

City of Asheboro

LAND DEVELOPMENT PLAN UPDATE

Steering Committee Meeting
June 29, 2021



Agenda

- Welcome and Introductions
- Focus Group Results
- Public Survey Discussion & Outreach Strategies
- Wrap-up and Next Steps
- Adjourn

Focus Group Summary

Focus Group Meetings

- 18 participants representing 16 different organizations.
- Meetings lasted around 1 hour via Zoom.
- Asked several questions related to Asheboro and its future growth.
- Other feedback was given as well.

Focus Group	Date	Time
1 Health, Community Services, & Non-Profits	Wednesday, April 7	9:00 am
2 Land Developers & Real Estate Professionals	Wednesday, April 7	1:00 pm
3 Agriculture	Friday, April 9	9:00 am
4 Business & Industry	Monday, April 12	9:00 am
5 Government	Friday, April 16	9:00 am
6 Conversation with a Randolph County Commissioner	Apr 28, 2021	10:00 am
7 Youth & Young Adults	Monday, May 13	1:00 pm

Participating Organizations/Companies

- North Carolina Cooperative Extension
- Asheboro/Randolph Chamber of Commerce
- Randolph County NC Economic Development Corporation
- The Timken Company
- Randolph County Board of Commissioners
- North Carolina Department of Transportation
- City of Asheboro Water Resources
- Randolph Senior Adults Association
- Randolph Community College
- United Way of Randolph County
- Uwharrie Builders
- Randolph County Housing Coalition, Inc.
- Randolph-Asheboro YMCA
- RE/MAX Central Realty
- Allen Tate Realtors
- Downtown Asheboro, Inc.
- Asheboro Board of Education

- **Economy**

- Economic Development stood out as the topic most participants were interested in.
- The majority of participants mentioned Downtown and would like to see it further improved and/or expanded, but others mentioned additional areas need assistance as well such as the Eastside and North Asheboro.
- City needs to be ready for a large scale development.

- **Built Environment & Utilities**

- More housing choices are needed (multi-family, apartments, townhomes).
- More reuse of older buildings.
- Vehicle traffic is a problem downtown during peak times and some streets have too many potholes.
- Extend water and sewer to new areas.
- Problem with certain areas having access to broadband.

- **Open Space & Community Appearance**
 - Maintain the city's green spaces and trees.
 - Rural conservation is needed in the southside (farmland & forest).
 - Interest on constructing urban trails and greenways. There was feedback that the city could have better walkability.
 - Interstate interchanges could be kept up better.
- **Community**
 - There should be greater outreach and assistance to minority and low-income neighborhoods and residents.
 - The City should work to attract more professionals and young families.
 - More focus should be on Asheboro's diverse population.
- **Tourism**
 - People generally think of the Zoo when they think of Asheboro.
 - The Zoo City SportsPlex will be important going forward.
 - Better restaurant options and higher quality motels/hotels are needed to keep people from going elsewhere.
- **Other Comments**
 - Randolph Community College is a asset to community.
 - City government is easy to work with.
 - Lots of nice people in Asheboro.

Survey Discussion

Next Steps

Next Steps

- Finalize survey language. *(Asheboro Staff & PTRC)*
- Advertise and open survey for 60 days. *(Steering Committee, Asheboro Staff, PTRC)*
- Steering Committee Meeting #5 *(Steering Committee, Asheboro Staff, PTRC)*
 - Review survey results.
 - Future land use map exercise.
 - Release draft revised vision statement.
 - Discuss public workshop for the draft plan.
- Hold public workshop for draft plan and map. *(Steering Committee, Asheboro Staff, PTRC)*
- Finalize plan and map. *(Asheboro Staff & PTRC)*
- Go for adoption. *(Asheboro City Council)*