

# Plan Archdale

---

Comprehensive Plan

Adopted December 15, 2020

BENCHMARK



# ACKNOWLEDGMENTS

## CITY COUNCIL

Bert Lance-Stone, Mayor  
Roger Blackwell, Mayor Pro Tem  
Lewis Dorsett\*  
John Glass\*  
Robert (Trey) Gray  
Larry Warlick\*  
Tim Williams

## PLANNING BOARD

Larry Thomas, Chairman\*  
Larry Linthicum, Vice Chairman  
Bob Kollm\*  
Chris Spillers  
R. Scott Greene  
Mitch Miller  
Brent Kinney  
Chris Collins (ETJ)  
David White (ETJ)\*

## RESIDENT STEERING COMMITTEE MEMBERS

Scott Darr  
Dara Matthews  
Beverly Nelson  
Nicole Norman  
Eric Sumner

## CITY OF ARCHDALE STAFF

Zeb Holden, AICP, CZO, City Manager  
Jason Miller, PhD, AICP, Planning Director  
Matthew Wells, Planning Administrator  
Duncan Walser, Planning Technician

## PREPARED BY:

Benchmark Planning

\* Plan Archdale Steering Committee Memeber



# TABLE OF CONTENTS

## SECTION A: PLAN ARCHDALE

Overview .....	A-1
Comprehensive Plan Study Area .....	A-2
Comprehensive Plan Process .....	A-4
Steering Committee .....	A-5
Public Engagement .....	A-5
Community Survey .....	A-14
Adopted Plan Analysis .....	A-32

## SECTION B: OUR CITY

AARP Livability Index.....	B-1
Demographic Profile.....	B-12
Housing Profile .....	B-20
Economic Profile .....	B-27
Natural Features.....	B-35
Public Services .....	B-44
Parks and Recreation .....	B-53
Transportation.....	B-60
Land Use and Development .....	B-72

## SECTION C: OUR PLAN FOR THE FUTURE

Introduction .....	C-1
Creating a More Livable and Inclusive Community .....	C-3
Building a Strong, Diverse, and Resilient Economy .....	C-18
Managing Growth in a Vibrant and Dynamic City .....	C-25
Fostering a Sense of Place .....	C-58
Plan Implementation .....	C-72

# TABLE OF FIGURES

## SECTION A: PLAN ARCHDALE

- A.1 Planning Area Jurisdiction Composition .....A-14
- A.2 Non-Resident Respondents .....A-14
- A.3 Longevity of Residence .....A-14
- A.4 Respondent Age Distribution .....A-15
- A.5 Respondents Employed in Archdale .....A-15
- A.6 Community Perception .....A-16
- A.7 Quality of Life .....A-17
- A.8 Decision to Live in Archdale.....A-18
- A.9 Quality of Life Factors .....A-19
- A.10 Quality of City Services .....A-20
- A.11 Desired Services.....A-21
- A.12 Support for Increase in Taxes for Services.....A-22
- A.13 Support for Efforts to Create a New Downtown .....A-23
- A.14 Progress Towards Creating a Better Defined Sense of Place.....A-24
- A.15 Importance of Business and Employment Sectors .....A-25
- A.16 City's Role in Economic Development .....A-26
- A.17 Methods to Improve City's Infrastructure .....A-27
- A.18 Perceived Rate of Development .....A-28
- A.19 Perception of Transportation Network.....A-29
- A.20 Perception of Aesthetic Appearance.....A-30
- A.21 Vision Components.....A-31

## SECTION B: OUR CITY

- B.1 AARP Livability Factors ..... B-1
- B.2 AARP Livability Index Scores ..... B-3
- B.3 Overall Livability Regional Comparison ..... B-4
- B.4 Overall Livability High Scoring Peer Cities ..... B-4
- B.5 Housing Regional Comparison..... B-5
- B.6 Housing High Scoring Peer Cities..... B-5

B.7 Neighborhood Regional Comparison .....	B-6
B.8 Neighborhood High Scoring Peer Cities .....	B-6
B.9 Transportation Regional Comparison.....	B-7
B.10 Transportation High Scoring Peer Cities.....	B-7
B.11 Environment Regional Comparison .....	B-8
B.12 Environment High Scoring Peer Cities.....	B-8
B.13 Health Regional Comparison .....	B-9
B.14 Health High Scoring Peer Cities .....	B-9
B.15 Engagement Regional Comparison.....	B-10
B.16 Engagement High Scoring Peer Cities .....	B-10
B.17 Opportunity Regional Comparison .....	B-11
B.18 Opportunity High Scoring Peer Cities .....	B-11
B.19 Historic Population Growth .....	B-14
B.20 Projected Population Growth - Randolph & Guilford Counties ...	B-14
B.21 Population Pyramid of Relative Size of Age Groups .....	B-15
B.22 Simplified Age Group Comparison .....	B-16
B.23 Median Age .....	B-17
B.24 Households .....	B-17
B.25 Educational Attainment .....	B-18
B.26 Population with a Bachelor's Degree or Higher.....	B-19
B.27 Education Trend Comparison .....	B-19
B.28 Distribution of Housing Stock Age .....	B-20
B.29 Median Home Values (2017) .....	B-22
B.30 Housing Tenure (2017) .....	B-22
B.31 Vacant Versus Occupied Housing Units (2017) .....	B-23
B.32 Residential Zoning Permits.....	B-26
B.33 Labor Force Participation (2017).....	B-27
B.34 Unemployment Rate (2012-2017) .....	B-28
B.35 Median Household Income Comparison (2017) .....	B-29
B.36 Per Capita Income Comparison (2017) .....	B-29
B.37 Means of Transportation (2017) .....	B-32
B.38 Mean Travel Time to Work, Minutes (2017).....	B-32

## **SECTION C: OUR PLAN FOR THE FUTURE**

C.1 Hafele Archdale Campus .....	C-18
C.2 The Carolina Core .....	C-19
C.3 Example Commerce Park .....	C-20
C.4 Local and Regional Tourism Attractions .....	C-21
C.5 Example Youth Sports Tournament Complex .....	C-22
C.6 Creekside Park 4th of July Celebration .....	C-22
C.7 NC State University People First Tourism Lab .....	C-23
C.8 GM Workshop Land Use Recommendations .....	C-26
C.9 GM Workshop Transportation Recommendations .....	C-43
C.10 Elements of Placemaking .....	C-59
C.11 Site A Town Center Concept Plan .....	C-66
C.12 Site B Town Center Location Concepts (Preferred Alternative) .....	C-67
C.13 North Main Street Road Diet Concepts .....	C-68
C.14 South Main - Option One - Integrate Existing .....	C-69
C.15 South Main - Option Two - New Construction .....	C-69
C.16 Creekside Park Concept .....	C-70

# TABLE OF MAPS

## SECTION A: PLAN ARCHDALE

A.1 Comprehensive Plan Study Area .....	A-3
---	-----

## SECTION B: OUR CITY

B.1 North Carolina Peer Communities .....	B-2
B.2 Block Level Population Density Map (2010 Census) .....	B-13
B.3 Housing Distribution and Density by Census Block.....	B-21
B.4 Employment Location of Archdale Residents .....	B-33
B.5 Residence Location of Workers Employed in Archdale.....	B-34
B.6 Topography .....	B-37
B.7 Hydrology.....	B-38
B.8 Water Supply Watershed Protection .....	B-39
B.9 Flood Hazard Areas .....	B-40
B.10 Wetlands .....	B-41
B.11 Prime Farmland Soils .....	B-42
B.12 Septic Tank Absorption Field Soil Limitations.....	B-43
B.13 City and State Maintained Streets.....	B-47
B.14 Wastewater Collection System .....	B-48
B.15 Water Distribution System.....	B-49
B.16 Existing Parks .....	B-54
B.17 Comprehensive Parks and Recreation Plan Recommendations..	B-55
B.18 Existing Greenway Trails.....	B-56
B.19 Pedestrian and Trails Master Plan Recommendations .....	B-57
B.20 Existing Parks and Recreation Facilities .....	B-58
B.21 Adopted Plan Recommendations for Parks and Greenways.....	B-59
B.22 Roadway Functional Classifications .....	B-61
B.23 Average Annual Daily Traffic Volume .....	B-62
B.24 Average Annual Daily Truck Traffic Volume .....	B-63
B.25 Vehicle Crashes .....	B-65
B.26 NCDOT Transportation Improvement Program Projects .....	B-66
B.27 Rail Facilities .....	B-67

B.28 Existing Pedestrian Infrastructure .....	B-68
B.29 Pedestrian and Trail Master Plan Recommendations.....	B-69
B.30 Pedestrian Crashes with Vehicles .....	B-70
B.31 State-Signed Bicycle Routes .....	B-71
B.32 Land Cover .....	B-73
B.33 Change in Developed Land Cover 2002-2018 .....	B-74
B.34 Parcel Density .....	B-75
B.35 Current Generalized Zoning .....	B-76
B.36 Current Zoning Districts.....	B-77

## **SECTION C: OUR PLAN FOR THE FUTURE**

C.1 Future Land Use Map.....	C-29
C.2 Recommended Transportation Improvements.....	C-44
C.3 Town Center Location Considerations .....	C-65

# TABLE OF TABLES

## SECTION A: PLAN ARCHDALE

A.1 Survey Participants .....A-14  
A.2 Respondent Employment Status .....A-15  
A.3 Adopted Plan Analysis.....A-36-40

## SECTION B: OUR CITY

B.1 Population Data Comparison ..... B-12  
B.2 Simplified Age Group Comparison ..... B-16  
B.3 Education Comparisons..... B-18  
B.4 Education Trend Comparison (Net Change 2010-2017) ..... B-19  
B.5 City Housing Stock ..... B-23  
B.6 Housing Occupancy (2010 & 2017) ..... B-23  
B.7 Housing Development Trends..... B-24  
B.8 Housing Affordability for a 2-Bedroom at Fair Market Rent ..... B-25  
B.9 Rental Affordability ..... B-25  
B.10 Area Median Income (AMI) ..... B-25  
B.11 Homeowner Affordability..... B-25  
B.12 Income Comparisons ..... B-29  
B.13 Key Industry Sectors (2017) ..... B-30  
B.14 Annual Employment Location Quotients (2018) ..... B-31  
B.15 Annual Wage Location Quotients(2018) ..... B-31  
B.16 AADT and AADTT in Archdale 2017 ..... B-60

## SECTION C: OUR PLAN FOR THE FUTURE

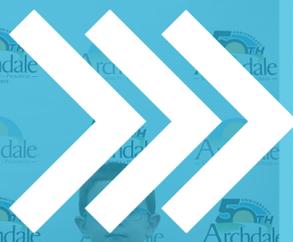
C.1 Housing..... C-5-6  
C.2 Neighborhood..... C-7-8  
C.3 Transportation..... C-9-10

C.4 Environment .....	C-11-12
C.5 Health .....	C-13
C.6 Engagement.....	C-14-15
C.7 Opportunity.....	C-16-17
C.8 Future Land Use Place Types .....	C-30
C.9 Recommended Transportation Improvements.....	C-45-49
C.10 I-85 Interchange/ South Main Corridor Recommendations .....	C-51
C.11 North Main Corridor/ Downtown Recommendations .....	C-52
C.12 NC 62 Corridor/ Commerce Park Recommendations .....	C-53
C.13 Weant Road Corridor Mobility Projects .....	C-54
C.14 East Archdale Regional Mobility Projects.....	C-55
C.15 Current NCDOT TIP Projects .....	C-56-57
C.16 Creating a More Livable and Inclusive Community .....	C-77
C.17 Building a Strong, Diverse, and Resilient Economy .....	C-78-80
C.18 Commerce Park Action Items .....	C-81
C.19 Managing Growth in a Vibrant and Dynamic City.....	C-82-83
C.20 North Main Street Road Diet Action Items .....	C-84
C.21 Fostering a Sense of Place .....	C-85-87
C.22 Downtown Public Space Action Items.....	C-88





# Plan Archdale



Plan Archdale  
My plan for Archdale is...  
Sewwalks for more recreation & accessibility!

Plan Archdale  
My plan for Archdale is...  
Splash Park for kids

Plan Archdale  
My plan for Archdale is...  
Dog friendly - please include that you can walk your pet along with you to enjoy the 4th of July festival.

Plan Archdale  
My plan for Archdale is...  
Unity, Loyalty and Progress

Plan Archdale  
My plan for Archdale is...  
Larger YMCA!

Plan Archdale  
My plan for Archdale is...  
Azoo!

Plan Archdale  
My plan for Archdale is...  
DOG PARK

Plan Archdale  
My plan for Archdale is...  
Unity, Loyalty and Progress

Plan Archdale  
My plan for Archdale is...  
DOG PARK

Plan Archdale  
My plan for Archdale is...  
Olivia Gordon  
Apples  
Cold Stone

Plan Archdale  
My plan for Archdale is...  
Pickleball

Plan Archdale  
My plan for Archdale is...  
Play area - stay fixed!

Plan Archdale  
My plan for Archdale is...  
Sustainable food on quality community food - improve the environment for all ages!

Plan Archdale  
My plan for Archdale is...  
ECHO PARK

Plan Archdale  
My plan for Archdale is...  
Housing

Plan Archdale  
My plan for Archdale is...  
Skate Park

Plan Archdale  
My plan for Archdale is...  
Continue building the light rail to Airport, Trolley, & Central Station - improve the environment for all ages!

Plan Archdale  
My plan for Archdale is...  
Train for children at the park.

Plan Archdale  
My plan for Archdale is...  
Train for children at the park.

Plan Archdale  
My plan for Archdale is...  
Dog Park

# SECTION A: PLAN ARCHDALE

## Overview

The Archdale Comprehensive Plan is the primary policy guide for future land use development, capital investments, and growth management decisions over the next decade and beyond. The Plan resulted from a year-long process guided by a commitment to public engagement; emphasizing the City's strong sense of community and mission to provide a high quality of life for all residents. While all communities take an opportunity to reflect



on their historical development during the comprehensive planning process, Archdale had the unique opportunity to begin the development of their comprehensive plan concurrent with their 50th anniversary as an incorporated City. This presented a special opportunity to engage residents on all aspects of community life and government, to celebrate past and present accomplishments, and to look towards the future.

The Comprehensive Plan sets the “blueprint” for the future of Archdale with a bold, clear vision and strategic goals that have an implementation focus. The Plan looks at past and current development trends, previously approved plans, demographic and economic data, community perceptions, and the community's vision, in order to prioritize actions to fulfill the City's vision for the future. The Plan is comprised of goals and strategies that provide a clear framework for decision-making and the allocation of resources as they relate to the long-term development of the City. It builds upon existing assets while taking advantage of opportunities for improvement and growth. The Plan is implemented over time through annual budgeting, departmental work programs, zoning decisions, and development projects.

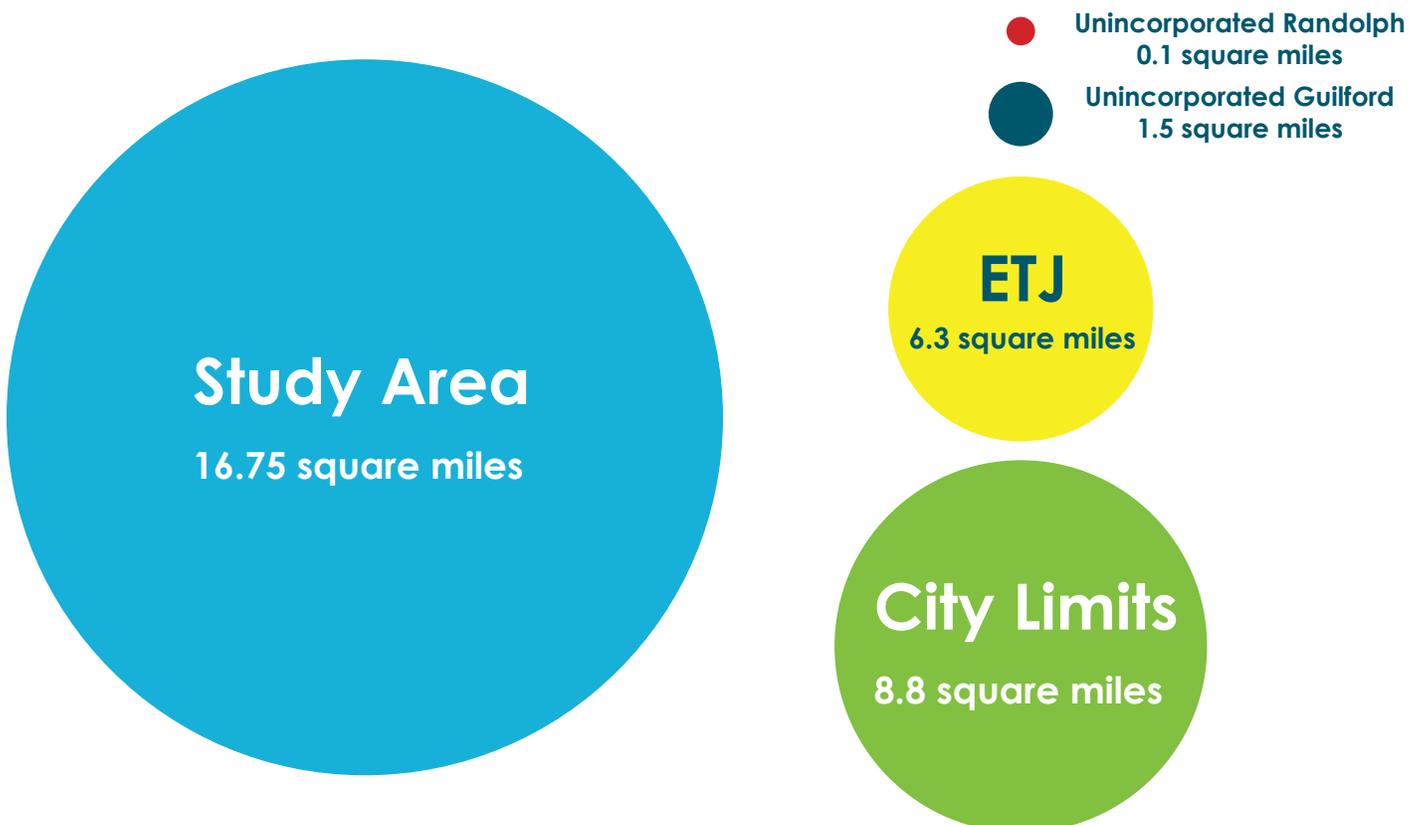
The Comprehensive Plan also satisfies the requirements established in the recently amended local government planning and zoning enabling statutes for North Carolina. During the 2019 Session of the North Carolina General Assembly, the State strengthened the statutes, mandating that all local governments, who impose zoning regulations, have an adopted and reasonably maintained comprehensive plan in place by July 1, 2022. Although not required, the statutes recommend that a Comprehensive Plan address issues and opportunities facing the local government, the pattern of desired growth and development, civic design, economic development, public services and infrastructure, housing, recreation, natural resources, cultural and archaeological resources, and an evaluation of implementation measures. The Archdale

Comprehensive Plan achieves the intent of the new enabling legislation, while establishing a direction for the City to create a more livable and inclusive community, building a stronger economy, managing growth, and fostering a sense of place.

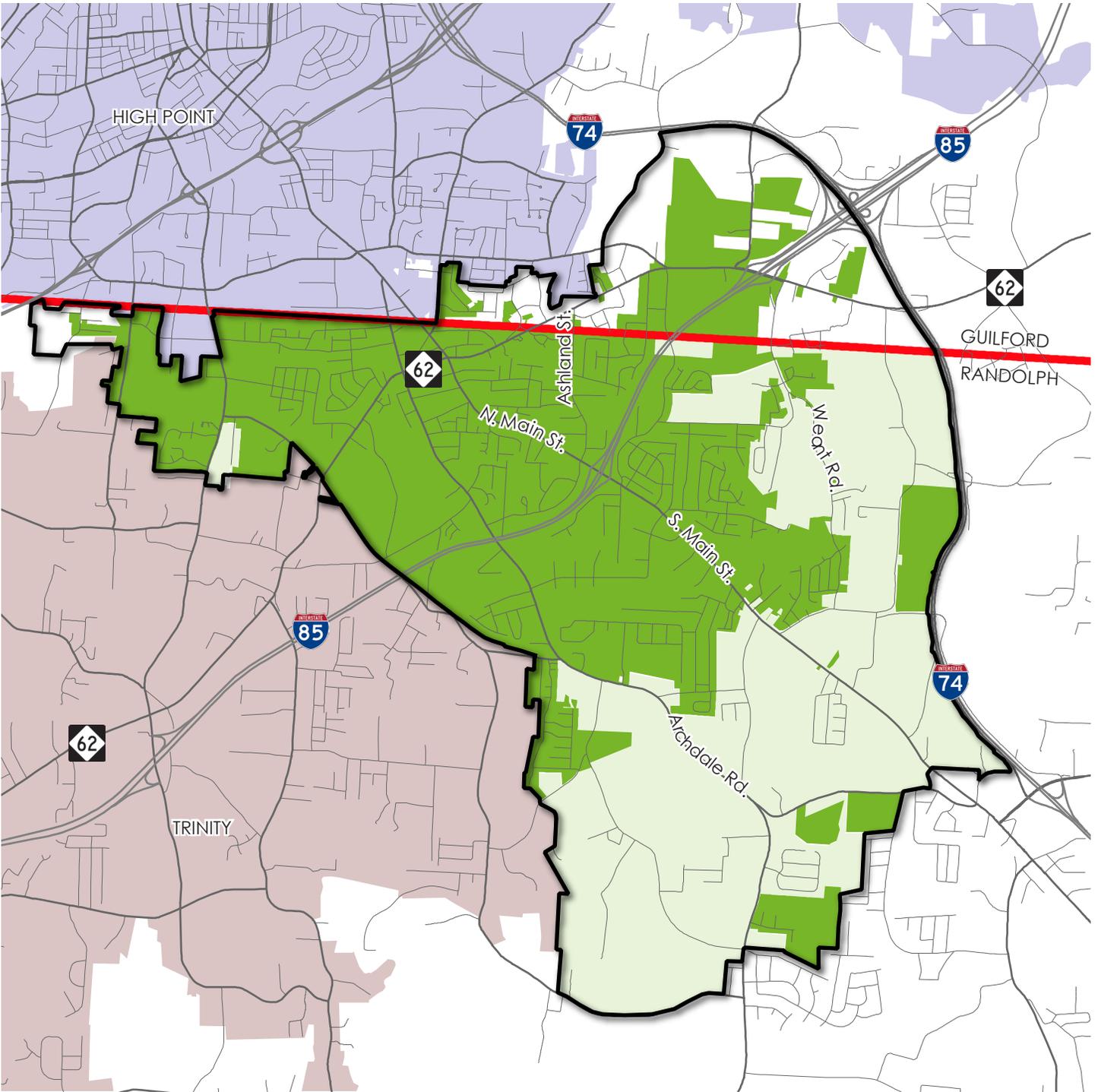
## Comprehensive Plan Study Area

In the early stages of the planning process, the boundaries of the Study Area were defined by City staff and the consultant (see Map A.1). It was determined that in Randolph County, the Study Area would primarily encompass Archdale's corporate limits and its two-mile extraterritorial planning and zoning jurisdiction (ETJ), which extends as far south as Fairview Church Road and follows Interstate 74 on the eastern boundary. The Randolph County portion of the Study Area also includes a small unincorporated area of the county on Archdale's far western boundary between High Point and Trinity that is within a longstanding annexation agreement boundary established between Archdale and High Point. In Guilford County, Archdale does not have extraterritorial planning and zoning jurisdiction, and so the boundary there was set as the area within Archdale's corporate limits and surrounding lands that make up the western portion of an annexation agreement boundary with High Point. This includes the majority of the area east of the High Point City limits located south of Interstate 74 in Guilford County. The entire Study Area comprises approximately 16.75 square miles, of which 8.8 miles are within the corporate limits of Archdale, 6.3 square miles are within the City's Randolph County ETJ, and the majority of the remainder, around 1.5 square miles, is within unincorporated Guilford County.

▼ FIGURE A.1 PLANNING AREA JURISDICTION COMPOSITION



▼ MAP A.1 COMPREHENSIVE PLAN STUDY AREA



- City of Archdale
- Archdale ETJ
- High Point
- Trinity
- Planning Area Boundary
- County Boundary
- Roads



1 Mile

## Comprehensive Plan Process

The planning process began in June of 2019 and concluded with the adoption of the Comprehensive Plan by City Council on December 15, 2020. The project was divided into a background research phase, plan development phase and a plan adoption phase. The process was guided by the City's staff, planning consultant, and a Steering Committee appointed by City Council. As stated in the overview, public engagement was a focus of the process as summarized in the table below and in more detail on the pages that follow.

### PROJECT TIMELINE

KEY MILESTONES	DATE
<b>2019 MILESTONES</b>	
PROJECT INITIATION	JUNE 1
STEERING COMMITTEE MEETING	JUNE 19
BACKGROUND RESEARCH	JUNE - SEPTEMBER
4TH OF JULY OUTREACH EVENT	JULY 4
STEERING COMMITTEE MEETING	JULY 25
STEERING COMMITTEE MEETING	AUGUST 15
PUBLIC KICKOFF MEETING	AUGUST 29
PUBLIC SURVEY	AUGUST 29 - OCTOBER 7
STEERING COMMITTEE MEETING	SEPTEMBER 10
STEERING COMMITTEE MEETING	OCTOBER 17
ECONOMIC DIVERSIFICATION FORUM	NOVEMBER 12
STEERING COMMITTEE MEETING	DECEMBER 10
GROWTH MANAGEMENT WORKSHOP	DECEMBER 10
<b>2020 MILESTONES</b>	
PLACEMAKING WORKSHOP	JANUARY 13 - 16
STEERING COMMITTEE MEETING	FEBRUARY 4
DRAFT PLAN DEVELOPMENT (DELAYED DUE TO COVID-19)	FEBRUARY - OCTOBER
STEERING COMMITTEE MEETINGS - PLAN RECOMMENDATIONS	MAY + JUNE
FINAL STEERING COMMITTEE MEETING	OCTOBER 8
PLANNING BOARD WORKSHOP	NOVEMBER 2
CITY COUNCIL PLANNING COMMITTEE	NOVEMBER 12
PLANNING BOARD HEARING	NOVEMBER 30
CITY COUNCIL HEARING AND ADOPTION	DECEMBER 15

## Comprehensive Plan Steering Committee

The City Council appointed a 10-member steering committee to provide guidance and oversight to City staff and the City's planning consultant throughout the development of the Comprehensive Plan. The Steering Committee represented the residents of Archdale; helping to ensure that the planning process and the resultant goals and strategies were focused on the needs and desires of the community. This, in turn, helped to ensure support for the plan as it was developed. Utilizing the Steering Committee led approach, regular meetings were held throughout the process with City staff and the planning consultant providing information and resources to the committee along the way.

## Community Engagement

At the beginning of the process, a Public Engagement Plan was prepared to guide communication and outreach activities during the development of the Comprehensive Plan. The plan outlined all aspects of how the community was engaged during the process, including the formats of public meetings, the type and manner of public outreach, and other pertinent subjects. In order to keep the community informed and engaged, and to ensure that as much public input was gathered during the planning process as possible, multiple types of outreach were utilized throughout the planning process. The major components included:

- The Plan Archdale website was used to host information on the planning process, provide notice of upcoming meetings and connect the community to other resources. The website can be accessed at [www.PlanArchdale.com](http://www.PlanArchdale.com)
- Social media engagement through the Plan Archdale Facebook account was used in parallel with the website as a means of more actively disseminating information to the community, particularly regarding opportunities to attend public meetings, participate in the community survey, and similar activities.
- Structured listening sessions with representatives of the community.
- Providing press releases to local media outlets to highlight progress on the comprehensive plan and inform the community about upcoming meetings.
- Direct public engagement events, such as the 4th of July Festival at Creekside Park, where the community was given information about the planning process and how to participate.
- A community survey that was used to gather general input from the public on a range of issues affecting the future of the City.
- Public meetings and workshops, including a kickoff meeting at the beginning of the planning process, three community workshops in the middle of the process, and a presentation of the draft plan before it was forwarded to the Planning Board for its final consideration and recommendation.
- Formal public hearings with the Planning Board and City Council as each body considered the draft plan prior to its adoption.

# Plan Archdale



**+100**  
RESPONSES

**My Plan for Archdale**  
July 4, 2019



**+100**  
ATTENDEES

**Small Group**  
**Listening Sessions**  
July 29 - 30, 2019



**+210**  
RESPONSES

**Community Survey**  
August 29 - October 7, 2019



**+55**  
PEOPLE

**Public Kickoff Meeting**  
August 29, 2019

**+65**  
PEOPLE

**Placemaking Workshop**  
January 13 - 16, 2020



**+60**  
PEOPLE



**Economic Diversification Forum**  
November 12, 2019

**+25**  
PEOPLE

**Growth Management Workshop**  
December 10, 2019



## Online/Digital Outreach

A project website was developed along with a social media account for posting the community survey, project updates, presentations, and meeting advertisements throughout the project period. The sites were used as outreach tools intended to convey messages of community interest during the planning process. During the process, the project website received over 1,200 unique views, while Facebook posts received over 15,000 individual impressions (views). In addition, the City's website hosted links to the project website and social media accounts.



[www.planarchdale.com](http://www.planarchdale.com)

Facebook Page



Example Social Media Ad

## 4th of July Outreach Event

The first public outreach event coincided with the City's annual 4th of July Festival at Creekside Park, which included the unveiling of the City's new logo in celebration of the 50th anniversary of its incorporation. A display was setup at the event to engage people who attended the event. Attendees were provided an opportunity to write down their desires for the future of Archdale. Respondents also had the opportunity to have their picture taken at the Plan Archdale display, which were used to promote community involvement and boost interest in the planning process. Over 118 individual responses were collected during the event, and these were used to help inform the creation of the community survey.



## Small Group Listening Sessions

Following the July 4th event, over 100 residents, business owners, elected officials, and other stakeholders were engaged during small group listening sessions from July 29 - July 30, 2019 at City Hall. The listening sessions provided insight into the state of the community as well as a base of information for consideration during the background research phase of the plan. Some of the main points identified during the listening sessions are displayed below.



## Public Kickoff Meeting

The Public Kickoff Meeting was held on August 29, 2019 and was attended by approximately 55 people. Presentations were given on the overall planning process, the initial background research, the community survey, and upcoming events and planning workshops. Meeting participants were provided opportunities for feedback through live polling, expressing their initial thoughts about the process.



## Focus Area Workshops

At the onset of this project, there were three primary focus areas identified by the City from their recently adopted Economic Development Plan: economic diversification, growth management, and placemaking. A series of workshops were held from November 2019 through January 2020 to gather additional feedback and input on each of these areas.

## Economic Diversification Forum

On November 12, 2019, an Economic Diversification Forum was held at City Hall that included a panel of speakers from the Randolph County Economic Development Corporation, the University of North Carolina Greensboro Bryan School of Business, the Piedmont Triad Partnership, Forward High Point, and Greater Raleigh Convention and Visitors Bureau. Each panelist presented a brief discussion of their background and their perception of Archdale's economy. This was followed by a question and answer period in which attendees were able to solicit responses to their questions. There were approximately 60 attendees at this forum.

# You're Invited!

## Plan Archdale

### ECONOMIC DIVERSIFICATION FORUM

**Tuesday, November 12 - 7:00 pm**  
**Archdale City Hall Council Chambers**

Join us for a Conversation about our City's Economic Future

Panelists include Representatives from:

Randolph County Economic Development Corporation

Piedmont Triad Partnership | UNCG Bryan School of Business | Forward High Point

Benchmark Planning + Greater Raleigh CVB

 @PlanArchdale



[www.PlanArchdale.com](http://www.PlanArchdale.com)



## Growth Management Workshop

On December 10, 2019, a Growth Management Workshop was conducted in the training room at City Hall, which was attended by about 25 residents and business owners. The attendees were divided into small groups to discuss future growth scenarios across the entire planning area. Specifically, participants in the meeting were asked to discuss scenarios for a range of land uses, transportation projects and infrastructure improvements.



# Plan Archdale

## GROWTH MANAGEMENT WORKSHOP



A new downtown, new housing, industry, parks, roads and greenways...  
Where will it all go? Join us for an **interactive** workshop where you get to join with your neighbors to help chart the future of our city.

**Tuesday, December 10 - 6:30 pm**  
**Archdale City Hall**



@PlanArchdale



[www.PlanArchdale.com](http://www.PlanArchdale.com)



## Placemaking Workshop

The final public workshop prior to the draft of the comprehensive plan was the Placemaking Workshop, which was held from January 13 - 16, 2020. This three-day design workshop included a discussion of the key elements needed to create a unique sense of place and an interactive review of potential locations for the development of a City center / downtown in Archdale. Meeting attendees participated in live polling and discussion to help identify their preferred location, composition, and aesthetic character of a City center / downtown area in Archdale.





### PLACEMAKING WORKSHOPS

Are you interested in helping the city design a new downtown?  
Do you have ideas about how Main Street should look and function in the future?  
What do you think the city should do to better define its identity?

**Monday - January 13**  
**Tuesday - January 14**  
**Thursday - January 16**

Join us at Archdale City Hall each day:  
Drop-In Workshop Sessions each day from 4 - 6 pm  
Public Meetings each evening beginning at 6:30 pm  
Drop-In Workshop Sessions following the Public Meetings

For more information, visit [Plan Archdale's Facebook Page](#) or our website at: [www.PlanArchdale.com](http://www.PlanArchdale.com)

[www.PlanArchdale.com](http://www.PlanArchdale.com)   [@PlanArchdale](#)



# Community Survey

The Plan Archdale community survey was live online from August 29 through October 7, 2019. Over 200 responses were received from residents, business owners, and other stakeholders. A brief summary of the findings is presented below.

## Respondent Demographics

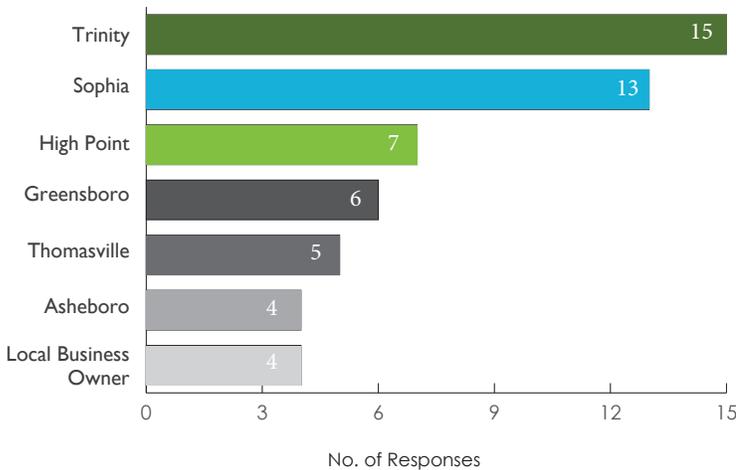
### Who responded to the survey?

▼ TABLE A.1 SURVEY PARTICIPANTS

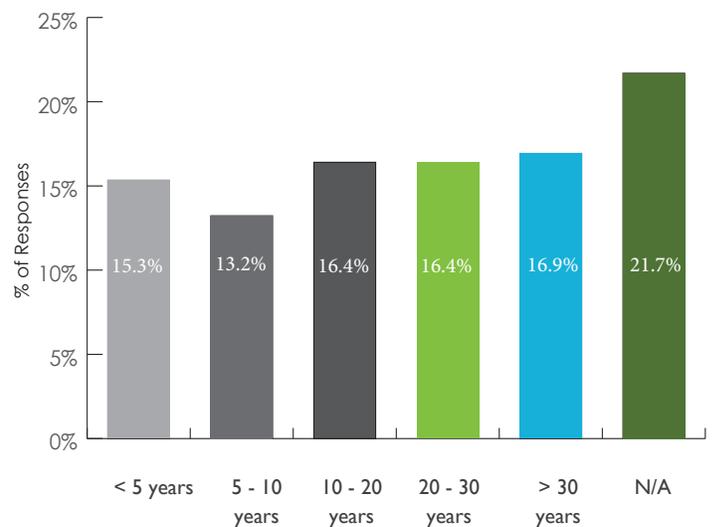
	PERCENT OF RESPONSES*	NUMBER OF RESPONSES*
I live in Archdale	69%	143
I work in Archdale	37%	77
I own property in Archdale	43%	89
I own a business in Archdale	10%	20
Other	12%	24

\*More than one response allowed.

