

City of Asheboro

COMPREHENSIVE LAND DEVELOPMENT PLAN

Steering Committee

MINUTES - MEETING #4

June 29, 2021 1pm
Online Via Zoom

Attendees:

Owen George
Joey Trogon
Mark Trollinger

Luis Viera
John Evans
Justin Luck

Trevor Nuttall
Kelly Larkins (PTRC)
Matt Duchan (PTRC)

1:00 p.m. Welcome and Introductions

- Mr. Trevor Nuttall opened the meeting by acknowledging that several committee members had recently informed him that, while they had planned to participate, now are unavailable due to a memorial service occurring at 2 p.m. this afternoon. After a brief discussion about whether to proceed, consensus was that those on the call could be briefed on the recently completed Focus Group discussions and review the community survey anticipated to be released in July.

1:10 p.m. Focus Group Results

Kelly Larkins gave a slideshow presentation to the group to summarize the discussion of the focus groups and pointed out the following:

- There were 18 participants during the focus group. Discussions were helpful due to the candid format of the interviews. This was a one hour Zoom meeting discussion consisting of 6 different groups related to various interests such as economic development, real estate, non-profits, etc.
- Many participants mentioned downtown as a success story to replicate.
- The participants also wanted to see attention given to areas outside of downtown, such as the Eastside and North Asheboro.
- The focus group indicated a generally positive reaction to new land development, either within Asheboro's jurisdiction, or development that would have an impact on development in Asheboro, such as the proposed Megasite in northeastern Randolph County.
- The group indicated that more housing choice is needed (such as townhomes, patio homes, etc.).
- Other areas identified as concerns include vehicular traffic downtown at peak times, and infrastructure concerns such as street maintenance issues with potholes in various places, and lack of water and sewer in some locations, which could help spur investment. Broadband internet access was also identified as an infrastructural need.
- Concerns related to community appearance included the need for some rural conservation in the Southern part of Asheboro's jurisdiction, especially towards US 64 Bypass. Related to tourism comments below, there were some concerns raised about the appearance of interstate interchanges along I-73/74, and the quality of lodging and dining along this corridor. A concern was that some surrounding communities, such as Greensboro, may have more appealing facilities for visitors.

- There was also discussion concerning the need for more urban trails, greenways, and greater walkability outside of the downtown.
- Focus groups collectively emphasized different community aspects of Asheboro. Ideas ranged from the need for more assistance to minority and low income neighborhoods and residents, the need to attract more professionals to not only work but live in Asheboro, and comments emphasizing how diverse the community is.
- Tourism was another focus of discussion. When people (especially outside of Asheboro) think of Asheboro, the NC Zoo is the first thing people think of. There was also discussion about the new Zoo Sportsplex and its importance not only to residents but towards tourism development.
- Other comments pointed out the importance of Randolph Community College as an asset to Asheboro, the ease of working with city government, and the general friendliness of the community.

1:30 p.m. Public Survey and Outreach Strategy Discussion

Next, the discussion moved onto the community survey and how that would be publicized and shared, using both “high tech” and “low tech” means. These included:

- publicizing the survey through the City’s social media channels
- having an interactive online map that goes along with an interactive survey where participants can share comments directly on the map
- having the survey available in both English and Spanish
- using the focus group as a conduit to distribute the survey to people that they interact with to reach a broad group across the community
- employing mailings to a percentage of households in lower-income neighborhoods.

The goal is to have the survey ready sometime in July and to make it available open for up to 60 days. The survey discussion led to the following discussion:

- parking enforcement downtown seemed to be inconsistent and there was discussion as to whether this issue could be part of the plan. Parking availability and issues around parking are topics that could be discussed in the plan. It was noted that Downtown Asheboro, Inc. currently was working on parking related issues.
- some of the focus group responses considered community diversity and how different groups interacted. It was acknowledged that broad community participation in the survey was important to get an accurate reflection of community.
- certain aspects of development (such as noise and impacts from new roads or road improvements) might need to be addressed by the plan.
- the LDP has a narrower focus than a traditional comprehensive plan but issues with a connection to land development can be relevant and included in the LDP.

1:55 p.m. Wrap Up and Next Steps

- The next step is finalizing the community survey, which will be sent out to the Steering Committee prior to public release.
- The fifth meeting of the steering committee will likely be the most important one to date, as the group will work to translate available information into land use policy recommendations that serve as the foundation of the LDP. It is expected that this meeting will occur in September or October after the survey had closed and responses compiled. This meeting will be in-person.