CITY OF ASHEBORO LAND DEVELOPMENT PLAN

DRAFT
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1 | INTRODUCTION & OVERVIEW

PURPOSE OF PLAN

The City of Asheboro Land Development Plan (LDP) provides an opportunity for community input, acts as a source of information, and is a guide for making decisions about the growth and development of the community. This document combines information from community input, as well as trends on transportation, housing, and natural resources to provide a rational basis for local land use decisions for future planning.

HISTORICAL CONTEXT

Asheboro's first land development plan was adopted in 1968. The plan was updated in 1976, emphasizing implementation strategies and key issues such as deterioration of the central business district, inadequate recreation facilities, traffic circulation issues, environmental quality, and appearance and design issues related to commercial development. Updates in 1985 focused on building on accomplishments occurring since the 1976 plan, such as housing rehabilitation, recruitment of new industry and expansion of existing industries. It also addressed emerging challenges, such as heightened deterioration of the Central Business District, with commercial development favoring newer outlying facilities such as Randolph Mall, infrastructural limitations outside the city limits, businesses locating just outside the city limits, aging, smaller households and housing types, and hard-to-adapt buildings when industrial uses were abandoned.

The 2000 plan focused on long-term strengths and opportunities in five smaller areas of Asheboro, creating a Growth Strategy map which prioritized areas where growth should be encouraged and areas where conservation should be the focus based on environmental factors and infrastructural capacity. This plan included more detailed mapping to determine suitability of sites for land development based on environmental factors, such as location within flood or watershed areas, and projected the amount of land used for various growth scenarios. It placed a heightened emphasis on site and building design, and pedestrian connectivity. It also included detailed goals and policies to be considered when reviewing rezoning requests. The 2000 plan received updates in 2009, focusing on making goals and policies more specific and achievable, and weighting priorities when reviewing current development proposals. The

2000 plan was updated again in 2015, with a focus on the proposed land use map, reviewing changing trends in rezoning activities that had occurred since the 2000 plan, along with other mapping updates. Since the 1968 plan, the plan's emphasis has gradually shifted from reacting to land development proposals to providing a more strategic vision on how and where the community grows over time.

RELEVANT EXISTING PLANS

PARKS AND RECREATION MASTER PLAN (PENDING)

The Parks and Recreation Master Plan is currently being updated. The 1998 Parks and Recreation master plan identified needs for a special use/community-wide park, community park, four neighborhood parks, five to seven miles of greenways/urban trails/paths, and promotion of bike routes.

PROPOSED DOWNTOWN NATIONAL REGISTER HISTORIC DISTRICT (INITIATED 2019)

In November 2019, the City of Asheboro engaged Fearnbach History Services to prepare a National Register Nomination for the Asheboro Downtown Historic District. The National Register of Historic Places is the nation's official list of building, structures, objects, sites and districts worthy of preservation for their significance in American history, architecture, archaeology, and culture. National Register designation presents multiple incentives to encourage preservation, including historic rehabilitation tax credits. The Downtown District will include approximately 100 resources and is scheduled to acquire designation in 2021.

2018-2023 CENTRAL BUSINESS DISTRICT REDEVELOPMENT PLAN (2018)

The 2018-2023 Central Business District Redevelopment Plan describes potential activities to be undertaken in the Redevelopment Area to facilitate rehabilitation, conservation, and reconditioning by encouraging new economic opportunities through public-private partnerships. The redevelopment area includes seven buildings on five parcels. Proposed land use for these parcels include commercial, high-density residential, mixed-use, public recreational, and railroad right-of-way.

RANDOLPH COUNTY HAZARD MITIGATION PLAN (2017)

The Hazard Mitigation Plan documents the efforts to incorporate hazard mitigation principles and practices into government activities and functions. The plan identifies hazards, vulnerabilities, and capabilities in each community. The mitigation goals include enhancing capability to lessen impacts of all natural hazards, identify and protect critical services, buildings, facilities, and infrastructure; develop an effective public awareness/education/outreach program; protect persons and property; and ensure disaster resistant future development.

MAIN STREET AMERICA (2017)

In 2017, the City of Asheboro was admitted into the Downtown Associate Community (DAC) Program administered by the NC Main Street and Rural Planning Center. The purpose of the program was to aid Asheboro in creating the necessary framework to become a designated Main Street America program. The Main Street America method is a four-point approach to downtown revitalization within the context of historic preservation. Over the three year DAC program, Asheboro brought downtown stakeholders together for asset mapping, market analysis, visioning, and creation of an annual downtown work plan. Work plan items included establishing a 501(c)3 organization, Downtown Asheboro, Inc., hiring of a full-time downtown manager, and creating a partnership with the NC Zoo. In July 2020, Asheboro completed the DAC program and was promoted to Main Street America. Asheboro's Main Street program is administered by Downtown Asheboro, Inc.

RANDOLPH COUNTY STRATEGIC PLAN (2016)

The County Strategic Plan identifies a vision, goals, and strategies for Public Health, Safety, and Well Being. Common themes emerging from the plan include: Improving development and recruitment of qualified workers, making tangible quality of life improvements to enhance recruitment and marketing efforts, developing proactive prevention programs to reduce the debilitating and costly effects of existing and emerging community and mental health challenges, reducing barriers to critical services, and aligning resources to increase the efficiency and effectiveness of services.

2020 LAND DEVELOPMENT PLAN (2000, UPDATED: 2009, 2015)

The 2020 Land Development Plan was initially written in 2000 with updates in 2009 and 2015. Major strategies included goals for Economic Development, Growth Management, Community Appearance, Environmental

Stewardship, and Infrastructure. A growth strategy map identifies primary growth areas adjacent to Fayetteville Street and economic development in the northwest adjacent to the railroad and to the east by US 64. Design principles encouraging commercial city centers, connected road networks, and mixed use and cluster development to encourage continued economic development while maintaining livability and community. Previous plans were adopted in 1968, 1976, and 1985.

ASHEBORO COMPREHENSIVE TRANSPORTATION PLAN (2014)

The Transportation Plan is a long-range multi-modal transportation plan that covers transportation needs through 2040. Modes of transportation evaluated as part of this plan include highway, public transportation and rail, bicycle, and pedestrian. Recommendations include the widening of sections of US 220, NC 49, and NC 42. Public transportation recommendations include two circulator routes within Asheboro and the provision of on-board attendants to accompany persons using RCATS door-to-door service. Cycling recommendations include numerous multi-use paths to improve mobility for cyclists in Asheboro and provide a connection to the NC Zoo. The pedestrian map identifies streets that do not have sidewalks and sidewalks that need improvement as well as two multi-use paths connecting from NC 42 and US 64.

PIEDMONT TRIAD REGIONAL TRAIL PLAN AND INVENTORY (2011)

The Piedmont Regional Trail plan includes an inventory of existing & current proposed trails, and identification of new proposed regional trail connections throughout the Piedmont Triad. A series of public workshops were held for stakeholders to identify trail connections that best preserve and enhance recreation, open space, water quality and wildlife habitat opportunities in the region. Proposed trails in the Asheboro area include the Old Liberty Sidepath, Uwharries/Deep River Connection, and Teachey School to Zoo Greenway.

RANDOLPH COUNTY GROWTH MANAGEMENT PLAN (2009)

The County Growth Management Plan serves as a long-range guide for public policy decisions concerning the overall growth and development of the Randolph County community. The plan lays out growth management guidelines for economic development, public infrastructure, industrial development, commercial development, office and institutional development, residential development, planning coordination, environmental quality, scenic corridor protection and heritage management. Primary growth management areas surround the City of Asheboro and Trinity.

COMPREHENSIVE PEDESTRIAN TRANSPORTATION PLAN (2008)

This plan provides a broad vision and a more specific set of goals and strategies to improve the City of Asheboro's pedestrian transportation system. Goals of this plan are to provide a safe, pleasant and accessible pedestrian experience for all ages; create an attractive, unique pedestrian experience for residents and visitors; foster a strong awareness, expectation and culture of walkability; and encourage healthier, more active lifestyles.

ASHEBORO STRATEGIC PLAN (2007)

The Asheboro Strategic Plan recommends initiatives in four main areas: Economic Development; Growth, Annexation, and Infrastructure; Quality of Life; and the NC Zoo. Goals outlined include a comprehensive approach to economic development, support of Asheboro City Schools, extension of city services, controlled and sustainable development, increased citizen awareness of police efforts, identify needs for parks and recreation, focus resources towards facilities to present cultural activities and events, and create a marketing strategy to support the zoo and tourism development authority.

