

Asheboro

Home of the **North Carolina Zoo**



2020 Land Development Plan

July 2000
Updated October 2009
Updated October 2015



City of Asheboro

2020 Land Development Plan

The City of Asheboro 2020 Land Development Plan has been developed with the cooperation of the citizens of Asheboro, the City Council, the City Planning and Zoning Board, the City staff, and the Asheboro Land Development Plan Advisory Committee. This plan will serve as a guide for the community in making land development decisions and will help to provide for the orderly growth and development of the City. The plan will be reviewed and revised periodically by the City Council after formal adoption, as conditions within the City's planning jurisdiction evolve.

**Adopted this 13th day of July, 2000
by the Asheboro City Council**

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□ SECTION 1 – INTRODUCTION AND OVERVIEW.....	1
□ 1.1 PURPOSE OF THE PLAN	1
□ 1.2 ORGANIZATION OF THE PLAN	1
□ 1.3 HISTORY OF LAND DEVELOPMENT IN ASHEBORO	1
□ 1.4 HISTORY OF LAND DEVELOPMENT PLANNING IN ASHEBORO	2
□ 1.5 THE PRESENT LAND DEVELOPMENT PLANNING APPROACH	3
□ 1.6 THE PLANNING PROCESS AND METHODOLOGY	3
□ 1.7 SUMMARY OF THE LAND DEVELOPMENT PLAN	4
□ 1.8 THE STUDY AREA.....	4
MAP: Asheboro Vicinity	5
□ SECTION 2 – EXISTING CONDITIONS.....	6
□ 2.1 ANALYSIS OF DEMOGRAPHIC GROWTH FACTORS.....	6
□ 2.2 ANALYSIS OF ECONOMIC GROWTH FACTORS	19
□ 2.3 ANALYSIS OF URBAN SERVICE GROWTH FACTORS	29
MAP: Existing Water System	31
MAP: Existing Sewer System	32
□ 2.4 ANALYSIS OF ENVIRONMENTAL GROWTH FACTORS	33
<i>Existing Land Uses</i>	33
MAP: Existing Land Use	37
MAP: Historic Land Development	38
MAP: Land Development Since 1985	39
<i>Existing Land Development Policies</i>	40
MAP: Existing Zoning	45
MAP: Existing Zoning Within Vacant Areas.....	46
<i>Associated Planning Efforts</i>	47
MAP: NCDOT Deficiency Analysis.....	54
MAP: Proposed Thoroughfare Plan	55
<i>Land Development Suitability Analysis</i>	56
MAP: Topography and Hydrography	60
MAP: Topography and Hydrography	60
MAP: Steepness of Slope.....	61
MAP: Physical Development Limitations.....	62
□ SECTION 3 – FUTURE CONDITIONS.....	63
□ 3.1 PROJECTED POPULATION GROWTH RATE	63
□ 3.2 PROJECTED LAND CONSUMPTION RATE	63
□ 3.3 ALTERNATIVE GROWTH SCENARIOS	63
□ 3.4 PROJECTED LAND DEMAND	64
□ 3.5 CONCLUSIONS.....	64
□ SECTION 4 – COMMUNITY VALUES	65
□ 4.1 PUBLIC INVOLVEMENT	65
□ 4.2 THE TOWN MEETING	65
□ 4.3 LIKES AND DISLIKES OF COMMUNITY FEATURES	68
□ SECTION 5 – THE LAND DEVELOPMENT PLAN	69
□ 5.1 VISION STATEMENT.....	69
□ 5.2 GOAL AND POLICY FRAMEWORK	70
□ 5.3 LAND DEVELOPMENT TOOLKIT	76
<i>Growth Strategy Map</i>	76
MAP: Growth Strategy	77
<i>Proposed Land Use Map</i>	78
MAP: Proposed Land Use.....	79
<i>Land Development Categories</i>	80
<i>Design Principles</i>	90
<i>Small Area Plans</i>	95
MAP: Small Area Plans	102

<i>Zoning Amendment Checklist</i>	103
□ SECTION 6 – PLAN IMPLEMENTATION	107
□ 6.1 HOW TO USE THE PLAN	107
□ 6.2 MONITORING AND REVISING THE PLAN	108
APPENDIX A – DETAILED PROJECTED LAND CONSUMPTION RATES	109
APPENDIX B - 2015 MAPS UPDATE	111
□ B.1 BACKGROUND.....	111
□ B.2 PROCESS	111
□ B.3 PUBLIC INPUT RECEIVED	111
□ B.4 MAP ALTERATIONS SUMMARY	112
2015 Revised Land Development Plan Maps	113

□ SECTION 1 – Introduction and Overview

□ 1.1 Purpose of the Plan

The *City of Asheboro 2020 Land Development Plan* serves as a guide for the community in making land development decisions and providing for the orderly growth and development of the City. The plan serves as:

1. A Source of Information – on demographics, the economy, housing, environmental constraints and development suitability, and infrastructure.
2. A Direction for Land Development – providing desired end state goals and action-oriented policies to achieve them.
3. A Governmental Decision Making Tool – providing detailed maps, descriptions, and checklists useful to support or deny development requests.
4. An Opportunity for Community Involvement – active participation of City Council, Planning and Zoning Board, City Staff, Advisory Committee members and citizens during plan preparation help ensure community values are represented and embodied in the plan.

□ 1.2 Organization of the Plan

The Land Development Plan update is organized into the following six Sections:

Section 1 – Introduction and Overview: key findings, conclusions, and recommendations

Section 2 – Existing Conditions: detailed analysis of factors affecting the City’s growth

Section 3 – Future Conditions: comparison of current land supply and projected future land demand

Section 4 – Community Values: framework of values based on extensive citizen input

Section 5 – Land Development Plan: vision, goal and policy framework, land development toolkit

Section 6 – Plan Implementation: recommendations for using, monitoring, and revising the plan

□ 1.3 History of Land Development in Asheboro

The *Town of Asheborough* received its first corporate charter from the North Carolina legislature on Christmas Day – 1796. The original village dates to 1780 when the county seat was relocated from Johnstonville to a place more convenient for citizens of Randolph County. The first town plan placed the courthouse square as the town’s focal point, at the junction of modern-day Main Street and Salisbury Street. The plan called for 42 one-acre lots surrounded by a grid of streets and alleys. The square was determined to be the center of Randolph County, as well as the center of town. Court-related business was the primary activity for the town’s first one hundred years (1796 – 1896). *Asheborough* was designated a post office in 1814, though the Post Office Department changed the spelling of the town’s name to *Asheboro*, some 110 years later, in 1923. The town’s first formal government was established in 1829.

The 1830s heralded Asheboro’s first modest period of building and civic improvements, including the town’s first newspaper (*The Southern Citizen*) and the building of a brick courthouse. By the 1850s, the Asheboro section of the Fayetteville and Western Plank Road was completed, and the town’s first religious and educational institutions were established. With a population of about 150, much of the town’s wealth came from nearby gold mining operations. A period of economic stagnation followed the Civil War. By the 1870s only two industries existed, and the population had grown little, to about 200.

The High Point, Randleman, Asheboro, and Southern Railroad line was completed through Asheboro in 1889. In 1896, the Montgomery Railroad opened, becoming part of the Norfolk and Southern system in 1912. Rail transportation marked the beginning of a sustained period of growth and prosperity. By the early 1900s, Asheboro was evolving from a sleepy village to a thriving town, nearly doubling its population every ten years, with 510 people in 1890, 992 in 1900, 1,865 in 1910, 2,559 in 1920, and 5,021 people in 1930. By 1912, Asheboro had three roller mills, two chair factories, a lumber plant, a wheelbarrow factory, a home building and material company, a foundry, a hosiery mill, three banks, and some thirty stores. Industrial expansion ushered in an era of unprecedented, large-scale construction of homes, stores, and public services to meet the needs of the town's growing population. The town had two public schools, a public park, nine churches, two newspapers, a telephone system, an electric plant, newly installed water and sewer systems, a fire department, and the newly completed Randolph County Courthouse. The first seven miles of Asheboro's streets were paved in 1919. By 1920, five trains a day left Asheboro with the products of its industries, including large quantities of lumber, chairs, wheelbarrows, caskets, stockings, and flour.

During the 1930s and 1940s, Asheboro's local economy entered a transition from agriculturally-based businesses to fully-industrialized manufacturing. Early wood-products firms were increasingly replaced with textile operations. During this same period, some seventeen residential "suburban" subdivisions were developed surrounding the town's commercial and industrial core. Following a lull during World War II, industrial development rebounded during the 1940s, 1950s, and 1960s. Just as residential development began spreading out from the downtown area, so did industrial and commercial development. As in most towns across the nation, the increasing use of private automobiles allowed homes and jobs to be located farther and farther from the city center. The siting of stores and factories reflected new concerns about parking and an orientation toward motorists rather than pedestrians. A key milestone in the auto-oriented, suburban development of Asheboro was marked during the 1960s with completion of the southern leg of the US 220 Bypass (from Vision Parkway south to NC 134). Another milestone was the opening of Asheboro's first auto-oriented "shopping centers," including *Hillside* (on South Fayetteville Street), *Hammer Village* (on East Dixie Drive), and *Northgate* (at North Fayetteville Street and the US 220 Connector). This trend continued through the 1980s with completion of the northern leg of the US 220 Bypass (from Vision Parkway north to Level Cross, north of Randleman), and construction of the Randolph Shopping Mall (on East Dixie Drive).

□ 1.4 History of Land Development Planning in Asheboro

As one of North Carolina's thriving, mid-size manufacturing towns, Asheboro recognized the importance of planning for its future growth with the adoption of its first *Land Use Plan* in 1968. The City updated its original plan in 1976, focusing on unresolved issues identified in the 1968 plan, including: deterioration of its Central Business District; strip and spot commercial development along major thoroughfares in surrounding fringe areas; inadequate recreation facilities and poor traffic circulation. The *1976 Land Development Plan* provides goals and recommended implementation strategies, to assist in making decisions about future growth. These goals focus on providing an increasingly desirable living environment for city residents while conserving and enhancing environmental quality. The plan provides a Land Development Map designating areas for future commercial, industrial, and residential development. The plan's introduction advocates, "...coordinated development...to relate old and new facilities in such a way as to augment the attractiveness and efficiency of the town."

The City updated its plan again in 1985, analyzing major land development changes during the previous ten years (since the 1976 plan). The *1985 Land Development Plan* presents major accomplishments and the problems associated with these changes, and recommends shifts from previous planning goals and policies, where appropriate. Some of the accomplishments include: rehabilitation of much sub-standard housing through federal grant funds; recruitment of new industry; expansion of existing industries; upgrading of

water and sewer treatment facilities; a higher fire rating; and an inventory of historic architecture. Some of the major, unresolved issues raised in the 1976 plan and raised again in the 1985 plan include:

- Continued functional and aesthetic deterioration of the Central Business District (hastened by the construction of the Randolph Mall in the 1980s);
- Continued strip and spot commercial development along major thoroughfares;
- Proliferation of cluttered, fast food restaurants along Dixie Drive, with no substantial tourism benefits realized from the city's close proximity to the North Carolina Zoological Park;
- Continued traffic congestion along many thoroughfares; and
- Continued water and sewer problems in subdivisions located outside of city limits.

Some of the new land development issues identified in the 1985 planning effort include:

- Abandonment of major industrial employers that leave hard-to-adapt buildings;
- Siting of new businesses and industries outside city limits that deprive the city of tax revenues; and
- Changing demographics that require new types of housing to accommodate older, smaller households.

To address on-going land development challenges, the 1985 plan provides goals, policies, and implementation strategies within nine general land development categories. These categories include:

1. Commercial Development in the Central Business District
2. General Commercial Development
3. Industrial Development
4. Residential Development & Housing
5. Public Utilities & Facilities
6. Parks & Recreation
7. Public Involvement
8. Streets & Traffic
9. Energy Conservation

□ 1.5 The Present Land Development Planning Approach

Many of the same issues and challenges identified in the 1968, 1976 and 1985 land development plans persist today. To address these issues more effectively, and to improve the usefulness of the City's Land Development Plan, this update shifts from accommodating land development proposals on a reactive basis, to providing a more strategic, proactive vision of how and where the community hopes to grow over time.

□ 1.6 The Planning Process and Methodology

A detailed analysis of existing conditions was conducted to ensure the plan responds adequately to the most relevant and current land development issues and trends. Computerized mapping and database technology, known as geographic information systems (GIS), was used to map and analyze a wide variety of social, economic, environmental, and urban service growth factors. General population, housing, and economic data was presented and compared with municipalities of similar size, to provide a better understanding of how best to strategically plan for Asheboro's future growth. Environmental growth factors were mapped and analyzed to identify the most suitable sites for urban development in and around the city. A detailed map of existing land uses was developed to identify land development patterns and vacant or under-utilized land. Physical landscape features including topography, hydrology, and soil limitations were mapped to identify the most appropriate and feasible sites for future growth. Vacant or under-utilized sites located out

of the 100-year flood plain and without steep slopes or severe soil limitations were considered prime development sites and most suitable for future growth. Urban services including schools and parks, existing and planned roads, existing rail lines, and existing sewer systems were mapped. The provision and maintenance of roads and sewer services are the two most influential and expensive factors driving urban growth. Therefore, special attention was paid to analyzing the potential effects of major planned road projects and the potential expansion of sewer services.

Extensive input from advisory committee members and citizens was used to identify core community values and to build ownership of and support for the plan update. This framework of community values was applied to the detailed analysis of existing conditions and likely future development patterns, and used to draw conclusions and make land development recommendations at both the City-wide and small area scales.

□ 1.7 Summary of the Land Development Plan

The Asheboro 2020 Land Development Plan serves two essential purposes:

Purpose I: To guide and change the direction of future land development

Purpose II: To provide all stakeholders with tools to make land development decisions

Vision: The vision identifies in words an overall image of what the residents of Asheboro want the city to be and look like

Goal and Policy Framework: Goals represent desired future conditions in Asheboro. Policies represent a variety of actions to achieve these goals.

Land Development Toolkit: The toolkit provides staff, Planning Board, City Council, developers, and citizens with “tools” to make consistent and informed land development decisions.

The **Goal and Policy Framework** and **Land Development Toolkit** work together as an integrated, cohesive unit to reach Asheboro’s **Vision**.

□ 1.8 The Study Area

Covering approximately 85 square miles, the study area for the Asheboro 2020 Land Development Plan extends about one mile in all directions from the city’s existing extra-territorial jurisdiction (ETJ) limits. The Asheboro Vicinity Map (see attached MAP below) depicts the study area within its regional context, extending about 2 miles west, 3 miles east, 4 miles south, and 5 miles north of Asheboro’s ETJ. Some of the key features include the proposed Randleman Lake and the Town of Randleman to the north; the Deep River, the Town of Franklinville’s ETJ and the Randolph County Landfill to the east; the North Carolina Zoological Park to the south-east; the Uwharrie National Forest and the Asheboro Airport to the south-west; and Camp Caraway and the Caraway Speedway to the north-west.

MAP: Asheboro Vicinity

□ SECTION 2 – Existing Conditions

Key demographic, economic, environmental, and urban service growth factors were analyzed in detail, to gain an understanding of the opportunities and constraints affecting the City's future growth. Analysis of demographic factors provided a profile of trends and issues concerning Asheboro's population and housing characteristics. Local economic factors including workforce and commuting patterns, and retail sales were analyzed to provide insight into the City's existing and potential future economic base. Environmental growth factors were analyzed to determine the most suitable places for future growth. An analysis of urban service growth factors helped to fine-tune the environmental suitability analysis, and was used to determine the most appropriate, efficient and financially feasible areas for future land development.

□ 2.1 Analysis of Demographic Growth Factors

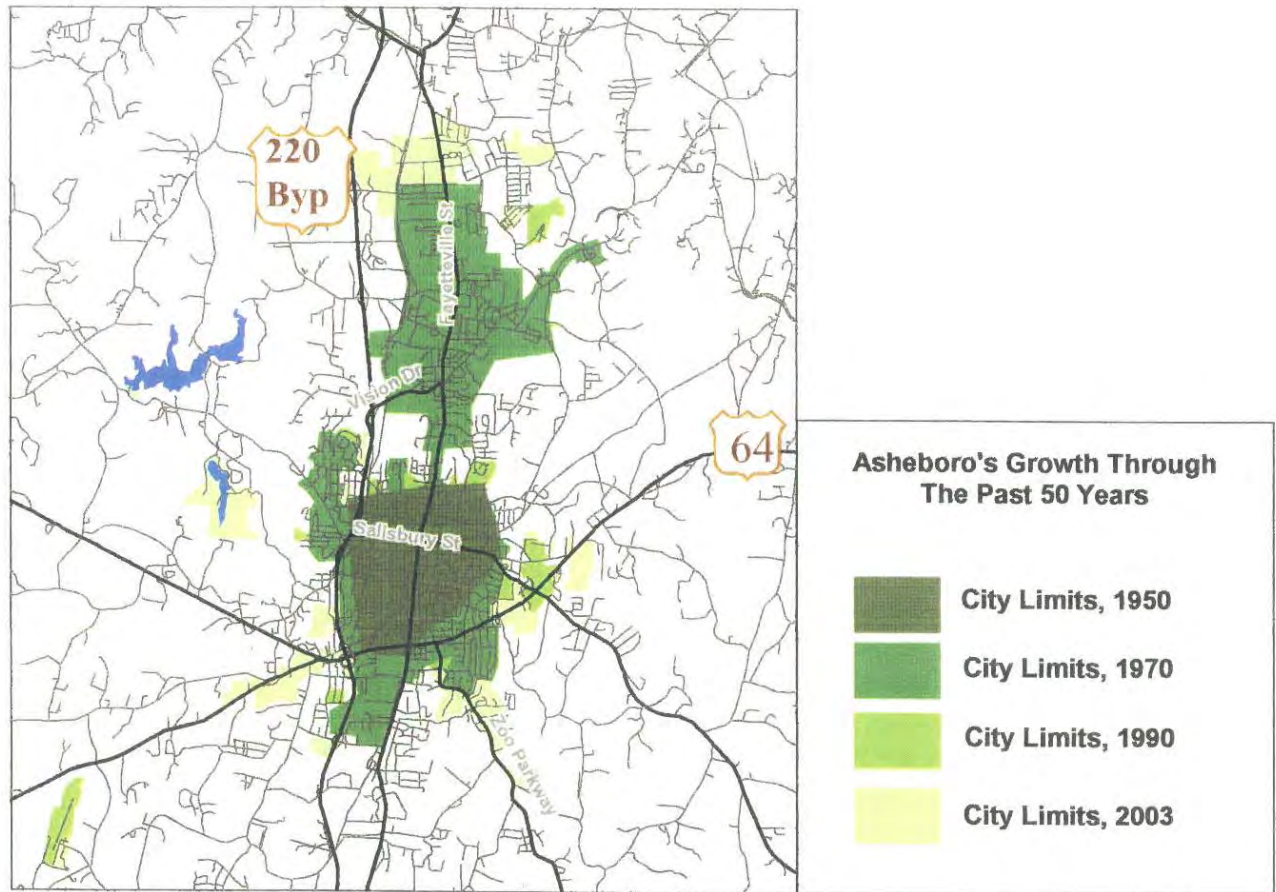
Figure 1: Historic Population Growth in Asheboro

YEAR	POPULATION	% Increase (by decade)
1890	510	
1900	992	95% (1890-1900)
1910	1,865	88% (1900-1910)
1920	2,559	37% (1910-1920)
1930	5,021	96% (1920-1930)
1940	6,801	35% (1930-1940)
1950	7,701	13% (1940-1950)
1960	9,449	23% (1950-1960)
1970	10,797	14% (1960-1970)
1980	15,252	41% (1970-1980)
1990	16,362	7% (1980-1990)
2000	21,672	32% (1990-2000)
2010 (Projection)	25,595	18% (2000-2010)
2020 (Projection)	29,595	16% (2010-2020)

SOURCE: North Carolina Office of Budget and Management
US Bureau of the Census

Due to the greater than anticipated growth rate during the 1990's and so far since 2000, the North Carolina Office of Budget and Management anticipates a faster growth rate than was anticipated in the 2000 Land Development Plan. The growth rate between 1990 and 2000 was 32%, whereas it was only projected to be 17%. Much of this growth was due to natural increase and in-migration as opposed to the City annexing areas contiguous to the City limits.

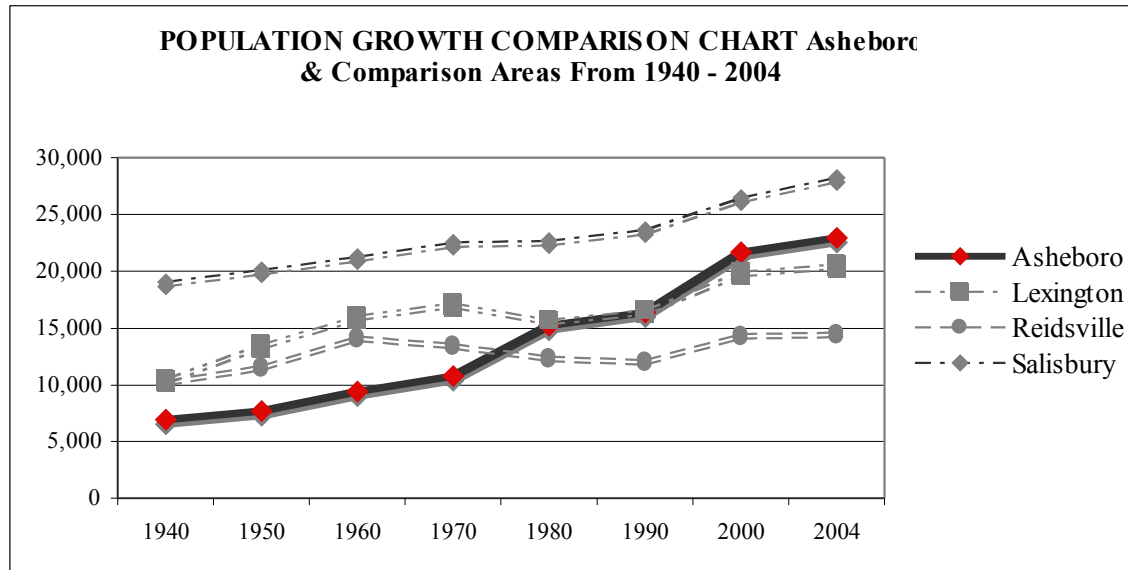
Figure 2: Asheboro City Limits: Map by Year



Source: US Census Bureau TIGER line files, Mapped by the PTCOG Regional Data Center.

**Figure 3: Population Growth Comparison
Asheboro & Comparison Areas from 1940-2004**

Year	1940	1950	1960	1970	1980	1990	2000	2004
Asheboro	6,981	7,701	9,449	10,797	15,252	16,362	21,672	22,947
Lexington	10,550	13,571	16,093	17,205	15,711	16,581	19,953	20,605
Reidsville	10,387	11,708	14,267	13,636	12,492	12,183	14,485	14,626
Salisbury	19,037	20,102	21,297	22,515	22,677	23,626	26,462	28,215



Source: US Bureau of the Census and North Carolina Budget and Management Office

Much of Asheboro's population growth has been rather recent relative to the comparison areas. While each of the comparison areas experienced some population growth since 1940, the majority of Asheboro's population growth has been in recent decades. 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. Both Reidsville and Lexington have experienced at least one decade where population declined, while Asheboro has not had a decade in which population loss has occurred since 1940. Between 2000 and 2004, Asheboro added almost 1,300 residents. This net increase, as was the case in the 2000 Land Development Plan, was higher than any of the comparison areas other than Salisbury.

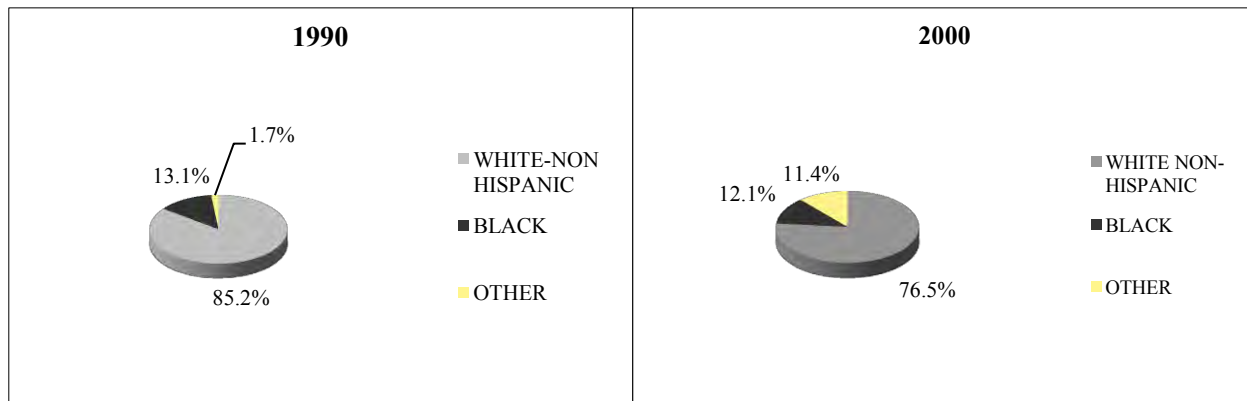
**Figure 4: Components of Growth
Asheboro and Comparison of Areas 2000-2004**

	Estimated Population Growth: 2000 to 2004	Growth through Annexation	Area Annexed (Square Miles)	Urban Growth (migration & natural increase)	Urban Growth Rate
Asheboro	1,275	170	0.91	1,105	5.1%
Lexington	652	0	0	652	3.3%
Reidsville	141	52	1.06	89	0.6%
Salisbury	1,753	1,679	1.23	74	0.3%

Source: North Carolina Management and Budget Office.

Asheboro's population growth is the least attributable to annexation of any of the comparison municipalities. While Salisbury added the most residents of any comparison area, this was almost entirely due to annexation. Conversely, Asheboro's growth was primarily the result of growth (in-migration and natural increase) within the 2000 city limit area (urban growth). Asheboro added the greatest number of residents due to urban growth of any of the comparison municipalities. While the 2000 Land Development Plan predicted that the natural increase in the population would decline due to an aging population, this has shifted as the in migrating population of Asheboro has become younger recently. This is one factor contributing to a greater than anticipated natural increase of the population (462 residents between 2000 and 2003 compared to 459 between 1990 and 1996).

Figure 5: Racial Composition of the Population



Source: United States Bureau of the Census

While Asheboro's population remains predominantly white/non-hispanic, the minority population, particularly the Hispanic population, is growing rapidly. The percentage of the population that is classified as minority has almost doubled in one decade. The largest minority population in Asheboro is the Hispanic population, however, this can be defined as any race. The fastest growing minority group in Asheboro is also the Hispanic population, which has grown by 2,299.4%, compared to the overall population growth rate of 32.5% between 1990 and 2000. Asheboro has relatively few residents of other minority groups (less than 3 percent).

Figure 6: Population Comparison by Race and Ethnic Origin

	% White/ Non-Hispanic	% Black	% Hispanic	% Other
Asheboro	65.6%	11.8%	19.9%	2.6%
Lexington	54.8%	29.8%	10.7%	4.7%
Reidsville	57.0%	39.5%	2.6%	1.3%
Salisbury	57.3%	37.6%	4.3%	1.9%
Randolph County	86.0%	5.6%	6.6%	1.8%
NC	72.1%	21.6%	4.7%	2.3%

Source: United States Bureau of the Census

Figure 7: Racial Composition of Asheboro Neighborhoods

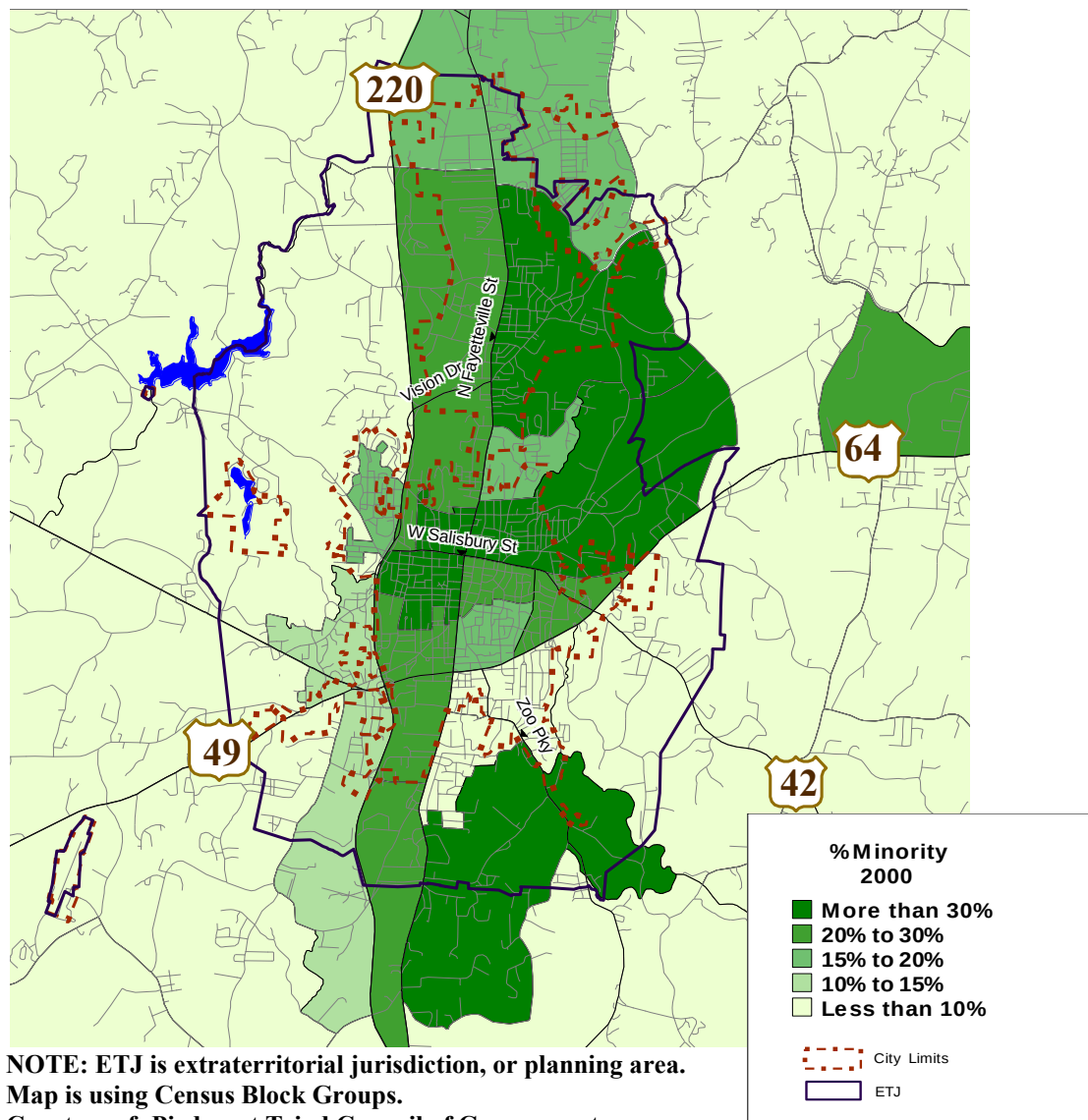


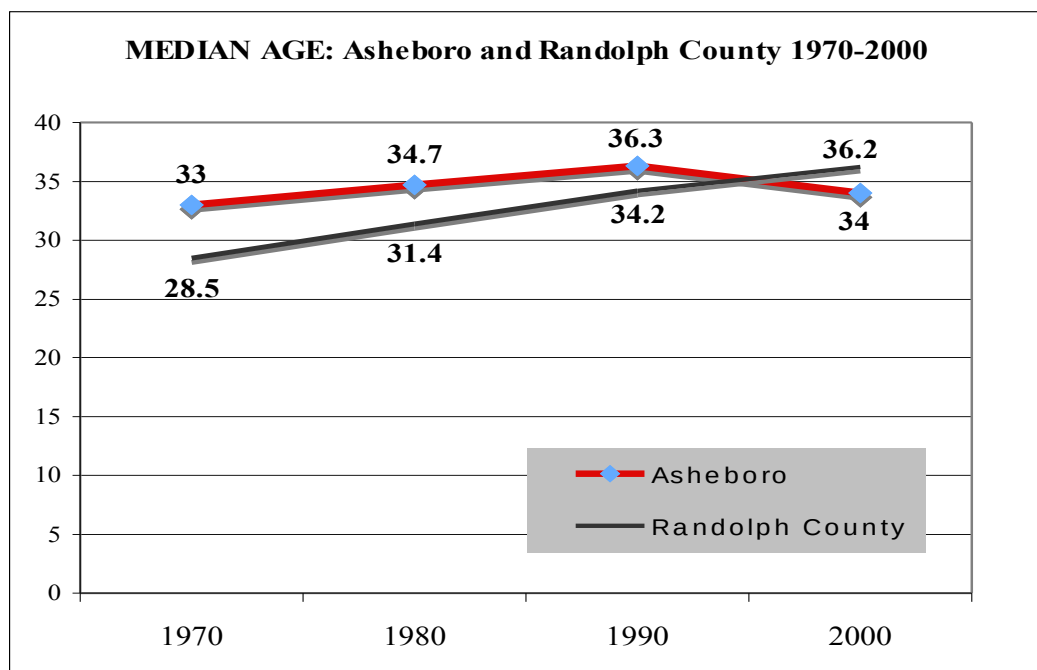
Figure 8: Age Composition of the Population

AGE	1990	2000	Change	% Change	Birthdates
0 - 4	1,166	1,631	465	39.9%	1995-2000
5 - 9	987	1,520	533	54.0%	1990-1995
10 - 14	861	1,346	485	56.3%	1985-1990
15 - 19	976	1,286	310	31.8%	1980-1985
20 - 24	1,295	1,718	423	32.7%	1975-1980
25 - 29	1,342	1,904	562	41.9%	1970-1975
30 - 34	1,216	1,723	507	41.7%	1965-1970
35 - 39	1,046	1,578	532	50.9%	1960-1965
40 - 44	972	1,455	483	49.7%	1955-1960
45 - 49	876	1,238	362	41.3%	1950-1955
50 - 54	774	1,192	418	54.0%	1945-1950
55 - 59	792	982	190	24.0%	1940-1945
60 - 64	841	828	(13)	-1.5%	1935-1940
65 - 69	847	800	(47)	- 5.5%	1930-1935
70 - 74	834	766	(68)	- 8.2%	1925-1930
75 - 79	697	710	13	1.9%	1920-1925
80 - 84	475	524	49	10.3%	1915-1920
85+	365	471	106	29.0%	Before 1915
TOTAL	16,362	21,672	5,310	32.5%	

Source: United States Bureau of the Census

The age groups that grew the fastest during the 1990's included persons over 85 years of age and those between the ages of 5 and 14. This growth trend among the school-aged population is likely to continue in the near future, given the relatively high birth rate since 2000. Another relatively fast-growing segment of the population in the 1990's were those between the ages of 50 and 54, reflecting the national trend of the aging of the baby boomer generation, who were the result of high birth rates in the mid-1940's to 1950's.

Figure 9: Median Age



Source: United States Bureau of the Census

Previously, the median age of Asheboro was projected to continue to increase between 1990 and 2000 much the same as it had previously. However, due to recent in-migration of a younger population, the median age of Asheboro actually decreased between 1990 and 2000. Asheboro has the largest proportion of persons in the 18 to 34-age group compared to the comparison areas. The high proportion of persons in these age groups may also account for the relatively high birth rate and trend of declining median age. Asheboro has the lowest percentage of people aged 45 to 64 of any of the comparison areas. By 2020, the Office of State Budget and Management predicts the median age in Randolph County as a whole will continue to rise (though not as dramatically as previously) to 38.7 years.

Figure 10: Comparison of Age by Range

	0 - 17	18 - 34	35 - 44	45 - 64	65+
Asheboro	24.1%	27.2%	14.0%	19.6%	15.1%
Lexington	24.6%	24.3%	14.9%	20.8%	15.3%
Reidsville	23.4%	20.0%	14.8%	23.0%	18.8%
Salisbury	21.8%	25.5%	12.7%	20.2%	19.9%
Randolph County	25.0%	23.0%	16.3%	23.5%	12.1%
NC	24.4%	25.1%	16.0%	22.5%	12.0%

Source: United States Bureau of the Census

**Figure 11: Comparison of Education Attainment
Persons 25 and Older**

PERSONS WITH A HIGH SCHOOL DIPLOMA

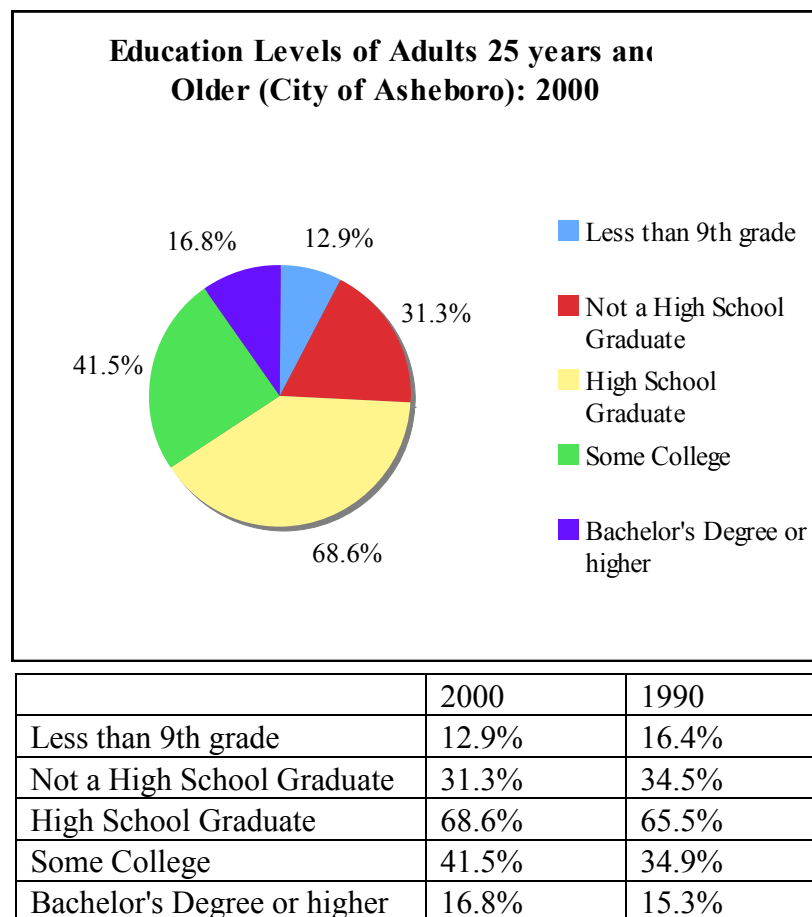
	% with a high school diploma (1990)	% with a high school diploma (2000)
Asheboro	65.5	68.6
Lexington	59.7	63.9
Reidsville	61.2	68.8
Salisbury	69.3	75.7
Randolph County	62	70
NC	70	78.1

PERSONS WITH 4 YEAR DEGREE OR MORE

	% with a 4 year degree or more (1990)	% with a 4 year degree or more (2000)
Asheboro	15.3	16.8
Lexington	12.4	14
Reidsville	15.3	15.6
Salisbury	20.7	24.1
Randolph County	9.1	11.1
NC	17.4	22.5

Source: United States Bureau of the Census

Figure 12: Educational Attainment of the Population



Source: United States Bureau of the Census

While the proportion of Asheboro's population did not rise as quickly as some of the comparison areas in the 1990's, the percentage of the population reaching different educational benchmarks rose during this decade. As the economy has shifted from a manufacturing to a more service oriented one, an increasing number of adults (including those over 25 years of age) have pursued further education of some type, thus explaining the greatest increase in "some college" being reported. Randolph Community College has seen a spike in its continuing education enrollment since 2000.

