

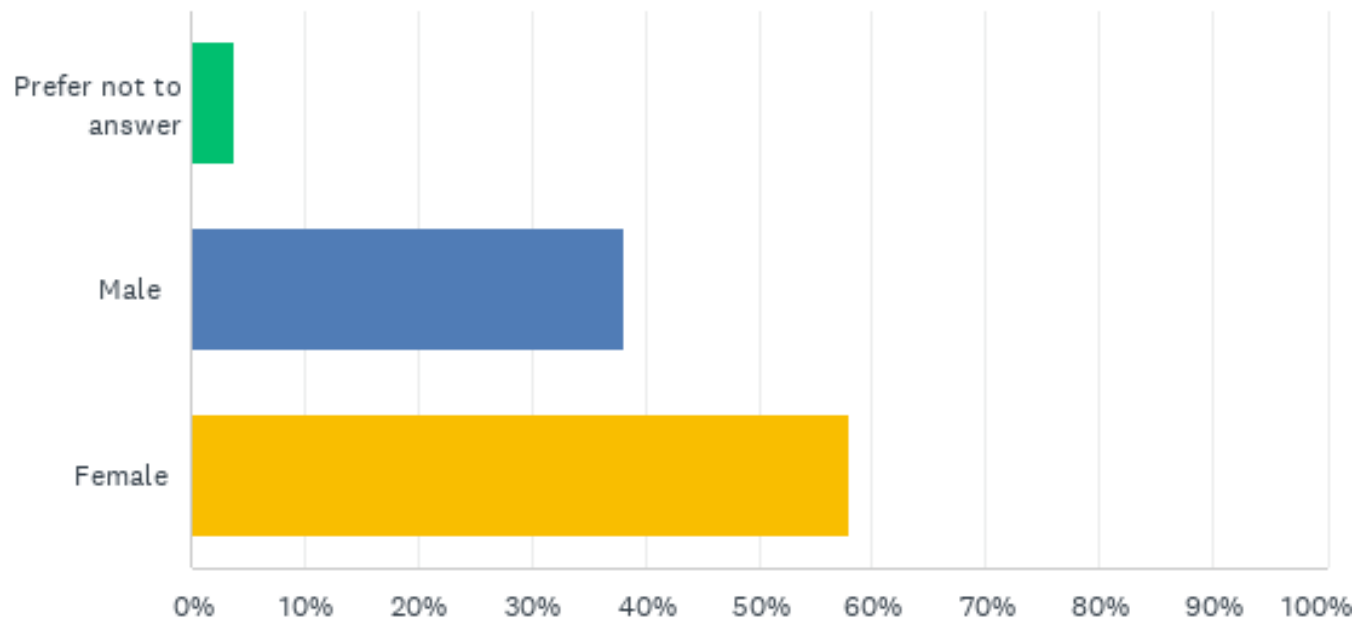
Asheboro Land Use Plan Survey - English

Tuesday, December 14, 2021

Complete Responses: 313

Q1: What is your gender?

Answered: 309 Skipped: 4



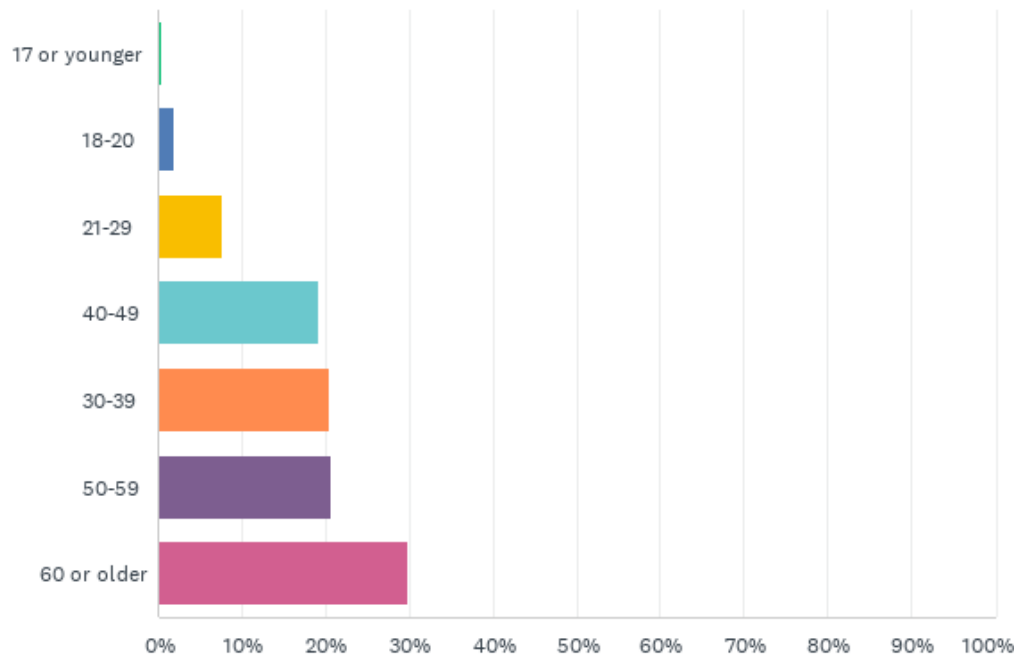
Q1: What is your gender?

Answered: 309 Skipped: 4

ANSWER CHOICES	RESPONSES	
Prefer not to answer	3.88%	12
Male	38.19%	118
Female	57.93%	179
TOTAL		309

Q2: Which category below includes your age?

Answered: 309 Skipped: 4



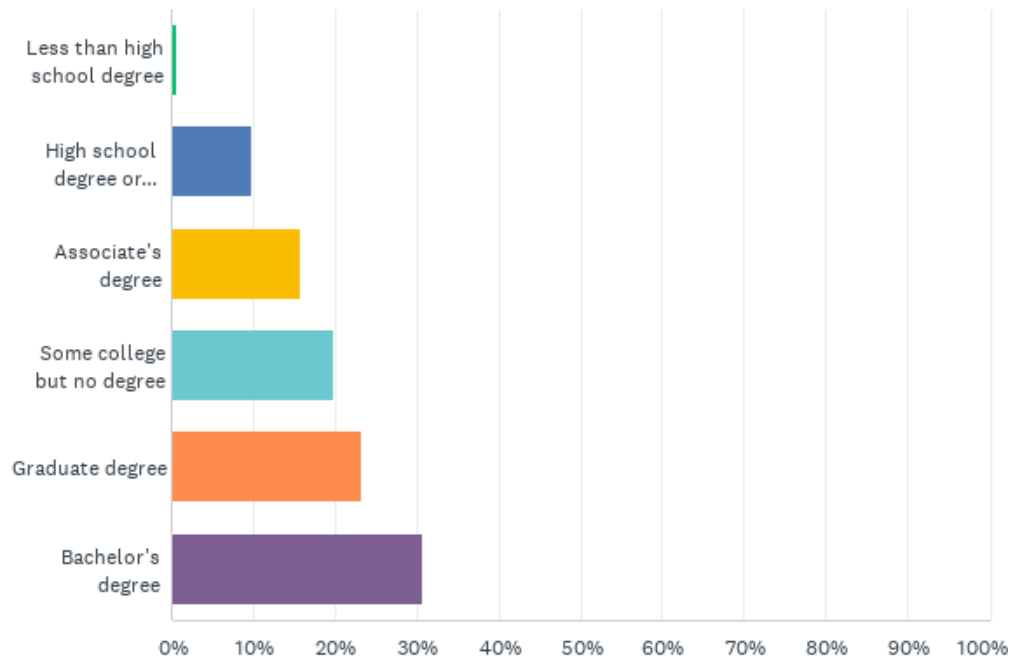
Q2: Which category below includes your age?

Answered: 309 Skipped: 4

ANSWER CHOICES	RESPONSES	
17 or younger	0.32%	1
18-20	1.94%	6
21-29	7.77%	24
40-49	19.09%	59
30-39	20.39%	63
50-59	20.71%	64
60 or older	29.77%	92
TOTAL		309

Q3: What is the highest level of school you have completed or the highest degree you have received?

Answered: 306 Skipped: 7



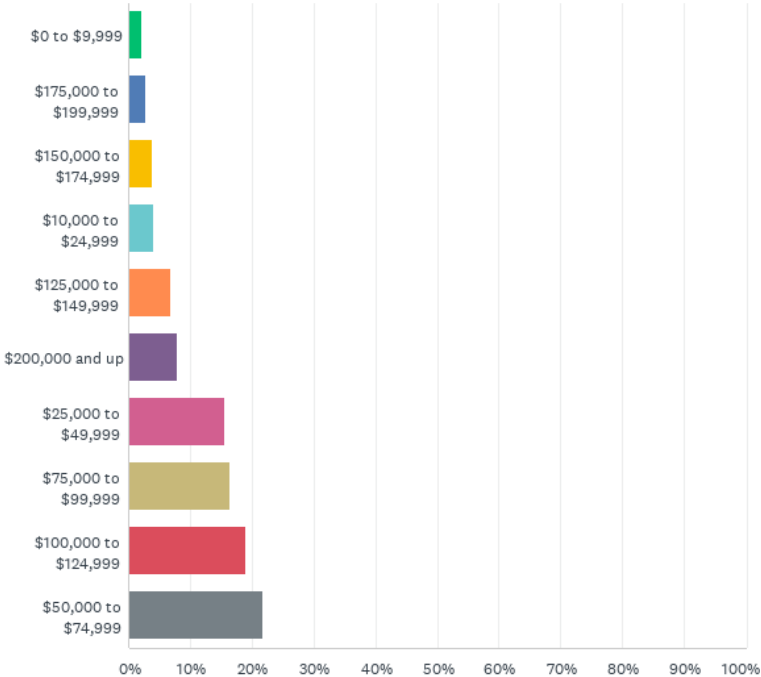
Q3: What is the highest level of school you have completed or the highest degree you have received?

Answered: 306 Skipped: 7

ANSWER CHOICES	RESPONSES	
Less than high school degree	0.65%	2
High school degree or equivalent (e.g., GED)	9.80%	30
Associate's degree	15.69%	48
Some college but no degree	19.93%	61
Graduate degree	23.20%	71
Bachelor's degree	30.72%	94
TOTAL		306

Q4: What was your total household income this past year?

Answered: 291 Skipped: 22



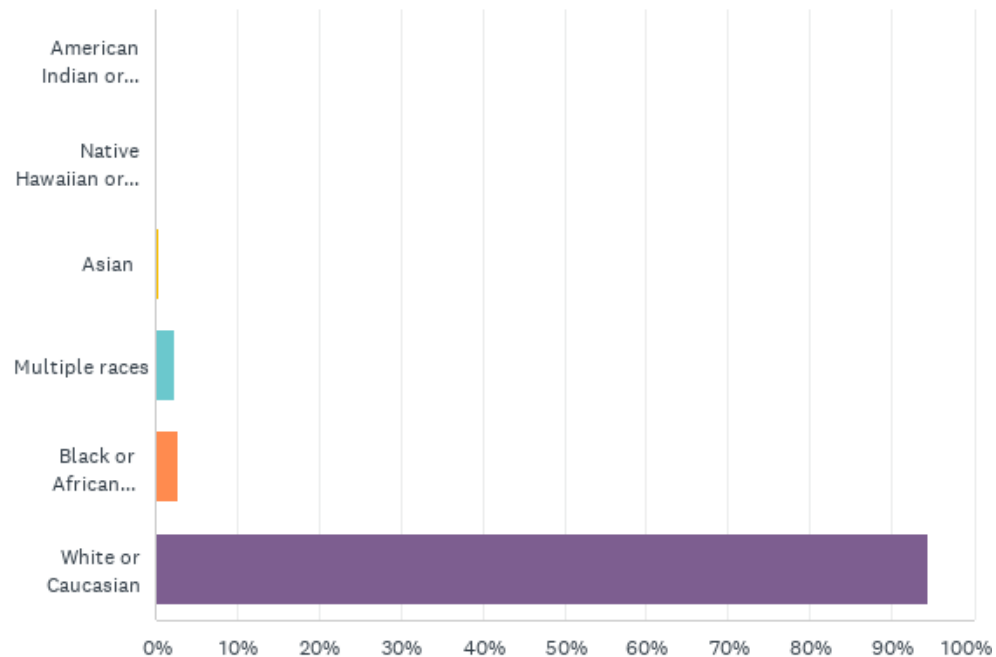
Q4: What was your total household income this past year?

Answered: 291 Skipped: 22

ANSWER CHOICES	RESPONSES	
\$0 to \$9,999	2.06%	6
\$175,000 to \$199,999	2.75%	8
\$150,000 to \$174,999	3.78%	11
\$10,000 to \$24,999	4.12%	12
\$125,000 to \$149,999	6.87%	20
\$200,000 and up	7.90%	23
\$25,000 to \$49,999	15.46%	45
\$75,000 to \$99,999	16.49%	48
\$100,000 to \$124,999	18.90%	55
\$50,000 to \$74,999	21.65%	63
TOTAL		291

Q5: What is your race?

Answered: 294 Skipped: 19



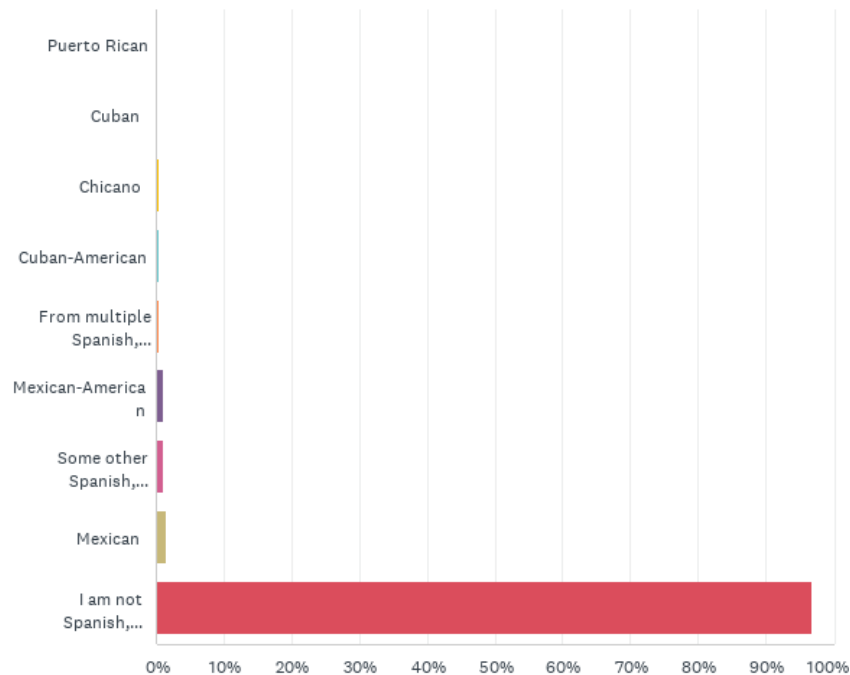
Q5: What is your race?