▼ FIGURE A.2 NON-RESIDENT RESPONDENTS

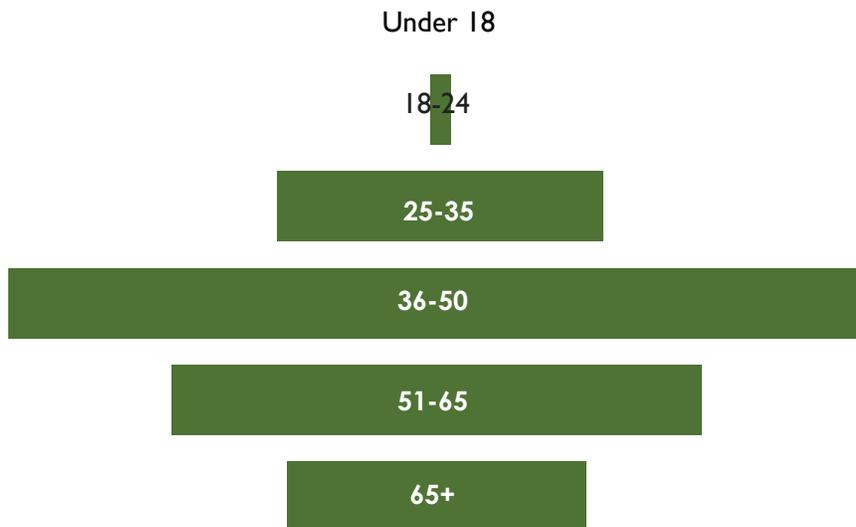


▼ FIGURE A.3 LONGEVITY OF RESIDENCE

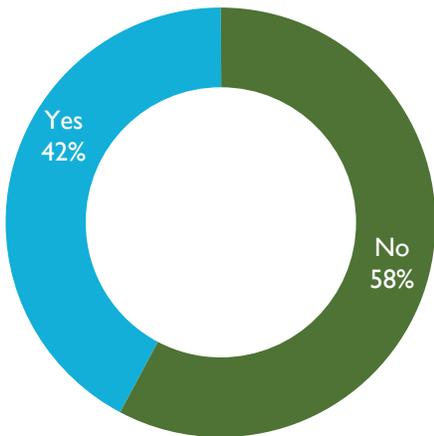


The majority of those who took the survey either live in Archdale (69%) and/or own property in Archdale (43%), with a pretty even division amongst the amount of years respondents have lived in the City. Thirty-seven percent (37%) of respondents work in Archdale as well. Around one-fifth of respondents stated that they live outside of Archdale in Trinity, Sophia, High Point, Greensboro, Thomasville and Asheboro. The length of residence in Archdale that respondents reported (Figure A.2) was fairly evenly divided, including similar rates of response from residents who had lived in the City for less than 5 years and those who had been in the City for more than 30 years.

▼ FIGURE A.4 RESPONDENT AGE DISTRIBUTION



▼ FIGURE A.5 RESPONDENTS EMPLOYED IN ARCHDALE ▼ TABLE A.2 RESPONDENT EMPLOYMENT STATUS



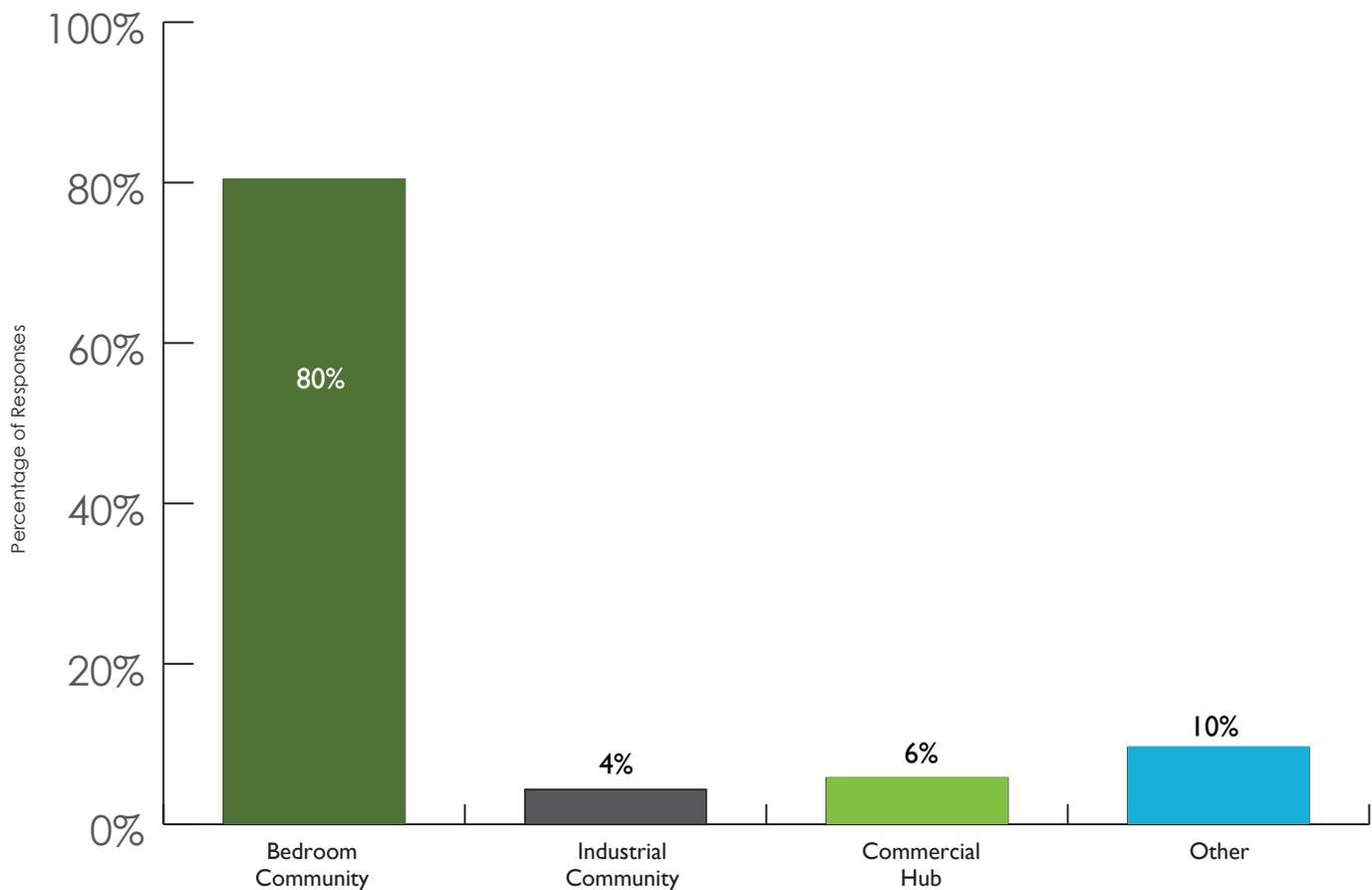
	PERCENT OF RESPONSES
Employed- Private Business	44%
Employed- Government/Public Service	33%
Unemployed	0%
I am a student	0%
Retired	18%
Other	4%

The highest percentages of respondents reported that they were between the ages of 36 and 50. Most of the respondents are employed in private businesses (44%), while around one-third are employed in the government / public service sector. A larger share of the respondents who were employed worked outside of the City.

## Survey Question 1

Which of the following most closely describes your perception of the City of Archdale?

▼ FIGURE A.6 COMMUNITY PERCEPTION



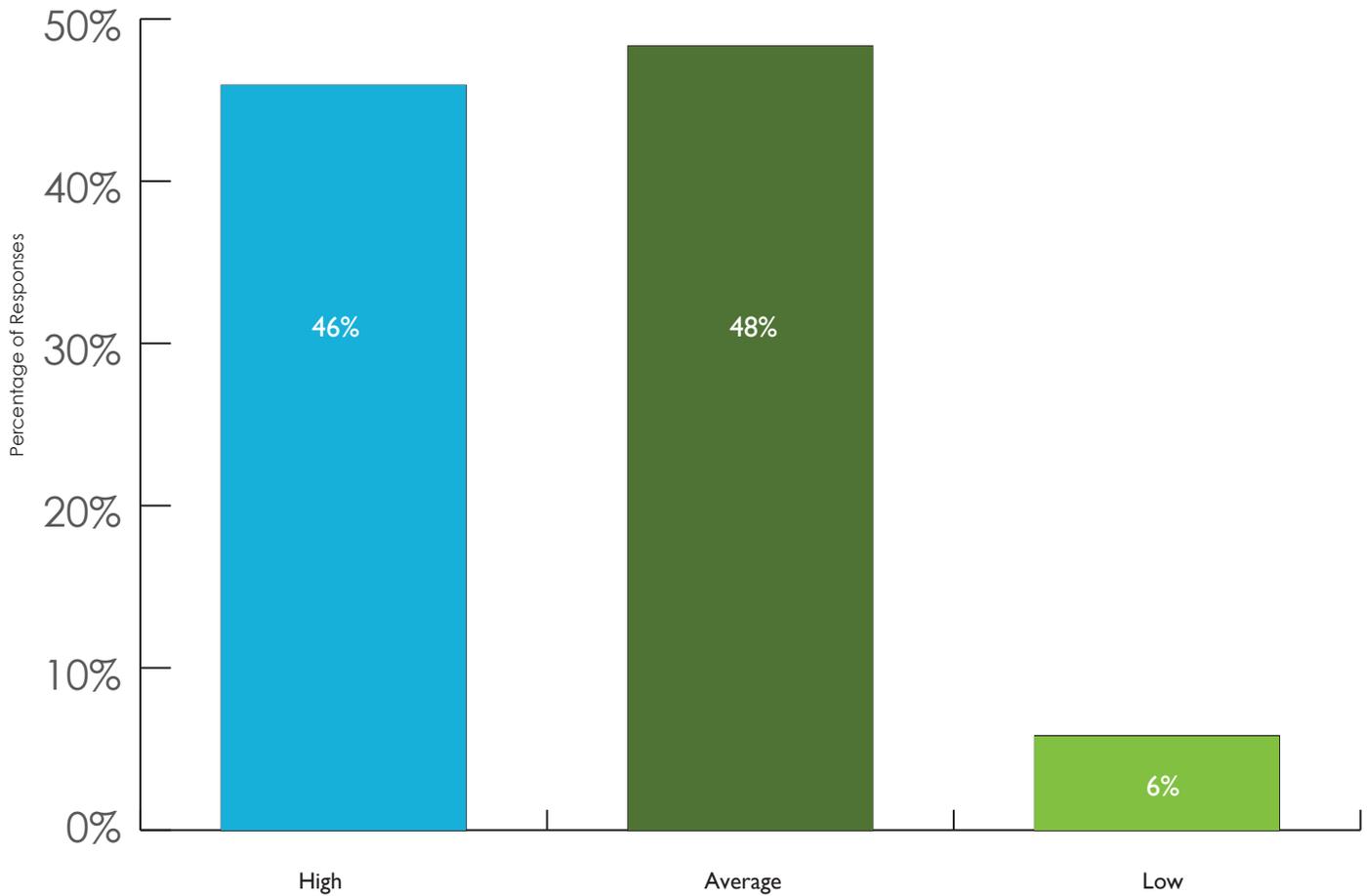
The “other” response is broken out into 20 different responses, which can largely be grouped into the following:

- A safe place to raise a family,
- A mixture of the choices given,
- A small hometown with great people,
- A bedroom community with commercial and work opportunities,
- A depressed town with few decent jobs and numerous missed opportunities, and
- A low income and older population-based town.

## Public Survey - Question 2

How would you rank the quality of life that you experience living in Archdale?

▼ FIGURE A.7 QUALITY OF LIFE

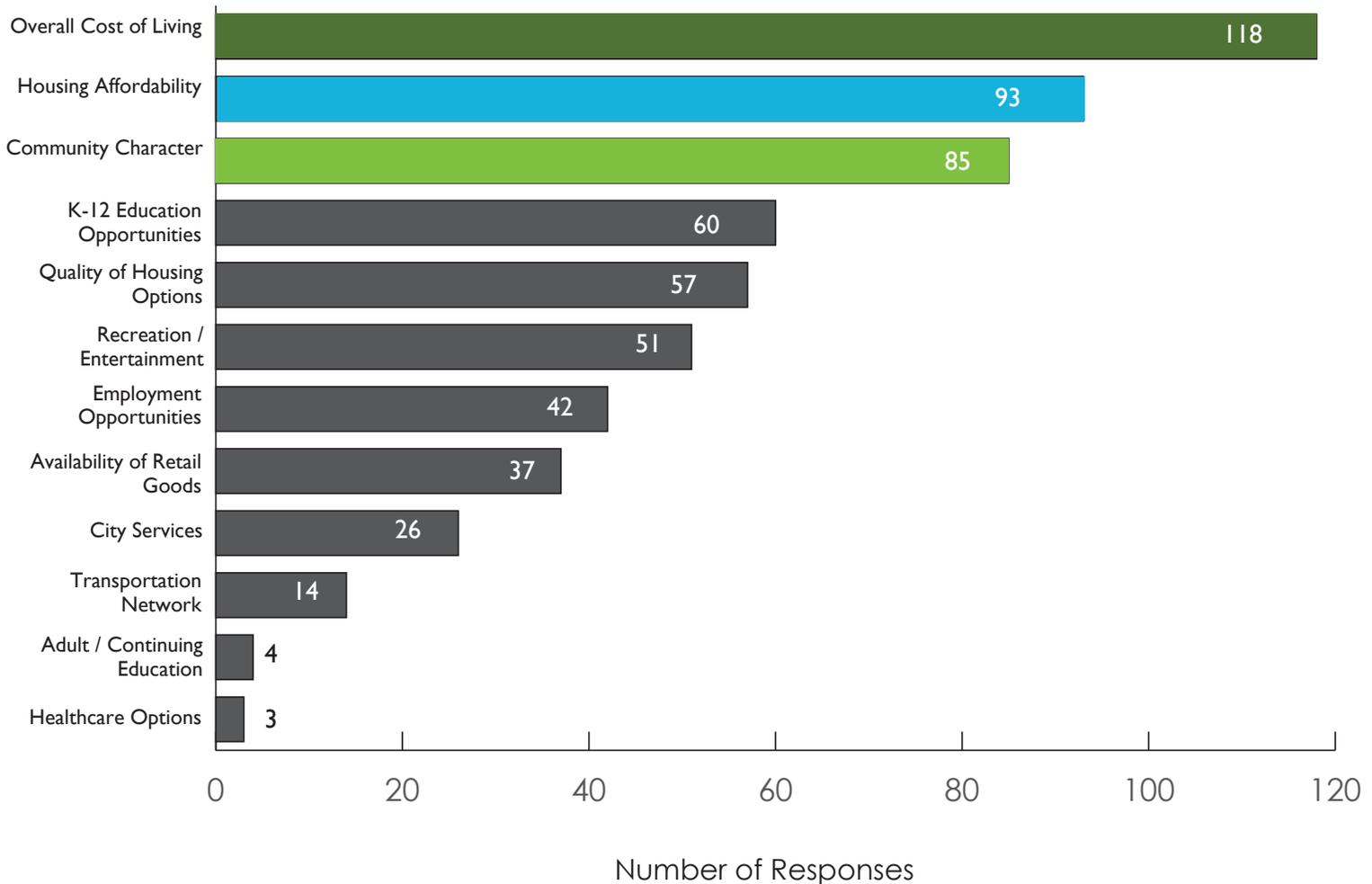


When asked about their perception of the quality of life that they experience living in Archdale, respondents were nearly evenly split in their answers, with 46% reporting that their quality of life was “high” and 48% reporting an “average” quality of life. Only 6% of respondents stated that their quality of life was “low”.

### Survey Question 3

Of the following quality of life factors, which three were the most important to your decision to live in Archdale?

▼ FIGURE A.8 DECISION TO LIVE IN ARCHDALE

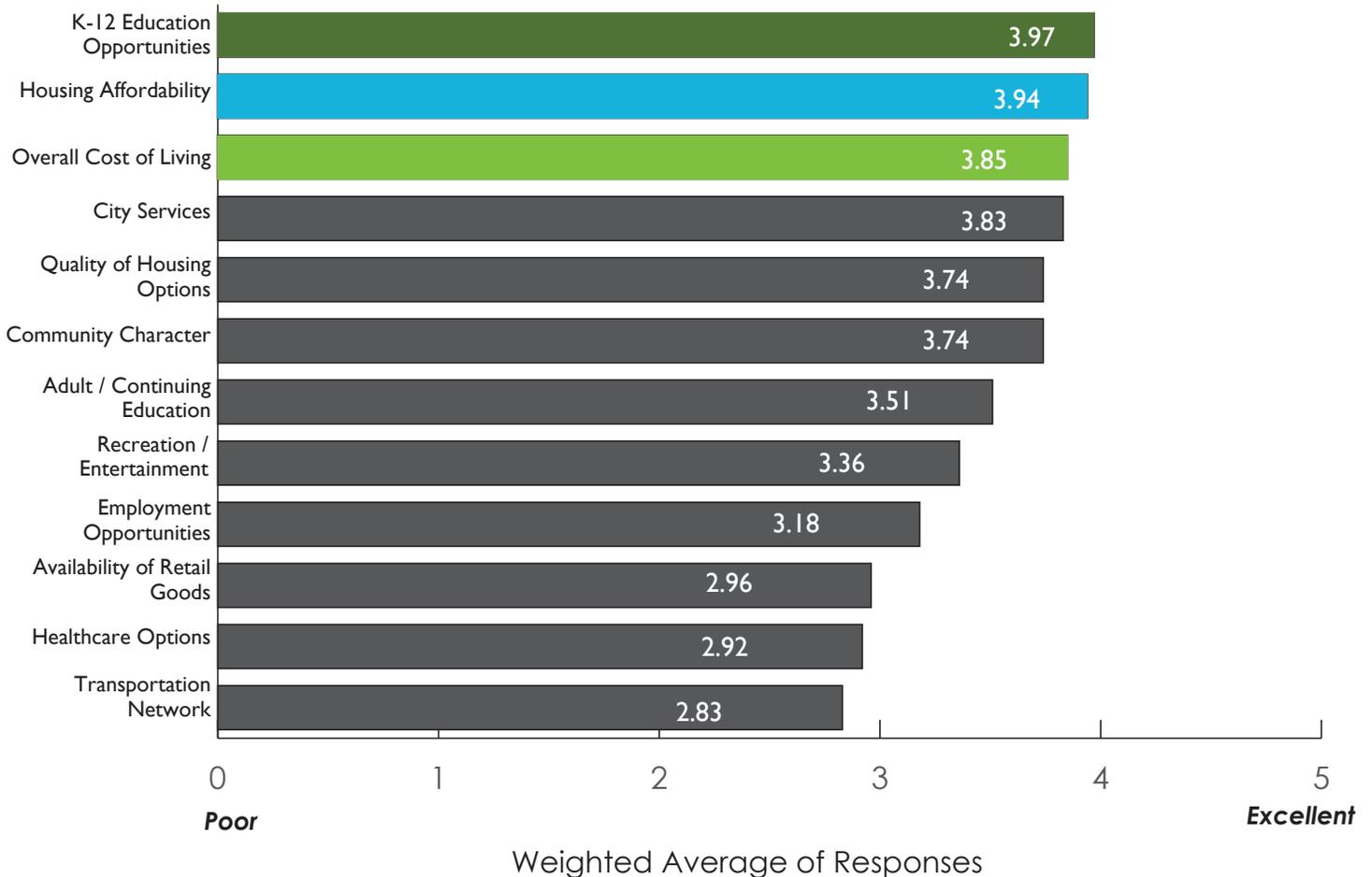


Of the quality of life factors that were important to residents' decision to live in Archdale, the top five scoring responses were the overall Cost of Living (57%), Housing Affordability (45%), Community Character/Appearance (41%), K-12 Education Opportunities (29%), and Quality of Housing Options (28%). With only several responses each, Adult / Continuing Education Opportunities and Healthcare Options scored the lowest – making up less than 2% of the answers.

## Survey Question 4

What is your perception of the following quality of life factors in Archdale? (Rating on a scale from Poor(1) to Excellent (5))

▼ FIGURE A.9 QUALITY OF LIFE FACTORS

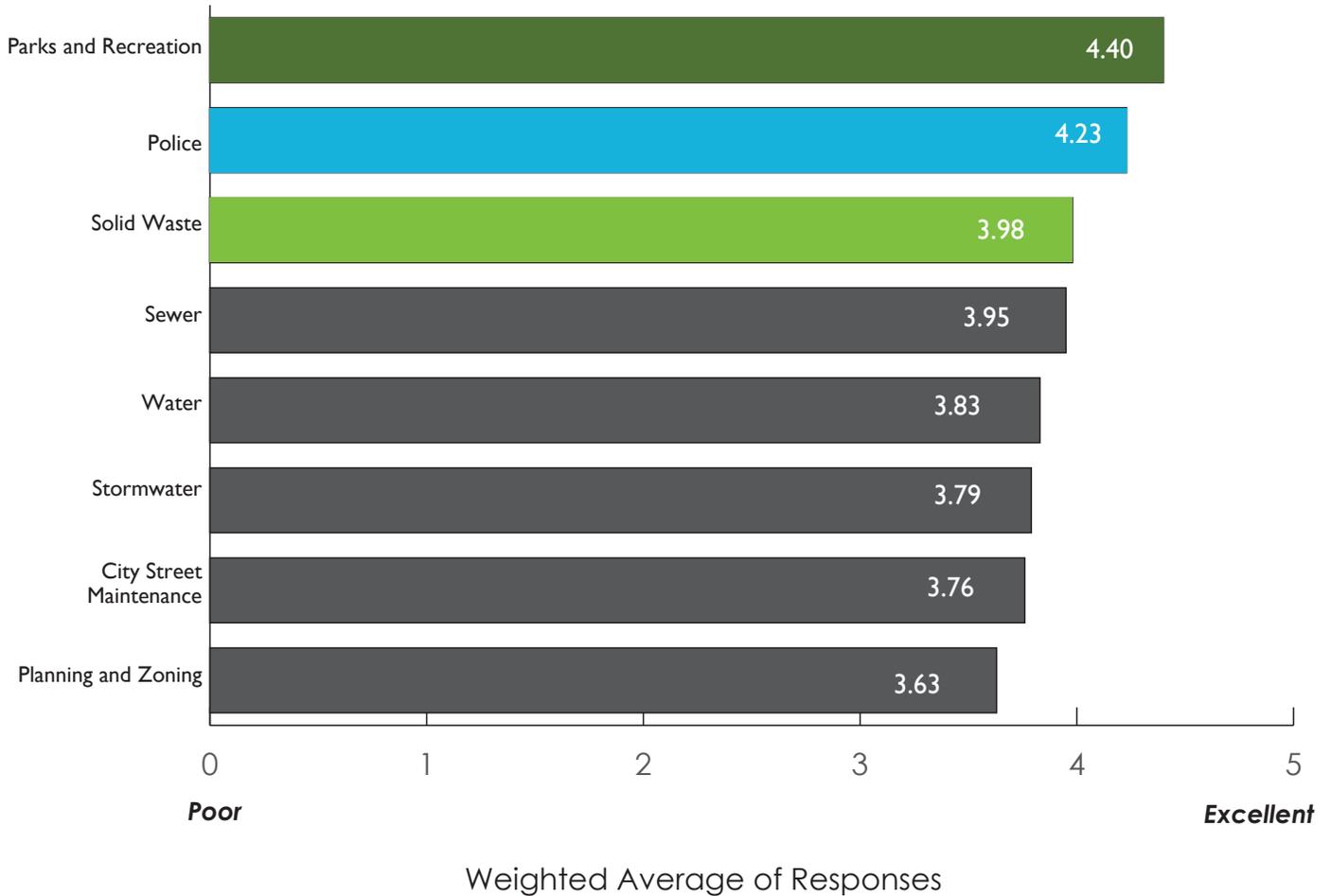


Residents were asked about their perception of a list of quality of life factors. They were asked to rate them with responses from poor, below average, adequate, good, excellent, or no opinion. The following shows the weighted average score associated with the responses for each of the factors, with scores closer to 1 indicating “poor” perception and scores closer to 5 indicating “excellent” perception of the quality of life factor. Based on the results of this question and the previous question, it appears that people tend to choose Archdale for a range of financial reasons, but once here, their satisfaction with local schools helps to keep them in the community.

## Survey Question 5

How would you rate the level and quality of the following City services? (Rating on a scale from Poor(1) to Excellent (5))

▼ FIGURE A.10 QUALITY OF CITY SERVICES



Next, residents were asked to rate the level and quality of City services. These were scored in the same manner as the previous question, with weighted responses closer to 1 indicating “poor” perception of the service and responses closer to 5 indicating “excellent” perception of the service. The overwhelming positive perception of the City’s parks and recreational offerings (as evidenced by the ratings in response to this question) are a consistent theme throughout the survey. It should be noted that the Planning and Zoning responses included the highest number of “no opinion” choices (36), which do not factor into the overall score.

## Survey Question 6

What services (including expansion of existing services) should the City offer to residents and businesses that are not currently offered or available in Archdale?

▼ FIGURE A.11 DESIRED SERVICES

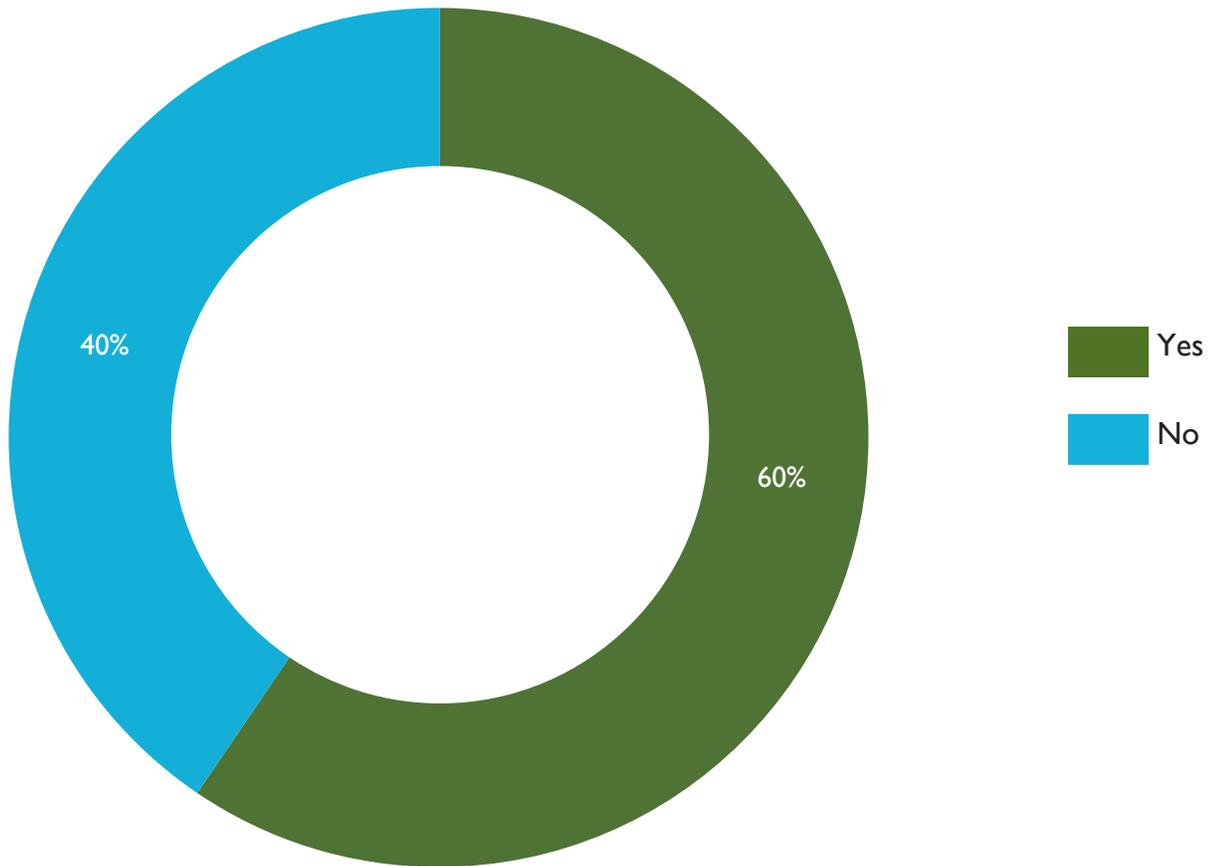


This question offered respondents the opportunity to provide their ideas and suggestions about the types of services the City should offer to residents and businesses that are not currently provided by the City. This cloud is a generalized summary of the 84 responses that were received (responses were not eliminated based on whether the request is a traditional, feasible, or permissible City service).

## Survey Question 7

Would you support an increase in taxes or user fees to pay for adding new services or increasing the level of services that are currently provided?

▼ FIGURE A.12 SUPPORT FOR INCREASE IN TAXES FOR SERVICES

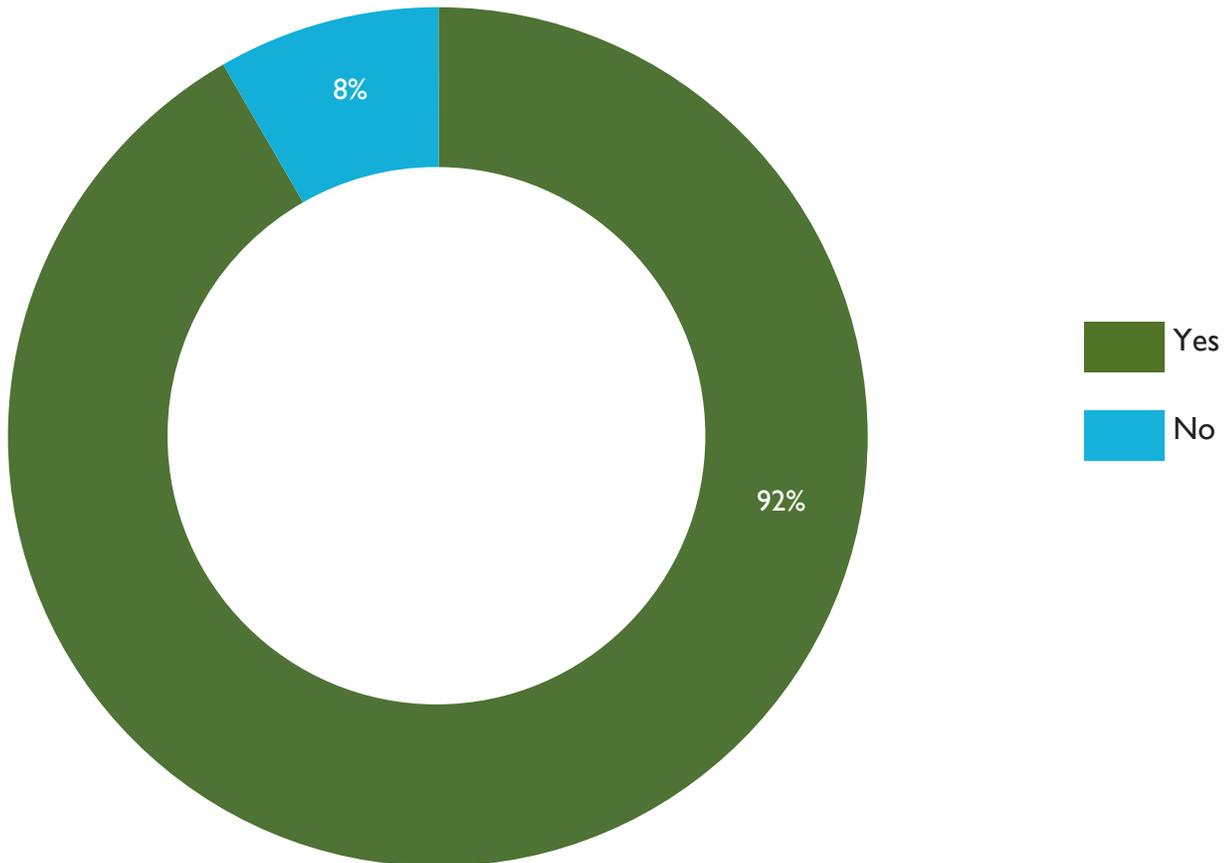


A majority of the respondents (60%) said that they would support an increase in taxes or user fees to pay for adding new services or increasing the level of services currently provided.

## Survey Question 8

Would you support the City taking a lead role in the creation of a “downtown” or similar central civic hub for community gatherings, entertainment, and business?

▼ FIGURE A.13 SUPPORT FOR THE CITY OF ARCHDALE LEADING EFFORTS TO CREATE A NEW DOWNTOWN

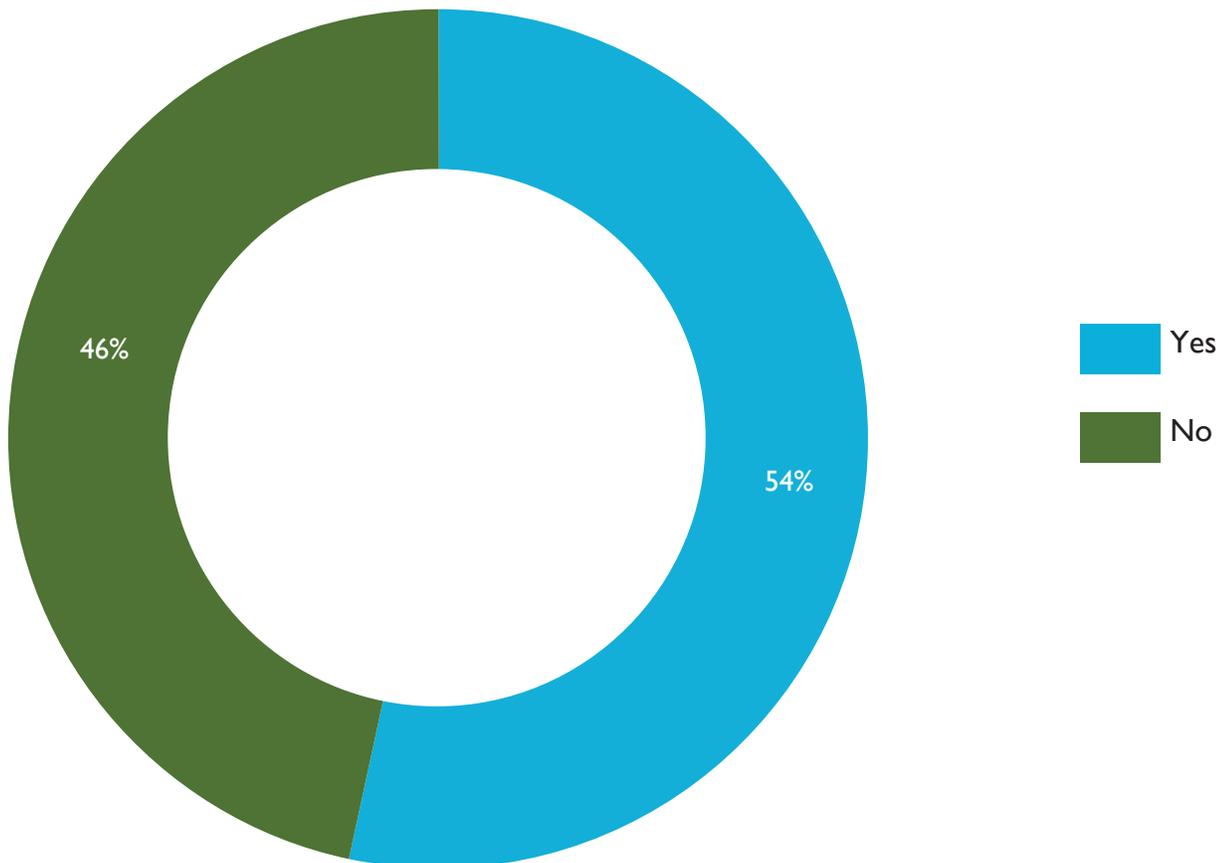


The vast majority (92%) of respondents stated that they would support the City taking a lead role in the creation of a “downtown” or similar central civic hub for community gatherings, entertainment, and business.

## Survey Question 9

*A key element of the 2020 Strategic Plan, which was adopted in 2004, was to create a more cohesive / identifiable community character (sense of place) for the City of Archdale. Do you feel that the City has made progress towards developing a stronger sense of place?*

▼ FIGURE A.14 HAS ARCHDALE MADE PROGRESS TOWARD CREATING A BETTER DEFINED SENSE OF PLACE?

