



ASHEBORO LAND DEVELOPMENT PLAN (LDP)

MEETING #3

LDP STEERING COMMITTEE “REBOOT”

JANUARY 26TH | 1PM | ZOOM

WELCOME AND INTRODUCTIONS

City of Asheboro Staff

Piedmont Triad Regional Council (PTRC) Staff

Steering Committee



EXISTING CONDITIONS REPORT

- [Draft Plan available online](#)
- Content
 - Population
 - Components of Growth
 - Housing
 - Transportation (revision underway)
 - Existing Zoning
 - Water & Sewer (coming in 2021)
- Please continue reviewing draft and submit comments to Kelly (klarkins@ptrc.org).





PUBLIC INVOLVEMENT

MEETING RECAP (12/12/2019)



ECONOMIC DEVELOPMENT AND UTILITIES

- S** – Water/Sewer Capacities, educated workforce, favorable geography
- O** – Water/sewer availability, land availability, healthcare network
- A** – Higher wages/lower unemployment, mix of commercial and industry, expand broadband
- R** – Increased development, growth, utilities expansion



HOUSING AND COMMUNITY APPEARANCE

- S** – housing stock, welcoming, geography, historic, downtown
- O** – more multifamily, restore old housing, improve appearance, mixed use
- A** – more diverse stock, and reuse historic, better commercial options, incentives, peaceful & quiet
- R** – strong housing demand, population growth and increased tax base



LAND USE AND TRANSPORTATION

- S** – well maintained roads, good zoning, lots of vacant land, water supply, proximity
- O** – renew blighted areas, new housing, new rec facilities, walkable urban core, public transit, public involvement
- A** – public transportation, enhanced sidewalk network
- R** – new development (res and comm), increase commercial activity



NATURAL AND CULTURAL RESOURCES

- S** – parks, zoo, sunset theatre, downtown, neighborhoods, historic, wilderness
- O** – expand greenway network, sportsplex, dog parks, renew historic district, walkable downtown, cohesive branding, route establishment (cycling, farm, etc.)
- A** – Commercial dev by zoo, drive tourism, expand P&R, safe active community, walkable
- R** – increased tourism, population growth, increase communication w/ planners and officials

OPEN HOUSE - OPTIONS

- March 19th – Cancelled
 - Survey form with stations
- Webinar
 - Call-in and Recorded
- Online Survey
 - Same as Open House format or more robust?



MARCH 19 SURVEY

Station 1: The Future Vision

Directions: Create your own word cloud: Add your ideas to the board describing Asheboro in 2035.

What do you like most about Asheboro?

Station 2: Natural Resources & Recreation

Directions: Review the natural resources, cultural & historic resources, and recreation maps.

1. How important to you is natural resource preservation?

☐ Very Important

☐ Somewhat Important

☐ Important

☐ Not Important

Why?

2. What should the City of Asheboro do to help preserve natural resources?

☐ City provide natural areas in parks

☐ Protect water quality and open space through the development ordinance

☐ Develop a fund for land acquisition

☐ Other (write comments below)

3. What cultural or historic resources do you think need attention?

4. Where do you usually walk or bicycle? Are there any improvements that need to be made?

Station 3: Infrastructure

Directions: Review the water, sewer, and transportation map.

5. What corridor or intersection are you most concerned about in Asheboro? What is the issue? Please describe with as much specificity as possible (e.g. congestion, safety, accessibility, walkability, bikeability, etc.)?

6. After reviewing the maps, what concerns you most about future infrastructure needs?

Station 4: Future Land Development

Directions: Review existing land use and zoning maps. Complete dot exercise on future growth areas.

7. Where and how would you like to see future residential, commercial and industrial development? Please also identify on the land use map using the dot exercise.

8. What type of housing should be built to accommodate future growth in Asheboro? Check all that

Other

9. Other Comments?

10. Would you like to be contacted about future public meetings and updates?
If so, please provide your email below:

STORY MAP

- What is a StoryMap?
 - Focus on web maps
 - Integrates with ESRI
 - Mapping
 - Surveys
 - Comment Boxes
- Examples
 - [Mebane](#)
 - [Asheboro](#)



OTHER IDEAS?

- What ideas do you have for public outreach?
- Things to consider:
 - Inclusiveness
 - Safe feedback opportunities during a pandemic



FOCUS GROUPS

- Why have focus groups?
 - Cast a wider net
 - Hear from diverse population
- Organizations to Consider
 - How to group into 4-5 focus areas?
 - Similar plans have used areas such as:
 - Senior adults
 - Real estate professionals
 - Environment/Agriculture
 - Underserved Communities
 - Youth/Young Professionals
- Examples from staff: Planning board, NCDOT, United Way, Schools, Housing Authority



FOCUS GROUP ACTIVITY – ONE, SOME, MANY

ONE (3 MIN)



Who is not on the Committee or otherwise represented but likely have interests that could be affected by the Updated Land Development Plan?

- Who will be impacted by the update LDP and its recommendation about future land use, areas of growth, and land development regulations
- Who can benefit from and help support the updated Plan?
- Is there anyone who may be harmed or opposed to an updated Plan?
- Who has been involved in previous community planning initiatives? Who should have been?

SOME (5 MIN)



- In your breakout groups, read over your lists individually
- Write down any ideas you get hearing other people's lists!
- Combine lists and choose one person to report back when return to main group



MANY

WRAP UP & NEXT STEPS

1. Propose we insert the additional information re: water and sewer/ CTP data
2. Build the Storymap and Survey
3. Finalize stakeholders list for interviews/focus groups
4. Develop promotional materials announcing public engagement efforts
5. Prepare draft of vision statement for committee review/comment based on the group's work thus far
6. Share with committee results of the steps above once complete