Figure 13: Comparison of Household Occupancy Rates

	Housing Units	Occupied	% Occupied	Persons per Household
Asheboro	9,515	8,756	92	2.4
Lexington	8,510	7,926	93.1	2.42
Reidsville	6,505	6,016	92.8	2.34
Salisbury	11,288	10,276	91	2.29
Randolph County	54,422	50,659	93.1	2.55
NC	3,523,944	3,132,013	88.9	2.49

Source: United States Bureau of the Census

Asheboro's occupancy rate and number of persons per household are similar to the comparison areas. The number of persons per household has increased from 2.25 in 1990 to 2.4 in 2000. Asheboro's occupancy rates (and the percentage of homes that are vacant) are similar to the comparison cities.

Figure 14: Comparison of Homeownership Rates & Housing Values

	% Owner Occupied 2000	% Owner Occupied 1990	% Share Change	Median Value 2000	Median Value 1990	% Change
Asheboro	54.1%	57.6%	(-3.5%)	\$87,900	\$56,100	56.7%
Lexington	49.8%	51.6%	(-1.8%)	\$81,800	\$47,900	70.8%
Reidsville	57.9%	58.2%	(-0.3%)	\$78,400	\$49,100	59.7%
Salisbury	53.5%	56.4%	(-2.9%)	\$93,800	\$55,500	69.0%
Randolph County	76.6%	77.0%	(-0.4%)	\$94,700	\$60,200	57.3%
North Carolina	69.4%	68.0%	1.4%	\$108,300	\$65,800	64.6%

Source: United States Bureau of the Census

Asheboro's percentage of housing that is owner occupied is higher than Lexington and Salisbury but lower than the other comparison areas. The general trend of declining homeownership rates that was present in the 2000 plan continues. The percentage share of owner occupied housing decreased the most of any other comparison areas, which may be explained by the relatively large number of multi-family housing units that were added in the 1990's. Between 1990 and 2000, the percentage share of multi-family housing in Asheboro rose from 21 to 25.5 percent of the housing stock. Additionally, mobile homes increased in their share of Asheboro's housing stock from 5.5 percent in 1990 to 9.3 percent in 2000. Asheboro had the highest percentage of mobile homes of the comparison cities and the lowest percentage of housing units that are single-family units of any of the comparison areas. Figure 16 shows median home values in Asheboro.

Figure 15: Renter and Owner Occupancy in Asheboro

From: Asheboro Statistical Profile Compiled by: Piedmont Triad Council of Governments

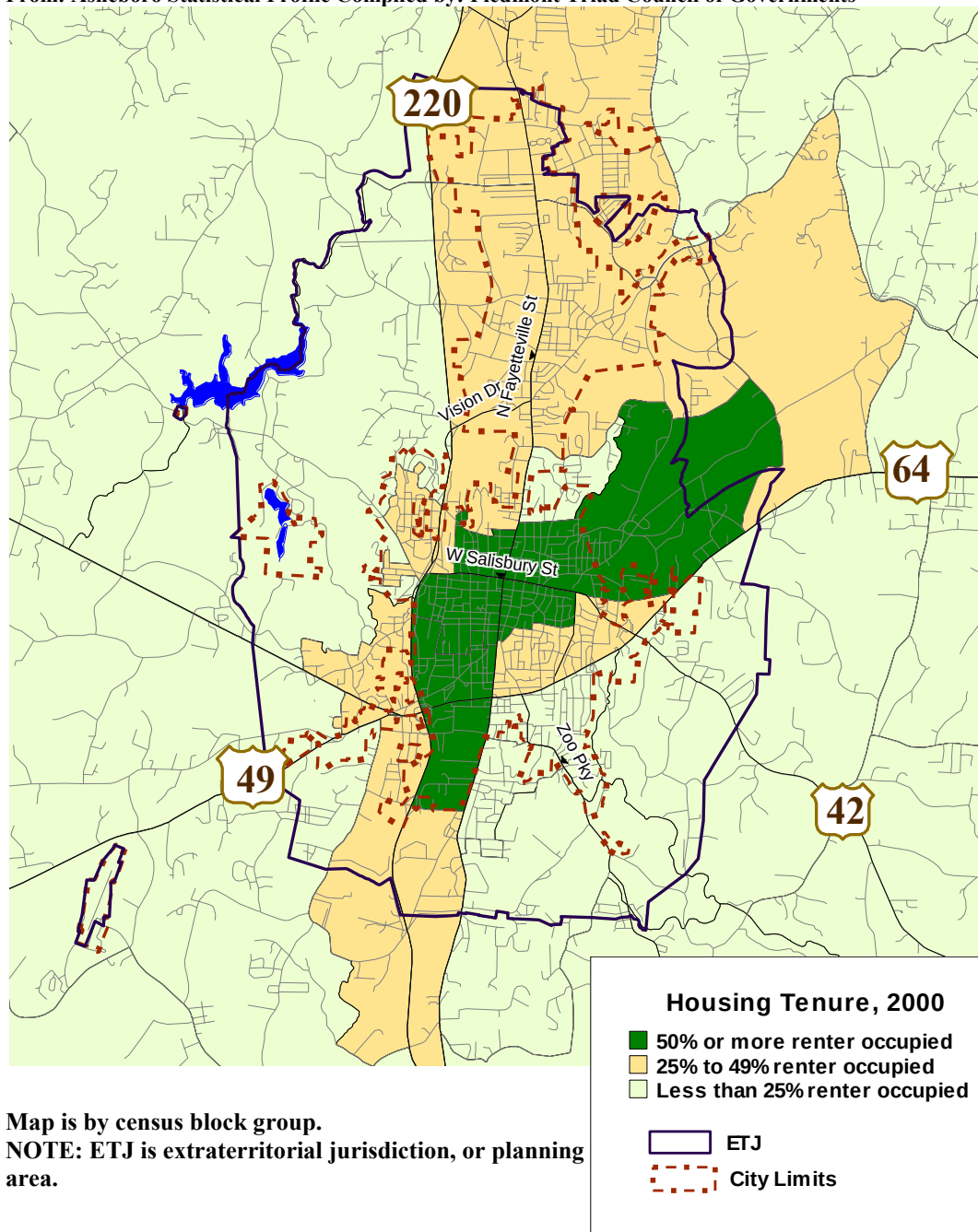


Figure 16: Median Home Values in Asheboro

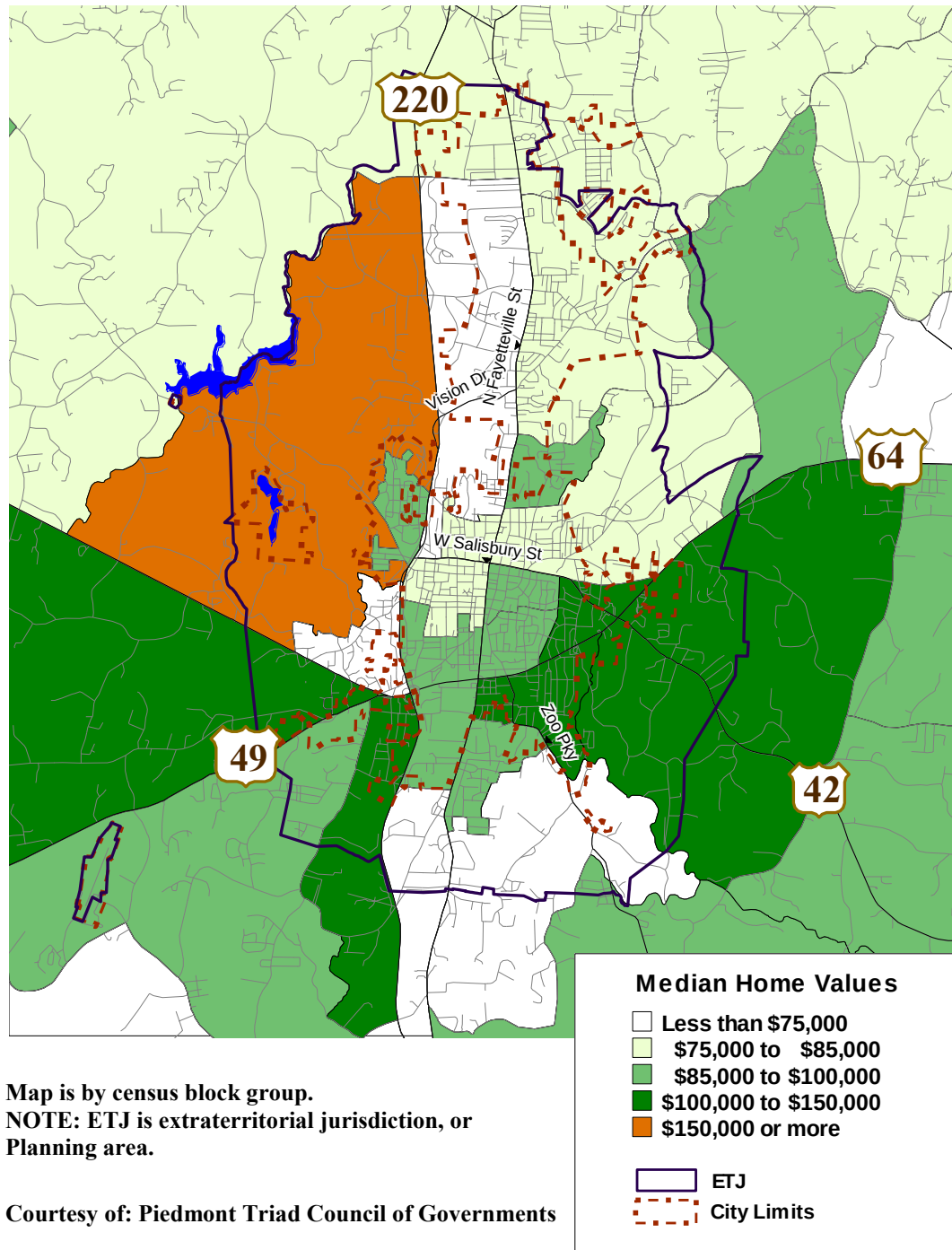


Figure 17: Comparison and Change in Housing Unit Types

SINGLE FAMILY	Single Family 1990	Single Family 2000	Percentage Share Change
Asheboro	63.1	58.3	(-4.8)
Lexington	71.6	69.8	(-1.8)
Reidsville	76.4	77.7	1.3
Salisbury	67.4	63.8	(-3.6)
Randolph Co.	66.5	64.4	(-2.1)
NC	68	64.4	(-3.6)

MULTI-FAMILY	Multi-Family 1990	Multi-Family 2000	Percentage Share Change
Asheboro	21	25.5	4.5
Lexington	23.4	22.4	(-1)
Reidsville	19.6	17.9	(-1.7)
Salisbury	30.1	34.1	4
Randolph Co.	9.2	9.3	0.1
NC	16.3	17.6	1.3

MOBILE HOME/ OTHER	Mobile Home 1990	Mobile Home 2000	Percentage Share Change
Asheboro	5.5	9.3	3.8
Lexington	2.4	5.1	2.7
Reidsville	1.2	3.3	1.9
Salisbury	2.5	2.2	(-0.3)
Randolph Co.	9.2	9.3	0.1
NC	16.1	16.6	0.5

“Other” includes a boat, van or recreational vehicle.

Source: United States Bureau of the Census

□ 2.2 Analysis of Economic Growth Factors

Figure 18: Comparison and Change of Income

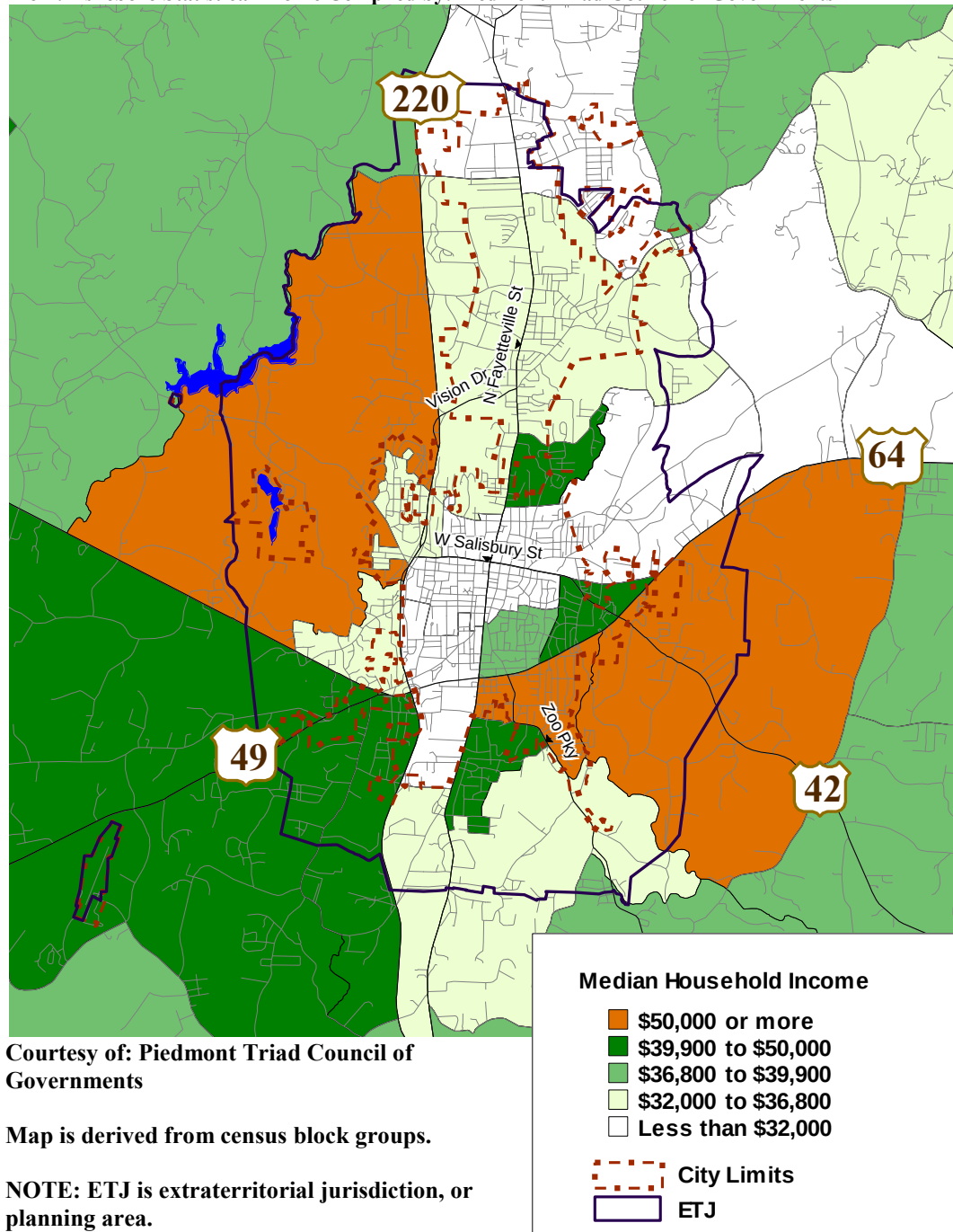
	MEDIAN HOUSEHOLD INCOME (1989)	MEDIAN HOUSEHOLD INCOME (1999)	% Growth
Asheboro	\$24,294	\$31,676	30.4
Lexington	\$21,011	\$26,226	24.8
Reidsville	\$21,581	\$31,040	43.8
Salisbury	\$24,081	\$32,923	36.7
Randolph County	27,130	\$38,348	41.3
North Carolina	\$26,647	\$39,184	47
	MEDIAN FAMILY INCOME (1989)	MEDIAN FAMILY INCOME (1999)	% Growth
Asheboro	\$30,781	\$39,397	28
Lexington	\$26,721	\$32,339	21
Reidsville	\$28,031	\$37,553	34
Salisbury	\$30,338	\$41,108	35.5
Randolph County	\$31,274	\$44,369	41.9
North Carolina	\$31,548	\$46,335	46.9

Source: United States Bureau of the Census

Asheboro's median household income and family income rose during the 1990's but not as rapidly as in most of the comparison areas, other than Lexington, which had the lowest increase in median household and family income.

Figure 19: Income in Asheboro

From: Asheboro Statistical Profile Compiled by: Piedmont Triad Council of Governments



Courtesy of: Piedmont Triad Council of Governments

Map is derived from census block groups.

NOTE: ETJ is extraterritorial jurisdiction, or planning area.

The areas with relatively higher income in Asheboro included those census block groups in the southeastern part of the city and extraterritorial planning area. Higher income areas are also northwest of the city, within the extraterritorial jurisdiction but mainly outside the city limits. The lower income areas include those in the center city and east of the central business district and coincide with the census block groups that experience a higher concentration of poverty that are defined by the State Development Zone in Figure 22.

Figure 20: Comparison of Poverty Levels

	All Persons (1990)	All Persons (2000)	Children (0-17)	Elderly (65 +)
Asheboro	12.8	15.8	23.8	12.5
Lexington	18.5	21.2	31.7	18
Reidsville	18.5	15.1	23.9	14.7
Salisbury	15.6	16	22.5	11
Randolph County	8.3	9.1	11.6	11.5
NC	13	12.3	16.1	13.2

Source: United States Bureau of the Census

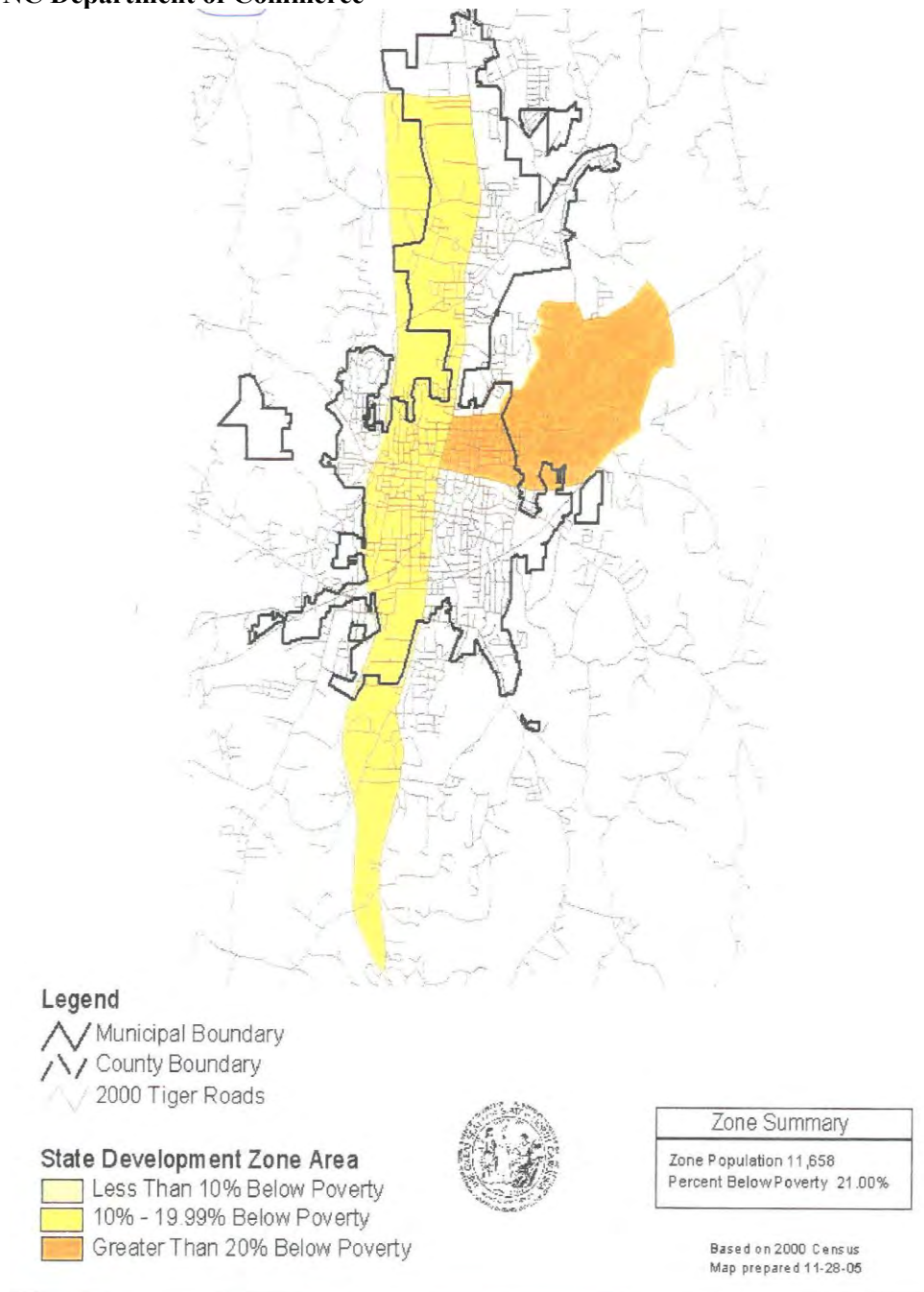
Overall, the percentage of people in poverty rose in Asheboro between 1990 and 2000. The poverty rate overall is comparable to the comparison areas but higher than the State. The trend in increasing poverty is mirrored by the other comparison areas, but not the State, which saw an overall decline in the percentage of persons in poverty between 1990 and 2000. The percentage of people aged 65 and over in poverty was lower than the state average and most of the comparison areas.

Figure 21: High Poverty Neighborhoods
Poverty by Census Block Group

Census Tract	Block Group	Poverty Rate	Population	Persons in Poverty
301	1,2,3	17.4	4,498	484
303.02	1	27.9	3,264	910
304	1,2	19.4	3,896	754
Total (Average)		21	11,658	2,448

Source: United States Bureau of the Census, North Carolina Department of Commerce

Figure 22: Asheboro State Development Zone
 Map from NC Department of Commerce



The North Carolina Department of Commerce designates State Development Zones to encourage investment in areas with a high concentration of poverty. Specifically, these areas must have a population over 1,000 and average poverty rate exceeding 20%. Companies that invest \$150 million in real property, machinery and equipment, or administrative offices within these areas qualify for tax credits that carry forward for up to 20 years. The goal is to stimulate new investment and job creation in these areas. In December 2005, this area was expanded to include the entire tract of Census Tract 301 and Census Tract 304.

Figure 23: Workforce and Commuting Statistics for Asheboro in 2000

	1990	2000
Total Asheboro Labor Force	8,779	10,875
Employed Asheboro residents	8,420	10,075
Asheboro labor force working in Asheboro	5,338	5,338
% of Asheboro workers working in Asheboro	64.6%	53.0%
% of Asheboro workers working in Randolph County	84.7%	79.5%

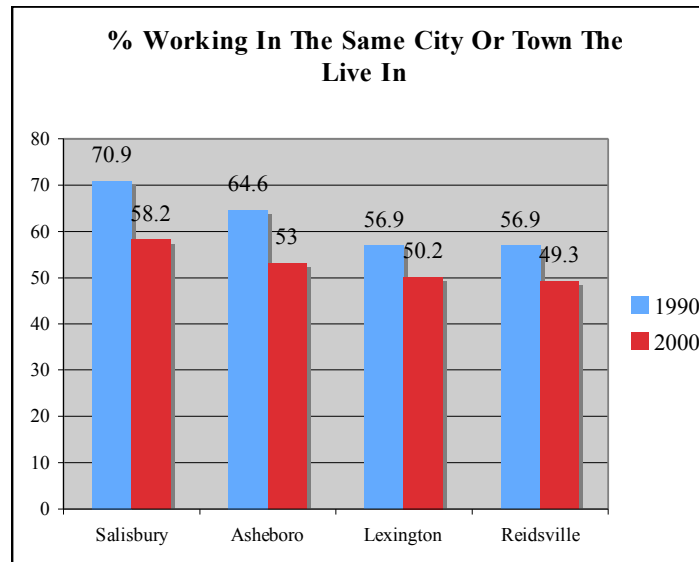
Asheboro experienced a growth of over 2000 jobs between 1990 and 2000, outpacing the growth of employed residents during the 1990's. In 2000, Asheboro had a slightly higher labor force than the number of employed workers living in the city. While the percentage of Asheboro workers working within the City declined from 64.6 percent to 53 percent of this population, most of Asheboro's population continued to work within Randolph County (79.5 percent of the population), though the percent working in the county also dropped.

Figure 24: Asheboro Daytime Population

	Population	Daytime Population	Change	% Change
Asheboro	21,672	32,568	10,896	50.3%
Lexington	19,953	28,340	839	42.0%
Reidsville	14,485	19,150	4,665	32.2%
Salisbury	26,462	40,670	14,208	53.7%
Randolph County	130,454	114,258	-16,196	(-12.4%)
North Carolina	8,049,313	8,068,841	19,528	0.2%

The daytime population 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 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 21,672 to a daytime population of 32,568. This 50.3 percent increase in daytime population was the second largest of all the comparison areas, second only to Salisbury (53.7 percent). This is significant as potential business growth may be higher than other demographics suggest. This is in contrast to Randolph County overall, which lost 12.4 percent of its population during the day as people in the county commuted elsewhere (especially those living in northern Randolph County commuting to Guilford County).

Figure 25: Percentage of people who work in the same city or town in which they live



Fifty three percent of workers who reside in Asheboro also work in Asheboro. This figure retains the same relative rank of the comparison cities when compared with previous 1990 Census data, with the percentage of workers employed in their town of residence second only to Salisbury. Asheboro and the comparison cities all saw a decline in the percentage of people who work and live in the same city between 1990 and 2000.

Figure 26: Major Employers in Asheboro

Company Name	Current Employment	Employment, 1999	Nature of Business
Klaussner Furniture Industries	1,822	3,200	Upholstered Furniture
Energizer Battery	1,104	1,120	Batteries
Randolph Hospital	880	770	Health Care
Acme-McCrary	805	670	Women's activewear & intimate apparel
Prestige Fabricators	800	531	Foam Products
Wal-Mart	718	N/A	Retail
Asheboro City Schools	586	531	Education
Arrow International	500	525	Catheters
Technimark	400	529	Plastics Products
Goodyear Tire and Rubber	400	423	Wire Cord
Wells Hosiery	380	N/A	Hosiery
Oliver Rubber	350	N/A	Rubber Products
Kayser-Roth	300	389	Nylon & cotton socks
City of Asheboro	300		Government

Source: Randolph County Economic Development, 2006

As shown in the above chart, manufacturing still composes a major component of the workforce. However, the manufacturing sector has diversified to some degree in recent years from the traditional furniture and textile manufacturing that has comprised the economic base of Asheboro. Randolph Hospital continues to increase its employment base and even though Asheboro's population has recently been getting younger (and thus on average less of a consumer of health services than an older population), Randolph County's population as a whole continues a trend of getting older. This trend will likely continue a greater demand for health care services for the area that the hospital and related offices serve.

Figure 27: Largest Tax Assessments in Asheboro

The list below denotes the establishments paying the greatest amount of city tax. Most of these largest taxpayers illustrate that Asheboro's traditional tax base is in the manufacturing sector; however, as stated earlier, the tax base is becoming somewhat more diversified. Center Point Plaza is the largest retail taxpayer in Asheboro, even larger than Randolph Mall, which has a slightly greater gross floor area. The chart shows the relatively large impact one major layoff or new business or expansion can have on the city's tax base. The ten largest tax assessments contribute over 10 percent of Asheboro's tax base. With a total appropriation budget of \$19,043,336, the proportion that each of these taxpayers contributes to the city government's budget (Fiscal Year 2005-06) is also noted.

RANK		TOTAL VALUE	CITY TAX	% of total tax base
1	ENERGIZER BATTERY MANUFACTURING	\$148,792,334	\$818,357.84	4.3
2	GOODYEAR TIRE & RUBBER COMPANY	\$36,969,496	\$203,332.23	1.1
3	TECHNIMARK INC	\$32,207,750	\$177,142.63	0.9
4	KLAUSSNER FURNITURE INDUSTRIES	\$28,957,201	\$159,264.61	0.8
5	UNILEVER BESTFOODS	\$23,264,844	\$127,956.64	0.7
6	STARPET	\$19,166,911	\$105,418.01	0.6
7	CENTERPOINT PLAZA	\$18,831,120	\$103,571.16	0.6
8	GEORGIA PACIFIC	\$16,927,687	\$93,102.28	0.5
9	OLIVER RUBBER COMPANY	\$16,770,513	\$92,237.82	0.5
10	JG RANDOLPH II LLC	\$16,274,970	\$89,512.34	0.5
	TOTAL	\$358,162,826	\$1,969,895.54	10.3

Source: Randolph County Tax Department, 2006

Figure 28: Major Manufacturing Layoffs/Downsizing since 2000

The chart below details some major layoffs that have occurred since the 2000 Land Development Plan. Three of the four were in the textile and furniture industry, while the stated reason for the Unilever Bestfoods layoffs was due to a consolidation of operations.

	Number of Employees Affected	Date
Galey and Lord (textiles)	215	September, 2001
Klaussner Furniture (5 downsizings)	422	2000-2002
Sara Lee Branded Apparel	200	August, 2004
Unilever Bestfoods	150	December, 2005

Source: Employment Security Commission (2005 data).

Figure 29: Employment by Industry in Randolph County

Note: Data is available for employment by sector for the entire county; however, this should offer some gauge of the employment pattern in Asheboro, since Randolph County is generally considered to be in commuting distance for Asheboro residents.

Industry	NAICS Code	1997 Employment %	2005 Employment % July-Sept.	% Share Change
Goods Producing	101	49%	46.10%	(-2.9%)
Mining	1011	0.60%	0.50%	(-0.1%)
Construction	1012	4.30%	7%	2.70%
Manufacturing	1013	44.20%	38.50%	(-5.70%)
Service Providing	102	51.00%	53.90%	2.90%
Trade, Transportation, and Utilities	1021	20.30%	15.50%	(-4.8%)
Information	1022	0.70%	0.60%	(-0.1%)
Financial Activities	1023	1.90%	2.10%	0.20%
Professional and Business Services	1024	4.20%	5.60%	1.40%
Education and Health Services	1025	13.10%	15.50%	2.40%
Leisure/Hospitality	1026	5.80%	7.90%	2.10%
Other Services	1027	2%	2.00%	Unchanged
Public Administration	1028	4.40%	4.40%	Unchanged
Unclassified	1029	N/A	0.30%	N/A
Private Sector		88.9	87.5	(-1.4%)
Public Sector		11.1	12.5	1.40%

Source: North Carolina Employment Security Commission, 2006 data.

Randolph County's employment base (data is not currently available for the city) continues to transition from a goods producing economy to a service providing economy, with the manufacturing employment losing 2.9 percentage points of the total share of employment and the service providing economy gaining 2.9 percentage points of the percentage share of employment. The manufacturing and trade, transportation and utilities sectors showed the greatest employment decline in overall employment for the county between 1997 and 2005, while education, health care, construction, leisure and business services showed the greatest increases in the overall proportion of employment. Public sector employment showed a slight percentage share increase over private sector employment.

Figure 30: Retail Sales Per Capita

	1997-1998 total retail sales	Retail Sales per capita 1997-98	2004-2005 total retail sales	Retail Sales per capita 2004-2005
Asheboro	\$482,969,483	\$25,555	\$539,717,798	\$21,047
Lexington	\$504,189,808	\$28,953	\$639,361,065	\$24,469
Reidsville	\$277,608,504	\$19,386	\$250,406,046	\$18,980
Salisbury	\$648,769,821	\$24,133	\$840,946,943	\$29,805

Source: North Carolina Department of Revenue, 2006

The retail sales per capita fell slightly since 1997-1998, but gained in total dollar sales. Lower retail sales per capita also occurred in the other comparison cities except for Salisbury. Reidsville saw both a decline in total retail sales and retail sales per capita.

Figure 31: Asheboro's Proportion of Retail Sales in Randolph County

	RANDOLPH COUNTY	ASHEBORO	% of County
1998-1999	\$1,041,954,584	\$469,727,551	45.10%
1999-2000	\$1,044,671,046	\$467,190,404	44.70%
2000-01	\$1,059,866,927	\$471,504,190	44.50%
2001-02	\$1,039,610,177	\$466,457,782	44.90%
2002-03	\$1,029,001,206	\$470,052,538	45.70%
2003-04	\$1,130,615,670	\$505,220,675	44.70%
2004-05	\$1,213,869,384	\$539,717,798	44.50%

Source: North Carolina Department of Revenue, 2006

Asheboro's proportion of retail sales in Randolph County has fluctuated slightly but has remained fairly stable holding at about 45 percent of the county's total retail sales. Some slight variation may be explained if one locality experiences greater retail growth in a particular year, shifting buying habits of consumers in the region, at least temporarily. It should be noted that Asheboro accounts for only about 17 percent of the county's population and is, thus, the dominant retail center of the county in relation to its population.

□ 2.3 Analysis of Urban Service Growth Factors

Water Treatment and Distribution System

The City of Asheboro currently has a water treatment plant capacity of 12.0 million gallons per day (MGD). During fiscal year 1998-1999, the City treated an average of 4.94 MGD. With an average of over 6 MGD in excess water treatment capacity, the City can continue to provide excellent water service to existing customers, and accommodate a substantial amount of new development over the next twenty years. The City has 6 storage tanks with a combined capacity of 3.66 MG. The table below shows the number and type of City water customers, and their average daily water use.

Figure 32: Summary of Water Customers & Usage (FY98-99)

Type of Water Customer	Number of Customers	Average Daily Use (MGD)
Residential	8,990	1.31
Non-Residential	1,419	2.56
Non-Billable	46	0.31
TOTAL	10,455	4.18

The existing water distribution system serves most of the area within the City's existing municipal limits (see attached *MAP – Existing Water System*). The City currently shares in approximately half of the cost of providing water lines along existing roads within or near City Limits. The current rate for extending a 6-inch diameter water line is approximately \$30 per linear foot. Developers are charged \$15 per foot for the City to install a 6-inch line up to their property.

Wastewater Collection and Treatment System

The City of Asheboro currently has a wastewater treatment plant capacity of 9.0 million gallons per day (MGD). During fiscal year 1998-1999, the City treated an average of 4.19 MGD. With an average of about 4.8 MGD in excess wastewater treatment capacity, the City can continue to provide excellent sewer service to existing customers, while accommodating a substantial amount of new development over the next twenty years. The table below shows the number and type of City sewer customers, and their average daily water use.

Figure 33: Summary of Water Customers (FY98-99)

Sewer Customer Type	Number of Customers	Average Daily Use (MGD)
Residential	7,388	1.03
Non-Residential	1,372	2.18
Non-Billable	37	0.11
TOTAL	8,797	3.32

The existing sewer collection system serves most of the area within the City's existing municipal limits and flows through several areas outside City limits (see attached *MAP – Existing Sewer System*). The City currently shares in approximately half of the cost of extending sewer lines within or near City Limits. The current average rate for extending an 8-inch diameter sewer line is approximately \$40 per linear foot. Developers are charged \$20 per foot for the City to install an 8-inch line up to their property. Developers are generally discouraged from installing pump stations, due to potential City liability and daily inspections required by the state. Pump stations are, however, allowed and maintained by the City, when

land development projects contain 50 or more lots, or are expected to produce a minimum of 50,000 gallons per day of wastewater. The cost of installing pump stations is variable, based on pump size, and is usually not shared by the City, unless the pump is oversized to meet some explicit public purpose.

MAP: Existing Water System

MAP: Existing Sewer System

□ 2.4 Analysis of Environmental Growth Factors

Existing Land Uses

Land uses were mapped and analyzed to identify existing land development patterns and vacant or under-utilized land within the City's jurisdiction. An Existing Land Use map was developed using data from the County tax assessor records (June 1998), and refined using field survey data collected in October 1998 (see attached MAP – Existing Land Use). The Table below shows the acreage totals for each major category of land use. There are acreage summaries for the entire jurisdiction and also for the city limits and ETJ areas separately. Acreage totals are calculated as sums of all of the parcels entirely or mostly within the jurisdiction.

In cases of single-family uses (houses or mobile homes) on tracts over 10 acres, the acreage totals are calculated at 10 acres for each parcel, based on the assumption that any land area over this total can be considered under-utilized, excess land, and essentially vacant. The actual amount of excess land in each individual case may be more or less. The acreage totals for some of the other uses also take excess land into account. The amount considered excess is calculated on a parcel-by parcel basis, using aerial photography. The total estimate of excess land for all uses is listed individually in the table. The "Railroad" category is all property owned in fee simple by the Norfolk & Southern Railroad, which differs from the rail right-of-way. On the map, this land is included with the "Infrastructure" category.

Figure 34: Acreage Totals for Major Existing Land Use Categories

Major Land Use Category	Acres	Percent of Total Land
Vacant Land	10,055	37.2%
Excess Under-Utilized Land	2,152	8.0%
Single-Family Residential (<10 Acres)	6,385	23.6%
Single-Family Residential (>10 Acres)	1,260	4.7%
Multi-Family Residential	402	1.5%
Manufactured Homes & Mobile Home Parks	482	1.7%
Commercial	684	2.5%
Office	167	.6%
Institutional	707	2.6%
Industrial	1,531	5.7%
Recreational	179	.7%
Open Space	508	1.9%
Railroad Properties	124	.5%
Other Infrastructure	136	.5%
Rights-of-Way	2,294	8.5%
Total	27,065	100.0%

Single Family Residential Uses

About 28 percent of the city is dedicated to site-built single-family homes, fairly well-distributed in various areas. Although much more difficult to calculate because of large parcels, the percentage of land for single-family homes in the ETJ is also about 28 percent. Based upon information from the Randolph County tax assessor records, the single-family growth of the last 20 years has been stronger in the ETJ. Using current boundaries, about 1,400 units in the ETJ have been built in the last 30 years, compared to about 1,000 units in the city. When the larger lot sizes in the ETJ are factored, this is a much greater land consumption for single-family than in the city.