Answered: 294 Skipped: 19

ANSWER CHOICES	RESPONSES	
American Indian or Alaskan Native	0.00%	0
Native Hawaiian or other Pacific Islander	0.00%	0
Asian	0.34%	1
Multiple races	2.38%	7
Black or African American	2.72%	8
White or Caucasian	94.56%	278
TOTAL		294

Q6: Are you Spanish, Hispanic, or Latino? If so, with which of the groups below do you identify?

Answered: 283 Skipped: 30



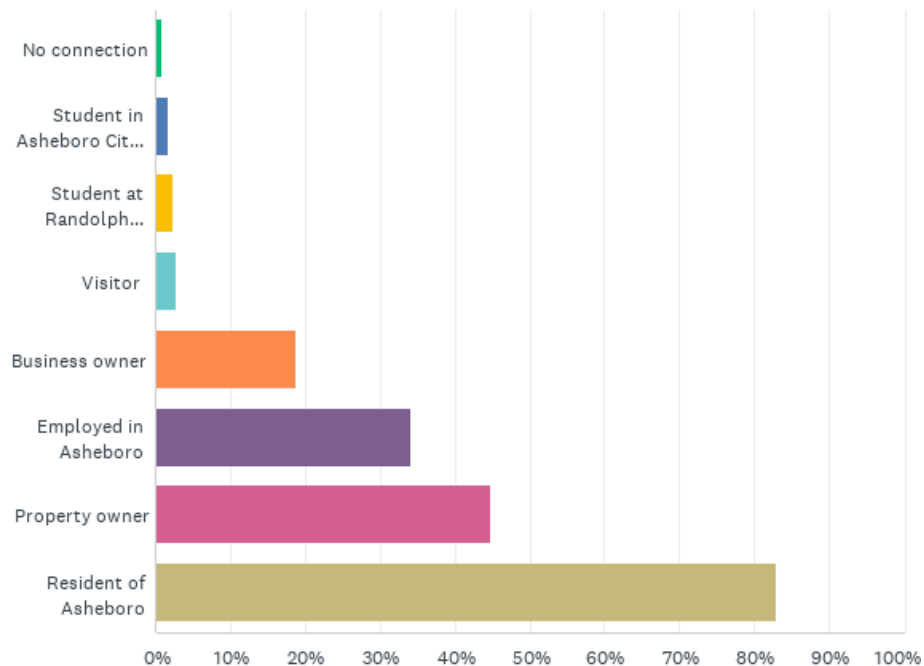
Q6: Are you Spanish, Hispanic, or Latino? If so, with which of the groups below do you identify?

Answered: 283 Skipped: 30

ANSWER CHOICES	RESPONSES	
Puerto Rican	0.00%	0
Cuban	0.00%	0
Chicano	0.35%	1
Cuban-American	0.35%	1
From multiple Spanish, Hispanic, or Latino groups	0.35%	1
Mexican-American	1.06%	3
Some other Spanish, Hispanic, or Latino group	1.06%	3
Mexican	1.41%	4
I am not Spanish, Hispanic, or Latino	96.82%	274
Total Respondents: 283		

Q7: What is your relationship to Asheboro? (check all that apply):

Answered: 223 Skipped: 90



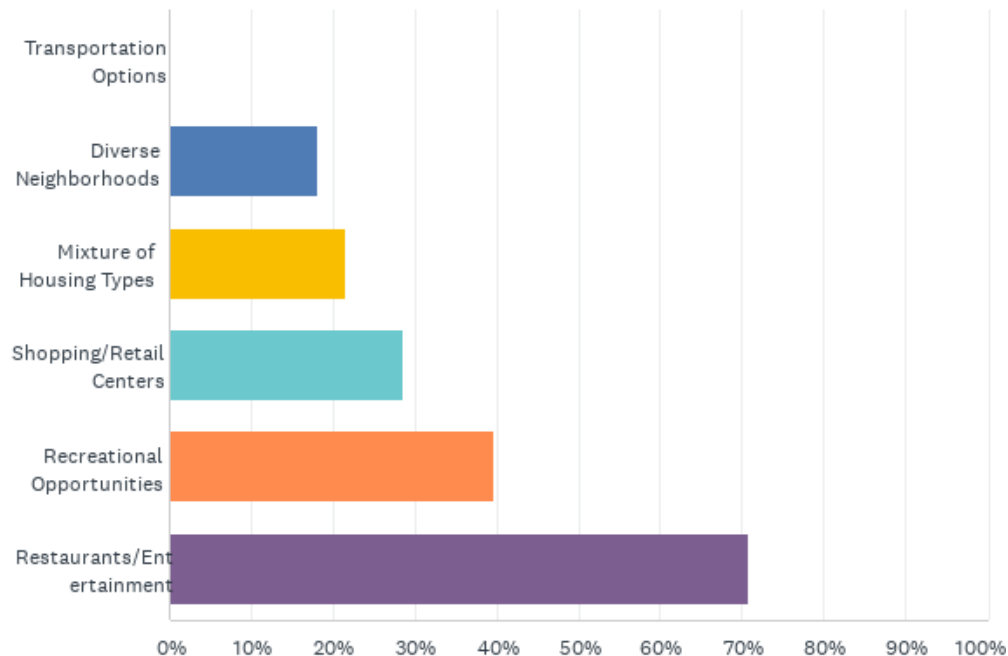
Q7: What is your relationship to Asheboro? (check all that apply):

Answered: 223 Skipped: 90

ANSWER CHOICES	RESPONSES	
No connection	0.90%	2
Student in Asheboro City Schools	1.79%	4
Student at Randolph Community College	2.24%	5
Visitor	2.69%	6
Business owner	18.83%	42
Employed in Asheboro	34.08%	76
Property owner	44.84%	100
Resident of Asheboro	82.96%	185
Total Respondents: 223		

Q8: What do you like most about Asheboro? (check all the apply):

Answered: 144 Skipped: 169



Q8: What do you like most about Asheboro? (check all the apply):

Answered: 144 Skipped: 169

ANSWER CHOICES	RESPONSES	
Transportation Options	0.00%	0
Diverse Neighborhoods	18.06%	26
Mixture of Housing Types	21.53%	31
Shopping/Retail Centers	28.47%	41
Recreational Opportunities	39.58%	57
Restaurants/Entertainment	70.83%	102
Total Respondents: 144		

Q8: What do you like most about Asheboro? Written responses:

Answered: 144 Skipped: 169

- Affordability.
 - Outside of city, lots of green space.
 - Not too small or too big of a town.
 - Quiet small town feel but access to wide range of retailers and restaurants.
 - Small town feel, independent of Greensboro. Friendly. Easy to get to know lots of people. Beginning to come alive in the center.
 - Downtown Asheboro.
 - Laid back, easy lifestyle.
 - Variety of restaurants to pick from, a lot of grocery stores, and disc golf at North Asheboro Park!!!
 - I like how the downtown area has improved, but we could use more restaurants with outdoor seating and more specialty shops other than all the antique stores downtown. Great model is West Jefferson, NC.
 - Close proximity to Greensboro, Winston and interstates.
 - City leadership - a very well-run small town.
 - Proximity to neighboring towns; proximity to NC Zoo; small town
 - Small town sense of community.
 - Downtown.
 - Peaceful, low traffic.
-

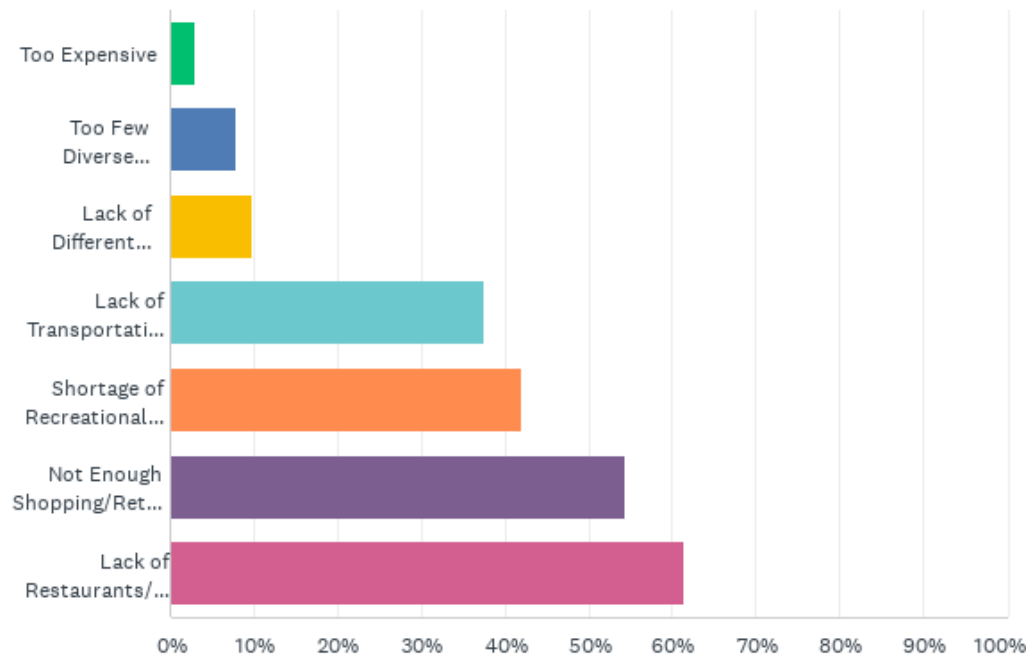
Q8: What do you like most about Asheboro? Written responses, cont.:

Answered: 144 Skipped: 169

- I grew up here.
 - Asheboro's support of the Arts, the restoration and use of the historic Sunset Theatre.
 - I spend majority of my time downtown, it is wonderful to see the change and growth in our downtown community. I'm also eager to see completion of the Zoo City sports plex, a recreational area like this is definitely needed. I'm especially looking forward to using the dog park at the Sportsplex, this is something I feel that Asheboro has needed for a long time.
 - Easy access to other larger cities.
 - Small town, rural nature
 - Small, town community feel. I feel safe here.
 - Not too big yet.
 - Cost of living.
 - I'm not sure why I live here.
-

Q9: What do you like least about Asheboro? (check all that apply):

Answered: 202 Skipped: 111



Q9: What do you like least about Asheboro? (check all that apply):

Answered: 202 Skipped: 111

ANSWER CHOICES	RESPONSES	
Too Expensive	2.97%	6
Too Few Diverse Neighborhoods	7.92%	16
Lack of Different Housing Types	9.90%	20
Lack of Transportation Options	37.62%	76
Shortage of Recreational Opportunities	42.08%	85
Not Enough Shopping/Retail Centers	54.46%	110
Lack of Restaurants/Entertainment	61.39%	124
Total Respondents: 202		

Q9: What do you like least about Asheboro? Written responses:

Answered: 202 Skipped: 111

- Green space disappearing.
 - Roads are in need of repair.
 - No transportation for medical care.
 - No activities for ages 20-35 years and the elderly population.
 - other than downtown, unattractive businesses and neighborhoods
 - No dedicated bike paths through town.
 - Need more signage to direct people off of I-73/74 and US 64 to Downtown.
 - Lack of zoning to keep residential neighborhoods solid and intact.
 - Traffic on US 64.
 - People on the East Side feel left out.
 - Not pedestrian or bike friendly.
-

Q9: What do you like least about Asheboro? Written responses, cont.:

Answered: 202 Skipped: 111

- Deteriorating infrastructure/sidewalks/streets/buildings.
- Anything that can be done by the city to make downtown better, I'm all for it!! Fair market living + more restaurants & bars & live music!!
- Other than a disappointing lack of reliable transportation options, none of the above apply to my areas of dissatisfaction with Asheboro.
- Asheboro tends to have a repetition of the same types of businesses. For example, we have so many cafe/coffee shops all within a small radius of each other.
- We need sidewalks. Our kids cross the street after school and walk in the grass along hwy 64. We have no public transportation at all. Most of the restaurants in town are old and in need of major repairs. Roads in town have huge pot holes.

Q10: Think about Asheboro in 2035. What words describe this future Asheboro? Enter comments below.

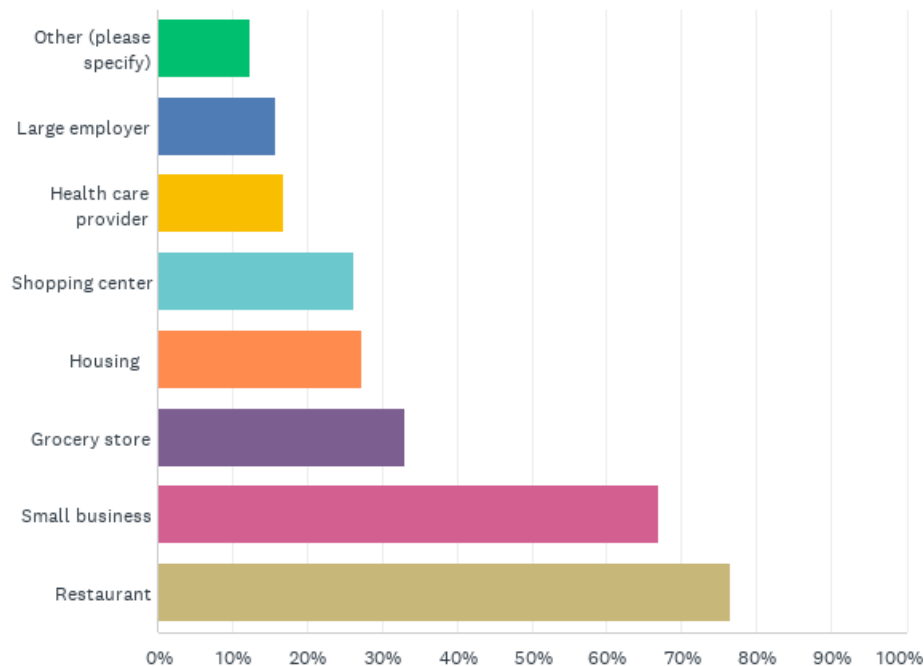
- Hopefully not a small town. Like to see some growth and bigger restaurants come. Something besides fast food and car washes.
 - Probably about the Same as the last 50, though probably even more diverse.
 - Public transportation; diversity & acceptance; expanded cultural and arts events
 - If we don't restore a manufacturing base to our economy we will dry up and blow away. Or worse become a bedroom community to Greensboro.
 - Fewer fast food and convenience stores. More major restaurants, more manufacturing job opportunities.
 - Still no new restaurants.
 - Sustainable growth. Green spaces.
-

Q10: Think about Asheboro in 2035. What words describe this future Asheboro? Enter comments below.

