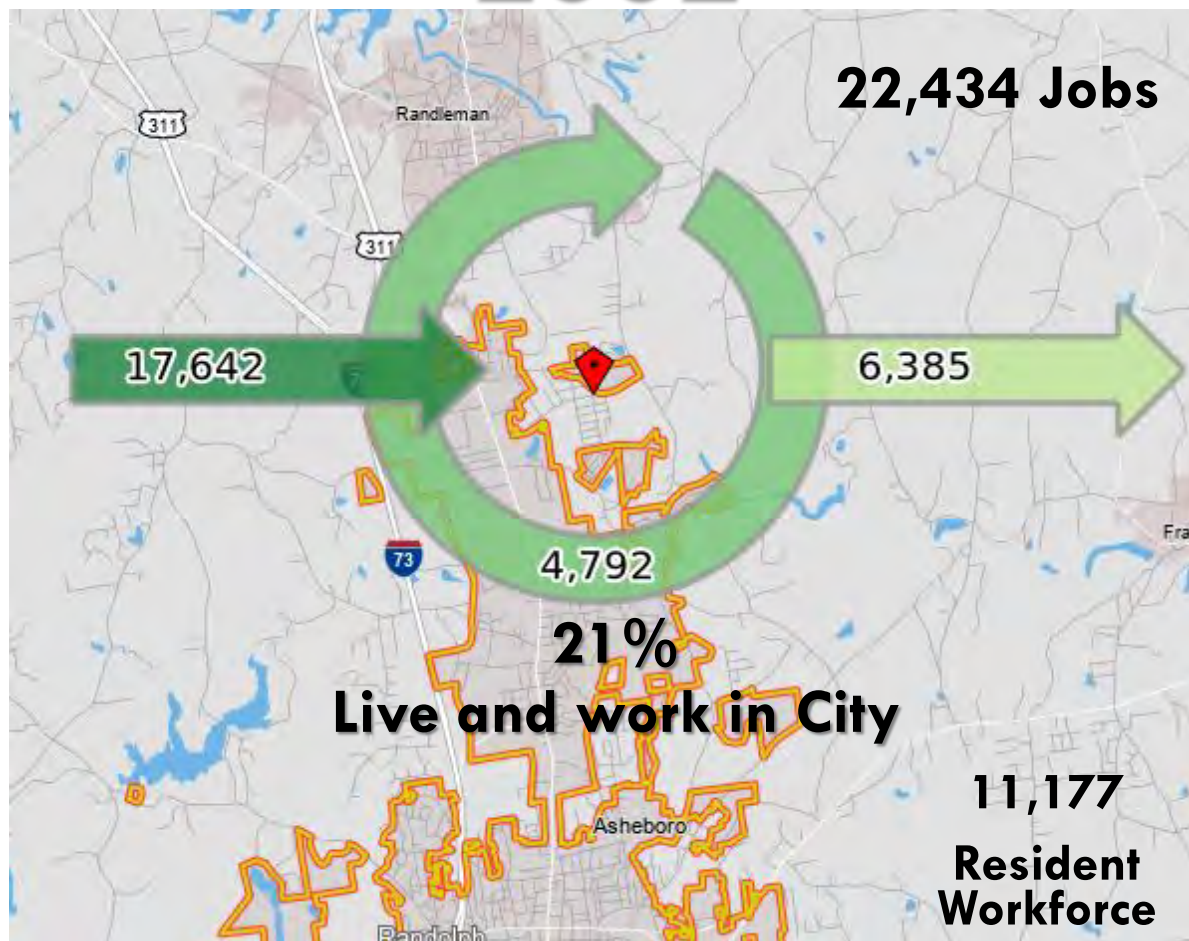
Source: ACS, 2017 5-Year Estimate, B19013