PLANNING PROCESS AND METHODOLOGY

A detailed analysis of existing conditions and future trends was conducted to ensure the LDP responds to the most relevant and current land development issues and trends. Mapping and Database Technology was used to map and analyze demographic, economic, environmental, and service growth factors. Population, housing, and economic data reported is from the U.S. Decennial Census (1890-2010), NC State Demographer 2018 Certified Population Estimate (September 18, 2019), US Census Bureau American Community Survey (2018).

Suitable sites for development and conservation in the City were mapped and analyzed using environmental growth factors. Existing land uses are used to identify land development patterns and trends and physical landscape and environmental constrains were mapped to identify the most appropriate and feasible sites for future growth. From these maps, development strategy areas were identified to provide geographic context for land development vision, goals, and policies.

Input from the steering committee, City staff, and citizens was used to identify community values and build ownership and support for the plan. Community feedback was incorporated into the plan recommendations, working with growth trends and existing conditions of land development and opportunities described in the report.

2 | EXISTING CONDITIONS

POPULATION

In 2018, Asheboro was the 40th most populous municipality in North Carolina with 25,850 residents (out of 551 municipalities in North Carolina). Asheboro was the 44th largest municipality by area, covering almost 19 square miles, and ranked 92nd for population density, with 2.13 people per acre (Source: NC Demographer, 2018 Certified Population Estimates).

Asheboro saw very high population growth rates in the 1970's (41.3% increase) and the 1990's (32.5% increase). The large increase between 1970 and 1980 was due to Asheboro merging with the North Asheboro-Central Falls Sanitary District and annexing approximately 5,000 people in what is now much of the northern portion of Asheboro. However, rates have recently started to decline with only a 15.4% increase in population between 2000 and 2010 and 3.4% increase between 2010 and 2018. Similar population trends have been seen across Randolph County as a whole. The County population only increased 8.7% between 2000 and 2010 and 1.6% between 2010 and 2017.

Population density is greatest in the downtown area, around the intersections of Salisbury Street and US-220 Business (Fayetteville Street), where densities range from about two to six people per acre. Density

Figure 1: Historic Population

Year	CITY OF ASHEBORO			RANDOLPH COUNTY			City's Percent of
	Population	Change	Percent	Population	Change	Percent	County Population
1890	510	-	-	25,195	-	-	2.00%
1900	992	482	94.5%	28,232	3,037	12.10%	3.50%
1910	1,865	873	88.0%	29,491	1,259	4.50%	6.30%
1920	2,559	694	37.2%	30,856	1,365	4.60%	8.30%
1930	5,021	2,462	96.2%	36,259	5,403	17.50%	13.80%
1940	6,801	1,780	35.5%	44,554	8,295	22.90%	15.30%
1950	7,701	900	13.2%	50,804	6,250	14.00%	15.20%
1960	9,449	1,748	22.7%	61,497	10,693	21.00%	15.40%
1970	10,797	1,348	14.3%	76,358	14,861	24.20%	14.10%
1980	15,252	4,455	41.3%	91,300	14,942	19.60%	16.70%
1990	16,362	1,110	7.3%	106,546	15,246	16.70%	15.40%
2000	21,672	5,310	32.5%	130,454	23,908	22.40%	16.60%
2010	25,012	3,340	15.4%	141,752	11,298	8.70%	17.60%
2018	25,850	838	3.4%	144,085	2,333	1.60%	17.90%

Source: U.S. Decennial Census (1890-2010); NC State Demographer 2018 Certified Population Estimate (September 18, 2019)

is also high northeast of the intersection of US-220 Business and Old Liberty Road., where density is about four people per acre. Densities outside the City Limits are generally less than half a person per acre, or in other words, one person for every two acres.

Figure 2: Population Density by Block Group

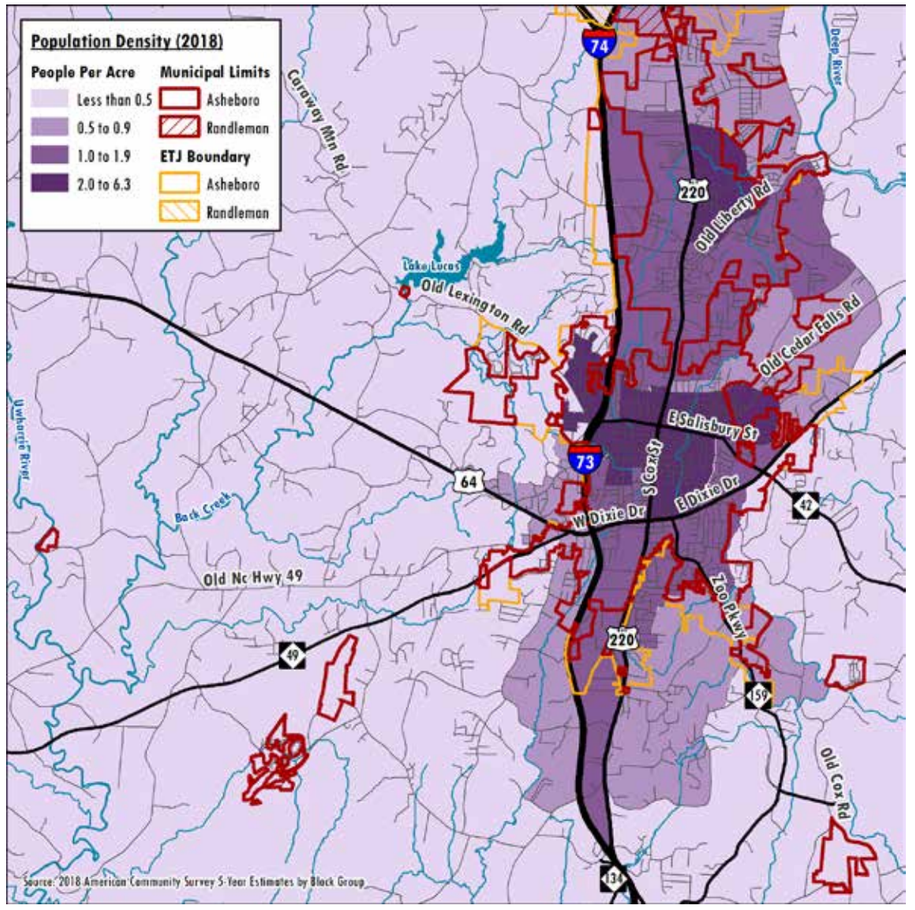
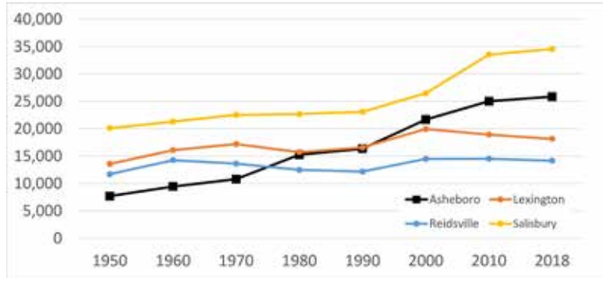


Figure 3: Population Comparison



Source: U.S. Decennial Census (1890-2010); NC State Demographer 2018 Certified Population Estimate (September 18, 2019)

Lexington, Reidsville and Salisbury have been chosen as comparison municipalities due to their population size, proximity to Asheboro, and relative vicinity to other larger municipalities. As of the year 2000, Asheboro surpassed both Lexington and Reidsville in population size. Both of those municipalities saw a decrease in population in the 1970's and since the year 2000. Asheboro's growth trends are more similar to that of Salisbury, which has a population of 34,536 as of 2018.

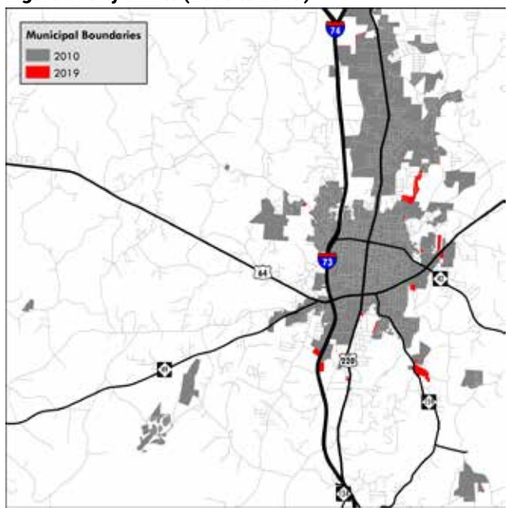
COMPONENTS OF GROWTH

Between 2010 and 2018, Asheboro's population grew by 838 residents to the total population. Some of this increase was due to growth in the City's municipal limits due to annexations. During this time, the City annexed 0.35 square miles and added 263 residents in this newly annexed area. The remaining population growth occurred from an increase in population within the City's 2010 municipal limit area. Both Lexington and Reidsville annexed a very small area during this same time, and actually lost population within their original 2010 municipal limits. Salisbury's increase in population was almost solely due to an increase within its 2010 municipal limits. (Source: NC Demographer, Aspects of Municipal Change)

POPULATION PROJECTIONS

The average annual growth rate for the City of Asheboro between 2000 and 2018 was 1.0%, meaning the City's population grew 1.0% each year on average during that time frame. In comparison, Randolph County's average annual growth rate was 0.6% during the same time, meaning the City's population grew faster than the County as a whole.