- I'd like to see Asheboro model itself after places like Mebane or Kernersville. In other words, I want Asheboro to maintain it's small town feel and cater to people who want to live apart from where they work... like a bedroom community. I'd like to see some more retail opportunities - nothing too fancy, but more diverse. I find myself at Marshall's and Hobby Lobby every weekend. It would be nice if there was at least a couple of other places shopping.
 - Needs more senior housing choices.
 - Accommodating to all
 - Somewhere that is working to not only keep but attract younger more diverse citizens. Increased trails and outdoor recreation options. More diversity in restaurants and ways to meet people.
 - I want Asheboro that has affordable housing and healthcare for EVERYONE, with better sidewalks, bike lanes, and options for public transportation.
-

Q11: If applicable, where would you like to see residential, commercial, office, industrial, other development built or redevelopment occur? Please also identify on the interactive map. (Draw a shape on the map associated with each desired land use.)A. Downtown & Surrounding Areas

Answered: 209 Skipped: 104



Q11: If applicable, where would you like to see residential, commercial, office, industrial, other development built or redevelopment occur? Please also identify on the interactive map. (Draw a shape on the map associated with each desired land use.)A. Downtown & Surrounding Areas

Answered: 209 Skipped: 104

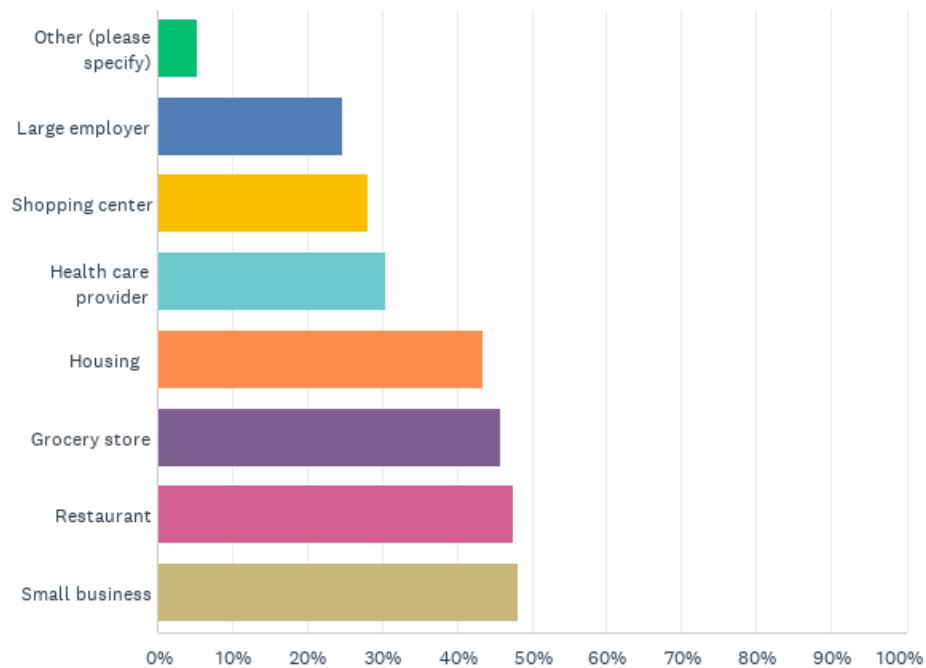
ANSWER CHOICES	RESPONSES	
Other (please specify)	12.44%	26
Large employer	15.79%	33
Health care provider	16.75%	35
Shopping center	26.32%	55
Housing	27.27%	57
Grocery store	33.01%	69
Small business	66.99%	140
Restaurant	76.56%	160
Total Respondents: 209		

A. Downtown & Surrounding Areas

- Nice to redevelop empty factories or warehouses.
 - Tourism office.
 - Permanent public restrooms.
 - Senior housing community that is not assisted living/skilled nursing for those who want to age in a nice townhome community. Also need a nice venue for weddings, class reunions, etc.
 - Residential.
 - Recreation, learning opportunities for children.
 - Live music restaurant/bars.
 - Dog park.
 - Large park.
 - Smaller businesses....downtown hardware, nursery, grocery.
 - Mixed use, housing above shop/restaurants.
 - Use of the historic courthouse to not only include the new history center but a possible small venue for lectures, programs and historical theatre events.
 - More specialty stores.
 - The Mill to be finished and include a Food Hall (ex. Morgan Street Food Hall in Raleigh, NC).
 - Indoors "parks" for special needs kids.
-

Q12: B. Eastside

Answered: 170 Skipped: 143



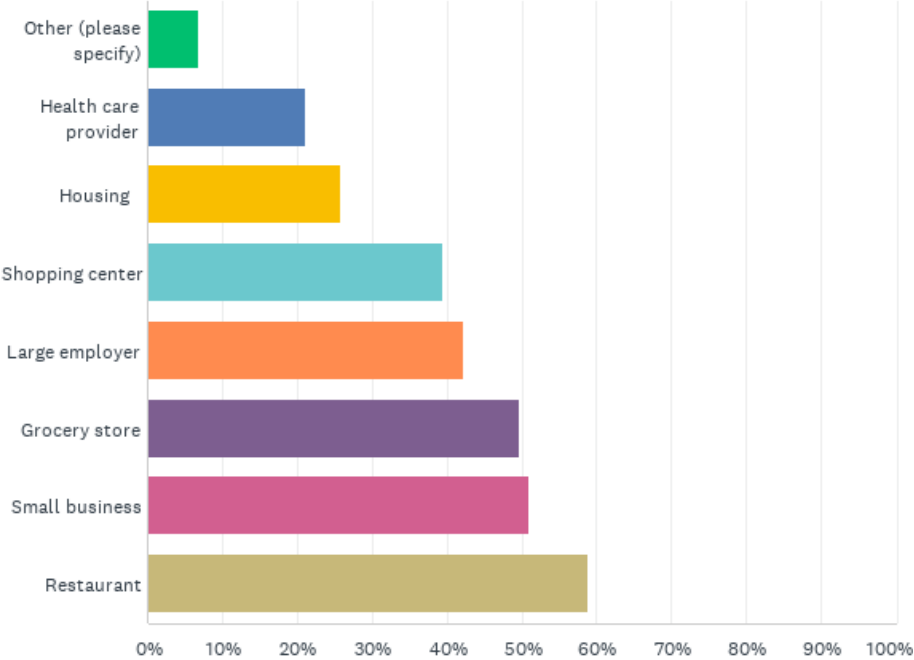
Q12: B. Eastside

Answered: 170 Skipped: 143

ANSWER CHOICES	RESPONSES	
Other (please specify)	5.29%	9
Large employer	24.71%	42
Shopping center	28.24%	48
Health care provider	30.59%	52
Housing	43.53%	74
Grocery store	45.88%	78
Restaurant	47.65%	81
Small business	48.24%	82
Total Respondents: 170		

Q13: C. North Asheboro

Answered: 175 Skipped: 138



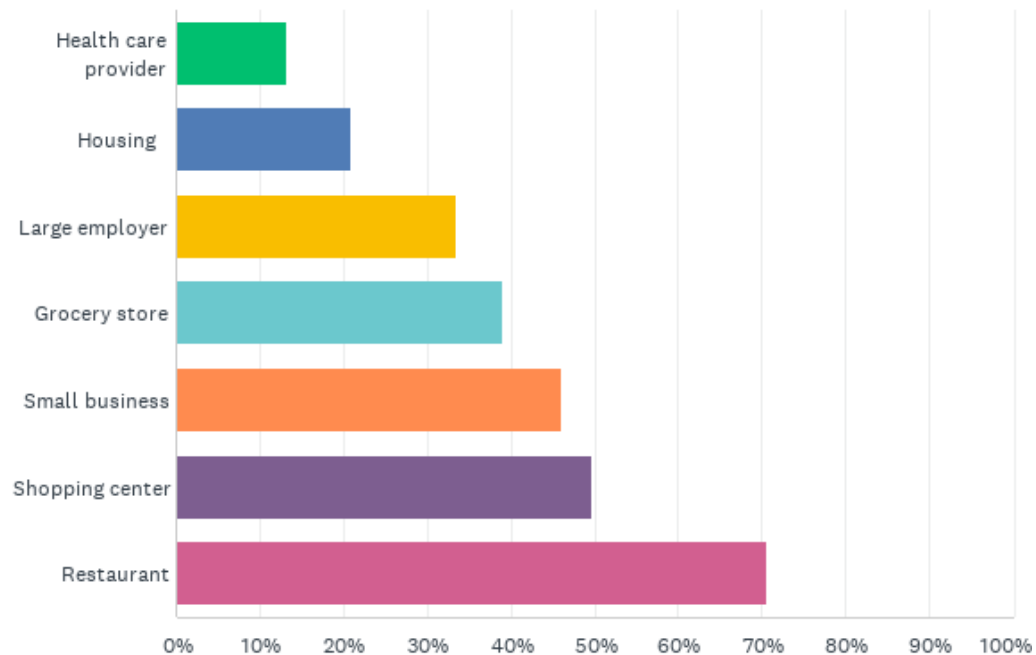
Q13: C. North Asheboro

Answered: 175 Skipped: 138

ANSWER CHOICES	RESPONSES	
Other (please specify)	6.86%	12
Health care provider	21.14%	37
Housing	25.71%	45
Shopping center	39.43%	69
Large employer	42.29%	74
Grocery store	49.71%	87
Small business	50.86%	89
Restaurant	58.86%	103
Total Respondents: 175		

Q14: D. Dixie Drive & South Asheboro (towards Asheboro Bypass)

Answered: 167 Skipped: 146



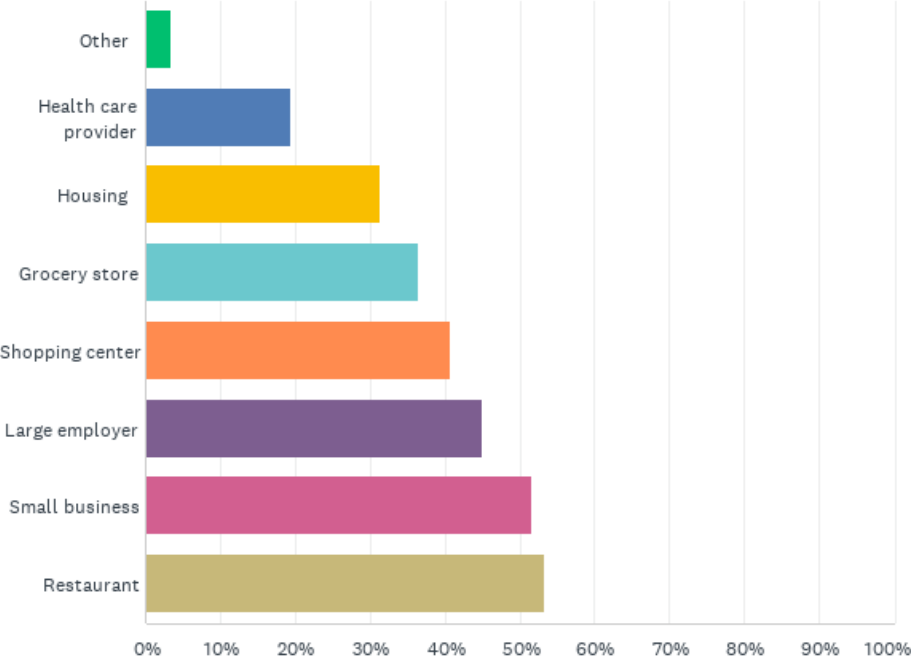
Q14: D. Dixie Drive & South Asheboro (towards Asheboro Bypass)

Answered: 167 Skipped: 146

ANSWER CHOICES	RESPONSES	
Health care provider	13.17%	22
Housing	20.96%	35
Large employer	33.53%	56
Grocery store	38.92%	65
Small business	46.11%	77
Shopping center	49.70%	83
Restaurant	70.66%	118
Total Respondents: 167		

Q15: E. Other Location

Answered: 118 Skipped: 195



Q15: E. Other Location

Answered: 118 Skipped: 195

ANSWER CHOICES	RESPONSES	
Other	3.39%	4
Health care provider	19.49%	23
Housing	31.36%	37
Grocery store	36.44%	43
Shopping center	40.68%	48
Large employer	44.92%	53
Small business	51.69%	61
Restaurant	53.39%	63
Total Respondents: 118		

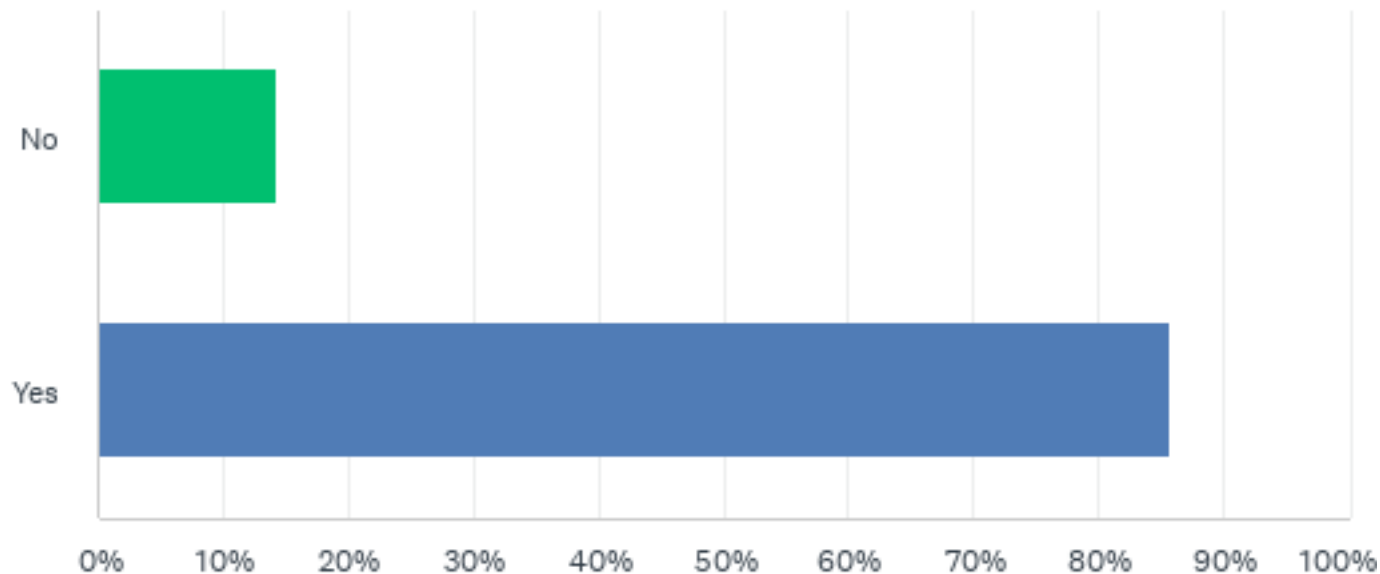
Q15: E. Other Location

Answered: 118 Skipped: 195

- West Asheboro
 - Randolph Mall
 - Bypass to town on Sunset Drive
 - Northwest Asheboro
 - Westside, Multi-family and low income
 - US 64 east
 - 73/74 interchanges
 - Along 64 loop and Zoo Connector
-

Q16: Would you support carefully planned commercial development near the NC Zoo that would help to make it more of an overnight destination?