Tract 314

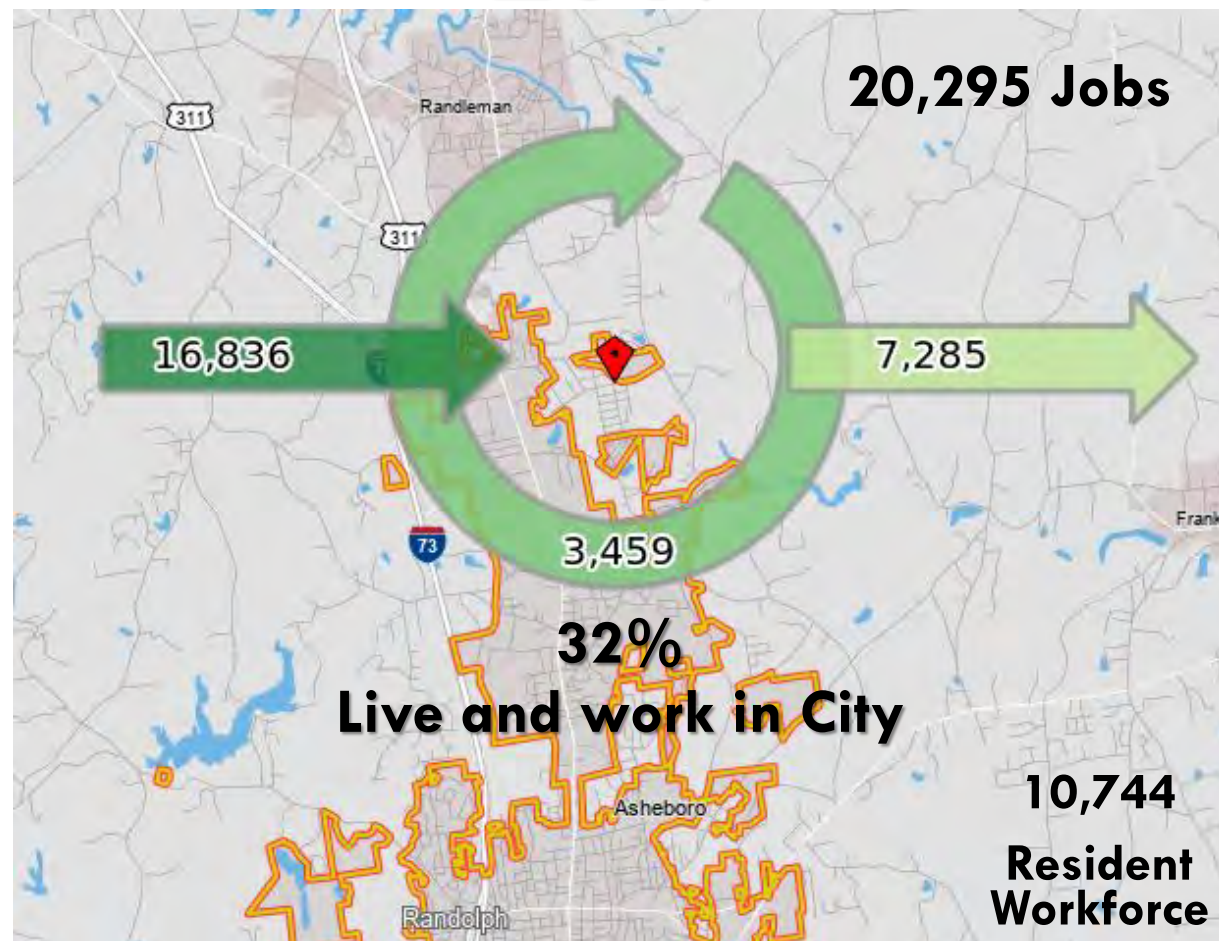


Workforce Commuting Inflow/Outflow

2002



2017



Source: US Census Bureau On The Map (LEHD)

- Top four industries in Asheboro:
 1. Manufacturing (**lost 3,000+ jobs** between 2002 and 2017)
 2. Health Care (**gained 457 jobs**)
 3. Retail Trade (**lost 221 jobs**)
 4. Accommodation & Food Services (**gained 731 jobs**)

	Asheboro				Piedmont Triad
Year	2002		2017		2017
Manufacturing	8,851	39.5%	5,823	28.7%	14.6%
Health Care	2,708	12.1%	3,165	15.6%	14.6%
Retail Trade	2,905	12.9%	2,684	13.2%	12.0%
Accommodation & Food Services	1,511	6.7%	2,242	11.0%	9.4%
TOTAL JOBS	22,434		20,295		

Conversation Related to Current Vision Statement

Over the next twenty years, we envision land development in our community will lead to a strong, diverse economy and a high quality of life for all our citizens. Individual pieces of the “land development puzzle” will fit together to promote a quality environment, to preserve the assets and resources we value most, to stimulate development in the most appropriate places, and to enhance and maintain the beauty and livability of our community.

Meeting Wrap-Up