Figure 4: City Limits (2010 to 2019)



Source: Randolph County GIS

The North Carolina State Demographer estimates population projections 20 years out at the County level, but not the municipal level. The average annual growth rate over the past few years can be used to project the City of Asheboro's total population out to year 2040. Using 1.0% as the average annual growth rate, Asheboro can expect a total population of 32,065 by the year 2040. That is an increase of 6,215 people between 2018 and 2040 (a 24% increase).

The State Demographer projects Randolph County will grow by 13.0%, adding 18,692 people to its population, growing to a total population of 162,777 by the year 2039. The majority of this increase will be due to an increase in the older adult population, ages 65 years and older. The older adult population will grow by 47.0%, while the children population (ages 0 to 17) will grow by 11.1%, and the working adult population (ages 18-64) will only grow by 3.8%. The City of Asheboro can expect a similar change in population dynamics, as the older adult population grows at an increase rate compared to the younger population.

RACE & ETHNICITY

Asheboro's population remains predominantly white, non-Hispanic (60%) in 2018. The white population grew very little between 2000 and 2010 (only a 2% change) while the Hispanic population grew 56% during the same time frame (see Figure 5). Between 2010 and 2018 however, the white population grew by 7% and the Hispanic population decreased by 6%.

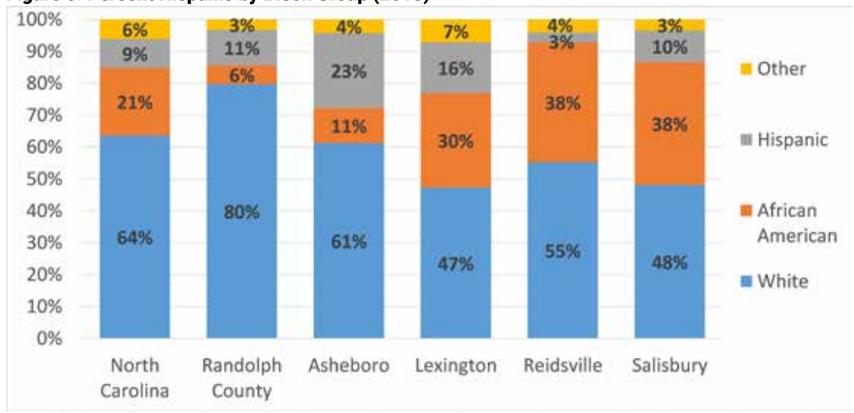
Figure 5: Asheboro Race and Ethnicity Change 2000 to 2018

Population	2000		2010		2018	
	#	%	#	%	#	%
White	14,219	65.6%	14,504	58.0%	15,519	60.0%
African American	2,564	11.8%	2,919	11.7%	2,941	11.4%
Hispanic	4,319	19.9%	6,719	26.9%	6,290	24.3%
Other	570	2.6%	870	3.5%	1,109	4.3%
Total	21,672	-	25,012	-	25,859	-

Population Change	2000 to 2010		2010 to 2018	
	#	%	#	%
White	285	2.0%	1,015	7.0%
African American	355	13.8%	22	0.8%
Hispanic	2,400	55.6%	-429	-6.4%
Other	300	52.6%	239	27.5%
Total	3,340	15.4%	847	3.4%

Source: US Census Bureau ACS 2018 5-Year Estimates Table 03002; Decennial Census 2000 Table P008; and Decennial Census 2010 Table P5

Figure 6: Percent Hispanic by Block Group (2018)



Source: US Census Bureau ACS 2018 5-Year Estimates Table 03002; Decennial Census 2000 Table P008; and Decennial Census 2010 Table P5

In 2018, the Hispanic population represents 24% of the total population, a higher percentage than any of the comparison jurisdictions (Figure 6).

Figure 7 and Figure 8 display percent Hispanic and African American population by block group. Census Tract 304 Block Group 1 (located between I-73/74, US-220 Business, NC-42 and Presnell Street) has the largest percentage of Hispanic population (62%) in Asheboro. Census Tract 303 Block Group 2 (located between US-220 Business, NC-42, Presnell Street, and Rock Crusher Road) has the largest percentage of African American population (40%) in Asheboro.

Figure 7: Percent Hispanic by Block Group (2018)

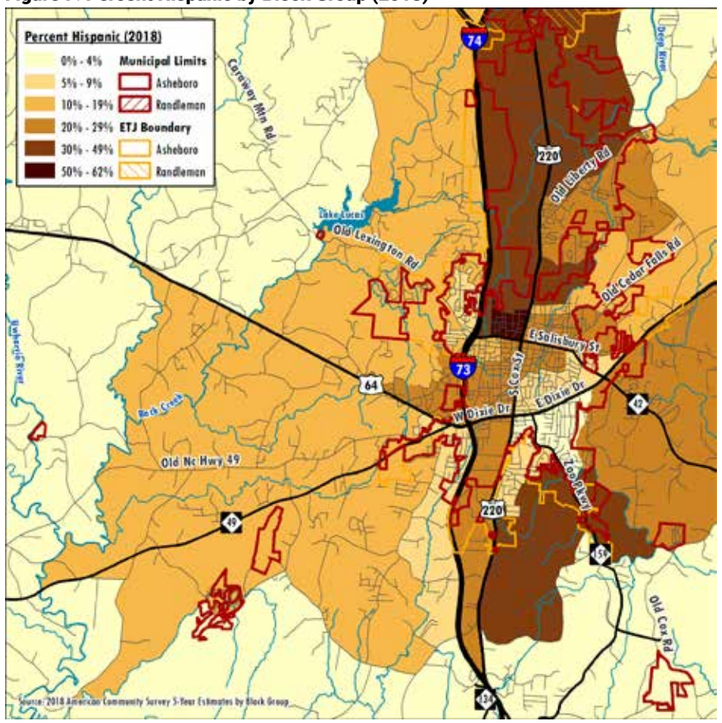
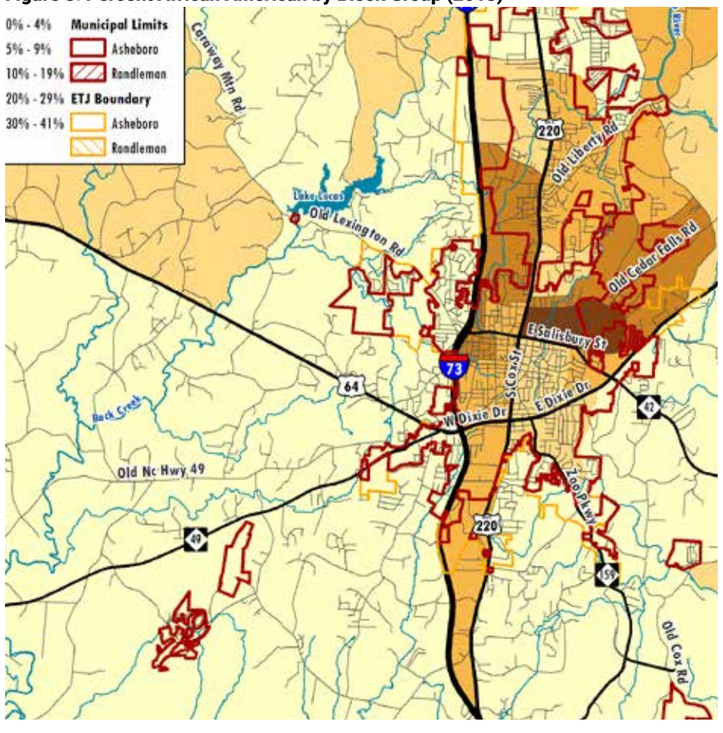


Figure 8: Percent African American by Block Group (2018)



AGE COMPOSITION

Between 2010 and 2018, the City of Asheboro only saw a population increase of 3.4%. The older ages groups, especially over age 55, saw the highest growth during this time period, while younger age groups are losing population (Figure 9). Preschool aged children (ages zero to four) declined 25.4%. The entire child age group (ages zero to 17) declined 7.2% while the retired age population (over age 65) grew by 24.4%.