Answered: 188 Skipped: 125



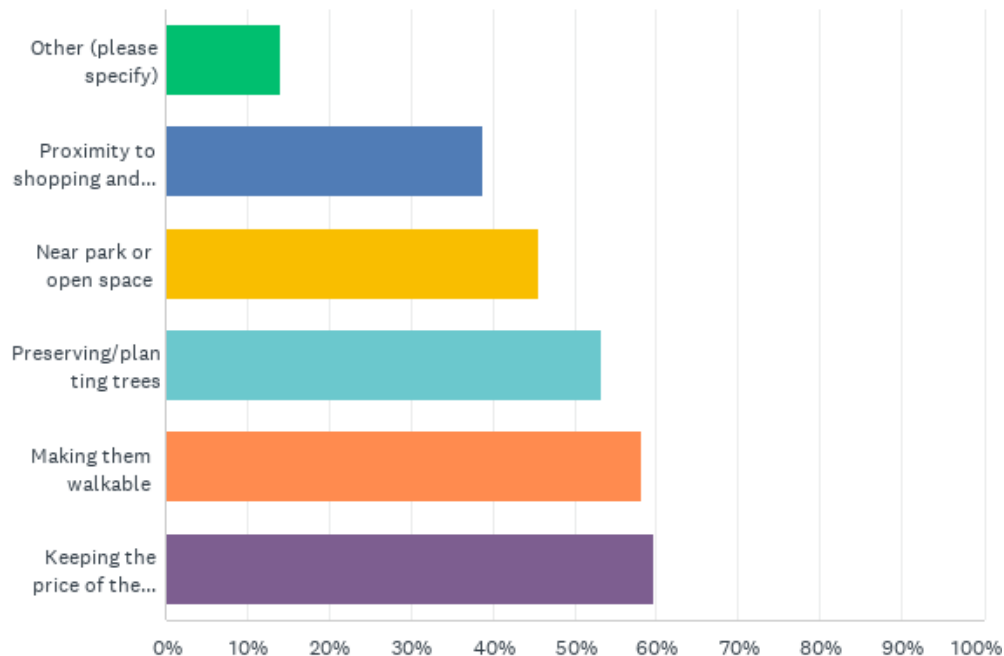
Q16: Would you support carefully planned commercial development near the NC Zoo that would help to make it more of an overnight destination?

Answered: 188 Skipped: 125

ANSWER CHOICES	RESPONSES	
No	14.36%	27
Yes	85.64%	161
TOTAL		188

Q17: What is most important in new neighborhoods? (check all that apply):

Answered: 191 Skipped: 122



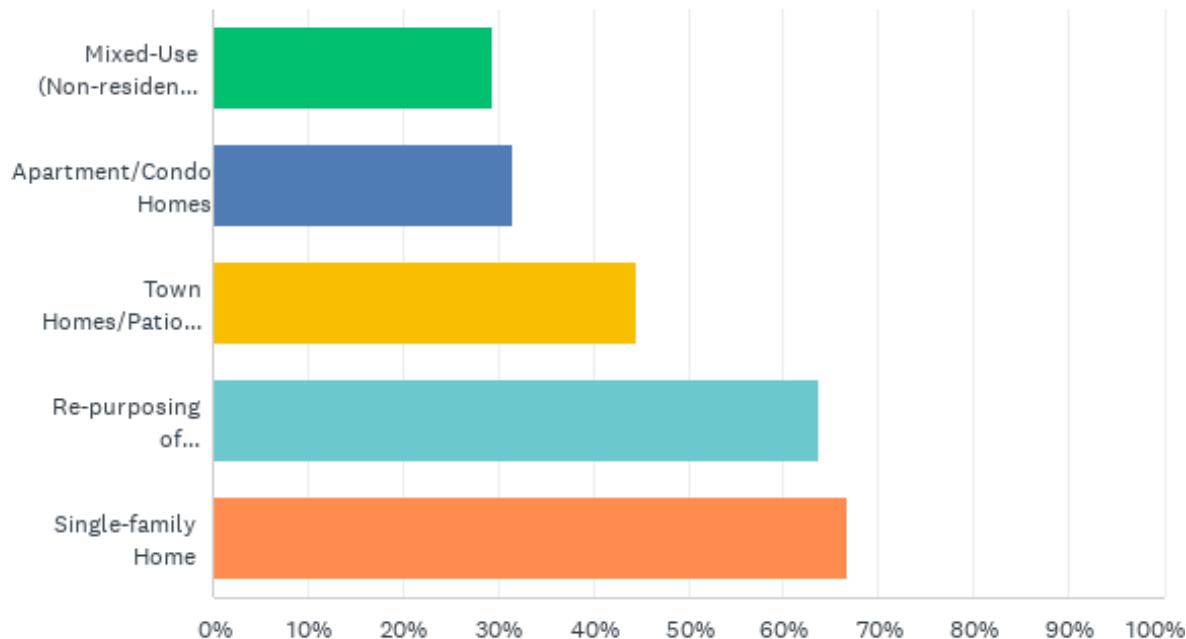
Q17: What is most important in new neighborhoods? (check all that apply):

Answered: 191 Skipped: 122

ANSWER CHOICES	RESPONSES	
Other (please specify)	14.14%	27
Proximity to shopping and services	38.74%	74
Near park or open space	45.55%	87
Preserving/planting trees	53.40%	102
Making them walkable	58.12%	111
Keeping the price of the homes as affordable as possible	59.69%	114
Total Respondents: 191		

Q21: How can we best meet the future housing needs of our community? Encourage more (check all that apply):

Answered: 177 Skipped: 136



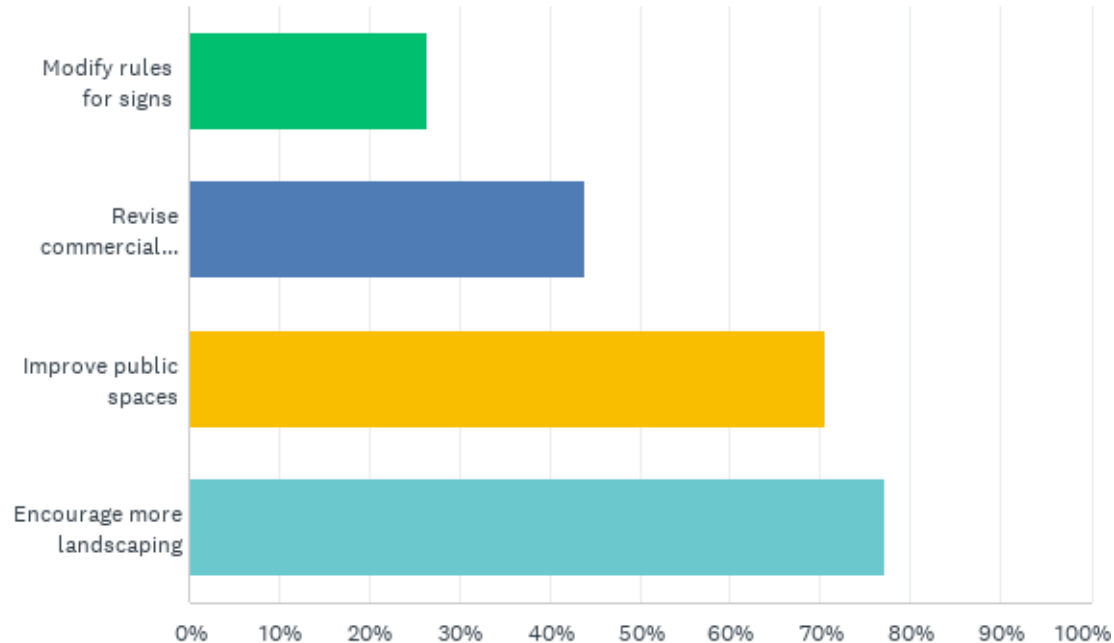
Q21: How can we best meet the future housing needs of our community? Encourage more (check all that apply):

Answered: 177 Skipped: 136

ANSWER CHOICES	RESPONSES	
Mixed-Use (Non-residential and residential)	29.38%	52
Apartment/Condo Homes	31.64%	56
Town Homes/Patio Homes	44.63%	79
Re-purposing of underutilized structures	63.84%	113
Single-family Home	66.67%	118
Total Respondents: 177		

Q22: How would you improve Asheboro's physical appearance? (check all that apply):

Answered: 166 Skipped: 147



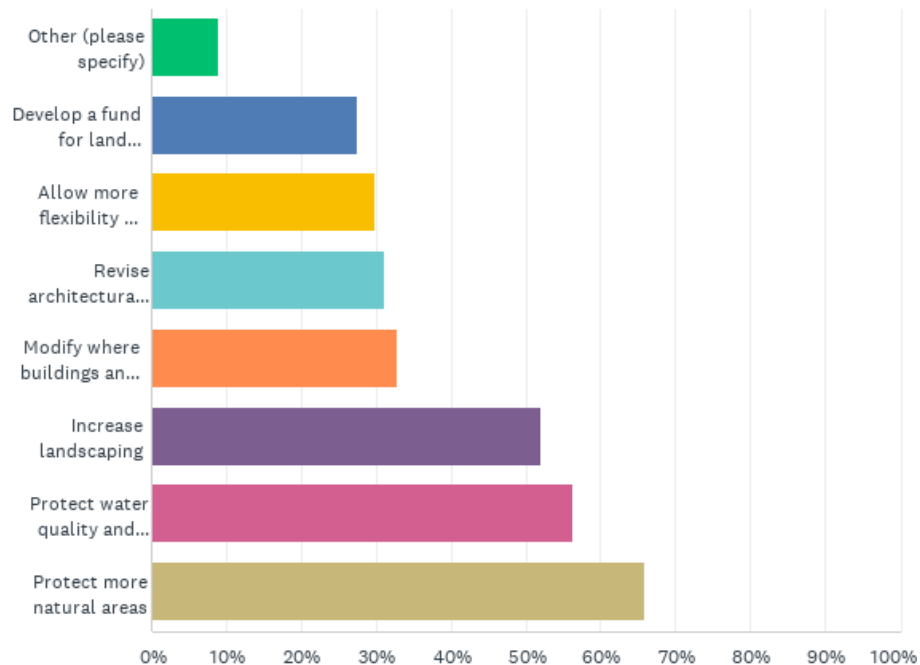
Q22: How would you improve Asheboro's physical appearance? (check all that apply):

Answered: 166 Skipped: 147

ANSWER CHOICES	RESPONSES	
Modify rules for signs	26.51%	44
Revise commercial building design standards	43.98%	73
Improve public spaces	70.48%	117
Encourage more landscaping	77.11%	128
Total Respondents: 166		

Q23: What should the City of Asheboro do to help preserve natural resources? (check all that apply):

Answered: 167 Skipped: 146



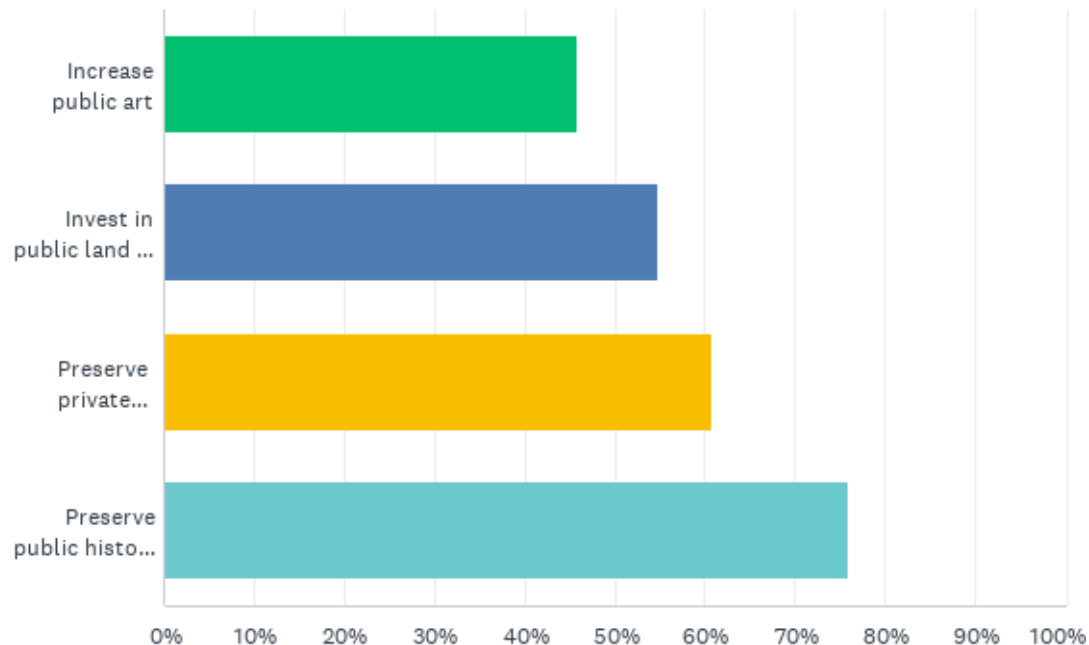
Q23: What should the City of Asheboro do to help preserve natural resources? (check all that apply):

Answered: 167 Skipped: 146

ANSWER CHOICES	RESPONSES	
Other (please specify)	8.98%	15
Develop a fund for land acquisition	27.54%	46
Allow more flexibility in development regulations	29.94%	50
Revise architectural standards	31.14%	52
Modify where buildings and parking are allowed on commercial properties	32.93%	55
Increase landscaping	52.10%	87
Protect water quality and open space through the development regulations	56.29%	94
Protect more natural areas	65.87%	110
Total Respondents: 167		

Q24: What cultural or historic resources should be a focus of the city? (check all that apply):

