

Draft Vision Statement and Goals -2022

Vision

Asheboro is a welcoming city that embraces a growing, engaged population and diversified economy. Land development and investment expands housing, employment, and recreational opportunities for all residents and protects and enhances the city's valuable and unique community assets, such as the North Carolina Zoo, healthy natural environment, and historic charm.

Policy Goals and Strategies

The following goals are intended to reflect the future and desired condition of the City of Asheboro. These goals, and the strategies developed to realize these outcomes, provide direction for land use planning efforts. These goals describe the end of result that is desired and therefore help to provide a basis for land development regulation and policy.

Housing

- Provide adequate supply of housing for all income levels.
- Continue to reuse historic structures for new housing
- Add housing elements to traditionally non-residential development to increase options
- Improve conditions of the city's existing housing stock
- Expand housing diversity by encouraging a balance of workforce and market rate dwelling units

Economic Development

- Support a range of employment opportunities.
- Encourage investment in underserved areas of the city
- Capitalize on tourism assets, including the NC Zoo, as an economic driver
- Make use of the new opportunities provided by construction of the US Hwy 64 Bypass Interchanges
- Be ready to seize opportunities created by the Greensboro-Randolph Megasite and Chatam Advanced Manufacturing Megasite

Land Use

- Promote development of lands with existing infrastructure and public services and the maintenance and rehabilitation of existing residential, commercial and industrial structures.
- Encourage land uses and regulations that promote efficient development patterns.
- Provide adequate infrastructure public services, and developable land to meet existing and future needs.
- Maintain and encourage when necessary rehabilitation of existing residential, commercial and industrial properties.
- Support new development that is compatible with existing land use.

- Ensure new development on the fringes of the city does not negatively affect existing high-value commercial corridors.
- Promote investment in primary growth areas

Transportation

- Encourage neighborhood design that offers a range of transportation choices.
- Build an integrated, safe and efficient transportation system that meets needs of all residents
- Utilize mixed use development options to reduce demand on vehicular travel
- Continue to invest in Asheboro Regional Airport

Utilities

- Promote land development in areas easily served by existing infrastructure and public services.
- Make judicious use of ample water and sewer capacity
- Identify resources to assist in funding utility improvements

Natural and Cultural Resources

- Protect sensitive natural areas including water-supply watershed areas, floodplains, and wetlands.
- Preserve cultural and historic sites.
- Promote the city's historic landmark properties and historic district
- Increase resident access to open space and recreational opportunities