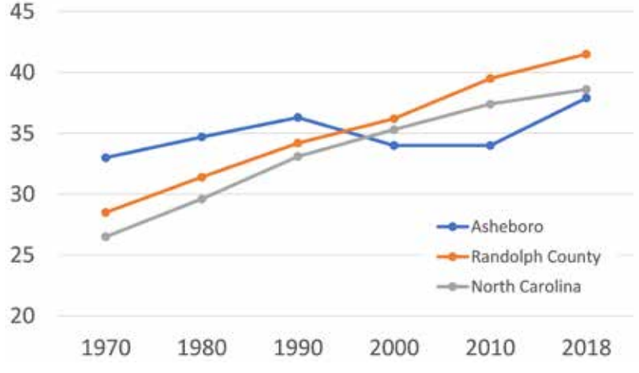
Median age has increased from 34 years in both 2000 and 2010 to 37.9 years in 2018. Median age continues to be lower than that of Randolph County (41.5 in 2018) and the State (38.6 in 2018). These statistics show that Asheboro's population is aging (Figure 10). A declining child and young adult population may indicate a need to attract young adults with more housing options and job opportunities. An increasing older adult population may indicate a need for more aging resources such as senior centers and medical services.

Figure 9: Age Composition (2000 to 2018)

Age Group	2000	2010	2018	Change (2010-2018)	Percent Change (2010-2018)
0-4	1,631	2,140	1,596	(544)	-25.4%
5-17	3,594	4,635	4,692	57	1.2%
18-24	2,276	2,407	2,542	135	5.6%
25-34	3,627	3,668	3,116	(552)	-15.0%
35-44	3,033	3,421	3,566	145	4.2%
45-54	2,430	2,921	3,010	89	3.0%
55-64	1,810	2,342	3,011	669	28.6%
65-74	1,566	1,704	2,187	483	28.3%
75-84	1,234	1,154	1,407	253	21.9%
85+	471	620	732	112	18.1%
Total	**21,672**	**25,012**	**25,859**	**847**	**3.4%**
Children (0-17)	5,225	6,775	6,288	(487)	-7.2%
Working Adults (18-64)	13,176	14,759	15,245	486	3.3%
Older Adults (65+)	3,271	3,478	4,326	848	24.4%

Source: US Census Bureau Decennial Census Table P12; ACS 2018 5-Year Estimates Table B01001

Figure 10: Median Age (1970-2018)



Source: US Census Bureau ACS 2018 5-Year Estimates Table 03002; Decennial Census 2000 Table P008; and Decennial Census 2010 Table P5

Much of the City's urban area (between I-73/74 and US-220 Business) has a median age lower than that of the City's overall median age (37.9). Areas to the west of I-73/74 tend to have older populations with median ages over 50 years old.

EDUCATIONAL ATTAINMENT

Asheboro has seen a rise in education attainment over the past several decades. A growing number of adults (ages 25 years and older) have a Bachelor's degree or higher (18.2% in 2018 compared to 15.8% in 2000). However, educational attainment falls below the values of North Carolina and the Piedmont Triad Region as a whole. In 2018, 30.5% of the population ages 25 years and older had a Bachelor's degree or higher across North Carolina.

Figure 11: Median Age by Block Group

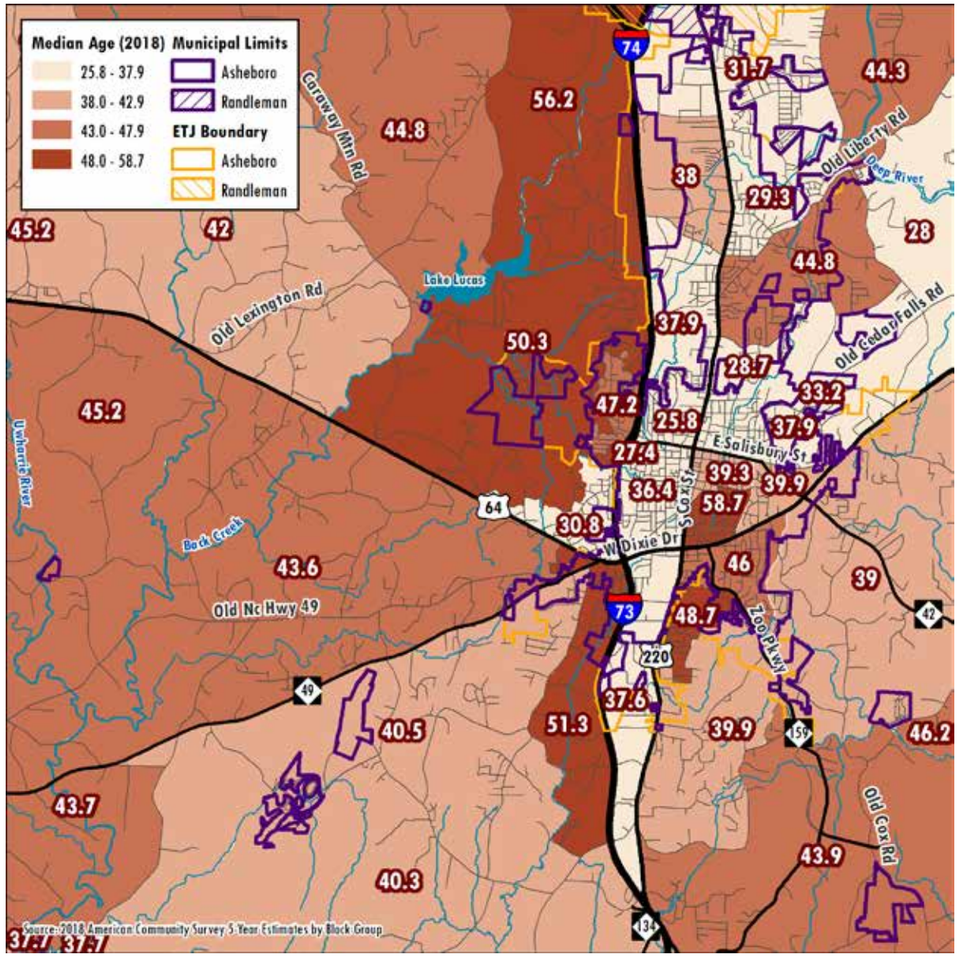
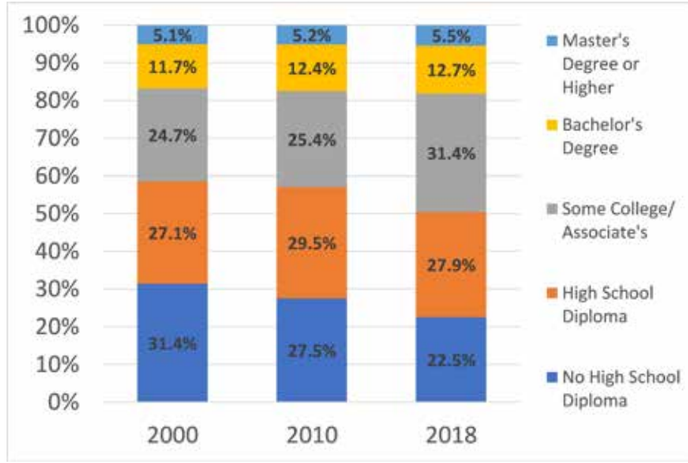


Figure 12: Educational Attainment (2000-2018)



Source: US Census Bureau Decennial Census 2000, ACS 2010 and 2018 5-Year Estimates Table B15003

Figure 13: Educational Attainment Comparison (2018)

	Asheboro	Lexington	Reidsville	Salisbury	Randolph County	PTRC	North Carolina
Less Than High School Education	22.5%	24.9%	19.7%	13.1%	18.6%	14.1%	12.6%
High School Diploma or higher	77.5%	75.1%	80.3%	86.9%	81.4%	85.9%	87.4%
Associate's Degree or higher	27.6%	20.7%	21.6%	32.7%	25.7%	35.8%	40.0%
Bachelor's Degree or higher	18.2%	14.8%	15.2%	22.9%	15.8%	26.5%	30.5%
Master's Degree or higher	5.5%	5.2%	4.1%	8.3%	4.4%	9.1%	10.9%

Source: US Census Bureau ACS 2018 5-Year Estimates Table B15003

Figure 14: Comparison of Housing Unit Characteristics (2018)

	Housing Units	Occupied Units	% Occupied	% Vacant	Persons Per Household	% Owner Occupied	% Renter Occupied	Median Home Value
Asheboro	11,952	10,817	90.5%	9.5%	2.32	50.7%	49.3%	$ 115,200
Lexington	8,578	7,254	84.6%	15.4%	2.46	36.8%	63.2%	$ 106,000
Reidsville	7,334	6,078	82.9%	17.1%	2.22	52.7%	47.3%	$ 100,000
Salisbury	14,972	12,742	85.1%	14.9%	2.35	50.9%	49.1%	$ 124,300
Randolph County	62,147	56,041	90.2%	9.8%	2.53	71.8%	28.2%	$ 120,800
PTRC	759,521	671,443	88.4%	11.6%	2.47	65.3%	34.7%	$ 144,273
NC	4,573,066	3,918,597	85.7%	14.3%	2.52	65.0%	35.0%	$ 165,900