Answered: 166 Skipped: 147



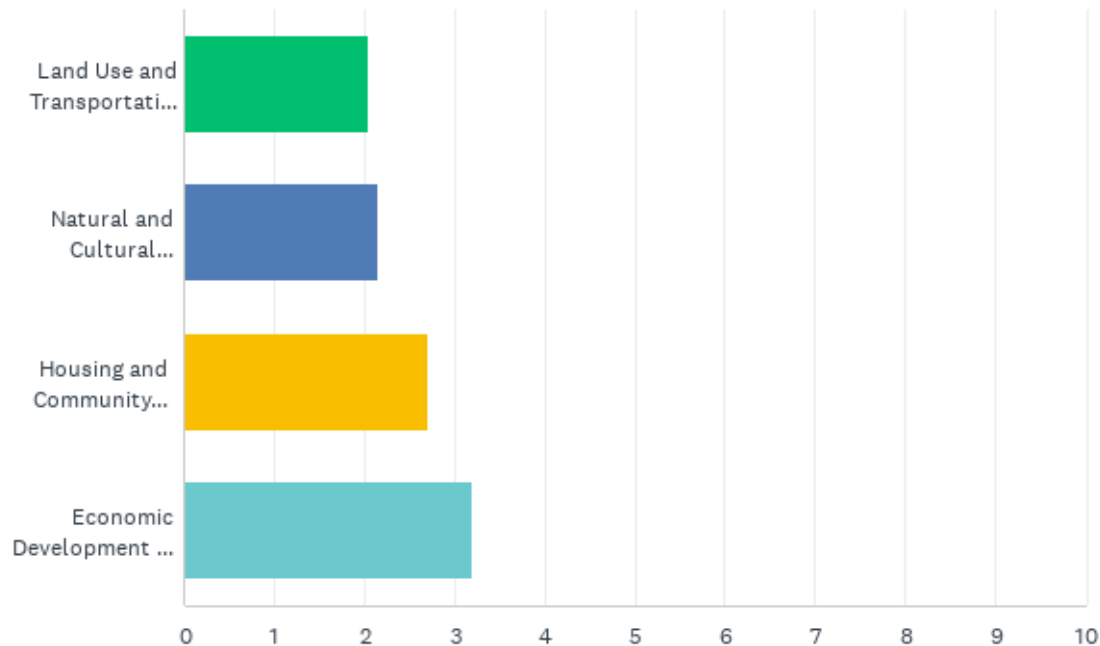
Q24: What cultural or historic resources should be a focus of the city? (check all that apply):

Answered: 166 Skipped: 147

ANSWER CHOICES	RESPONSES	
Increase public art	45.78%	76
Invest in public land and spaces	54.82%	91
Preserve private historic buildings	60.84%	101
Preserve public historic buildings	75.90%	126
Total Respondents: 166		

Q25: Please rank, with 1 being most important and 4 being least important, the following issues that city leaders should prioritize:

Answered: 176 Skipped: 137



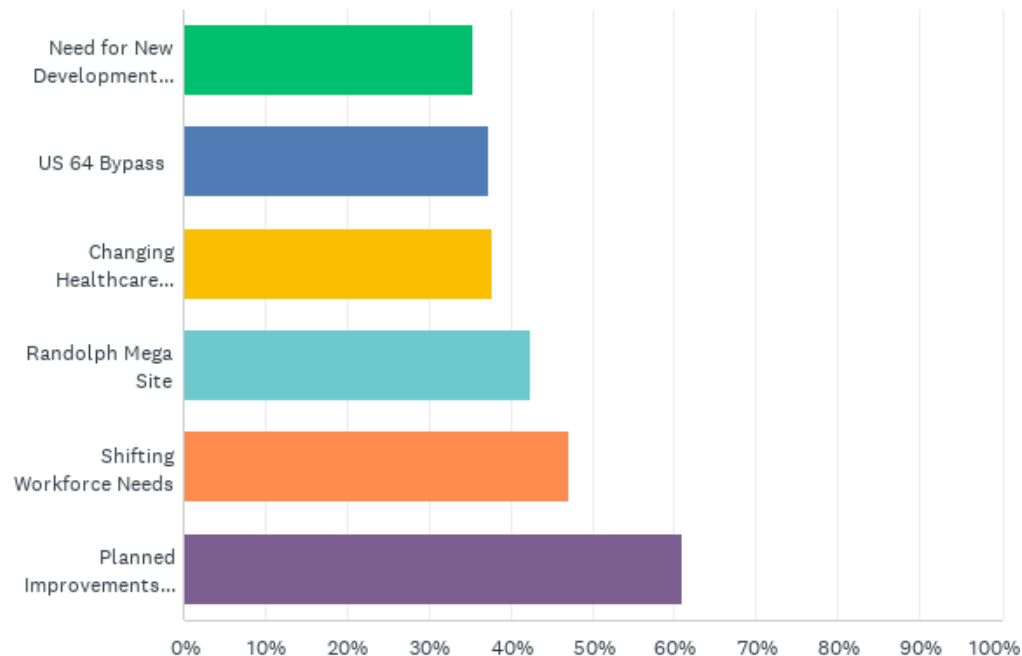
Q25: Please rank, with 1 being most important and 4 being least important, the following issues that city leaders should prioritize:

Answered: 176 Skipped: 137

	1	2	3	4	TOTAL	SCORE
Land Use and Transportation Planning	8.19% 14	24.56% 42	30.99% 53	36.26% 62	171	2.05
Natural and Cultural Resource Preservation	15.12% 26	21.51% 37	27.91% 48	35.47% 61	172	2.16
Housing and Community Appearance	20.35% 35	40.70% 70	27.91% 48	11.05% 19	172	2.70
Economic Development and Growth	59.51% 97	14.72% 24	12.27% 20	13.50% 22	163	3.20

Q26: What factors do you believe will affect Asheboro's economy in the next 10-15 years? (check all that apply):

Answered: 172 Skipped: 141



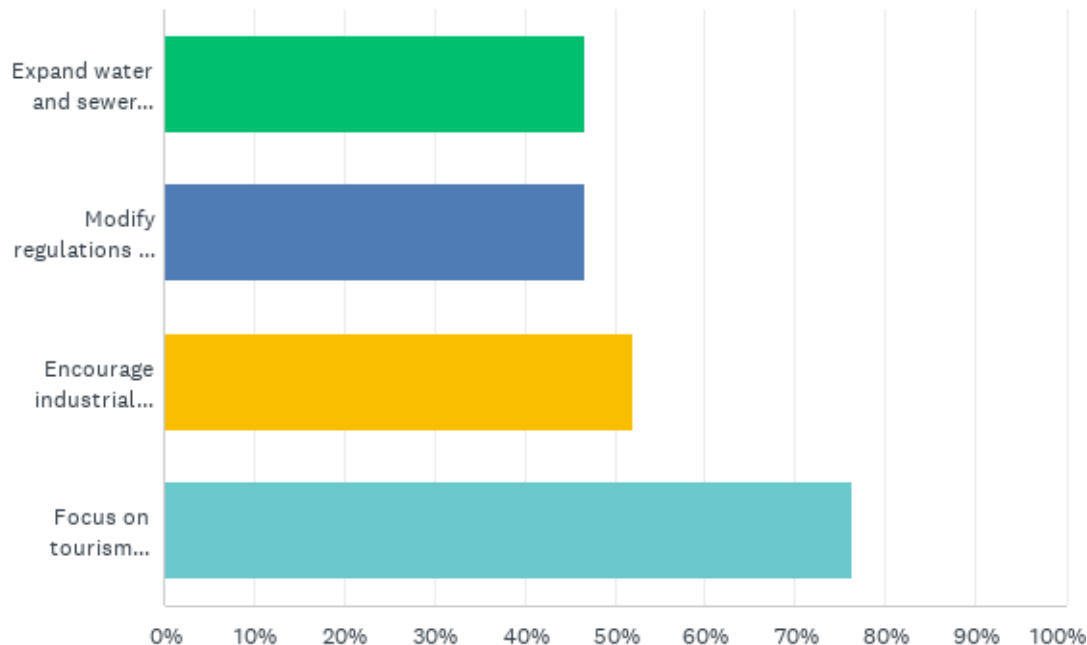
Q26: What factors do you believe will affect Asheboro's economy in the next 10-15 years? (check all that apply):

Answered: 172 Skipped: 141

ANSWER CHOICES	RESPONSES	
Need for New Development Sites	35.47%	61
US 64 Bypass	37.21%	64
Changing Healthcare Environment	37.79%	65
Randolph Mega Site	42.44%	73
Shifting Workforce Needs	47.09%	81
Planned Improvements to the NC Zoo	61.05%	105
Total Respondents: 172		

Q27: What initiatives should be used to support economic growth (check all that apply)?

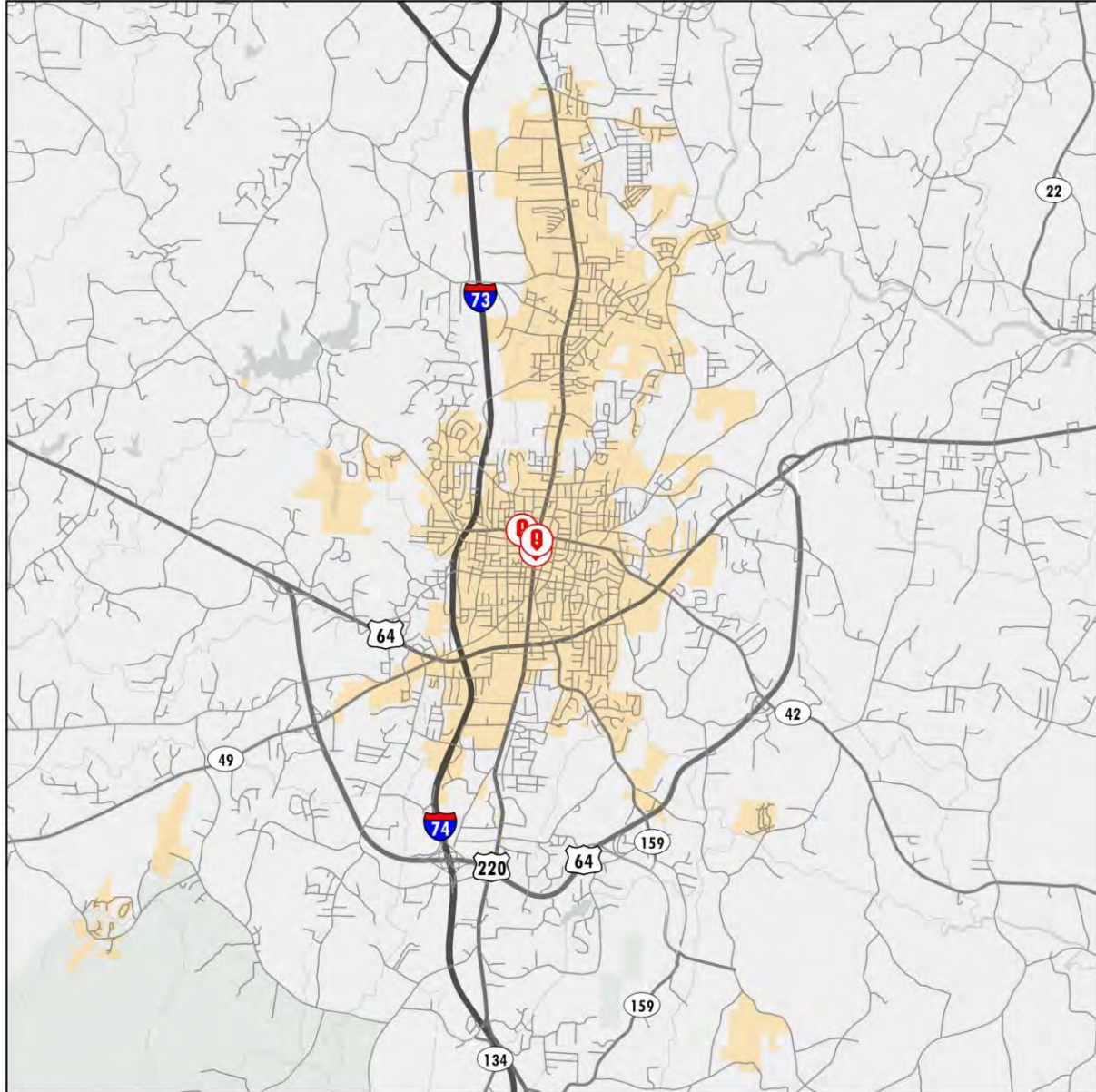
Answered: 169 Skipped: 144



Q27: What initiatives should be used to support economic growth (check all that apply)?

Answered: 169 Skipped: 144

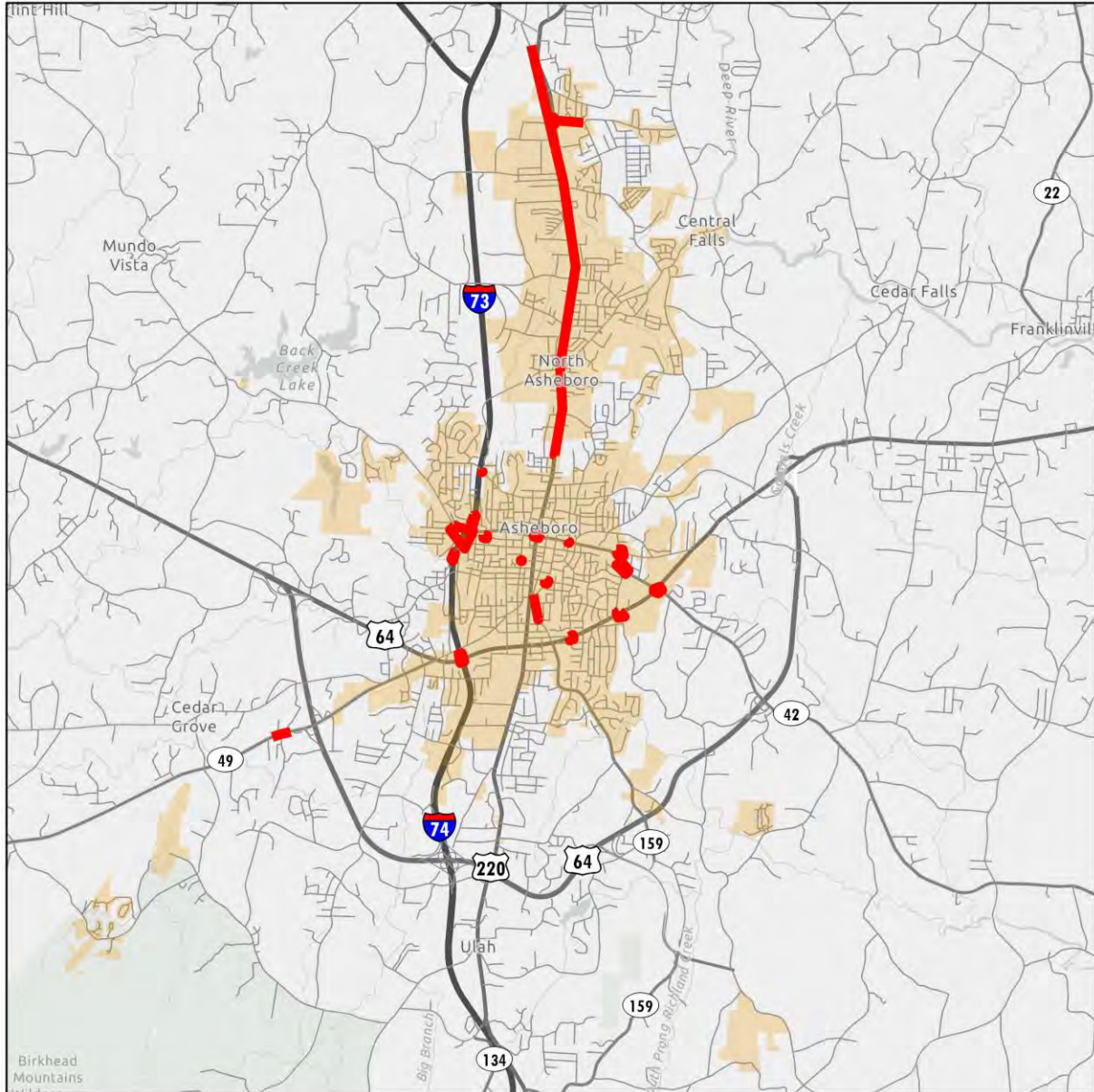
ANSWER CHOICES	RESPONSES	
Expand water and sewer service area	46.75%	79
Modify regulations to be more business friendly	46.75%	79
Encourage industrial development	52.07%	88
Focus on tourism opportunities to take advantage of the Zoo and other assets	76.33%	129
Total Respondents: 169		