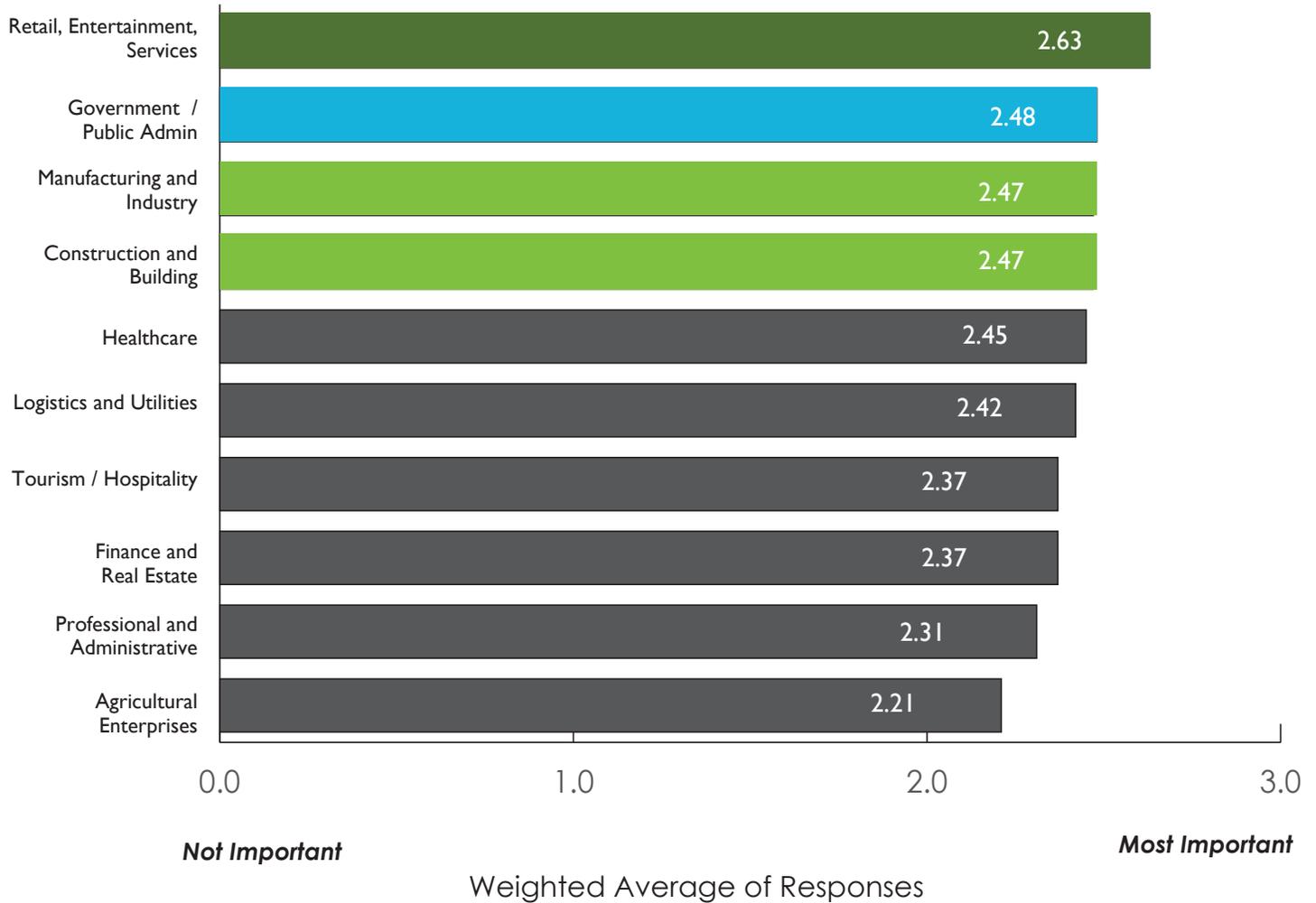


Respondents were asked if the City of Archdale has made progress towards developing a stronger sense of place following the 2020 Strategic Plan. Fifty-four percent (54%) believe the City has improved its sense of place / better defined its character, while 46% stated that it has not.

## Survey Question 10

The City's economic health is dependent on a variety of business and employment sectors. How important do you feel each of the following are to the City's ongoing economic prosperity? (Rating on a scale from 1 (Not Important) to 4 (Most Important))

▼ FIGURE A.15 IMPORTANCE OF BUSINESS AND EMPLOYMENT SECTORS



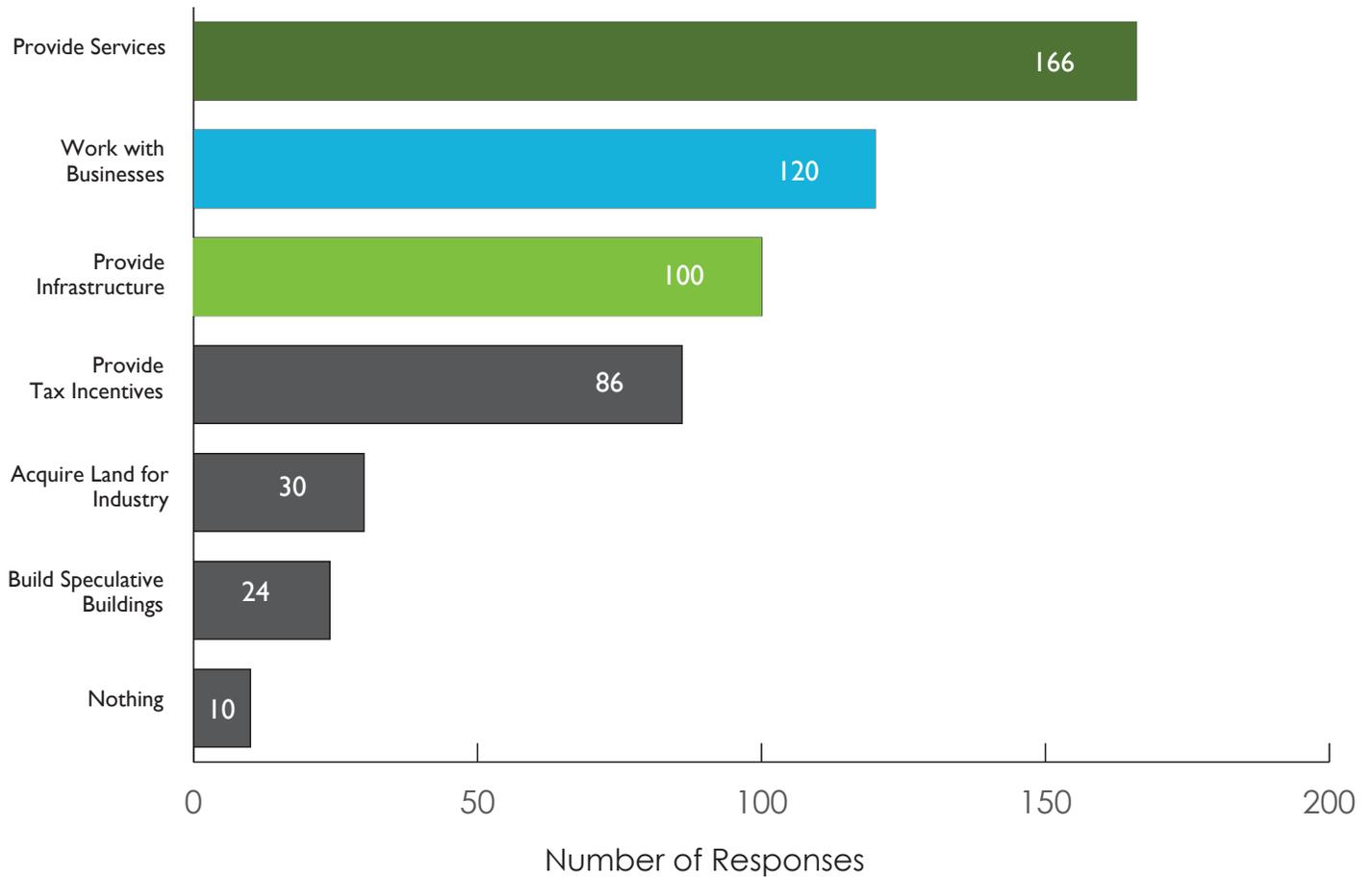
Residents were asked how important they felt a variety of economic / employment sectors and businesses were to the City's ongoing economic prosperity. The respondents were given the choices of not important, somewhat important, and very important, along with a no opinion choice. These responses were weighted on a scale of 1 to 3, with the higher scores indicating a higher perception of the importance of the particular sector.

The generally tight grouping of the responses to this question indicates that no particular sector is perceived as having a significantly greater impact on the local economy by the public.

## Survey Question 11

What should be the City's primary role in supporting economic development efforts to attract new employment opportunities to the City and helping to retain existing employers? (Select all that apply)

▼ FIGURE A.16 CITY'S ROLE IN ECONOMIC DEVELOPMENT



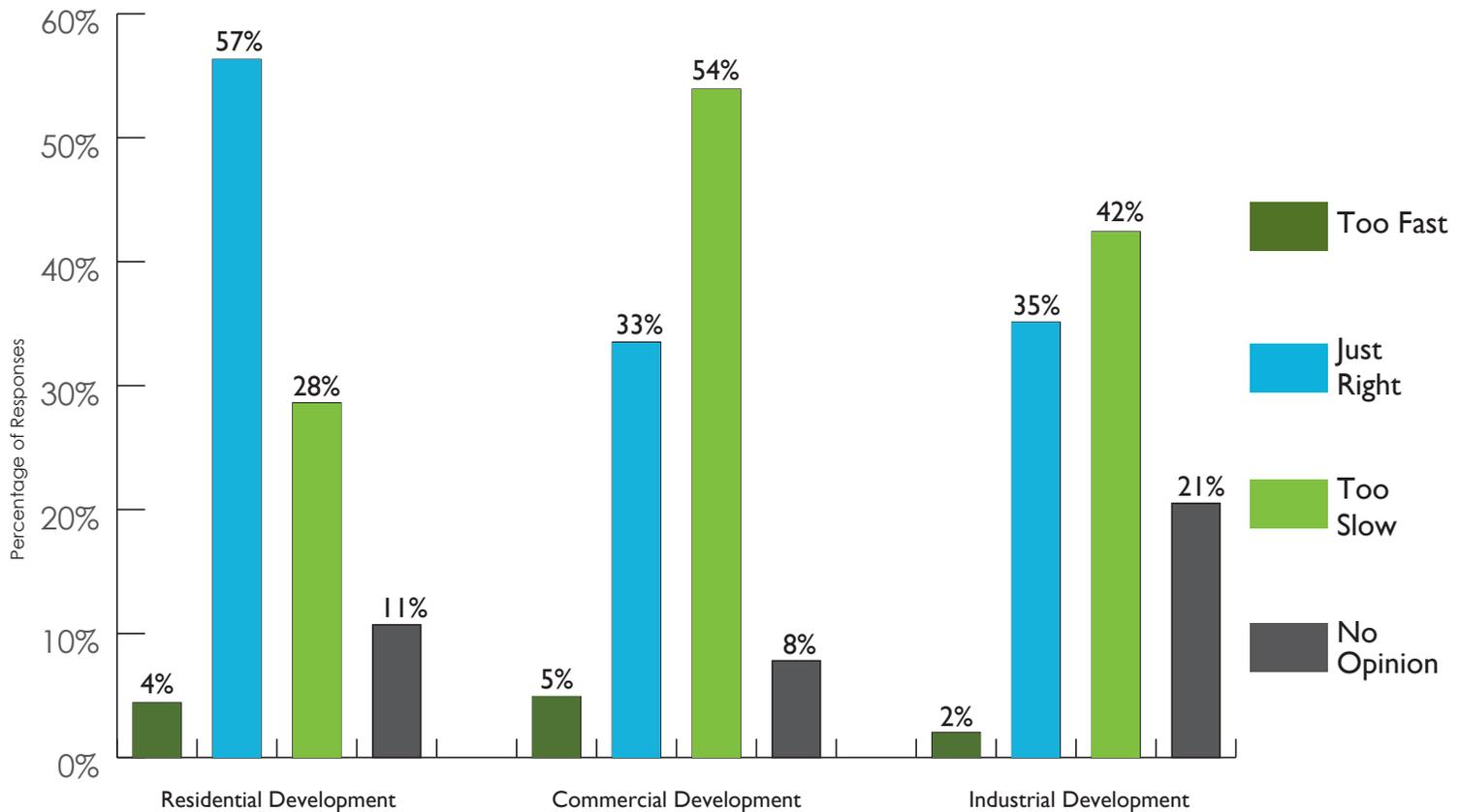
When asked to select from a range of options regarding the appropriate role for the City in supporting economic development efforts, respondents overwhelmingly selected the response: “provide services and make improvements to the City that promote a high quality of life for residents and make the City attractive to new businesses” (79%). This question allowed respondents to select multiple responses since the various policies and actions presented as choices are not exclusive of each other. The other response that received significant support (57%) encourages the City to work with businesses to identify and obtain state job investment, building reuse, and infrastructure grants. The option to provide infrastructure improvements (48%) and provide tax incentives (41%) were highly ranked as well. This question also presented a choice of “do nothing.” This response received only 5% of the overall number of votes, which indicates an overall desire in the community for the City to take positive actions in support of economic development.



## Survey Question 13

How would you characterize your perception of the pace of development in Archdale in recent years with regard to the following?

▼ FIGURE A.18 PERCEIVED RATE OF DEVELOPMENT

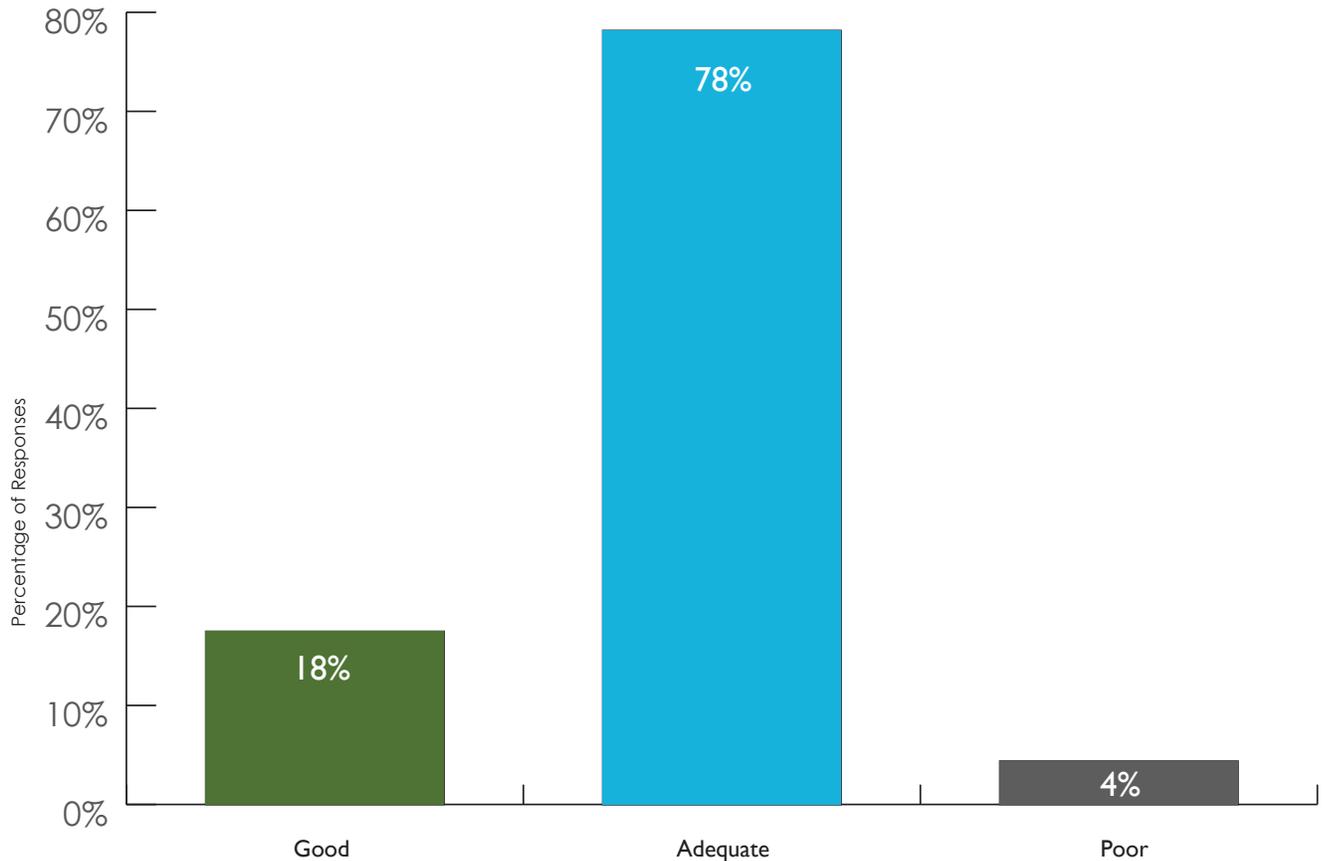


Residents were asked to rate how they felt about the pace of development in Archdale in recent years. They were asked about residential, commercial, and industrial development in terms of being too fast, just right, too slow, or no opinion. The weighted scores associated with the responses indicated that most respondents felt that the pace of residential development in the City was occurring at the right pace, but that, generally, the pace of new commercial and industrial development had been too slow in recent years.

## Survey Question 14

Which of the following best describes your perception of the City's vehicular transportation network?

▼ FIGURE A.19 PERCEPTION OF TRANSPORTATION NETWORK

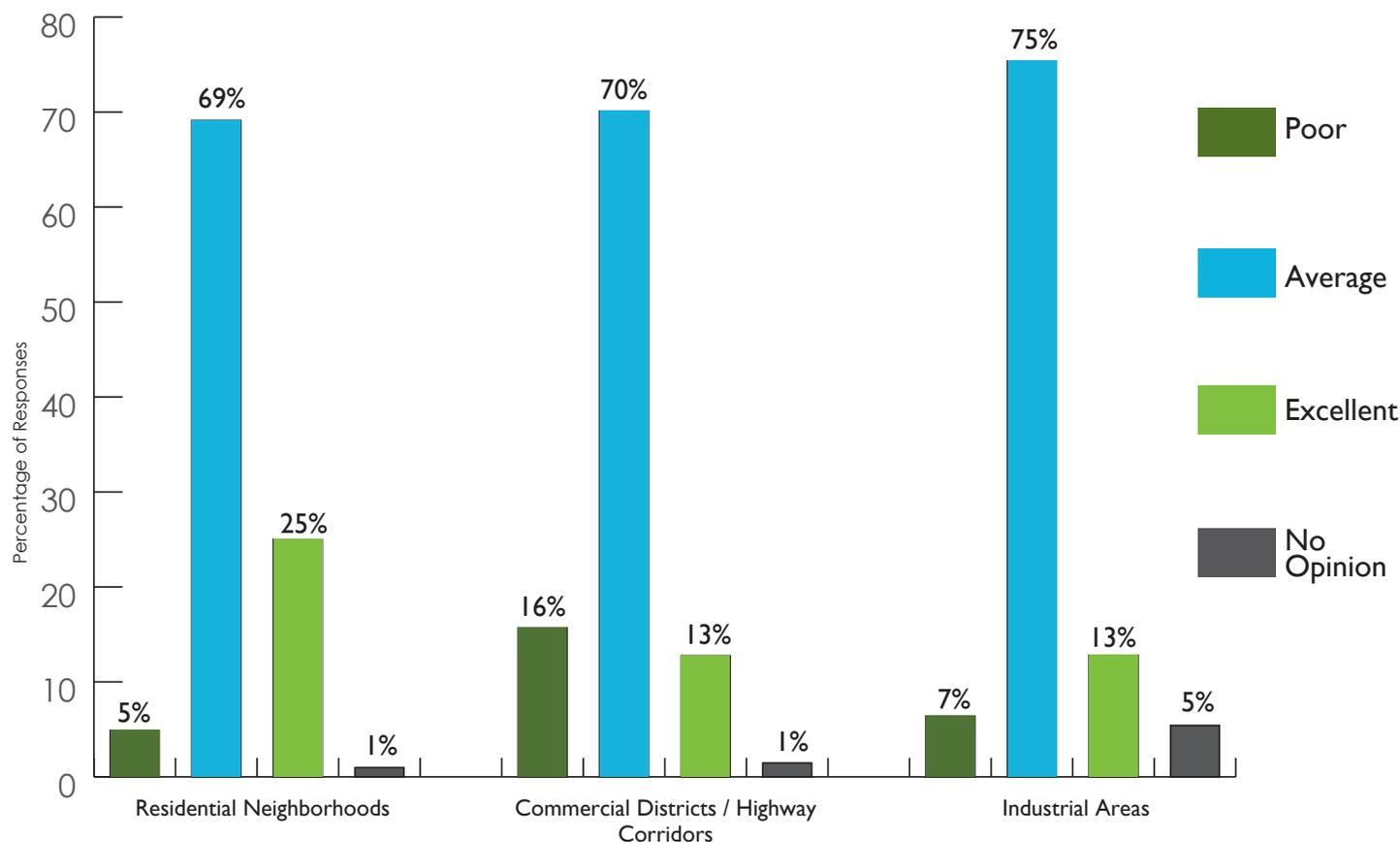


When asked about their perception of the City's vehicular transportation network, respondents felt that "it is adequate for current traffic levels, but may need improvement if the City grows" (78%). This was followed by 18% percent of respondents stating that "it works very well – no problems getting around the City." From the standpoint of functionality, it appears that the City has the backbone of a network that serves residents and businesses well. This was an interesting result given that the transportation network was ranked the lowest of the quality of life factors.

## Survey Question 15

What is your perception about the aesthetic (visual) appearance and quality of development in the following general areas of the City?

▼ FIGURE A.20 PERCEPTION OF AESTHETIC APPEARANCE



Residents were asked what their perception of the visual appearance and quality of development is for several generalized areas of the City, with available responses of poor, average, excellent, or no opinion. The most common response for each of the areas was "average." Ratings of "poor" were infrequently given for residential and industrial areas, while "poor" ratings outnumbered "excellent" ratings for commercial districts. Although somewhat tightly clustered around an average rating (with a 1 indicating "poor" and a 3 indicating "excellent") the weighted average scores reveal that residential areas have the highest perception of quality, while the commercial areas have the lowest perception of quality. Of particular note, the responses to the perception of the aesthetic appearance of the City's commercial areas received around three times as many answers of "poor" as did the residential and industrial areas.

## Survey Question 16

The Comprehensive Plan will establish a vision for the growth and development of Archdale over the next twenty years. Please describe your vision for what the City of Archdale will be in the year 2040. What should change? What should stay the same?

▼ FIGURE A.21 VISION COMPONENTS



This question offered respondents the opportunity to provide their ideas and suggestions about the types of services the City should offer to residents and businesses that are not currently provided by the City. This cloud is a generalized summary of the 84 responses that were received (responses were not eliminated based on whether the request is a traditional, feasible, or permissible City service).

## **Adopted Plan Analysis**

At the onset of this project, a number of plans created by and for the City of Archdale were reviewed in order to determine the extent their goals, policies, and recommendations align and their degree of implementation. The following details the findings of this review by each relevant plan and is followed by a table detailing each of the analyzed plans' recommendations.

### **2020 Strategic Plan (2004)**

The 2020 Strategic Plan includes Goals, Sub-Goals, and one Recommendation. For the purposes of this review, we considered the Goals and the Recommendation to result in seven total items. However, each of the six Goals correlate with four to nine sub-goals, resulting in a total of 30 Sub-Goals. Of the recommendations included in this analysis, two (29%) have been completed, four (57%) are in progress, and no action has been taken on 1 (14%).

One of the goals, to increase access to residential amenities, as well as the recommendation to establish an implementation team are the two items that have been completed. Those goals that are in progress include balancing the economy by increasing retail and employment opportunities, developing a stronger sense of place, enhancing educational opportunities, and increasing the array of public and private services to address health and safety needs. A number of the related sub-goals, such as developing a downtown, creating a town square with a historical monument, and developing a new civic center have yet to be realized. The only goal that has not been initiated is the goal to improve residents' quality of life by focusing on aesthetics. This goal has related sub-goals such as carrying out streetscape improvements, creating a gateway into Archdale, developing a street tree plan, and creating a master plan for Highways 62 and 85.

### **Land Use Plan (2006)**

The Land Use Plan included Desired Outcomes (divided into six geographic locations - Northdale, Southdale, Eastdale, Westdale, Eastern Growth Area, Southern Growth Area), as well as Recommended Site-Specific Improvements. The Desired Outcomes are generally broad, including recommendations such as expanding sewer or promoting commercial development, and have all been considered in this review. The Recommended Site-Specific Improvements were condensed into four broader categories: Road Improvements (23 Recommendations), New Interchanges (two Recommendations), Traffic Circles (two Recommendations), and Traffic Lights (16 Recommendations). In sum, we considered 23 recommendations in this analysis. Of these, two (9%) have been completed, six (26%) are in progress, and 15 (65%) have yet to be started.

All of the Site-Specific Improvements are considered to be "In Progress," as at least one of the projects from each sub-category have begun. More precisely, 26% of the Recommended Road Improvements have been initiated or completed, such as the completion of the US 311 Bypass / I-74 and planning for improvements around the NC-62 / I-85 interchange. Furthermore, 27% of the Traffic Light Recommendations have been initiated.

As the Land Use Plan's Recommendations are generally broader than the other plans that were reviewed, it is harder to compare which of these correspond with recommendations from other plans. However, recommendations from the Land Use Plan align (on at least one item) with the NC 62 Corridor Access Plan, the Weant Road Feasibility Study, the 2020 Strategic Plan, the Comprehensive Parks and Recreation Plan, and the Street Network Plan.

### ***Street Network Plan (2006 Land Use Plan Sub-Plan)***

The Street Network Plan includes a list of site-specific recommendations which are divided into the following categories: Major Thoroughfare Improvements (5 projects), Minor Thoroughfare and Local Street Improvements (13 projects), Proposed Traffic Controls (15 projects), and Street Intersection and Interchange Improvements (14 projects). In reviewing this plan, these categories were divided into the four overarching categories, of which at least some projects have been initiated. Therefore, all of this plan is considered 'in progress.' However, a more specific status can be determined based on the number of projects in each category that have either been initiated or completed. As of today, 19% of the major thoroughfare improvements have been initiated or completed, 60% of the minor thoroughfare improvements have begun or been completed, 15% of the proposed traffic control projects have been initiated or completed, and 64% of the street intersection and interchange improvements have been initiated or completed. All of these types of improvements align with the Land Use Plan, while the intersection and interchange recommendations coincide with the Weant Road Feasibility Study, the NC 62 Corridor Access Plan, and the Pedestrian and Trails Master Plan.

### ***Pedestrian Network Plan (2006 Land Use Plan Sub-Plan)***

The Pedestrian Network Plan has two general recommendations: construct 25 additional miles of sidewalk and create 13 additional miles of greenways. Since this plan's approval, the City has begun to increase both the miles of sidewalks and greenways. According to staff, approximately two additional miles of sidewalks (plus infill and new streets), as well as two new miles of greenways have been constructed since this approval. Generally, the recommendation to construct sidewalks and greenways coincides with recommendations from the Safe Routes to School Plan, the Pedestrian Trails Master Plan, and the Street Network Plan. While this remains a component of the 2006 Land Use Plan, it has been replaced for most practical purposes by the recently adopted 2018 Pedestrian and Trails Master Plan.

### ***NC 62 Corridor Access Plan (2009)***

The NC 62 Corridor Access Plan included seven general action items that were to be completed following its adoption in 2010. As of today, four of these items (57%) have been completed and one item has not been started. The widening of NC 62 is currently in the planning, design, and environmental (PD&E) study phase with NCDOT. There are two action items, specifically requiring all development to provide stub-out streets and applying these recommendations to the development review process, that are currently in progress. Generally, all of these action items align with the Weant Road Feasibility Study and two of them coincide with the 2020 Strategic Plan and the Safe Routes to School Plan.

### **Weant Road Feasibility Study (2010)**

The Weant Road Feasibility Study identified four action items that were recommended to be completed beginning in 2011. Today, two (50%) have been completed with two (50%) in progress. The Weant Road realignment is in the early design phase, with the development of construction plans and implementation still in progress. All of the action items have at least been initiated and align with the NC 62 Corridor Access Plan. One action item also overlaps the Safe Routes to School Plan.

### **Safe Routes to School Plan (2011)**

The Safe Routes to School Plan had a number of recommendations in various forms. Explicitly, it included a 'Program Recommendations' section, which comprised 16 Strategies and 11 Policies; 10 General Engineering Recommendations; 28 Site Specific Engineering Recommendations; and Individual School Policy Recommendations. In order to reduce repetition and consolidate this review, we considered the 11 Policy Recommendations and the 10 General Engineering Recommendations. Of these 21 items, seven (33%) have been completed, six (29%) are in progress, and eight (38%) are not yet initiated. Generally, the recommendations found in this plan align with the Pedestrian Trails Master Plan, the Street Network Plan, and the Comprehensive Parks and Recreation Plan. Additionally, some recommendations match the 2020 Strategic Plan and the Economic Development Plan.

### **Comprehensive Parks and Recreation Plan (2016)**

The Comprehensive Parks and Recreation Plan consists of a Staff Vision, Goals, Objectives, Proposed Parks and Improvements, and a Specific Plan Implementation Schedule. To consolidate this review, we included the Goals, as well as a combined version of the Proposed Parks and Improvements and the Plan Implementation Schedule. Of the fourteen recommendations considered, six (43%) have been completed, six (43%) are in progress, and two (14%) have not been started. Essentially, all of the Goals have been completed, two of the Generalized Proposed Parks and Improvements have not been completed, and the remainder of the Generalized Proposed Parks and Improvements are in progress. Some of the recommendations from this plan correspond with those from the Economic Development Plan and the 2020 Strategic Plan.

### **Pedestrian and Trails Master Plan (2018)**

The Pedestrian and Trails Master Plan included a number of recommendations which were divided into Overarching Recommendations, Project Specific Recommendations, Priority Projects, Priority Policy and Regulation Action Steps, and Strategies from Development Ordinance Review. In order to consolidate this analysis, we have combined the specific recommendations, as well as those that overlap one another. This review was reduced to 29 total recommendations. Of these, five (17%) have been completed, 11 (38%) are in progress, and no action has been taken on 13 (45%). The majority of those which have been completed are involved in the implementation process, as well as strategies that have been employed for some time, such as designing trails that follow stream corridors. Generally, the recommendations contained in this plan correspond with the recommendations of the Safe

Routes to School Plan, the Comprehensive Parks and Recreation Plan, the Street Network Plan, and the Pedestrian Network Plan.

### ***Economic Development Plan (2018)***

The Economic Development Plan is divided into three Strategy Areas: Economic Diversification, Growth Management, and Sense of Place. These Strategy Areas are further parsed into Goals, Objectives, and Actions. Each of the three broad strategies has one goal, with each goal then having two objectives and between two and four action steps. Additionally, the plan includes a set of recommendations for implementation. Of the plan's recommendations, one has been completed, one is in progress, and six have not been initiated. The only item that has been completed is the presentation of the plan to the City Council, while the strategy of diversifying the economy is underway (partly through the Comprehensive Plan). It should be noted that the items reviewed from this plan were generally broad, over-arching strategies that will be long-term undertakings. In large part, these recommendations correspond closely to those outlined in the Land Use Plan, the 2020 Strategic Plan, the Comprehensive Parks and Recreation Plan, and the Safe Routes to School Plan.

### ***Implementation and Alignment Analysis***

The tables presented on the following pages present a summary of the findings regarding the degree to which the City's plans align with each other and the degree to which each has been implemented. Generally speaking, the plans have similar goals, objectives, and recommendations, while touching on a broad range of topics. As the table shows, some plans have been implemented to a higher degree than others, including some where few of the recommended implementation steps have been initiated. The goal of the Comprehensive Plan is to integrate the most important aspects of these previously adopted plans into a more seamless set of policy and strategy recommendations that carries over and aligns the work that has been completed to-date.

TABLE A.3 - ADOPTED PLAN ANALYSIS

PLAN TITLE	GOAL, POLICY, OR RECOMMENDATION	PLANS THAT ALIGN	STATUS
<b>2020 STRATEGIC PLAN</b>	Balance the economy, provide more retail and employment opportunities.	Economic Development Plan, Land Use Plan	IN PROGRESS
	Develop a stronger sense of place.	Economic Development Plan, Comp. Parks and Recreation Plan	IN PROGRESS
	Enhance educational opportunities.	Economic Development Plan, Comp. Parks and Recreation Plan	IN PROGRESS
	Improve residents' quality of life by focusing on aesthetics.	Economic Development Plan, NC 62 Corridor Access Plan	NO ACTION
	Increase access to recreational amenities.	Economic Development Plan, Comp. Parks and Recreation Plan	COMPLETE
	Increase array of public and private services available to address health and safety needs.	Economic Development Plan, Comp. Parks and Recreation Plan, Land Use Plan	IN PROGRESS
	Establish an implementation team.	Safe Routes to School Plan, Economic Development Plan	COMPLETE
<b>LAND USE PLAN</b>	NC 62 / I-85 interchange will be primary growth area.		NO ACTION
	Denser residential development adjacent to NC 62 / I-85 area.		NO ACTION
	Work with High Point to develop interchange.	NC 62 Corridor Access Plan	NO ACTION
	Realign, connect, and add streets	Weant Road Feasibility Study, NC 62 Corridor Access Plan	IN PROGRESS
	Develop Farlow Farms as a Traditional Neighborhood Development	2020 Strategic Plan	NO ACTION
	Focus future development on connectivity	Comp. Parks and Recreation Plan, 2020 Strategic Plan	NO ACTION
	Utilize cluster development.		IN PROGRESS
	Install cross streets for mixed-use development between Freeman Place and Plummer Drive.		NO ACTION
	Create a true downtown area.		NO ACTION
	Develop English Farm in a dense manner, sensitive to environment.		NO ACTION (EXCEPT YMCA)
	Complete the extension of water and sewer to this area.		IN PROGRESS
	Develop this area almost exclusively for residential.		NO ACTION
	Encourage dense development, cluster, and TNDs.		NO ACTION
	Protect the natural environment.		NO ACTION
	Extend Huff Road and Magnolia Lane to Suits Road.	Comp. Parks and Recreation Plan, 2020 Strategic Plan	NO ACTION
	Develop two strategic areas for industrial uses.		NO ACTION
	Construct US 311 Bypass (I-74).	Street Network Plan	COMPLETE
	Extend water and sewer to Tom Hill Road.		COMPLETE
	Develop small businesses area along Tom Hill Road and Archdale Road.		NO ACTION

TABLE A.3 - ADOPTED PLAN ANALYSIS

PLAN TITLE	GOAL, POLICY, OR RECOMMENDATION	PLANS THAT ALIGN	STATUS
<b>LAND USE PLAN</b>	Recommended Road Improvements.	Street Network Plan	IN PROGRESS
	New Interchanges	Street Network Plan	IN PROGRESS
	Traffic Circles		IN PROGRESS
	Traffic Lights	Street Network Plan	IN PROGRESS
	Major thoroughfare improvements	Land Use Plan	IN PROGRESS
	Minor thoroughfare and local street improvements	Land Use Plan	IN PROGRESS
<b>STREET NETWORK PLAN</b>	Proposed traffic control	Land Use Plan	IN PROGRESS
	Recommended street intersection and interchange	Weant Road Feasibility Study, NC 62 Corridor Access Plan, Land Use Plan, Pedestrian Trails Master Plan	IN PROGRESS
<b>PEDESTRIAN NETWORK PLAN</b>	Additional 25 miles of sidewalk	Safe Routes to School Plan, Pedestrian Trails Master Plan, Street Network Plan	IN PROGRESS
	Additional 13 miles of greenways	Safe Routes to School Plan, Pedestrian Trails Master Plan, Street Network Plan	IN PROGRESS
	Use future collector street network as a tool to review proposed development.	2020 Strategic Plan	COMPLETE
	Consider adopting policies and dedicating funding to construct traffic calming.	Pedestrian Trails Master Plan, Safe Routes to School Plan	NO ACTION
	Require all new development provide connections or stub-out streets.		IN PROGRESS
	Adopt the Plan.	Weant Road Feasibility Study	COMPLETE
	Perform feasibility study for Weant Road alignment.	Weant Road Feasibility Study	COMPLETE
	Apply recommendations of this plan during development review process.	Weant Road Feasibility Study, Safe Routes to School Plan	IN PROGRESS
<b>NC 62 CORRIDOR ACCESS PLAN</b>	Work with NCDOT to secure funding and implementation.	Weant Road Feasibility Study	COMPLETE
	Adopt findings of the study.	NC 62 Corridor Access Plan, Safe Routes to School	COMPLETE
	Integrate findings into the HPMPO LRTP.	NC 62 Corridor Access Plan	COMPLETE
	Develop construction design plans.	NC 62 Corridor Access Plan	IN PROGRESS
	Work with NCDOT to secure funding and implementation.	NC 62 Corridor Access Plan	IN PROGRESS
	Complete Streets	Pedestrian Trails Master Plan	IN PROGRESS
	Neighborhood Traffic Calming	Pedestrian Trails Master Plan, NC 62 Corridor Access Plan	COMPLETE
	School Zones		NO ACTION
<b>SAFE ROUTES TO SCHOOL PLAN</b>	Sidewalks	Pedestrian Trails Master Plan, Street Network Plan, Comp. Parks and Recreation Plan, Pedestrian Network Plan	IN PROGRESS

TABLE A.3 - ADOPTED PLAN ANALYSIS

PLAN TITLE	GOAL, POLICY, OR RECOMMENDATION	PLANS THAT ALIGN	STATUS	
<b>SAFE ROUTES TO SCHOOL PLAN</b>	ADA Compliance	Pedestrian Trails Master Plan, Street Network Plan, Comp. Parks and Recreation Plan	NO ACTION	
	Bicycle Facilities	Pedestrian Trails Master Plan, Street Network Plan, Comp. Parks and Recreation Plan	NO ACTION	
	Shared-Use / Multi-Use Pathways	Pedestrian Trails Master Plan	IN PROGRESS	
	Intersections	Street Network Plan	NO ACTION	
	Install sidewalks / greenways connecting residences and schools.	Pedestrian Trails Master Plan, Street Network Plan, Comp. Parks and Recreation Plan	IN PROGRESS	
	Review signage and pavement markings in school zones		COMPLETE	
	City Council Approval.		COMPLETE	
	Adopt as part of Pedestrian Network Plan.		COMPLETE	
	Establish committee to oversee plan.		COMPLETE	
	Identify funding sources and projects.		COMPLETE	
	Identify stakeholders.		COMPLETE	
	Maintain and expand SRTS team.	2020 Strategic Plan, Economic Development Plan	NO ACTION	
	Identify SRTS coordinators.	2020 Strategic Plan, Economic Development Plan	IN PROGRESS	
	Maintain and expand partnerships.	2020 Strategic Plan, Economic Development Plan	NO ACTION	
	Monitor and evaluate.		NO ACTION	
	<b>COMPREHENSIVE PARKS AND RECREATION PLAN</b>	Develop complete streets design manual.	Pedestrian Trails Master Plan	IN PROGRESS
		Coordinate events and programs.		NO ACTION
		Provide safe and accessible park facility for all residents.	Economic Development Plan	COMPLETE
Provide diverse recreational opportunities.			COMPLETE	
Employ organization evaluation.			COMPLETE	
Maintain fiscal responsibility.			COMPLETE	
Foster collaboration, coordination, and partnerships.		2020 Strategic Plan, Economic Development Plan	COMPLETE	
Increase awareness and use of parks.		2020 Strategic Plan, Economic Development Plan	COMPLETE	
Provide more neighborhood and pocket parks.			NO ACTION	
Provide downtown park.			NO ACTION	
Fund improvements to Creekside Park.			IN PROGRESS	
Proposed new facilities.		2020 Strategic Plan	IN PROGRESS	
Improve existing facilities.		IN PROGRESS		