Source: US Census Bureau ACS 2018 5-Year Estimates Tables B25002, B25003, B25010

Figure 15: Asheboro Change in Housing Unit Characteristics (2000 to 2018)

	2000	2010	2018
Housing Units	9,515	11,158	11,952
Occupied Units	8,756	9,880	10,817
% Occupied	92.0%	88.5%	90.5%
% Vacant	8.0%	11.5%	9.5%
Average Household Size	2.4	2.46	2.32
% Owner Occupied	54.1	48.5	50.7
% Renter Occupied	45.9	51.5	49.3
Median Home Value	$ 83,500		

Source: US Census Bureau Decennial Census 2000 and 2010; ACS 2010 and 2018 5-Year Estimates Tables B25002, B25003, B25010

Figure 16: Asheboro Change in Units in Structure (2000 to 2018)

Percentage Units in Structure	2000	2010	2018
Single Family	60.6%	59.8%	56.3%
Multi-Family	30.1%	32.5%	35.8%
Manufactured Homes	9.3%	7.8%	7.9%

Source: US Census Bureau Decennial Census 2000; SF3 Table H030; ACS 2018 and 2010 5-Year Estimates Table B25024

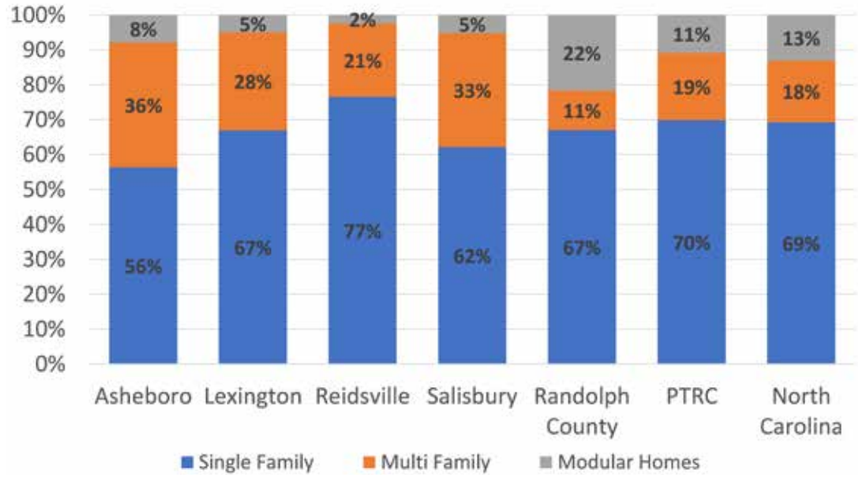
HOUSING

Asheboro's housing units are 50.7% owner occupied and 49.3% renter occupied with a median home value of $115,200. The median household cost is similar to comparison cities but is below the North Carolina median cost of $165,900. Vacancy rates in Asheboro and Randolph County are significantly lower than the NC average of 14.3%. The vacancy rate has reduced 2% from 2010 to 2018 after increasing the decade before (Figure 15).

Asheboro has seen a slight decrease of 4.3% in single family hsite-built and modular omes and a continued increase in multi-family and manufactured homes since 2000 (Figure 16). The percentage of single-family homes is lower than similar cities and the state average while the amount of multi-family homes is higher (Figure 17).

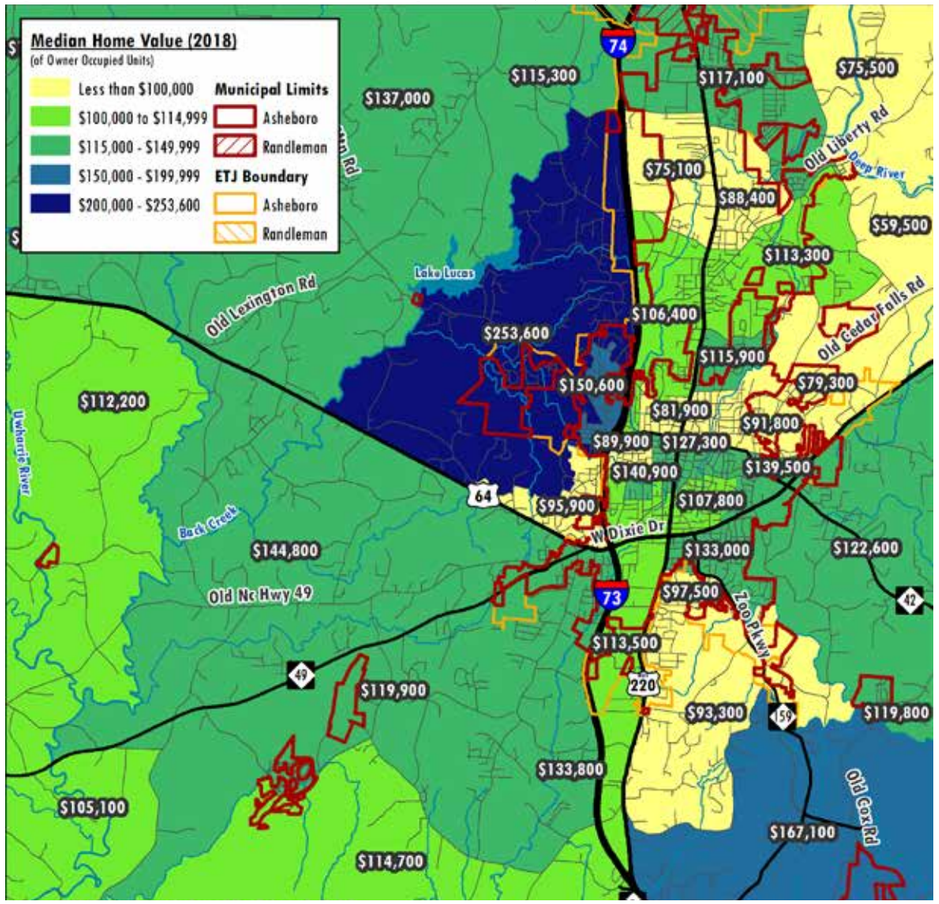
Census block groups generally contain between 600 and 3,000 people, with an optimum size of 1,500 people. Most block groups were delineated by local participants in the Census Bureau's Participant Statistical Areas Program (PSAP). The median home values (Figure 18) give a visual of home values across the City.

Figure 17: Comparison of Units in Structure



Source: US Census Bureau ACS 2018 5-Year Estimates Table B25024

Figure 18: Median Home Values for Owner Occupied Homes by Block Group (2018)



ANALYSIS OF ECONOMIC GROWTH FACTORS

HOUSEHOLD INCOME AND POVERTY

As compared to peer communities, Asheboro has the second lowest poverty rate (22.7%) and older adult poverty rate (12.9%) and the lowest child poverty and adult poverty rates (35.1% and 31.2% respectively) (Figure 19). In 2018, the median household income ($35,609) and per capita income ($20,870) in Asheboro were lower than that of the state. The overall poverty rate increased by 11.8% from 2000 to 2010. The overall poverty rate decreased by 4.9% from 2010 to 2018 (Figure 20).

The majority of median household incomes inside Asheboro city limits falls in the Less than $35,000 and $35,000-$44,999 income range. Household income in block groups west of I-74 are higher, ranging from $55,000 to $80,474 (Figure 21).