Multi-Family Residential Uses

Multi-family uses are almost entirely within the city due to their dependence on public sewer services.

Duplex, Triplex, and Quadruplex Units – Distributed regularly throughout the city, having been built largely as infill in existing single-family neighborhoods. Some of these are former single-family homes adapted for use as two or more units. Whereas multiplexes once were concentrated in neighborhoods near downtown, most of the new construction has been west of US 220 Bypass and south of US Highway 64, still following the neighborhood infill pattern.

Townhomes – Approximately 200 townhome units are situated in eight areas, all having been built since 1980. These communities are located in predominantly single-family areas near the traditional town center. As of yet, no residential condominiums have been built in Asheboro.

Apartments – Just over 2,000 apartment units are located in Asheboro. 90 percent of these units have been built since 1970. They are fairly centrally located, with few south of US 64 or west of US 220 Bypass. Since the last plan in 1985, the Fayetteville Street corridor in northern Asheboro has added 432 units in five projects. This is a fairly significant increase over the previous apartment count in that area.

Manufactured Homes – Asheboro has about 670 manufactured home units located within mobile home parks (unified groupings of five or more units). Around 600 of these units are within city limits in northern Asheboro. About 150 units are in individual settings or groups of two to four. A large grouping of units is located outside and south of the jurisdiction, east of US 220 Business along Crestview Church Road and Staley's Farm Road. Another mobile home park is located outside and north of the jurisdiction, east of Fayetteville Street and north of Hub Morris Road.

Non-Residential Uses

The table below presents the main types of facilities included in each major non-residential land use category. The current, main function of each parcel was the primary factor in determining a land use designation, regardless of ownership or the original purpose of the building(s), if different from the current use.

Facilities Included Within Major Non-Residential Land Use Categories
Commercial – Retail stores, restaurants, convenience stores, bank branches, hotels and motels, automobile dealers, mobile home dealers, automobile service facilities, auto salvage yards, mini-storage facilities. Office – Professional offices, including those offering insurance and real estate services, governmental offices (except those with high numbers of visitors from the general public), offices for civic and non-profit organizations, and medical office buildings. Institutional – Schools, colleges, churches, day care centers, governmental facilities with significant visitation by the general public (i.e. County Courthouse, social services), meeting facilities for civic or non-profit organizations (i.e. YMCA or fraternal lodges), police and fire stations, hospitals, nursing homes, and cemeteries. Industrial – Manufacturing and assembly facilities, truck terminals, truck parking areas, warehouses, and lumber yards.

Commercial Uses – Commercial uses are located much as they were at the time of the last plan in 1985, along Fayetteville Street and US Highway 49/64. South of Vision Drive along Fayetteville Street, commercial strip development is rarely interrupted. North of Vision Drive, the commercial presence is more sporadic. The establishments are of various ages and are typically fairly compact, located on small parcels. Among the few large commercial spaces, maintaining retail tenants has been difficult.

Along US Highway 49/64, commercial strip development runs fairly continuously from the Randolph Mall to the split in US 64 and US 49 just west of US 220 Bypass. Most of the larger establishments such as shopping centers and auto dealerships are clustered near the NC Highway 42 intersection. Excluding the Randolph Mall, built in 1982, most of these larger facilities have been built since the last plan. The 220,000 square foot Wal-Mart completed in 1999, is the most recent major addition, having vacated a smaller space in a nearby shopping center. From Dublin Road/Brower's Chapel Road westward, the commercial sites are small, few being more than 300 feet deep. Compared to Fayetteville Street, US Highway 49/64 has much more of the national chain presence in restaurants, hotels, and retail stores.

Office Uses – Aside from facilities for locally oriented services (real estate, insurance, medical, legal, etc.), Asheboro does not have a significant amount of office space. It is predominantly located near the downtown area, much of it represented by City and County offices. The new County building off McDowell Road in southern Asheboro is the only major suburban office facility.

Institutional Uses – The Institutional category includes quite a diversity of establishments; therefore, the land use map includes more specific labeling of several facilities that fall under this broad heading. Most of the publicly-owned facilities in this category (County Courthouse, Register of Deeds, hospital, library) are in or near downtown. Exceptions are the County Social Services, at Fayetteville Street and Vision Drive, and the new County jail off McDowell Road. Other institutional uses such as schools and churches are fairly well-dispersed. The adjacent campuses of Asheboro High School and South Asheboro Middle School occupy prominent sites on the north side of US Highway 49/64 between US Highway 220 Bypass and Fayetteville Street. North Asheboro Middle School is at a somewhat isolated location along West Bailey Street, south of the US 220 Bypass/Spero Road interchange. Randolph Community College is just off the McDowell Road interchange in southern Asheboro.

Industrial Uses – Reflecting Asheboro's economic base, industrial sites occupy a fairly sizeable share of the city's land area at 11.5 percent. Aside from single-family homes, no other category occupies more than 5 percent of the city. In the years before World War II, industrial uses focused on the railroad corridor in central Asheboro. Many of the original buildings in this area still remain in industrial use, but new industrial development is rare. In keeping with the truck-oriented operations of the post-war era, most of the newer industrial additions have been located near US 220 Business and, after it was completed during the 1980s, near the US 220 Bypass. There are two major clusters where this has occurred. Much of the newest development has been in northern Asheboro off the Pineview Road interchange with US 220 Bypass. The other industrial hub is south of US 49/64, where most facilities were built prior to 1970.

Recreational Uses – The City of Asheboro operates several parks, mostly located near the central area. North Asheboro Park off West Balfour Avenue is the only dedicated park in the northern section of the city. Recreational facilities at the Asheboro city schools supplement the City's park system, mainly with playground equipment and ball fields. The Asheboro Municipal Golf Course (nine holes) is on Fayetteville Street just south of US 49/64. Lake Lucas, a city-owned reservoir off Old Lexington Road at the western edge of the jurisdiction, is mainly a boating facility. The land surrounding and including Lake Bunch and Lake McCrary comprises about 340 acres, mostly open now, but may be developed into some active recreation uses in the future.

Infrastructure Uses – There are three major public infrastructure facilities in or near the jurisdiction. The Asheboro water treatment plant occupies 15 acres at the western end of a residential subdivision, west of the Sunset Avenue and Salisbury Street interchange with US 220 Bypass. The Asheboro wastewater treatment plant is on 90 acres in the northeastern portion of the jurisdiction, off the northeast side of Hub Morris Road. The former Randolph County sanitary landfill, now converted to a waste transfer site and demolition landfill is just east of the jurisdiction, off the east side of Henley Country Road.

Vacant or Under-Utilized Land – Land classified as vacant is comprised mainly of undeveloped parcels, plus excess land on under-utilized tracts. In addition, a few of the parcels classified as vacant are those with structures that appear abandoned or uninhabitable. Parcels used solely for parking are not considered vacant, but rather classified according to the type of building or facility use they serve. There are approximately 10,055 acres (37.2%) of vacant land and 2,152 acres (8.0%) of excess or under-utilized land within the City’s entire jurisdiction. Within City limits, about 1,947 acres (20.6%) of the land is vacant, and 316 acres (3.3 %) is excess land. In the City’s ETJ, 8,108 acres (46.1%) of the land is vacant, and 1,835 acres (10.4%) is excess land. In central and southern Asheboro, vacant land is scattered in small pockets, rarely more than 10 contiguous acres in size. Most of the large tracts of vacant land within the city are in the northern section. In the area between US 220 Bypass and Fayetteville Street there are large tracts of vacant land adjacent to, but outside of city limits. However, much of this vacant land is in flood hazard areas or on severely sloping terrain. Vacant land is scattered fairly evenly in all directions toward the outer portions of the jurisdiction.

Historic Land Development Patterns

To gain a better sense of how the City of Asheboro has grown over time, and especially since the last Land Development Plan update in 1985, two maps were developed depicting historic land development patterns (see attached MAP – Historic Land Development and MAP – Land Development Since 1985).

MAP: Existing Land Use

MAP: Historic Land Development

MAP: Land Development Since 1985

Existing Land Development Policies

The City of Asheboro utilizes two main tools to regulate land development within its jurisdiction; zoning regulations and subdivision regulations.

Zoning Regulations

Zoning is one of many legal and administrative tools utilized to implement planning policies. It is a means to insure land uses within the community are properly situated in relation to one another, and that adequate space is provided for each type of development. It allows the control of development density so that property can be provided with adequate public services such as streets, schools, recreation, utilities, and fire and police protection. Zoning also helps to direct new growth into appropriate areas and protects existing property by requiring that new land development provide adequate light, air and privacy for persons already living and working within the community.

Zoning is the most commonly used legal device for implementing a community's land development plan. It allows for the division of a jurisdiction into districts, and for the establishment of specific regulations, requirements, and conditions to be applied within each district, to address the following types of issues:

1. The height or bulk of buildings and other structures.
2. The minimum lot size, yard setbacks, maximum ratio of building floor area to land area, and minimum requirements for onsite open space and recreation area.
3. The maximum number or density of dwelling units.
4. The desired use of buildings and land for various purposes.

Most citizens recognize the role zoning plays in stabilizing and preserving property values. It may also affect the taxation of property as an element to be considered in tax assessment valuation. The use of materials or manner of construction of a building is regulated through the building code rather than through zoning regulations. In addition, the minimum cost or general appearance of permitted structures is usually controlled by private restrictive covenants contained in the deeds to property. There are, however, some examples, particularly in relation to historic buildings or districts, where zoning is used effectively to achieve aesthetic goals. Most zoning regulations are only indirectly concerned with achieving aesthetic ends, although there appears to be a trend toward a greater acceptance of aesthetic control as a proper function of a zoning ordinance, based on interpretation of statutory intent to protect the public's "general welfare." Most zoning ordinances do not regulate the design of streets, the installation of utilities, or the reservation or dedication of parks, street rights-of-way, or school sites. It is becoming more common for the regulatory provisions of multiple, separate ordinances to be combined into a single comprehensive ordinance, usually called a land development control ordinance or unified development ordinance.

Current Zoning Regulations in Asheboro

The City of Asheboro first established zoning during the 1940s. Over the years, the City's zoning ordinance has evolved to incorporate a variety of new principles of land use regulation including conditional use zoning and planned unit developments (PUD's).

If a property is currently zoned for its intended use, then necessary permits are obtained through application and the payment of fees. If a land development proposal does not coincide with a parcel's current zoning designation, rezoning approval from the City Council is required. This process can take from a few weeks to a few months, depending on the magnitude or complexity of a proposal, or the level of controversy generated by a proposed development project.

The City of Asheboro is currently divided into the following zoning districts:

R40: Low Density Residential District – To accommodate a low intensity mixture of single-family residential uses, duplexes and Class A mobile homes, usually served by individual wells and/or sewage disposal systems, with a minimum lot size of 40,000 square feet, or a maximum allowable density of 1.09 dwelling units per acre.

R15: Low Density Single Family Residential District -- To accommodate low intensity, single-family residential uses with necessary services to support suburban-intensity uses, with a minimum lot size of 15,000 square feet, or a maximum allowable density of 2.9 dwelling units per acre.

R10: Medium Density Residential District – To accommodate moderate intensity single-family and two-family residential uses served by central water supply and sewage disposal systems and necessary services to support urban-intensity uses, with a minimum lot size of 10,000 square feet, or a maximum allowable density of 4.36 dwelling units per acre.

R7.5: Medium Density Residential District – To accommodate medium intensity mixture of residential housing types, served by central water supply and sewage disposal systems and necessary services to support urban-intensity uses, with a minimum lot size of 7,500 square feet, or a maximum allowable density of 5.8 dwelling units per acre.

RA6: High Density Residential District – To accommodate high intensity residential uses and group housing. Located primarily along thoroughfares and in areas with necessary services to support such uses, and with a minimum lot size of 6,000 square feet (7.26 dwelling units per acre).

OA6: Office-Apartment High Density District – To accommodate a mixture of moderate intensity office and residential uses. Located primarily along thoroughfares and in areas with necessary services to support such uses, and with a minimum lot size of 6,000 square feet or a maximum allowable density of 7.26 dwelling units per acre.

O&I: Office and Institutional District: - To accommodate 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 major or minor thoroughfare with access to local residential streets discouraged.

B1: Neighborhood Business District – To accommodate a mixture of low-intensity retail and personal service uses. Located primarily along thoroughfares, on individual land parcels or within small commercial centers, to serve local, adjacent or surrounding residential neighborhoods.

M: Mercantile Commercial District – To accommodate a greater number of potential business activities than the B1. M is distinguished from B2 by excluding certain uses permitted in the B2 District that are likely to create the greatest external impact and by its additional standards that address compatibility with adjoining residential neighborhoods. This district should be located in nodes along major or minor thoroughfares.

B2: General Business District – To accommodate a mixture of retail and personal service uses, located only along major or minor thoroughfares, to serve both local and regional commercial needs.

TH: Tourism-Hospitality District – To accommodate lodging, tourism, convenience 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

major or minor thoroughfares, never local streets. The use of commercial service roads to access properties in this district shall be strongly encouraged.

B3: Central Business District – To accommodate a mixture of commercial, governmental, administrative, office, and service uses within the traditional Central Business District (CBD).

I1: Light Industrial District – To accommodate a mixture of manufacturing, processing, and assembly uses, and appropriate commercial, office, distribution and service uses, while limiting potential negative effects on adjacent and surrounding districts through performance standards.

I2: General Industrial District – To accommodate a mixture of intensive manufacturing, processing, assembly, and warehousing uses, while limiting potential negative effects on adjacent and surrounding districts through performance standards.

I3: Limited Industrial District – To accommodate only intensive manufacturing, processing, and assembly uses, to limit potential negative effects on non-industrial uses within the district, and in adjacent and surrounding districts through performance standards.

Quasi-Judicial Zoning Process

In addition to legislative rezoning, the quasi-judicial zoning process is utilized to approve conditional and special uses defined below. In a quasi-judicial process, applicants present a site-specific development plan that is reviewed by City Council during a public hearing. Responsibility lies on the applicant to provide sufficient evidence that the plan satisfies the four required tests necessary for Council approval:

1. That the use will not materially endanger the public health or safety if located where proposed and developed according to the plan as submitted and approved.
2. That the use meets all required conditions and specifications.
3. That the use will not substantially injure the value of adjoining or abutting property, or that the use is a public necessity, and,
4. That the location and character of the use if developed according to the plan as submitted and approved will be in harmony with the area in which it is to be located and in general conformity with the plan of development of Asheboro and its environs.

Conditional Use: Each Conditional Use District corresponds to a related district in the Zoning Ordinance. 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 in the furtherance of the purpose of the Zoning Ordinance. Within a CU District, only those uses specifically permitted in the zoning district to which the CU District corresponds (i.e., R15 and CUR15) shall be permitted, and all other requirements of the corresponding district shall be met. It is the intent of this ordinance that all requirements within a CU District be equal to or more stringent than those in a corresponding non-CU District.

Special Use: Special Uses, because of their inherent nature, extent, and external effects, require special care in the control of their location and methods of operation. These uses are subject to review in relation to general and specific requirements, rather than as uses permitted by right.

In addition to the standard zoning districts presented above, the City has established the following overlay districts to provide additional protection of the public health, safety, and general welfare:

Watershed Overlay District – The City’s water supply Watershed Overlay District provides protection for its drinking water supply. There are two tiers of protection within designated watersheds, located in areas up-stream of, and draining into Lake McCrary and Lake Lucas. The “critical area,” has the highest level of regulation because it is nearest the water supply intake and has the higher risk of contamination. The “balance of the watershed” has less restrictive regulations, because of the greater distance to the water supply intake point and the lower risk of contamination. A minimum fifty-foot vegetative buffer excluding land development activities is required along all perennial streams within the watershed overlay district.

US 220 Bypass Overlay Zone – The purpose of this zone is to establish a site plan review procedure to ensure that a high standard of development is achieved along US 220 Bypass.

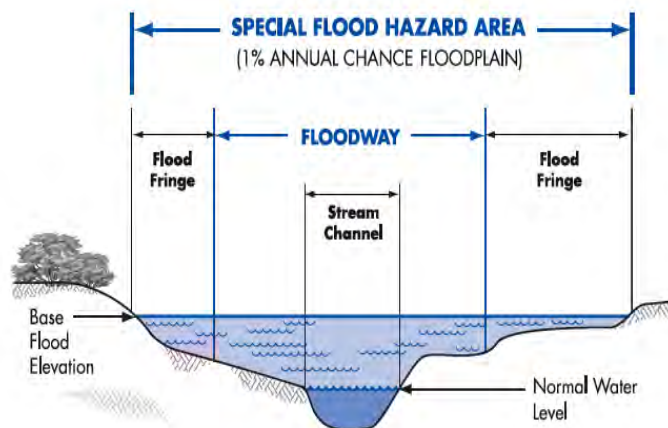
City Center Planning Area – This area consists of the City’s downtown area and its immediate environs. This is the historic core of the community bounded by a variety of institutional and commercial uses. The planning area is designed to promote principles identified in the Land Development Plan, such as workability, a vibrant mixture of complementary uses, street trees and landscaping, along with side or rear yard parking. The area is broken into three tiers: Central Business (1), Central Business Fringe (2), and Commercial and Employment Center (3).

Flood Damage Prevention Ordinance – Asheboro participates in the National Flood Insurance Program (NFIP) and enforces a Flood Damage Prevention Ordinance within its jurisdiction. It is the purpose of this ordinance to promote public health, safety, and general welfare and to minimize public and private losses due to flood conditions within flood prone areas.

Development encroachment within floodplains reduces the flood-carrying capacity, increases the flood heights and velocities, and increases flood hazards in areas both up and down stream from the development itself (see Figure 35 above). The economic gain from floodplain development needs to be weighed against the resulting increase in flood hazard. To protect public health, safety, and welfare, and to minimize losses due to flooding, the City requires a permit for land development within Special Flood Hazard Areas.

Municipal Airport Overlay District – Establishes height restrictions for the airport approach zone located within the City’s jurisdiction. District regulations prohibit obstructions that potentially endanger the lives or property of airport users and the property or occupants within the district.

**Figure 35
Floodway Schematic**



Subdivision Regulations

Subdivision regulations are locally adopted laws governing the process of converting raw land into building sites. Regulation is accomplished through plat or site plan approval procedures, under which a landowner or developer is not permitted to make improvements or to divide and sell lots until a proposed site plan or subdivision plat has been approved. Approval is based on compliance of the proposal with development standards set forth in the subdivision regulations. Attempts to record an unapproved plat with the local registry of deeds, or to sell lots by reference to such a plat, may be subject to various civil and criminal penalties.

Subdivision regulations serve a wide range of purposes. To a health official, for example, they are a means of insuring that a new residential development has a safe water supply and an adequate sewage disposal system. To a tax official, subdivision regulations help to secure adequate records of land titles. To school or park officials, they are a way to preserve or secure school sites and recreation areas needed to serve the people moving into new neighborhoods. To realtors and home buyers, they are an assurance that home sites are located on suitable, properly oriented, well-drained lots, and are provided with the services and facilities necessary to maintain and enhance property values.

Subdivision regulations provide a mechanism for local jurisdictions to accomplish a variety of goals, including the following:

1. To coordinate the unrelated subdivision plans of multiple land development projects.
2. To establish the logical and orderly provision of road rights-of-way, parks, school sites, water distribution lines and sewer collection lines.
3. To control the design of individual subdivisions, to ensure the pattern of streets, sidewalks, walking trails, building lots, and other facilities will be safe, pleasant, and economical.
4. To equitably distribute the cost of providing public services to new land development between the residents of the immediate area and the taxpayers of the jurisdiction as a whole.
5. To require new land development to pay its fair share of the costs of providing public services, when such improvements are deemed necessary, or of predominant benefit to the residents and business owners within a new development. For example, subdivision regulations may require a developer to provide vegetative buffers, to dedicate land for a public park, to install utilities, and to build streets and sidewalks to City standards.

Subdivision regulations have changed over the years to reflect current city policies. Some of the most notable changes since the 2000 land development plan include:

As of July 8, 2004, all subdivisions that request water and sewer must petition to be annexed into the city before water or sewer connections are allowed. This is a change in policy from previously, when subdivisions could be connected to city water and sewer and pay a monthly fee currently two and a half times greater than the fee paid by those residents inside the city limits. Additionally, those persons requesting water/sewer must request installation of *both* water and sewer and must also petition City Council for annexation. This does not change the policy for development that is already constructed, however, which still may receive city services outside the city at the higher rate. Council has strengthened the requirements to develop a street network in such a way that if a new subdivision is constructed, the street configuration must connect to adjacent undeveloped property so that if the adjacent property is developed, the parcels form an interconnected neighborhood instead of two isolated development pods. These streets are commonly referred to as “stub-out” streets. The subdivision ordinance was also modified to limit the length of these temporary dead end stub-out streets. The subdivision ordinance will continue to be modified to reflect the desires of the community, changes in city policy and North Carolina General Statutes regarding land subdivision, and to encourage quality development within Asheboro’s jurisdiction.

MAP: Existing Zoning

MAP: Existing Zoning Within Vacant Areas

Associated Planning Efforts

Pedestrian Planning

The City of Asheboro adopted a Comprehensive Pedestrian Transportation Plan in February 2008. The plan provides both a broad vision and a more specific set of goals and strategies to improve the City of Asheboro's pedestrian transportation system. Proposed projects are prioritized strategically by small area plans to ensure the most critical projects are constructed first, while phasing in lower-priority projects based on cost and feasibility. The plan also provides a set of recommended policies and programs to encourage, educate, and promote increased use of a more accessible and walkable environment. Implementation of the plan's recommended projects, policies, and programs will strengthen the City's on-going efforts to develop a comprehensive and user-friendly pedestrian transportation system in Asheboro.

Vision Statement: In the year 2030, Asheboro will provide a safe and pleasant pedestrian experience and be accessible to all people. Asheboro will achieve this by establishing innovative programs, projects, and policies designed to create a unique experience for City residents and visitors. Asheboro pedestrians will be a well-organized community fostering a culture of walkability through awareness and education, while striving to encourage a healthier and more active lifestyle for everyone.

Goals:

1. Provide a safe, pleasant and accessible pedestrian experience for all ages.
2. Create an attractive, unique pedestrian experience for residents and visitors.
3. Foster a strong awareness, expectation, and culture of walkability in Asheboro.
4. Encourage healthier, more active lifestyles.

Three key elements of a well-designed “walkable community:”

1. Safety
2. Access
3. Comfort

Design characteristics that serve as the basic building blocks of walkable communities:

1. Connectivity
2. Separation from traffic
3. Pedestrian supportive land-use patterns
4. Designated space
5. Accessibility
6. Street furniture
7. Security and visibility

Strategic Planning

Recent economic changes, demographic changes, and changing patterns of land use create a need for the city to periodically look at its role in the greater community outside the day-to-day operations of City government. Since 2005, the City has begun undertaking an effort to help steer its direction over the next 20 years. In doing so, the City recognizes that while it has a role of leadership to effectively guide its policies to reflect changes and desires of the community, the input of what makes an effective community comes from the community itself. To this end, the City mailed surveys asking questions about the general direction and received a response rate (15% of all surveys returned) far in excess of what one may often find in an unsolicited survey. The City also sponsored several community forums in different neighborhoods in Asheboro to gather a broad range of opinion from the Asheboro community on its past, present and future. Based on all the response received, the four top issues identified by the public input include:

1. Quality of life issues

- a.) Public safety
- b.) Parks and Recreation
- c.) Clean Environment (upkeep of property, historic preservation, planning and zoning policies, orderly development, pedestrian safety).
- d.) Public-private partnerships for civic and cultural development

2. Economic Development

- a.) Redefine economic development to reflect all sectors of the changing economy.
- b.) Clarify responsibility for economic development and strengthen partnerships between the city, county, Randolph County Economic Development Corporation, and the Triad as a region.
- c.) Public education as essential to economic development. Excellence in public education (both K-12 and community college). The need also exists to ensure college bound students have access to the best programs as this is a prime criteria for high wage employers to locate in an area.

3. Growth annexation and infrastructure

- a.) Preparation, annexation and development of land for business development in cooperation with Randolph Economic Development Corporation.
- b.) Annexation that is strategic in capital improvements, and the ability to support the services it requires.

4. North Carolina Zoological Park: Strengthen the relationship between the City, the community and the zoo.

The task forces are comprised of city staff, elected officials, citizen volunteers and third party facilitators to offer feedback on keeping the goals and an action plan based on this feedback on target. The task forces' work will involve hearing implementation ideas from speakers inside and outside local government and the local area, as well as drawing upon the experiences of other jurisdictions. A significant amount of overlap exists between the strategic plan and the land development plan. Both the Strategic Plan and Land Development Plan address land use issues on both a very broad philosophical basis (based on the vision of the community in creating a sense of ownership in the plan) and on a more specific level that allows the day-to-day implementation of each.

Parks and Recreation Master Plan

The City of Asheboro completed a 20-Year Comprehensive Parks and Recreation Master Plan in August 1998. This plan assesses the City's existing parks and recreation resources, needed improvements, and additions to the system over the next twenty years. The Master Plan recommends Asheboro focus its short-term financial resources on developing the following facilities:

- **Community Park** – One multi-purpose community park is recommended in the south-east quadrant of the City, along Richland Creek and on the east side of Zoo Parkway. This facility should be approximately 25 to 40 acres in size, have a service radius of 2 to 3 miles, and include both active and passive recreational opportunities.
- **Neighborhood Parks** – Four Neighborhood Parks are recommended to be 5 to 15 acres in size, and located as follows:
 - North Asheboro (near the water treatment plant).
 - East Asheboro (near the Randolph Mall).
 - South-east Asheboro (near Vestal Creek and Zoo Parkway).
 - South-west Asheboro (near West Dixie Drive and Klausner Furniture or south of NC 49 (near Sherwood Avenue and Lambert Drive).
- **Special-Use Park** – One special-use park is recommended to be developed at City Lake.
- **Community Recreation Center** – one center is recommended to be developed at Memorial Park.
- **Greenways and Bike Routes** – the Master Plan recommends approximately 5 to 7 miles of greenway trails be constructed and about 20 miles of bike routes be marked and promoted. These facilities would provide pedestrian access to natural areas, parks, schools, and other public facilities, and link each of these community resources together.

Major additions to the city's parks and recreation amenities since the 2000 plan include:

- 1.) **Bicentennial Park:** This downtown park includes additions of landscaping to the downtown parking area, the ability of citizens to honor someone with an engraved footer brick, a fountain and benches in the central business district. The park also includes a performance stage primarily used for summer outdoor concerts and school choir performances, for example.
- 2.) **Farmer's Market:** Located along South Church Street in the central business district, the Farmer's Market offers visitors the opportunity to purchase produce from area farmers.
- 3.) **Sunset Theatre:** In December 2005, the Parks and Recreation Department acquired the 400-seat downtown theatre. The facilities have been renovated and are now being used for community meetings, classic movie venues and live performing arts (plays and concerts).
- 4.) **Asheboro Skate Park:** Skateboarding has become a much more popular sport in recent years. Due to keen and sustained community support for a facility to house this sport, the City has constructed a skate park facility along South Church Street in central Asheboro that includes both indoor and outdoor recreation areas.
- 5.) **Improvements to Lake Lucas:** Recent improvements include addition of walking trails, an expanded bait shop, and addition of picnic and playground facilities.

Transportation System

Thoroughfare Plan: The City of Asheboro, in conjunction with the North Carolina Department of Transportation, conducted a study to update its Thoroughfare Plan during 1998 and 1999. The study projected population and employment increases in various parts of the City, and conducted a “deficiency analysis” to determine which road segments are likely to be near or over capacity in the next twenty-five years (see attached MAP – Deficiency Analysis).

The following road segments are likely to be *near* capacity by the year 2025:

- US 220 By-Pass north of Spero Road.
- Old Liberty Road from North Fayetteville Street, north to the Deep River.
- North Fayetteville Street from East Salisbury Street, north to around Hub Morris Road.
- Dixie Drive from NC 49, east to Luck Road.
- NC 42 from the City’s ETJ boundary, south to Iron Mountain Road.

The following road segments are likely to be *over* capacity by the year 2025:

- US 64 west from NC 49.
- NC 49 from US 64, west to the City’s ETJ boundary.
- US 220 By-Pass from US 64, north to Spero Road.
- North Fayetteville Street from Salisbury Street, south to Sunset Street.
- South Fayetteville Street from East Dixie Drive (US 64), south to Pisgah Covered Bridge Road.
- Cox Street (NC 159) from East Salisbury Street (NC 42), south along Zoo Parkway to Old Cox Road.
- East Salisbury Street (NC 42) from Fayetteville Street (US 220 Business), east to the City ETJ.

In 1999, the City adopted an updated Thoroughfare Plan to guide road building and improvement projects over the next twenty-five years (see attached MAP – Thoroughfare Plan).

The plan proposes the following new facilities:

- Freeway – US 64 By-Pass from East Dixie Drive (US 64) around Trogon Hill Road, south to NC 42 around the City’s ETJ boundary, south-west to the US 220 By-Pass around Southmont Drive, north-west to NC 49 around Jason Hoover Road, and north to US 64 around Emerald Rock Road.
- Freeway Connector – Between the proposed US 64 By-Pass around Crestview Church Road and the North Carolina Zoological Park Entrance Road (NC 159 Spur).
- Major Thoroughfare – Hub Morris Road extension from the City boundary, north-west to connect with Pineview Road, and from Central Falls Road, south-east to intersect with Giles Chapel Road, Randolph Tabernacle Road, Old Cedar Falls Road, and aligning with Henley Country Road, about one-half mile north of East Presnell Street.
- Minor Thoroughfare – the “Western Connector” from US 64 around West Chapel Road, north to connect with Old Lexington Road and Spero Road around Troy Lane.
- Minor Thoroughfare – Crestview Church Road extension from Zoo Parkway (NC 159) north-east to the southern end of Browers Chapel Road.
- Minor Thoroughfare – Dublin Road reliever from NC 42, south to East Dixie Drive (US 64) along the YMCA driveway and connecting to Executive Drive Way.

The plan also proposes the following improvements to existing facilities:

- NC 49 widening from Asheboro, west to existing four-lane segment near the County line.
- US 64 widening from Asheboro, west to Lexington and the I-85 connector.
- One-way paring of Church Street and Fayetteville Street the downtown area.

Transportation Improvement Program (TIP): The 2009-2015 TIP serves as a guide for state transportation funding decisions. The following major new projects and improvements are recommended for funding over the next seven years:

State/Regional Road Projects

Critical requests

1. **US-220, future I-73/74 (I-4407, I-4921, K-3807).** Projects include safety improvements to bring US 220 to interstate standards and the proposed addition of a visitor's center at the proposed rest area south of Seagrove
2. **NC 49 (R-2535).** From SR 1174 (Waynick Meadow Road) to proposed Asheboro southern bypass. Widen 9.7 miles to four-lane divided cross section.
3. **US-311, future I-74 (R-2606).** From south of SR 1920 to US 220 north of Asheboro, 11.5 miles of freeway on new location

County Road Projects

Critical requests

1. **NC 49 (R-3803).** East Liberty Bypass from NC 49 at SR 2427 to NC 49, requesting 2-lane bypass on four-lane right-of-way, part on new location.
2. **SR 1952 (High Point Street) (not on current TIP).** Improve intersection with SR 1950 (West Academy Street). Provide congestion mitigation and turn lanes.
3. **NC 49 at SR 1144 (Mack Road) (not on current TIP).** Re-align and widen ramp between NC49 and US 64 to three-lane cross section, with signalized intersection
4. **New Location Connector (R-4065).** 1.3 mile multi-lane connector on new location from SR 1450 to US 311 near Sophia.

Priority requests

5. **US 64 (R-2536).** Asheboro southern bypass from US 64 west to US 64 east. 13.5 mile four-lane freeway on new location

Local Road Projects

Critical Requests

1. **NC 705 (not on current TIP).** Widen .8 miles from US 220 to US 200 A in Seagrove to curb and gutter cross section with sidewalks and bicycle accommodations.
2. **US 220 Business (U-3600).** From Old Liberty Road to US 220 at US 311. Widen 5.2 miles to five lanes with curb and gutter.

Non Motorized Projects

1. **Zoo Greenway (not on current TIP).** Design and construction for 6.5 mile greenway from US 64 to the North Carolina Zoo

Plans and Studies

-
1. Complete Zoo Greenway feasibility study (EB-4711).
 2. Feasibility study Deep River Greenway between Climax, NC and Ramseur, NC on abandoned rail line.

MAP: NCDOT Deficiency Analysis

MAP: Proposed Thoroughfare Plan

Land Development Suitability Analysis

Some of the vacant and under-utilized land within the City's jurisdiction contains physical landscape features and/or regulatory constraints that may present significant limitations for potential future land development. The following five key environmental growth factors were mapped and analyzed to determine the general extent and location of physical and regulatory development constraints:

1. Water supply watershed regulations.
2. Stream and reservoir buffer requirements within designated water supply watershed areas.
3. Building regulations within 100-year flood zones (as designated by FEMA).
4. Areas containing soil types with severe development limitations.
5. Areas containing severe (>20%) slopes.

Water Supply Watershed Regulations

The City's two water supply reservoirs (Lake Lucas and Lake Bunch/Lake McCrary) are both located in the north-western portion of Asheboro's jurisdiction. The Existing Zoning Map (see above) indicates the extent of the watershed regulatory areas surrounding each reservoir. Land draining into and within one half-mile of each reservoir is designated a "Critical Area." Development within a designated "critical area" is limited to no more than one residential unit per two acres, and no more than 6 percent impervious surfaces. At these intensities, urban development is very unlikely in these areas. However, non-urban, residential development on well and septic systems may be feasible. One acre is the approximate minimum lot size needed for typical residential well and septic development in most rural areas. Therefore, because lots within "critical areas" must be at least two acres in size, the development suitability analysis considers "critical areas" to be only 50 percent "developable."

Development within the non-critical portion or "balance of watershed" areas is limited to one dwelling unit per acre and 12 percent impervious surfaces. The City's existing watershed regulations, as mandated by the State, are likely to make the extension of water and sewer services into most watershed areas infeasible, and the development of low-density, residential uses on well and septic systems most likely in the future. As an exception to this general likely trend, a portion of the Lake Lucas watershed east of US 220 may be developed at urban intensities due to exemptions allowed under North Carolina's watershed regulations. The acreage allowed for exemptions to the City's water supply watershed regulations and the acreage in this eastern portion of the watershed are very similar. With water and sewer lines already in this area, as well as considerable existing development, this seems the likely area for claiming such exemptions. The next most likely areas for exemption are located just west of the Spero Road and Pineview Road interchanges with the US 220 Bypass, in proximity to existing water and sewer services.

Watershed Stream Buffer Regulations

Within Asheboro's designated water supply watershed areas, vegetated stream buffers of 50 feet are required on both sides of all perennial, or continuously flowing streams. A 100-foot buffer is required around the reservoirs, although most of these areas are publicly-owned and therefore, currently unavailable for development (see above *MAP - Existing Zoning*). Since most development in these areas is likely to be large-lot residential, much of the required buffer areas could be incorporated into residential yards. Thus, the deduction for unusable land is 50 percent.

100-Year Flood Zone Regulations

Asheboro's regulations for FEMA flood zones are fairly typical. Any fully enclosed space in a building, including basements, must be at least two feet above the flood elevation. Since accessory structures such as sheds, detached garages, and parking lots are generally allowed, 50 percent of the flood zone areas was considered available for future development.

Soil Limitations Analysis

A soil limitations analysis was conducted using digital maps and accompanying tabular information from the U.S.D.A. Soil Conservation Service. The soil characteristics identified as problematic for future development include shrink-swell behavior, hydric characteristics, and hard rock content. A tabular summary of major soil map units and their limitations is included in the table below (see attached TABLE – Soil Limitations Analysis). The positional and attribute information from soils maps and tables often lacks precision, so any “problem areas” are merely locations where soils limitations *may* complicate development. For this reason, any soils with any of the aforementioned characteristics are considered 50 percent unusable.

Another possible limiting factor due to soils is poor percolation, as it may make for difficulty in siting septic drainfield systems. This would apply only to non-urban growth without access to Asheboro's sewer services. U.S.D.A. soils survey data indicates most of the jurisdiction is at risk for poor percolation. However, the reality of considerable prior residential subdivision development in these areas suggests that we should not over-estimate the degree of this limitation. In any event, no deduction was made from the usable land total, because urban growth provided with City sewer services is not restricted by percolation conditions.

Slope Limitations Analysis

The degree of slope throughout the City's jurisdiction was estimated using a computer program analyzing U.S.G.S. digital topographic maps. The contour interval of the topographic maps is 10 feet (see attached *MAP – Topography and Hydrography*). Potential future land uses are quite variable in their sensitivity to steep topographic conditions. Structures such as houses and small commercial and institutional buildings may have more topographic flexibility because their small footprints require less grading than large industrial buildings, shopping centers, schools, etc. Another consideration is the land value of developable sites. For high-value sites such as those zoned for industrial or commercial use, the costs of grading typically represent a smaller share of total development costs than on lower value sites. Thus, a developer proposing a project on a commercial site may view it as economically feasible even if steep topography calls for excessive grading. As an estimate of a middle ground for all land uses, we have chosen 20 percent (20 feet of fall for 100 horizontal feet) as the threshold for “severe” slope limitations. These areas are also considered 50 percent usable because many of them are not large enough to pose much of an obstacle to development.

The Degree of Slope Map (see attached *MAP – Degree of Slope*) shows the results of the computerized slope analysis. It indicates the small mountains located near the central city, and most prominently, Back Creek Mountain to the west. In general, the western and southeastern portions of the jurisdiction are the most sloping. The most level areas generally coincide with the Norfolk and Southern Railroad, US 220 Bypass, and US 220 Business. Not surprisingly, this swath of generally high, level ground has developed into the urban core of Asheboro.