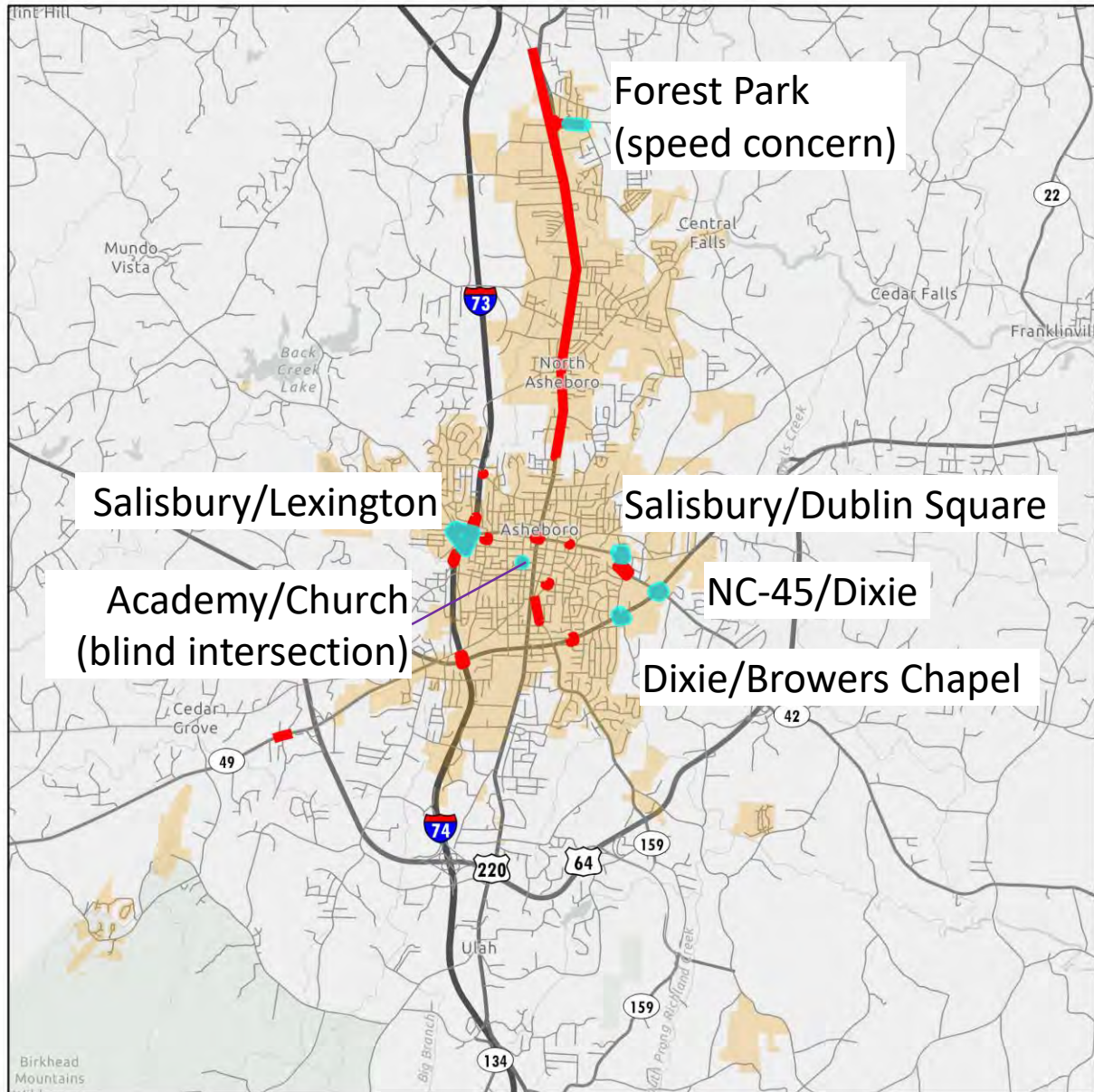


General Comments

- Pocket park to commemorate Old Plank Rd
- Commercial use for old train depot
- Traffic calming along Fayetteville Street