Figure 19: Comparison of Income and Poverty Levels (2018)

	Median Household Income	Per Capita Income	Overall Poverty Rate	Child Poverty Rate (Ages 0 to 17)	Adult Poverty Rate (Ages 18 to 64)	Older Adult Poverty Rate (Ages 65+)
Asheboro	$35,609	$20,870	22.7%	35.1%	20.1%	12.9%
Lexington	$28,669	$15,828	31.0%	42.0%	31.2%	13.7%
Reidsville	$32,375	$20,605	23.8%	37.3%	22.8%	13.0%
Salisbury	$41,760	$24,289	22.5%	37.8%	19.2%	11.6%
Randolph County	$45,006	$24,127	15.8%	24.1%	14.3%	9.6%
PTRC	$48,167	$26,708	16.5%	24.6%	15.3%	9.5%
NC	$52,413	$29,456	15.4%	22.0%	14.5%	9.2%

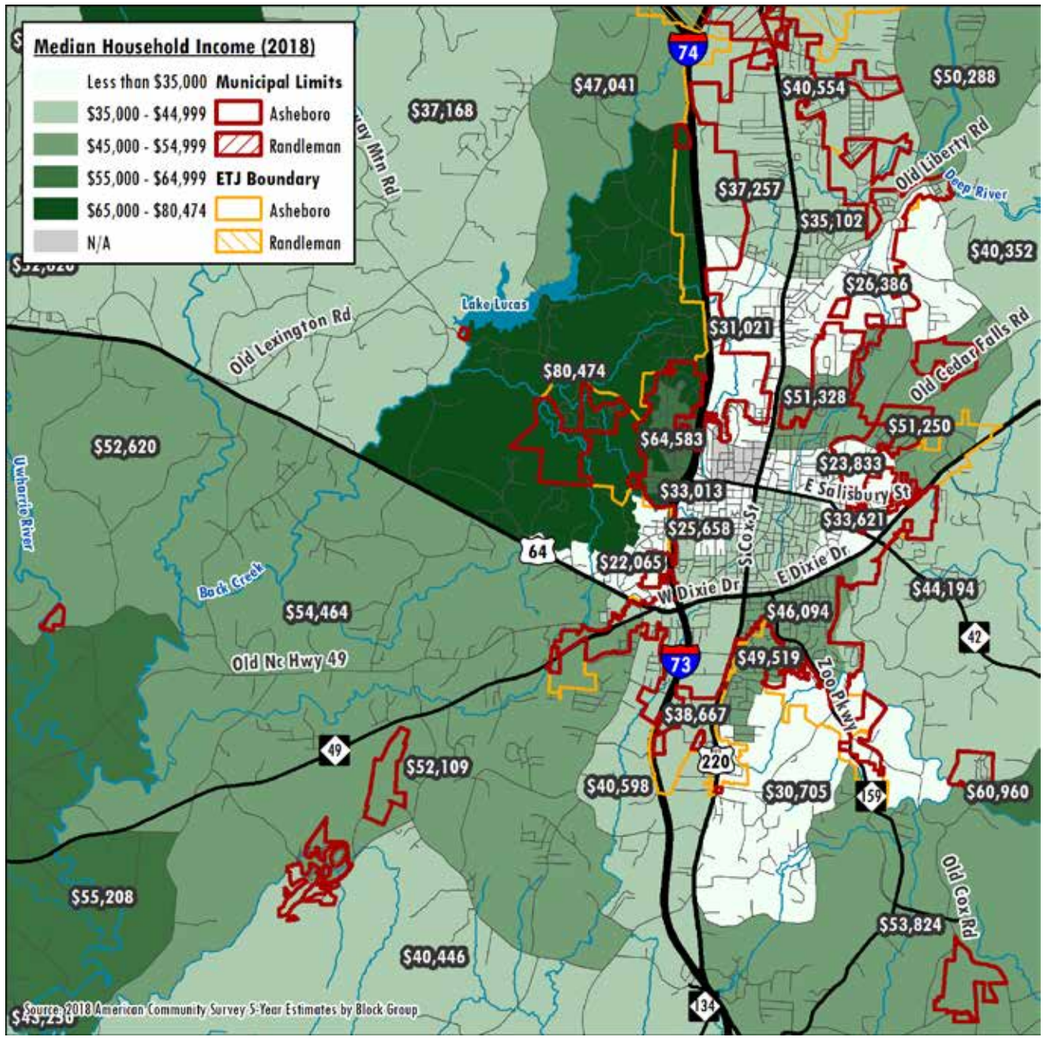
Source: US Census Bureau ACS 2018 5-Year Estimates Tables S1701, B19013, B19301

Figure 20: Asheboro Income and Poverty Change (2000 to 2018)

	2000	2010	2018
Median Household Income	$31,676	$30,198	$35,609
Per Capita Income	$17,382	$18,126	$20,870
Overall Poverty Rate	15.8%	27.6%	22.7%
Child Poverty Rate (Ages 0 to 17)	24.5%	41.3%	35.1%
Adult Poverty Rate (Ages 18 to 64)	13.1%	25.5%	20.1%
Older Adult Poverty Rate (Ages 65+)	12.5%	12.5%	12.9%

Source: US Census Bureau ACS 2010 & 2018 5-Year Estimates Tables S1701, B19013, B19301, B17001; Decennial Census 2000 STF3

Figure 21: Map of Median Household Income by Block Group



WORKFORCE AND COMMUTING STATISTICS

According to the US Census Bureau Longitudinal Employer-Household Dynamics program (LEHD), the City of Asheboro had a peak number of jobs in 2006 with 24,152 located in the city limits. Since then, the City has lost nearly 4,000 jobs, with only 20,295 jobs in 2017. In 2017, only 17% of the jobs in the City were held by workers who also lived within the City (3,459 jobs). The majority of jobs in the City are held by residents who commute from other parts of Randolph County (about 8,308 jobs or 41%). Other commuters come from the surrounding counties.

The resident workforce (the employed population living in Asheboro, but not necessarily working in Asheboro) has also seen a slight decline since 2011, losing almost 1,000 employed residents. The

majority of the resident workforce commutes outside of Asheboro for employment. In 2017, only 32% of the resident workforce were also employed in Asheboro (3,459 people). Of the remaining resident workforce, about 2,020 commuted to other areas in Randolph County and another 1,734 people to Guilford County. Others commute to Wake County, Mecklenburg County and some surrounding counties.

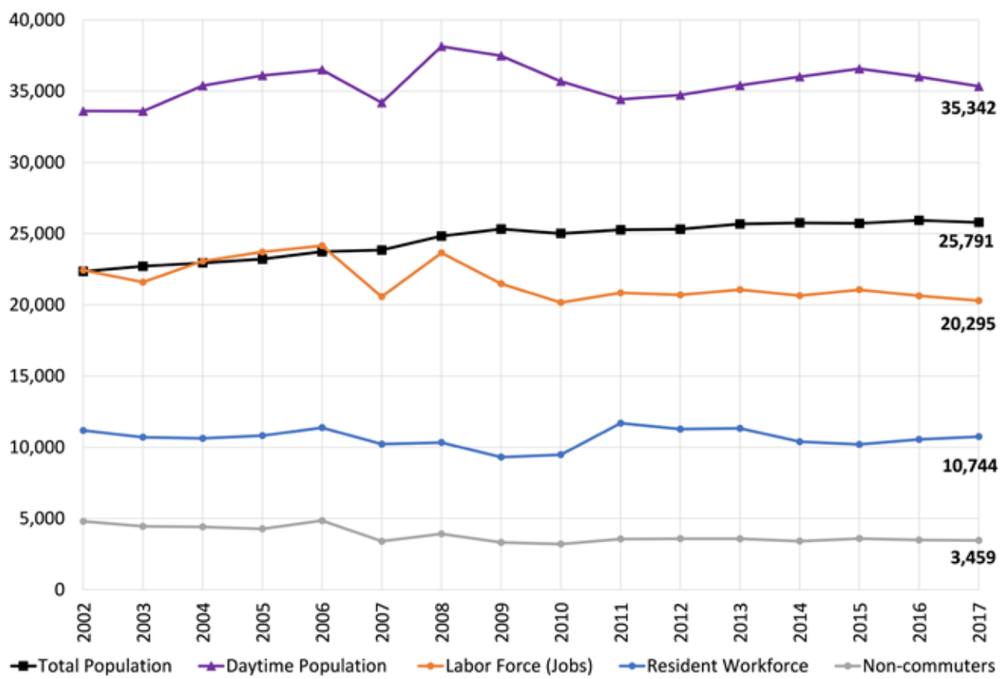
The daytime population in Asheboro is a general indication of people who are in an area during daytime business hours and is indicative of whether the area is a magnet for employment, retail, service and entertainment from the surrounding areas. In general, areas with lower daytime populations than total population are considered bedroom communities, while those areas with a larger daytime population are often employment centers. Asheboro's daytime population grew from a population of 25,791 to a daytime population of 35,342 in 2017. This 37% increase in daytime population is significant as potential business growth may be higher than other demographics suggest. This increase is similar to that of Salisbury, another employment center in Rowan County, and much higher than that of Reidsville and Lexington.

Figure 22: Comparison of Workforce Populations (2017)

Workforce Populations	Lexington		Salisbury		Reidsville		Asheboro	
Labor Force (Jobs)	**12,822**	-	**26,127**	-	**7,240**		**20,295**	-
Employed in the Selection Area but Living Outside	11,294	88%	22,500	86%	6,027	83%	16,836	83%
Employed and Living in the Selection Area	1,528	12%	3,627	14%	1,213	17%	3,459	17%
Resident Workforce	**7,802**	-	**12,872**	-	**6,216**	-	**10,744**	-
Living in the Selection Area but Employed Outside	6,274	80%	9,245	72%	5,003	80%	7,285	68%
Living and Employed in the Selection Area	1,528	20%	3,627	28%	1,213	20%	3,459	32%
Total Population	**18,179**	-	**34,463**	-	**14,087**		**25,791**	-
Daytime Population	**23,199**	-	**47,718**	-	**15,111**		**35,342**	-
Change	5,020	28%	13,255	38%	1,024	7%	9,551	37%

Source: US Census Bureau LEHD On-The-Map; NC State Demographer

Figure 23: Asheboro Workforce Populations (2002 to 2017)



Source: US Census Bureau LEHD On-The-Map; NC State Demographer

MAJOR EMPLOYERS

Manufacturing still composes a major component of the workforce in Asheboro, along with government, education, and healthcare. The table below shows the top ten employers within the City of Asheboro.