TABLE A.3 - ADOPTED PLAN ANALYSIS

PLAN TITLE	GOAL, POLICY, OR RECOMMENDATION	PLANS THAT ALIGN	STATUS
<b>COMPREHENSIVE PARKS AND RECREATION PLAN</b>	Short term implementation.	2020 Strategic Plan	IN PROGRESS
	Mid term implementation.		IN PROGRESS
	Long term implementation.		IN PROGRESS
<b>PEDESTRIAN AND TRAILS MASTER PLAN</b>	Update Pedestrian Network Plan.		COMPLETE
	Consider during Comprehensive Plan Update.		IN PROGRESS
	Update development regulations and engineering standards.	Street Network Plan, Pedestrian Network Plan, NC 62 Corridor Access Plan	IN PROGRESS
	Develop policy to consider plan.		IN PROGRESS
	Adopt a vision zero strategy.		NO ACTION
	Update land use and development codes.		NO ACTION
	Rethink parking requirements.		NO ACTION
	New mobility.		NO ACTION
	Create safe walkways and bikeways in construction zones.		NO ACTION
	Establish speed reduction policies.	Safe Routes to School Plan	COMPLETE
	Adopt complete streets policy.	Safe Routes to School Plan	IN PROGRESS
	Sidewalk management	Safe Routes to School Plan, Street Network Plan, Pedestrian Network Plan	NO ACTION
	Identify pedestrian projects.	Safe Routes to School Plan, Street Network Plan, Pedestrian Network Plan	COMPLETE
	Identify priorities.		COMPLETE
	Design streets for all ages.	Safe Routes to School Plan, Street Network Plan, Pedestrian Network Plan	NO ACTION
	Yield Roadway Recommendations	Safe Routes to School Plan, Street Network Plan	NO ACTION
	Midblock Crossings	Safe Routes to School Plan, Comp. Parks and Recreation Plan	NO ACTION
	Intersection Improvement Recommendations	Safe Routes to School Plan, Street Network Plan	IN PROGRESS
	Flexible design	Safe Routes to School Plan, Street Network Plan, Pedestrian Network Plan	IN PROGRESS
	Placemaking	Safe Routes to School Plan, Street Network Plan, Pedestrian Network Plan	NO ACTION
	Environmental Sustainability	Safe Routes to School Plan, Street Network Plan, Pedestrian Network Plan	IN PROGRESS
Multimodal design	Safe Routes to School Plan, Street Network Plan, Pedestrian Network Plan	NO ACTION	

TABLE A.3 - ADOPTED PLAN ANALYSIS

PLAN TITLE	GOAL, POLICY, OR RECOMMENDATION	PLANS THAT ALIGN	STATUS
<b>PEDESTRIAN AND TRAILS MASTER PLAN</b>	Incrementalism	Safe Routes to School Plan, Street Network Plan, Pedestrian Network Plan	IN PROGRESS
	Compactness	Safe Routes to School Plan, Street Network Plan, Pedestrian Network Plan	NO ACTION
	Connect to destinations	Safe Routes to School Plan, Street Network Plan, Pedestrian Network Plan	IN PROGRESS
	Use existing publicly owned land	Safe Routes to School Plan, Street Network Plan, Pedestrian Network Plan	NO ACTION
	Increase pedestrian access	Safe Routes to School Plan, Pedestrian Network Plan	IN PROGRESS
	Follow stream corridors	Safe Routes to School Plan, Pedestrian Network Plan	COMPLETE
	Share use path recommendations	Safe Routes to School Plan, Pedestrian Network Plan	IN PROGRESS
<b>ECONOMIC DEVELOPMENT PLAN</b>	Encourage a diverse variety of businesses.	Land Use Plan, 2020 Strategic Plan, Comp. Parks and Recreation Plan	IN PROGRESS
	Capitalize on opportunities presented by new development.	Land Use Plan, 2020 Strategic Plan, Comp. Parks and Recreation Plan	NO ACTION
	Create inviting community area.	Comp. Parks and Recreation Plan	NO ACTION
	Present plan to City Council.		COMPLETE
	Create Implementation Team.	Safe Routes to School Plan, 2020 Strategic Plan	NO ACTION
	Identify implementation partnerships.	2020 Strategic Plan, Comp. Parks and Recreation Plan	NO ACTION
	Implement Plan.		NO ACTION
	Evaluate Plan bi-annually.		NO ACTION



# Our City



CITY OF ARCHDALE

# SECTION B: OUR CITY

## Overview

This section of the plan provides a greater context for how the City is performing across a wide variety of data points and indicators. For example, the Our City section begins with an examination of how the City compares with its peer communities in terms of livability as defined by the AARP Public Policy Institute. This section also outlines factors that will influence the future direction of the City such as demographic, educational, economic and housing trends. This section concludes with an inventory and analysis of a range of elements that are important to the City's future including; natural resources, public services, parks and recreation, transportation, and land use. All of these components, when evaluated together, provide a comprehensive base of information to help plan the future of the City.

## AARP Livability Index

The AARP Public Policy Institute created a Livability Index for assessing the degree to which communities meet objective livability standards in seven primary categories: Housing, Neighborhoods, Transportation, Environment, Health, Engagement, and Opportunity. This tool can be used to measure how the combination of policies and the built environment create a livable and inclusive community for residents of all ages, abilities, and backgrounds. The Livability Index is an objective indicator of which aspects of a community are doing well and areas where a community can seek to improve its rating, and thus improve its overall livability. For these reasons, the results of the analysis of each of the livability factors will help to inform and guide policy recommendations for the Comprehensive Plan.

▼ FIGURE B.1 AARP LIVABILITY FACTORS

## Livability Factors



**HOUSING**



**NEIGHBORHOOD**



**TRANSPORTATION**



**ENVIRONMENT**



**HEALTH**



**ENGAGEMENT**



**OPPORTUNITY**

## Comparison Communities - Livability Index

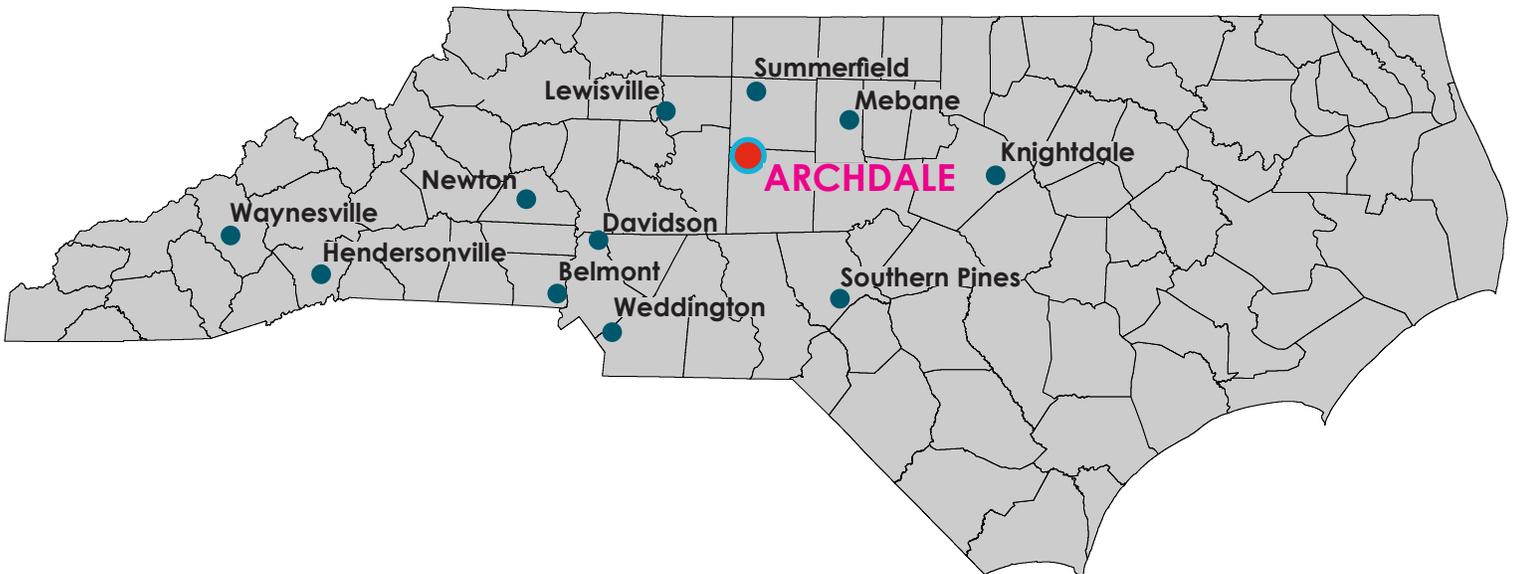
During the planning process, Archdale was compared to neighboring communities along the I-85 corridor (Trinity, Thomasville, High Point, Jamestown, and Greensboro) in the Piedmont Triad, as well as to other communities across the state as a whole. The comparison of other communities across the state helped identify high scoring places of similar size that can be looked to for ideas about how to improve local ratings. The high-scoring communities that were used as benchmarks for this analysis are shown below in Map B.1.

The Piedmont Triad region is generally considered to have “average livability” with a regional average of 51 (on a 1-100 scale) in the overall livability category. Archdale’s overall livability rating of 48 is comparable, albeit slightly lower, than the regional average. Notably, Archdale’s score in the “opportunity” category is the highest among the other cities in the region and compares favorably to peer communities across the state. The City’s rankings in the engagement and housing categories were also above average. The lowest ranked categories were environment, health, and transportation. While the City’s score in the neighborhoods category, which measures the accessibility of grocery stores, parks, and similar amenities, was slightly below average, it was found to be comparable to other cities in the region.

It should be noted that there are underlying issues with the national-scale data sets used in developing the Livability Index that may have varying impacts on communities’ scores (such as missing data). These issues will typically affect most communities equally, especially when comparing communities within a state or sub-region of a single state, and so they tend to be mitigated by having the same positive or negative impact on the scores of geographic peers.

The following pages explain each category and demonstrate how Archdale ranks against its regional neighbors and statewide peer communities.

▼ MAP B.1 NORTH CAROLINA PEER COMMUNITIES

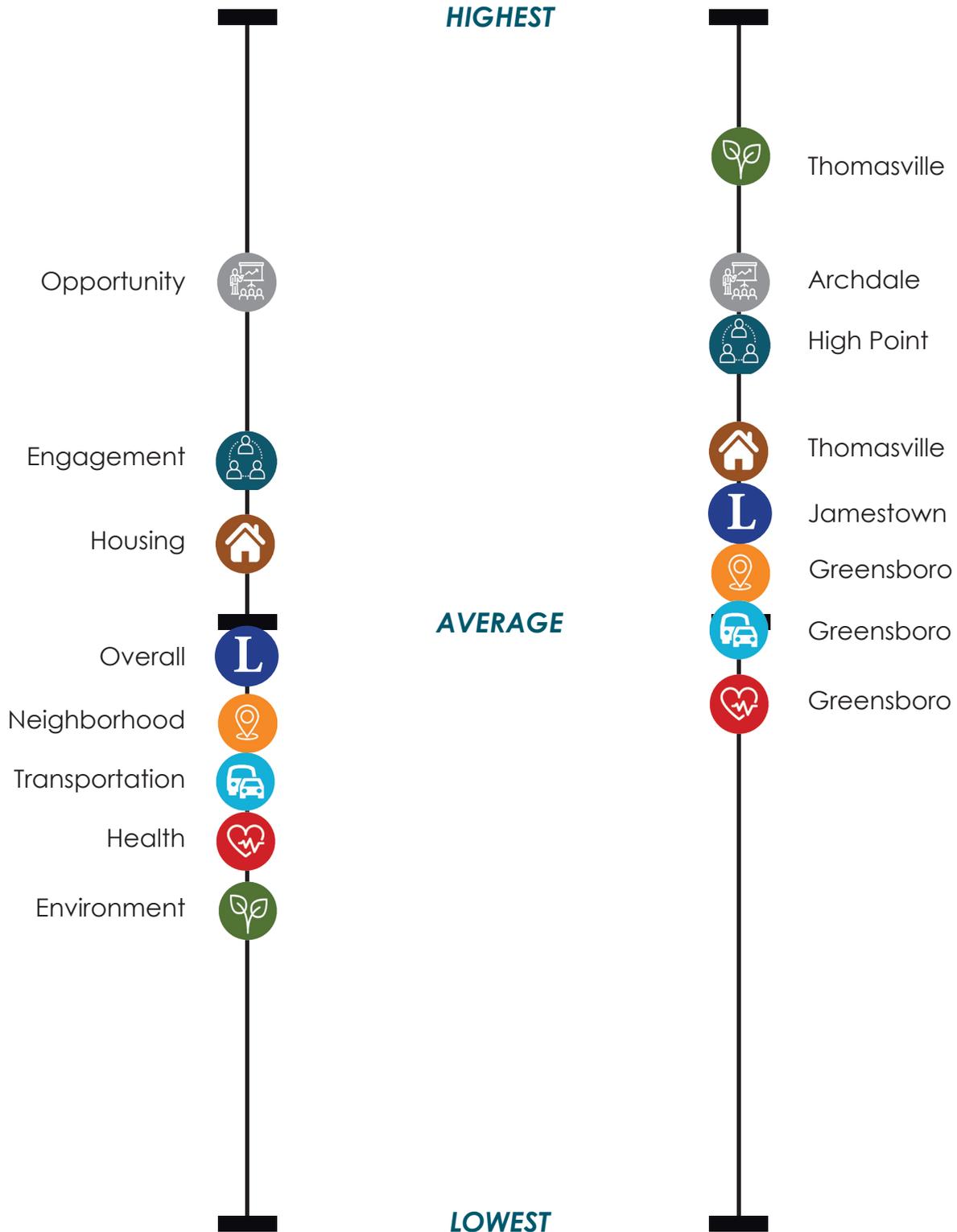


▼ FIGURE B.2 AARP LIVABILITY INDEX SCORES

# AARP LIVABILITY INDEX

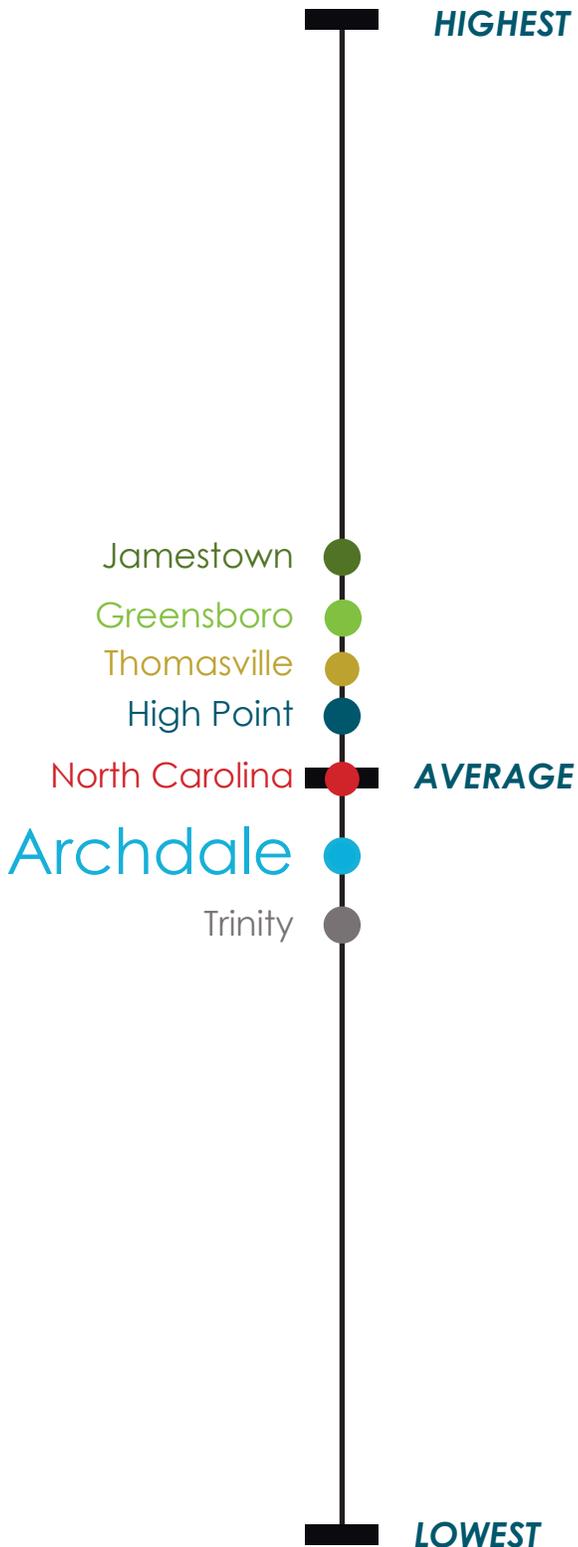
## Archdale's Scores

## Top Regional Scores

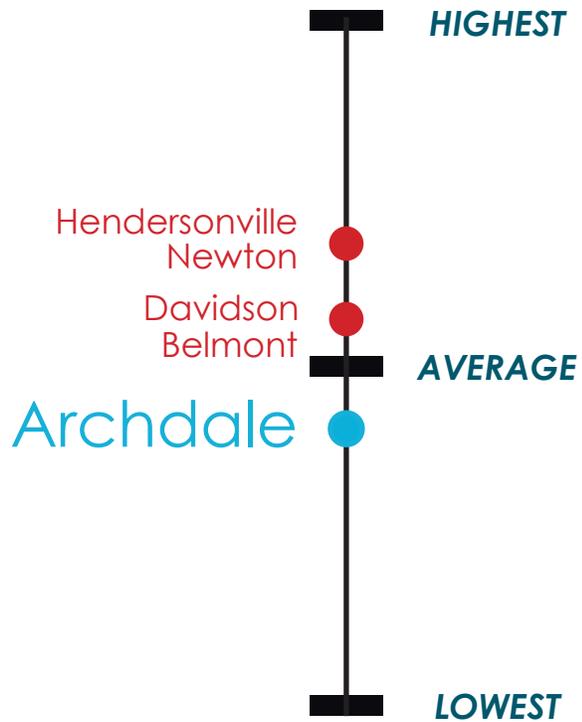


# L OVERALL LIVABILITY

▼ FIGURE B.3 REGIONAL COMPARISON



▼ FIGURE B.4 HIGH SCORING PEER CITIES



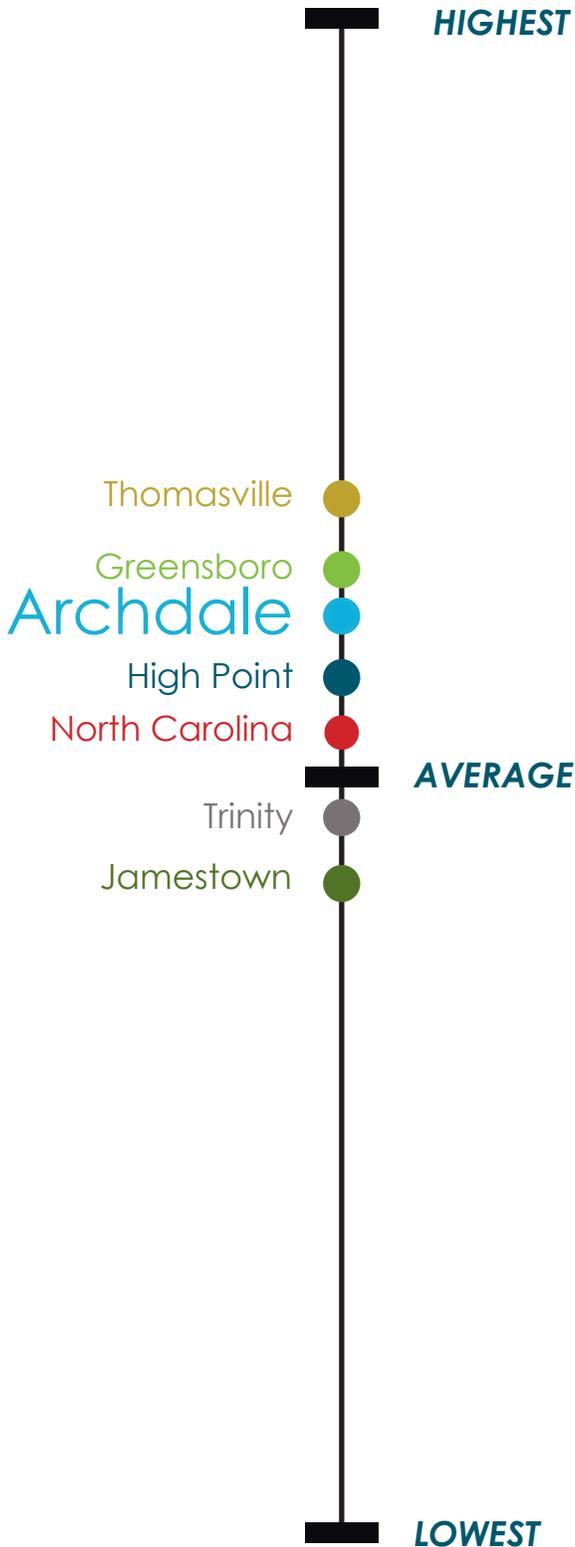
## Overall Livability

The graphic on the left identifies how Archdale scores in overall livability in comparison with other cities in the region. While Archdale's overall score is higher than Trinity's, it is below the other cities' overall scores. In order to provide context on the overall standing of the state, North Carolina's score is included in the rankings, and the highest scoring comparable cities in the state are shown in the graph above. Comparable cities to Archdale were identified as those in the state which have populations between 10,000 and 16,000 residents.

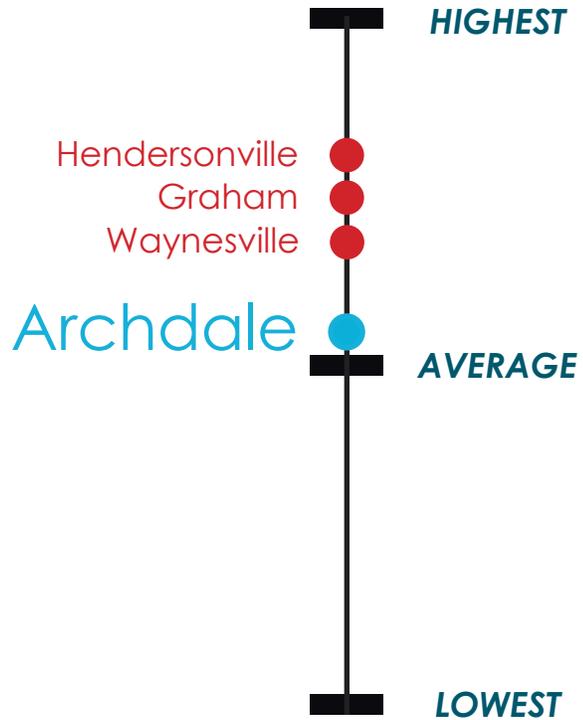


# HOUSING

▼ FIGURE B.5 REGIONAL COMPARISON



▼ FIGURE B.6 HIGH SCORING PEER CITIES



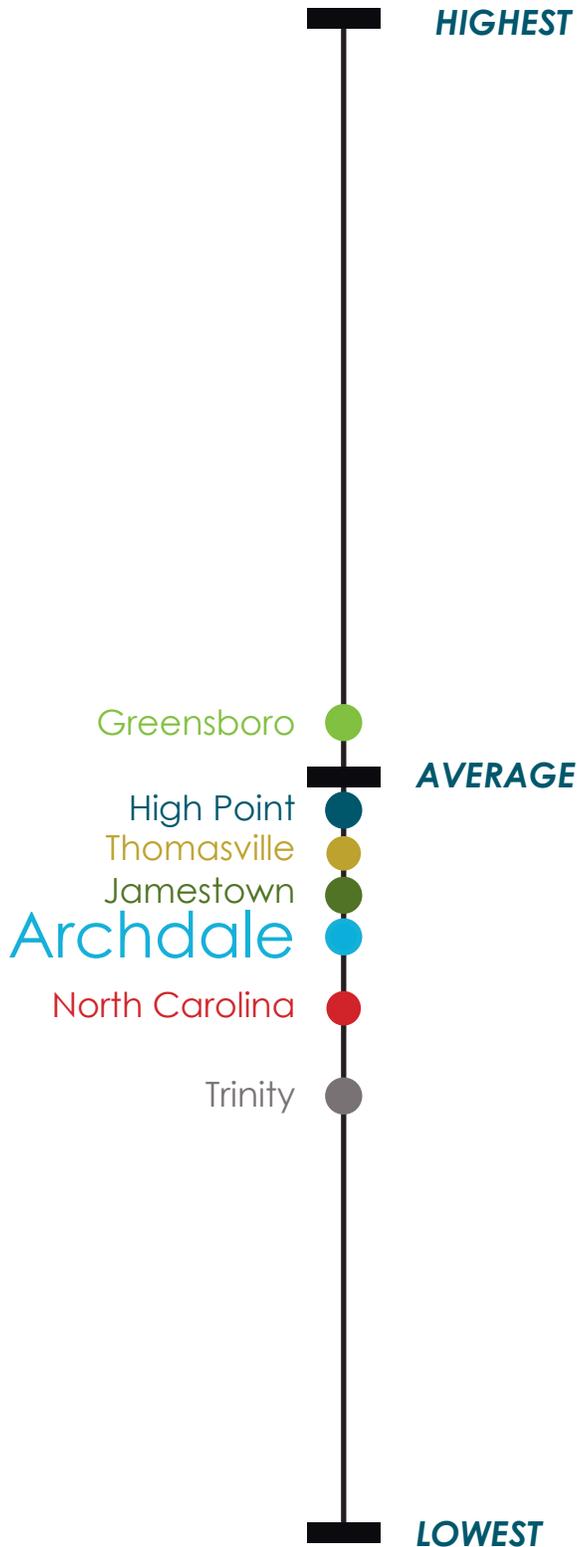
## Housing

The AARP Livability Index defines housing livability by examining housing accessibility, multi-family availability, housing affordability, the cost burden of housing, and subsidized housing. Archdale does fairly well in this category, scoring slightly above the national average and comparable to the region. Of particular note are the two indicators that Archdale scores in the top third of the country: housing affordability (cost) and housing affordability (subsidized housing). It is clear by reviewing Census data on housing that the City has been making improvements in this regard, particularly with respect to housing occupancy and vacancy rates.

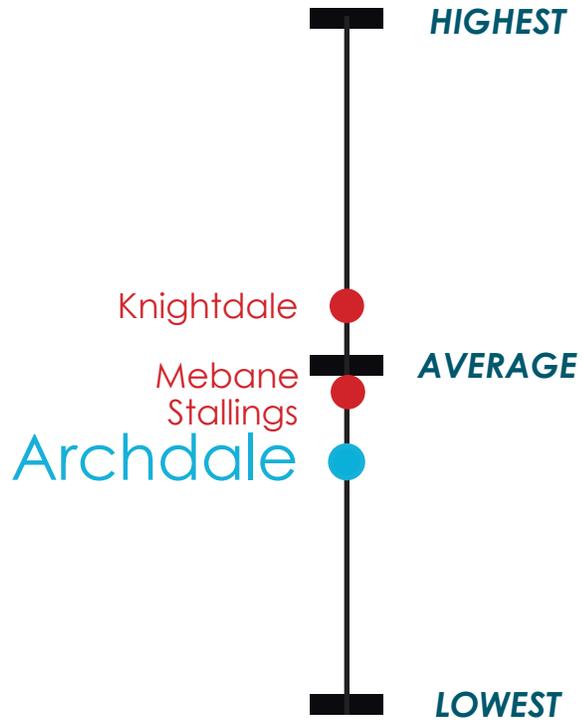


# NEIGHBORHOOD

▼ FIGURE B.7 REGIONAL COMPARISON



▼ FIGURE B.8 HIGH SCORING PEER CITIES



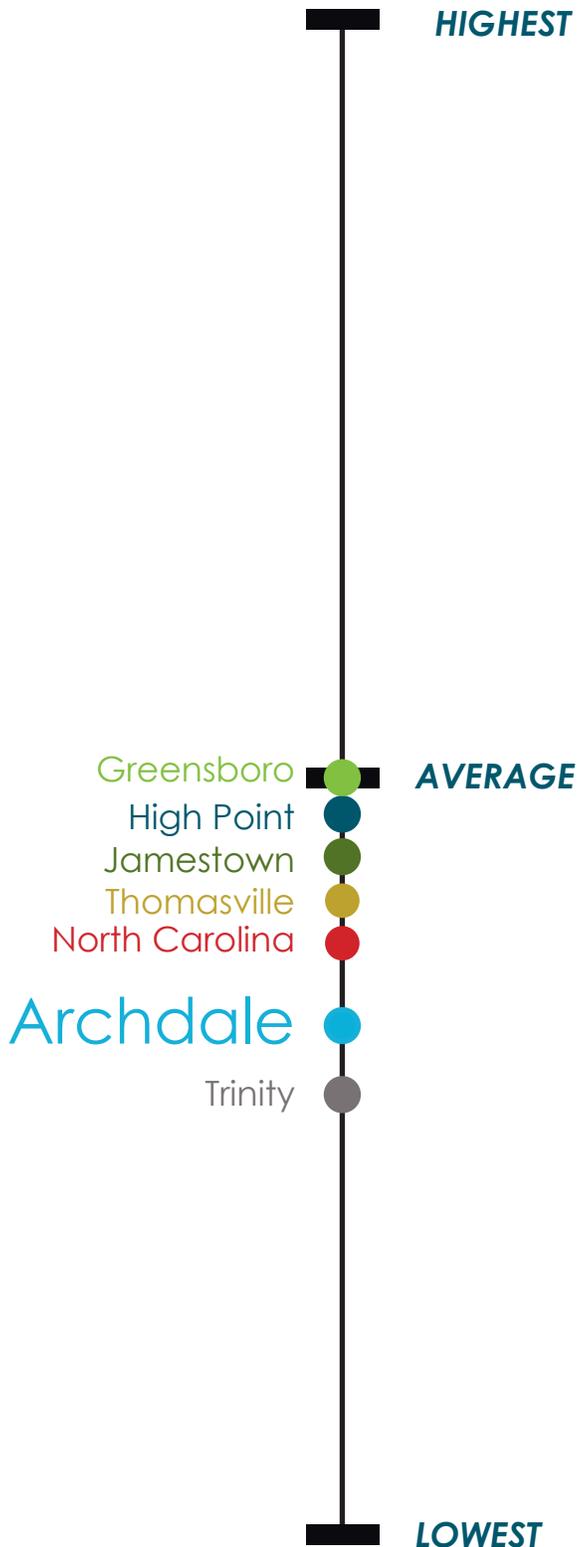
## Neighborhood

The neighborhood indicator evaluates proximity to destinations such as grocery stores, farmers' markets, libraries, and parks. Per AARP, Archdale has a neighborhood score of 46 (50 is average). This is higher than Randolph County and Trinity, though below or equal to the remainder of the region. While this is important to review, it should be noted that we believe Archdale's score for this category should be higher than indicated by AARP. The datasets used to score the Livability Index do not include details on Archdale's Library or Creekside Park. These two variables alone would have a relatively substantial impact on the City's overall score for this category.

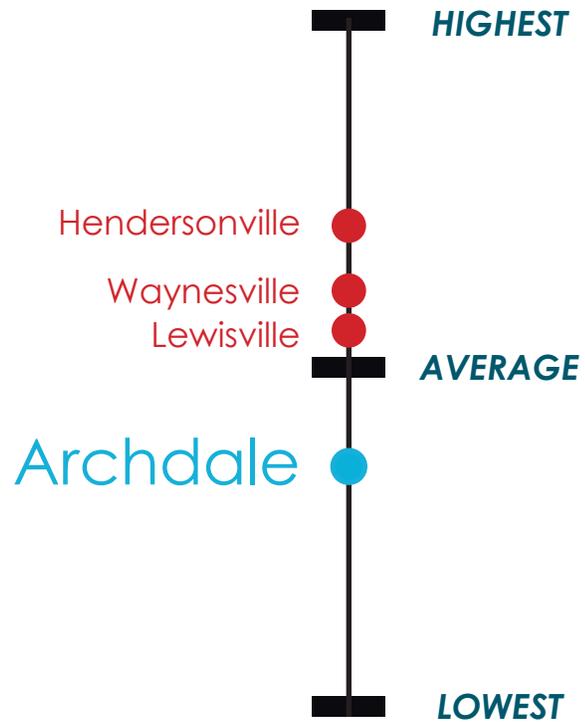


# TRANSPORTATION

▼ FIGURE B.9 REGIONAL COMPARISON



▼ FIGURE B.10 HIGH SCORING PEER CITIES



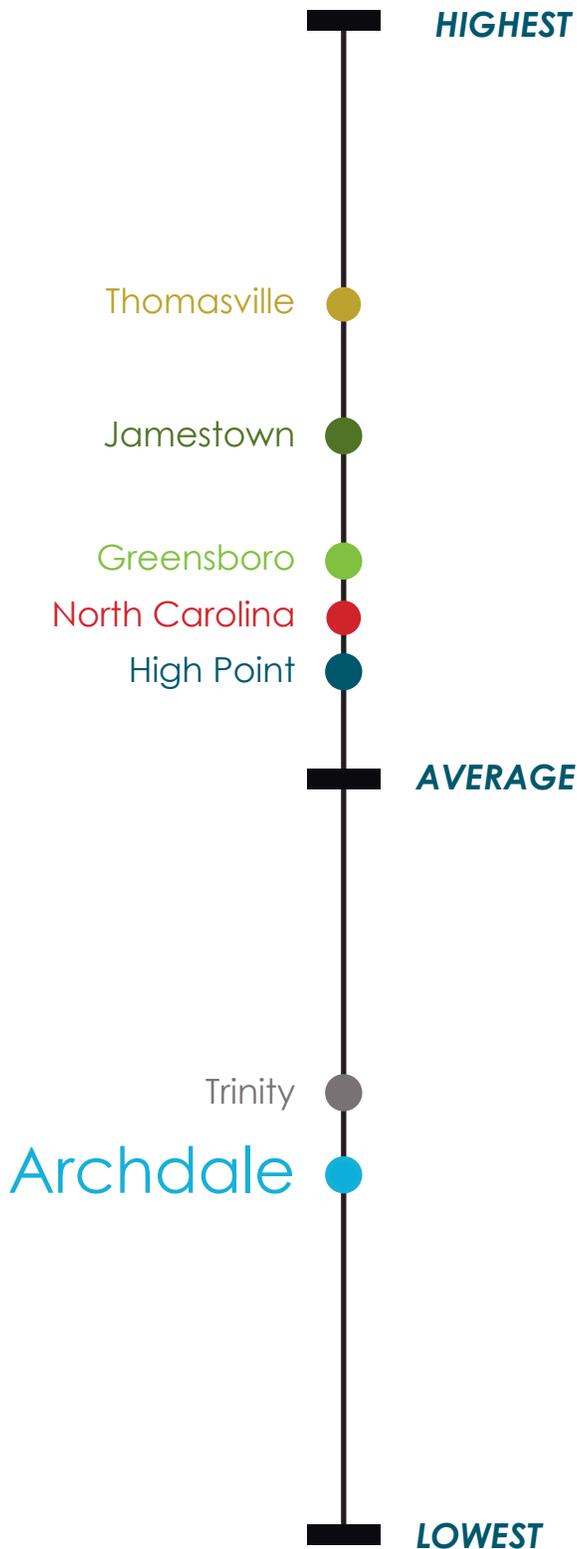
## Transportation

When examining transportation scores, the AARP analyzes transit frequency, ADA stations and vehicles, walk trips, congestion, household transportation costs, speed limits, and crash rates. In comparison to the country and region, Archdale fairs relatively poorly in this category. It's important to note that much of this is because there are no fixed-route public transportation options in the City. This alone reduces Archdale's score by 30%. Further, many plans include recommendations to enhance pedestrian access, reduce speeds, and increase roadway safety.