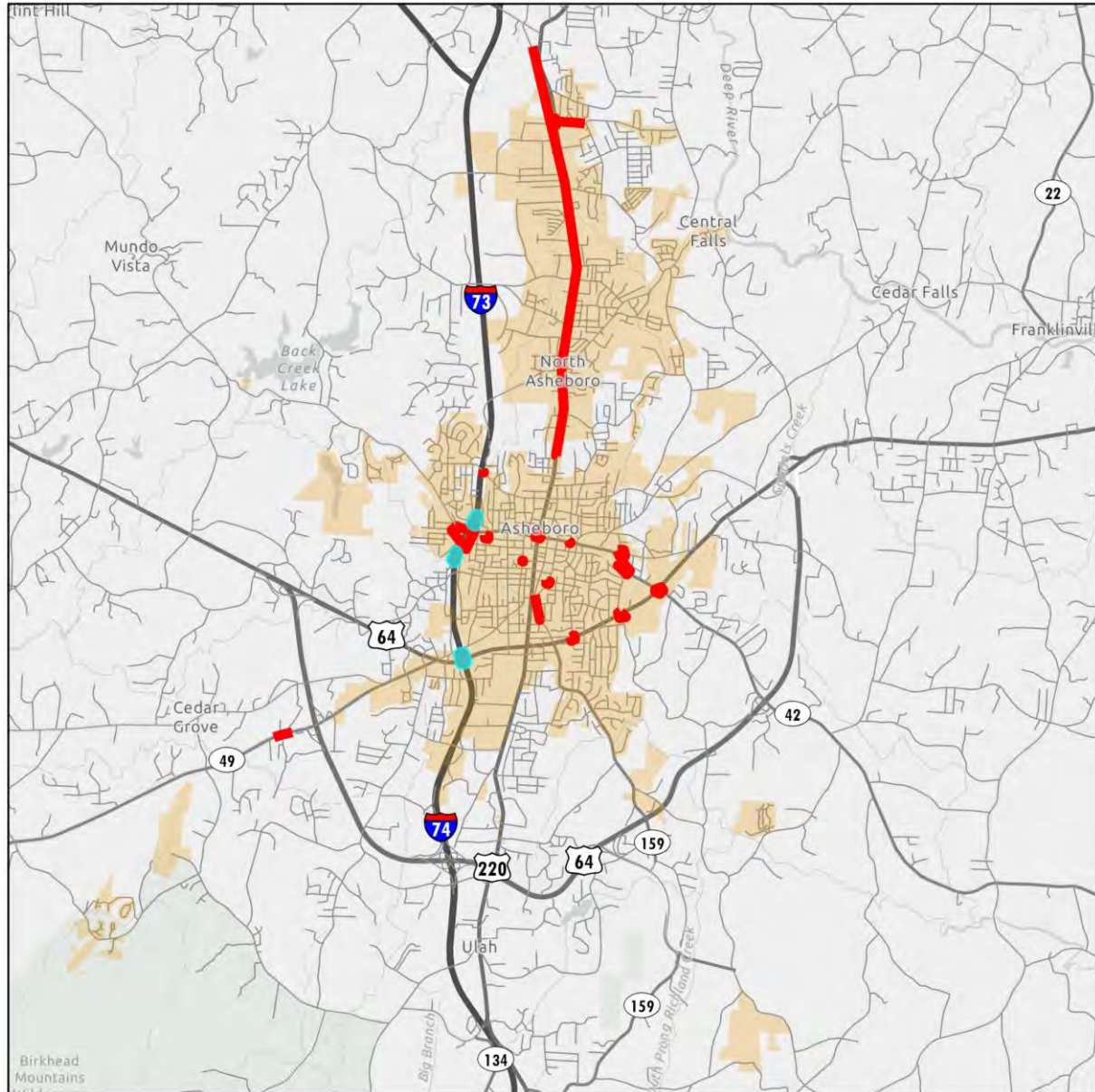
Transportation Improvements





Transportation Improvements

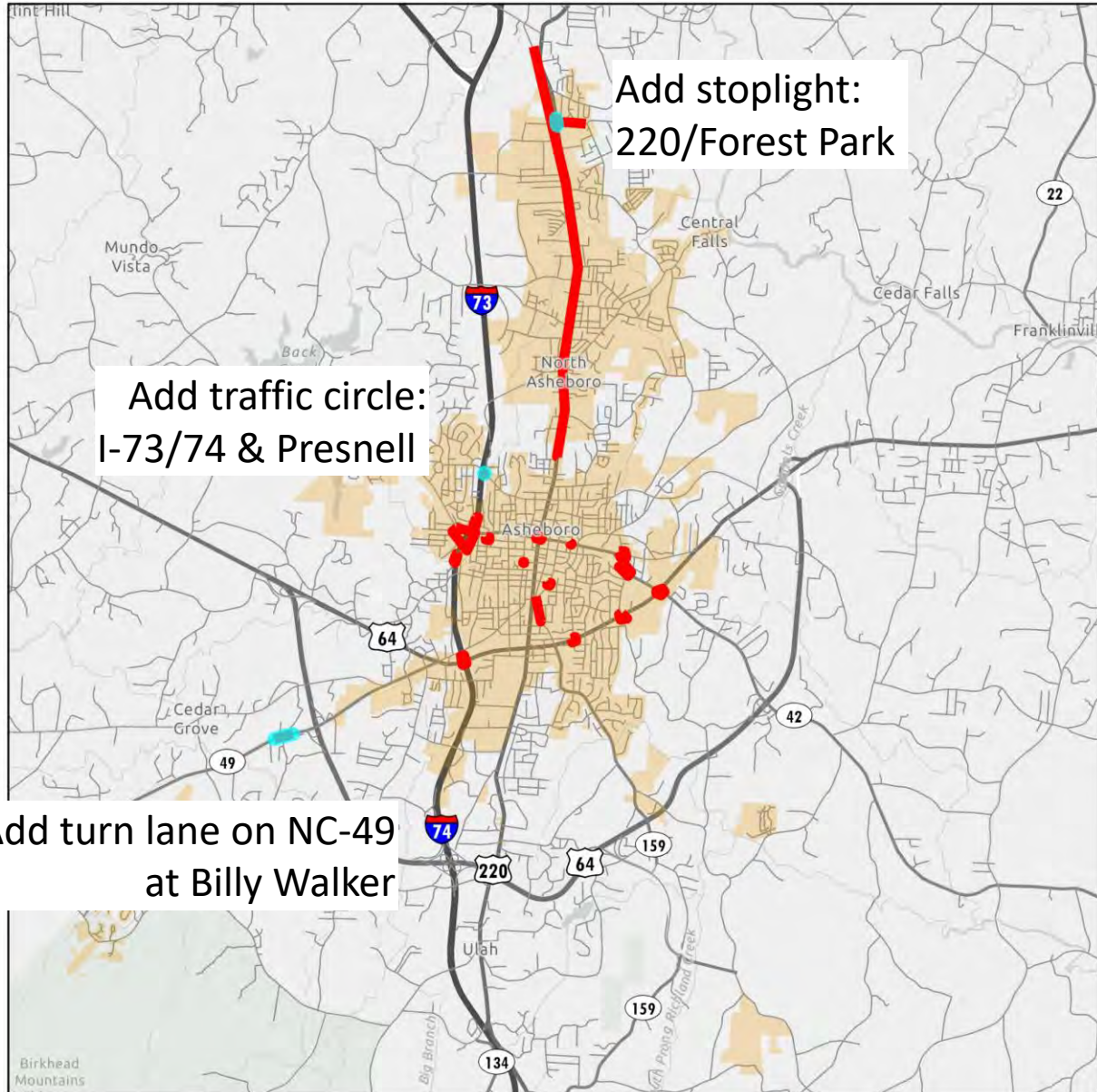
- Safety Concerns

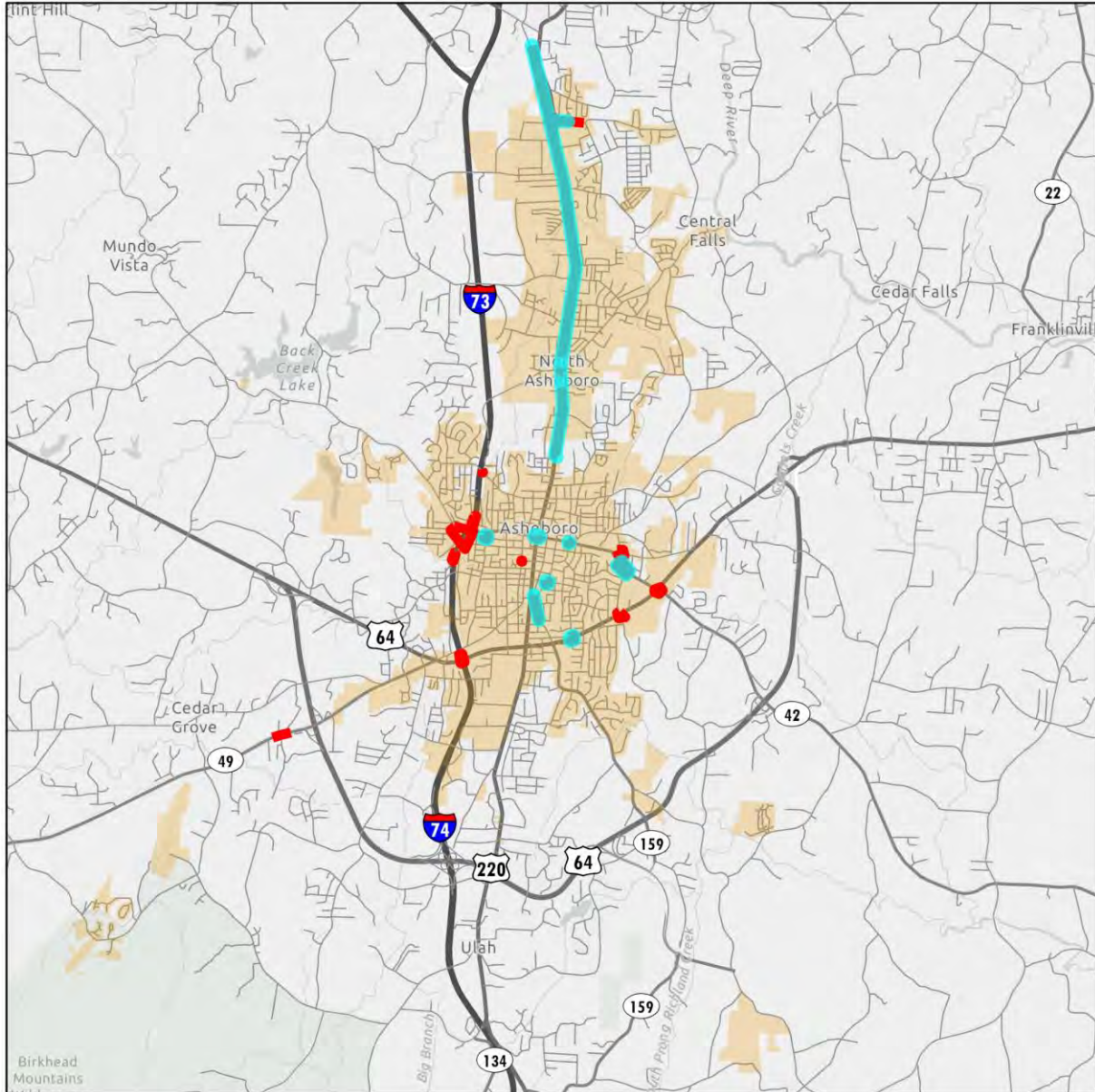


Transportation Improvements

- Merging issues along I-73/74

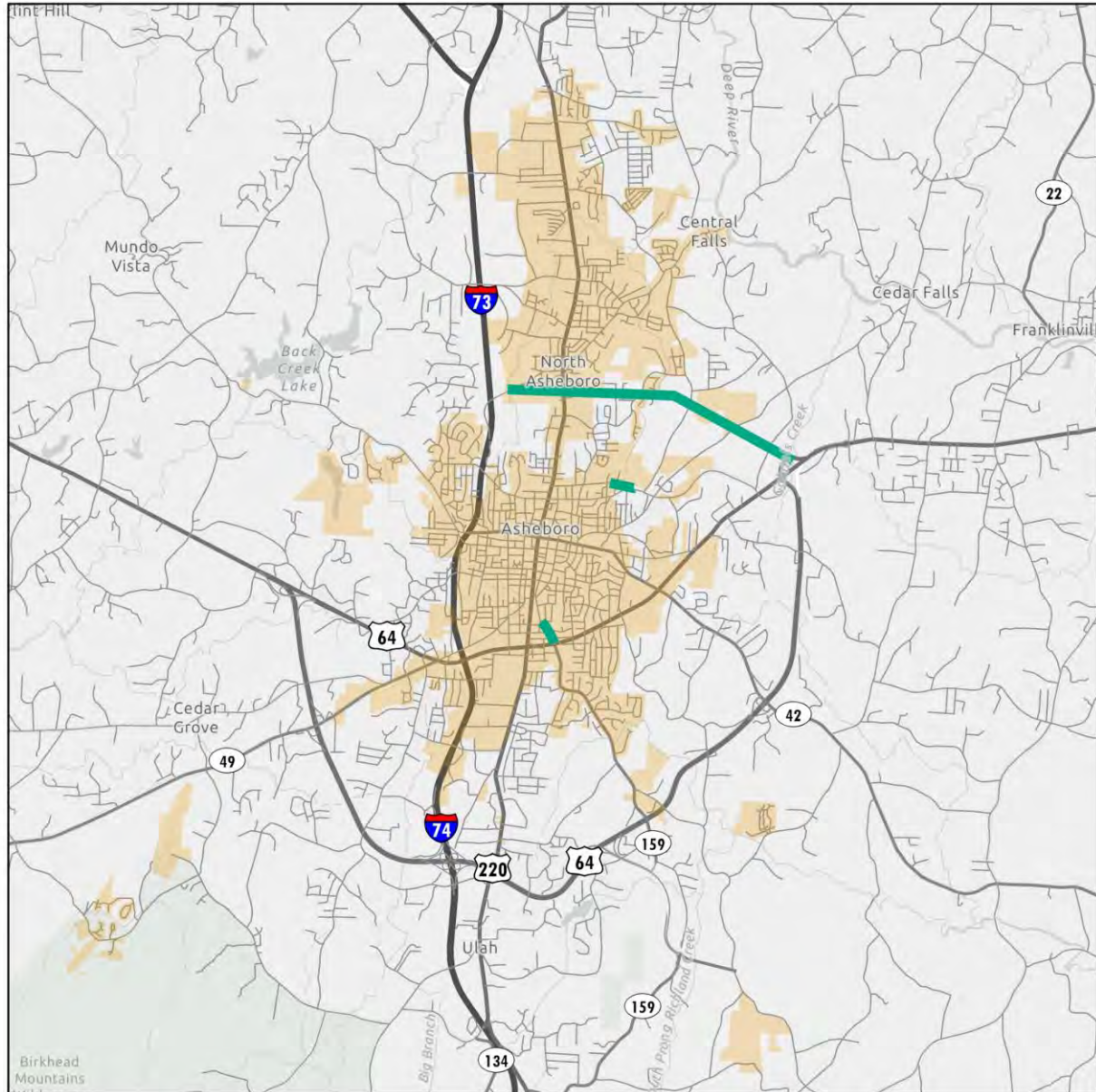
Transportation Improvements





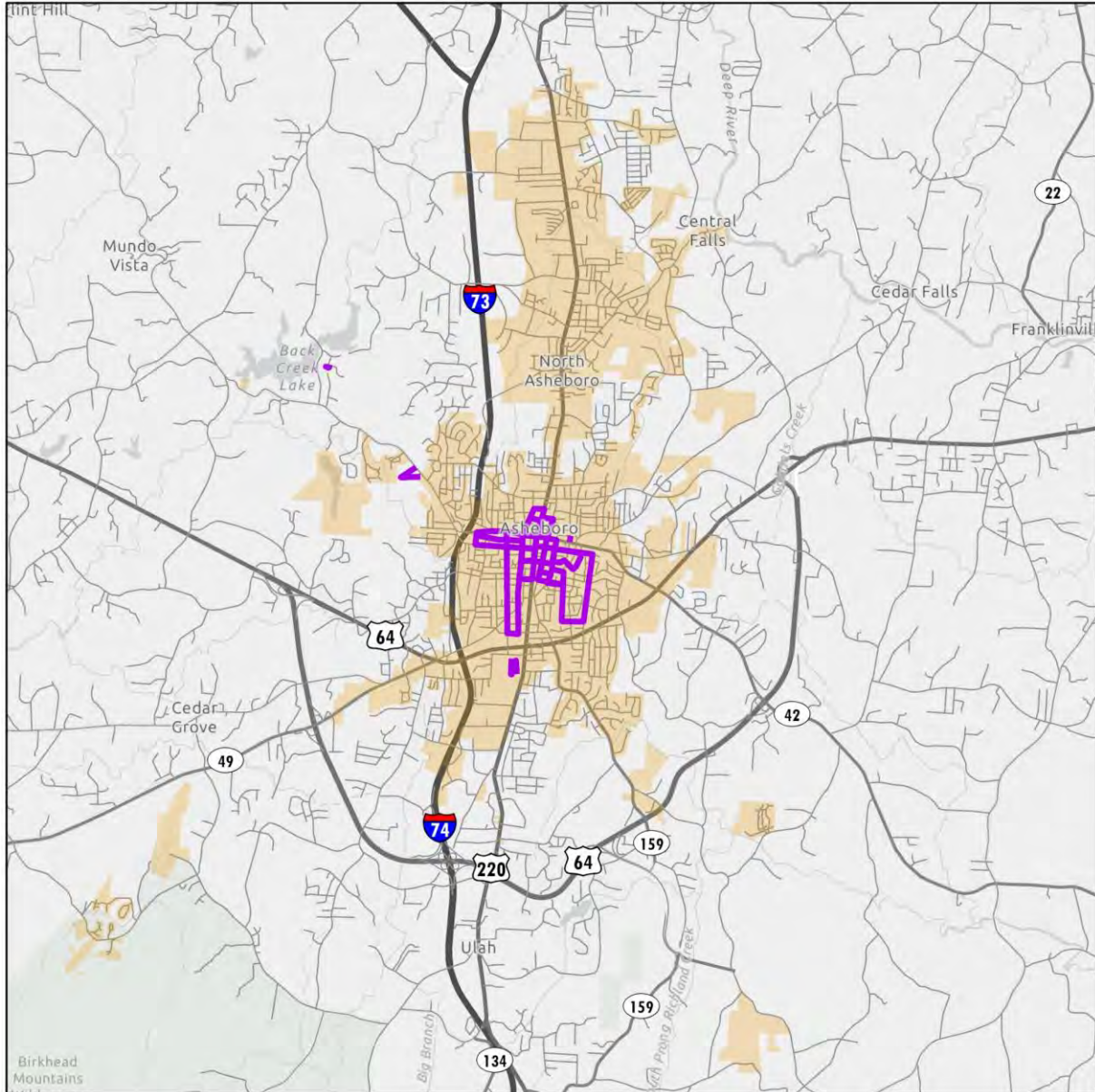
Transportation Improvements

- General improvements:
 - 220-Business
 - S Cox St
 - Forest Park Dr
 - NC-42
 - Dixie Dr/Cliff Rd
 - Salisbury/Fayetteville
 - Salisbury/Elm
 - Hoover/Cherry
 - Kivett/Main