Figure 24: Major Employers in Asheboro

Rank	Company	Employees	Industry
1	Technimark	1,500	Manufacturing (Plastic Products)
2	Klaussner Furniture	1,202	Manufacturing (Upholstered Furniture/Foam Products)
3	Randolph Health	1,000	Health Care
4	Randolph County	734	Government
5	Asheboro City Schools	637	Education
6	Energizer Battery	405	Manufacturing (Batteries)
7	City of Asheboro	330	Government
8	Kayser Roth	259	Manufacturing (Nylon and Cotton Socks)
9	DJO Global/Elastic Therapy	250	Manufacturing (Medical pantyhose)
10	Bossong Hosiery	245	Manufacturing (Hosiery)

Source: Randolph County EDC

TRANSPORTATION

PLANNED IMPROVEMENTS

The following improvements are identified within the NCDOT 2020-2029 State Transportation Improvement Program (STIP). Inclusion indicates that the projects currently are recognized as a priority but not all projects are fully funded; construction and scheduling will be dependent on availability of funds and future STIP development.

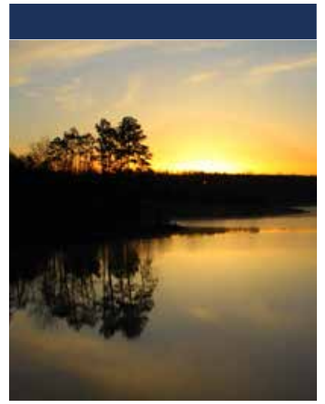
- Interstate 73/74 paving rehabilitation.
- U.S. Highway 64 from Asheboro bypass to East of Interstate-73/74: widen to multi-lanes, reconstruct interchange at N.C. Highway 49, modify interchange at I-73/74 and U.S. 220, and replace bridge over U.S. 64 and N.C. 49.
- Widening of U.S. Highway 64, east of Interstate-85 Business in Lexington to Asheboro bypass, to multiple lanes.
- U.S. 220 Business from Ridge Street to Atlantic Avenue: Realign Atlantic Avenue intersection and implement access management.
- Widening of U.S. 220 Business from Vision Drive to Caudle Road to multi-lanes.
- U.S. 220 Business from Caudle Road to U.S. 311 Extension in Randleman: widen to four-lane divided facility.
- Improving the corridor on N.C. Highway 42 from Martin Luther King Jr. Drive/N. Randolph Avenue to E. Salisbury Street.

- Widening of N.C. Highway 42 from E. Salisbury Street to north of Dixie Drive to three lanes.
- Pineview Street from west of Sylvan Street to U.S. 220 Business: widen to multi-lanes
- Construction of a sidewalk at Randolph Community College from the entrance to the Continuing Education and Industrial Center on the south side of Industrial Park Avenue to the Entrance B parking lot.
- Construction of a sidewalk along Executive Way to Centerpoint Plaza shopping center.

The following projects have been identified as potential safety and/or mobility-related projects and may be submitted to NCDOT for consideration as part of the 2022-2031 STIP development:

- Widening of Martin Luther King Jr. Drive to include installation of curb and gutter.
- Widening of N.C. Highway 42 to three lanes from Browers Chapel Road to U.S. Highway 64/N.C. Highway 49.
- Widening of Old Liberty Road to three lanes with sidewalks from US 220 Business to Celeste Lane.

In addition to the above projects pursued in partnership with NCDOT, city-sponsored efforts to improve pedestrian infrastructure are on-going. The Public Works Department annually assesses portions of the city's sidewalk network and identifies hazards as defined using the specifications of the Americans with Disabilities Act (ADA). Sidewalk repairs or replacement are made as appropriate.



STATE TRANSPORTATION IMPROVEMENT PROJECTS (STIP)

The North Carolina Department of Transportation's transportation plan – called the State Transportation Improvement Program (STIP) – identifies the construction funding and schedule for projects over a 10-year period. NCDOT updates the STIP approximately every two years.

The Strategic Transportation Investments (STI) law mandates ongoing evaluation and improvement to ensure the process responds to North Carolina's diverse needs. This is accomplished by a prioritization workgroup consisting primarily of professional engineers and transportation planners.

Figure 25: Current Asheboro Transportation Projects

Randolph County - Piedmont Triad RPO - Upcoming Projects - Planning & Design, R/W, or not started - Division 8--June 2020				
Contract # or WBS # or TIP #	**Route**	**Description**	**Let Date**	**STIP Project Cost**
R-2220 DA	US 64	Widen US 64 from SR 1409 (Lake Park Road) to Asheboro Bypass.	7/18/2023	$65,050,000
R-5931	NC 49	Widen to Multi-lanes from SR 1174 (Waynick Meadow Rd) to SR 1193 (Old NC 49)	FY 2029	$62,340,000
R-5956	US 220 Bus. (Fayetteville St)	Widen to Multi-lanes from SR 2269 (Vision Dr) to SR 2123 (Caudle Rd)	FY 2029	$48,400,000
R-5957	NC 42 (E Salisbury St) Asheboro	Improve Corridor from SR 2189 (Martin Luther King Jr Dr) to SR 2237 (E Salisbury St)	10/19/2027	$4,100,000
R-5958	NC 159 (Zoo Parkway) Asheboro	Improve intersection of NC 150 (Zoo Parkway and Ridge St. in Asheboro	2/23/2022	$700,000
U-5711	SR 12 (Pineview St) Asheboro	Widen to 3 lanes from west of Sylvan St. to US 220 Bus.	8/15/2023	$6,831,000
U-5743	NC 42 in Asheboro	Realign NC 42 with Salisbury St.	12/21/2021	$8,157,000
U-5813	US 64/NC 49 Interchange	Widen US 64 from the future Asheboro Bypass to E. of NC 49	2/1/2022	$35,875,000
U-6006	US 220 Bus. (Fayetteville St)	Widen from SR 2123 (Caudle Rd) to SR 2270 (US 311 ext) in Randleman	5/16/2023	$10,380,000
U-6007	US 220 Bus. (Fayetteville St)	Realign Atlantic Ave. and access management from Ridge St. to Atlantic Ave. in Asheboro	1/25/2022	$3,028,000
W-5708L	US 220 Bus. (Fayetteville St)	Add turn lane at Balfour Ave. with extended center left turn lane	4/1/2021	TBD

PEDESTRIAN

The chart below lists projects that include pedestrian facilities (i.e. sidewalks, crosswalks) currently in the planning process:

Figure 26: Current Asheboro Pedestrian Projects

NCDOT Prioritization Process - Roadway Projects With Sidewalks					
SpotID	TIP	Route	From	To	Description
H171031	R-5957	NC 42 (East Salisbury Street)	N. Randolph Avenue Martin Luther King Jr. Drive	NC 42 / E. Salisbury Street Split	This portion of NC 42 is over capacity per adopted Asheboro CTP.
H171279	R-5956B	US 220 (North Fayetteville Street)	SR 2149 (Hub Morris Road)	SR 2123 (Caudle Road)	Widen to multi-lanes.
H171794	R-5956A	US 220 (North Fayetteville Street)	SR 2269 (Vision Drive)	SR 2149 (Hub Morris Road)	Widen to a multilane facility
H191431		NC 42	US 64 (Dixie Dr)	Asheboro Bypass	Widen Roadway
H191514		SR 2820 (Crestview Church Rd)	Crestview Church Rd	Browers Chapel Rd	Construct roadway on new location.
H191515		SR 2189 (Martin Luther King Jr Dr)	SR 2237 (E Salisbury St)	SR 2237 (E Salisbury St)	Upgrade roadway to accommodate safe vehicle and pedestrian traffic.
NCDOT Prioritization Process - Standalone Pedestrian Projects					
SpotID	Mode	Route	From	To	Description
B171004	Bicycle & Pedestrian	Asheboro High School Sidewalk	US 64 (Dixie Dr)	Country Club Dr	Construct sidewalk and improve pedestrian crossing facilities.
B191869	Bicycle & Pedestrian	S Cox St	US 64	Stowe Ave	Construct sidewalk.
B191871	Bicycle & Pedestrian	US 64 (W Dixie Dr) Restaurant Row Sidewalk	I-73/I-74 Interchange	S Park St/Country Club Dr	Construct sidewalk.
B191875	Bicycle & Pedestrian	E Presnell St Sidewalk	Vance St	Greensboro St	Construct sidewalk.
Current STIP Bike Pedestrian Projects Selected For Funding - July 2020					
ID	Project	Route	From	To	Description
EB-6004	Pedestrian	US 64 / NC 49 (East Dixie Drive)	Executive Way	Centerpoint Plaza Shopping Center in Asheboro	Construct Sidewalk
EB-5862	Pedestrian	Industrial Park Avenue	Randolph Community College Entrance	Continuing Education and Industrial Center in Asheboro	Construct Sidewalk on South Side