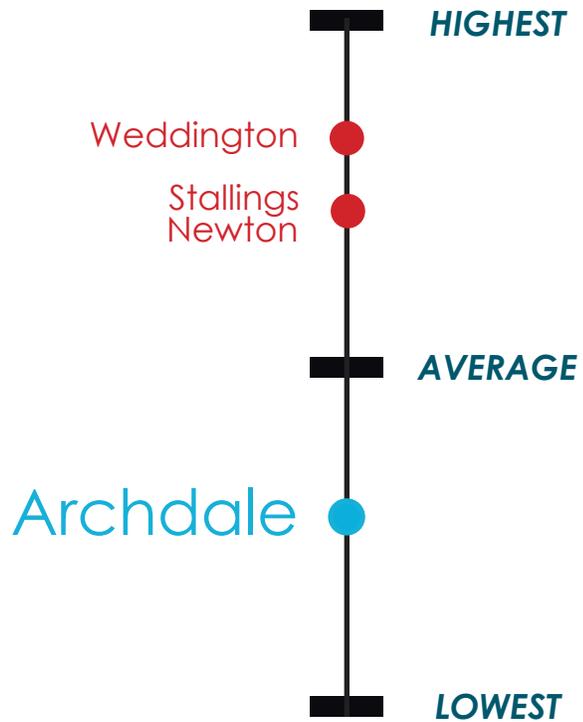


# ENVIRONMENT

▼ FIGURE B.11 REGIONAL COMPARISON



▼ FIGURE B.12 HIGH SCORING PEER CITIES



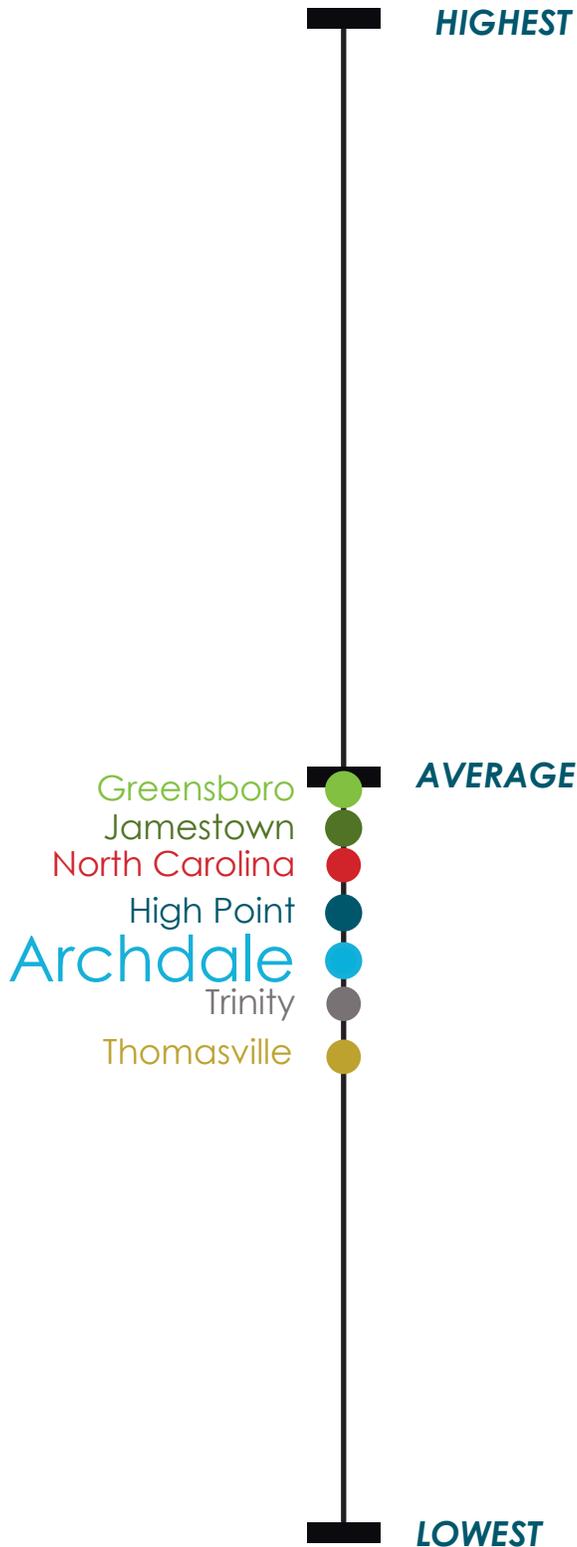
## Environment

The AARP Livability Index reviews environmental livability based on drinking water quality, regional air quality, near-roadway pollution, and local industrial pollution. This indicator is one that Archdale and much of the region do poorly on. However, based on a limited number of locations where environmental data is collected, we believe this is an indicator that may not necessarily be accurate. The data used by AARP in the analysis indicates that Archdale falls in the bottom third of the country in terms of drinking water quality, near-roadway pollution, and local industrial pollution, while regional air quality data is missing from the AARP analysis for the City.

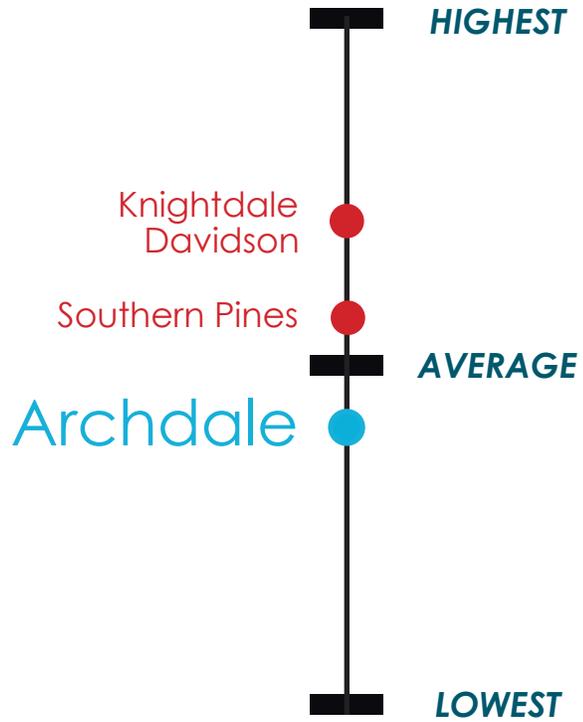


# HEALTH

▼ FIGURE B.13 REGIONAL COMPARISON



▼ FIGURE B.14 HIGH SCORING PEER CITIES



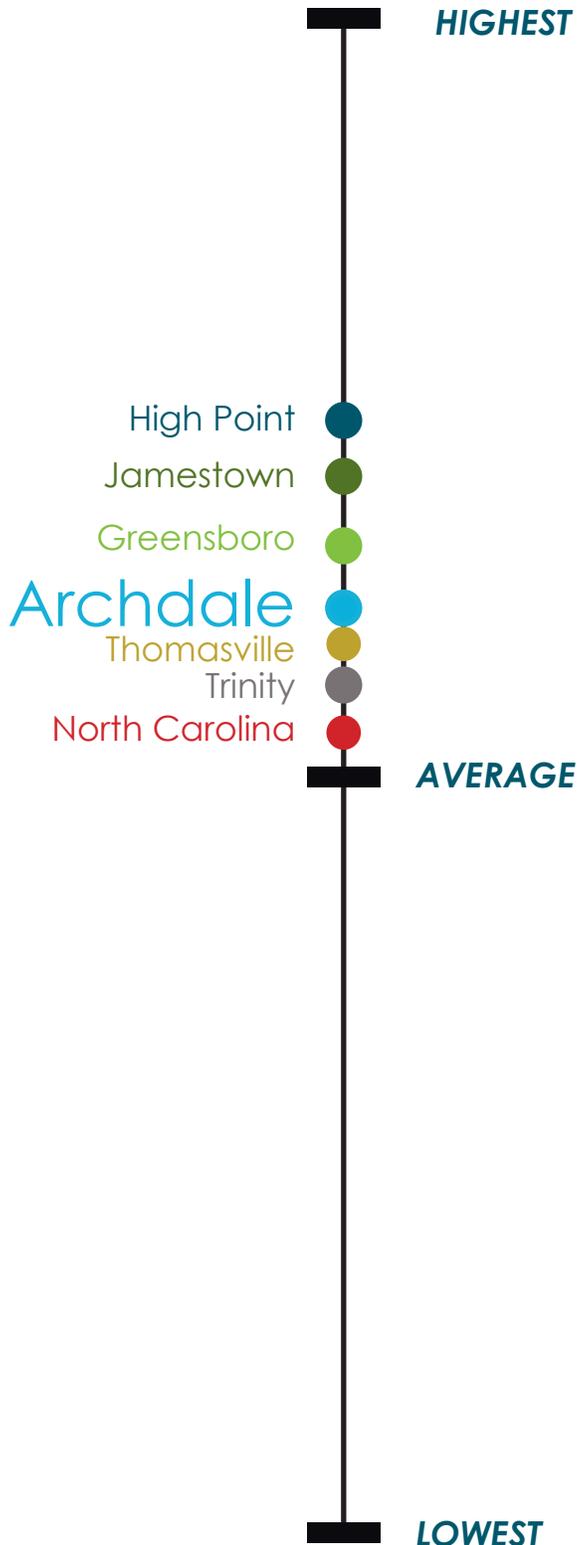
## Health

The AARP Health Livability Index score is based upon population characteristics which include smoking prevalence, obesity prevalence, access to exercise opportunities, health care professional shortage areas, preventable hospitalization rates, and quality of health care (patient satisfaction). According to the AARP, Archdale falls in the bottom third of the country in terms of all these indicators, except preventable hospitalization rate, in which it is in the middle third. Archdale's score is comparable to the directly adjacent region, though below the State's average.

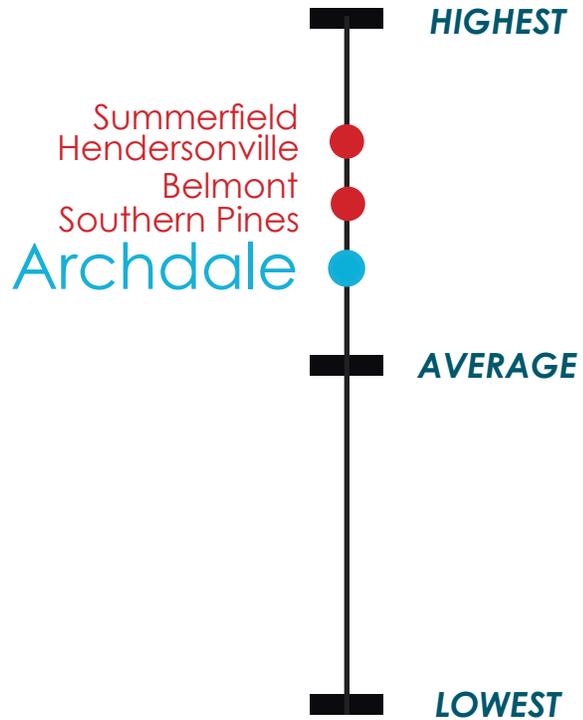


# ENGAGEMENT

▼ FIGURE B.15 REGIONAL COMPARISON



▼ FIGURE B.16 HIGH SCORING PEER CITIES



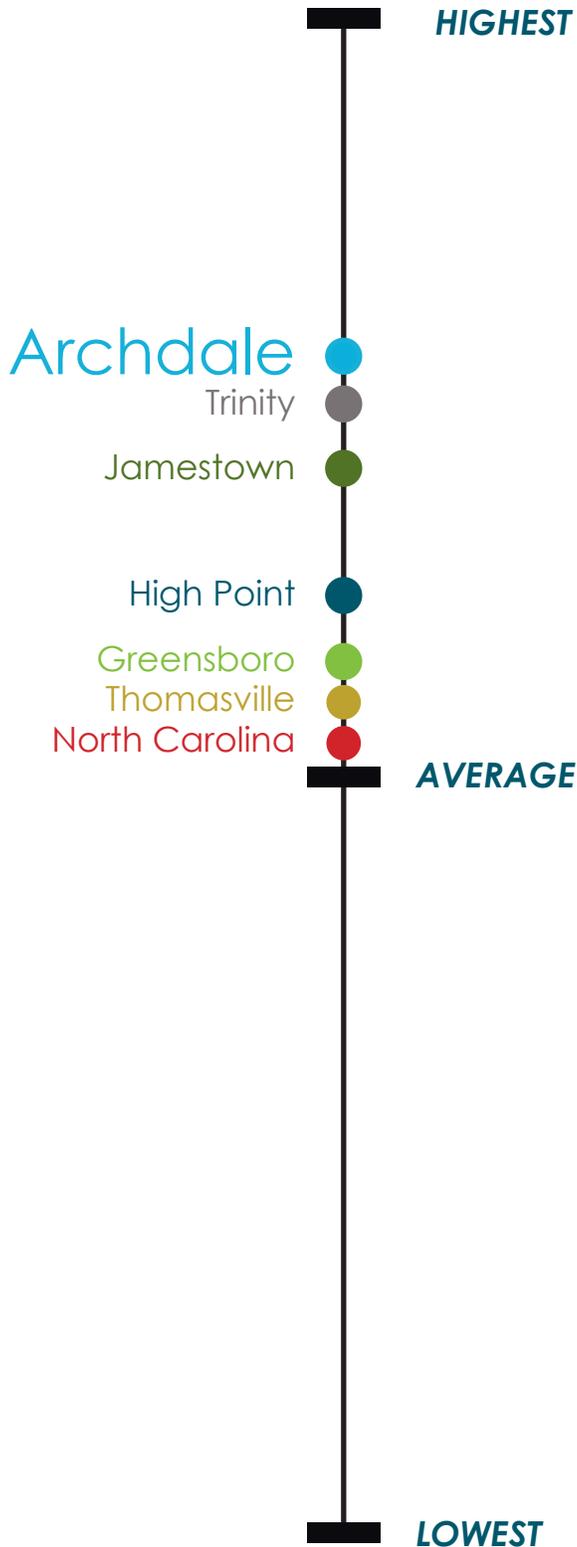
## Engagement

Engagement is examined by reviewing internet access, civic engagement (voting rate), and opportunity for civic engagement. When breaking this category down to these metrics, Archdale does well with internet access and opportunities for civic engagement. However, they fall into the middle third of the country in terms of voting rate, social involvement, and cultural / entertainment institutions. The desire to have more civic opportunities has been expressed in previous plans, including the 2020 Strategic Plan. This shows that increasing involvement in the community, potentially through some form of civic / cultural venue, is something the City may want to work towards.

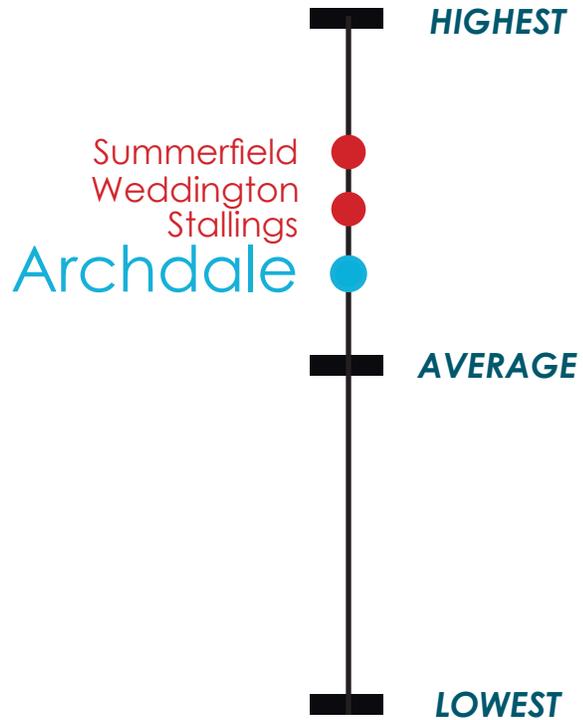


# OPPORTUNITY

▼ FIGURE B.17 REGIONAL COMPARISON



▼ FIGURE B.18 HIGH SCORING PEER CITIES



## Opportunity

The AARP Livability Index defines “opportunity” by examining income inequality, jobs per worker, high school graduation rates, and age diversity. This indicator is one that Archdale scores very high on. While Randolph County has the same score, no municipality in the region scores as high as Archdale. We view this as a positive asset for the community, as the conditions that lead to greater opportunity are difficult to manufacture. While many of the factors that Archdale scored lower in can be remedied by providing infrastructure or services, opportunity is a great basis to build a community and is something that would be harder to improve on if it were lower.

# Demographic Profile

Demographic information and trends (including total population, characteristics of the population, and projected population growth) are key metrics used in planning for the future growth of the City. Knowing how the overall population, including the size and distribution of age cohorts, is predicted to change can help guide the types of services needed by residents in the future. These metrics also factor into the land use and development patterns that are recommended. The following pages show how the City of Archdale's population has changed over the years, how it is anticipated to change in the future, and how it compares to the surrounding region.

## Population

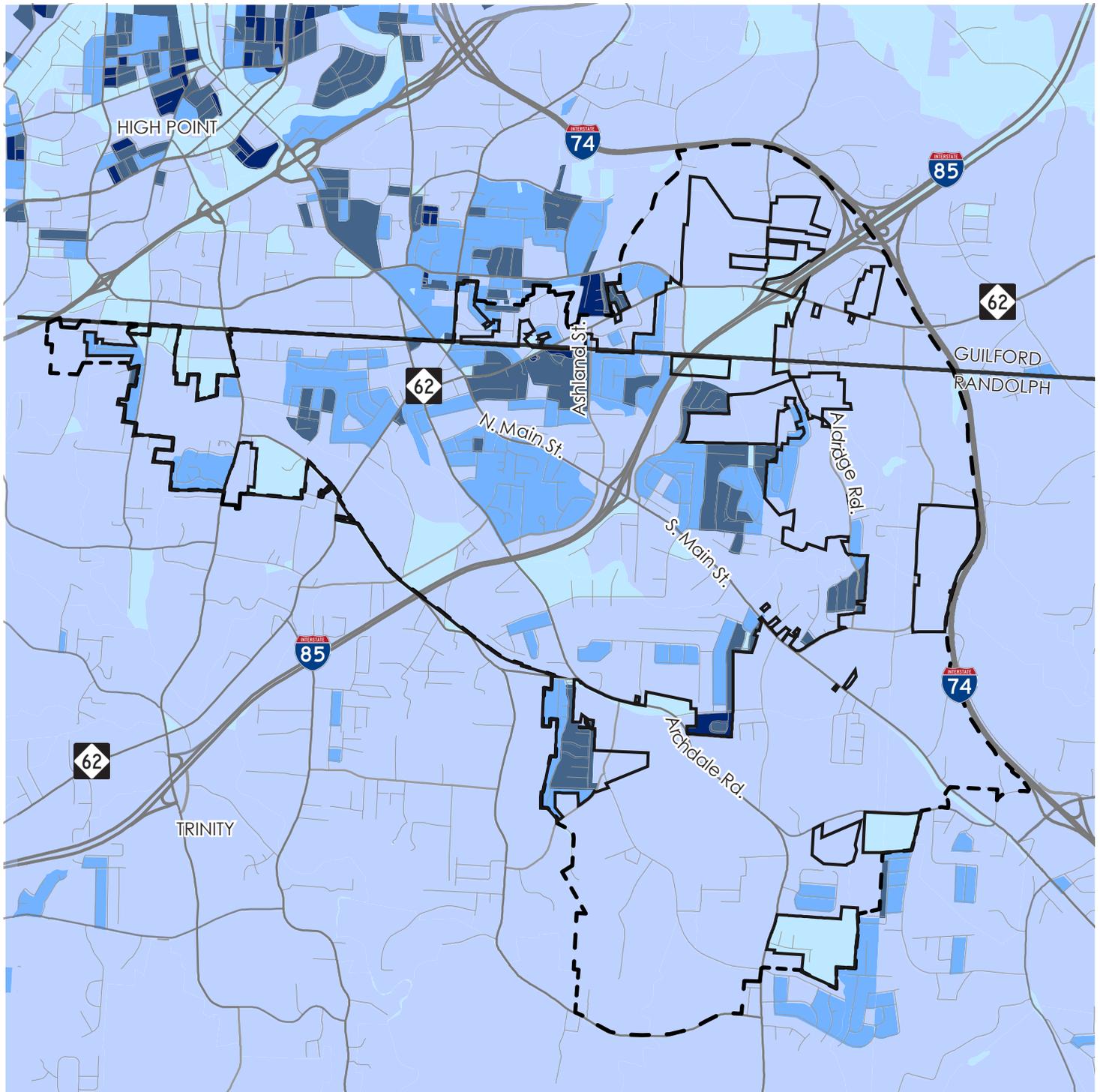
The US Census Bureau estimated the City of Archdale's population to be 11,538 in 2018. This is 1.1% higher than the population of the City in 2010. As you can see in the following table and figures, Archdale's population is growing at a rate significantly smaller than Guilford County, the State, and some of the surrounding areas. However, its growth is consistent with Randolph County and greater than Trinity and Thomasville. It is anticipated that the City's population will continue to grow at a slow rate, as Guilford and Randolph Counties' populations increase similarly to the current trend. It should be noted that while the Census Bureau predicts Archdale's population to remain relatively flat, the State of North Carolina's estimate is a bit higher. As State data tends to have stronger data samples, it is likely that Archdale's future population will more closely align with the estimates prepared by the State. Map B.1, on the following page, identifies where population is concentrated (in 2010). The map reveals that the areas of higher population density are generally located in the northern and eastern portions of the City - close to major transportation routes, while outlying areas are less densely populated.

▼ TABLE B.1 POPULATION DATA COMPARISON

Source: US Census Bureau, American Community Survey 2014-2018

	2000	% CHANGE 2000-2010	2010	% CHANGE 2010-2018	2018 ESTIMATE
NORTH CAROLINA	8,049,313	18.5%	9,535,483	6.5%	10,155,624
GUILFORD COUNTY	421,048	16.0%	488,406	7.2%	523,582
RANDOLPH COUNTY	130,454	8.7%	141,752	0.9%	142,958
ARCHDALE	9,014	26.6%	11,415	1.1%	11,538
HIGH POINT	85,839	21.6%	104,371	6.4%	111,035
TRINITY	6,690	-1.1%	6,614	0.1%	6,621
THOMASVILLE	19,788	35.2%	26,757	0.3%	26,839
JAMESTOWN	3,088	9.5%	3,382	18.5%	4,007

▼ MAP B.2 BLOCK LEVEL POPULATION DENSITY MAP (2010 CENSUS)



Population Density

- Up to 1 Person / Acre
- 1 - 10 People / Acre
- 10 - 25 People / Acre
- More Than 25 People / Acre

--- Planning Area Boundary

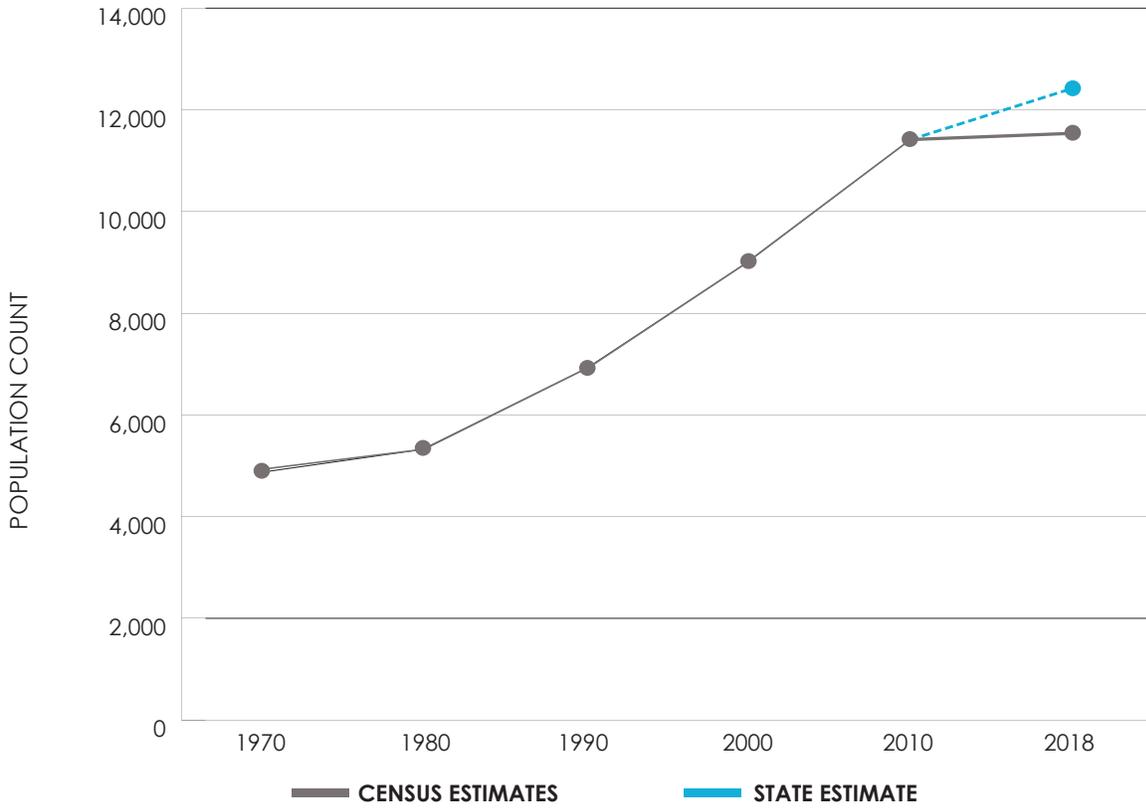
— City Boundary



1 Mile

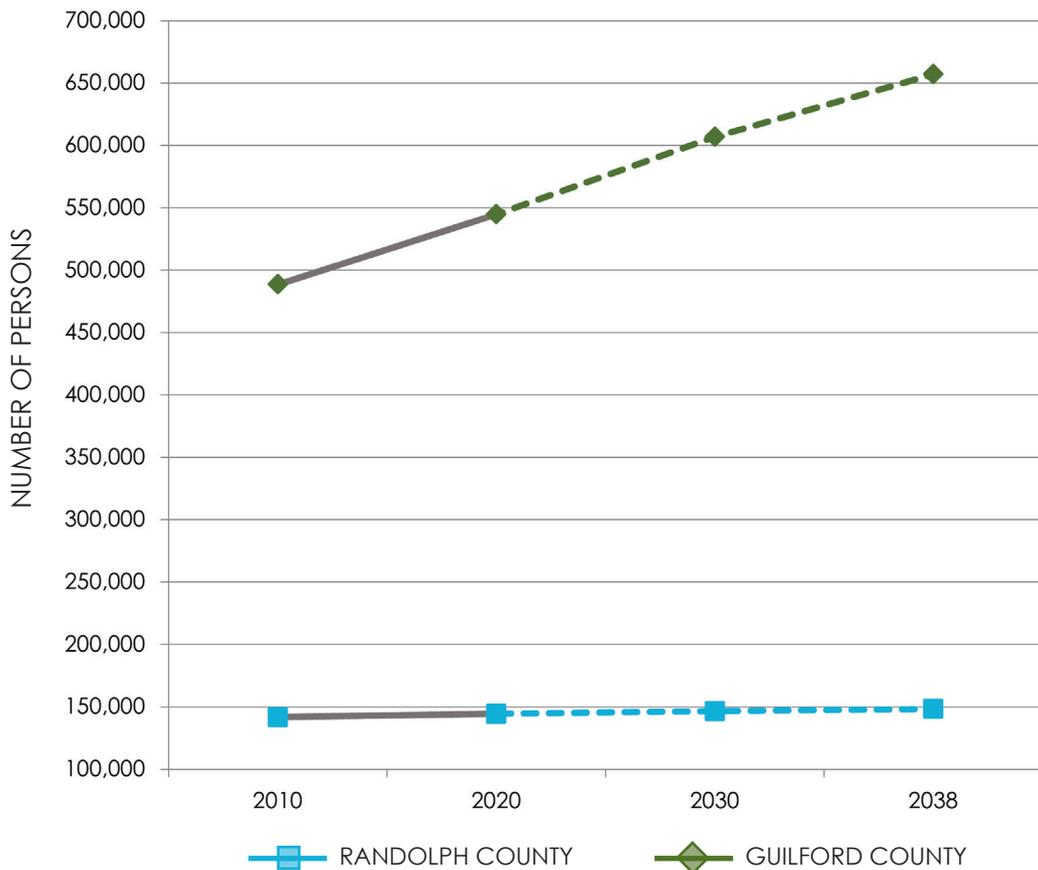
▼ FIGURE B.19 HISTORIC POPULATION GROWTH

Source: US Census Bureau, American Community Survey 2014-2018



▼ FIGURE B.20 PROJECTED POPULATION GROWTH - RANDOLPH AND GUILFORD COUNTIES

Source: U.S. Census Bureau & NC Office of State Budget & Management



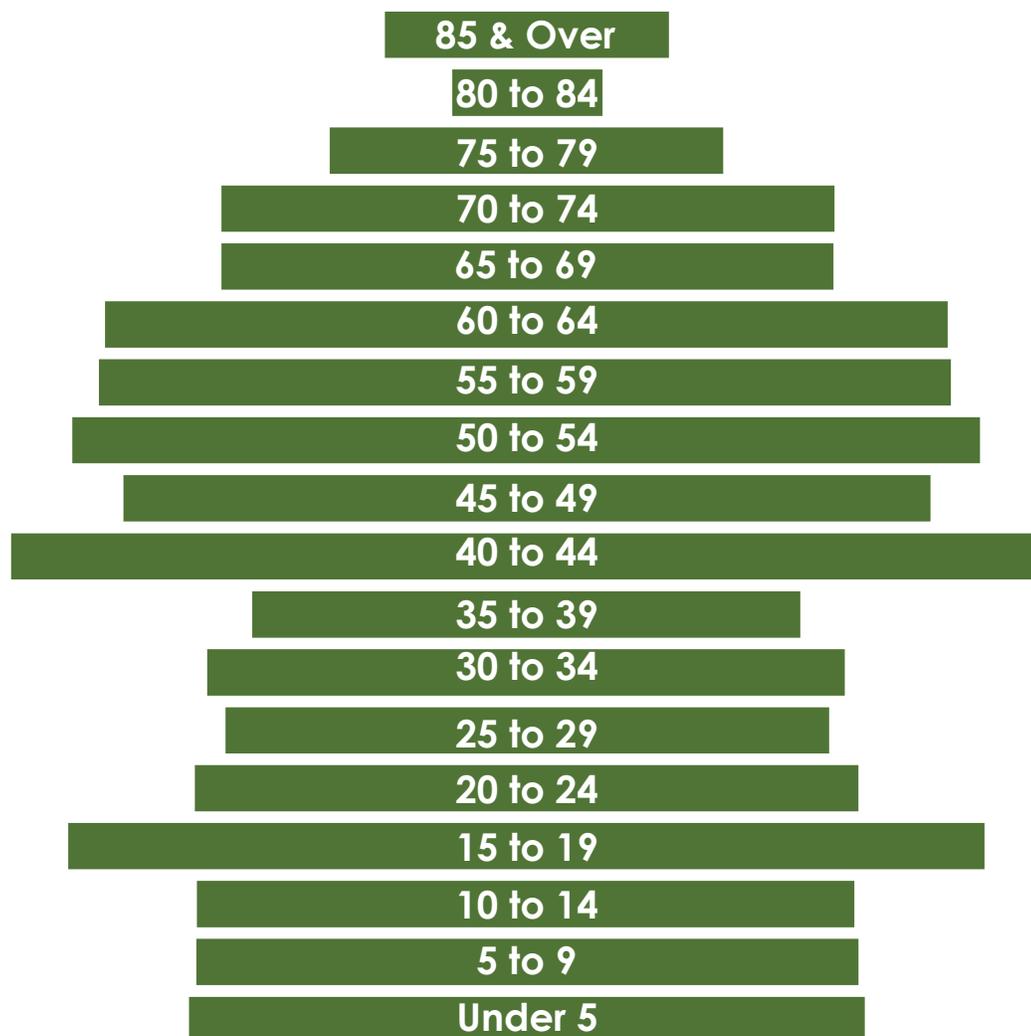
## Population Characteristics

The median age of Archdale residents is 42.8, which is higher than the State and most of the regional averages but younger than Jamestown. This can be seen in Figures B.22 and B.23, as well as Table B.2, which identifies population cohorts by age in Archdale. A concerning note from Figure 1.3 is the way the population pyramid is leveling off on the working age cohorts (20 – 29). The more noticeable age groups, 40 to 44 and 15 to 19, are representative of the large number of families that moved to Archdale from the 1980 to 2000 when the majority of the housing stock was developed.

Randolph County has a slightly higher female population (50.7%). Similarly, both Guilford County and Archdale are 52.4% female. The average household size in Archdale is 2.4 and while almost 70% of the households in the City are families, 30.7% are families with children under 18 years of age. Approximately 26.6% of households are residents living alone and 9.8% of these are over the age of 65.

▼ FIGURE B.21 POPULATION PYRAMID OF RELATIVE SIZE OF AGE GROUPS 2017

Source: US Census Bureau, American Community Survey



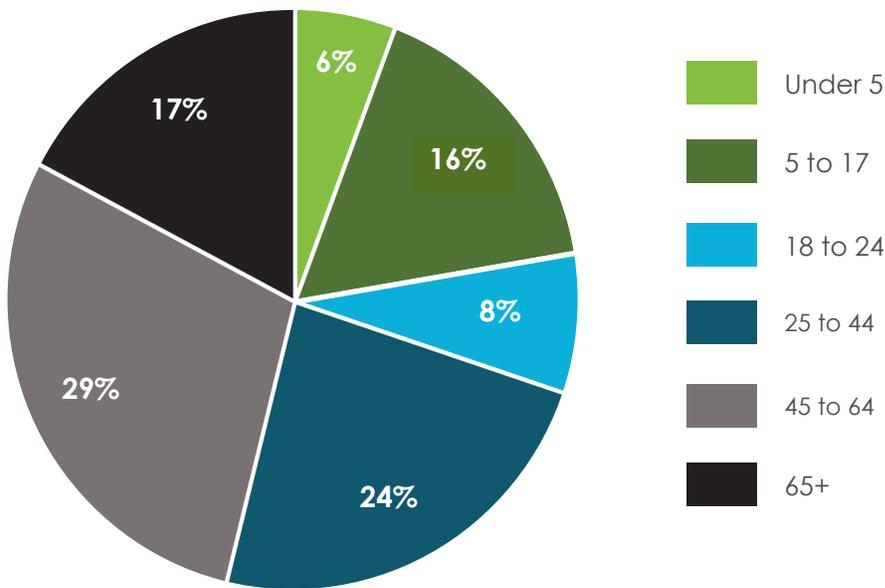
▼ TABLE B.2 SIMPLIFIED AGE GROUP COMPARISON USING 2017 POPULATION ESTIMATES

Source: U.S. Census Bureau, American Community Survey

	Archdale	% of Archdale	% of Randolph County	% of Guilford County	% of North Carolina
Total	11,509	100%	100%	100%	100%
Under 5	656	6%	6%	6%	6%
5 to 17	1,917	16%	18%	17%	17%
18 to 24	897	8%	8%	11%	10%
25 to 44	2,737	24%	24%	26%	26%
45 to 64	3,309	29%	28%	26%	26%
65+	1,993	17%	16%	14%	15%

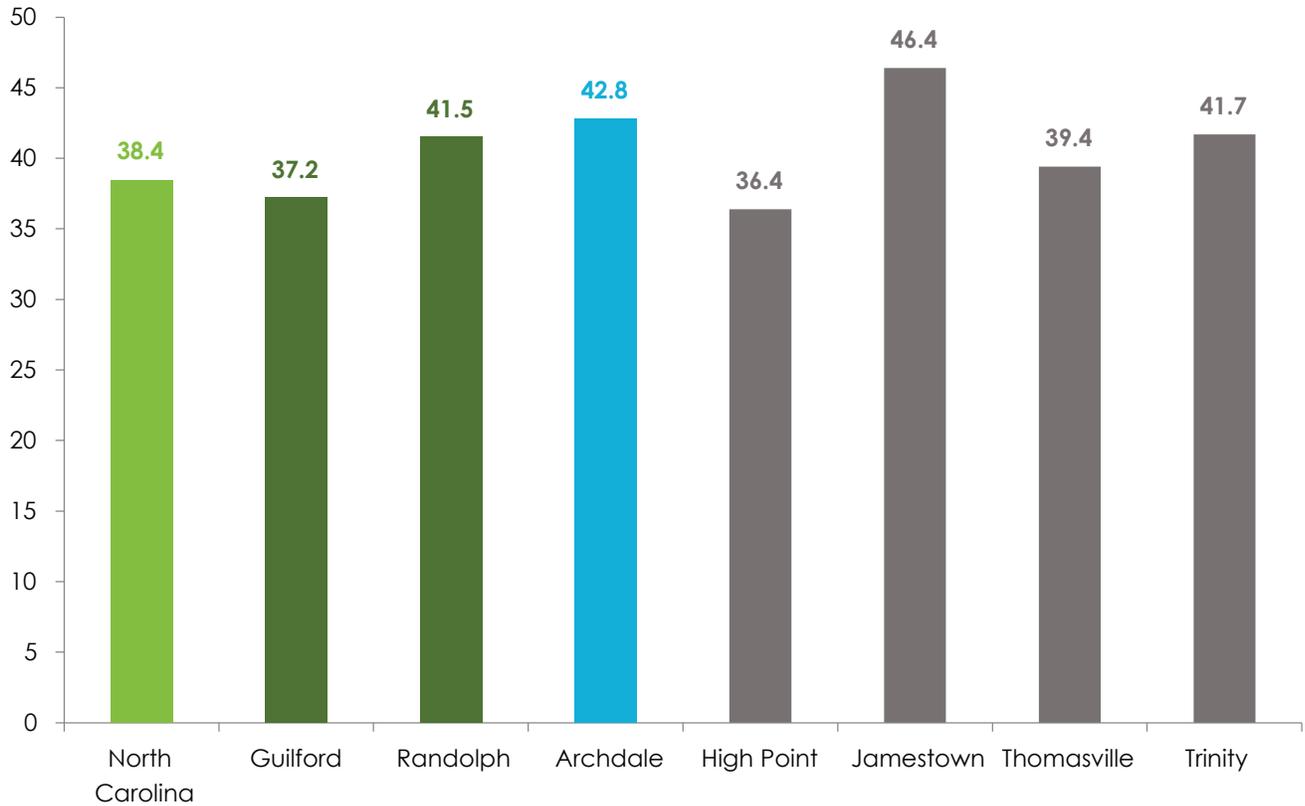
▼ FIGURE B.22 SIMPLIFIED AGE GROUP COMPARISON USING 2017 POPULATION ESTIMATES

Source: U.S. Census Bureau, American Community Survey



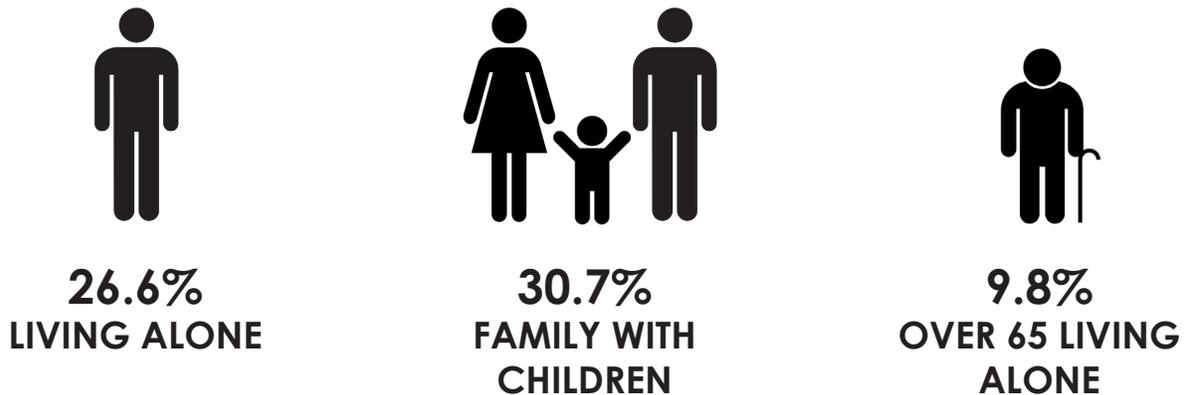
▼ FIGURE B.23 MEDIAN AGE

Source: US Census Bureau, American Community Survey 2013-2017



▼ FIGURE B.24 HOUSEHOLDS

Source: US Census Bureau, American Community Survey 2013-2017



### Educational Attainment

As shown in the data on the following pages, Archdale's educational attainment has improved from 2006 to 2017. Of note, the number of people with a bachelor's degree or higher in Archdale increased by 23% from 2006 - 2017 and the percentage of the population without a high school degree has decreased during the same time frame. While the observed trend shows the share of residents with a college education is increasing and the share of residents who did not continue their education after high school is decreasing, the actual percentage of residents who have obtained a bachelor's degree or graduate / professional degree is still lower than much of the surrounding region and the State.