Figure 36: Soil Limitations Analysis

Map Unit	Map Unit Name	Slope %	Hydric	Slow Perc	Shrink/Swell	Rock
RvA	Riverview loam	0 - 2	inclusion	0%	not indic.	none
GmC	Georgeville-Urban Land Complex	2 - 8	no	65%	not indic.	none
ChA	Chewacla loam	0 - 2	inclusion	0%	not indic.	none
DoB	Altavista sandy loam	2 - 6	no	0%	low	none
CmA	Wehadkee loam 0 to 2	0 - 2	component	0%	low	none
GaB	Georgeville silt loam	2 - 8	no	100%	low	none
GeB2	Georgeville silty clay loam, eroded	2 - 8	no	100%	low	none
GaC	Georgeville silt loam	8 - 15	no	100%	low	none
GeC2	Georgeville silty clay loam, eroded	8 - 15	no	100%	low	none
CaB	Cid-Lignum complex	2 - 6	inclusion	100%	moderate	52% hard, 38% soft
CbC	Cid-Misenheimer complex	6 - 10	inclusion	59%	low-mod	51/86% hard
StB	State sandy loam	2 - 6	no	0%	low	
BaB	Badin-Tatum complex	2 - 8	no	45%	moderate	soft
BtB2	Badin-Tatum complex, eroded	2 - 8	no	48%	moderate	soft
BaC	Badin-Tatum complex	8 - 15	no	45%	moderate	soft
BtC2	Badin-Tatum complex, eroded	8 - 15	no	35%	moderate	soft
BaD	Badin-Tatum complex	15 - 25	no	0%	moderate	soft
BaE	Badin-Tatum complex	25 - 45	no	0%	moderate	soft
WtB	Zion variant-Enon complex	2 - 8	no	100%	high	59/92% hard
WvB2	Zion variant-Enon complex, eroded	2 - 8	no	100%	high	46/88% hard
WtC	Zion variant-Enon complex	8 - 15	no	100%	high	55/90% hard
WvC2	Zion variant-Enon complex, eroded	8 - 15	no	100%	high	42/77% hard
WtD	Zion variant-Enon complex	15 - 25	no	100%	high	45/70% hard
HeC	Helena sandy loam	8 - 15	no	100%	high	
MeB2	Mecklenburg clay loam	2 - 8	no	100%	high	
MaC	Mecklenburg loam	8 - 15	no	100%	high	
MeC2	Mecklenburg clay loam	8 - 15	no	100%	high	
MaD	Mecklenburg loam	15 - 25	no	100%	high	
CnB2	Coranaco clay loam	2 - 8	no	100%	moderate	
WyC	Zion variant-Enon complex, very bouldery	4 - 15	no	100%	high	50/92% hard
WyE	Zion variant-Enon complex, very bouldery	15 - 45	no	100%	high	50/90% hard
WzB	Wilkes-Zion variant-Poindexter complex	2 - 8	no	47%	43/91% high	48% soft, 43% hard
WpE	Wilkes-Zion variant-Poindexter complex	15 - 45	no	8%	7/87% high	80% soft, 7% hard
GoC	Goldston channery silt loam	4 - 15	no	0%	low	soft
GoE	Goldston channery silt loam	15 - 50	no	0%	low	soft
GbC	Georgeville silt loam	4 - 15	no	100%	low	
GdE	Georgeville silt loam	15 - 45	no	100%	low	

Source: Randolph County Soil Survey, US Department of Agriculture, Natural Resources Conservation Service 1995

Conclusions of the Suitability Analysis

Vacant and under-utilized land with the fewest number of development constraints was considered most suitable for most types of urban development. Designated water supply watershed areas and required stream buffers are shown on the Zoning Map (see above *MAP – Existing Zoning*). Severe soil and slope limitation areas, and areas within the 100-year flood zone are shown on a separate map (see attached *MAP – Physical Development Limitations*).

A geographic information system (GIS) overlay analysis function was used to provide the approximate acreage of vacant and under-utilized land considered suitable for most urban uses. This analysis allows for comparison of land supply with the projected demand for future land development. The analysis starts with a refined estimate of current vacant land. In the previous section identifying existing land use patterns, only parcels totally or mostly inside the jurisdiction are included in the land use summary. In this section, the area analyzed for suitability is exactly the jurisdictional area. For parcels split by the ETJ boundary, only the portion within the ETJ is included. Using this method, there are approximately 12,550 total vacant or under-utilized acres within the City's existing jurisdiction.

Areas containing two of the five development constraints are considered 70 percent undevelopable. When three limiting factors are present (the most observed in any one location), the exclusion is 80 percent. The estimate of land area subject to severe slopes is based on visual map inspection due to limitations in using the GIS program executing the slope analysis. This estimate is 11 percent of the vacant land not otherwise allocated as unusable. The total land area determined to be least suitable for future urban uses is 2,500 acres, which is about 20 percent of the vacant land. This leaves approximately 10,050 acres of vacant or under-utilized land considered suitable for most types of urban land development.

Allocation for Future Rights-of-way and Re-Development

Another deduction from usable acreage is an estimate of right-of-way that will occupy future development areas. The current percentage of right-of-way versus total land area in both the City and ETJ helps in determining how much more land will be required. Within the City, it is estimated that if completely built-out, 12 percent of the land area would be needed for rights-of-way. However, since future development will already have a significant portion of the major road network in place, only about 6.5 percent should be required for additional urban development. It is estimated that only about 3.5 percent of future non-urban development should be required for rights-of-way. Assuming the total land area to be developed will be about half urban and half non-urban, the blended allocation for future rights-of-way is the average of 3.5 and 6.5 percent, or 5 percent. Therefore, it is estimated that approximately 515 acres will be needed for future rights-of-way over the next twenty years.

Some of the land classified as built-out will have re-development potential over the next 20 years. Though difficult to predict, it is estimated the total will probably be small, around 2 percent, since it will mainly involve older structures on small lots in the existing developed areas. Applying this to all of the built areas, it is estimated approximately 250 acres will be re-developed over the next twenty years.

Projected Supply of Suitable Land for Future Land Development

Taking the above allocations into account, the final estimate of suitable land within the City's existing jurisdiction (City limits and ETJ) and available for future growth is approximately 10,000 (9,785) acres.

MAP: Topography and Hydrography

MAP: Steepness of Slope

MAP: Physical Development Limitations

□ SECTION 3 – Future Conditions

The land suitability analysis, presented in the previous section, estimates a *current land supply* of approximately 10,000 acres of suitable, vacant or under-utilized land within the City's current jurisdictional boundaries. This section provides an estimate of the *future land demand* through Year 2020. This estimate is based on the assumption that land consumption will continue to follow recent trends, with respect to the City's population growth rate, the types and patterns of land development that have recently predominated, and the current acreage requirements of those land uses. This "business-as-usual" assumption provides a general indication of the City's current capacity to absorb projected growth over the next 20 years.

□ 3.1 Projected Population Growth Rate

Over the past 50 years, the population within Asheboro's City limits has maintained an average of about 15.4% of Randolph County's total population. If Asheboro's population growth keeps pace with the County, the City's population may increase to about 23,510 by the year 2020. The Office of State Planning estimates the 1990-1997 population growth rate for Asheboro city limits was 15.5 percent. County tax assessor data indicates about one quarter of the dwelling units added to the City during the 1990s was due to the annexation of residential areas built prior to 1990. The rest were new construction. Thus, the actual population growth rate should be adjusted downward to about 11.6 percent (75% of 15.5%). If this rate is carried forward to 2020, the projected population would be about 26,200.

Population estimates since the 1990 Census are not available for the Asheboro ETJ. County tax assessor information indicates the rate of growth in dwelling units within the City's ETJ during the 1990s has lagged slightly behind the City's growth rate. However, household sizes are substantially larger in the ETJ, while smaller household, multi-family development has occurred primarily within City limits. Consequently, the ETJ population growth rate appears to be very similar to the city's growth rate.

□ 3.2 Projected Land Consumption Rate

If current patterns, types and intensities of land development continue, land consumption for each type of land use is likely to increase in direct proportion to projected population increases. The average population growth rate of the two alternatives presented above is 1.4 percent annually, or 35.8 percent through the year 2020. Applying this growth rate to the 12,700 acres of currently developed land, an additional 4,547 acres of land would be consumed of the next 20 years.

□ 3.3 Alternative Growth Scenarios

To account for the possibility that population growth rates may differ significantly from historical trends, alternative land consumption scenarios were developed assuming both lower and higher potential growth rates (20, 40, and 60 percent) through the year 2020. To further refine these alternative growth scenarios, and to better reflect more recent land development trends of the 1980s and 1990s, the percentage shares of acreage for each land use type were included.

Recent trends include large increases in the share of new development going to multi-family and commercial uses, and a moderate increase in the share of industrial development. In tandem with this trend, the amount of single-family development within the city has fallen significantly. It appears that the overall development intensity in the city has been in keeping with historical levels. Being outside of public sewer service, the ETJ continues to be dominated by single-family homes, with evidence of greatly escalating lot

sizes within the newest residential housing developments. Tax assessor data indicates 1.7 acres per house built in the ETJ in the 1990's, continuing an upward spiral from the 0.8-acre average for homes built in the 1960's. Much of the increase in lot sizes is due to health regulations requiring greater separation between private wells and septic tank drainage fields. If this land development trend continues, future land consumption within the City's ETJ is projected to increase as much as 40 percent faster than the projected population growth rate.

□ 3.4 Projected Land Demand

The Table below displays a summary of the projected land demand over the next 20 years, based on three potential growth rates of 20, 40, and 60 percent. Reflecting recent trends, the share of projected growth is 40 percent urban and 60 percent non-urban under each scenario. For a more detailed presentation of projected land consumption rates by individual land use types, see APPENDIX A – Detailed Projected Land Consumption Rates.

Figure 37: Projected Land Consumption Scenarios

Projected Population & Land Consumption Growth Rate	Projected Acreage to be Developed in Urban Uses (40%)*	Projected Acreage to be Developed in Non-Urban Uses (60%)*	Total Projected Future Land Development (by the Year 2020)
20%	1,143	1,740	2,883
40%	2,286	3,481	5,767
60%	3,429	5,221	8,650

(*NOTE: Based on current ratio of approximately 40% urban uses and 60% non-urban uses).

□ 3.5 Conclusions

The City's current land supply (10,000 acres) appears more than adequate to meet even the most optimistic growth projections (60%) over the next 20 years. It would take a 70% growth rate for land demand to roughly equal existing land supply. The City could consider extending its ETJ boundaries to accommodate such potential rapid growth. However, community values expressed over more than a year of Advisory Committee meetings and during several City-wide open houses, indicate Asheboro citizens are not just concerned with the *quantity* of potential growth. The *location, pattern, intensity, and character* of future land development are equally important. A summary of these community values is presented below, and serves as an expression of likes and dislikes concerning the quality and character of existing land development, and as a foundation for the recommended growth strategy. The growth strategy includes a vision, goals, and policies to manage the quantity, location, and character of future land development in and around Asheboro's jurisdiction.

□ SECTION 4 – Community Values

□ 4.1 Public Involvement

Public involvement is a key component of the City's planning process. A twenty-member Land Development Plan Advisory Committee was formed to provide ample opportunities for citizens to receive necessary information and to provide input into the process. Committee membership included one city council member, four planning board members, six City staff members, and nine members representing a cross-section of community interests. The committee met monthly for over a year, beginning in February 1999. Taking an active leadership role throughout the planning process, committee members held multiple workshops to identify key issues, analyze existing conditions, consider future needs, draw conclusions, formulate a vision for the City's future growth, and establish recommended goals and policies to implement the vision. During the Spring of 2000, the Advisory Committee hosted a series of joint work sessions to share their conclusions and recommendations with the full Planning Board and City Council membership, and to receive guidance on refining the draft plan.

□ 4.2 The Town Meeting

Town Meeting #1 – Process

About half way through the planning process, the Advisory Committee hosted a Town Meeting to share their initial findings with the public and gauge if they were on track with the community's ideas and concerns about land development. The Town Meeting was held on November 9, 1999, and provided citizens an opportunity to view the work of the committee, and more importantly, encouraged other citizens' input into the planning process. In addition to City Council, Planning Board, staff, and Advisory Committee members, around thirty citizens attended the two-hour meeting held at the First Baptist Church in downtown Asheboro.

The first portion of the meeting allowed participants a chance to identify where they live, where they work, important issues and other general background information. This information was gathered by having participants answer questions on large maps that were placed on the walls of the meeting room. During the second half of the meeting participants answered three questions in a small group setting. Six groups of approximately eight people were led by members of the Advisory Committee in answering the following questions:

What can / should be done to make Asheboro a more livable place? List...

- things being done now... that we should continue or do more.
- things being done now... that we should modify, change, or stop.
- things not being done now... that we should start.

After writing answers to these questions, individuals were asked to share their ideas with the rest of the members in their group. All of the ideas were listed on writing tablets. The writing tablets were then combined with all of the other groups' responses and placed on the wall of the meeting room. Finally, everyone voted on what they thought were the top ten ideas and concerns generated during the group discussion. The results of this citizen involvement exercise (see *Results of the Town Meeting* below) were used to identify and refine key issues, and develop goals and policies for the Land Development Plan. Elected officials, Planning Board members, City staff and citizen representatives serving on the Advisory Committee used the results of the Town Meeting as a guide in formulating Asheboro's land development plan.

Town Meeting #1 – Results

A wide variety of ideas, issues, and concerns were identified by meeting participants, ranging from construction of a convention center to prohibiting the practice of clear cutting lots for new development. Ideas were grouped into eight categories to aid in compiling the meeting results. These categories are listed below, according to the percentage of overall votes received:

Land Use and Growth Management Controls - 30% - There is concern with the overall patterns of development in Asheboro. Discussions centered on the amount of growth Asheboro should have, where it should be located and what new development should look like. These are issues that are being addressed within the Land Development Plan Committee. It is important to have quality growth that adds value to the City. The tools used to help guide land use patterns and the results of future land use decisions will determine the type of community Asheboro becomes. The top votes in this category were the elimination of huge multi-family developments and the establishment of an appropriate ratio of multi-family development to single-family development.

Community Facilities and Services - 19% - Providing adequate Community Facilities and Services should continue to be a goal of the City. Providing services to future growth areas and maintaining the quality of existing services should be a top priority. The quantity and quality of services and facilities available to residents play a critical role in the City's image. Annexation and the extension of water and sewer services garnered the most votes in this category. Providing more sidewalks was also a major issue identified by participants.

Parks and Recreation - 16% - The Parks and Recreation opportunities found within a City are factors that are important to livability. People enjoy using parks, walking along trails, and participating in community activities. The City of Asheboro currently offers activities and programs for people of all ages. The programs offered create a sense of community that improves the quality of life in the City. Building an 18-hole golf course at the City Lake area was the top vote in this category along with establishing a network of greenways connecting parks and neighborhoods.

Downtown Revitalization and Historic Preservation - 13% - The Downtown and Historic issues have been combined because the Downtown is a potential historic district. Many of the ideas and concerns generated at the meeting combine the two issues. A general consensus was reached that Asheboro's Downtown and Historic areas are part of what makes Asheboro a place people want to live. Asheboro's Downtown and Historic areas were continually identified as important resources for the City. Maintaining what makes Asheboro special was a popular theme. Revitalizing downtown and restoring old buildings was the favorite issue in this category.

Appearance - 6% - The appearance of the community is important for the overall quality of life enjoyed by residents. The aesthetics of the community can play a crucial role in economic development efforts. Potential developers and residents have many choices on where to build or buy. Improving Asheboro's physical image will make the City more enjoyable for the current residents and can help in economic development efforts. Landscaping along major streets and providing sidewalks were the top votes in this category.

Transportation - 4% - The growth of Asheboro and the surrounding area has resulted in increased traffic on the road system. Dixie Drive and North Fayetteville Street are congested and growth will only bring more cars. Planning for the new southern loop and the utilization of Presnell Street from US 64 to US 220 are possible solutions to the problem. While light rail is probably not a possibility for the City in the near future, providing sidewalks, bike lanes, and trails could help alleviate some of the City's traffic congestion.

The Local Economy and Economic Development - 3% - Asheboro's economy is stable. Participants felt that Asheboro should not become a bedroom community, where the residents must work and shop in surrounding communities and only live in Asheboro. A major concern was to not let the center core of Asheboro die, as has happened in Atlanta. Economic development efforts should continue to attract and retain new and existing employers.

Others - 9% - Some of the ideas and concerns generated did not fit into a specific category. Many of these ideas dealt with offering more activities and events to residents. In general the residents at the Town Meeting wanted more opportunities to interact with other residents.

Town Meeting #1 – Conclusions

The Town Meeting offered a chance to voice their concerns about future growth in Asheboro. The meeting also provided elected officials, planning board members, staff, and Advisory Committee members an opportunity to listen to the people they serve and represent. The results of the meeting support the months of work the Advisory Committee spent on identifying issues and discussing what makes the City of Asheboro and surrounding area unique.

Attendees of the Town Meeting selected Land Use and Growth Management Controls, and Downtown Revitalization and Historic Preservation as key growth issues. Citizens indicated they want to welcome growth while maintaining the characteristics that make Asheboro a special place. Emphasis should be placed on making Asheboro a more aesthetically pleasing community. The City should enforce appearance ordinances on existing development and ensure that new development is designed to complement existing neighborhoods. The meeting also identified the concerns people have with the conventional growth that has been occurring in Asheboro. People want to stop inappropriate multi-family development and focus on managing growth to add value to the City. Improving the overall quality of life enjoyed by the residents of Asheboro and the surrounding area should be a top priority. Citizens indicated they are tired of the development patterns that are turning every city into “Anywhere, USA”. The citizens of Asheboro want to save the characteristics that make Asheboro special, by carefully managing growth, and improving the aesthetics of land development in their City.

Town Meeting #2

Following completion of the draft plan, the City of Asheboro hosted its second Town Meeting on June 29, 2000. The purpose of the meeting was to explain the planning process, present the conclusions and recommendations of the Land Development Plan Advisory Committee, and provide an opportunity for citizens to discuss the proposed plan, ask questions, and make recommendations.

Attendees received an Executive Summary of the draft Land Development Plan and were given time to read the summary and view a series of maps highlighting the work of the Advisory Committee. Project staff provided a broad overview of the planning process, and explained the maps and analysis used by the Advisory Committee in reaching its conclusions. The recommended Growth Strategy Map and Proposed Land Uses Map were presented and explained in some detail, along with proposed goals and policies for implementing and using the plan. Attendees were then provided with comment sheets and asked what they found most interesting or significant about the proposed plan, what they liked best, what they would change, and whether they would support the proposed plan. Citizen response to the proposed plan was generally positive and supportive, and several suggestions were incorporated into the final document.

□ 4.3 Likes and Dislikes of Community Features

Land Development Plan Advisory Committee members took photographs of various community features, to illustrate the things they like and dislike most about land development in Asheboro. This photo exercise helped members identify land development issues and formulate a vision, goals, and policies for future growth (see Figure 40).

Figure 38: Likes And Dislikes of Community Features

Community Features	Why we <u>like</u> these features...	Why we <u>dislike</u> these features...
Homes	• nice landscaping/vegetation • quality construction • good design • attractive environment • semi-seclusion w./in a multi-family neighborhood • small private spaces	• lack of landscaping • lack of maintenance • poor architectural style • poor site layout & design • ugly parking & dumpsters • uses don't fit w./ neighbors • poor placement/location • F.A.R. too high
Community Streets	• good fit with surroundings • appropriate street width • street trees / landscaping • good human scale • sense of enclosure • buildings close to street • people belong here • pedestrian friendly • sidewalks/walkable • parking on the street • curb and gutter	• poor fit with surroundings • too wide for surroundings • no street trees/landscaping • inappropriate MPH posting • no sense of enclosure • no sidewalks • cracked sidewalks • too big / community barriers • single-use subdivisions (pods) are isolated & disconnected and need to be networked
Neighborhoods	• beauty • pride of owners/upkeep • landscaping/maintenance • sidewalks • street trees • good street network • lots of connections	• inappropriate building scale • large / ugly / bad sense of fit • no sidewalks • no street trees • sense of disconnection with the rest of the community • crime / bad reputation
Public Institutions	• community anchors • neighborhood anchors • landmarks • sense of history & pride • enhance quality of life • zoo, hospital, college, park, schools, library, churches	• lost anchors = less richness • new subdivisions lack character & richness due to lack of anchors • suburban blandness
Commercial & Industrial Anchors	• downtown is the heart of our community (for legal, financial, & professional services) • revival of downtown retail • historic value to downtown • Dixie Drive is convenient • good mix of uses / efficient • convenient access • industrial park is well located, convenient, low neighborhood impact, adequate services • nice landscaping • signs fit in with surroundings	• mall feels dead and unsafe • ugly strip development • traffic congestion • visual clutter • signs are too big • too many signs • too many access drives (TFs function like local roads) • no trees / little landscaping • ugly parking in front • feels like nowhere/anywhere
Public Open Space	• functional and attractive • well maintained • focal point / gathering place	• too random • not well linked with others • new subdivisions lack O.S. • need system to preserve & link

□ SECTION 5 – The Land Development Plan

□ 5.1 Vision Statement

Asheboro has enjoyed a moderate, yet steady rate of growth during the last several decades. The attractiveness of its rolling piedmont landscape, combined with its central location, excellent rail and highway access, and abundant water and sewer capacity will help to ensure its continued growth well into the 21st century. As our community continues to grow and become more densely settled, it will be increasingly important for us to manage growth wisely, in order to maintain the character and high quality of life we enjoy.

We envision future land development in Asheboro leading to a strong, diverse, and sustainable economy with good paying jobs and a robust tax base. The provision of adequate infrastructure and development sites is important, but the key to Asheboro's future economic success is our ability to maintain and improve the quality and diversity of our local economy. Our hope is to consistently attract clean, high-paying employers and a skilled and educated work force by fostering a high quality of life for everyone in our community. In turn, a prosperous, healthy economy will allow us to direct more resources toward maintaining and promoting a quality environment in which to live and work.

The quality of our lives together will depend largely on our ability to preserve the natural and man-made assets and resources we value most. By expecting that new development add value to the City's character and sense of community, we will add to our own well being and simultaneously attract new residents, visitors, and investment dollars. Public services and facilities will be used to encourage smart, sustainable growth in the most appropriate places, stimulating economic development while enhancing the beauty and livability of our community.

Careful management of future growth will lead to common-sense decisions about the quantity, location, type, and timing of land development, and the adequate provision of community services. Development ordinances and design guidelines based on existing community features we value most, will shape our physical, economic, and social environments – helping us change what we do not like, and building upon what we treasure most about our City. Underpinning all of our efforts will be a common pride for the place we call home, and a common pledge to one another “We’re planning to stay in Asheboro!”

The overall intent of this plan is to encourage Asheboro's continued economic development, while maintaining and enhancing our community's environment and high quality of life. To assist in achieving this goal, the following vision statement is provided describing the kind of community we want to become in the future.

Vision for Future Land Development in Asheboro

Over the next twenty years, we envision land development in our community will lead to a strong, diverse economy and a high quality of life for all our citizens. Individual pieces of the “land development puzzle” will fit together to promote a quality environment, to preserve the assets and resources we value most, to stimulate development in the most appropriate places, and to enhance and maintain the beauty and livability of our community.

□ 5.2 Goal and Policy Framework

To help achieve the City's future vision, goals and policies were established to express the overall strategic direction for our City's growth over the next ten years. This framework represents our community's ideals concerning how we should grow and develop. Five sections are used to cover various aspects of land development, including type, location, pattern, design, appearance, environmental impact, recreation, and provision of infrastructure. Goals are ideal future conditions to which the community aspires. Policies are statements of actions or requirements judged to be necessary to achieve the goals.

I. Economic Development

Goal 1.1: A high standard of living

- 1.1.1** The City will utilize its zoning processes and provisions of infrastructure to further opportunities for citizens in designated North Carolina Department of Commerce State Development Areas.
- 1.1.2** The City will partner with institutions (*Randolph Community College, Randolph County Tourism Development Authority, Asheboro/Randolph Chamber of Commerce, Randolph County Economic Development Corporation, the Employment Security Commission, and other community partners*) in facilitating job fairs and career enrichment programs.
- 1.1.3** The City will zone for medical uses in areas that offer multi-modal, convenient access to health care services and as a transition between heavier commercial and residential uses.
- 1.1.4** The City will partner with Randolph Hospital to support projects that enhance the economy and quality of life of our city.

Goal 1.2: Diversified employment opportunities enabling a long-term, stable, high-pay, skilled workforce

- 1.2.1** The City will coordinate with the Randolph County Economic Development Corporation and the Chamber of Commerce to retain existing business and industry and recruit a diversity of sustainable business and industry.
- 1.2.2** The City will continue to support the Business Incubation concept to encourage entrepreneurship and startup of new businesses.
- 1.2.3** The City will provide incentives and infrastructure on a case-by-case basis to encourage development in city designated Economic Development Growth Strategy Areas.
- 1.2.4** The City will promote its expedited permitting process and continue to make the land development process user-friendly for citizens and organizations.
- 1.2.5** The City will support infrastructure enhancement as a tool to recruit new business and industry and expand existing operations. The City will seek state and/or federal funding to broaden our high tech infrastructure capabilities.
- 1.2.6** The City will hire a marketing specialist, continually update the city website, and partner with organizations (*Chamber of Commerce, Asheboro Tourism Development Authority, Randolph County Economic Development Authority, NC Zoological Society*) to initiate effective, consistent

branding, marketing, and public relations that promote our city as a destination for tourism, retirees, and young professionals.

Goal 1.3: Abundance of high quality and accessible educational opportunities

- 1.3.1** The City will use appropriate zoning designations to support Asheboro City and other K-12 schools, especially those located in neighborhoods where students have the ability to walk to school and where the school serves as a community focal point.
- 1.3.2** The City will use appropriate zoning designations to support higher educational opportunities, including technical, bachelors, professional and advanced degrees, and personal enrichment/continuing education courses.
- 1.3.3** The City will strengthen existing, and form new, partnerships with educational institutions at all levels. (*Asheboro City Schools, Randolph Community College, University of North Carolina at Greensboro, NC State University, University of North Carolina at Chapel Hill etc.*)
- 1.3.4** The City will take advantage of its proximity to the North Carolina Zoological Park, the nation's largest natural habitat zoo, to become a magnet for research in professional fields, such as zoology, veterinarian sciences, and environmental sciences, by partnering with the zoo, educational institutions, non-profit foundations, and private enterprise.

Goal 1.4: A thriving tourism industry

- 1.4.1** The City will continue to strengthen its countywide and regional partnerships with existing tourism venues (*NC Zoo, NC Aviation Museum, Richard Petty Museum, Seagrove potteries, Harley Davidson Museum, Uwharrie National Forest, etc.*) and organizations (*Randolph County Tourism Development Authority, etc.*) and form partnerships with new and potential tourism venues.
- 1.4.2** The City will utilize the Tourism-Hospitality Zoning District as a tool to attract new, compatible tourism opportunities, as well as tourism supported businesses.
- 1.4.3** The City will partner with community organizations to open a museum that promotes Asheboro's heritage and provides educational opportunities.

II. Growth Management

Goal 2.1: Development that enhances our city's character and sense of community

- 2.1.1** The Zoning Ordinance will periodically be reviewed to ensure that the specific regulations for each Zoning District are aligned with the desired character and focus of each district.
- 2.1.2** The City will investigate the creation of an adaptive reuse program to aid infill development. The program will ensure that zoning and building codes are flexible to allow safe, affordable, and compatible reuse of existing buildings and guide business owners through the redevelopment process.

-
- 2.1.3 The City will solicit input from the Appearance and Redevelopment Commissions to ensure regulations effectively address appropriate infill development.
 - 2.1.4 The City will explore sources of State and Federal funding and create public and private community partnerships to fund the revitalization of Brownfield industrial sites.
 - 2.1.5 The City will ensure development regulations provide appropriate transitional land uses, such as office and institutional, between high-intensity industrial/commercial and low-intensity residential uses.

Goal 2.2: Development that is located in appropriate locations

- 2.2.1 The City will utilize the Rezoning Toolkit of the Land Development Plan as a decision-making tool in rezoning cases and will review land development proposals for consistency with other policies and maps of the Land Development Plan.
- 2.2.2 The City will periodically evaluate expansion and contraction of extra-territorial jurisdiction to areas likely to be annexed within a reasonable time frame. Greatest priority will be given to expansion of the ETJ in areas where transportation or infrastructure improvements are planned, or where the benefit of expansion outweighs the cost of providing services.
- 2.2.3 The City will periodically update maps in the Land Development Plan to ensure they accurately represent current conditions in our city and are consistent with the goals and policies.
- 2.2.4 The City will develop a land acquisition program targeted to remove blight and create investment in desired areas.

Goal 2.3: Compact, interconnected and sustainable development patterns

- 2.3.1 The City will amend the Zoning and Subdivision Ordinances to increase interconnectivity and improve design standards in traditional subdivisions.
- 2.3.2 The City will amend the Zoning and Subdivision Ordinances to include Cluster Development that preserves natural area, promotes a compact, pedestrian-friendly development pattern, and reduces both initial and ongoing infrastructure costs for the developer and the City.
- 2.3.3 The City will amend the Zoning and Subdivision Ordinances to create a Traditional Neighborhood Development (TND) Zone. TNDs consist of a compatible and complementary mix of land uses in which built features are developed at human/pedestrian scale and integrated harmoniously with surrounding permitted uses. The City will encourage these developments in appropriate locations, such as in Activity Centers designated on the Land Development Plan map.
- 2.3.4 The City will adapt the subdivision review process to only require staff approval of traditional, cluster, and TND subdivisions that meet requirements.

III. Community Appearance

Goal 3.1: Enhancement, maintenance, and preservation of the built environment

-
- 3.1.1** The City will provide Code Enforcement with the legal tools and intergovernmental coordination it needs to effectively address community appearance standards in both newer and more established areas.
 - 3.1.2** The City will participate with neighborhoods in historic preservation efforts, such as the designation of Historic Landmarks and Historic Districts in cooperation with Randolph County Historic Landmark Preservation Commission.
 - 3.1.3** The City will promote visual art through partnering with local schools, community colleges, universities, artists and associations to hold art fairs and contests to showcase art in public and semi- public spaces and encourage the inclusion of art (including sculptures, fountains, etc.) into new and existing development through regulations.

Goal 3.2: Quality design demanding appropriate scale and context

- 3.2.1** The City will amend Zoning requirements (i.e. setback regulations, permitted building materials, orientation of streetscapes, parking areas, pedestrian access, etc.) to ensure that new development is compatible with, and enhances, the architectural design of surrounding land uses.
- 3.2.2** The City will require a variety of landscaping techniques that are appropriately designed based on the desired function (i.e. riparian buffers around creeks, shade trees in parking lots, dense and expansive screening between uses of significantly different intensities, preservation of environmental character, front yard landscaping and street trees, etc.).
- 3.2.3** The City will require signs that blend harmoniously with the surrounding streetscape and other architectural elements of a site, such as requiring monument style signs that match building architecture, landscaping around signs, and unified sign plans for large-scale developments.
- 3.2.4** The City will limit the visual presence of mechanical equipment, utility farms and outdoor storage by requiring that these uses (where permitted) incorporate effective screening and be oriented away from public view and streetscapes.

Goal 3.3 Community in which everyone participates in identifying and valuing our city's resources

- 3.3.1** The Planning Department will continue outreach to individual citizens and businesses, neighborhood groups, developers, and realtors concerning community appearance codes and ordinances, to improve understanding, communication, and voluntary compliance with regulations.
- 3.3.2** The City will participate in and support community-wide and neighborhood-level associations and activities (Appearance Commission, Redevelopment Commission, anti-litter activities, tree planting/preservation, community awards for residences and businesses with an excellent appearance, etc.) that promote educational awareness and beautification.

IV. Environmental Stewardship

Goal 4.1: Identification and protection of environmentally sensitive areas

-
- 4.1.1 The City will evaluate the effectiveness of existing environmental regulations.
 - 4.1.2 The City will strongly enforce Watershed Protection regulations and ensure that state storm water runoff and water quality regulations are followed.
 - 4.1.3 The City will utilize the rezoning checklist and land development plan maps to discourage development on slopes greater than 20% and sensitive soils.
 - 4.1.4 The City will encourage partnerships with the Piedmont Land Conservancy to preserve open space.
 - 4.1.5 The City will participate in air quality improvement initiatives with state and federal agencies responsible for enforcement of air quality regulations.
 - 4.1.6 The City will participate the National Flood Insurance Program and utilize its Flood Damage Prevention regulations to strongly discourage development in high-risk areas.

Goal 4.2: Environmental impact mitigation and education

- 4.2.1 The City will amend the Zoning and Subdivision Ordinance to accommodate and encourage energy efficient, green design, and low impact development techniques (pervious pavement, small parking lots, alternative energies, and other Best Management Practices) in new development. Existing development will be encouraged to retrofit to these designs.
- 4.2.2 The City will enforce zoning regulations to minimize noise, light, and odor pollution and periodically review regulations to ensure these types of pollution are effectively mitigated.
- 4.2.3 The City will require a grading plan for all major land development projects.
- 4.2.4 The City will continue to support current programs (Anti-litter, Mayor's 100 trees) and create additional public and private partnerships to involve the community in the restoration and enhancement of natural resources, such as cleaning polluted areas and planting vegetation.
- 4.2.5 The City will partner with local schools and organizations to create environmental education programs.

Goal 4.3: Opportunities for citizens to responsibly enjoy the natural environment

- 4.3.1 The City will aid the Parks and Recreation Department in establishing opportunities for additional recreational facilities (parks, greenways, and trails) implementing the Parks and Recreation Master Plan, and obtaining state and federal funding.

V. Infrastructure

Goal 5.1: Cost effective, efficient, and coordinated infrastructure in appropriate locations

- 5.1.1 The City will encourage improvements that tie together segments of infrastructure (i.e. water/sewer, roads, sidewalks, greenways, etc.), in locations where the addition of such infrastructure benefits the entire community.

-
- 5.1.2 The City will seek the periodic update of its Thoroughfare Plan and Transportation Improvement Program, identifying key elements for implementation on a priority basis.
 - 5.1.3 The City will encourage and support improvements to US Hwy 64 (Dixie Drive), completion of the proposed Southern Bypass, and other proposed projects listed on the Thoroughfare Plan and Transportation Improvement Program.
 - 5.1.4 The City will maintain the safety and usefulness of its major thoroughfares through improvements such as encouraging common access points, service roads, and discouraging frequent driveway cuts.
 - 5.1.5 The City will only provide water and sewer as a pair to encourage compact land development and fiscal responsibility.
 - 5.1.6 The City will continue to participate in the cost of providing or enhancing water mains and sewer outfalls leading to properties in Primary Growth, Economic Development, Adjacent Development, Secondary Growth, and Long-Range Growth areas as detailed and mapped in the Land Development Plan. (Section 5.3)
 - 5.1.7 The City will not participate in the cost of extending water and sewer services leading to properties in designated Rural Conservation Areas. Exceptions may include the provision of services to other local governments and cooperative agreements on major economic development projects.

Goal 5.2: Innovative technology and continual maintenance

- 5.2.1 The City will continue to develop a program of road and sidewalk improvements and maintenance to maximize the use of existing facilities.
- 5.2.2 The City will utilize Geographic Information Systems (GIS) and other innovative technologies to assess and catalog existing infrastructure and guide maintenance and expansion decisions.
- 5.2.3 The City will investigate upgrades to existing sewer pump stations and construction of new sewer pump stations in areas in which economic development and growth is desired.

Goal 5.3: Interconnected and multi-modal transportation networks

- 5.3.1 The City will require the inclusion of pedestrian amenities (such as sidewalks with curb and gutter, bikeways, and greenways) in all new land development projects, and will implement the Comprehensive Pedestrian Transportation Plan to add pedestrian-oriented transportation alternatives to existing development.
- 5.3.2 The City will amend the Zoning and Subdivision Ordinances to discourage development patterns (i.e. excessive use of cul-de sacs, lack of connectivity within and between developments) that result in the City (and its taxpayers) incurring unnecessary infrastructure costs.
- 5.3.3 The City will support transit and para-transit services that provide mobility to population groups lacking personal transportation, reduce the level of in-town and peak-hour traffic, and reduce the demand for parking.

□ 5.3 Land Development Toolkit

The Land Development Toolkit supplies staff, Planning Board, City Council, developers, and citizens with “tools” to make land use decisions. Greater detail and support is provided for the desired type, location, pattern, design, appearance, environmental impact, and provision of infrastructure emphasized in the goal and policy framework. These tools are to be used to make decisions that achieve the vision, goals, and policies.

Growth Strategy Map

For use in conjunction with the vision, goals and policies presented above, 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. The provision of water and sewer to each area is detailed in Policies 5.1.6 and 5.1.7. 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.

1. **Primary Growth Area (PGA)** – Areas with prime access to existing city infrastructure and urban services and located within existing city limits. Suitable development sites within PGAs should be given the highest level of encouragement and incentives for short-range development.
2. **Adjacent Developed Area (ADA)** – Areas with a high level of existing urban development located outside of, but adjacent to existing city limits. These areas should receive careful consideration for annexation and full provision of urban services.
3. **Secondary Growth Area (SGA)** – Areas with prime access to an existing city gravity sewer interceptor and/or an existing or potential future thoroughfare, and located outside of, but adjacent to existing city limits. Suitable development sites within SGAs should be given a moderately high level of encouragement and incentives for mid-range development.
4. **Economic Development Area (EDA)** – Areas with prime access to a major thoroughfare and/or highway interchange, with high potential for economic development expansion, but in need of public infrastructure investment. Suitable economic development sites within EDAs should be given a high level of encouragement and incentives as supported by Policy 1.2.3.
5. **Long-Range Growth Area (LGA)** - Areas with moderate potential for expansion of existing sewer services using pump stations and force mains, and/or with moderate access to an existing or potential future thoroughfare, and located outside of existing city limits. Suitable development sites within LGAs should be given a low level of encouragement for land development.
6. **Rural Conservation Area (RCA)** – Areas with a low level of existing urban development, with low potential for expansion of sewer services, and/or with low access to an existing or potential future thoroughfare, and primarily located in a rural setting outside of existing city limits. Most areas within LGAs should be given a very high level of encouragement and incentives to remain in a natural state, or to be maintained in very low-density, rural uses.
7. **Open Space Conservation Corridor (OCC)** – Areas located primarily along creeks, streams, and rivers, and within areas containing steep slopes, severe soil limitations, and/or within floodplains. These areas should receive a very high level of encouragement and incentives to remain in a natural state, and/or to be maintained in very low-density, open space, recreational, or greenway uses in perpetuity.