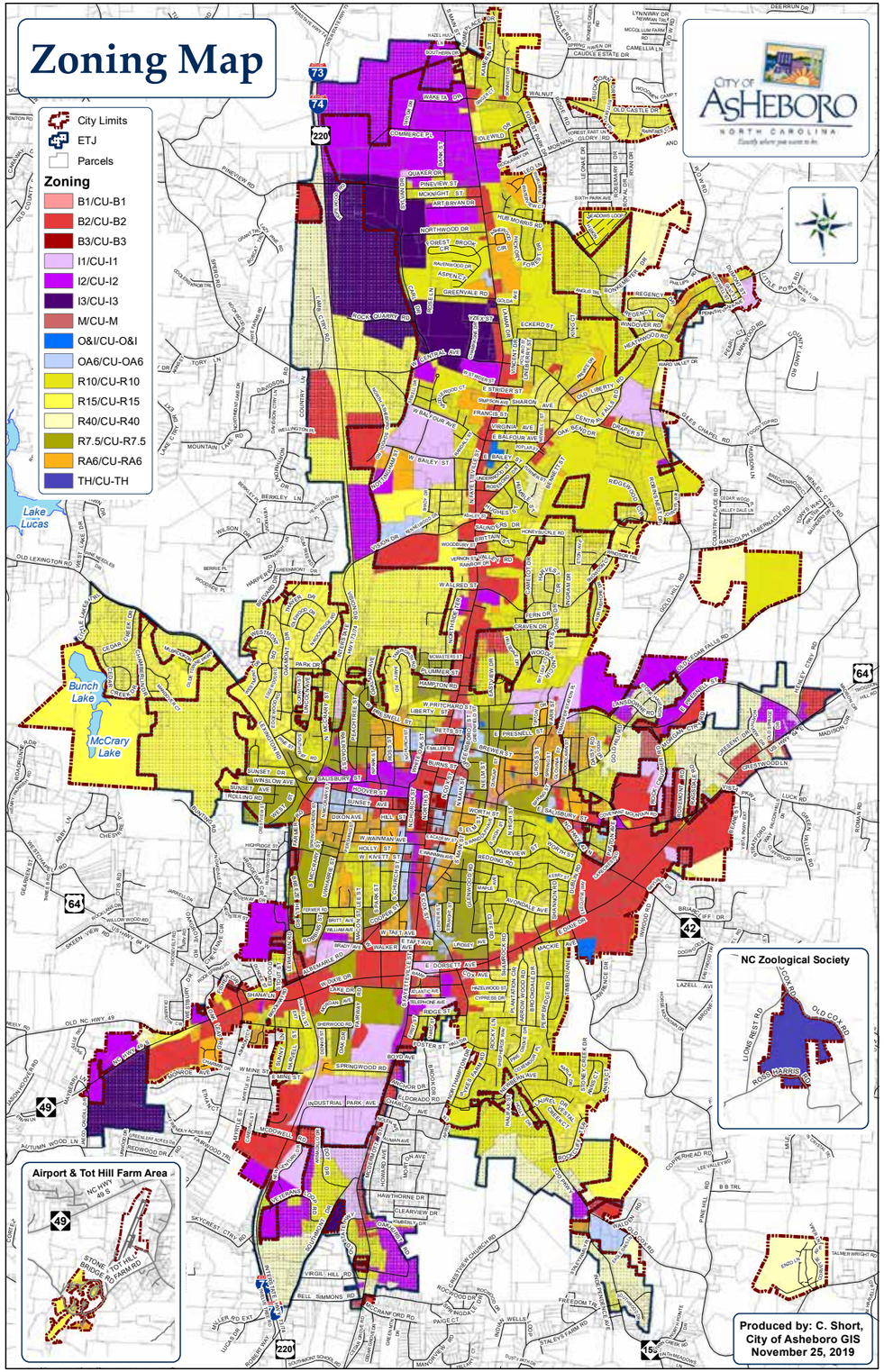
EXISTING ZONING

The existing zoning ordinance districts are summarized in the following Table. The existing zoning map is included to illustrate the location and boundaries of existing zoning districts.

Figure 27: City of Asheboro Zoning District Definitions

City of Asheboro Zoning Ordinance		
Zoning Symbol	Classification	Description
R40	Low Density Residential Districts	A low intensity mixture of single family, duplex dwellings, and Class A Mobile Home dwellings usually served by individual wells and/or sewage disposal systems, plus the necessary governmental and other support facilities to provide service to such suburban intensity living.
R15	Low Density Single Family Residential Districts	A low intensity of single family residential use with the necessary governmental and other support facilities to service such suburban intensity living.
R10	Medium Density Residential Districts	A moderate intensity of residential uses, usually single family or two family in character and served by central water supply and sewage disposal systems, plus the necessary governmental and other support facilities to service such urban intensity living
R7.5	Medium Density Residential Districts	A moderate intensity of residential uses, usually single family and no more than two family in Updated 10/10/2019 character and served by central water supply and sewage disposal systems, plus the necessary governmental and other support facilities to service such urban intensity living.
RA6	High Density Residential Districts	A high intensity of residential uses in close proximity to major nodes of non-residential development, characterized primarily by group housing, plus the necessary governmental and other support facilities to service that level of development. Land designated RA6 shall normally be located with access to a minor thoroughfare or higher classification street with access to local residential streets discouraged.
OA6	Office-Apartment High Density Districts	Moderate intensity office and residential development to serve adjacent residential areas and to provide a transition from residential to commercial uses. Land designated OA6 shall normally be located with access to a minor thoroughfare or higher classification street with access to local residential streets discouraged.
O&I	Office and Institutional Distirct	Moderate intensity office and institutional development to serve adjacent residential areas and to provide a transition from residential to commercial uses. Land designated O&I shall normally be located with access to a minor thoroughfare or higher classification street with access to local residential streets discouraged.
B1	Neighborhood Commercial Districts	Limited retail and personal service uses on free-standing parcels or for small centers to serve adjacent residential neighborhoods. These districts shall normally be located in nodes along minor thoroughfares or higher classification streets.
M	Mercantile Limited General Commercial District	Provide for a greater number of potential business activities than the B1 Zoning District. The Mercantile District is distinguished from the B2 General Commercial District by excluding certain uses permitted in the B2 District that are likely to create the greatest external impact (traffic, noise, lighting, etc.) and by its additional standards that address compatibility with adjoining residential neighborhoods. These districts should be located in nodes along minor thoroughfares or higher classification streets.
B2	General Commercial Districts	Serve the convenience goods, shoppers goods retail and service needs of the motoring public, both local and transient. This district Updated 10/10/2019 should always be located with access directly to minor thoroughfares or higher classification streets, but never local residential streets.
B3	Central Commercial District	Serve the traditional commercial, governmental, administrative and service core of Asheboro, commonly known as the Central Business District.
TH	Tourism-Hospitality District	Serve the lodging, tourism, convenience goods, shoppers goods retail and service needs of the traveling public, with emphasis on promoting compatible tourism development and complementing existing tourism venues. This district shall be located with access directly to freeways and minor thoroughfares or higher classification streets, but never local residential streets. The use of commercial service roads to access properties in this district shall be strongly encouraged.
I1	Light Industrial Districts	Areas for manufacturing, processing and assembly uses, commercial uses, distribution and servicing enterprises, controlled by performance standards to limit the effect of such uses on uses within the district and on adjacent districts.
I2	General Industrial Districts	Areas for intensive manufacturing, warehousing, processing and assembly uses, controlled by performance standards to limit the effect of such uses on adjacent districts.
I3	Limited Industrial Districts	Areas which are protected from undesirable commercial and incompatible residential uses, controlled by performance standards to limit the effect of such uses on uses within the district and on adjacent districts.
A	Airport	Areas utilized in conjunction with the Asheboro Regional Airport.
CU	Conditional Use	Each Conditional Use District corresponds to a related district. Where certain types of zoning districts would be inappropriate under certain conditions, and the rezoning applicant desires rezoning to such a district, the CU District is a means by which special conditions can be imposed.

Figure 28: City of Asheboro Existing Zoning



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