

City of Asheboro

COMPREHENSIVE LAND DEVELOPMENT PLAN

Steering Committee

MINUTES - MEETING #1

November 14, 2019 6pm
Asheboro City Hall
Council Chamber – 2nd Floor

Attendance:

Kevin Franklin
David Jarrell
Linda Hill
Emilio Jimenez
Daniel Jordan
Mike Mize

W. Lee Roberts
Joey Trogon
Mark Trollinger
Pam Vuncannon
Michael O'Kelley
Luis Viera

Trevor Nuttall
Justin Luck
Purva Sharma
Jesse Day
Kelly Larkins
David Putnam

6:00 p.m. Welcome and Introductions

- Mr. Trevor Nuttall introduced staff from the City of Asheboro and then provided time for Mr. Jesse Day to introduce himself and the PTRC team.
- Mr. Nuttall initiated introductions and requested that steering committee members participate in an icebreaking activity.
- The steering committee participated in the icebreaking activity, shared information to and about one another, and started relationship building.

6:10 p.m. Overview and Project Purpose

- Mr. Day introduced fundamentals of planning, the context of land use planning, and the purpose of land use planning.
- PTRC Staff identified the difference between ordinance and plans, why they are both important, and what role both play in the contemporary planning field.
- Mr. Nuttall reviewed the role of this steering committee and clarified the commitment that members have for the remainder of this project.
- Mr. Nuttall presented a draft schedule and process for the steering committee. He posed a question relating to what day works best for the group. The steering committee unanimously agreed that the second Thursday of every other month would work best. Night/evening meetings were also agreed upon at this time.
- Mr. Nuttall proposed that the next meeting (December 12, 2019) should task the committee to identify challenges and opportunities.
- Mr. Justin Luck led a discussion that reviewed relevant adopted plans. These plans include:
 1. Asheboro 20/20 Strategic Plan (2007)
 2. Randolph County Strategic Plan (2016)
 3. Deep River Trail Conceptual Plan (2017)
 4. Asheboro Recreation Plan (Underway)
 5. Asheboro Pedestrian Plan (2008)
 6. Comprehensive Transportation Plan (2014)
 7. Randolph County Multi-Jurisdiction Hazard Mitigation Plan (2017)
 8. 2018-2023 Central Business District Redevelopment Plan (2018)
 9. Main Street Annual Plan of Work (Underway)

- Mr. Nuttall reviewed the previous Asheboro Land Development Plan (2000) and shared current plan components, the current plan guide, and the growth strategy and land use map featured in the current plan.

6:45 p.m. Community Snapshot

- Mr. David Putnam reviewed community snapshot data that compared the City of Asheboro from the year 2000 until current available data (ACS 2017). Topics included:
 - Population
 - Race & Ethnicity
 - Age
 - Education
 - Housing
 - Income
 - Opportunity Zone
 - Commuting Inflow/Outflow
 - Industries & Employment

6:55 p.m. Review and Conversation Related to Current Land Development Plan's Vision Statement (adopted in 2000)

Mr. Nuttall led a discussion with the steering committee as it relates to the current vision statement offered by the Land Development Plan. The Steering Committee for Land Development Plan of Asheboro made the following remarks regarding the vision statement and its validity today. The key inputs from this exercise are as follows:

- The current vision statement is long.
- The statement may need to be revised but much of it could be applicable today.
- There is a need to focus on the words / precise statements which communicate positivity.
- The vision statement should reflect upon the city's current situation. This might help form the future vision; factors such as infrastructure, environment, population or accessibility.
- Employment opportunities for the older population and people with disabilities perhaps should be reflected in the statement.
- Young population seems to be economically worse off than prior generation.
- It would be helpful to see other communities' vision statements.
- Several "themes" or "phrases" were discussed; quality education, workforce training, decrease in higher income-levels, more jobs, diversification in employment, and loss of white-collar jobs.
- There should be focus on how Asheboro can bring in bigger investments such as information technology related sectors into the city.
- It is a major concern that the educated population of the city of Asheboro is either commuting to larger urban areas for work or are migrating out from the city of Asheboro.
- Its important to think about how can Asheboro support high-technology industries This is directly related to creation of more jobs in the city.
- Transportation and healthcare are two major issues that were raised during the meeting. It is important to focus on these areas as they are related to infrastructure investment in the city.
- Housing issues and community appearance should be included.
- Focus should be on improving livability and quality of life for everyone.
- A diverse economy is important.
- The Zoo should be recognized as an asset.

7:30 p.m. Adjourn