MAP: Growth Strategy

Proposed Land Use Map

The Proposed Land Uses Map (see attached *MAP - Land Development Plan*) provides a more detailed and specific set of land use designations to assist the community in making land development decisions. The City's jurisdiction is subdivided into six planning areas to fine-tune the Land Development Plan and better meet the particular needs of each area (see attached *MAP – Small Area Plans*). The land development categories are fully explained in the Land Development Category Section. The Proposed Land Use map serves to achieve various Economic Development, Growth Management, Environmental Stewardship, and Infrastructure goals and policies. The Zoning Amendment Checklist will ensure that the Proposed Land Use map is utilized in all rezoning cases.

MAP: Proposed Land Use

Land Development Categories

Land development categories were established to build the Proposed Land Uses Map and 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. A brief description and statement of intent is provided for each designation in the table below. More detailed descriptions and illustrations follow to further define the character and intent of each land development category. This section serves to achieve many Growth Management, Community Appearance, Environmental Stewardship, and Infrastructure goals and policies. The Zoning Amendment Checklist will ensure that these descriptions are used in rezoning decisions.

Figure 39: Development Designation: Description & Intent

Land Development Category	Description	Intent
Neighborhood (Activity) Centers	Small, pedestrian-oriented, neighborhood activity center with a mix of uses.	To create pedestrian-friendly, community focal points containing a mixture of commercial, office and institutional, entertainment, open space, and residential uses & housing types, with ample sidewalks, street trees, on-street parking, public amenities & open space. The goal is to allow for growth while maintaining and enhancing the quality of life, and building a greater sense of community.
Village (Activity) Centers	Medium-scale, mixed-use activity center, serving multiple neighborhoods.	
City (Activity) Centers	Large-scale, mixed-use activity center, serving the entire community.	
Commercial	Existing & limited new commercial uses outside of designated activity centers and employment centers.	To encourage development of new & redesign of existing commercial uses to be more visually pleasing and pedestrian-friendly.
Office and Institutional	Existing & limited new O&I uses outside of designated Activity Centers and Employment Centers.	To encourage development of new & redesign of existing O&I uses to be more visually pleasing and pedestrian-friendly.
Industrial	Existing & new industrial uses outside of designated Employment Centers.	To expand existing and develop new industrial uses, requiring transitional uses & buffers.
Employment Center	Mixed-use, medium- to large-scale employment centers along major transportation corridors and at key intersections and interchanges to serve the community and region.	To integrate a mixture of commercial, office & institutional, industrial, and open space uses into the fabric of the community, with ample sidewalks, street trees, on-street parking, public amenities & open space.
Urban Residential	Medium-high density single- and multi-family residential uses.	To accommodate existing & encourage new medium-high density residential uses in & around Activity Centers, and around Employment Centers.
Neighborhood Residential	Medium density single-family & limited multi-family residential uses.	To accommodate existing & encourage new medium density residential uses in designated areas.
Suburban Residential	Medium-low density single-family residential uses.	To accommodate existing & limit new medium-low density residential uses to designated areas.
Watershed Residential	Low density single-family residential uses	To accommodate existing & limit new low-density residential uses in the water supply watershed.
Conservation Residential	Very low density single family residential uses	To accommodate existing & limit new low-density residential uses, and encourage cluster development.
Parks, Greenways, and Openspace	Parks and greenways for active and passive recreation, and resource preservation.	To incorporate parks, greenways and openspace into the entire community fabric as the City grows.

Land Development Categories: Descriptions and Illustrations

ACTIVITY CENTERS: Areas designated for development offering a mixture of commercial, office, and institutional uses, and a variety of residential densities and building types. Reminiscent of early town development, before uses were strictly placed in separate zones, Activity Centers offer residents an opportunity to live, work, and shop all within the same area. The key purpose of this type of mixed-use development is creation of a greater sense of community. Activity Centers accommodate both pedestrians and automobiles, by providing a wide variety of complementary uses and neighborhood amenities including ample sidewalks, parks, walking trails, public squares, daycare centers, schools and churches. The following three types of Activity Centers are recommended, to encourage the appropriate scale of development, and to maximum compatibility with existing land uses and infrastructure:

- Large – City Center
- Medium – Village Center
- Small – Neighborhood Center



Illustration courtesy of Southern Village.

CITY (ACTIVITY) CENTER: As the historic core of community life in Asheboro, the City Center designation incorporates a mix of commercial, office, institutional, residential, and public openspace uses. Design standards for revitalization and new development efforts in the City Center will help encourage a pedestrian-oriented mix of two- and three-story buildings located close to the street and containing an attractive mix of first-story storefronts, and second- and third-story office and residential uses. Ample sidewalks and street trees, and a blend of on-street and side or rear parking lots, coupled with complementary building types and public landmarks and spaces will serve to create a unique and vibrant atmosphere setting the City Center apart from other districts.



Photo by Reynolds Neely



Photo courtesy of Kubilins Transportation Group

VILLAGE (ACTIVITY) CENTER: As public focal points, designated Village Centers provide a convenient and complementary mix of commercial, office, institutional, residential, and open space uses to serve several surrounding neighborhoods. With a smaller overall scale than the City Center, development within a Village Center should be designed with both pedestrians and vehicles in mind. Appropriate connections to adjacent residential areas should be encouraged. Village Centers should be located primarily along major roads and at key intersections, and should predominately serve local traffic. Development within designated Village Centers ideally contain a mix of non-residential uses at the core (e.g. Commercial, Office, Institutional, Parks and Greenways), and a variety of housing types surrounding the mixed-use core, including some multi-family residential units (e.g. Apartments, Townhouses, and Condominiums). Design should emphasize the creation of a unique public realm, defined by two-story buildings close to the street with attractive, inviting storefronts.



Photo courtesy of New Urban News



Photo courtesy of Kubilins Transportation Group

NEIGHBORHOOD CENTER: As a public focal point serving one or two neighborhoods, a designated Neighborhood Center will provide a mix of commercial, office, institutional, residential, and open space uses with complementary building types and public spaces at the neighborhood scale. Development should be designed to complement surrounding neighborhoods, while offering a few convenient shops and offices serving nearby residents. Neighborhood Centers should ideally encompass one or two quadrants along main roads or at road intersections. The goal of the Neighborhood Center is to offer local residents an opportunity to shop for everyday items close to home. Development should be designed to include one and two story structures that are close to the street, built at the pedestrian scale, and provided with complementary auto and pedestrian connections to surrounding neighborhoods.



Photo courtesy of Southern Village.



Photo courtesy of Kubilins Transportation Group.

COMMERCIAL: This designation is designed to accommodate existing commercial uses, and a limited amount of exclusively commercial development outside of designated Activity and Employment Centers. Most existing commercial uses are located along major roads and at key intersections. Such “strip development” is generally oriented towards the automobile, and is characterized by numerous curb cuts and signs, and large amounts of parking in front of stores. The primary intent of the Commercial designation is to minimize the expansion of strip development, by encouraging new retail uses to locate within designated mixed-use Activity Centers and Employment Centers. Efforts should be made to reduce the number of curb cuts, move parking to the rear or sides of structures, add sidewalks, street trees, and planted medians, and to encourage more interconnectivity among uses. This designation also accommodates existing and some new “big box” retail uses, but strongly encourages such development to include a greater mix of uses, and to be designed at a more pedestrian-friendly scale. Large amounts of continuous blank walls and giant parking lots should be discouraged in favor of multiple storefronts incorporating local or regional architectural styles in a “Main Street” type of setting. Connectivity to adjacent land uses should be encouraged for both pedestrian and automobile traffic.

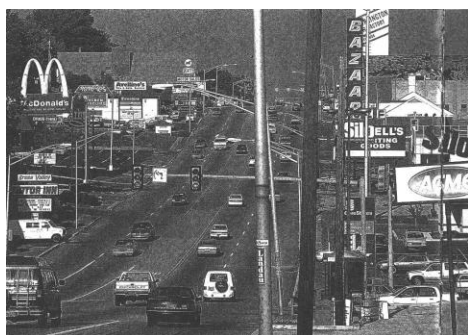


Photo by Blair Seitz, 1995.



Photo by Mike White, 1999

INDUSTRIAL: Areas designed for the manufacturing and processing of goods, characterized by the need for larger sites and access to major transportation corridors. The intent of the Industrial designation is to accommodate existing historic industrial areas of the City, and provide for limited development of new industrial uses outside of designated Employment Centers. Special emphasis should be placed on providing adequate buffering and screening between industrial uses and adjacent residential and commercial uses. Whenever possible, appropriate transitional uses will be provided to surround and soften the impact of industrial uses.



Photo by Carolina Gateway Partnership.



Photo by Reynolds Neely

OFFICE AND INSTITUTIONAL: Areas designated to accommodate a variety of existing office and/or institutional uses, and a limited amount of new office and institutional uses outside of designated Activity Centers and Employment Centers.



Photo by Reynolds Neely.



Photo by Reynolds Neely.

EMPLOYMENT CENTER: Areas designed for office and/or industrial parks, research campuses, and a variety of institutional, commercial, and open space uses. Generally located along major transportation corridors and at key intersections, Employment Centers will provide easy access to large numbers of employees in a campus-like setting. Amenities for workers will include convenient pedestrian access to shops, restaurants, and services, walking trails, picnic areas, and open space. Special emphasis should be placed on landscape and building design, to incorporate natural features, provide interconnectivity among uses, and provide adequate transitional uses and buffers from adjacent residential uses.



Photo by Research Triangle Park.



Photo by Reynolds Neely.

URBAN RESIDENTIAL: Areas designated to promote and accommodate a mixture of medium-high density single and multi-family residential uses in and around the Town Center and designated Village Centers. The intent of the Urban Residential designation is to accommodate existing multi-family residential uses, and to encourage a mixture of new, medium-high density residential uses within walking distance of commercial areas and major thoroughfares. The district includes small neighborhood or “pocket” parks that service the needs of local residents. Urban residential developments should create a “sense of place” and a pedestrian-friendly atmosphere at a higher density. Design elements include smaller lots, building placement close to the street, interconnectivity between neighborhoods, sidewalks, and street trees.



Photo courtesy of Triangle Transit Authority, 1997.



Photo courtesy of Kubilins Transportation Group

NEIGHBORHOOD RESIDENTIAL: Areas designated to accommodate existing medium-density, single family residential neighborhoods, while encouraging new neighborhoods of similar density to provide a greater sense of community. The intent of the Neighborhood Residential district is to provide a pedestrian-friendly neighborhood, with convenient access to surrounding neighborhoods, parks and walking trails, and designated neighborhood commercial centers. Similar to the Urban Residential district, design elements include building placement close to the street, interconnectivity between neighborhoods, sidewalks, and street trees.



Photo courtesy of Dan Burden



Photo courtesy of Southern Village

SUBURBAN RESIDENTIAL: Areas designated to accommodate existing conventional subdivisions, and limited development of new single-family residential subdivisions within a medium-low density suburban or semi-rural neighborhood setting. Often located outside of city limits and at some distance from most non-residential uses, single-use subdivisions usually have only one entrance off of a collector road, and are heavily auto-oriented. Future Suburban Residential developments should be strongly encouraged to provide sidewalks, greater street connectivity to adjacent neighborhoods, and adequate preservation of open space, neighborhood parks, and walking trails.



Photo by Reynolds Neely.



Photo courtesy of City of Graham, 1999.

WATERSHED RESIDENTIAL: Areas designated to accommodate primarily single-family homes within a low-density rural setting within the City's designated water supply watershed drainage areas. Cluster development should be encouraged, to accommodate allowable densities in the most suitable areas, while avoiding development within environmental sensitive areas along stream corridors, and in areas with severe soil or topographic limitations.



Photo courtesy of City of Graham, 1999.



Photo by Reynolds Neely.

CONSERVATION RESIDENTIAL: Areas designated to accommodate very-low density, single-family residential development and the preservation of open space and environmentally significant areas, through the use of cluster development. Located in areas not likely to be provided with water and sewer services over the next twenty years, the goal of this district is to accommodate allowable densities of residential development, while using less land and preserving more open space. For example, existing regulations might allow a developer to subdivide a ten-acre tract into 10 one-acre lots. Within a Conservation Residential area, those same ten homes could be placed on half-acre lots, with the remaining 5 acres being permanently preserved as open space. Development costs for roads and other amenities would be decreased, while new residents and the community as a whole, would benefit from the preservation of open space in environmentally sensitive areas.

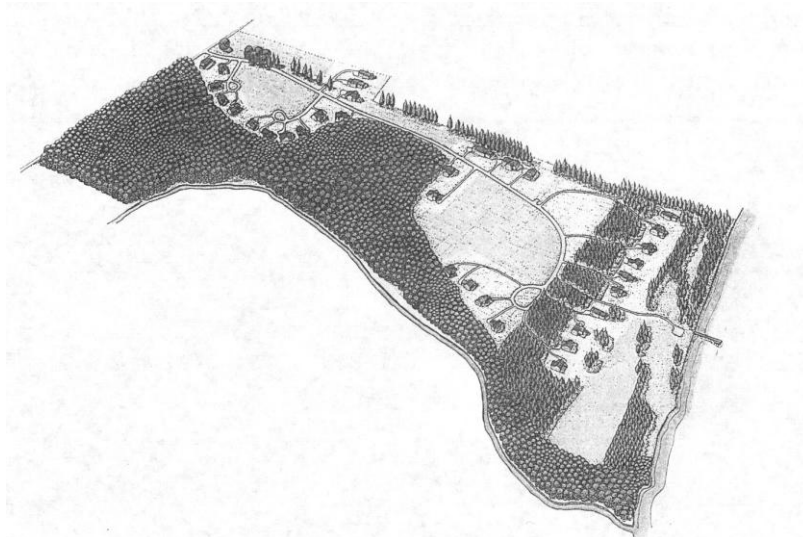


Illustration courtesy of Randall Arendt, 1996.

PARKS, GREENWAYS, AND OPENSOURCE:

Parks: Areas designated for recreational activities, either passive or active. Parks should generally be located in close proximity to residential areas. Smaller parks may be part of a development while larger citywide parks should be strategically placed to serve the entire community. The design of parks should include multiple access points and transportation options.



Photo by Reynolds Neely.



Photo by Reynolds Neely.

Greenways: Areas designated to provide public access along waterways and scenic corridors of the City. Greenway corridors provide recreational opportunities, promote preservation of natural resources, and serve as a water quality buffer to reduce urban runoff into creeks and streams.



Photo by Southern Village.

Open Space: Areas containing significant environmental, geologic, historic, cultural, or scenic resources to be designated for permanent protection from further development. The intent of designating open space areas is to preserve important community resource areas in their natural or existing state as much as possible, while allowing for recreational opportunities when appropriate.



Photo by Graham Growth Management Plan Steering Committee.

Design Principles

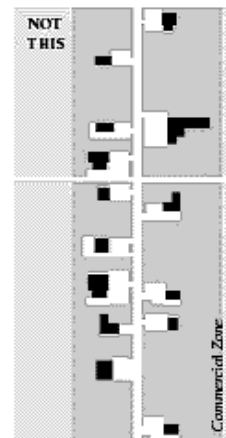
Based on land development trends over the past 20 years, most future residential developments are likely to be stand-alone, single-use subdivisions, on individual wells and septic tanks. Most subdivisions are likely to have only one means of ingress and egress, and little connection to one another. Commercial strip development is likely to continue along major thoroughfares and around key intersections and interchanges. Increased pressure for non-residential land development is especially likely around the east, south-east, and south-west fringes of the City, as the proposed US 64 / NC49 Bypass (Southern Loop) and Hub Morris Extension are constructed.

The *Asheboro 2020 Land Development Plan* provides a new vision for how our community can grow over the next twenty years. To accomplish this vision of continued economic development, while maintaining our livability and enhancing our City's sense of community, new patterns of land development are needed. Five key principles are presented below, comparing the current approach with the recommended land development patterns necessary to achieve the vision. These principles are used to represent Growth Management, Community Appearance, and Infrastructure goals and policies. The Zoning Amendment Checklist will ensure these principles are considered in all rezoning cases.

PRINCIPLE #1 – Move from “Strip Development” toward “Commercial Centers”

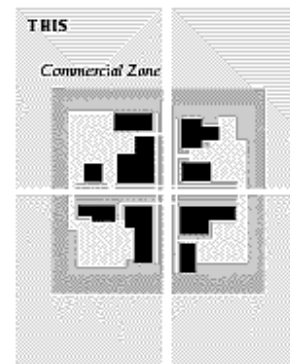
Strip Development: Currently, most of Asheboro's recent commercial development has occurred in linear strips along major thoroughfares. Characteristics of strip development include:

- Automobile oriented
- Dangerous for pedestrians
- Large parking lots
- Large front yard setbacks
- Single uses
- Numerous curb cuts
- Little connection between uses
- Visual clutter
- Poor function of thoroughfares



Commercial Center: The Commercial Center is based on applying the attributes of a traditional downtown to a new site that is smaller in scale. Characteristics of a Commercial Center include:

- Pedestrian and Automobile Friendly
- On-street parking allowed
- Off-street parking in smaller lots
- Buildings placed closer to the road
- Mixture of uses
- Few curb cuts & limited access roads
- Interconnection between uses & shared parking
- Signs and buildings at a more human scale
- Proper function of thoroughfares

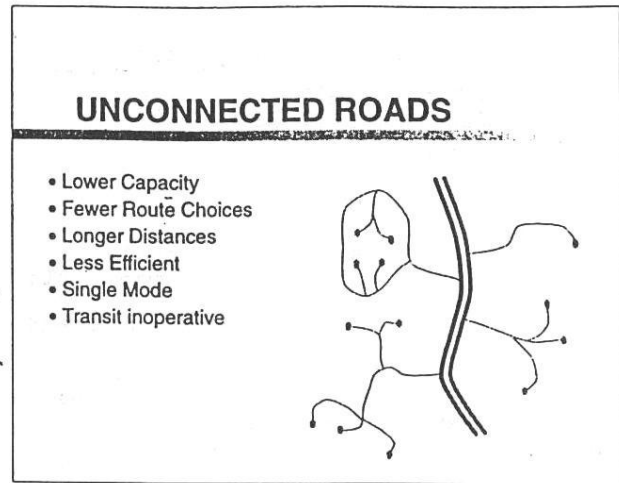


Policies 2.1.5, 2.3.3, 3.2.1, 3.2.3, 3.2.4, 5.1.4, 5.3.1, 5.3.2 support the Commercial Center principle.

PRINCIPLE #2 – Move from “Unconnected Roads” toward a “Road Network”

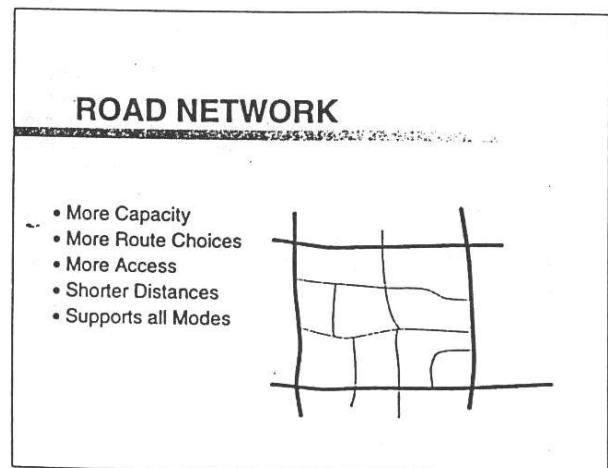
Unconnected Roads: The current proliferation of residential cul-de-sac subdivisions has resulted in a transportation system that severely limits the number of alternative travel routes. In addition to residential subdivisions, current commercial development patterns provide little, if any connectivity among uses. The characteristics of Unconnected Roads include:

- Disconnection from other uses
- Required use of thoroughfare
- Congestion of major roads
- Fewer route choices
- Longer driving distances
- Less efficiency
- Single transportation mode



Road Network: A transportation system based on the development of a Road Network will lessen traffic congestion on many of Asheboro’s major thoroughfares. Increasing the number of route choices will help to disperse traffic throughout the City, and result in the following characteristics:

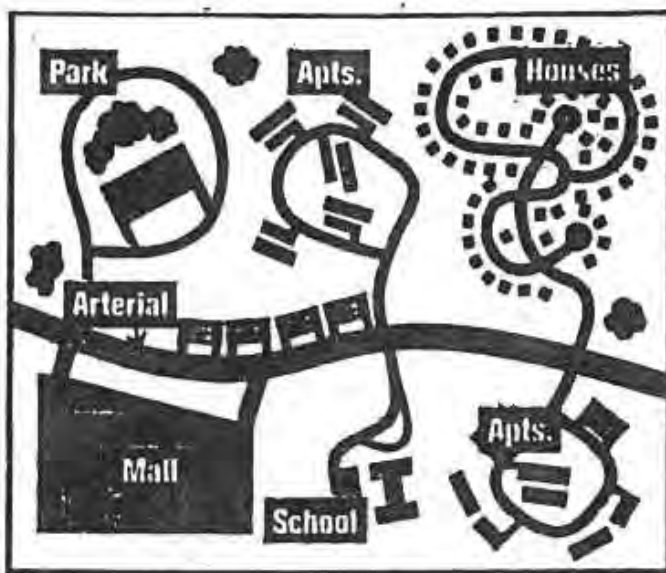
- Increased road capacity
- More route choices
- Greater access and mobility
- Shorter distances
- Support for alternative transportation modes



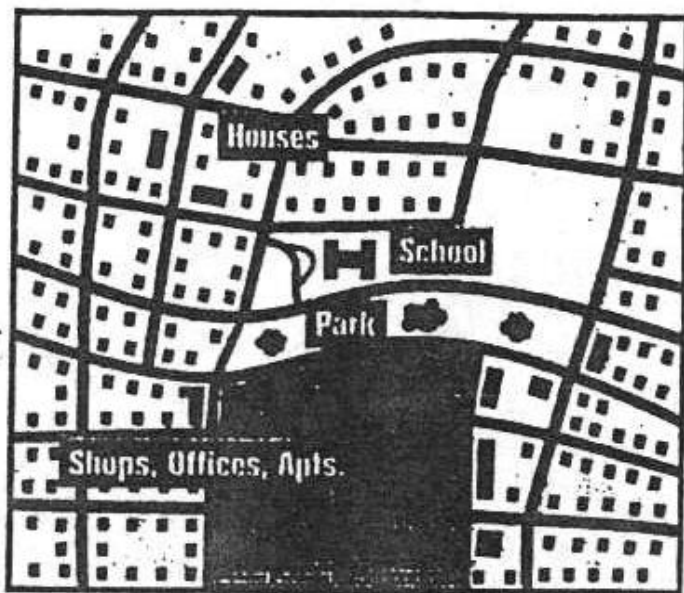
Policies 5.1.2, 5.1.4, 5.2.1, 5.3.1, 5.3.2 support the Road Network principle.

PRINCIPLE #3 – Move from “Separation of Uses” toward “Mixed Use Development”

Separation of Uses: Standard zoning ordinances typically require most uses to be strictly segregated from one another. This requirement has often resulted in the loss of lively neighborhoods characterized by corner stores and second-story apartments above small neighborhood shops and restaurants. Some noxious uses need to be segregated, or at least buffered, to minimize their negative impacts on the quality of life and property values of neighborhood residents. For example, construction of a massive, five-story apartment complex, or the development of heavy industrial uses in the middle of a low-density residential neighborhood is clearly inappropriate. On the other hand, a small, two-story townhouse project or a corner deli, can be carefully designed to fit in and complement existing architectural styles, adding variety, interest, and value to its surrounding neighborhood. The current practice of separating uses has resulted in the creation of numerous “pods” of single-use developments. The diagram (see inset) highlights the current practice, showing how all traffic from each individual single-use “pod” development must get out onto the main road to go anywhere.



Mixed Use: The notion of providing an appropriate mix of uses originates long before zoning regulations were institutionalized to require the separation of uses. Prior to zoning regulations, traditional neighborhoods developed during the first half of this century in towns throughout America, typically provided a broad mix of compatible uses, including shops, services, small workplaces, parks, churches,



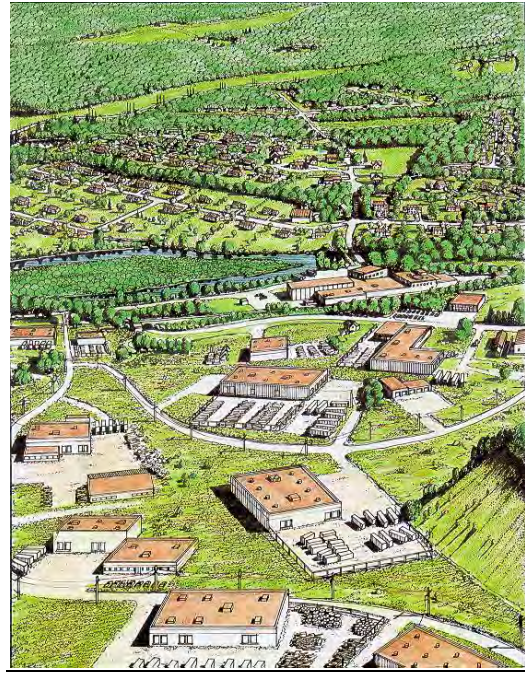
schools, as well as a variety of housing types. Some of the more historic parts of Asheboro provide excellent examples of single-family, multi-family, commercial, institutional, and civic uses fitting together well and complementing one another within the same neighborhood. Mixed use development provides for a wider variety of housing opportunities and reduces traffic congestion by providing a greater variety of transportation options. It allows residents, especially the very old and very young, to be able to walk or bike to the store or to work. The diagram (see inset) highlights how the practice of mixing compatible uses provides for greater variety, mobility and convenience.

Both diagrams are from the [Mocksville Policy Guide](#).

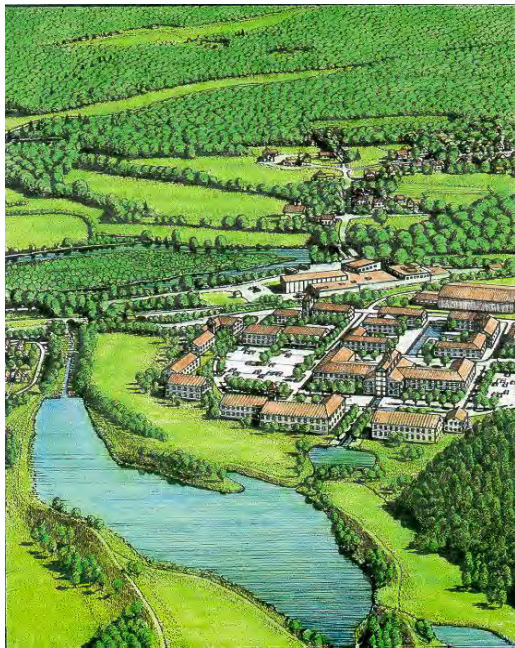
Policies 2.1.1, 2.1.2, 2.1.4, 2.1.5, 2.3.3, 5.3.1, 5.3.2 support the Mixed Use principle.

PRINCIPLE #4 – Move from “Conventional Development” toward “Cluster Development”

Conventional Development: Conventional development seeks to maximize the number of residential lots or the amount of retail space possible on any given piece of land. This method of development pays little attention to environmental factors, neighborhood design, or open space. The goal of such development is to place as many houses or businesses on the site as allowed under current development regulations. As a result, land unsuitable for most urban uses, due to environmental constraints, is often developed as a residential backyard, or graded for use as a parking lot. Conventional development often places a greater burden on the City’s resources, because it does not provide any recreational space for its residents and results in overcrowding of parks and other recreational facilities. Conventional commercial development often has little connection to the natural features of the landscape on which it is built, is aesthetically unpleasing, and results in increased runoff into creeks and streams or onto adjacent properties.



Both Illustrations are from Rural By Design, Randall Arendt



Cluster Development: The primary purpose of cluster development is to encourage a certain portion of open space to be set aside within each development, as part of the development review and approval process. Designated open space areas within each new development is preserved in perpetuity, for the use and enjoyment of residents as a recreation amenity, and to provide permanent protection of the community’s most significant historic, cultural, or environmental resources. Developers that choose to use cluster development principles are allowed to build the same number of units as allowed under conventional development practices. However, cluster development can significantly reduce development costs for providing roads, water, and sewer services, by allowing the clustering of uses on smaller lots. By encouraging cluster development, the City can increase the recreational opportunities for its residents, decrease the amount of infrastructure that needs to be maintained, and increase the attractiveness of the overall community.

Policy 2.3.2 supports the Cluster Development Principle.

PRINCIPLE #5 – Move to Traditional Neighborhood Development to integrate Principles 3 and 4

The Traditional Neighborhood Development (TND) concept is offered as an alternative to conventional development under the Traditional Neighborhood Development district. The purpose of the Traditional Neighborhood Development and established design standards is to allow and encourage the development of mixed use, small-lot, pedestrian-oriented communities. Traditional neighborhood development promotes the diversification and integration of land uses within close proximity to each other. As a result, such development provides opportunities to achieve the following objectives:

1. To preserve and promote Asheboro's identity and sense of community through enhancement and reinforcement of the City's unique character and small-town atmosphere.
2. To allow greater design flexibility and cost-efficiency in the siting, provision, and maintenance of services and infrastructure, including the opportunity to reduce the length of roads and utility runs.
3. To reduce the potential for adverse impacts of new development on surrounding properties, the natural environment, the general public, and the business economy through the minimization of suburban sprawl.
4. To reduce traffic congestion and vehicle miles of travel by minimizing the need for automobile trips, freeing up arterial capacity, and enhancing pedestrian and bicycle mobility.
5. To preserve and improve property values and protect private and public investment through the preservation of open space, the protection of existing tree canopy, and planting of new vegetation as deemed appropriate.



Source: roanokegov.com

Policy 2.3.3 supports the Traditional Neighborhood Development Principle

Small Area Plans

A Small Area Plan was prepared for each of the six subdivisions of Asheboro (see below), containing a short analysis of key growth factors and issues unique to the area, and a description of recommended land use patterns, as shown on the Proposed Land Uses Map. These maps provide further detail into the goals and policies supported by the city wide Proposed Land Use Map. The Zoning Amendment Checklist will ensure that the applicable Small Area Plan is reviewed in all rezoning cases.

East – Small Area Plan

Existing Conditions and Emerging Issues

The East planning area has predominantly sub-urban and rural, single-family residential land uses. Most residential subdivisions in the area were developed during the 1960s. Two subdivisions have been developed since the last LDP in 1985. One is a small-lot subdivision of site-built homes off of Meadowbrook Road. The other is a large-lot subdivision of manufactured homes located just outside of the City's ETJ. There is virtually no multi-family residential development in the area. Scattered highway commercial development has occurred along the East Dixie Drive (US64 / NC49) corridor over the past 15 to 20 years. Several small commercial and industrial sites are scattered throughout the planning area. The Kiwanis Park and Farr Street Park are both located within the planning area.

Much of the planning area (about 70%) is vacant or under-utilized. Most of the vacant land along Gold Hill Road and Giles Chapel Road appears to be suitable for urban uses. The remaining vacant land within the Meadowbrook Road / Allred Street Neighborhood Area, and within the eastern third of the planning area has severe development limitations due to very poor soils, steep slopes (greater than 20%), or being located within a 100-year flood plain. Most of the land in the East planning area is zoned for medium density residential (R-10 or R-15) uses west of Gold Hill Road, and low-density residential uses (R-40) east of Gold Hill Road. Several tracts of land, both north and south of East Presnell Street, are zoned for industrial (I-1) and business (B-1) uses. One large tract of land located south of East Dixie Drive is zoned for commercial (B-1) uses.

Gold Hill Road runs along a major ridge line dividing the planning area into two drainage basins. One of the city's major sewer interceptors runs along Penwood Branch Creek west of Gold Hill Road. Both city water and sewer services are available in this area. However, with the exception of the newest subdivision (Woodland Acres), existing subdivisions are connected to city water, but not to city sewer. The new manufactured home subdivision, located outside of the city's ETJ, is not connected to city water or sewer.

A new, limited-access, major thoroughfare is proposed within the East planning area. As an extension of Hub Morris Road, the new thoroughfare would run north to south, connecting to Henley Country Road and US64. About one-third of this proposed road would be located outside of the city's existing ETJ.

A significant portion of the East planning area is within one of Asheboro's three census block groups designated by the North Carolina Department of Commerce as a *State Development Zone*. This designation provides economic incentives to stimulate new investment and job creation in economically distressed areas. State Development Zones must have a population of over 1,000 and an average poverty rate of more than 20%. Companies that make a minimum \$150 million investment in real property, machinery & equipment, or central administrative offices within a State Development Zone qualify for enhanced tax credits and a carry-forward period of 20 years. Most of the State Development Zone located within the East planning area is designated on the Growth Strategy map as an Economic Development Area. This growth strategy designation indicates the City's desire to provide this area with a high level of encouragement and incentives for short- to mid-range economic development over the next 1 to 10 years.

Key emerging issues in the East planning area include:

- High levels of poverty.
- Opportunities for economic revitalization and investment as a designated State Development Zone.
- Under-utilization of the recent East Presnell Street extension to US64.
- Development pressure for expansion of the East Dixie Drive (US64) commercial corridor.
- Eminent construction of the Southern Loop / US64 interchange.
- Lack of convenient, neighborhood-scale commercial uses to serve residential neighborhoods.

East – Small Area Plan Recommendations

- Land use designations within the East planning area are based on the assumption that Adjacent Developed Areas, Secondary Growth Areas, and Economic Development Areas (as shown on the Growth Strategy Map) will be given the highest priority for receiving urban services and being annexed.
- A Village Center is designated around the intersection of Allred Road and Gold Hill Road, and includes a designated future Park site along the Greenway corridor.
- The designated Village Center is surrounded by Urban Residential, which in turn, is surrounded by a large area designated for future Neighborhood Residential uses.
- A Neighborhood Center is designated at the intersection of Giles Chapel Road & Henley Country Road.
- The area north of Giles Chapel Road and west of Henley Country Road is designated for Suburban Residential uses.
- Several small commercial and industrial areas are designated in scattered locations throughout the area, to accommodate existing uses, or sites previously zoned for these uses, but not yet developed.
- A large area of commercial uses is designated along both sides of East Dixie Drive, to accommodate existing uses and future expansion of this commercial corridor.
- A large area is designated as an Employment Center on both sides of East Dixie Drive and Presnell Street, centered at the intersection of East Presnell Street and Henley Country Road.
- Future Urban Residential uses are designated adjacent to the Employment Center.
- Areas located east of the proposed southern by-pass and east of Henley Country Road are designated for Conservation Residential uses.
- A network of future greenway corridors is designated to be established along the Deep River, several streams and creeks within the planning area, and within several major utility easements. This recommended greenway network will serve both existing and potential neighborhoods, and provide safe and convenient pedestrian access to future Neighborhood Centers, Village Centers, Commercial Centers, and Employment Centers.

South-East – Small Area Plan

Existing Conditions and Emerging Issues

The South East planning area consists of predominantly rural, single-family residential land uses and substantial areas of vacant land. Except for scattered rural residential homes and farms, most residential development occurred during the 1980s and 1990s on private wells and septic systems. Severe topographic conditions exist in some locations, especially along Old Cox Road, south of Inwood Road, and along portions of Browers Chapel Road. There are several areas of poor soils. 100-Year flood zones exist along Vestal Creek and its tributaries. The southern limits of the planning area are near the North Carolina Zoological Park.

There are two key issues within the South-East planning area. The first is the potential impact of the planned US 64/NC49 Bypass. The placement of this major thoroughfare through the area will significantly alter existing development patterns, and forever change the pattern and character of future growth. Land use designations along the proposed By-Pass corridor represent recommended land development patterns and relationships among various land uses. A final alignment has been determined and these areas can be re-mapped to reflect a more precise growth strategy. The second key issue within the South-East planning area is the City's agreement to maintain the rural character of the area surrounding the Zoological Park.

South-East – Small Area Plan Recommendations

- Land use designations within the South-East planning area are based on the assumption that existing residential neighborhoods along NC 42 (identified as Adjacent Developed Areas on the Growth Strategy Map) will be given highest priority for receiving urban services and being annexed.
- Commercial land uses, surrounded by a mixture of Urban Residential and Neighborhood Residential uses are designated at the planned interchange between US 64 NC 49 Bypass and NC 42.
- A Neighborhood Center is designated at the planned intersection of Browers Chapel Road and Crestview Church road extension.
- A Neighborhood Center is designated at the intersection of Browers Chapel Road and NC 42.
- Low-density, Suburban Residential uses are designated south of Luck Road and North of Old Cox Road to accommodate existing residential development and maintain the rural character of this area.
- Conservation Residential land uses are designated in the area surrounding the planned US64 / NC 49 By-Pass interchange leading to the NC Zoological Park.
- A network of future greenway corridors is designated along various streams and creeks within the planning area. This recommended greenway network serves both existing and potential neighborhoods, and provides safe and convenient pedestrian access to future Neighborhood Centers, Village Centers, Commercial Centers, and parks and recreation opportunities within the planning area.

South-West – Small Area Plan

Existing Conditions and Emerging Issues

The South-West planning area has predominantly suburban and rural single-family residential land uses and substantial areas of vacant land. Segments of the NC 49, US 64, and US 220 Business highway corridors are located within the planning area, and include moderate amounts of commercial and industrial development. A portion of the US 220 Bypass/Interstate 73/74 is within this planning area. A small portion of the City's water supply watershed is located within the planning area. Much of this portion of the watershed was developed prior to watershed regulations, however, some undeveloped land is available along NC 49. Most residential development within the planning area occurred prior to 1980 on private wells and septic systems. Severe topographic conditions exist in some locations, especially south of US 64, and there are several areas of poor soils. The southern limit of the planning area is near the Uwharrie National Forest.

The most significant developmental issue within this planning area is the potential impact of the planned US 64 / NC49 Bypass. The placement of this By-Pass through the area will significantly alter existing development patterns, and forever change the pattern and character of future growth. Until the precise alignment of this thoroughfare is determined, the location of specific land uses contiguous to the highway corridor should be interpreted as conceptual. Land use designations along the proposed By-Pass corridor represent recommended land development patterns and relationships among various land uses. Once a final alignment is determined, these areas can be re-mapped to reflect a more precise growth strategy.