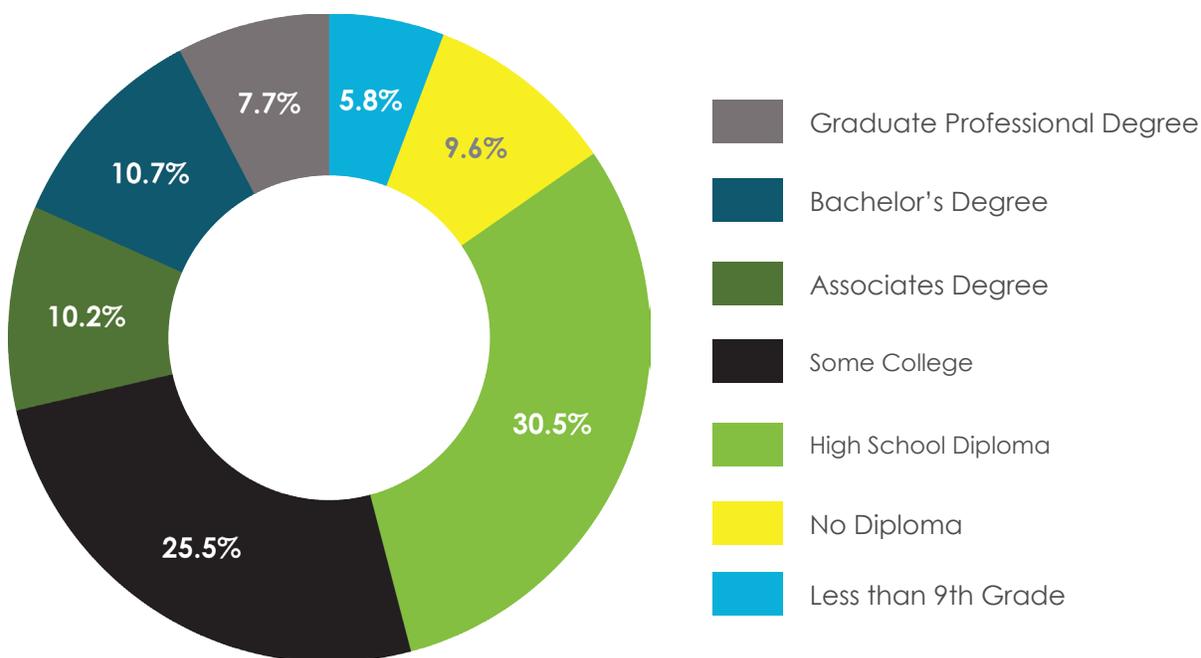
▼ TABLE B.3 EDUCATION COMPARISONS, % OF 25 YRS.+ POPULATION [2017]

Source: American Community Survey 2013-2017

	Archdale	Randolph County	Guilford County	High Point	Jamestown	Thomasville	Trinity	North Carolina
No High School Degree	15.4%	19.3%	11.2%	15.2%	4.5%	18.7%	15.9%	13.1%
HS Graduate (includes equivalency)	30.5%	34.4%	24.1%	24.5%	19.8%	36.4%	28.5%	26.1%
Some College, No Degree	25.5%	21.2%	21.7%	21.9%	20%	20.8%	25.4%	21.7%
Associate Degree	10.2%	9.8%	8.1%	8.1%	8.5%	9.7%	9.6%	9.3%
Bachelor's Degree	10.7%	10.9%	22.6%	20.3%	31.3%	11.0%	16.6%	19.2%
Graduate or Professional Degree	7.7%	4.4%	12.4%	9.8%	15.9%	3.3%	4.1%	10.6%

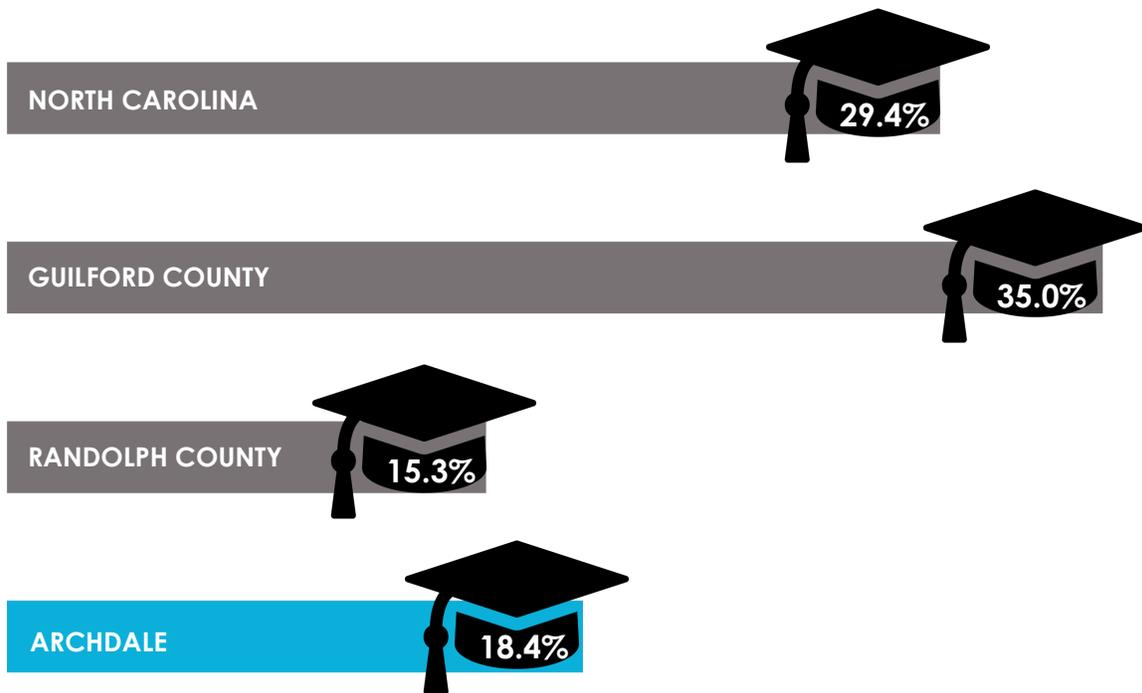
▼ FIGURE B.25 EDUCATIONAL ATTAINMENT

Source: US Census Bureau, ACS, 2017



▼ FIGURE B.26 PERCENTAGE OF THE POPULATION WITH A BACHELOR'S DEGREE OR HIGHER (2017)

Source: American Community Survey 2013-2017



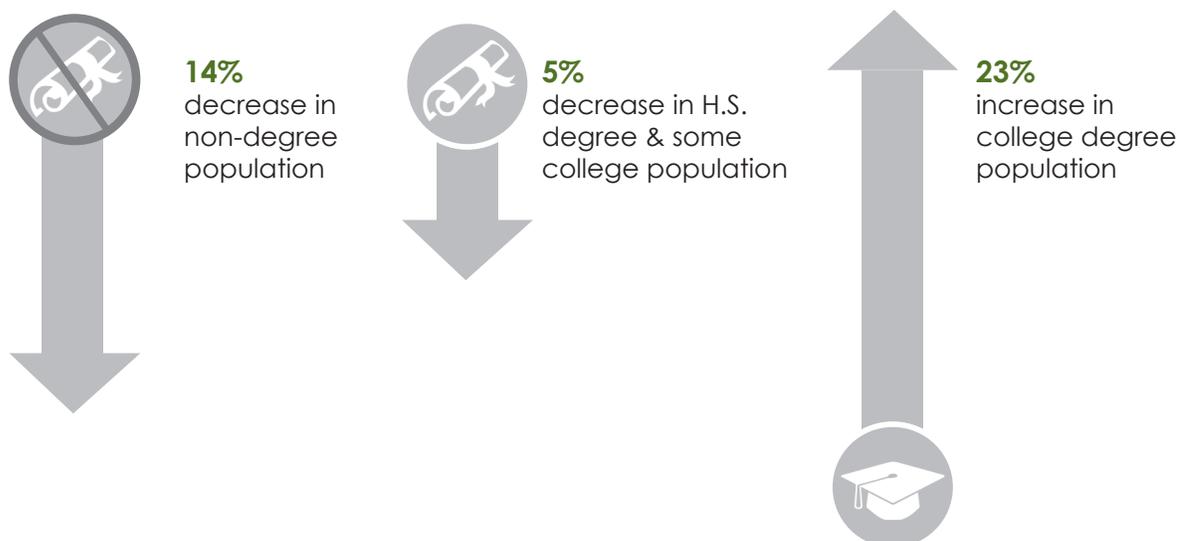
▼ TABLE B.4 TREND COMPARISON [NET CHANGE 2010-2017, % OF 25 YRS.+ POPULATION]

Source: American Community Survey 2013-2017 and US Census Bureau 2010

HIGHEST DEGREE ATTAINED	Archdale	Randolph County	Guilford County	North Carolina
No High School Degree	-14%	-21%	-15%	-20%
High School, Some College or Assoc. Degree	-5%	0.4%	-4%	-3%
Bachelor's Degree & Higher	23%	24%	10%	14%

▼ FIGURE B.27 TREND COMPARISON [NET CHANGE 2006-2017, % OF 25 YRS.+ POPULATION]

Source: American Community Survey 2006-2010 & 2013-2017



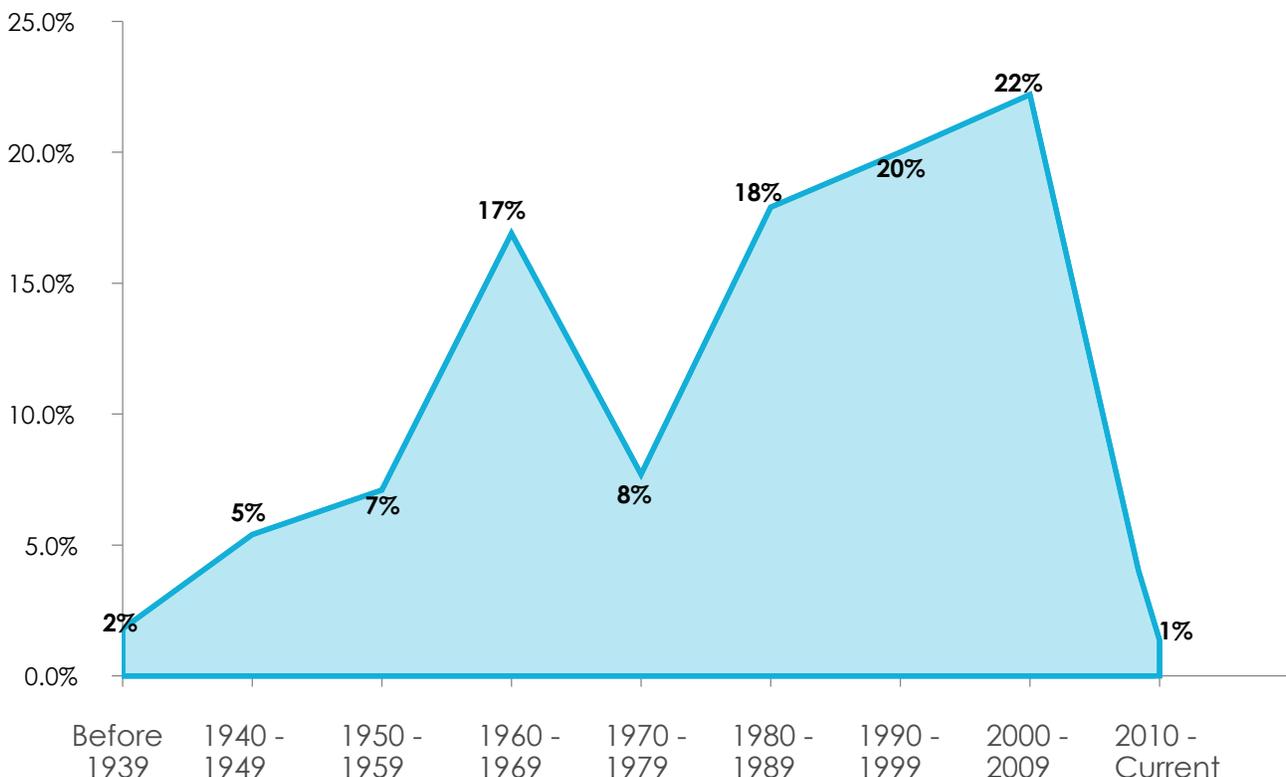
# Housing Profile

Housing data, such as the age, type, number, cost, and vacancy rate, provides a snapshot of the current housing stock. When coupled with the existing characteristics of the housing, such as quality and affordability, the available housing choices and gaps in the existing housing stock can be identified more easily. As shown below, Archdale can be described as having a generally young housing stock, with over half of the homes being built since 1980. Yet, very little new residential development has occurred in recent years. While the average value of homes in Archdale is lower than the State and Guilford County averages, it is above the average housing value in Randolph County. A similar comparison can be made in terms of the owner - renter ratios. At 69%, Archdale's ownership occupancy rate is more than 15% higher than Guilford County, though just below Randolph County.

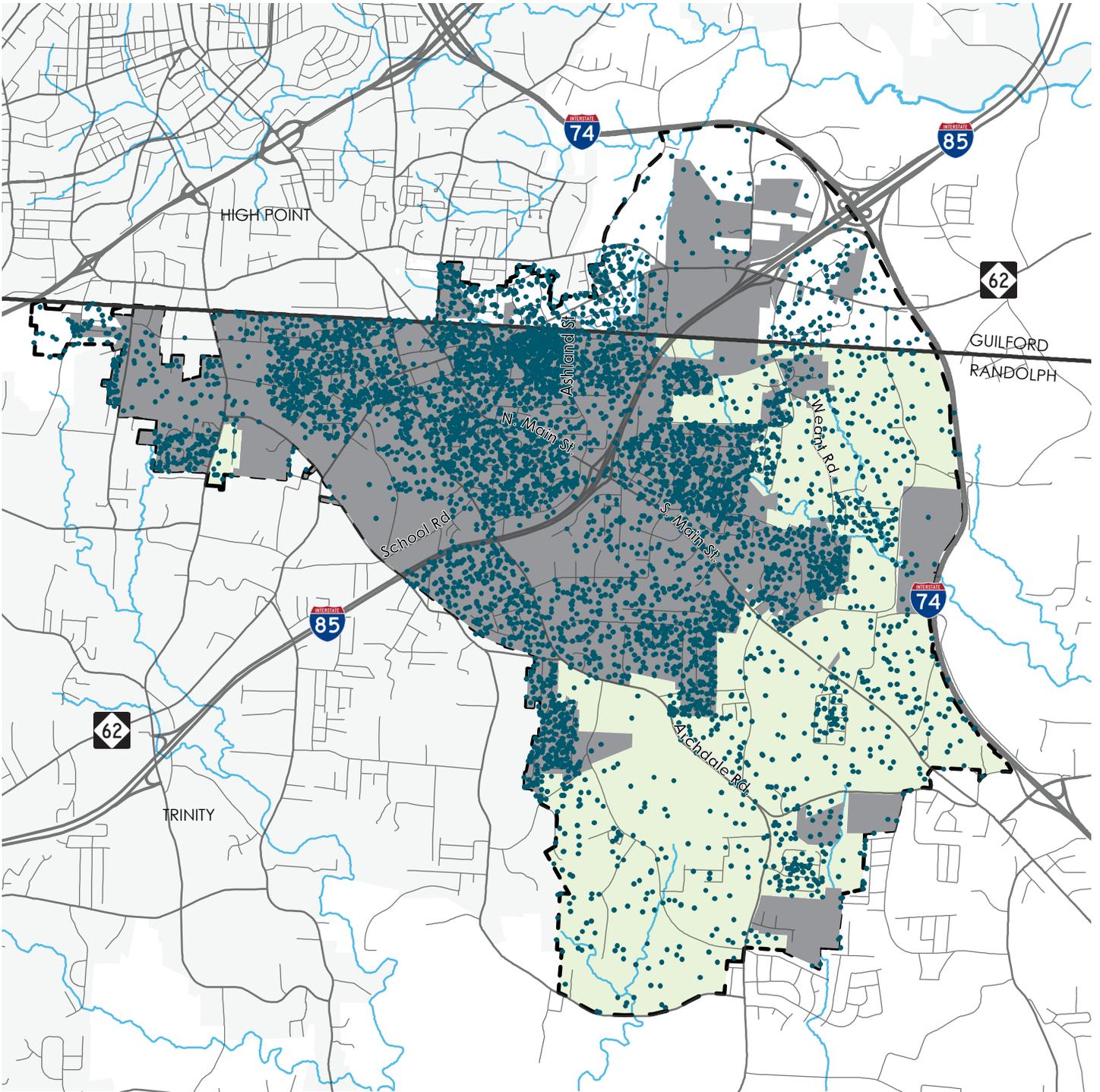
Almost 75% of the housing units in Archdale are single-family dwellings, with nearly 24% of the units classified as multi-family and 2% classified as duplex units. It is also important to note that in recent years, the number of occupied units has increased to nearly 95% occupancy for all housing units. This occupancy rate is higher than the surrounding counties and the State, and is generally an indicator of an active demand for housing.

The median home value in Archdale (\$135,800) is near the middle of housing values when compared with Randolph County (\$119,500) and Guilford County (\$160,200) (see Figure B.30). Interestingly, as noted above, the low housing vacancy rate has not led to a significant increase in either demand for new construction or the median home price.

▼ FIGURE B.28 DISTRIBUTION OF HOUSING STOCK AGE  
Source: US Census Bureau, American Community Survey 2013-2017



▼ MAP B.3 HOUSING DISTRIBUTION AND DENSITY BY CENSUS BLOCK

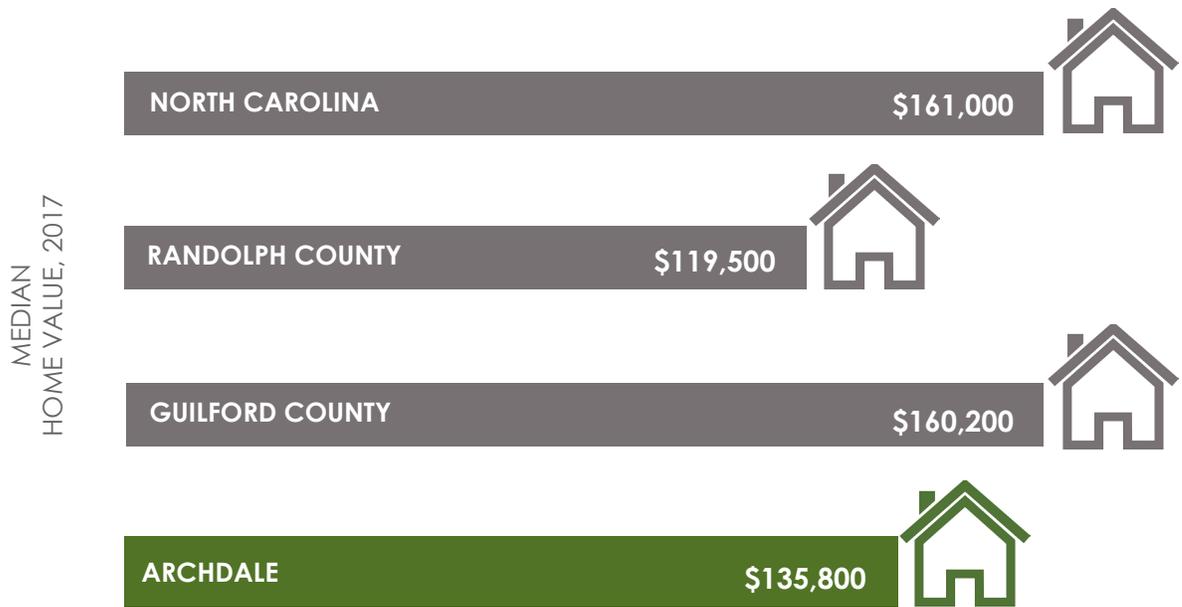


- Dwelling Units
- City Limits
- ETJ
- Planning Area Boundary
- County Line
- Roads

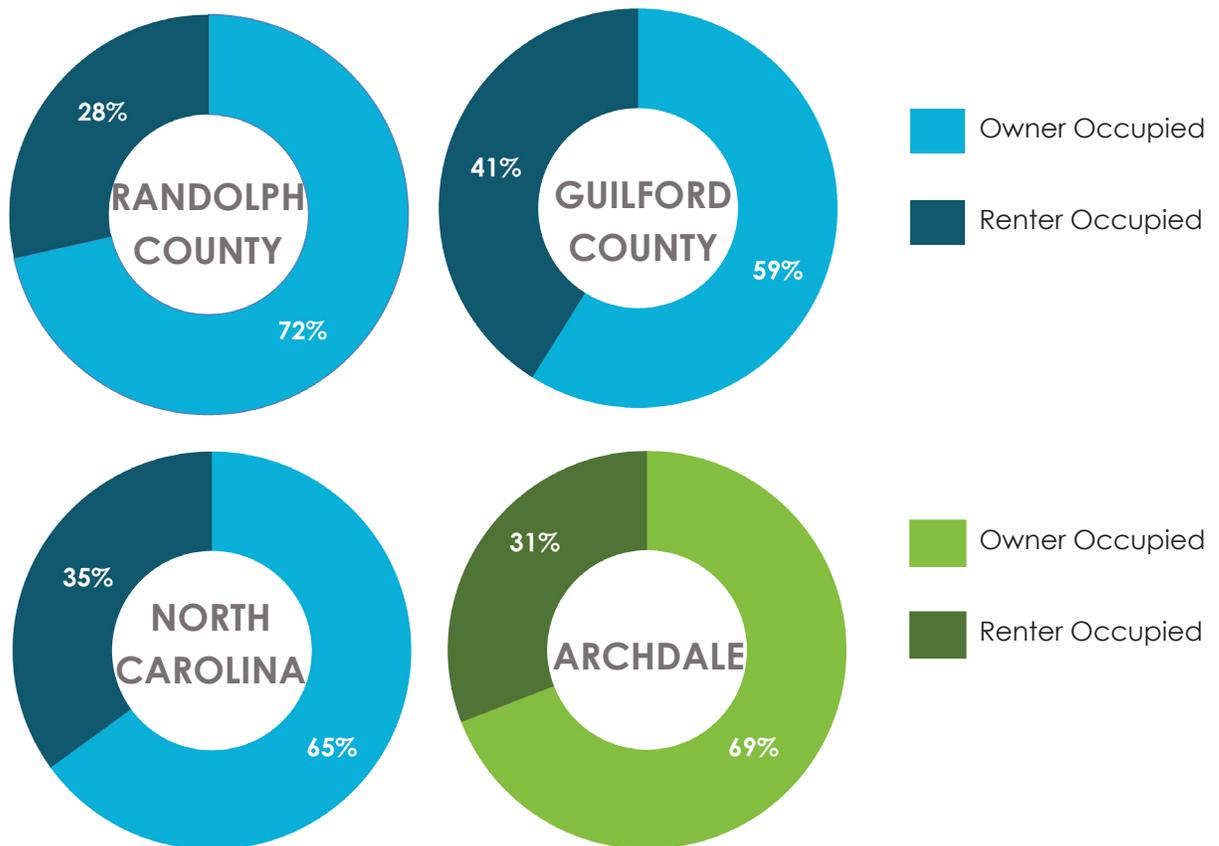


1 Mile

▼ FIGURE B.29 MEDIAN HOME VALUES [2017]  
 Source: American Community Survey 2013-2017



▼ FIGURE B.30 HOUSING TENURE [2017]  
 Source: American Community Survey 2013-2017

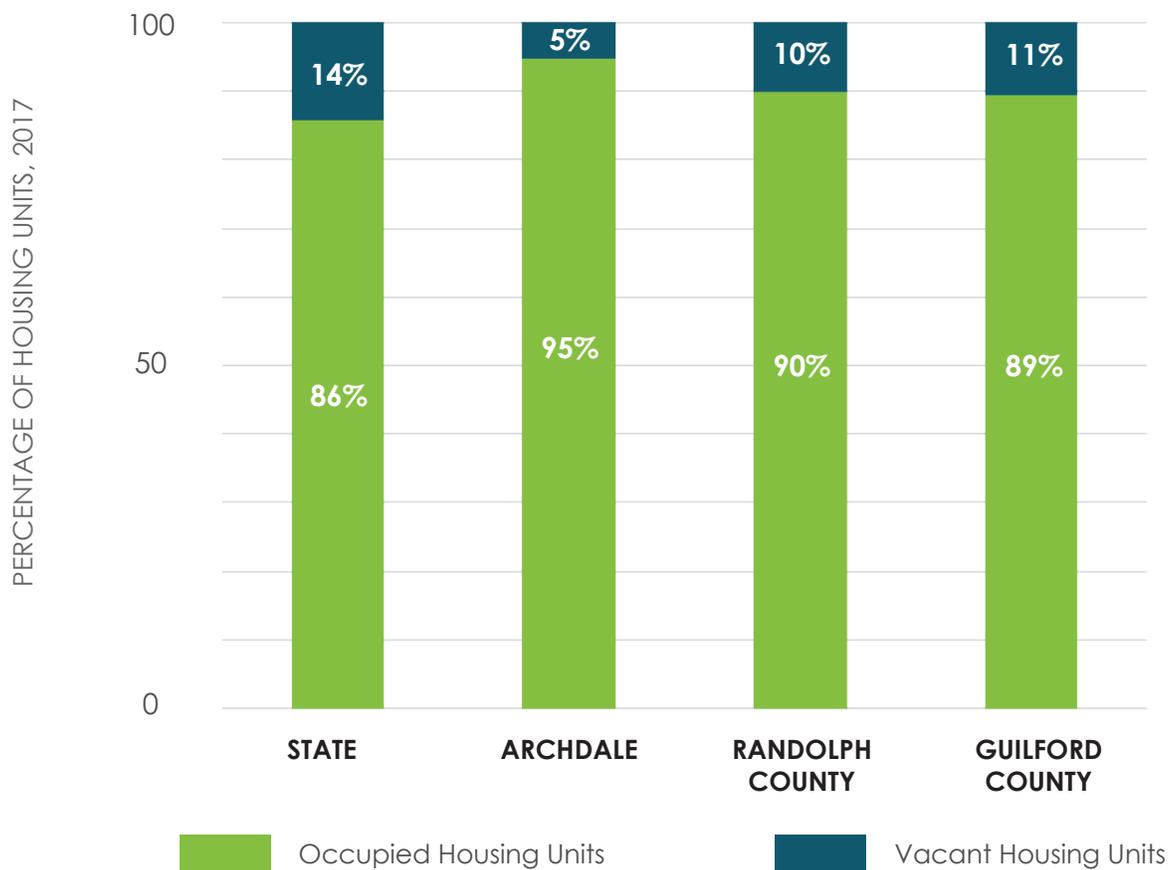


▼ TABLE B.5 CITY HOUSING STOCK

HOUSING TYPE	NUMBER	PERCENTAGE %
Single- Family	3,628	74.5%
Duplex	90	1.8%
Multi-Family	1,132	23.3%
Manufactured, Other	18	0.4%
<b>Total</b>	<b>4,868</b>	<b>100.0%</b>

▼ FIGURE B.31 VACANT VERSUS OCCUPIED HOUSING UNITS, 2017

Source: US Census Bureau, American Community Survey 2013-2017



▼ TABLE B.6 HOUSING OCCUPANCY [2010 & 2017]

Source: US Census Bureau, 2010 & American Community Survey 2013-2017

	North Carolina		Archdale		Randolph County		Guilford County	
	2010	2017	2010	2017	2010	2017	2010	2017
Occupied Housing Units	87%	86%	87%	95%	91%	90%	90%	89%
Vacant Housing Units	13%	14%	13%	5%	9%	10%	10%	11%

## Housing Development Trends

Data obtained from Randolph County and Guilford County show us that very few of the dwellings that existed in the area in the 19th Century still remain in the community. From the beginning of the 20th Century to the point where Archdale incorporated in 1969, roughly one-third of the current housing stock was developed. These older homes that still exist in the community tend to be homes situated on larger lots in the northern portion of the City. Following incorporation and the development of a wastewater collection system, Archdale saw steady growth in the latter part of the 20th Century, with over 70 new homes being built per year. Archdale was experiencing a relative boom in housing growth as the 2000s began, but the financial crises of 2008 significantly curtailed homebuilding and subdivision development in the City - leading to a decrease in annual housing unit construction to an average of just under 60 per year from 2000 through the present.

The lack of a rebound in land subdivision activity and housing development in the decade following the financial crises is not easily explained. Archdale has all off the necessary physical ingredients to attract growth - location, land, utilities, schools and transportation access - but these have not been enough to attract the investments that were being made before 2008.

▼ TABLE B.7 HOUSING DEVELOPMENT TRENDS

Year	New Dwelling Units			Average New Units/Year		
	Randolph	Guilford	Total	Randolph	Guilford	Total
1900-1969	1,348	363	1,711	19.26	5.19	24.44
1970-1999	2,085	93	2,178	69.50	3.10	72.60
2000-Present	1,122	29	1,151	56.10	1.45	57.55

## Housing Affordability

The housing affordability data from the National Low Income Housing Coalition (NLIHC) found in Tables B.8 - B.11, details homeowner and rental affordability in the region. It can be seen that the Greensboro – High Point Metro Fair Market Rent Area (the region which includes Archdale) is generally more affordable than both the State and the Country. Although, those who make less than half of the area median income will most likely find it a difficult challenge to afford housing in the City. An affordable monthly mortgage is considered by NLIHC to be 30% or less of a household’s monthly income. In addition, the NLIHC assumed that there was a \$0 down payment, 30-year mortgage, and 4.5% interest rate as part of its affordability calculations.

▼ TABLE B.8 HOUSING COSTS NECESSARY TO AFFORD A 2-BEDROOM AT FAIR MARKET RENT (FMR)

Source: National Low Income Housing Coalition - Out of Reach 2019

	FY19 Housing Wage	2-bdr FMR	Annual Income Needed	Full Time Jobs at Minimum Wage Needed
United States	\$22.96	\$1,194	\$47,754	3.2
North Carolina	\$16.95	\$881	\$35,256	2.3
Greensboro - High Point HMFA	\$14.79	\$769	\$30,760	2.0

▼ TABLE B.9 RENTAL AFFORDABILITY

Source: National Low Income Housing Coalition - Out of Reach 2019

	Renter Households (2013-2017)	% of Total Households (2013-2017)	Estimated Hourly Mean Renter Wage (MRW) (2019)	Monthly Rent Affordable at Mean Wage	Full Time Jobs Needed at MRW to Afford 2-bdr
United States	43,377,836	36%	\$17.57	\$913	1.3
North Carolina	1,356,450	35%	\$15.29	\$795	1.1
Greensboro - High Point HMFA	98,442	38%	\$14.71	\$765	1.0

▼ TABLE B.10 AREA MEDIAN INCOME (AMI)

Source: National Low Income Housing Coalition - Out of Reach 2019

	Annual AMI	Monthly Rent Affordable at AMI	30% of AMI	Monthly Rent Affordable at 30% AMI
United States	\$77,136	\$1,928	\$23,141	\$579
North Carolina	\$67,744	\$1,694	\$20,323	\$508
Greensboro-High Point HMFA	\$61,300	\$1,533	\$18,390	\$460

▼ TABLE B.11 HOMEOWNER AFFORDABILITY

Source: Benchmark, National Low Income Housing Coalition - Out of Reach 2019, and American Community Survey

	Affordable Home Price	Affordable Monthly Mortgage	Median Home Price	Affordability Gap
50% AMI	\$121,000	\$766	\$135,800	-\$14,800
80% AMI	\$201,000	\$1,226	\$135,800	\$65,200
100% AMI	\$253,000	\$1,532	\$135,800	\$117,200
120% AMI	\$306,000	\$1,839	\$135,800	\$170,200

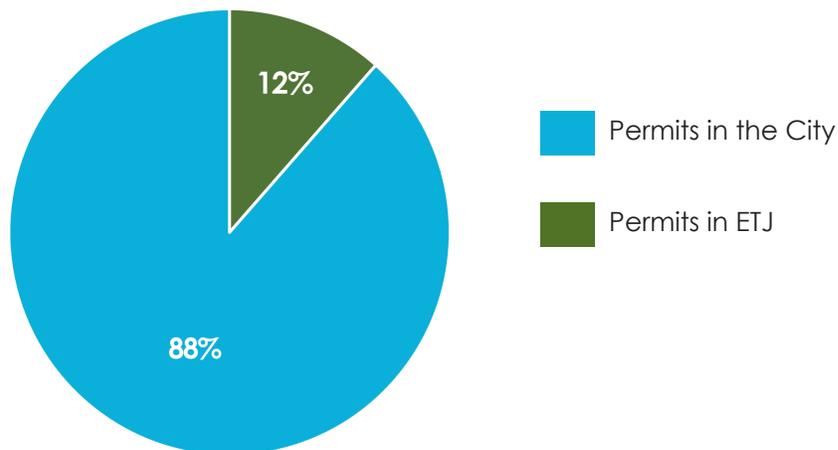
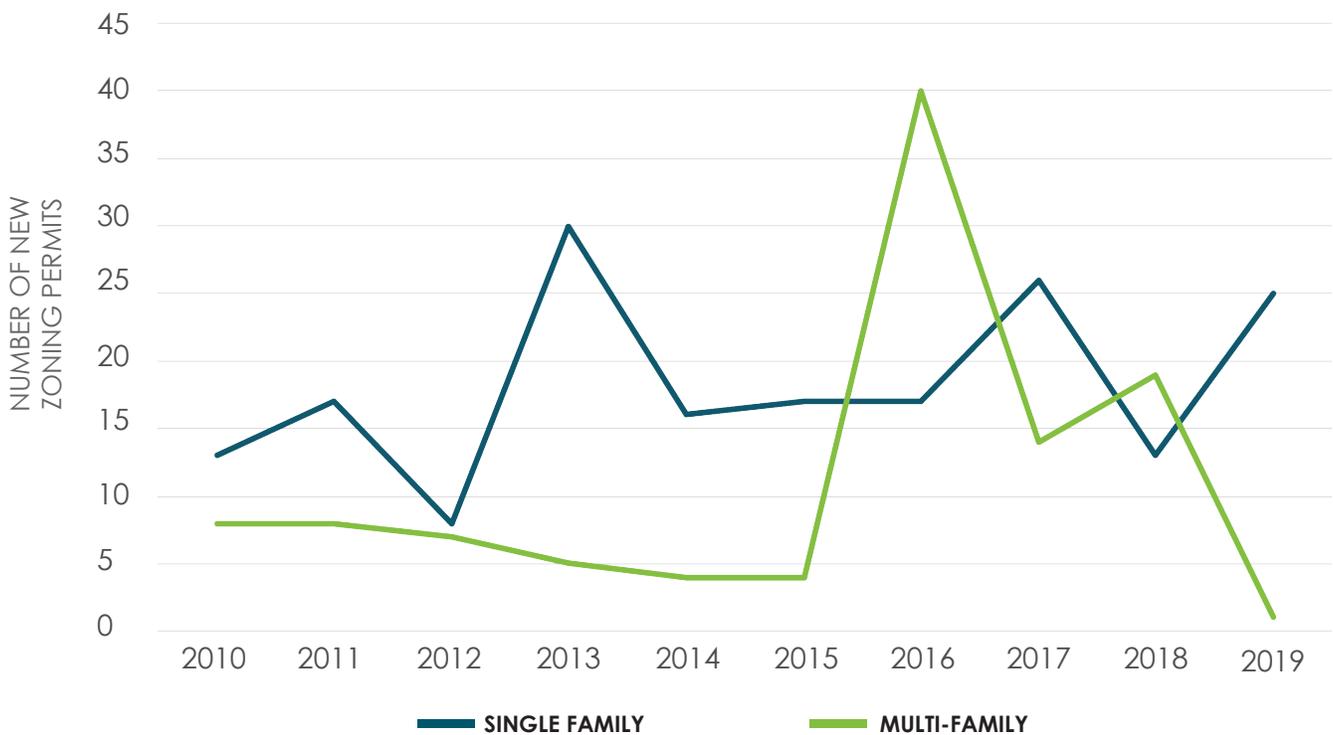
\*AMI Calculated based on Guilford and Randolph Counties. Median Home Price is City of Archdale (See Table B.11 for AMI data)

## Residential Zoning Permits

Figure B.33 below provides detailed information on residential zoning permits issued between 2010 and 2019. It can be seen that each year, between 15 and 57 permits have been issued, with a particular spike in multi-family housing development occurring in 2016. While the number of single-family permits range broadly, there were notable increases in 2013 and 2017. The majority (88%) of residential zoning permits issued between 2010 and 2019 were within the City limits, while only 12% were in the ETJ. As occupancy rates are around 95%, it is anticipated that there will be a need for additional units in the near future, associated with the projected growth in the City's population.