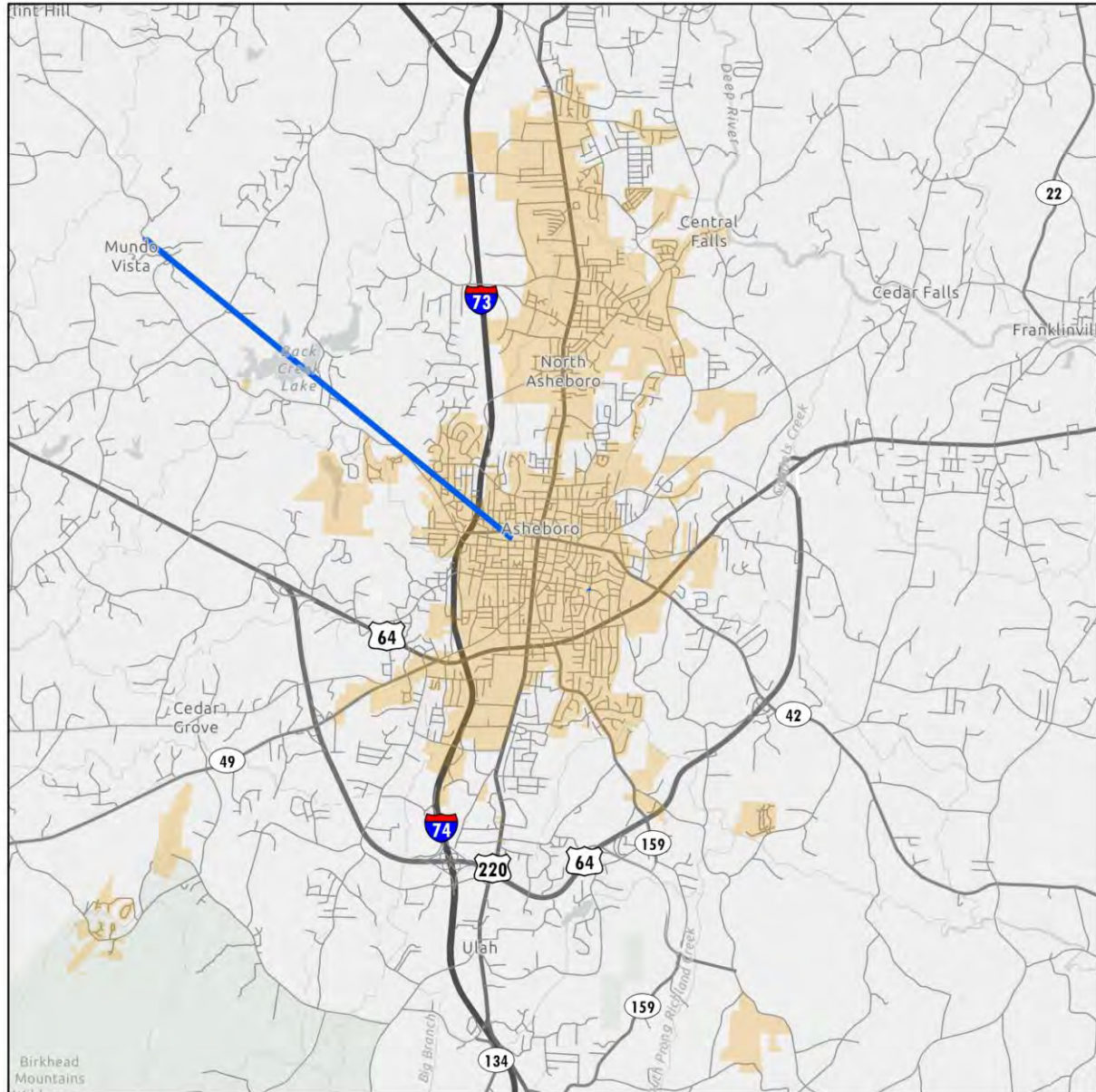
Missing Transportation Links

- Connect I-73/74 to US-64
- Extend E Pritchard St to E Presnell St
- S Cox St



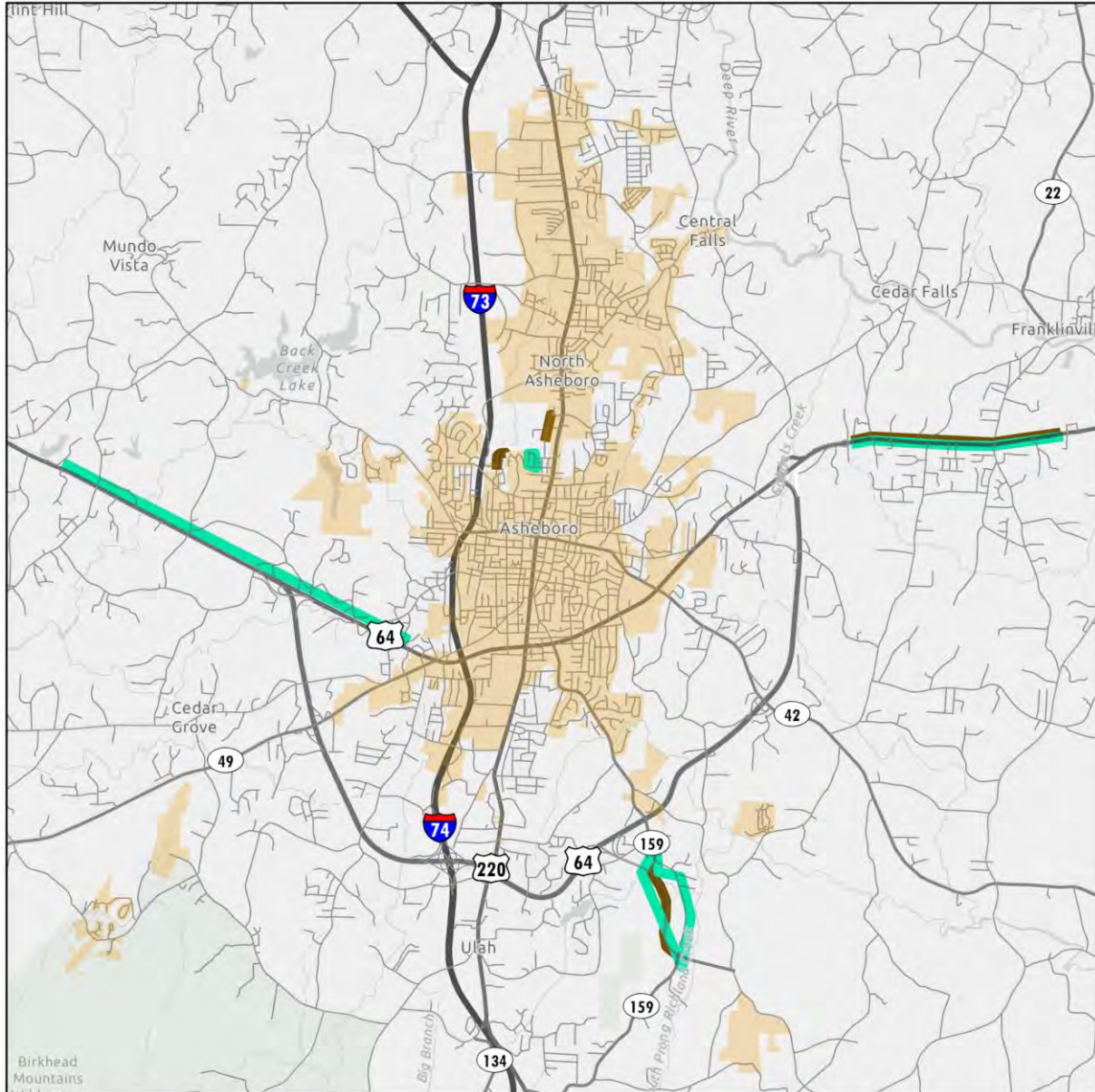
Where do you walk?

- Need for sidewalks along:
 - Church St
 - Elm St



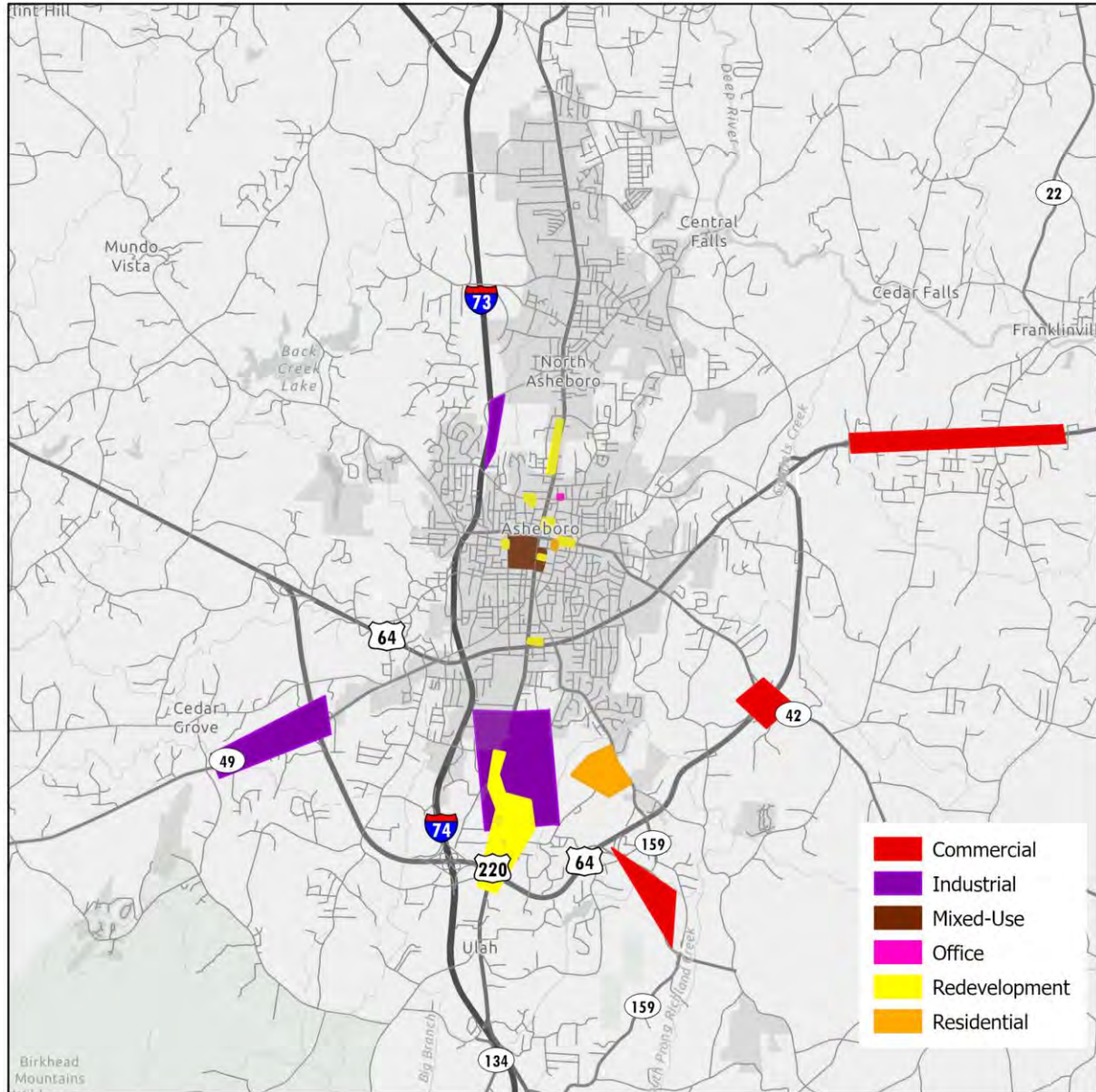
Where do you bicycle?

- (No comments given)



Utilities

- **Extend Water:** 
 - Zoo Connector
 - US-64 (East and West)
 - Englewood Dr/Carson Rd
- **Extend Sewer:** 
 - Zoo Connector
 - US-64 East
 - Peachtree St
 - Northside Terrace
 - Englewood Dr/Carson Rd



Land Use

- Downtown Area:
 - apartments/townhomes
 - Redevelop for medical/residential/commercial

City of Asheboro

LAND DEVELOPMENT PLAN

Steering Committee Meeting
December 14, 2021



Agenda

- Welcome and Introductions
- Survey Results Presentation
- Focus Group Summary
- Draft Vision Statement Introduction
- Greensboro-Randolph Megasite Discussion
- Goals Exercise
- Growth Strategy and Future Land Use Map Exercises
- Draft Vision Statement Discussion
- Next Steps
- Adjourn

Survey Results

Survey open from September 14 - November 15, 2021

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.

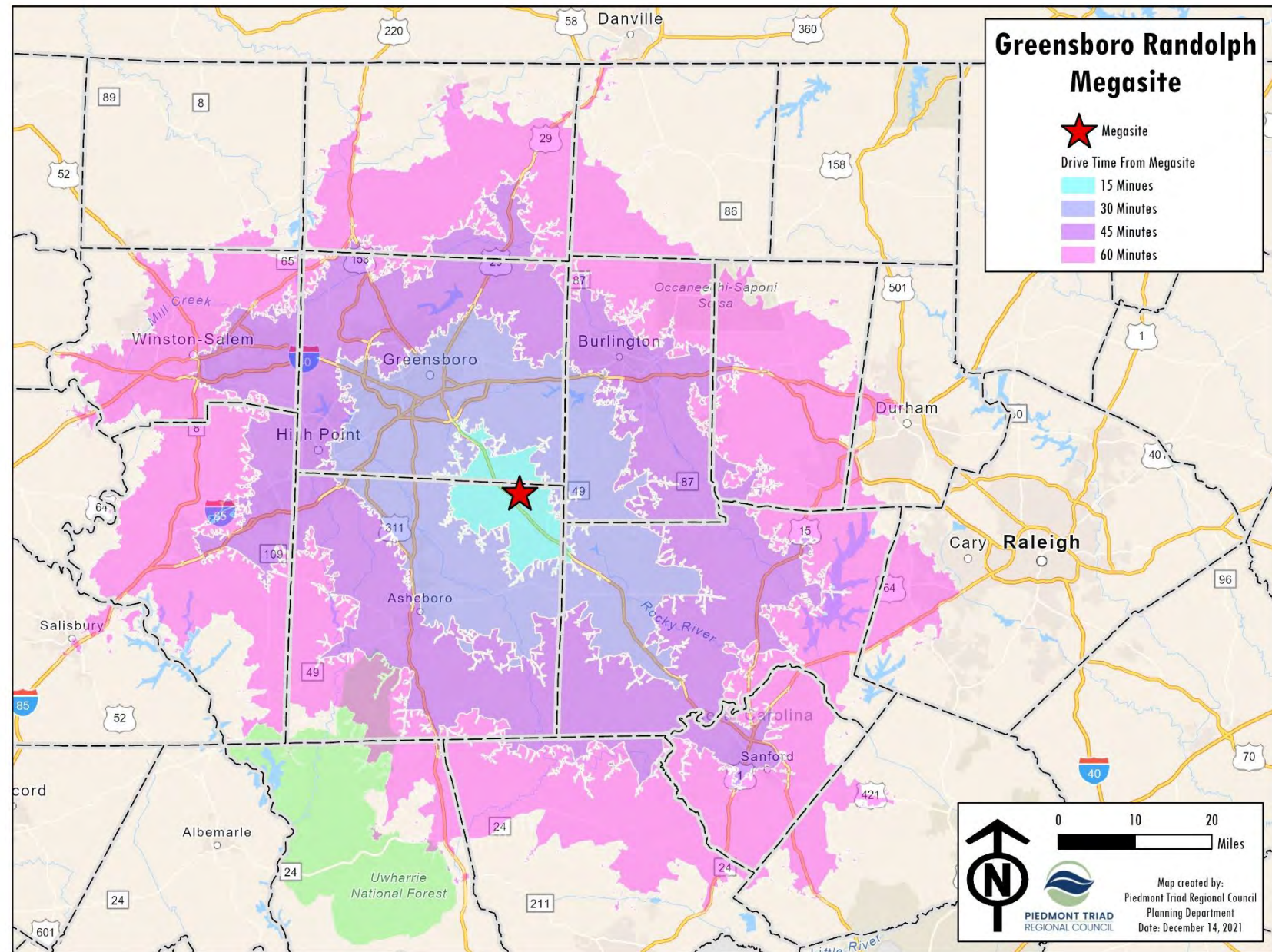
Draft Vision Statement Discussion

Asheboro - Exactly Where You Want to Be

Asheboro is a welcoming city that supports a growing population and diversified economy. Land development and investment expands housing and employment opportunities for all residents while protecting and enhancing the city's valuable and unique community assets such as the North Carolina Zoo and healthy natural environment.

Greensboro-Randolph Megasite Discussion

Drive Times from Megaside



Goals Exercise

I. Economic Development

- Goal 1.1: A high standard of living
- Goal 1.2: Diversified employment opportunities enabling a long-term, stable, high-pay, skilled workforce
- Goal 1.3: Abundance of high quality and accessible educational opportunities
- Goal 1.4: A thriving tourism industry

II. Growth Management

- Goal 2.1: Development that enhances our city's character and sense of community
- Goal 2.2: Development that is located in appropriate locations
- Goal 2.3: Compact, interconnected and sustainable development patterns

III. Community Appearance

- Goal 3.1: Enhancement, maintenance, and preservation of the built environment
- Goal 3.2: Quality design demanding appropriate scale and context
- Goal 3.3 Community in which everyone participates in identifying and valuing our city's resources

IV. Environmental Stewardship

- Goal 4.1: Identification and protection of environmentally sensitive areas
- Goal 4.2: Environmental impact mitigation and education
- Goal 4.3: Opportunities for citizens to responsibly enjoy the natural environment

V. Infrastructure

- Goal 5.1: Cost effective, efficient, and coordinated infrastructure in appropriate locations
- Goal 5.2: Innovative technology and continual maintenance
- Goal 5.3: Interconnected and multi-modal transportation networks

Growth Strategy and Future Land Use Map Exercises

- The Growth Strategy Map shows the general location of growth areas and indicates the level of support and encouragement the City will offer to land development proposals within each of the following designated growth areas.
- This map also serves to achieve other growth management, environmental stewardship, and infrastructure goals and policies.
- The Zoning Amendment checklist will ensure that the Growth Strategy Map is utilized in all rezoning cases.

- Split into two teams.
- Each team will need the following positions:
 - Map editor
 - Note taker
 - Presenter
- Spend 20 minutes developing your growth strategies on your map.
- After time is up, each group will present their ideas.

Categories

- 1 – High Growth Area
- 2 – Medium Growth Area
- 3 – Slow Growth Area
- 4 – Long Range Growth

Potential Boundaries

- Transportation routes
- Parcels
- Water features
- Old ETJ Boundary

Future Land Use Map Categories

- Land development categories were established to build the Proposed Land Uses Map and future Small Area Plans.
- These categories include a variety of residential, non-residential, mixed-use, and conservation/cluster designations designed to accommodate a range of development densities and intensities.
- The Zoning Amendment Checklist will ensure that these descriptions are used in rezoning decisions.

Future Land Use Map Exercise

Instructions

- Stay in your same group.
- Spend 20 minutes drawing on the map.
- After time is up, each group will present their land use ideas.

Land Use Map Exercise

Categories

	Commercial
	Industrial
	Residential
	Conservation Area
	Activity Center

Draft Vision Statement Discussion

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Thank You!