South-West – Small Area Plan Recommendations

- Land use designations within the South-West planning area are based on the assumption that the existing Old Farmer Road and Mack Road neighborhoods (identified as Adjacent Developed Areas on the Growth Strategy Map) will be given highest priority for receiving urban services and being annexed.
- Commercial and Industrial uses are designated along the NC 49, US 64, US 220 Bypass/I 73/74 highway corridors within the planning area, to accommodate existing and limited future commercial land development.
- A small amount of Commercial uses is designated within the water supply watershed area, to accommodate existing and very limited future commercial development. Watershed Residential uses are designated for the majority of the remaining watershed within the planning area.
- Employment Centers are designated at each of the three planned major interchanges within this planning area, along the US 64 NC 49 Bypass, and allow for a mixture of commercial, office, institutional, and industrial land development.
- A Neighborhood Center surrounded by a mixture of residential uses is designated between the US 64 and the NC 49 interchanges north of Old NC49.
- A Village Center surrounded by a mixture of residential uses is designated between the NC 49 and the US 200 Bypass/ I 73/74 interchanges around the intersection of Mack Road and Danny Bell Road.
- A network of future greenway corridors is designated along various streams and creeks within the planning area. This recommended greenway network serves both existing and potential neighborhoods, and provides safe and convenient pedestrian access to existing and future Neighborhood Centers, Village Centers, Commercial Centers, Employment Centers, Industrial Centers, and parks and recreation opportunities within the planning area.

North-West – Small Area Plan

Existing Conditions and Emerging Issues

The North-West planning area contains predominantly large-lot, suburban and rural, single-family residential land uses and a substantial number of relatively large parcels of vacant land. Most of the planning area lies within the City's water supply watershed drainage areas. Except for scattered rural residential homes and farms, and the neighborhood along Old Lexington Road, most development has occurred since 1970. Most of this development has no urban services, or just city water service. Since the City adopted water supply watershed regulations in 1994, most development has been limited to large-lot (1- and 2-acres), single-family residential uses. Watershed regulations prevent urban style development except in limited, non-residential developments. In addition to the watershed regulations, severe topographic conditions exist in some locations, especially around Back Creek Mountain, along Back Creek, and in the Pineview Road vicinity. The US 220 By-Pass (designated as future Interstate 73/74) is the eastern boundary for this planning area. The northern limit of the planning area is the Town of Randleman ETJ, and the planned US 311/ I-74 connector with Interstate US 220 / I-73.

The North-West planning area contains relatively large tracts of vacant land, with physical and visual access to two major Interstate highway systems, in close proximity to existing public water and sewer services. Therefore, the key issue in this planning area, is the need to strike a balance between protecting the City's drinking water supply, while providing opportunities for economic development along this important transportation corridor.

North-West – Small Area Plan Recommendations

- Higher-density, urban-style residential development is disallowed within the City's water supply watershed boundaries, however limited economic development opportunities are accommodated.
- To accommodate non-residential, high-value development along the interstate corridor, City services can be extended across the Interstate at Spero Road and Pineview Road.
- Limited Commercial uses are designated in the south-west quadrant of the interchange of US 220 By-Pass and Pineview Road.
- An Employment Center is designated between the planned US 311 and US 220 interchange and Pineview Road, with access provided from both Heath Dairy Road and Pineview Road.
- An Employment Center is designated south of the commercial area on Pineview Road extending to the North west corner of the Spero Road and US 220 interchange.
- A Neighborhood center is designated at the intersection of Pineview Road, Spero Road and Heath Dairy Road.
- A network of greenway corridors is designated along various streams and creeks within the planning area, connecting the City Lakes, recreation areas, residential areas, commercial areas, and employment centers.
- The Back Creek Mountain area is designated for preservation as public open space.

North-East – Small Area Plan

Existing Conditions and Emerging Issues

The North-East planning area contains a wide mixture of land uses. Strip commercial development is located primarily along North Fayetteville street. Large tracts of industrial land are located between US 220 Business and the US 220 (I-73/74) By-Pass. Areas of low- to medium-density residential uses are located in the Balfour and Central Falls areas. The area east of North Fayetteville Street and North of the Balfour neighborhood contains predominately low-density, residential uses, and large tracts of vacant land. Most residential development within the planning area occurred prior to the 1960's. However, much of the commercial and industrial development has occurred during the 1980s and 1990s. Severe topography conditions exist in some locations, especially south of Vision Drive and east of W.O.W. Road. There are several areas of poor soils. Flood plains exist along Hasketts Creek, Penwood Branch, the Deep River, and several smaller tributaries. The northern limits of the planning area are contiguous with the Town of Randleman ETJ and corporate limits.

Key issues within the North-East planning area include:

- Water supply watershed areas west of the railroad tracks.
- Accommodation of and expansion of existing industrial uses.
- Accommodation of and limited expansion of existing strip commercial development.
- Provision of employment and commercial opportunities along the US 220 Bypass corridor.
- Concern for the protection of existing neighborhoods.

North-West – Small Area Plan Recommendations

- Commercial uses and Employment Centers are designated at the Vision Drive and Spero Road interchanges with US 220 Bypass I 73/74.
- Opportunities for expanded Urban Residential uses are designated on both sides of Vision Drive.
- Central Falls is designated as a Village Center, surrounded by Neighborhood Residential uses.
- Existing Urban Residential uses are accommodated in the Lakeview Road area and along North Fayetteville Street.
- Low-density, Suburban Residential uses are designated west of W.O.W. Road, surrounding the W.O.W. Camp.
- Conservation Residential uses are designated east of W.O.W. Road and Henley Country Road.
- Realignment of Hub Morris Road is accommodated, as part of the minor thoroughfare eastern loop.
- A network of greenway corridors is designated along various streams and creeks within the planning area, connecting the recreation areas, residential areas, commercial areas, and employment centers.

Central – Small Area Plan

Existing Conditions and Emerging Issues

A wide variety of land uses are found within the Central planning area. The area contains the historic core and Central Business District. Substantial amounts of mixed commercial and industrial strip development are located primarily along Fayetteville Street (US 200 Business), West Salisbury Street, and most recently along Dixie Drive (US 64 / NC 49). A concentration of large industrial uses is located south of Dixie Drive, between the US 220 By-Pass and US 220 Business. A variety of established residential areas are located within the planning area. The Greystone, Park Street, Fisher Estate / Hollywood, Millhaven / Peachtree Street, Bunkers Knob, and Eastside Neighborhoods are located north of Dixie Drive. The Oak Hurst, Dixieland Acres, and Pinecroft Neighborhoods are located south of Dixie Drive. There is a limited amount of vacant land within the Central planning area, and much of it is in relatively small tracts, compared to other planning areas. Much of the vacant land has severe topography conditions, poor soils, and/or contain flood plains. The greatest development opportunities within the Central planning area include revitalization of the City Center, and new development in areas south of Dixie Drive, in the Crestview Church road and Browers Chapel Road areas.

Key issues within the Central planning area include:

- Preservation and revitalization of the Central Business District (City Center)
- Preservation and revitalization of existing residential neighborhoods
- Accommodation of and expansion of existing industrial uses.
- Accommodation of existing strip commercial development.
- Provision of employment and commercial opportunities along the US 64 / NC 49 corridor.

Central – Small Area Plan Recommendations

- Land use designations within the Central planning area are based on the assumption that Adjacent Developed Areas and Secondary Growth Areas (as identified on the Growth Strategy Map) will be given the highest priority for receiving urban services and being annexed.
- A large area is designated as the City Center, and will receive additional attention, as part of a separate “City Center” planning process. The City Center is bounded on the west by Park Street, on the north by Presnell Street, on the east by Main Street, and on the south by West Dixie Drive. To encourage its re-emergence as the City’s primary public activity center, a wide mix of land uses is designated and accommodated within the City Center.
- Commercial uses are designated along Fayetteville Street and Dixie Drive, and are scattered along other minor thoroughfares, to accommodate existing, and some future commercial development.
- Limited, local-scale, office and institutional uses are designated along East Salisbury Street.
- Industrial uses are designated throughout the planning area, to accommodate existing industrial development, and provide opportunities for some new industrial development.
- Urban Residential uses are designated throughout the planning area, to accommodate existing, and some new, higher, density residential uses, in the most appropriate places, and with the least impact on existing neighborhoods.
- The majority of existing residential uses, and areas deemed most appropriate for future residential development are designated for Neighborhood Residential uses.
- A Park is designated along Crestview Church Road, to serve the recreation needs within the central part of the City.
- A network of greenway corridors is designated along various streams and creeks throughout the planning area, connecting recreation, residential, and commercial areas, and employment centers.

MAP: Small Area Plans

Zoning Amendment Checklist

The Zoning Amendment Checklist encompasses both the Goal and Policy Framework and the tools of the Land Development Toolkit. The checklist aids all stakeholders in making consistent, informed rezoning decisions and ensures that the Goal and Policy Framework and Land Development Toolkit are utilized to achieve Asheboro's Vision. In addition, an environmental component has been added to ensure development is located in suitable areas as defined and mapped in Section 2.4. This document is to be followed by staff in the decision making process of all rezoning cases. It will also be provided to applicants as an informational tool on how decisions are made. In Conditional and Special Use cases, the "Additional Items for Site Specific Uses" can be used to make sure the proposal is consistent with use specific policies of the Goal and Policy Framework. The burden of proof in the Conditional and Special Use Permit process rests with the applicant in proving that a land development proposal meets the quasi-judicial tests. Staff does not issue an opinion in quasi-judicial cases; however, because a specific land use is known when a Conditional or Special Use is applied for, staff may utilize the "Additional Items for Site-Specific Use Checklist" in making a recommendation on a legislative rezoning that is filed concurrently with a Special or Conditional Use Permit request.

Use and Location Compliance:

I. High Priority

- _____ 1. Rezoning is compliant with the Proposed Land Use Map.
- _____ 2. Rezoning is consistent with applicable Goals.
- _____ 3. The property on which the rezoning district is proposed fits the description of the Zoning Ordinance. (*Article 200, Section 210, Schedule of Statements of Intent*)
- _____ 4. The proposed rezoning is compatible with surrounding land uses.
- _____ 5. The proposed rezoning is compliant with the objectives of the Growth Strategy Map.
- _____ 6. Existing infrastructure is adequate to support the desired zone. (*water, sewer, roads, schools, etc.*)
- _____ 7. The proposed rezoning is compatible with the applicable Small Area Plan.

II. Medium Priority

- _____ 8. The request is an adaptive reuse of a vacant or unused lot, or is an infill lot.
- _____ 9. Rezoning will benefit the economic vitality of NC Dept. of Commerce State Development Areas and/or City designated Economic Development Areas.
- _____ 10. Rezoning is consistent with Land Category Descriptions
- _____ 11. Rezoning will promote the type of development described in Design Principles

Environmental Suitability:

- _____ 12. Property is located outside of the watershed area, or the rezoning request will not impose a significant, negative environmental impact.
- _____ 13. The property is located outside of Special Hazard Flood Area.
- _____ 14. Rezoning is not located on steep slopes (>20%) or rezoning (and the development intensity permitted with the proposed district) is unlikely to create additional problems due to steep slopes.
- _____ 15. Rezoning is not located on poor soils or the rezoning district is unlikely to create additional problems caused by poor soil conditions.

Additional Items for Site Specific Uses

- _____ Medical Uses Comply with 1.1.3
- _____ Educational (K-12) complies with 1.3.1
- _____ Educational (Higher education) complies with 1.3.2 or 1.3.4
- _____ Tourism related businesses comply with 1.4.2
- _____ Brownfield revitalization complies with 2.1.4
- _____ Cluster development complies with 2.3.2
- _____ TND development complies with 2.3.3
- _____ Transit/public transportation uses comply with 5.3.3

[illegible]

□ SECTION 6 – Plan Implementation

□ 6.1 How to Use the Plan

Use of the Goals and Policies

The Goal and Policy Framework in Section 5 of the plan details actions and requirements necessary to achieve the ideal future to which the community aspires. While certain policies may be useful for evaluating land development proposals, the main purpose of the section is to direct land development. The City should attempt to implement all policies of the framework over the life span of the Land Development Plan.

Use of the Land Development Toolkit

The Land Development Toolkit should be used in evaluating development proposals. The tools provide concrete measures on which to base decisions and represent the ideals of the Goal and Policy Framework. The Zoning Amendment Checklist provides a step-by-step system for evaluation and encompasses all tools of the toolkit. The toolkit should be utilized by staff, Planning Board, City Council, and citizens to make consistent, informed recommendations and conclusions.

The Land Development Toolkit will also be utilized to ensure that amendments to the zoning and subdivision ordinances are consistent with Land Development Category and Design Principle descriptions.

Example Land Development Proposal Evaluation

How the LDP can be used by a developer: Developer X would like to rezone two acres along East Dixie Drive to B-2 (General Business) and place a strip commercial development on the lot. The developer can utilize the LDP to see if his development proposal is consistent with the Land Development Toolkit and applicable Goals and Policies. For example, the developer can look at the Growth Strategy map and the Proposed Land Uses Map, to see if Highway Commercial is a recommended use.

How the LDP can be used by City staff: City staff reviews zoning petitions, recommends that the petition be approved or denied, and prepares a written zoning report for the Planning Board. In making their decision and writing the report, the staff utilizes the zoning amendment checklist. This will allow the staff to point out those tools and goals that support the rezoning, and those that are in conflict with the rezoning request, thereby shaping the overall staff recommendation. In addition, the staff can also use the checklist to warn developers about potential conflicts before being confronted at a public hearing.

How the LDP can be used by the City of Asheboro Planning Board: Prior to the regular meeting, each Planning Board member can make his or her own determination as to the consistency of the proposed rezoning with the plan's Land Development Toolkit and applicable Goals and Policies. Planning Board members should consider the intent of the goals, policies, and tools, and determine how much weight should be given to each.

How the LDP can be used by the general public: Residents of Asheboro can and should reference specific goals, policies, and tools when speaking in favor of or in opposition to a rezoning request.

How the LDP can be used by the City of Asheboro City Council: In its legislative authority to rezone property, the City of Asheboro City Council has the final word as to whether the rezoning request is consistent with the various plans that affect the property in question. The City Council should review the

rezoning with the Goal and Policy Framework and Land Development Toolkit. As customary, the City Council should also take into account and weigh the interpretation of policy as employed by the property owner, the Planning Board, City staff, and the general public. Over time, a track record of policy interpretation will form a consistent foundation for decision-making.

□ 6.2 Monitoring and Revising the Plan

As the 2020 LDP is used and development occurs in Asheboro, it will be necessary to make revisions to the plan in order to keep it updated. A major development, new road or water and sewer extensions can drastically change an area of the planning jurisdiction. The City Planning Department should meet twice per year to review the plan. While the entire plan should be discussed to address any necessary updates, the meeting should focus primarily on:

- 1) Is the plan being utilized to make decisions that support the vision and goals?
- 2) What policies have been implemented and their progress?
- 3) What unaddressed policies should be implemented next and how?

The findings of these meetings should be presented to the Planning Board and City Council.

The Asheboro 2020 Land Development Plan will only be a document worth using if it is kept up to date and used on a regular basis by the City Council, Planning Board, staff, and citizens of Asheboro.

APPENDIX A – Detailed Projected Land Consumption Rates

PROJECTED LAND DEMAND BASED ON EXISTING (35.8%) GROWTH RATE

	Whole Jurisdiction		City				ETJ			
	Current		Current		Projected Add.		Current		Projected Add.	
Land Use Types	Acres	Share	Acres	Share	Share	Acres	Acres	Share	Share	Acres
Vacant	10,055.2	37.2%	1,946.9	20.6%			8,108.3	46.1%		
Excess land	2,151.7	8.0%	316.4	3.3%			1,835.3	10.4%		
Houses < 10ac	6,385.0	23.6%	2,575.0	27.2%	28.0%	573.0	3,809.9	21.6%	71.0%	2211.8
Houses > 10ac	1,260.0	4.7%	90.0	1.0%	0.0%	0.0	1,170.0	6.6%	8.0%	249.2
Mobile homes < 10ac	242.0	0.9%	49.4	0.5%	0.9%	17.7	192.6	1.1%	3.1%	96.5
Mobile homes > 10ac	40.0	0.1%		0.0%	0.0%	0.0	40.0	0.2%	0.6%	20.0
Duplex	161.4	0.6%	128.4	1.4%	5.0%	102.3	33.0	0.2%	1.0%	31.2
Triplex	9.4	0.0%	5.9	0.1%	0.1%	2.0	3.6	0.0%	0.2%	6.2
Quadruplex	14.1	0.1%	10.7	0.1%	0.3%	6.1	3.4	0.0%	0.0%	0.0
Townhomes	22.2	0.1%	22.2	0.2%	3.0%	61.4		0.0%	0.0%	0.0
Apartments	195.0	0.7%	189.6	2.0%	7.0%	143.2	5.3	0.0%	0.4%	12.5
Mobile home parks	200.3	0.7%	177.6	1.9%	3.1%	63.6	22.7	0.1%	0.4%	11.4
Commercial	683.5	2.5%	571.9	6.0%	17.0%	347.9	111.7	0.6%	2.5%	77.9
Offices	166.6	0.6%	158.6	1.7%	2.5%	51.2	8.1	0.0%	0.1%	3.1
Institutional	706.7	2.6%	478.5	5.1%	6.4%	131.0	228.2	1.3%	3.7%	114.4
Industrial	1,530.9	5.7%	988.6	10.4%	22.0%	450.2	542.4	3.1%	8.3%	258.6
Recreation	178.7	0.7%	155.8	1.6%	2.7%	55.8	22.9	0.1%	0.4%	11.5
Open space	508.0	1.9%	343.8	3.6%			164.2	0.9%		
Railroad property	123.7	0.5%	118.7	1.3%			5.0	0.0%		
Other Infrastructure	136.1	0.5%	114.1	1.2%	2.0%	40.8	22.0	0.1%	0.4%	11.0
Right-of-way	2,294.4	8.5%	1,020.0	10.8%			1,274.4	7.2%		
All Uses	27,064.9	100.0%	9,462.1	100.0%	100.0%	2,046.3	17,602.7	100.0%	100.0%	3,115.2
Scenario assumes 35.8% population growth through 2020.						Total projected acres:				5,161.5

PROJECTED LAND DEMAND BASED ON 20% GROWTH RATE

	Whole Jurisdiction		City				ETJ			
	Current		Current		Projected Add.		Current		Projected Add.	
Land Use Types	Acres	Share	Acres	Share	Share	Acres	Acres	Share	Share	Acres
Vacant	10,055.2	37.2%	1,946.9	20.6%			8,108.3	46.1%		
Excess land	2,151.7	8.0%	316.4	3.3%			1,835.3	10.4%		
Houses < 10ac	6,385.0	23.6%	2,575.0	27.2%	28.0%	320	3,809.9	21.6%	71.0%	1235.7
Houses > 10ac	1,260.0	4.7%	90.0	1.0%	0.0%	0.0	1,170.0	6.6%	8.0%	139.2
Mobile homes < 10ac	242.0	0.9%	49.4	0.5%	0.9%	9.9	192.6	1.1%	3.1%	53.9
Mobile homes > 10ac	40.0	0.1%		0.0%	0.0%	0.0	40.0	0.2%	0.6%	11.2
Duplex	161.4	0.6%	128.4	1.4%	5.0%	57.2	33.0	0.2%	1.0%	17.4
Triplex	9.4	0.0%	5.9	0.1%	0.1%	1.1	3.6	0.0%	0.2%	3.5
Quadruplex	14.1	0.1%	10.7	0.1%	0.3%	3.4	3.4	0.0%	0.0%	0.0
Townhomes	22.2	0.1%	22.2	0.2%	3.0%	34.3		0.0%	0.0%	0.0
Apartments	195.0	0.7%	189.6	2.0%	7.0%	80.0	5.3	0.0%	0.4%	7.0
Mobile home parks	200.3	0.7%	177.6	1.9%	3.1%	35.5	22.7	0.1%	0.4%	6.3
Commercial	683.5	2.5%	571.9	6.0%	17.0%	194.4	111.7	0.6%	2.5%	43.5
Offices	166.6	0.6%	158.6	1.7%	2.5%	28.6	8.1	0.0%	0.1%	1.7
Institutional	706.7	2.6%	478.5	5.1%	6.4%	73.2	228.2	1.3%	3.7%	63.9
Industrial	1,530.9	5.7%	988.6	10.4%	22.0%	251.5	542.4	3.1%	8.3%	144.4
Recreation	178.7	0.7%	155.8	1.6%	2.7%	31.2	22.9	0.1%	0.4%	6.4
Open space	508.0	1.9%	343.8	3.6%			164.2	0.9%		
Railroad property	123.7	0.5%	118.7	1.3%			5.0	0.0%		
Other Infrastructure	136.1	0.5%	114.1	1.2%	2.0%	22.8	22.0	0.1%	0.4%	6.2
Right-of-way	2,294.4	8.5%	1,020.0	10.8%			1,274.4	7.2%		
All Current Uses	27,064.9	100.0%	9,462.1	100.0%	100.0%	1,143.2	17,602.7	100.0%	100.0%	1,740.3
Scenario assumes 20% population growth through 2020.						Total projected acres:				2,883.5

PROJECTED LAND DEMAND BASED ON 40% GROWTH RATE

	Whole Jurisdiction		City				ETJ			
	Current		Current		Projected Add.		Current		Projected Add.	
Land Use Types	Acres	Share	Acres	Share	Share	Acres	Acres	Share	Share	Acres
Vacant	10,055.2	37.2%	1,946.9	20.6%			8,108.3	46.1%		
Excess land	2,151.7	8.0%	316.4	3.3%			1,835.3	10.4%		
Houses < 10ac	6,385.0	23.6%	2,575.0	27.2%	28.0%	640	3,809.9	21.6%	71.0%	2471.3
Houses > 10ac	1,260.0	4.7%	90.0	1.0%	0.0%	0.0	1,170.0	6.6%	8.0%	278.5
Mobile homes < 10ac	242.0	0.9%	49.4	0.5%	0.9%	19.8	192.6	1.1%	3.1%	107.8
Mobile homes > 10ac	40.0	0.1%		0.0%	0.0%	0.0	40.0	0.2%	0.6%	22.4
Duplex	161.4	0.6%	128.4	1.4%	5.0%	114.3	33.0	0.2%	1.0%	34.8
Triplex	9.4	0.0%	5.9	0.1%	0.1%	2.3	3.6	0.0%	0.2%	7.0
Quadruplex	14.1	0.1%	10.7	0.1%	0.3%	6.9	3.4	0.0%	0.0%	0.0
Townhomes	22.2	0.1%	22.2	0.2%	3.0%	68.6		0.0%	0.0%	0.0
Apartments	195.0	0.7%	189.6	2.0%	7.0%	160.1	5.3	0.0%	0.4%	13.9
Mobile home parks	200.3	0.7%	177.6	1.9%	3.1%	71.0	22.7	0.1%	0.4%	12.7
Commercial	683.5	2.5%	571.9	6.0%	17.0%	388.7	111.7	0.6%	2.5%	87.0
Offices	166.6	0.6%	158.6	1.7%	2.5%	57.2	8.1	0.0%	0.1%	3.5
Institutional	706.7	2.6%	478.5	5.1%	6.4%	146.3	228.2	1.3%	3.7%	127.8
Industrial	1,530.9	5.7%	988.6	10.4%	22.0%	503.0	542.4	3.1%	8.3%	288.9
Recreation	178.7	0.7%	155.8	1.6%	2.7%	62.3	22.9	0.1%	0.4%	12.8
Open space	508.0	1.9%	343.8	3.6%			164.2	0.9%		
Railroad property	123.7	0.5%	118.7	1.3%			5.0	0.0%		
Other Infrastructure	136.1	0.5%	114.1	1.2%	2.0%	45.6	22.0	0.1%	0.4%	12.3
Right-of-way	2,294.4	8.5%	1,020.0	10.8%			1,274.4	7.2%		
All Current Uses	27,064.9	100.0%	9,462.1	100.0%	100.0%	2,286.3	17,602.7	100.0%	100.0%	3,480.7
Scenario assumes 40% population growth through 2020.							Total projected acres:			5,767.0

PROJECTED LAND DEMAND BASED ON 60% GROWTH RATE

	Whole Jurisdiction		City				ETJ			
	Current		Current		Projected Add.		Current		Projected Add.	
Land Use Types	Acres	Share	Acres	Share	Share	Acres	Acres	Share	Share	Acres
Vacant	10,055.2	37.2%	1,946.9	20.6%			8,108.3	46.1%		
Excess land	2,151.7	8.0%	316.4	3.3%			1,835.3	10.4%		
Houses < 10ac	6,385.0	23.6%	2,575.0	27.2%	28.0%	960	3,809.9	21.6%	71.0%	3707.0
Houses > 10ac	1,260.0	4.7%	90.0	1.0%	0.0%	0.0	1,170.0	6.6%	8.0%	417.7
Mobile homes < 10ac	242.0	0.9%	49.4	0.5%	0.9%	29.6	192.6	1.1%	3.1%	161.8
Mobile homes > 10ac	40.0	0.1%		0.0%	0.0%	0.0	40.0	0.2%	0.6%	33.6
Duplex	161.4	0.6%	128.4	1.4%	5.0%	171.5	33.0	0.2%	1.0%	52.2
Triplex	9.4	0.0%	5.9	0.1%	0.1%	3.4	3.6	0.0%	0.2%	10.4
Quadruplex	14.1	0.1%	10.7	0.1%	0.3%	10.3	3.4	0.0%	0.0%	0.0
Townhomes	22.2	0.1%	22.2	0.2%	3.0%	102.9		0.0%	0.0%	0.0
Apartments	195.0	0.7%	189.6	2.0%	7.0%	240.1	5.3	0.0%	0.4%	20.9
Mobile home parks	200.3	0.7%	177.6	1.9%	3.1%	106.6	22.7	0.1%	0.4%	19.0
Commercial	683.5	2.5%	571.9	6.0%	17.0%	583.1	111.7	0.6%	2.5%	130.5
Offices	166.6	0.6%	158.6	1.7%	2.5%	85.7	8.1	0.0%	0.1%	5.2
Institutional	706.7	2.6%	478.5	5.1%	6.4%	219.5	228.2	1.3%	3.7%	191.7
Industrial	1,530.9	5.7%	988.6	10.4%	22.0%	754.5	542.4	3.1%	8.3%	433.3
Recreation	178.7	0.7%	155.8	1.6%	2.7%	93.5	22.9	0.1%	0.4%	19.2
Open space	508.0	1.9%	343.8	3.6%			164.2	0.9%		
Railroad property	123.7	0.5%	118.7	1.3%			5.0	0.0%		
Other Infrastructure	136.1	0.5%	114.1	1.2%	2.0%	68.4	22.0	0.1%	0.4%	18.5
Right-of-way	2,294.4	8.5%	1,020.0	10.8%			1,274.4	7.2%		
All Current Uses	27,064.9	100.0%	9,462.1	100.0%	100.0%	3,429.5	17,602.7	100.0%	100.0%	5,221.0
Scenario assumes 60% population growth through 2020.							Total projected acres:			8,650.5

APPENDIX B - 2015 Maps Update

□ B.1 Background

On July 13, 2000, the Asheboro City Council adopted the 2020 Land Development Plan. Pursuant to Section 7.3 (now section 6.2) *Monitoring and Revising the Plan*, The Land Development Plan was revised on October 8th, 2009. Adopted as part the 2009 revision, Policy 2.2.3 states: *The City will periodically update maps in the Land Development Plan to ensure they accurately represent current conditions in our city and are consistent with the goals and policies.* In accordance with Policy 2.2.3, The Planning and Zoning Department began the process of updating the map portion of the 2020 Land Development Plan in January of 2015.

□ B.2 Process

Upon announcing the update process and first public workshop to be held at the Asheboro Public Library to appointed and elected boards, Asheboro Planning & Zoning staff mailed personal invitations to target stakeholders, including developers, real estate agents and governmental agencies, invited non-profit agencies serving the community (particularly those addressing housing needs throughout the community) and ran advertisements in the *Courier-Tribune*. No drafts or proposals were presented by staff at the workshop, however, comments and suggestions were received from the public after examination of the existing maps. To solicit more focused input, staff identified two areas that warranted special focus due to new development and rezoning activity since the original adoption of the plan. Staff partnered with neighborhood churches to conduct two community workshops, both of which were well attended and successful in gathering data. Residents were particularly thankful for hosting workshops within neighborhoods, as opposed to city facilities. Notice of these meetings was accomplished through mailing informational post cards to all properties and property owners within the two target areas and with help from the Asheboro Police Department-sponsored community watch groups. Combining the information acquired with internal analysis, staff generated a first draft of all maps to be updated, with a particular focus on the Proposed Land Use map. These drafts were presented to the public through two more community workshops, held at a neighborhood church and an elementary school. Drafts were also presented to appointed and elected boards for comment. Taking account of all input, final drafts were prepared for adoption by the City Council through a public hearing on October, 8th 2015.

□ B.3 Public Input Received

Citizens identified several issues as important to the future of Asheboro land development in the coming years. The following issues, listed by meeting, emerged as most paramount.

Public Workshop 1: Asheboro Public Library

- Presnell St. and Greensboro St. should be reevaluated to reflect existing office uses and to accommodate future expansion

Community Workshop 1: Kingdom Life Community Church

- Concern exists over encroachment of commercial/office uses and the impact of rising property values/property taxes. Some residents feel as if they are being "squeezed out" of established residential areas
- Lack of city infrastructure, especially sewer, are limiting development opportunities, along Booker T. Washington Avenue and Kidd Drive in particular
- General support exists for more sidewalks in the neighborhood, as well as expanded public bus or shuttle transportation

- Worry about public safety and alleged criminal activities occurring in the area, including Eastside Park

Community Workshop 2: Asheboro United Church of Christ

- Historic integrity of the Fisher Estate neighborhood is a community asset. Possible ways to preserve historic integrity should be researched and encouraged
- The area could support additional limited retail for basic needs and residents generally dislike having to go to Dixie Drive, North Fayetteville Street or Highway 49 South to purchase household item, especially groceries. A properly scaled grocery store was mentioned by several people, noting that a grocery store used to be part of the community along Salisbury, McCrary and Hoover Streets. While a written comment received stated "no businesses in residential areas", there was generally support for limited commercial activity on Sunset Avenue within the City's Activity Center
- Support exists for appropriately sited and well maintained higher-density housing options in the area (i.e. townhomes) to complement the single-family homes in the area. Yet there also was concern over the long-term maintenance of apartments and duplexes, and beliefs were expressed that upkeep declines as these properties age
- Residents expressed general support for more sidewalks in the area, especially around Frazier Park and Loflin Elementary School and along designated walking/running routes, as well as several road intersection and traffic improvements. Sidewalks were also desired along West Wainman Avenue to better connect these uses to residents

Community Workshops 3 & 4: North Ridge Church and Teachey Elementary School

- Attendees of Community Workshop 1 supported staff's proposed changes and reiterated the concern of encroaching non-residential development in the Workshop 1 target area
- Community appearance was raised as a concern and should be consistently enforced

□ B.4 Map Alterations Summary

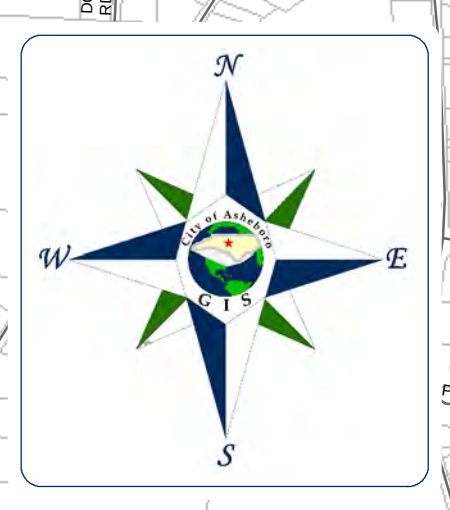
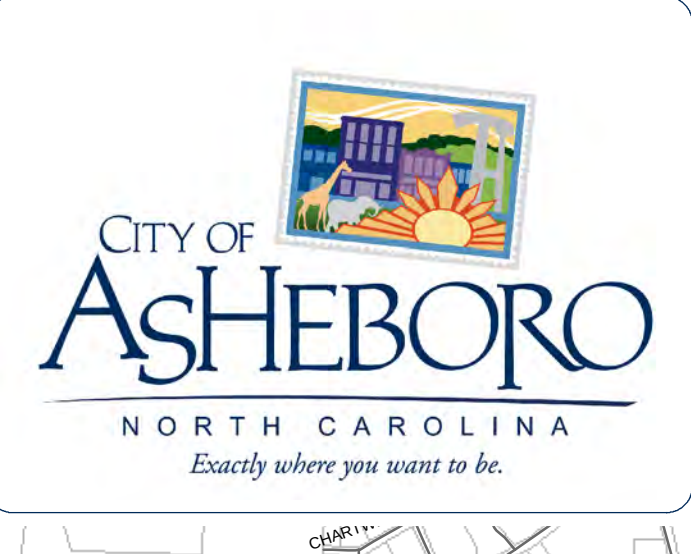
- All maps have been altered to reflect the current corporate and extra-territorial planning jurisdiction limits.
- Final US64 Bypass alignment has been added to several maps.
- Existing Water and Sewer maps have been updated to reflect the current system.
- Floodplain and Watershed map has been updated to reflect changes in FEMA 100 Year Floodplain boundaries.
- Growth Strategy map now reflects properties annexed since 2000 as "Primary Growth" areas.
- Vicinity map has been updated to include new labels for important features, such as schools and parks.
- A new map, "Rezoning Since 2000", has been added to show land development since plan adoption.
- Zoning map has been updated to reflect current designations.
- Proposed Land Use map has undergone many category changes, reflecting growth since plan adoption and public input. Significant changes include:
 - Greensboro Street area to reflect Office and Institutional
 - Dublin Road and NC Hwy 42 intersection area to reflect Office and Institutional
 - South US 220 Business and McDowell Rd areas to reflect Employment Center and Village Activity Center
 - Zoo Parkway/Cross Roads Retirement Home area to reflect Village Activity Center
 - North US 220 Business area to reflect Park and Commercial
 - Other areas to reflect current zoning and/or present land use