▼ FIGURE B.32 RESIDENTIAL ZONING PERMITS (2010-2019)

Source: City of Archdale



# Economic Profile

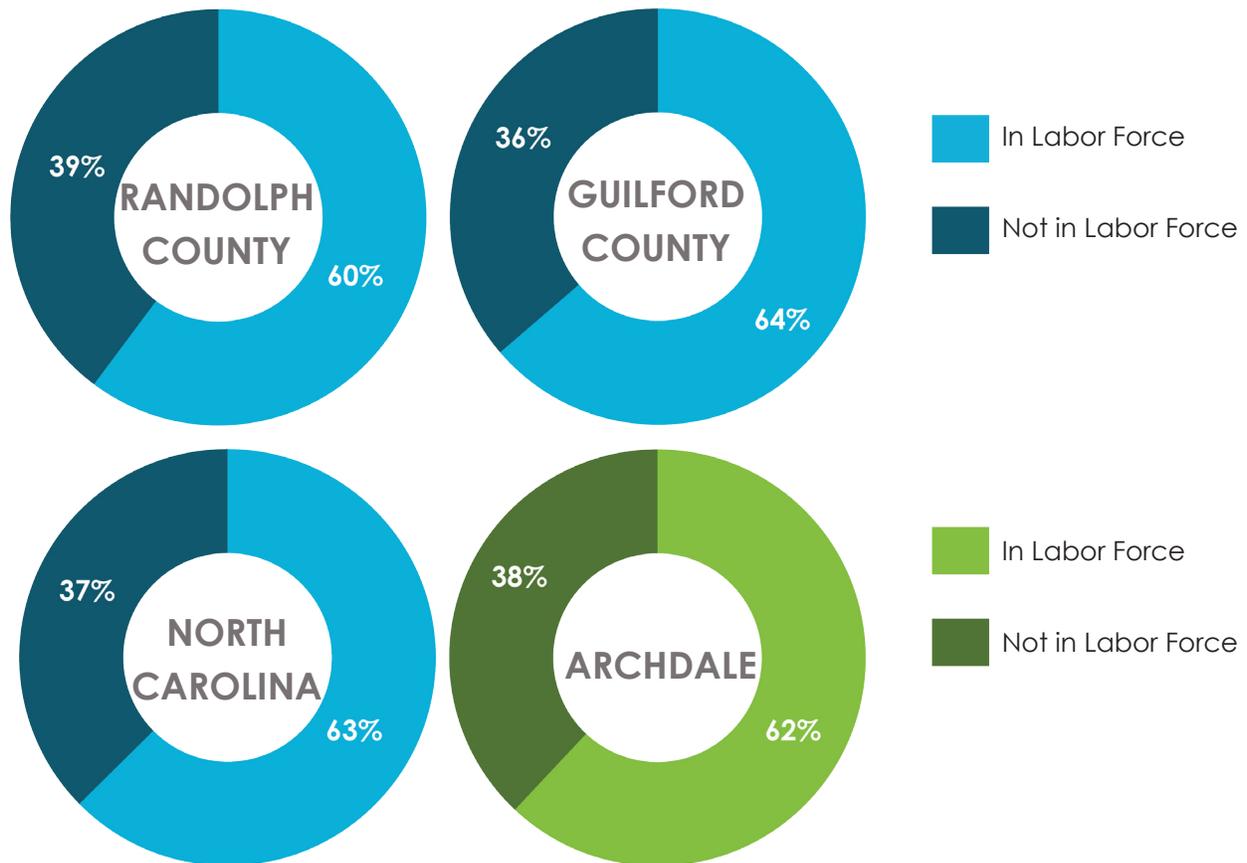
The economic profile considers labor force participation, unemployment, income comparisons, location and commute to work, and key industry sectors. This data helps to identify the types of infrastructure and services the community may need, as well as indicate where gaps may exist in the economy. Taken as a whole, the data contained in this section provides insight into the need for the City to work toward building a more diverse economy, which is an overarching goal of the plan.

## Labor Force and Employment

Of the working age population, 62% of Archdale residents are in the labor force as of 2017. This is slightly lower than the participation rate in the State and Guilford County, but higher than Randolph County as a whole. Nationally, labor force participation rates have been steadily declining since 2000, when over 67% of the working age population participated in the labor force. Maintaining participation rates that are similar, or higher, than the state and regional peers is a strong signal of economic health.

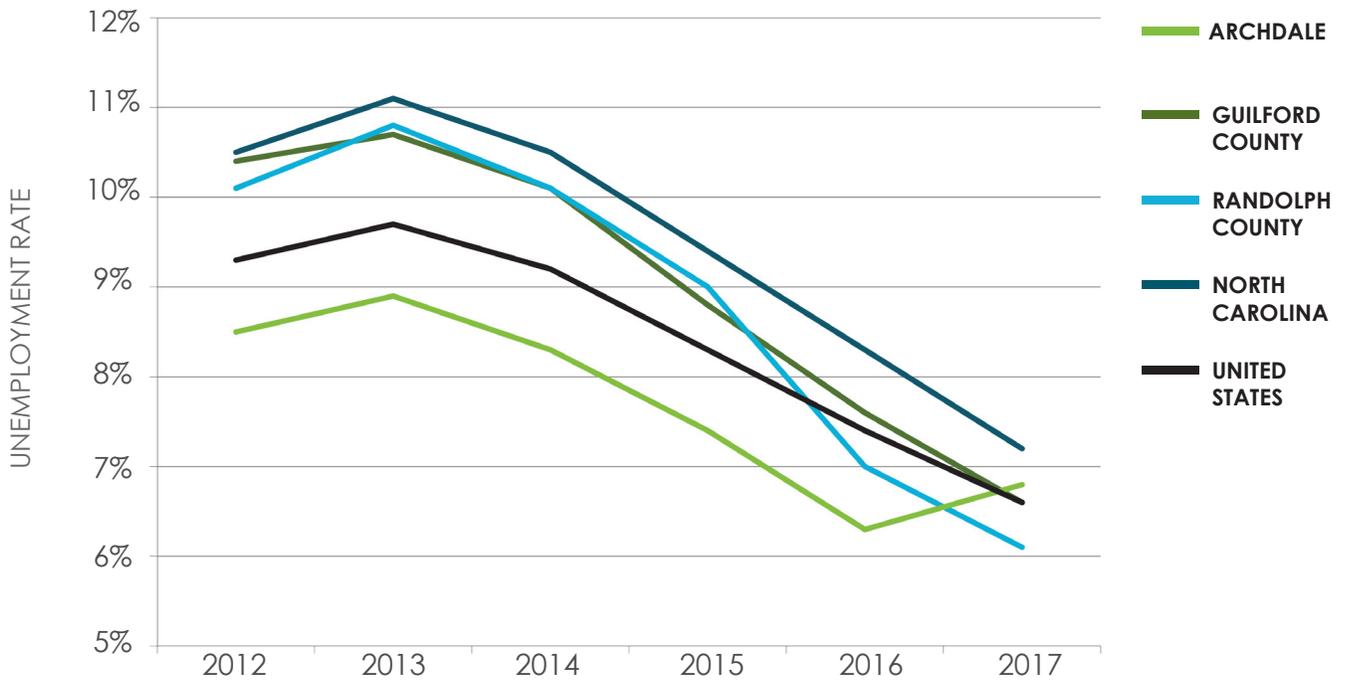
▼ FIGURE B.33 LABOR FORCE PARTICIPATION [2017]

Source: American Community Survey 2013-2017



▼ FIGURE B.34 UNEMPLOYMENT RATES, [2012 - 2017]

Source: American Community Survey 2013 - 2017



Unemployment rates in Archdale have been lower than the statewide unemployment rate, as well as the Guilford and Randolph County unemployment rates, as shown in Figure B.35. As the graph shows, during that time period, the local unemployment rate started and ran significantly below the other rates, including the overall national rate, until fairly late into the recovery cycle from the 2008-09 housing / financial crises. If the City can continue to maintain both a strong labor force participation rate, and a low unemployment rate, the economic success of its residents and businesses will be evident.

### Income

Somewhat surprisingly, but perhaps grounded in the previously discussed labor force and employment statistics, is the fact that Archdale’s median household income of around \$51,500 was higher than either Guilford or Randolph County, or North Carolina as a whole. Of particular note is that economically, Archdale’s good fortunes appear to be tied more to Guilford County, with which it shares a significant portion of the City’s labor force.

There was much more parity between Archdale and Randolph County in terms of per capita income, with just several hundred dollars separating the two in 2017. Of note, Archdale’s per capita income was nearly \$6,000 lower than Guilford County, or the State as a whole.

Taken together, this appears to indicate that there is likely a quite strong middle-class labor force with dual incomes that produce such a high median household income, but also a large number of low wage workers that keep the per capita income level relatively low.

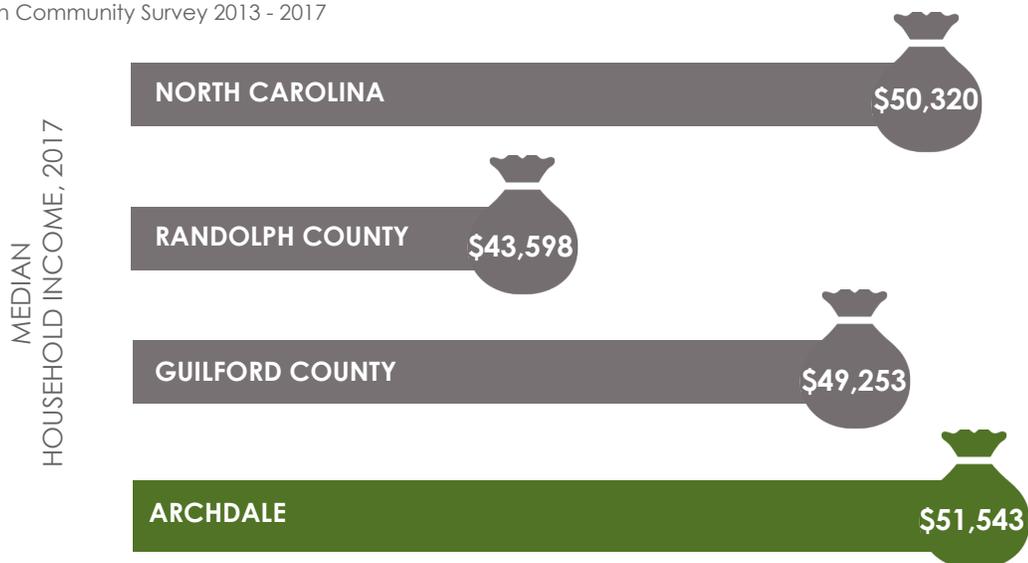
▼ TABLE B.12 INCOME COMPARISONS

Source: American Community Survey 2010, 2017

	Archdale	North Carolina	Randolph County	Guilford County	High Point	Jamestown	Thomasville	Trinity
Median Household Income, 2017	\$51,154	\$50,320	\$43,598	\$49,253	\$44,642	\$62,778	\$38,181	\$50,718
Median Household Income, 2010	\$48,291	\$45,570	\$40,346	\$45,676	\$43,594	\$78,462	\$35,309	\$45,526
Change Median Household Income, 2010 - 2017	5.9%	10.4%	8.1%	7.8%	2.4%	-20%	8.1%	11.4%
Per Capita Income, 2017	\$26,717	\$28,123	\$22,349	\$28,582	\$25,013	\$35,863	\$20,759	\$25,276
Per Capita Income, 2010	\$22,830	\$24,745	\$21,297	\$26,267	\$22,567	\$40,645	\$17,095	\$28,830
Change Per Capita Income, 2010 - 2017	17.0%	13.7%	4.9%	8.8%	10.8%	-11.8%	21.4%	-12.3%

▼ FIGURE B.35 MEDIAN HOUSEHOLD INCOME COMPARISON [2017]

Source: American Community Survey 2013 - 2017



▼ FIGURE B.36 PER CAPITA INCOME COMPARISON, [2017]

Source: American Community Survey 2013 - 2017



## Primary Industries

Between 2013 and 2017, the American Community Survey reported that the largest number of employees in Archdale worked in manufacturing (24.1%) or education and health care (18.5%). Other key industries included retail trade, professional and administrative services, logistics and utilities, and construction. The City has relied on a strong manufacturing base for employment opportunities for its residents since the development of its major industrial parks in the 1980s and 90s. The key economic sectors, by industry group, are shown in the table below:

▼ TABLE B.13 KEY INDUSTRY SECTORS [2017]

Source: American Community Survey 2013-2017

INDUSTRY SECTOR	NUMBER OF WORKERS	PERCENTAGE
Agriculture & mining	9	0.2%
Construction	357	6.6%
Manufacturing	1,312	24.1%
Wholesale trade	157	2.9%
Retail trade	668	12.4%
Logistics & utilities	437	8.0%
Information	40	0.7%
Finance & real estate	257	4.7%
Professional & administrative services	570	10.5%
Educational & health care	1,009	18.5%
Entertainment & hospitality services	248	4.6%
Other services	308	5.7%
Public administration	76	1.4%
<b>TOTAL (WORKERS 16+)</b>	<b>5,448</b>	<b>100%</b>

## Location Quotient

One method commonly used to measure a community's economic structure is location quotient. This indicator compares how a particular industry performs in relation to the surrounding region and nation. If a sector scores above a "1," it is considered to provide more goods and services in that sector than are locally consumed. Thus, sectors with a score above one strongly impact the local economy. In terms of employment concentration, Randolph County's manufacturing sector location quotient is almost four times that found in an average county in the United States, meaning that there are nearly four times the number of jobs in that sector as one would expect to find. This heavy dependence on manufacturing impacts other sectors in Randolph County, leaving most other sectors, except the retail sector, with fewer employees than would be found in an average community.

Although only a portion of the City and the Study Area are within Guilford County, the economy of Guilford County has a significant influence on Archdale and Randolph County. The sectors in Guilford County with higher than average location quotients include Manufacturing, Wholesaling, Transportation, Finance & Insurance, Real Estate, Management, and Administrative Service. With such a broad array of industry specialization, opportunities will likely emerge for not only additional employment in those industries, but also opportunities for business relocation or attraction to Archdale to take advantage of the industry / labor clusters in the region.

▼ TABLE B.14 ANNUAL EMPLOYMENT LOCATION QUOTIENTS - GUILFORD AND RANDOLPH COUNTIES 2018

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

	2018 GUILFORD	2018 RANDOLPH
NAICS 11 Agriculture, Forestry, Fishing, and Hunting	0.11	0.71
NAICS 21 Mining, Quarrying, Oil and Gas Extraction	0.06	0.13
NAICS 22 Utilities	0.36	0.90
NAICS 23 Construction	0.86	1.16
NAICS 31-33 Manufacturing	1.40	3.70
NAICS 42 Wholesale Trade	1.45	0.94
NAICS 62 Health Care and Social Assistance	0.96	0.71
NAICS 44-45 Retail Trade	0.97	0.84
NAICS 48-49 Transportation and Warehousing	1.61	0.48
NAICS 51 Information	0.78	0.24
NAICS 52 Finance and Insurance	1.05	0.38
NAICS 53 Real Estate and Rental and Leasing	1.01	0.39
NAICS 54 Professional and Technical Services	0.68	0.23
NAICS 55 Management and Companies and Enterprises	1.28	0.45
NAICS 56 Administrative and Waste Services	1.39	0.97
NAICS 61 Educational Services	0.95	0.22
NAICS 71 Arts, Entertainment, and Recreation	0.8	0.66
NAICS 72 Accommodation and Food Services	0.98	0.84
NAICS 81 Other Services, Except Public Administration	0.79	0.72

▼ TABLE B.15 ANNUAL WAGE LOCATION QUOTIENTS - GUILFORD AND RANDOLPH COUNTIES 2018

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

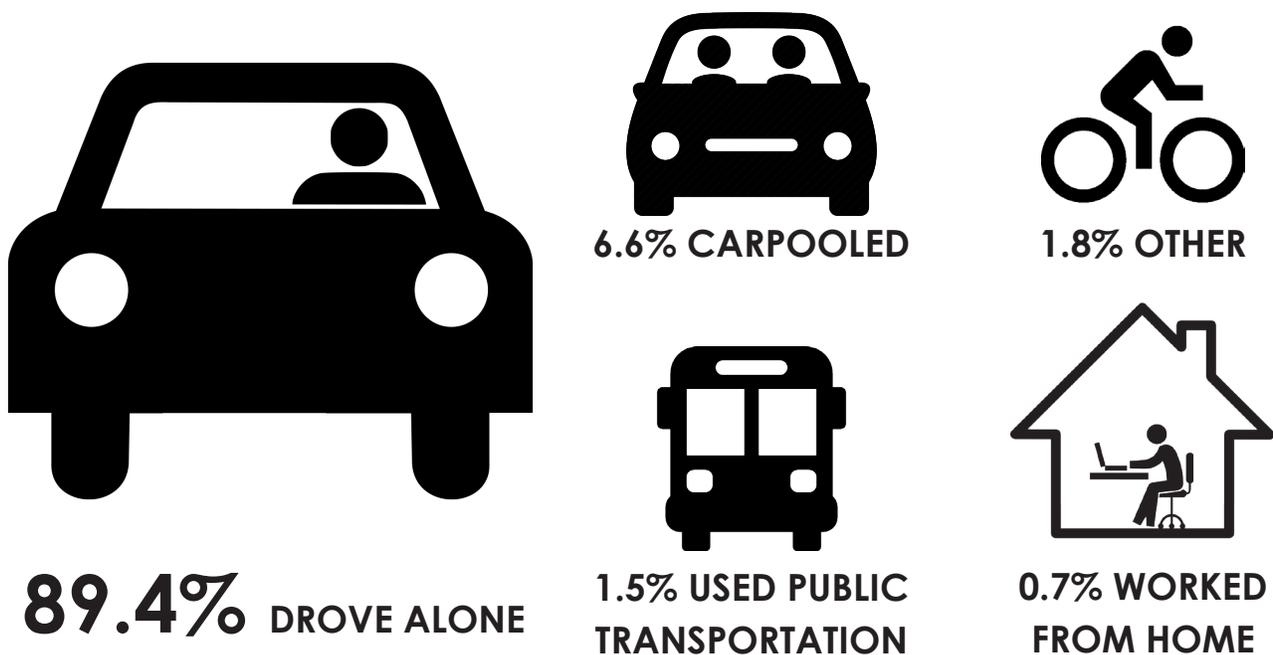
	2018 GUILFORD	2018 RANDOLPH
NAICS 11 Agriculture, Forestry, Fishing, and Hunting	0.10	0.99
NAICS 21 Mining, Quarrying, Oil and Gas Extraction	0.04	0.13
NAICS 22 Utilities	0.35	0.90
NAICS 23 Construction	0.90	1.16
NAICS 31-33 Manufacturing	1.58	3.70
NAICS 42 Wholesale Trade	1.34	0.94
NAICS 62 Health Care and Social Assistance	1.12	0.84
NAICS 44-45 Retail Trade	1.09	1.05
NAICS 48-49 Transportation and Warehousing	1.76	0.57
NAICS 51 Information	0.58	0.16
NAICS 52 Finance and Insurance	0.89	0.28
NAICS 53 Real Estate and Rental and Leasing	0.93	0.41
NAICS 54 Professional and Technical Services	0.58	0.18
NAICS 55 Management and Companies and Enterprises	1.38	0.24
NAICS 56 Administrative and Waste Services	1.21	0.94
NAICS 61 Educational Services	0.90	0.20
NAICS 71 Arts, Entertainment, and Recreation	0.44	0.45
NAICS 72 Accommodation and Food Services	0.94	0.89
NAICS 81 Other Services, Except Public Administration	0.84	0.95

## Employment Location and Transportation to Work

Over one-third of Archdale's population works within their county of residence, with almost two-thirds working outside their county, and 0.4% working outside the State of North Carolina. This, in conjunction with a lack of public transportation, leads to almost 90% of Archdale's residents commuting by single-occupancy automobile, with 6.6% carpooling, and few using alternative modes of transportation or working from home. It should be noted that the average commute time for Archdale residents is slightly less than the State and surrounding counties, at 21.5 minutes. Although a significant number of Archdale's residents are driving to High Point and Greensboro for employment opportunities, Archdale also serves as an importer of jobs, providing a significant amount of employment opportunities for people throughout the region.

▼ FIGURE B.37 MEANS OF TRANSPORTATION [2017]

Source: American Community Survey, 2017

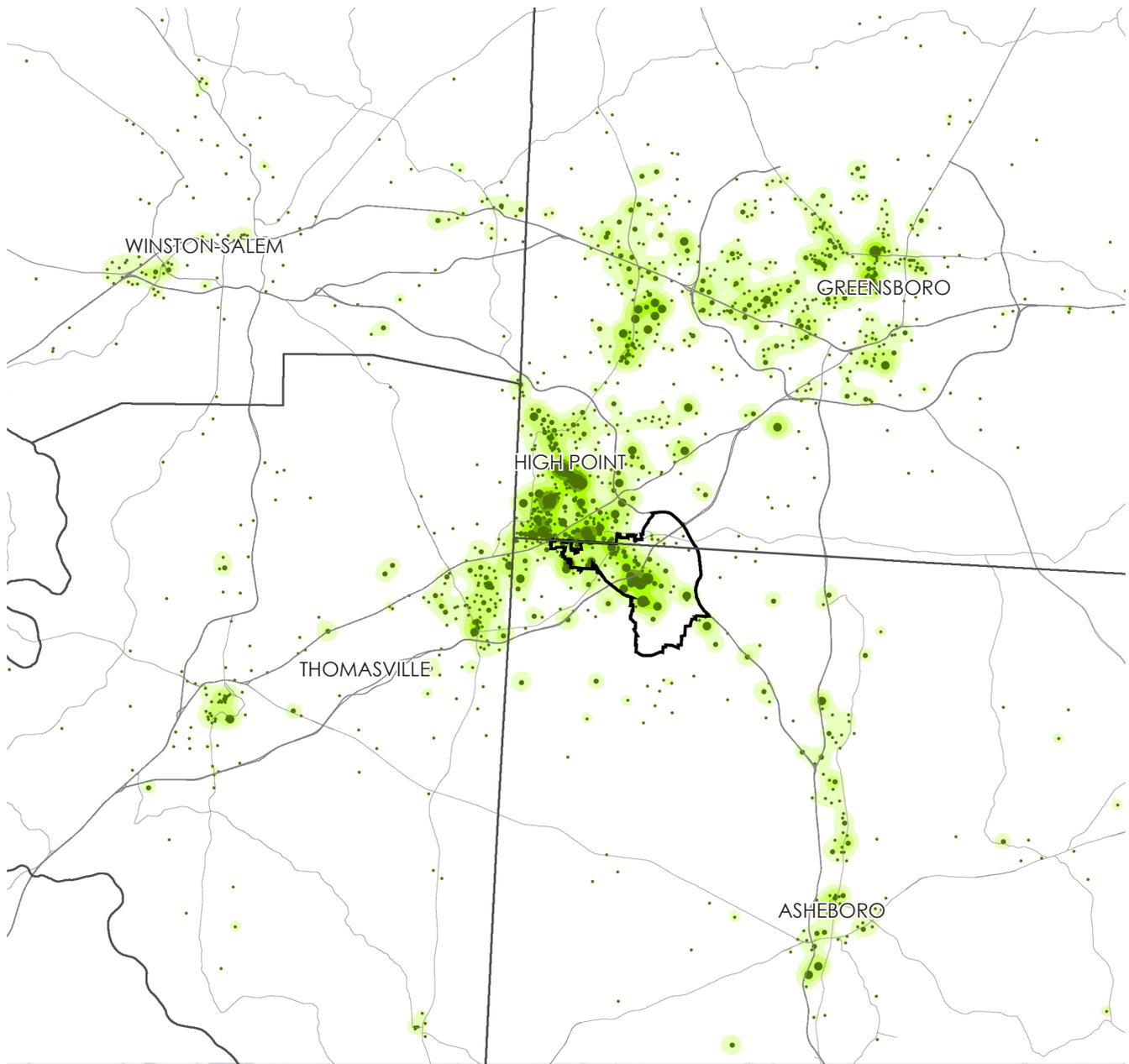


▼ FIGURE B.38 MEAN TRAVEL TIME TO WORK, MINUTES [2017]

Source: American Community Survey 2013 - 2017



▼ MAP B.4 EMPLOYMENT LOCATION OF ARCHDALE RESIDENTS



— Planning Area Boundary

5 - 15 Jobs / Square Mile

16 - 45 Jobs / Square Mile

46 - 95 Jobs / Square Mile

96 - 165 Jobs / Square Mile

166 - 255 Jobs / Square Mile

● 1 - 3 Jobs

● 3 - 10 Jobs

● 10 - 23 Jobs

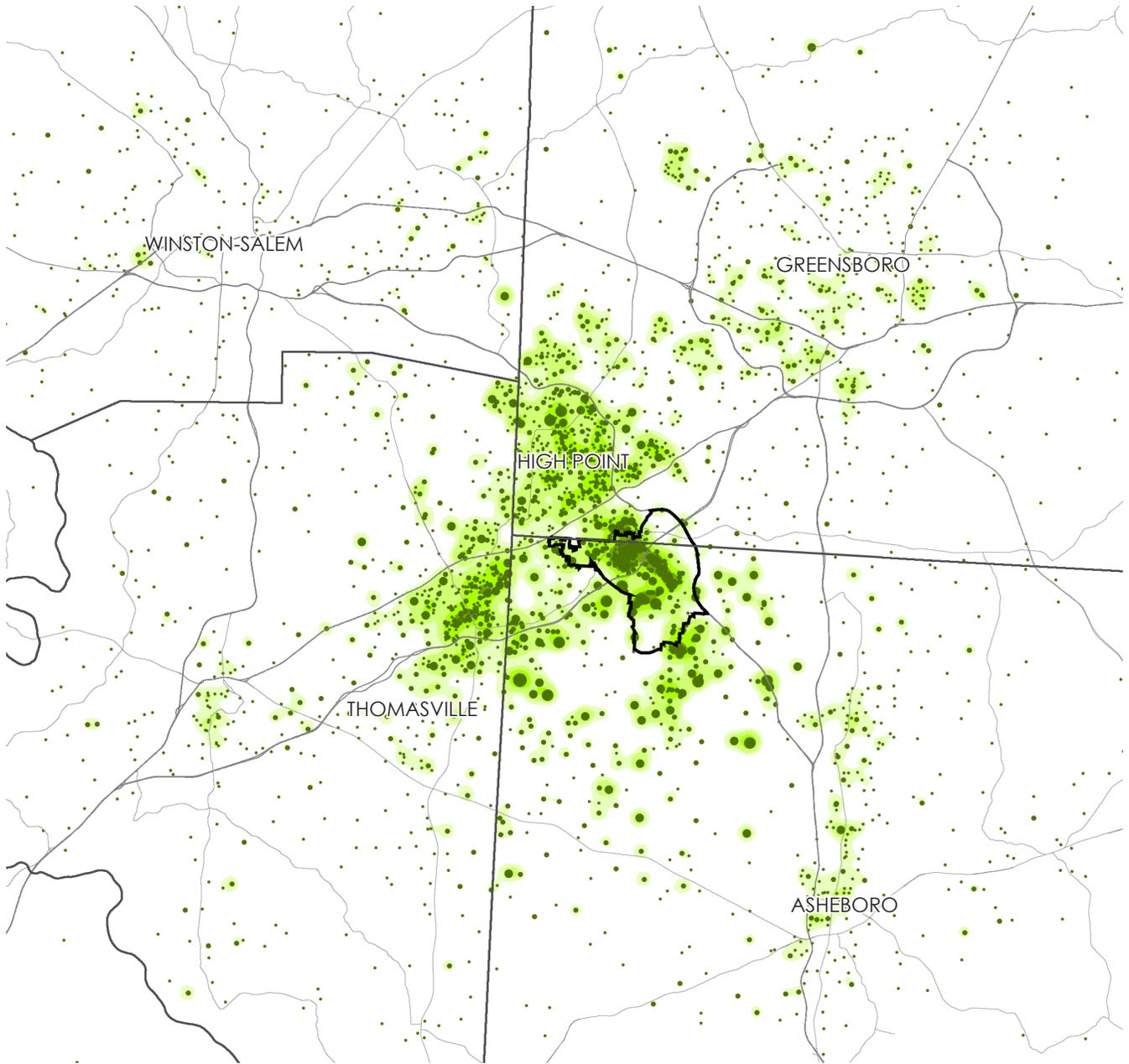
● 23 - 47 Jobs

● 47 - 86 Jobs



5 Miles

▼ MAP B.5 RESIDENCE LOCATION OF WORKERS EMPLOYED IN ARCHDALE



5 Miles

# Natural Features

This section includes a discussion of the topography, hydrology, flood hazards, watersheds, wetlands, and soils that influence growth and development in the Study Area. The location of natural resources across the City help define where lands should be considered for protection, areas where impediments may exist for future development and areas that have few environmental related limitations to support development. This inventory of natural resources within the Study Area provides important information for property owners, developers and local officials to consider when making long range infrastructure and development plans. While this inventory identifies important natural features across the landscape of the City, it is intended to guide and inform decisions for the recommendations of this Plan. Specific development proposals for properties within the Study Area will continue to require more detailed evaluation to determine final development feasibility and need for environmental protection on a case by case basis.

## Topography

The Study Area is characterized primarily by gently rolling hills oriented along a northwest to southeast axis; descending from a ridge along NC 62 / Fairfield Road that runs east-west in the northern part of the Study Area. A second major ridge runs generally north-south on the west side of the City, with the railroad, and then the southern portion of Archdale Road following the ridge line. The heaviest concentration of development in the City is along a spur that lies between Muddy Creek to the south and one of its tributaries to the north. Main Street generally runs northwest to southeast along this central feature, with Archdale Road paralleling it to the west closer to Muddy Creek. Areas lying west of Archdale Road and the railroad tend to have more steep topography, with relatively closely spaced draws leading from the ridge to the nearby Uwharrie River. The topography of the Study Area is shown in Map B.5

## Hydrology

As noted in the discussion of the City's topography, the Study area falls across four major drainage basins formed by the prominent ridges that run along the City's northern and western boundaries (see Map B.6). The primary drainage within Archdale is Muddy Creek, which flows into the Deep River at Randleman Lake southeast of the City. Lying north of the Muddy Creek basin, Richland Creek drains the areas north of NC 62, and also flows into the Deep River in the upper reaches of Randleman Lake near I-85. These tributaries, after flowing through Randleman Lake, eventually join with the Cape Fear River. On the western side of the ridge along the City's western boundary with Trinity are the headwaters of the Uwharrie River, with numerous small drainages running from the ridge to the west into the upper reaches of the river. The far southern portion of the Study Area is drained by Caraway Creek, which also drains into the Uwharrie River, which is part of the larger Yadkin-Pee Dee River basin.

## Water Supply Watersheds

All of the drainage basins in Archdale have development related water quality protections in place, with the exception of the Caraway Creek basin. The Uwharrie basin regulations are in

place since it flows into Lake Reese, a major drinking water source for the City of Asheboro. Muddy Creek and Richland Creek are both within the Randleman Lake Water Supply Watershed, which is a major water source for cities in the eastern portion of the Piedmont Triad Region, including functioning as the City of Archdale's primary source of treated water through the Piedmont Regional Water Authority. The water supply watersheds are shown in Map B.7.

### **Flood Hazards**

The primary flooding hazards in the Study Area are concentrated along the main course of Muddy Creek and its tributaries (see Map B.8). Although the floodplains associated with these creeks are not particularly large, they do present hazards to development and serve as a barrier to growth in some areas. While it is possible to experience flooding in areas other than the defined floodplains, the good drainage provided by the rolling topography concentrates most flooding in fairly close proximity to the creeks.

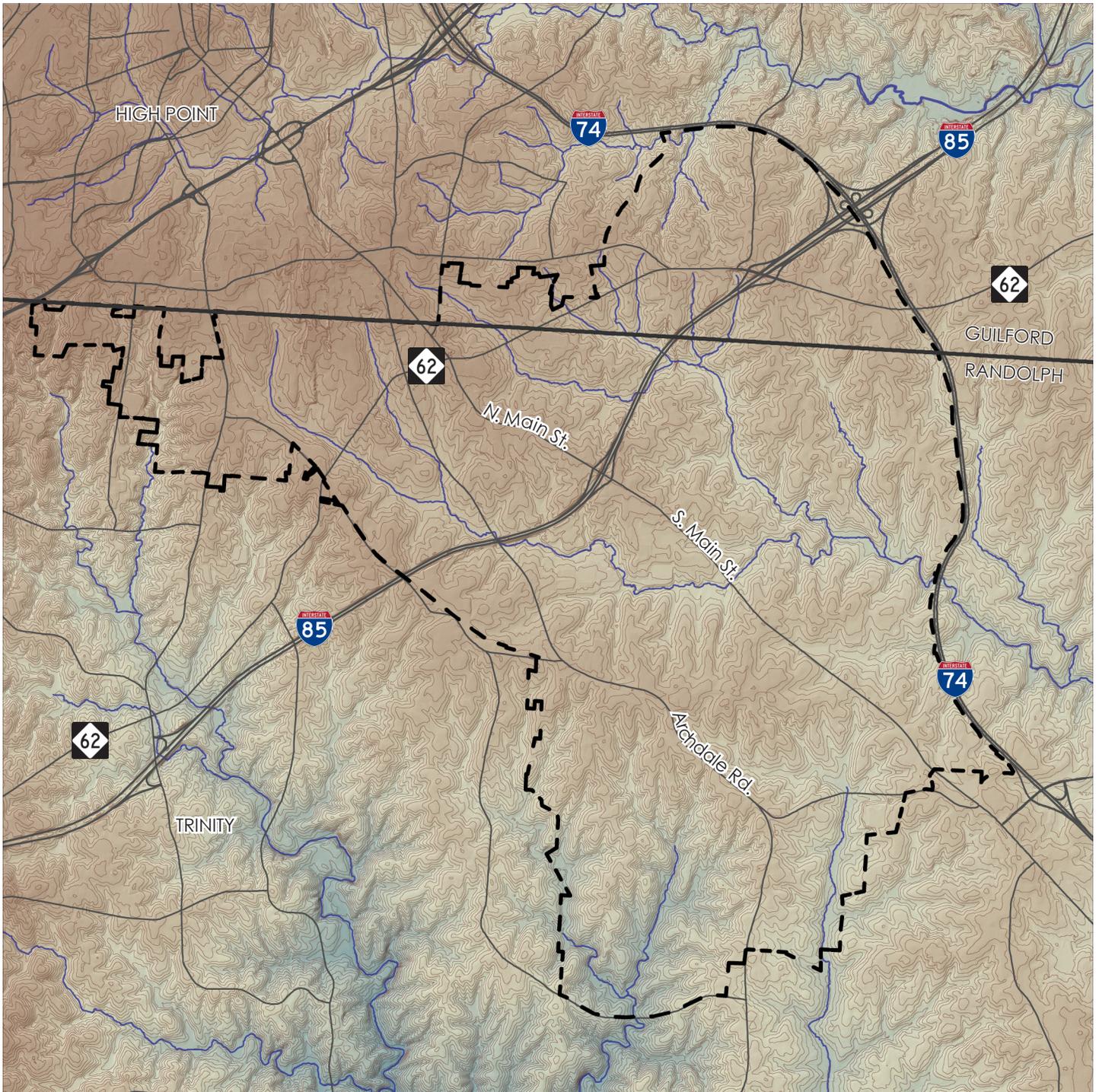
### **Wetlands**

As Map B.9 shows, while there are numerous small shallow waterbodies throughout the Study Area, defined wetlands are not prevalent. Only several small areas are identified in the data, primarily within flood hazard areas in bottomland along major creeks. Good soil drainage and the rolling topography of the area has prevented the formation of many low-lying wet areas that could be barriers to development.