2015 Revised Land Development Plan Maps

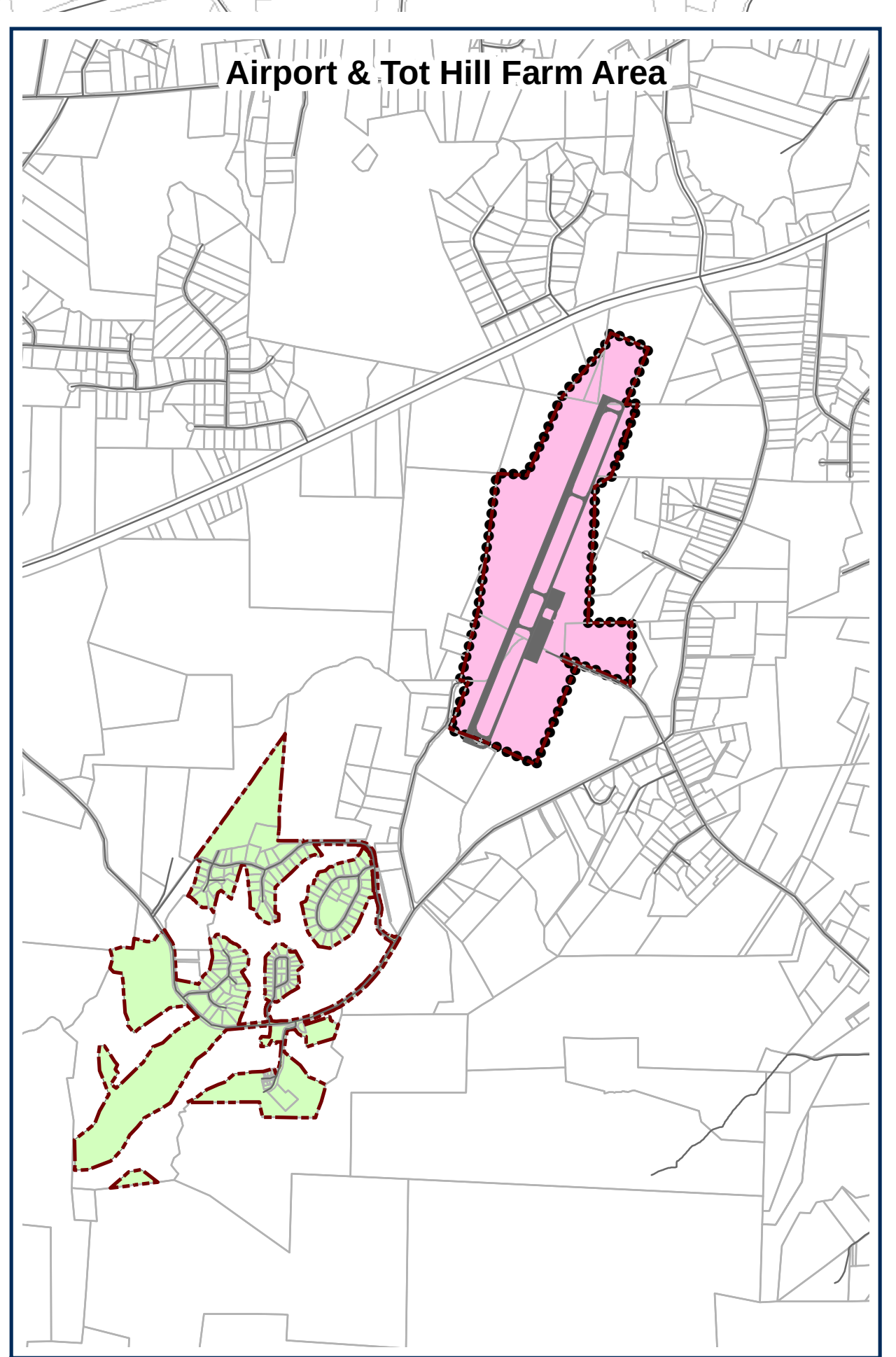
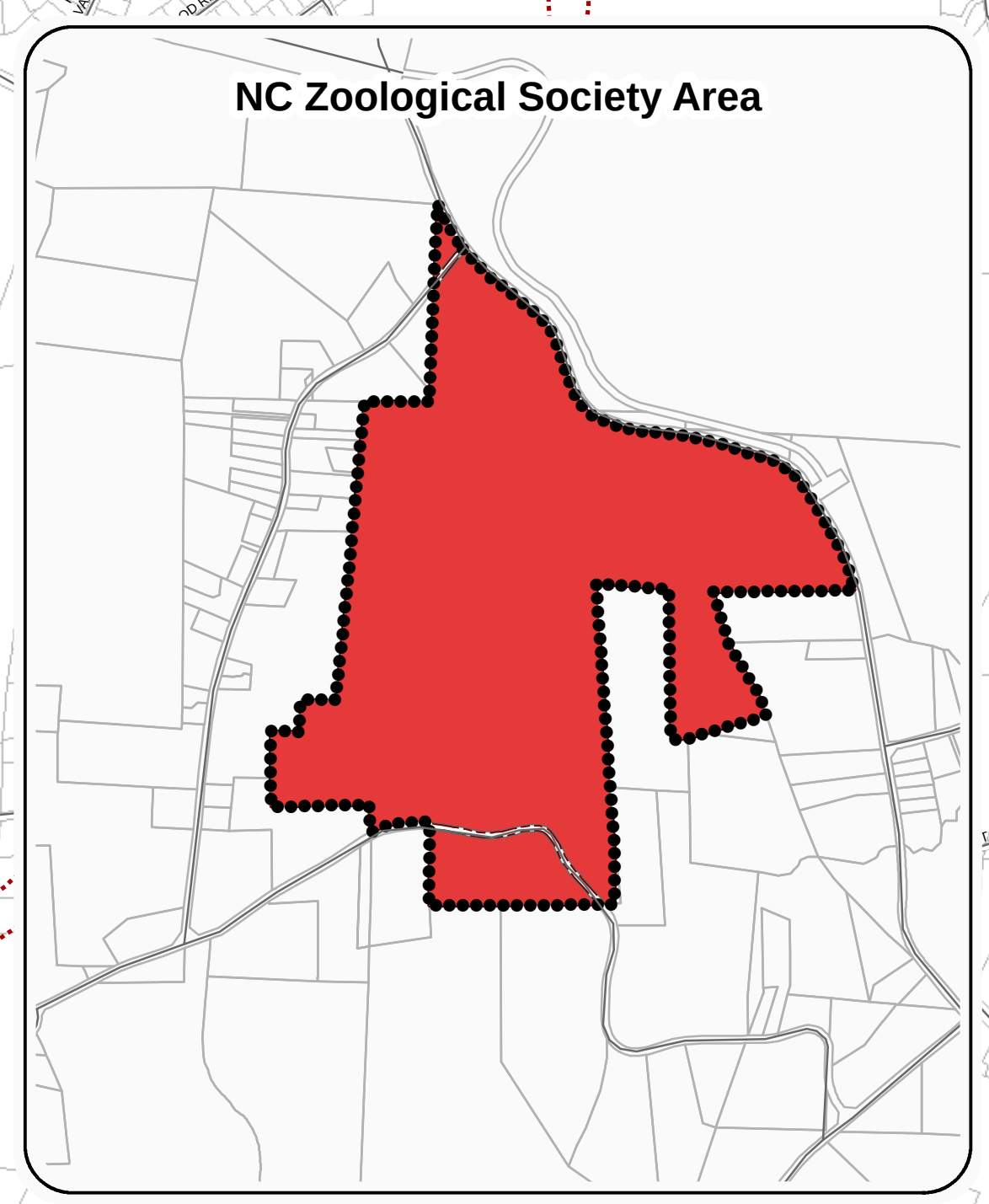
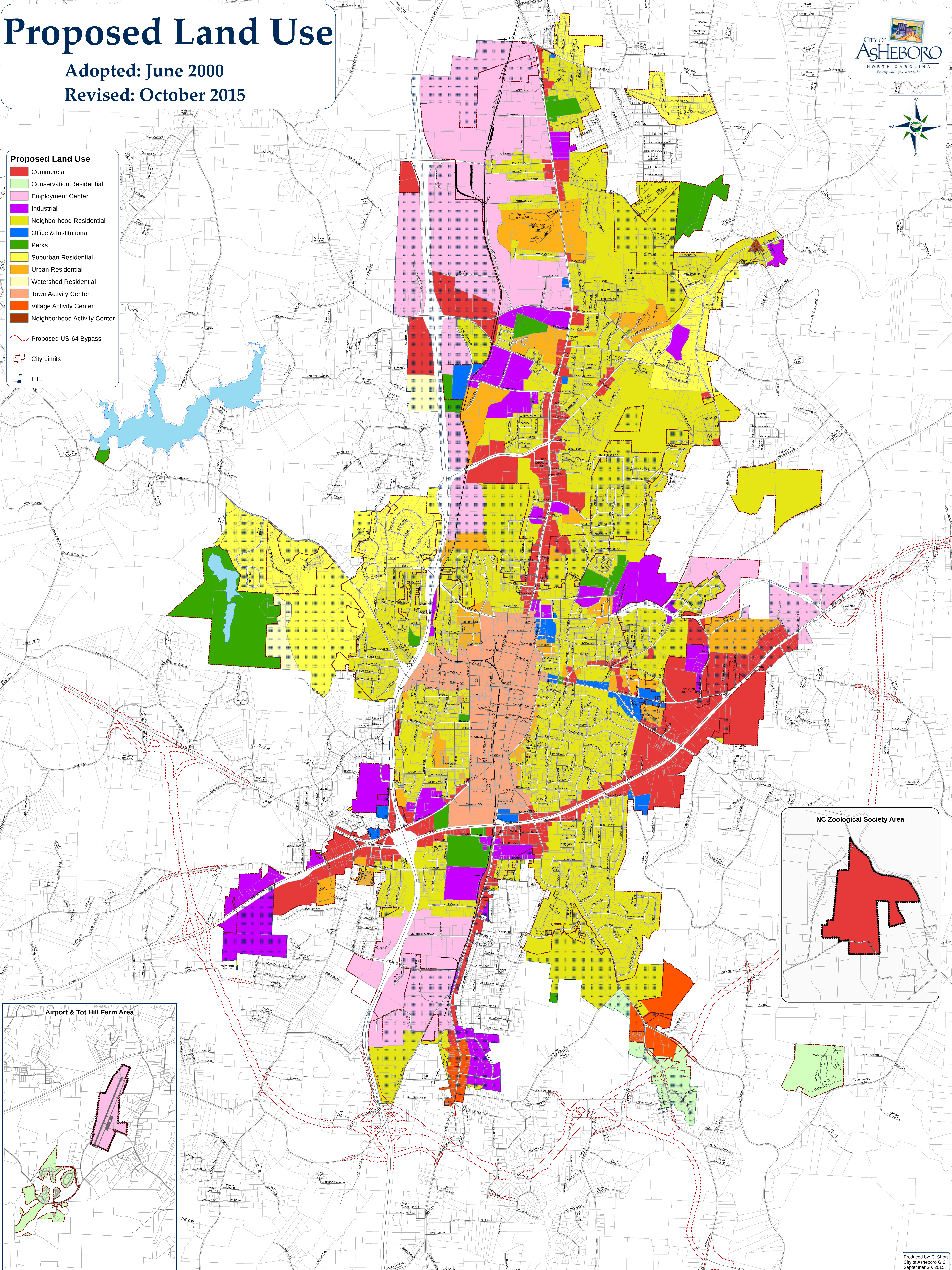
Proposed Land Use

Adopted: June 2000

Revised: October 2015

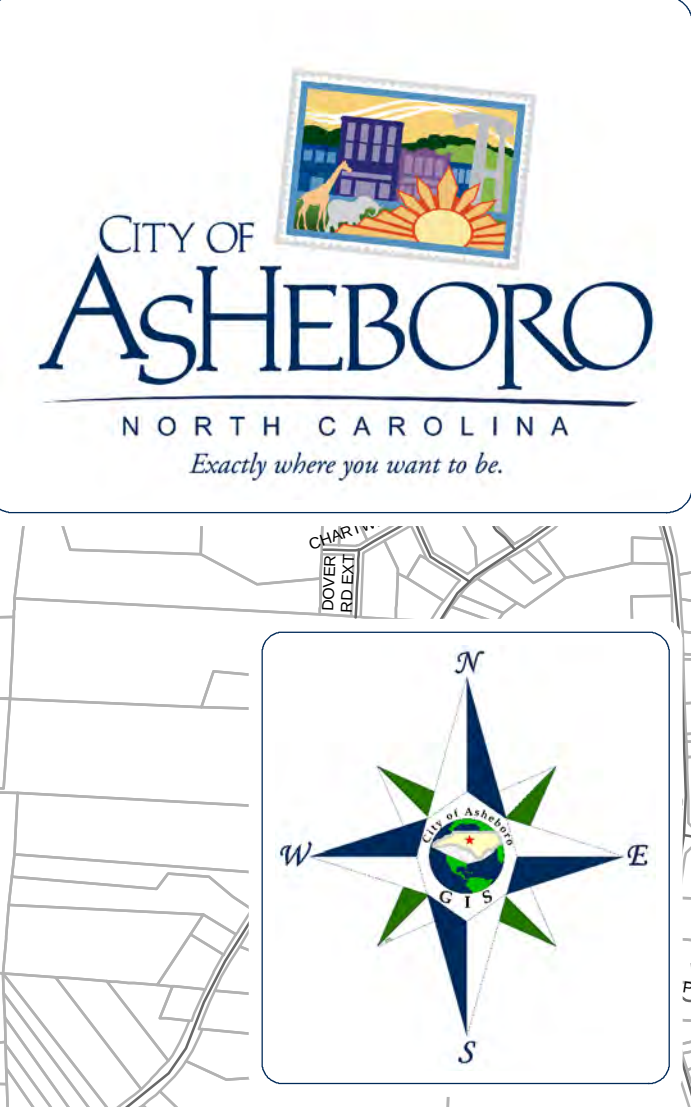


- Proposed Land Use**
- Commercial
 - Conservation Residential
 - Employment Center
 - Industrial
 - Neighborhood Residential
 - Office & Institutional
 - Parks
 - Suburban Residential
 - Urban Residential
 - Watershed Residential
 - Town Activity Center
 - Village Activity Center
 - Neighborhood Activity Center
- Proposed US-64 Bypass
- City Limits
- ETJ

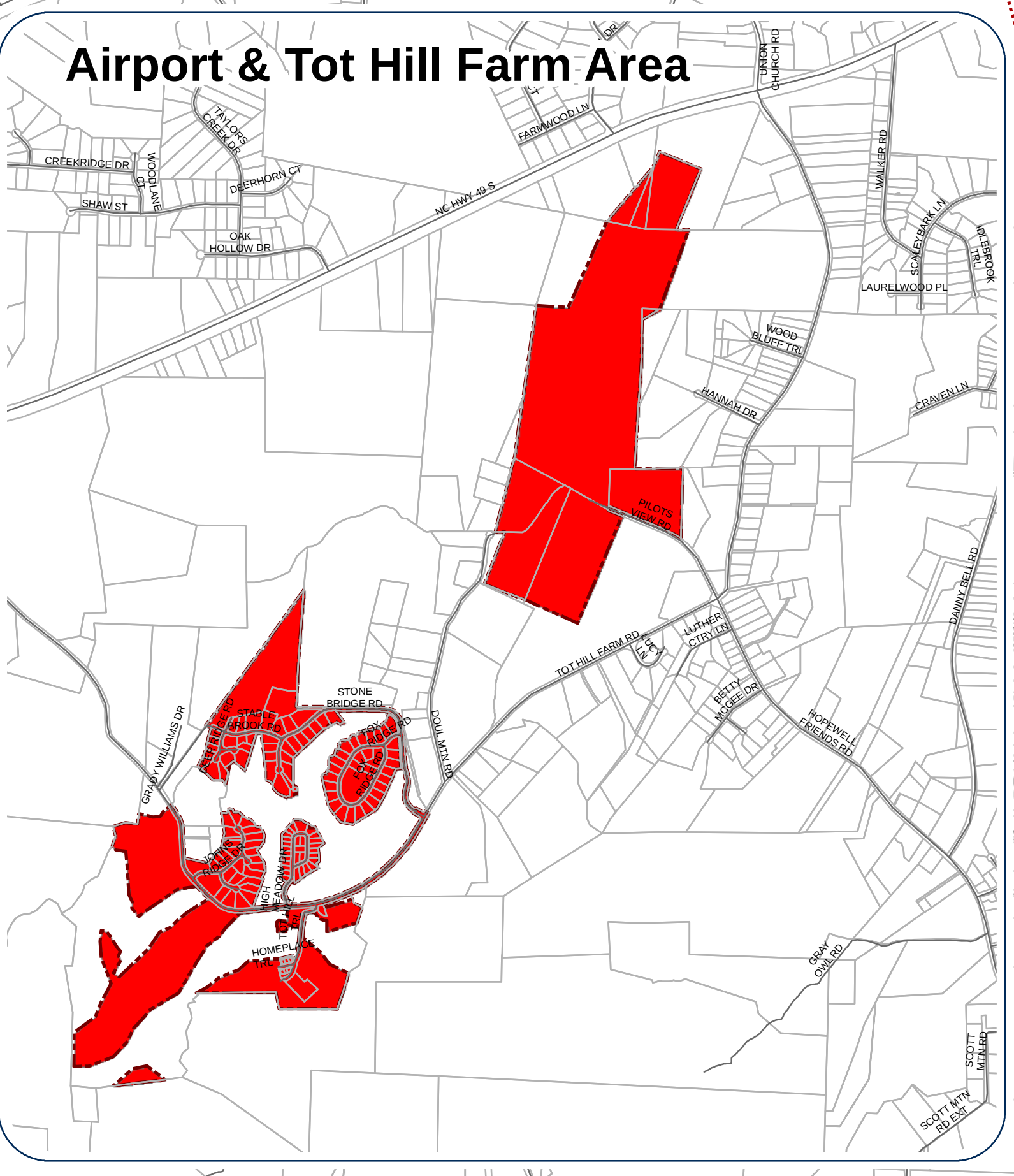
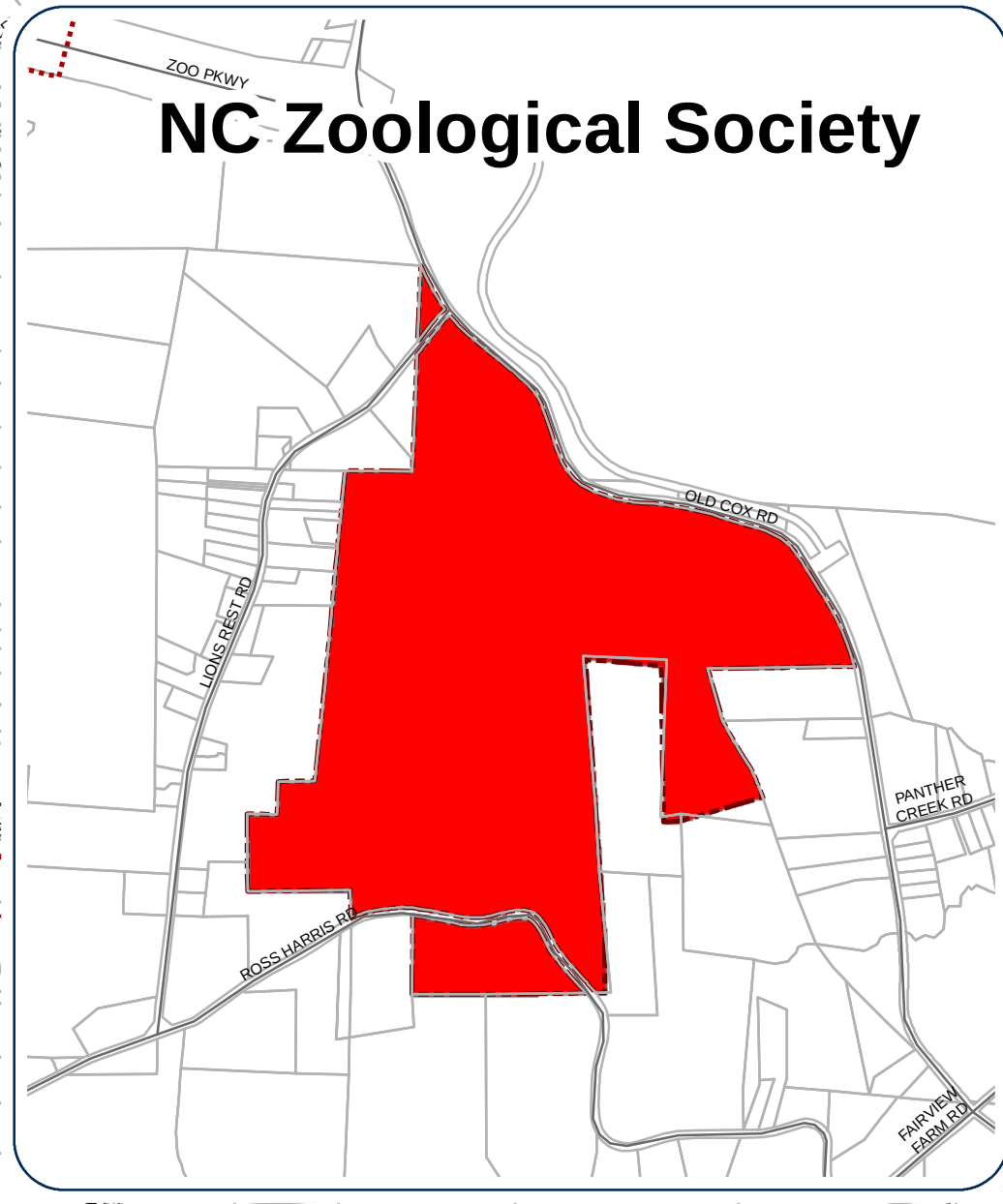
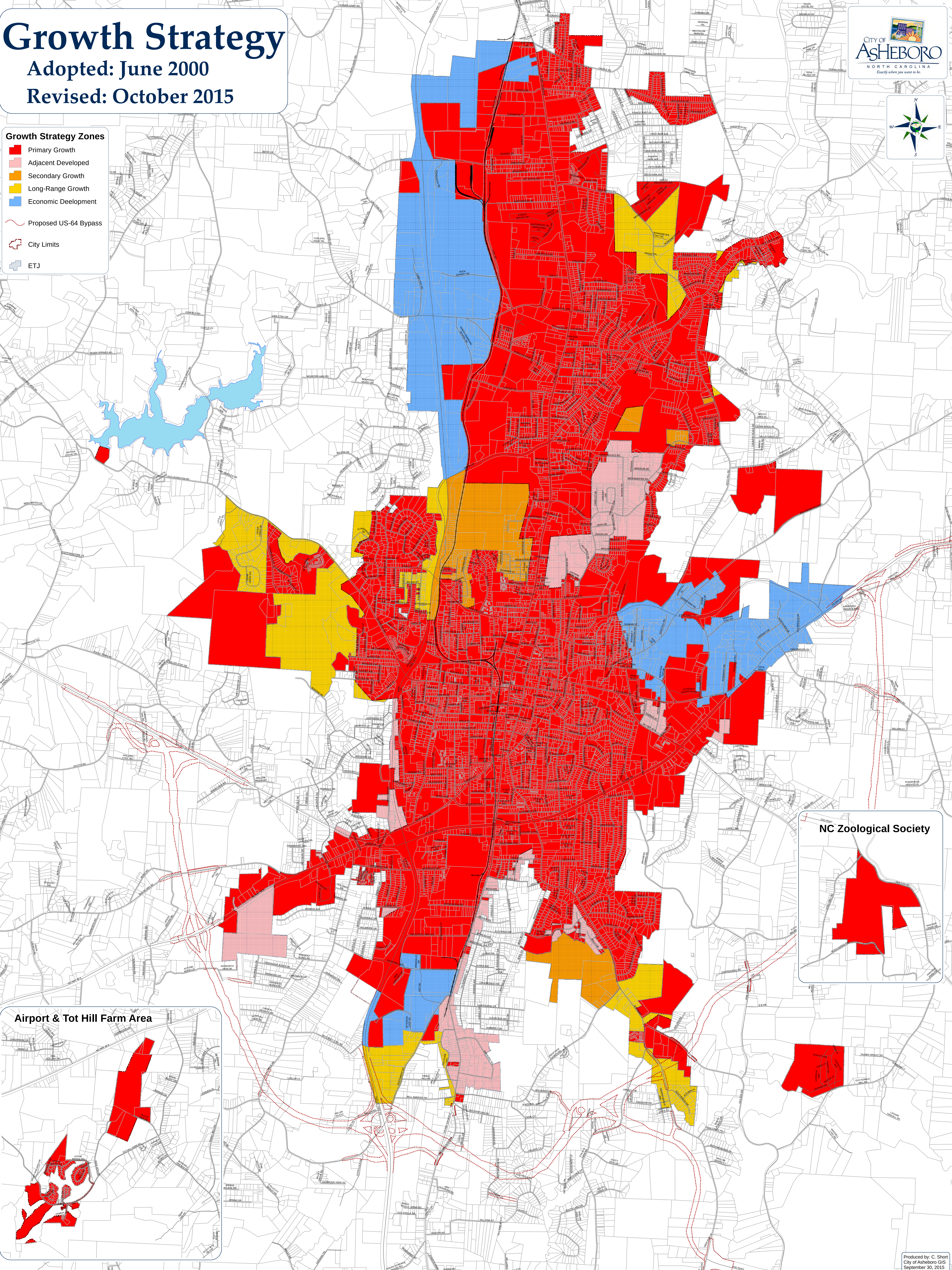


Growth Strategy

Adopted: June 2000
Revised: October 2015



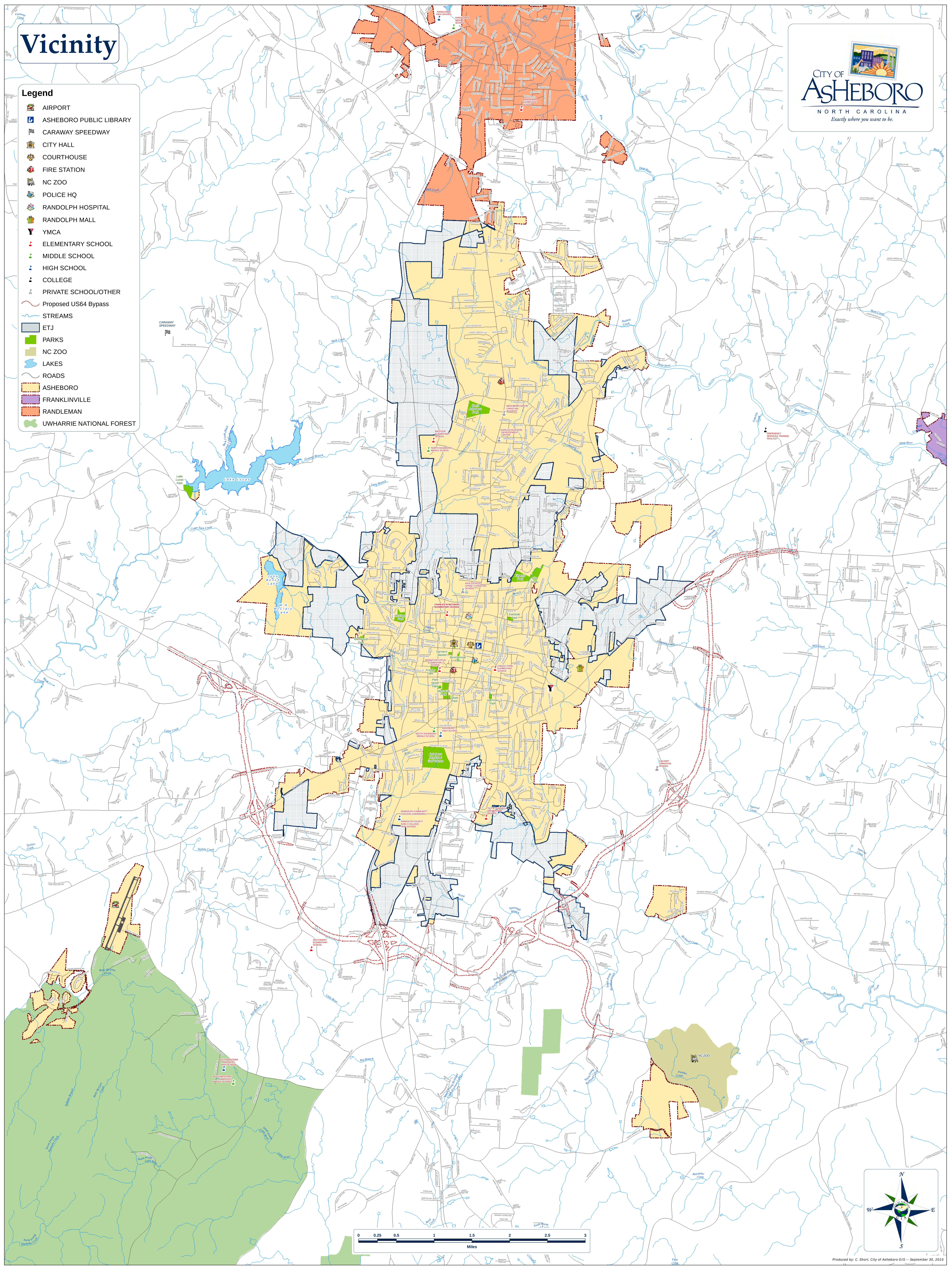
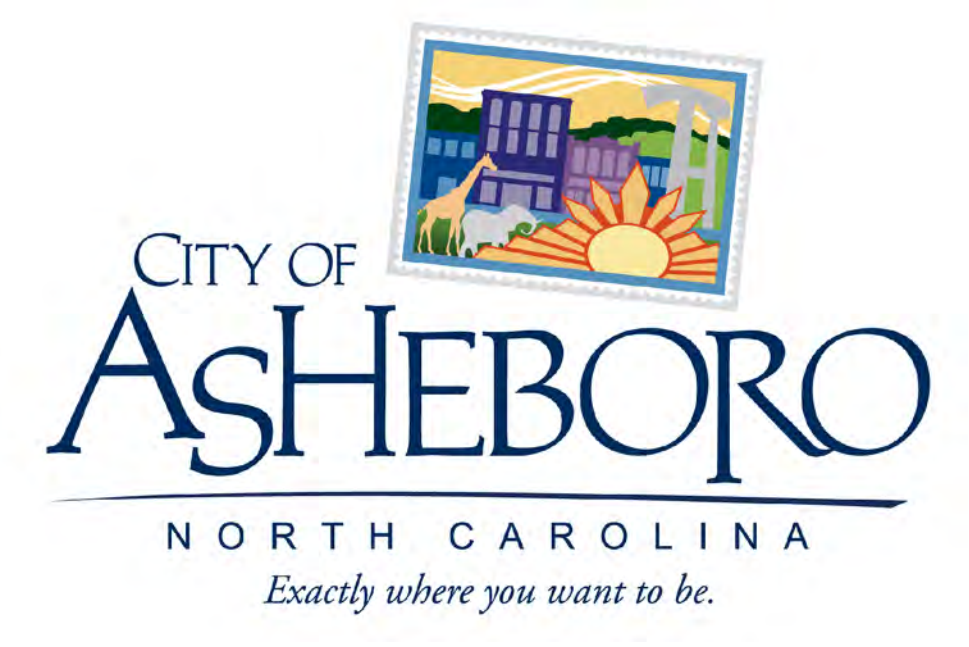
- Growth Strategy Zones**
- Primary Growth
 - Adjacent Developed
 - Secondary Growth
 - Long-Range Growth
 - Economic Development
- Proposed US-64 Bypass
- City Limits
- ETJ



Vicinity

Legend

- AIRPORT
- ASHEBORO PUBLIC LIBRARY
- CARAWAY SPEEDWAY
- CITY HALL
- COURTHOUSE
- FIRE STATION
- NC ZOO
- POLICE HQ
- RANDOLPH HOSPITAL
- RANDOLPH MALL
- YMCA
- ELEMENTARY SCHOOL
- MIDDLE SCHOOL
- HIGH SCHOOL
- COLLEGE
- PRIVATE SCHOOL/OTHER
- Proposed US64 Bypass
- STREAMS
- ETJ
- PARKS
- NC ZOO
- LAKES
- ROADS
- ASHEBORO
- FRANKLINVILLE
- RANDLEMAN
- UWHARRIE NATIONAL FOREST



Rezoning Since 2000

Rezoned to:

- B1
- B2
- B2 and I2
- B3
- CU/SP
- I1
- I2
- I3
- M
- O&I
- OA6
- OA6 and R40
- OA6 and RA6
- R10
- R15
- R15 and R10
- R40
- R7.5
- RA6
- TH
- Tier 3

Proposed US-64 Bypass

City Limits

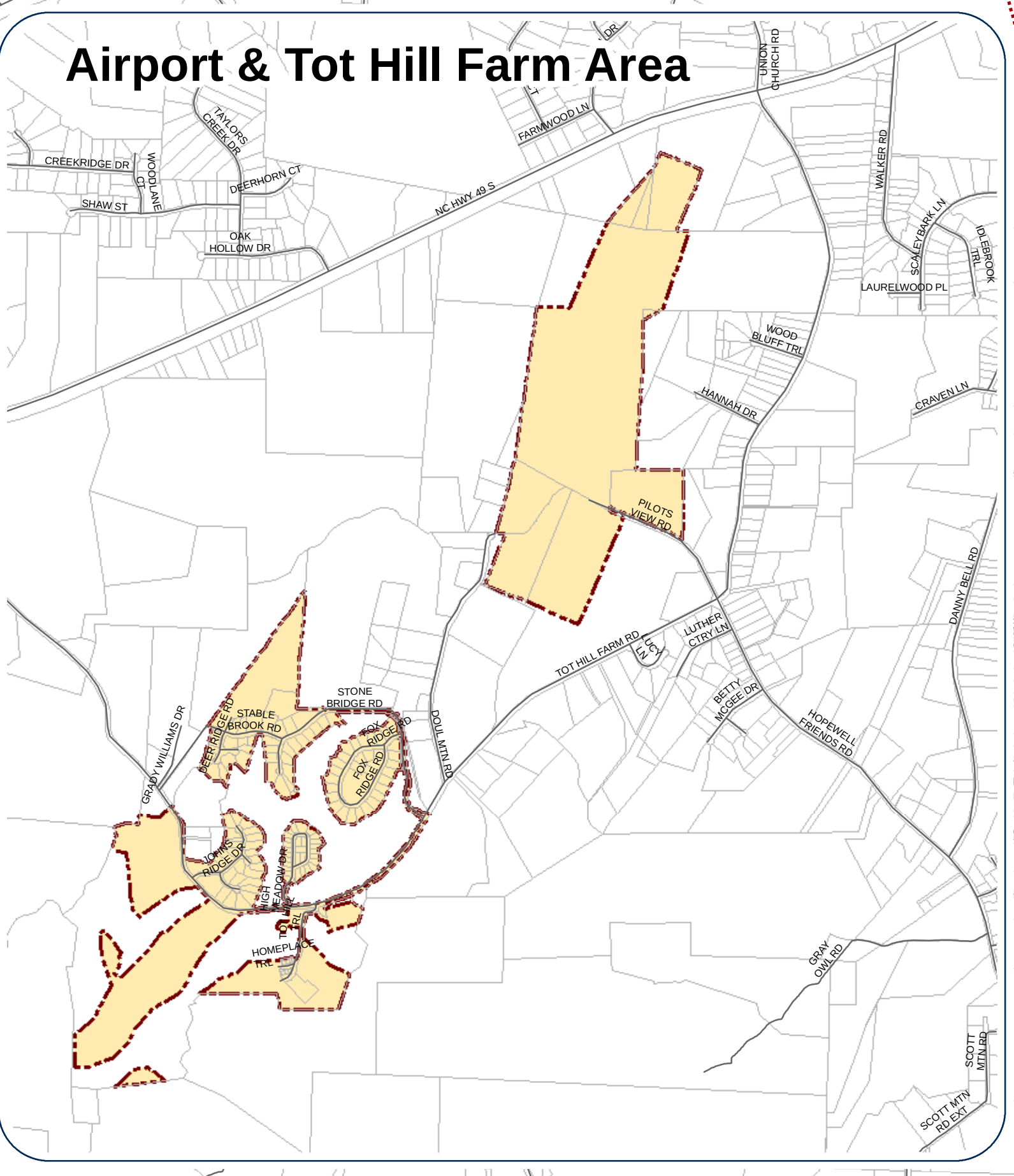
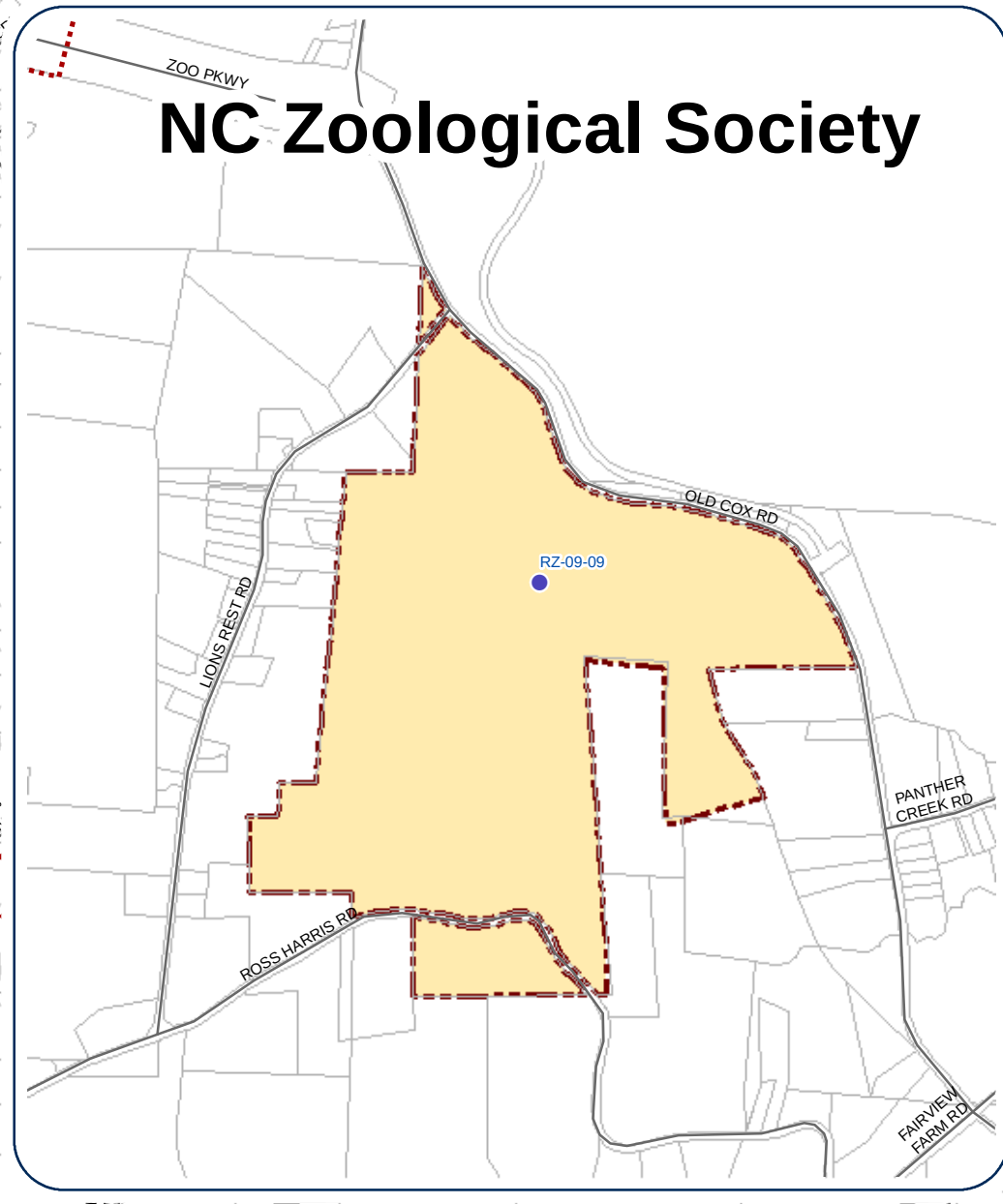
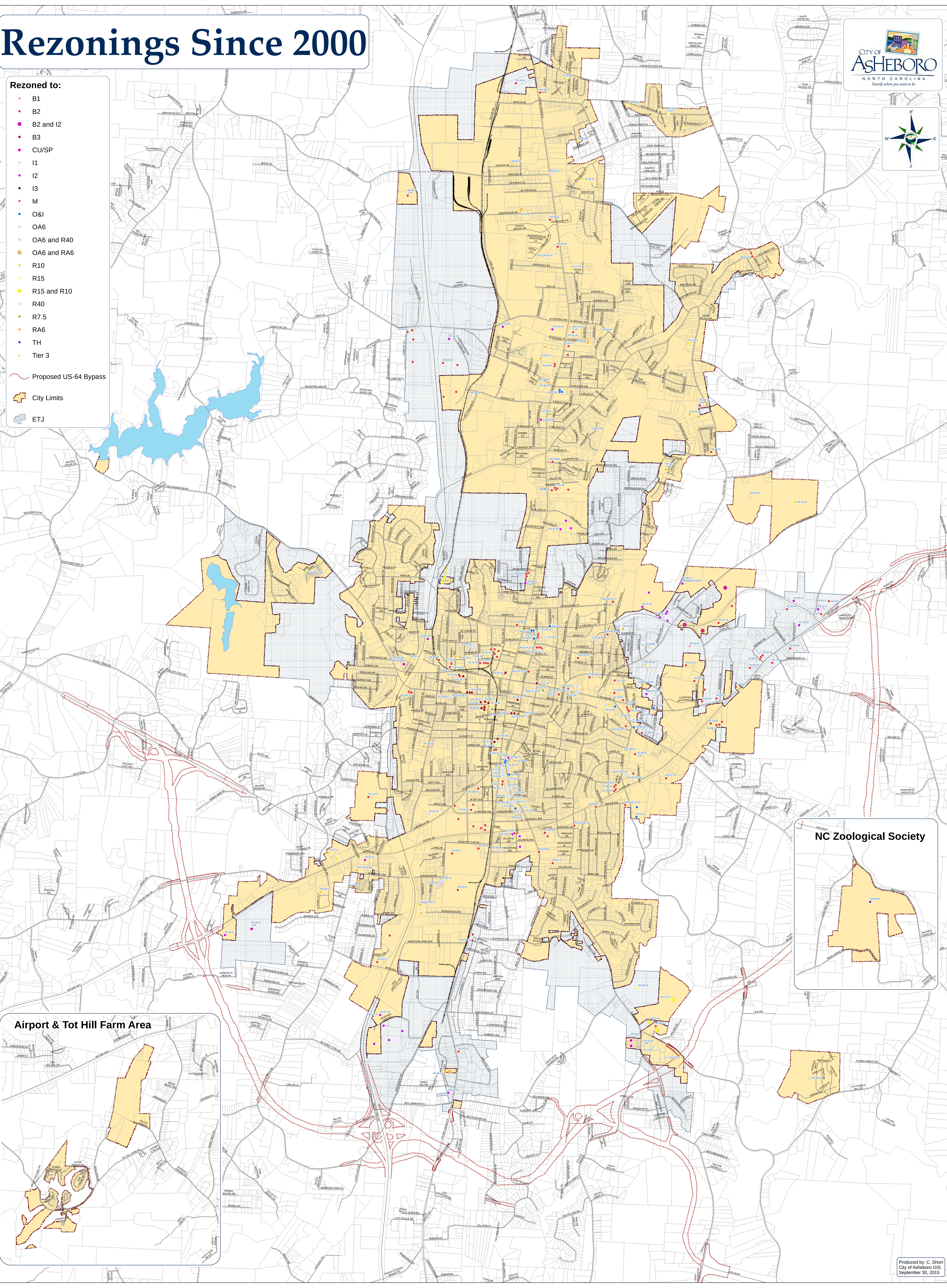
ETJ



CITY OF
ASHEBORO
NORTH CAROLINA
Exactly where you want to be.



North Arrow



Zoning

Zoning

- B1/CU-B1
- B2/CU-B2
- B3/CU-B3
- I1/CU-I1
- I2/CU-I2
- I3/CU-I3
- M/CU-M
- O&I/CU-O&I
- OA6/CU-OA6
- R10/CU-R10
- R15/CU-R15
- R40/CU-R40
- R7.5/CU-R7.5
- RA6/CU-RA6
- TH/CU-TH

Proposed US-64 Bypass

City Limits

ETJ

Parcels



CITY OF
ASHEBORO
NORTH CAROLINA
Exactly where you want to be.



Airport & Tot Hill Farm Area

NC Zoological Society

Existing Water

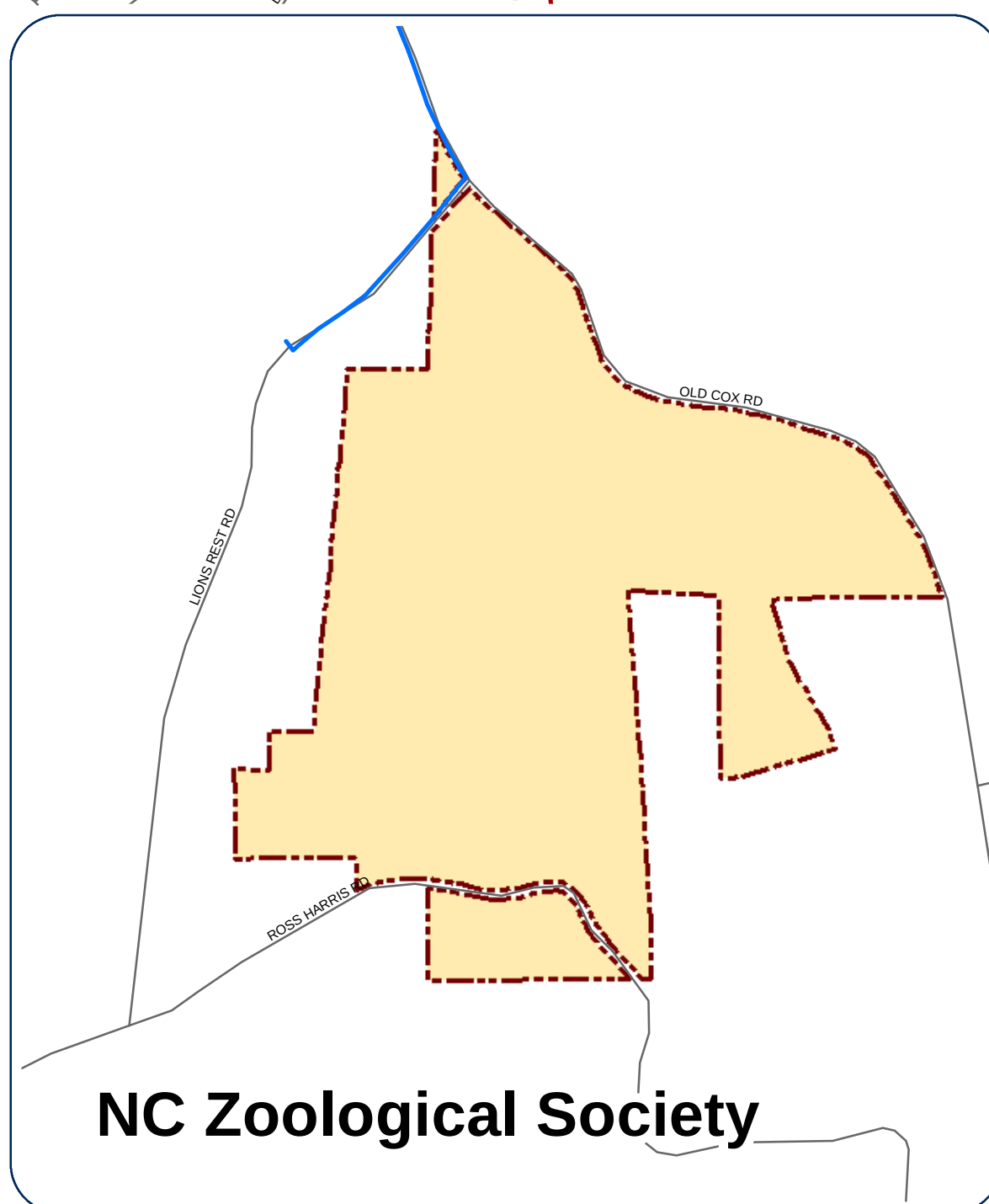
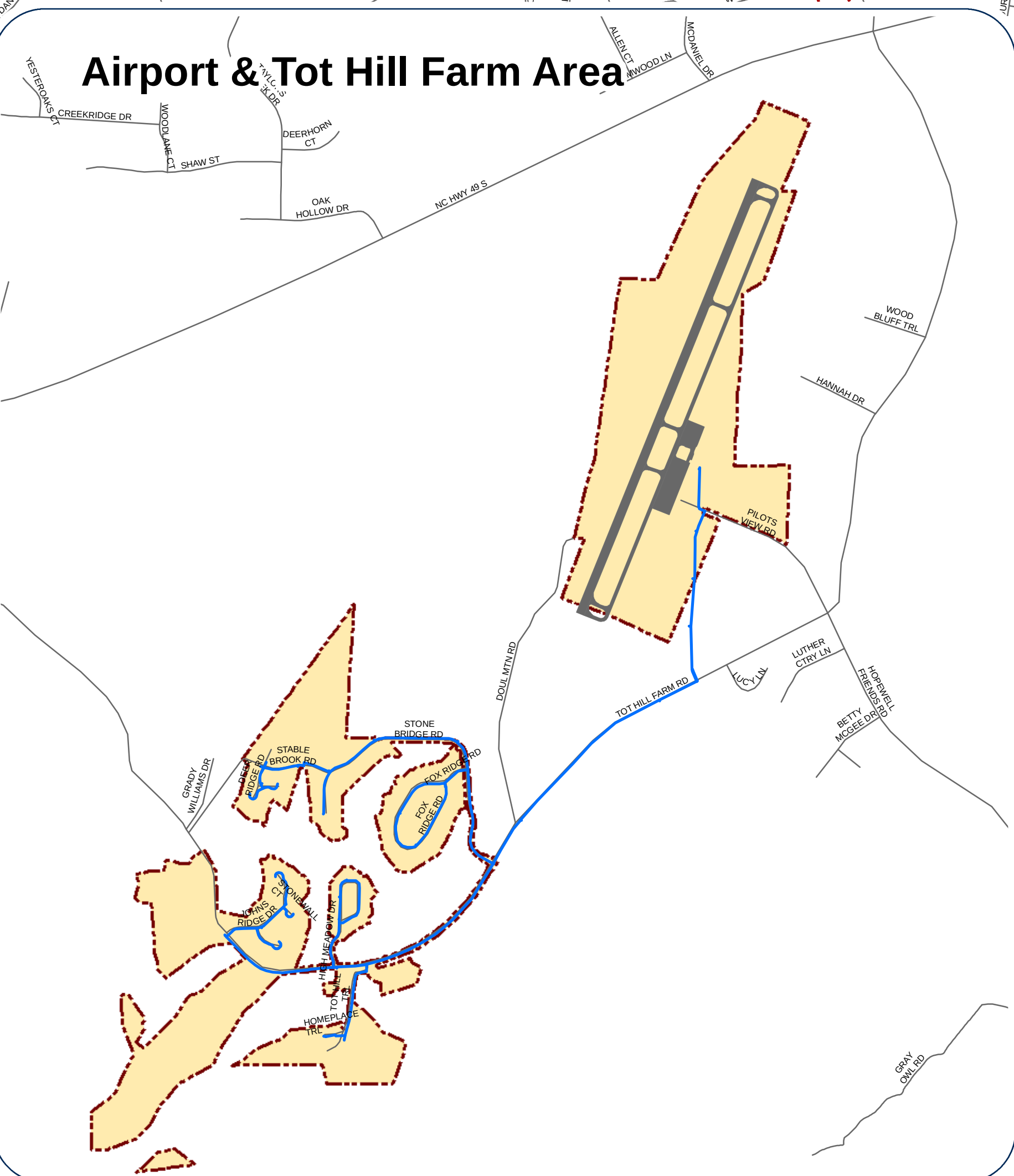
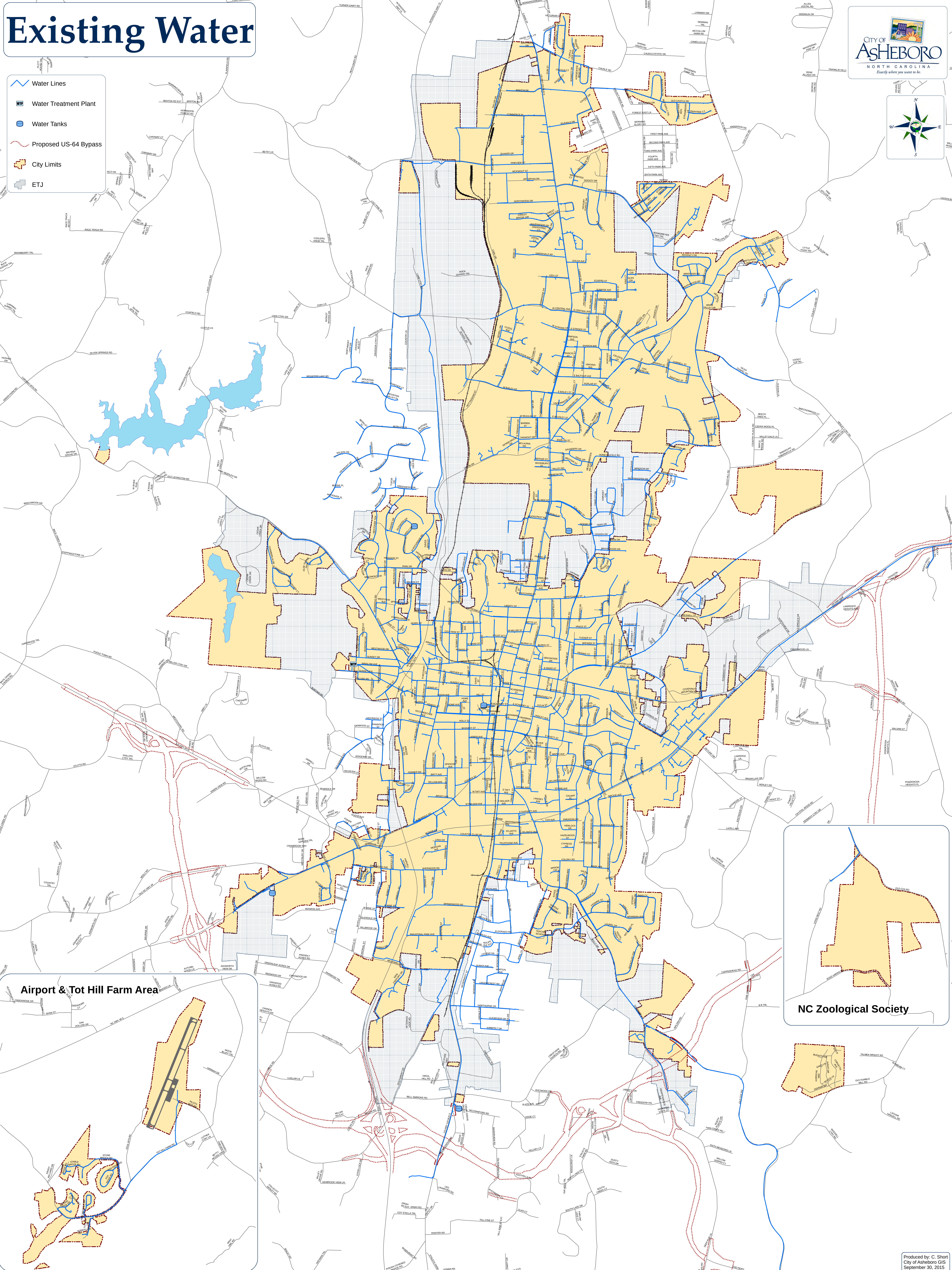
- Water Lines
- Water Treatment Plant
- Water Tanks
- Proposed US-64 Bypass
- City Limits
- ETJ



CITY OF
ASHEBORO
NORTH CAROLINA
Exactly where you want to be.

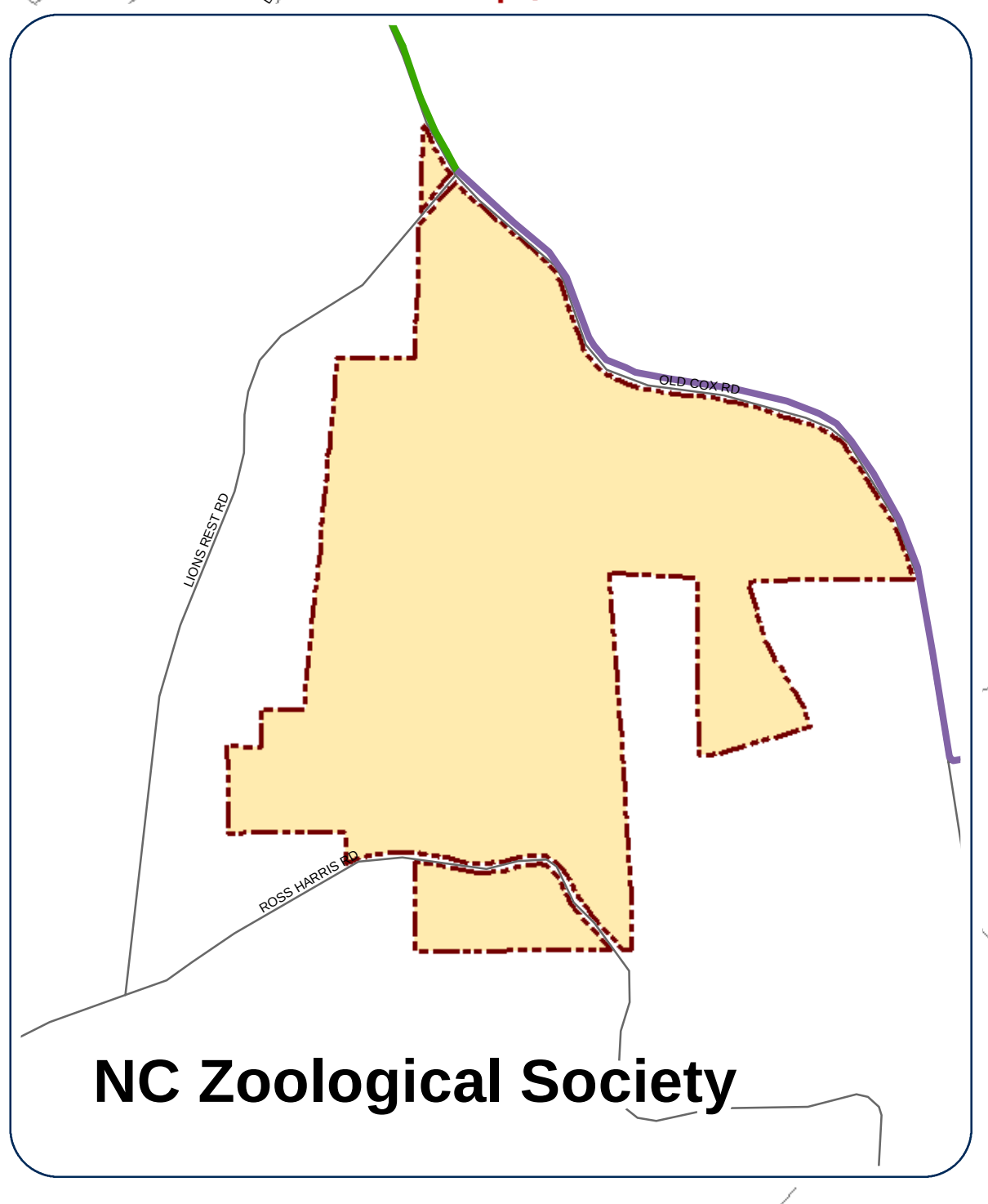
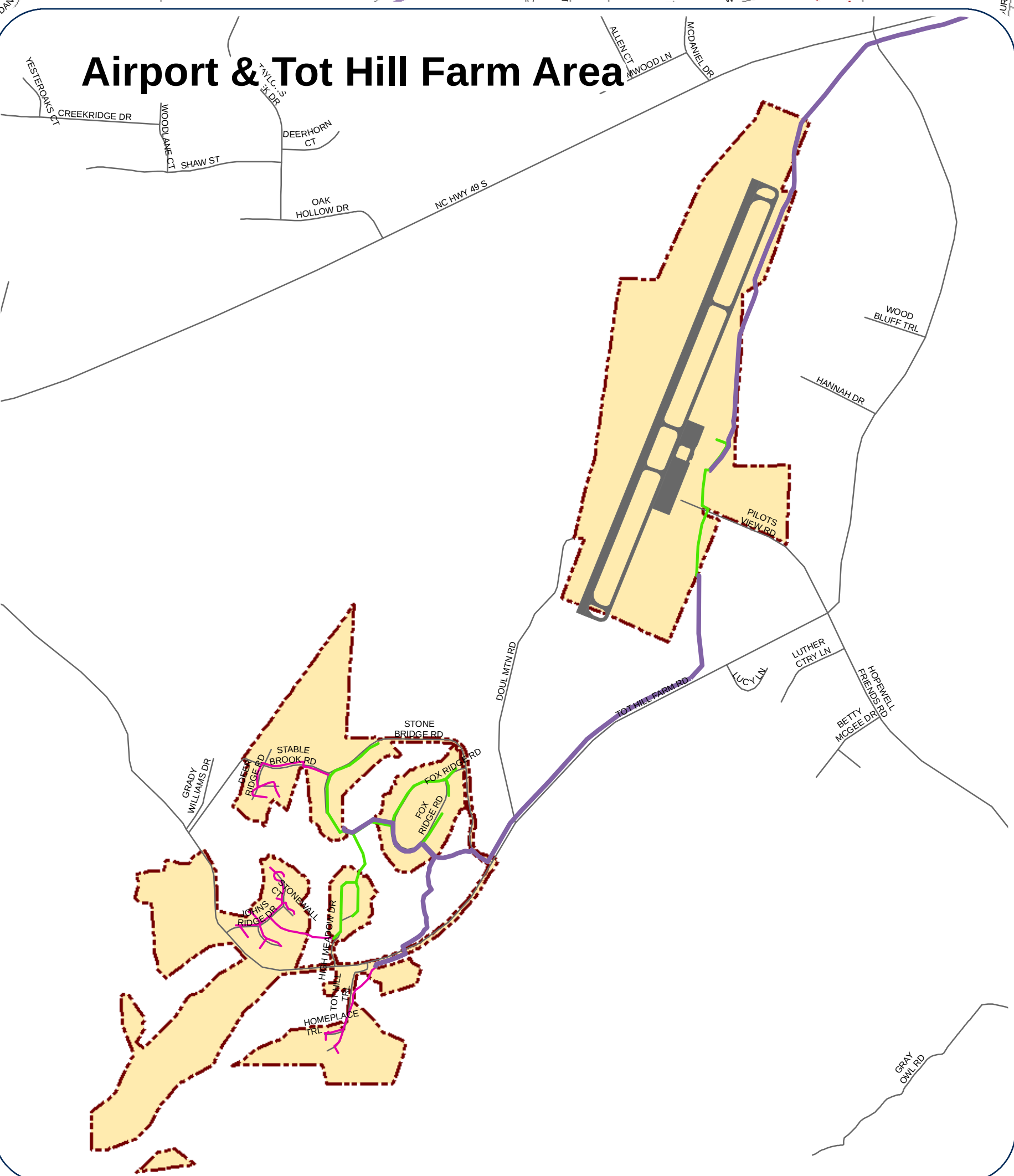
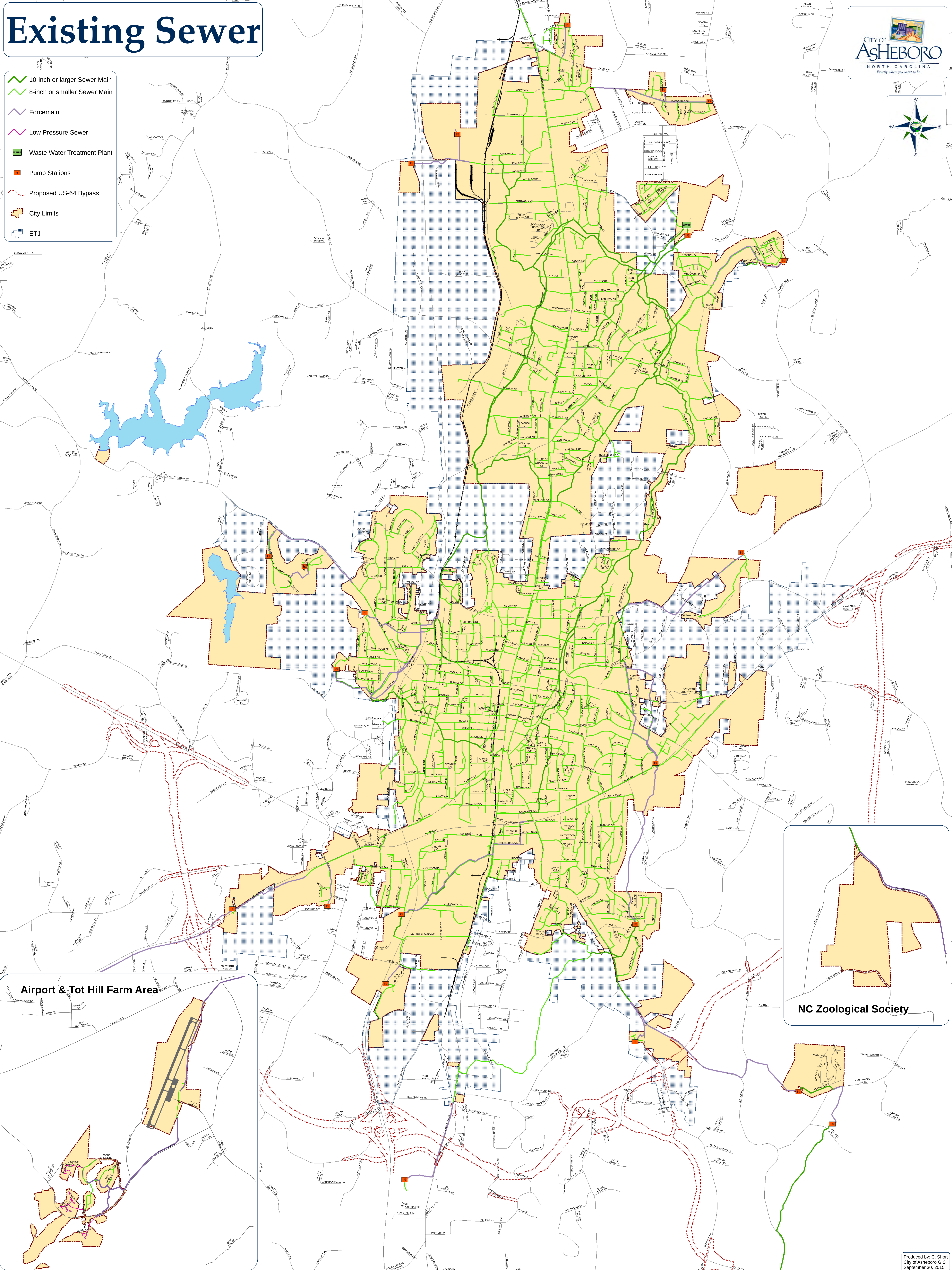
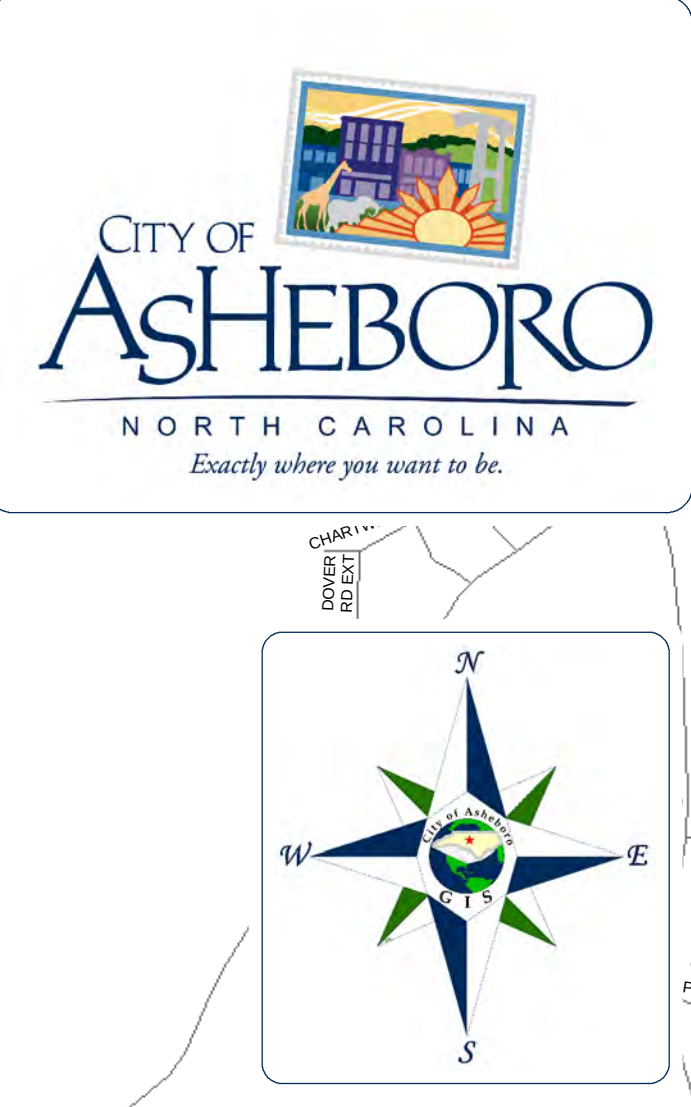


North Arrow



Existing Sewer

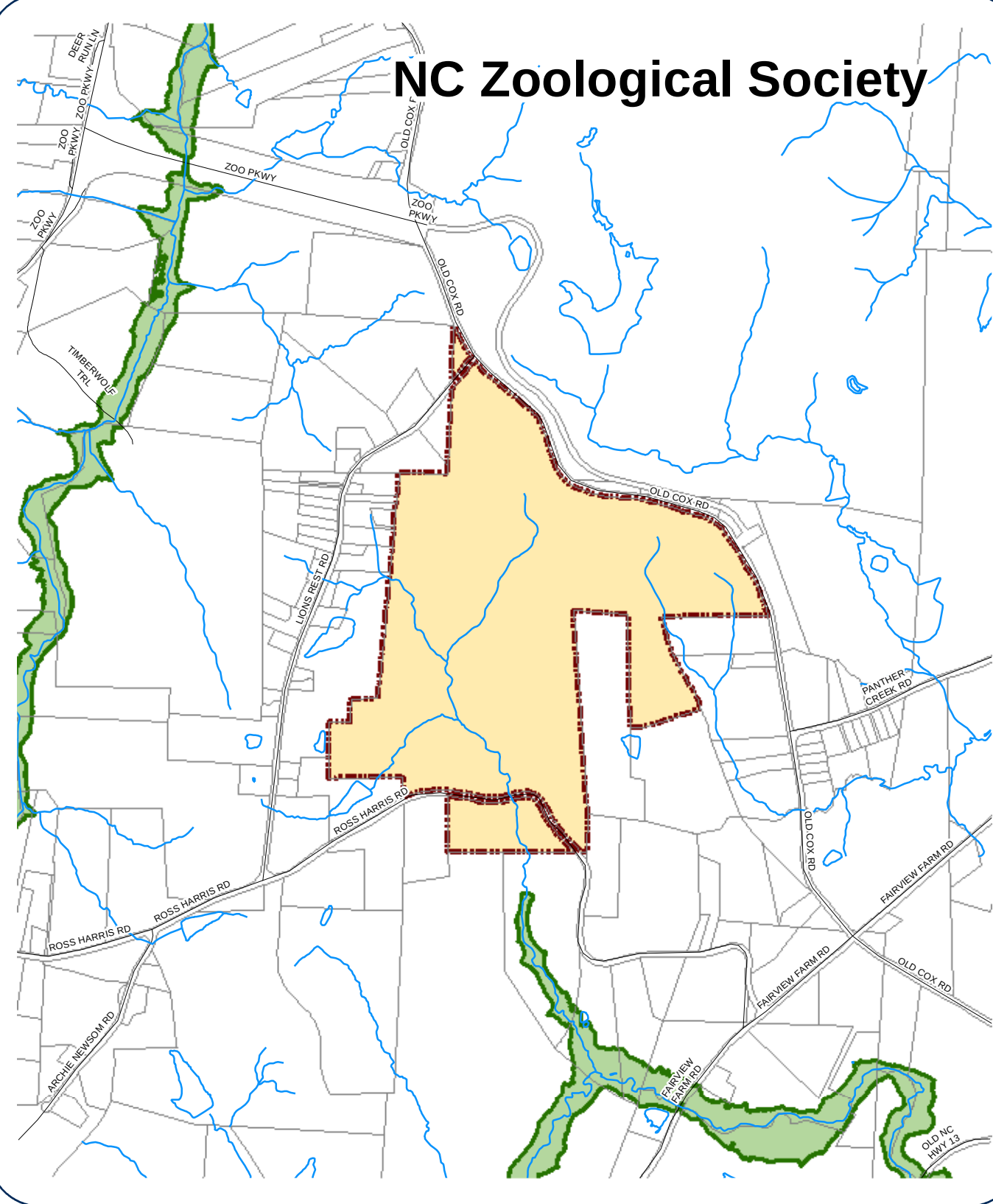
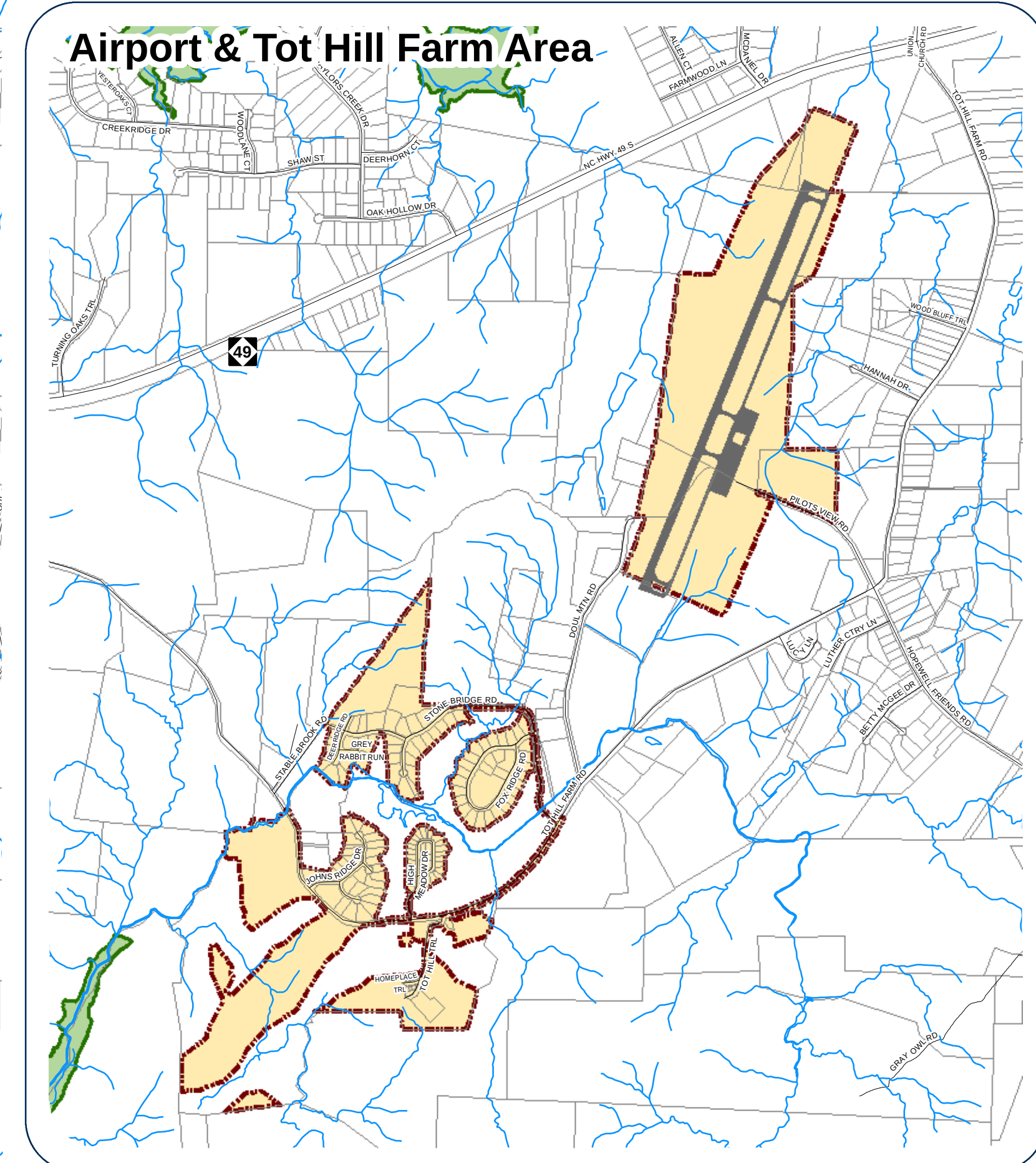
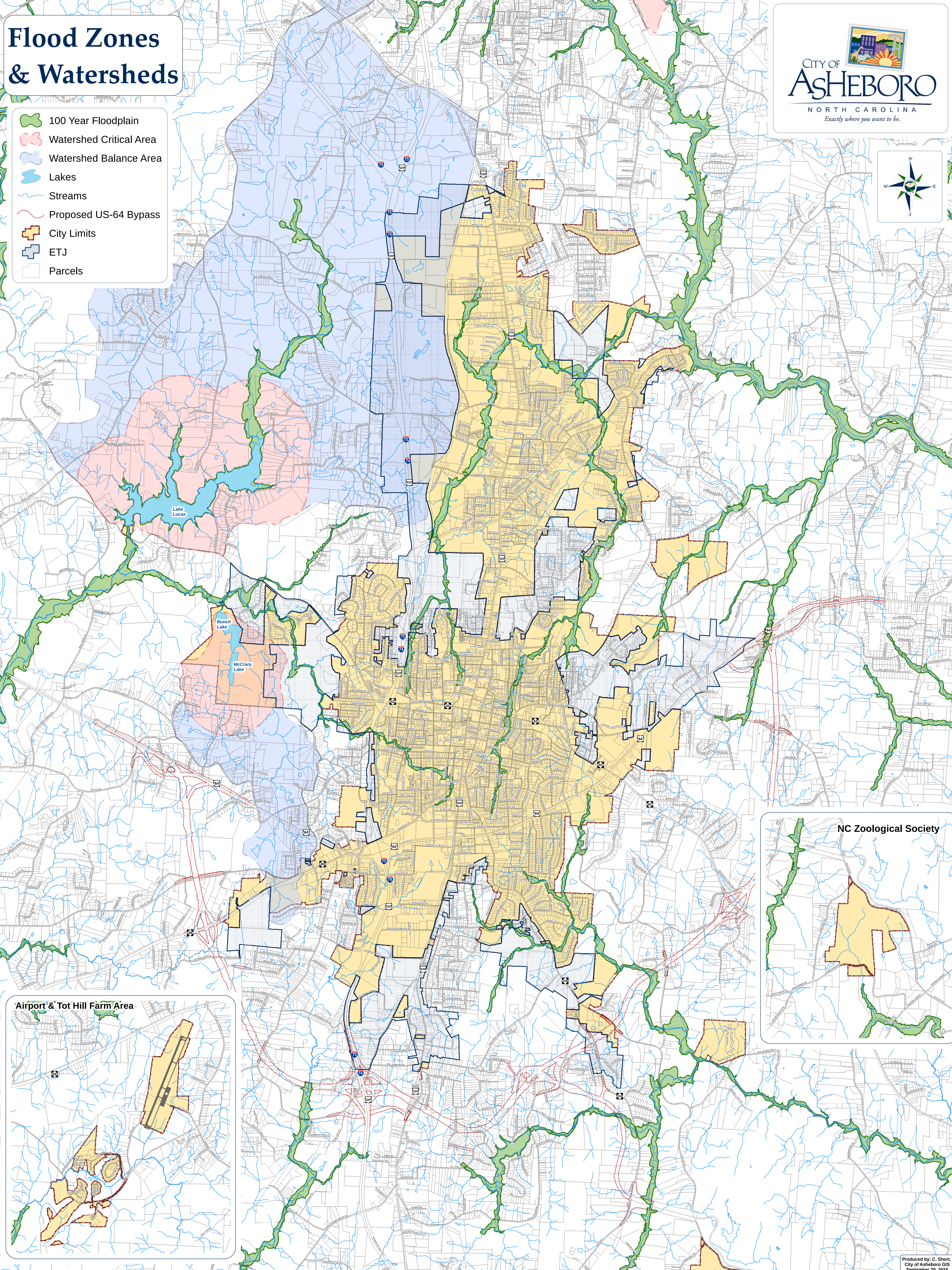
- 10-inch or larger Sewer Main
- 8-inch or smaller Sewer Main
- Forcemain
- Low Pressure Sewer
- Waste Water Treatment Plant
- Pump Stations
- Proposed US-64 Bypass
- City Limits
- ETJ



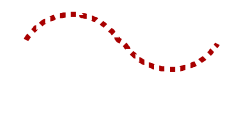
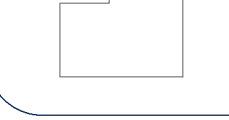
Flood Zones & Watersheds



- 100 Year Floodplain
- Watershed Critical Area
- Watershed Balance Area
- Lakes
- Streams
- Proposed US-64 Bypass
- City Limits
- ETJ
- Parcels



Topography

-  Lakes
-  Streams
-  100 Ft Contour
-  20 Ft Contour
-  Proposed US-64 Bypass
-  City Limits
-  ETJ
-  Parcels