### **Soil Properties**

Map B.10 shows the extent of what have been defined as “prime farmland” soils, meaning that they have a composition and topographic association that make them particularly well-suited for agricultural production. These soils are also frequently assessed as being ideal for development since farmland and good development tracts often share the same physical qualities of shallow slopes and good drainage. Map B.11 shows the location of soil types that have been identified as having the potential to limit the viability of on-site wastewater systems. While individual site surveys are necessary to make a final determination, this map shows the extent of where it may be more difficult for development to occur without the availability of a centralized wastewater collection and treatment system.

MAP B.6 TOPOGRAPHY



Elevation

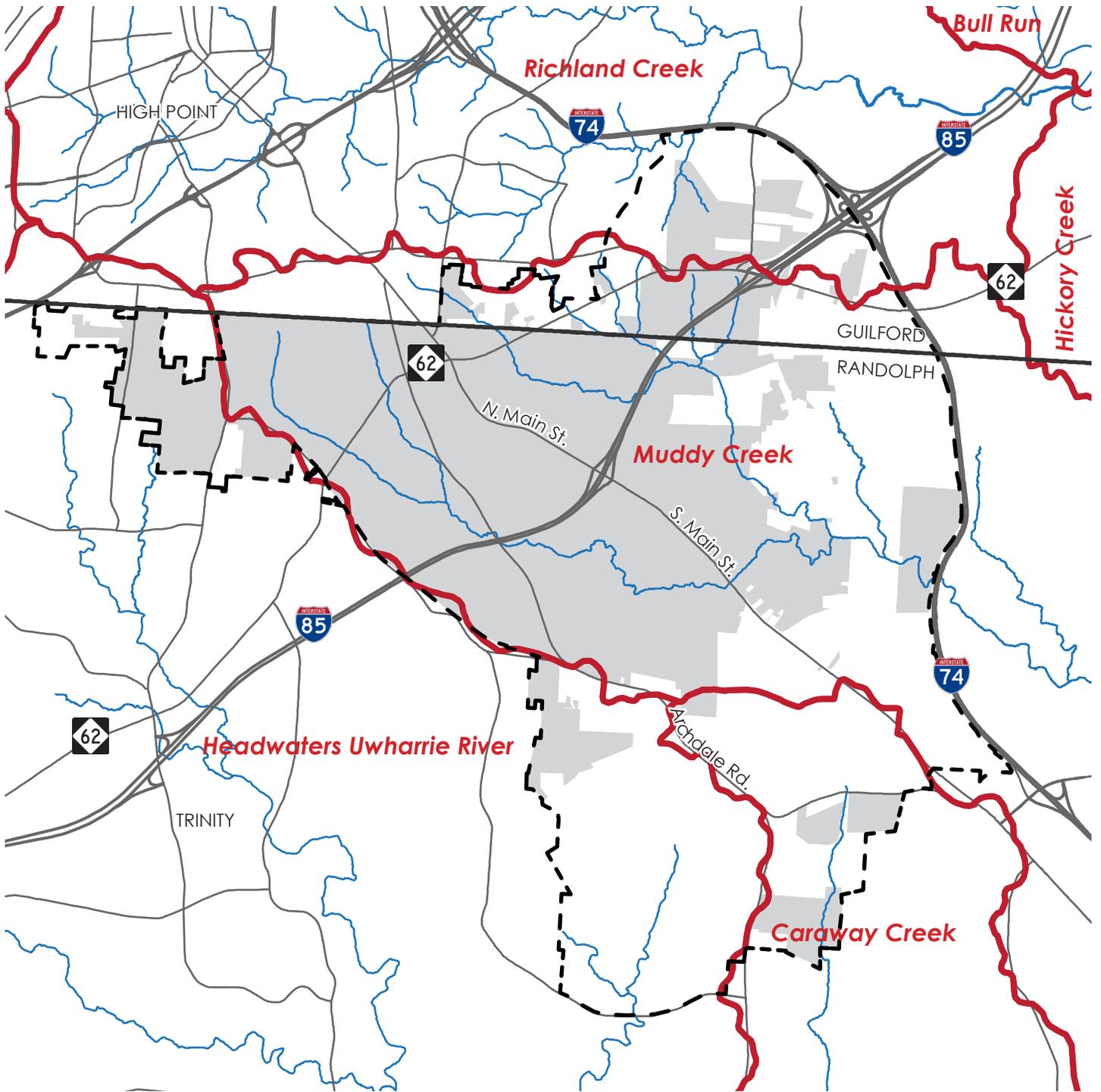


--- Planning Area Boundary

— Rivers and Streams



1 Mile



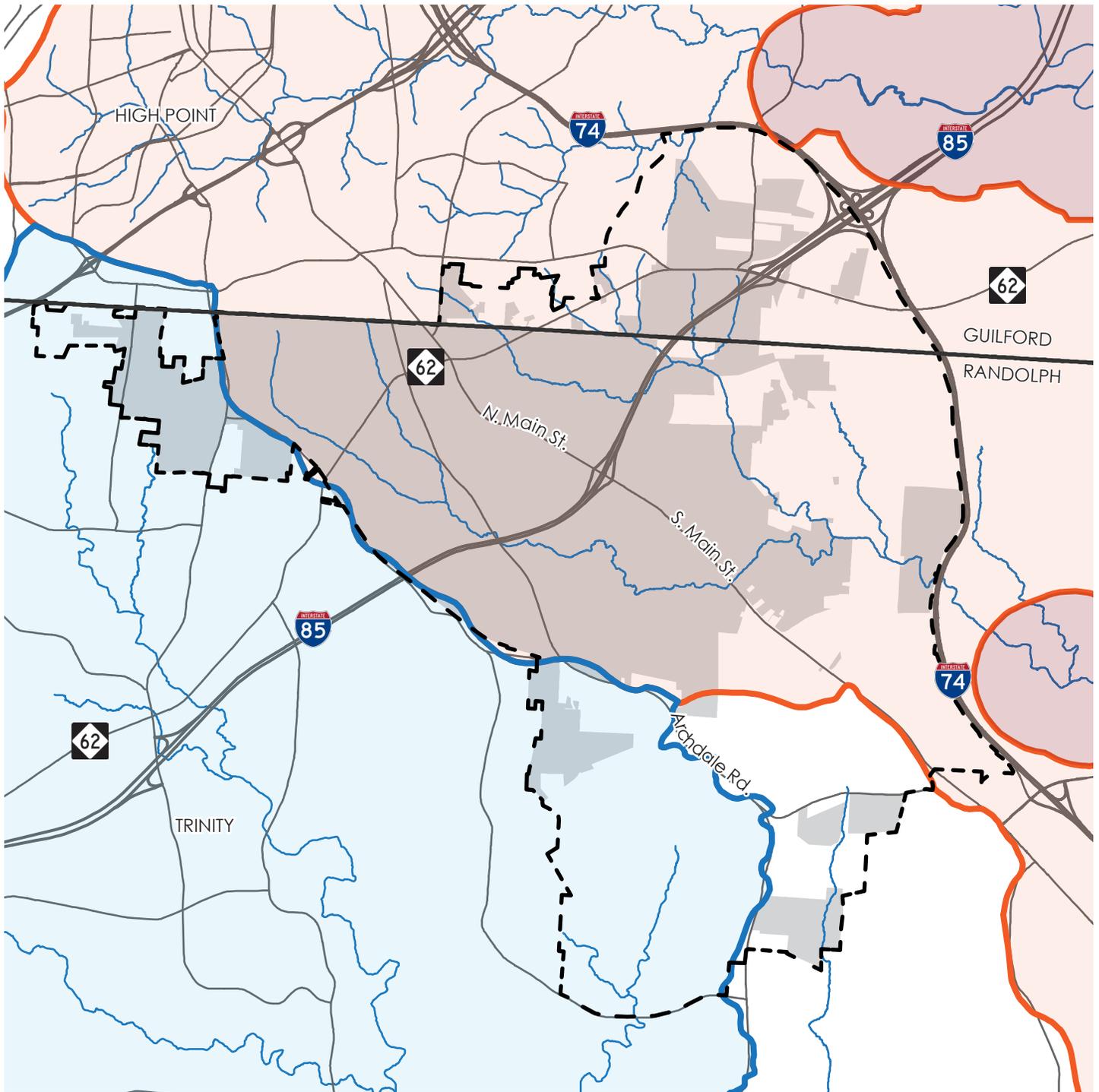
— Rivers and Streams  
 — River Basins

— County Line  
 - - - - - Planning Area Boundary  
 ■ City Limits



1 Mile

▼ MAP B.8 WATER SUPPLY WATERSHED PROTECTION



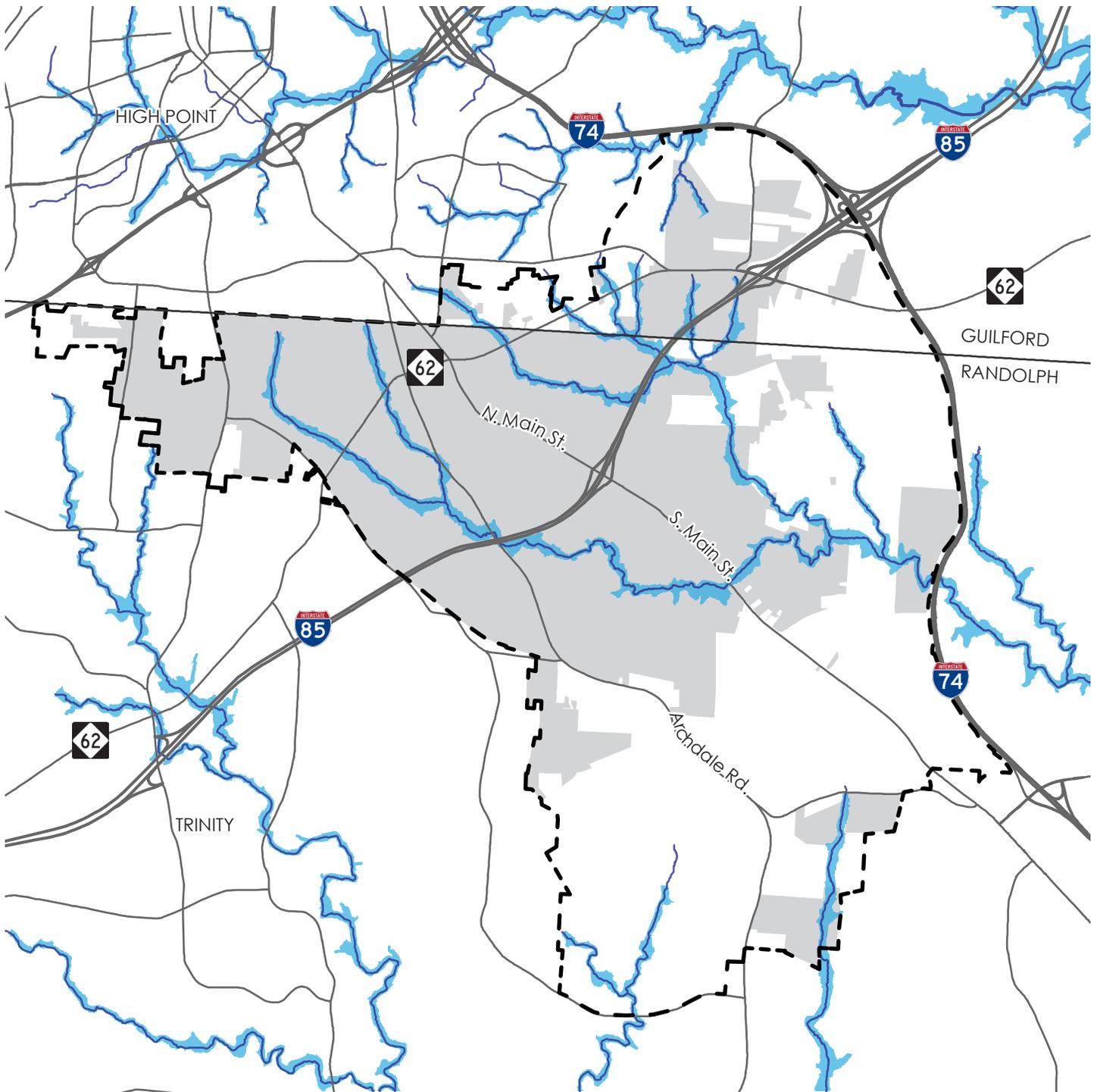
-  Rivers and Streams
-  Uwharrie River (Lake Reese)
-  Deep River (Randleman Lake)
-  Deep River (Randleman Lake)-Critical

-  County Line
-  Planning Area Boundary
-  City Limits



1 Mile

▼ MAP B.9 FLOOD HAZARD AREAS



— Rivers and Streams

100 Year Flood Plain

— County Line

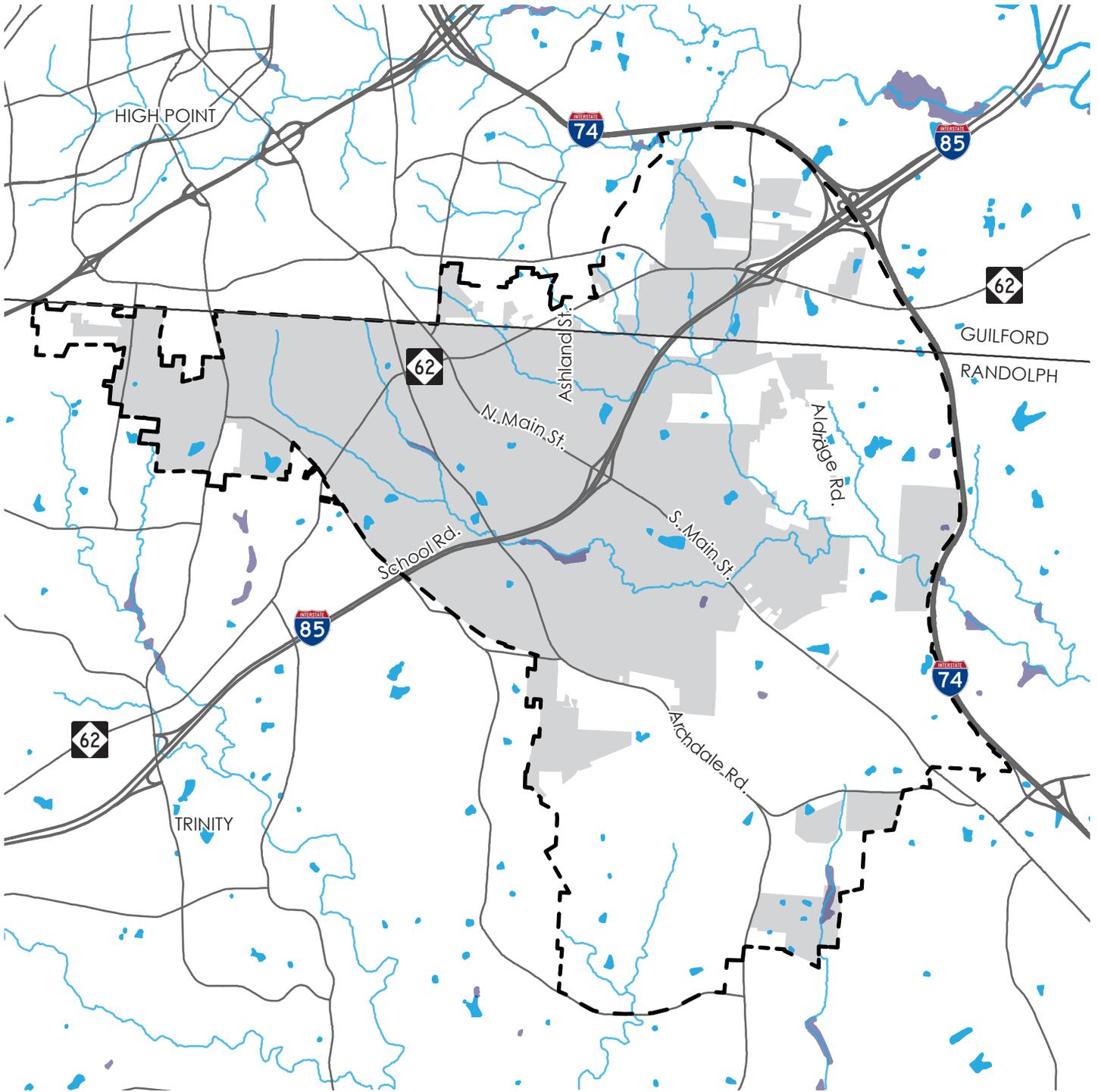
..... Planning Area Boundary

City Limits



1 Mile

▼ MAP B.10 WETLANDS

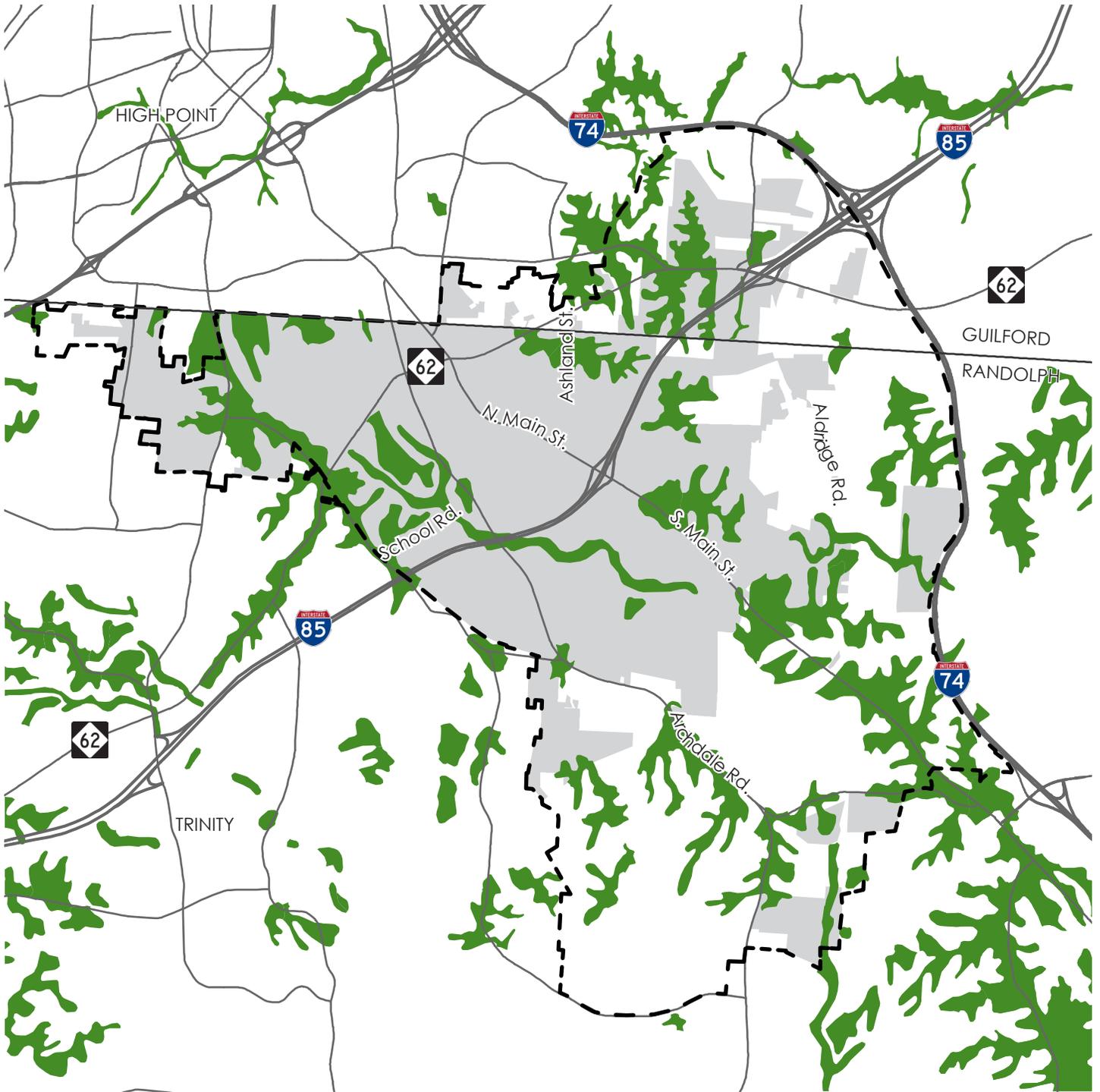


-  Rivers
-  Body of Water
-  Wetlands
-  City Limits
-  County Line
-  Planning Area Boundary
-  Roads



1 Mile

▼ MAP B.11 PRIME FARMLAND SOILS



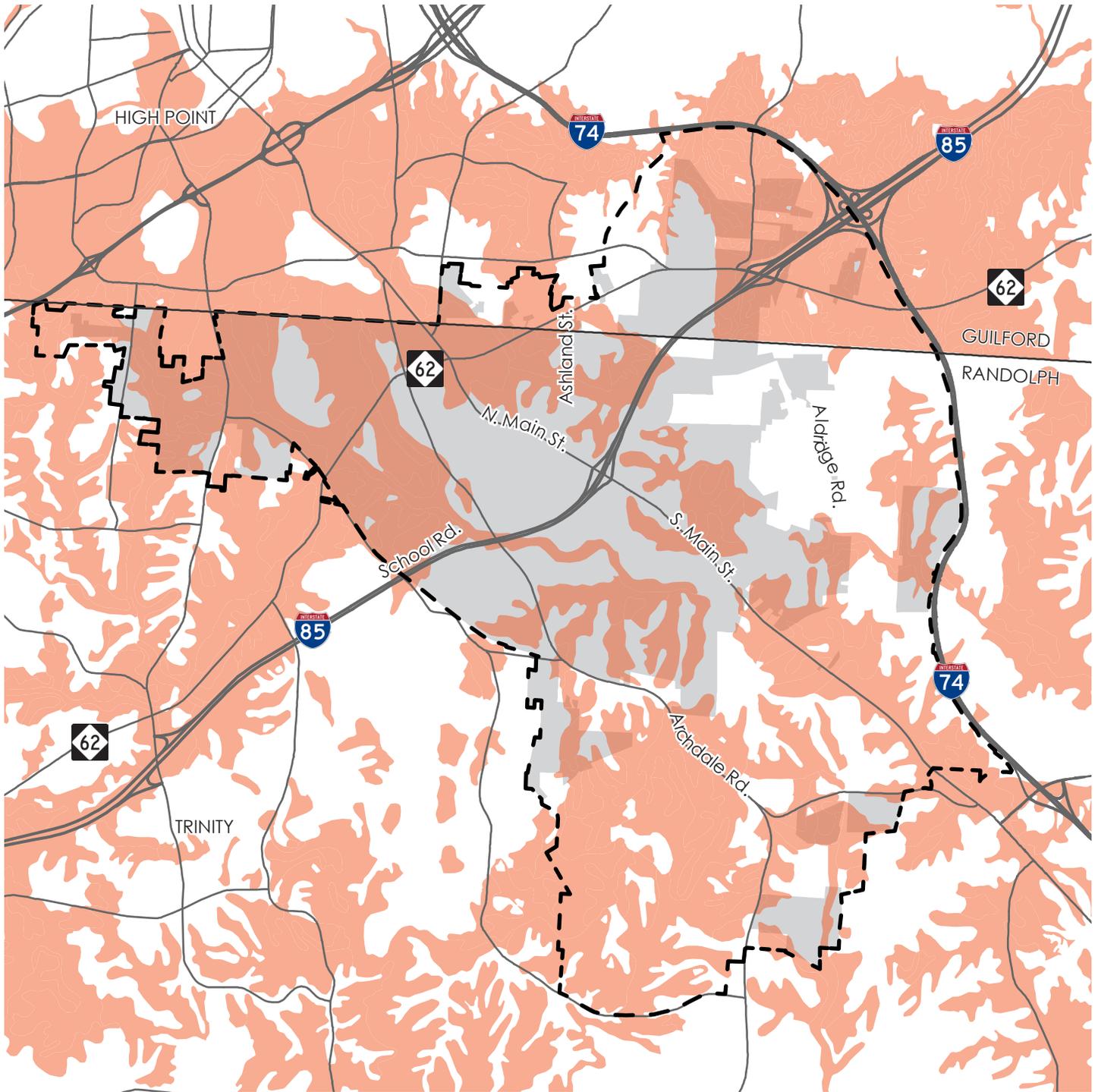
 Prime Farmland Soils  
 City Limits

 County Line  
 Planning Area Boundary  
 Roads



1 Mile

▼ MAP B.12 SEPTIC TANK ABSORPTION FIELD SOIL LIMITATIONS



- Potentially Limiting Soils
- City Limits
- County Line
- Planning Area Boundary
- Roads



1 Mile

# Public Services

The City of Archdale, as well as Guilford and Randolph Counties, provide a number of public services including public safety, police, fire, emergency medical services, stormwater protection, sanitation / recycling, street maintenance, civic and cultural, and educational services. This section provides an inventory of the current services and related facilities, which serves as a baseline for evaluating future needs as part of the planning process. In addition, the inventory includes planned facilities and anticipated expansion of facilities.

## Public Safety Services

The City of Archdale is served and protected by the City of Archdale Police Department, the Guil-Rand Fire Department, and the Randolph County Emergency Medical Services. In addition to the primary service providers for public safety, mutual aid agreements are in place with surrounding local law enforcement, fire and emergency medical service providers to assist when needed.

### Archdale Police Department

The City of Archdale's Police Department has 32 employees committed to the philosophy of community-oriented policing. This strategy is designed to create a more effective working partnership with the community, allowing for personnel to develop positive relationships with the citizens of Archdale, effectively addressing community concerns. In general, four uniformed patrol teams provide patrol services to the City. The primary mission of each team is to protect life, property, and prevent crime. Officers are responsible for patrolling Archdale's nearly 9 square miles and for providing effective law enforcement to the City's residents and to visitors that travel to and from Archdale. The four patrol teams operate on rotating shifts (12 hour shifts) which are three days on two days off and then two days on and three days off.

### County Law Enforcement

Areas outside of the City in the Study Area are served by the Randolph County and Guilford County Sheriff's Departments. The Randolph County Sheriff's Department maintains a substation in Archdale near City Hall, from which it serves the northwestern portion of the County. The portion of the Study Area in Guilford County is served by District 3 of the Guilford County Sheriff's Department out of its Jamestown substation, which serves the southwestern portion of Guilford County.

### Guil-Rand Fire Department

The Guil-Rand Fire Department is headquartered within the City of Archdale along South Main Street across from Creekside Park. The department was organized in 1950 to provide fire protection and rescue services to what is now the greater Archdale and Trinity area. Today, the department has 5 stations that provide fire and rescue service throughout the northwest corner of Randolph County and portions of the unincorporated areas of southwest Guilford County. Specifically, the fire district serves an area of approximately 81 square miles and a population of about 33,000 persons in Randolph and Guilford Counties, which covers approximately 1,100 businesses that include commercial and industrial establishments. In

addition, Guil-Rand covers 9 public schools, which includes 2 high schools, 1 middle school and 6 elementary schools. The main functions of the department include fire suppression, rescue operations, HAZMAT operations, emergency medical operations, fire prevention, fire inspections and investigations. The municipal areas serviced by the department carry a very good Insurance Services Office (ISO) rating of 3, with the rural zones also achieving a good rating of 4/9E.

### **Emergency Medical Services (EMS)**

Randolph County EMS has eight base locations across the County including: Archdale, Asheboro, Erect, Liberty, Ramseur, Randleman, Trinity and Uwharrie. EMT-Paramedics are based at these locations ready to respond to any emergency 24-hours per day. Randolph County EMS is also supported by two private sector EMT-Intermediate ambulance services; Ash-Rand Rescue & EMS and Piedmont Triad Ambulance and Rescue. These private non-profit agencies respond to emergency calls, as well as handle most convalescent transports. Randolph County EMS Base 1 serves the residents of Archdale and the entire Study Area.

### **Civic and Cultural Facilities**

The City has several important civic and cultural facilities, providing a valuable public service to its residents and nearby communities. The primary facilities include the Archdale Public Library, City Hall, Farmer's Market, Senior Center, Chamber of Commerce, and the YMCA.

#### **Archdale Public Library**

The Archdale Public Library was founded in 1973 by the Archdale City Council, later joining the Randolph County system in 1992. The Library is a cherished asset in the Archdale community providing a range of services to all ages, including meeting space for various community organizations to gather for workshops, programs, and other events. The Library is located next to Creekside Park on South Main Street.

#### **Creekside Park Farmers Market**

The Creekside Park Farmers Market is a place for farmers, bakers, and craft persons to market locally produced goods directly to the public. The Market is open from May through September on Thursday afternoons from 2:30 pm until 6:30 pm. Vendors are able to pay a small fee to sell for the day, or may pay for an entire season.

#### **Senior Center**

The Archdale Senior Center located in Creekside Park is owned by the City and operated by the Randolph County Senior Adults Association. The Senior Center provides a daily lunch for residents aged 60 years or older and offers activities which include crafts, music, bingo, birthday parties, exercise classes, movies, and blood pressure checks. The Senior Center also operates four Meals-On-Wheels routes which delivers hot lunches to homebound seniors.

#### **Archdale City Hall**

The Archdale City Hall, located at 307 Balfour Drive is the focal point of Archdale's City Government and is a notable landmark from Interstate 85. The City Hall is the location for residents to access customer service and several of the major City departments. The City

Hall also contains a large assembly room on the second floor for City Council meetings and volunteer board meetings with a multipurpose room on the first floor to handle workshops, training and other similar events.

## **Street Maintenance**

Map B.12 identifies both locally maintained roads and State (NCDOT) maintained roads. Generally, roadways that are more heavily traveled are maintained by the State, though there are a few exceptions. The City currently maintains 53 miles of public streets, and receives an annual appropriation of Powell Bill funding from the State to help supplement street maintenance costs within the City.

## **Public Utilities**

The City of Archdale owns and operates its own wastewater collection system. The collection system operates under Permit #WQCS00312 issued by the State of North Carolina. On average the City collects 900,000 gallons of wastewater each day and transports it through 79 miles of gravity collection lines, 6.2 miles of force mains, and 10 pump stations to the City of High Point's Eastside Wastewater Treatment Plant. The City of Archdale owns 2.5 million gallons per day of treatment capacity in the High Point Eastside WWTP, of which 1.1 million gallons is allocated to current customers. The extent of the current wastewater collection system is shown in Map B.13.

The City also owns and operates a municipal water distribution system that serves customers both within and outside of the City limits. The City's primary water source is Randleman Lake, which provides water to members of the Piedmont Triad Regional Water Authority, of which Archdale is a founding member. The City owns approximately 1.6 million gallons per day of treated water capacity, with rights to up to 2.45 million gallons. Current water usage by customers is approximately 865,000 gallons per day. The City also maintains connections to the City of High Point and Davidson Water that can provide emergency treated water supply to the City. A map of the current extent of the City's water system is shown in Map B.14

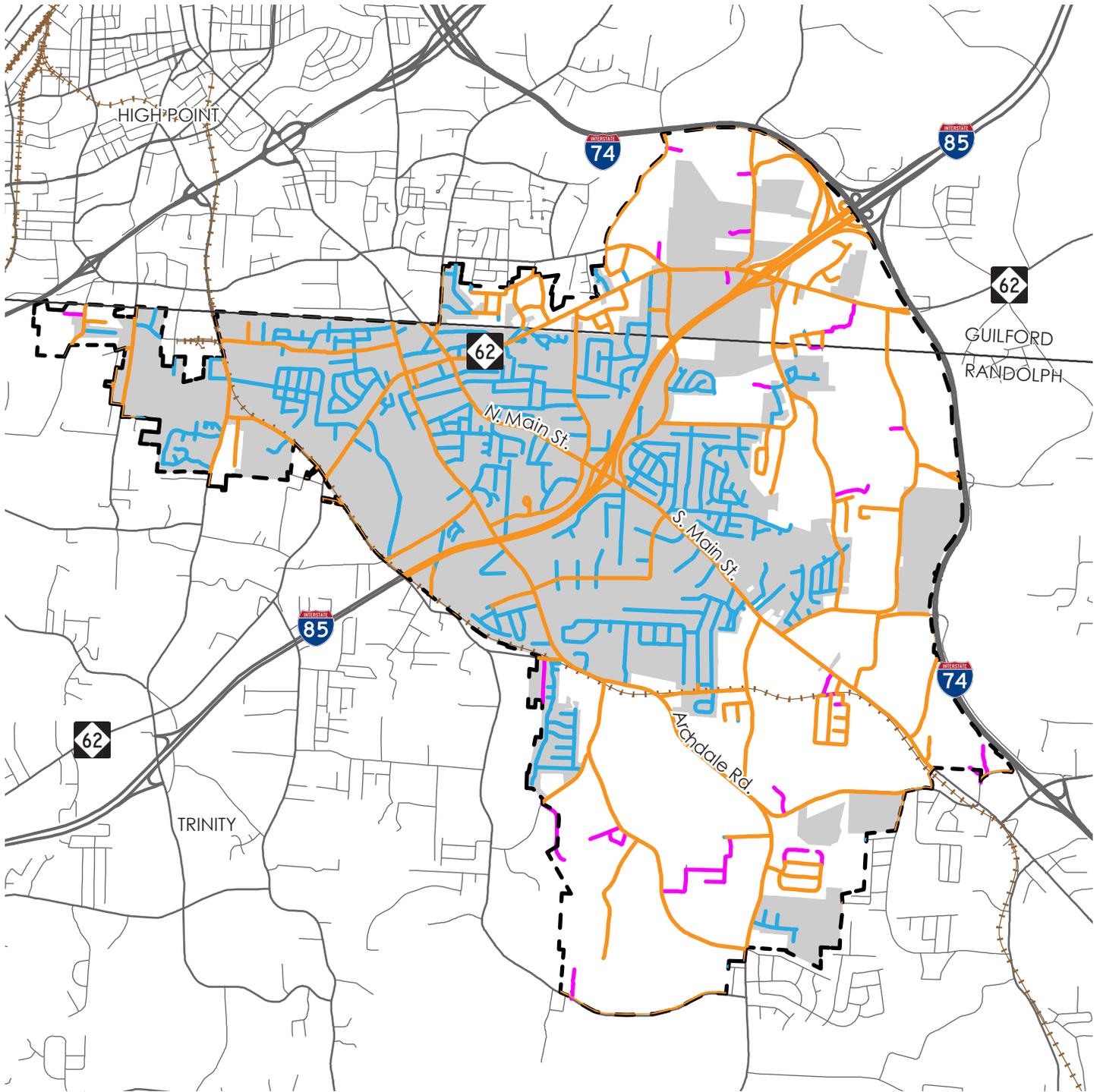
## **Sanitation / Recycling**

The City of Archdale provides privately contracted solid waste collection and recycling services, with household waste being collected once a week and household recycling being collected every other week. The City also provides year-round curbside pick-up of limbs, brush, and bagged yard waste. Additionally, loose leaf pick up is available throughout the winter season. The public works staff utilizes knuckleboom and leaf vacuum trucks to provide these services. Also, residents within the Study Area can utilize one of the 6 convenience sites located in Randolph County or one of the Guilford County sites for those Study Area residents located in Guilford County.

## **Stormwater Management**

The City of Archdale is a federally designated National Pollutant Discharge Elimination System (NPDES) Phase II community and operates under the authority of the ACE (Archdale's Community Effort) Integrated Stormwater Management Program, which became effective on January 2, 2008 by action of the City Council. NPDES Phase II is a federal and state mandated

MAP B.13 CITY AND STATE MAINTAINED STREETS



— NCDOT Maintained Roads

- - - Planning Area Boundary

— City Maintained Roads

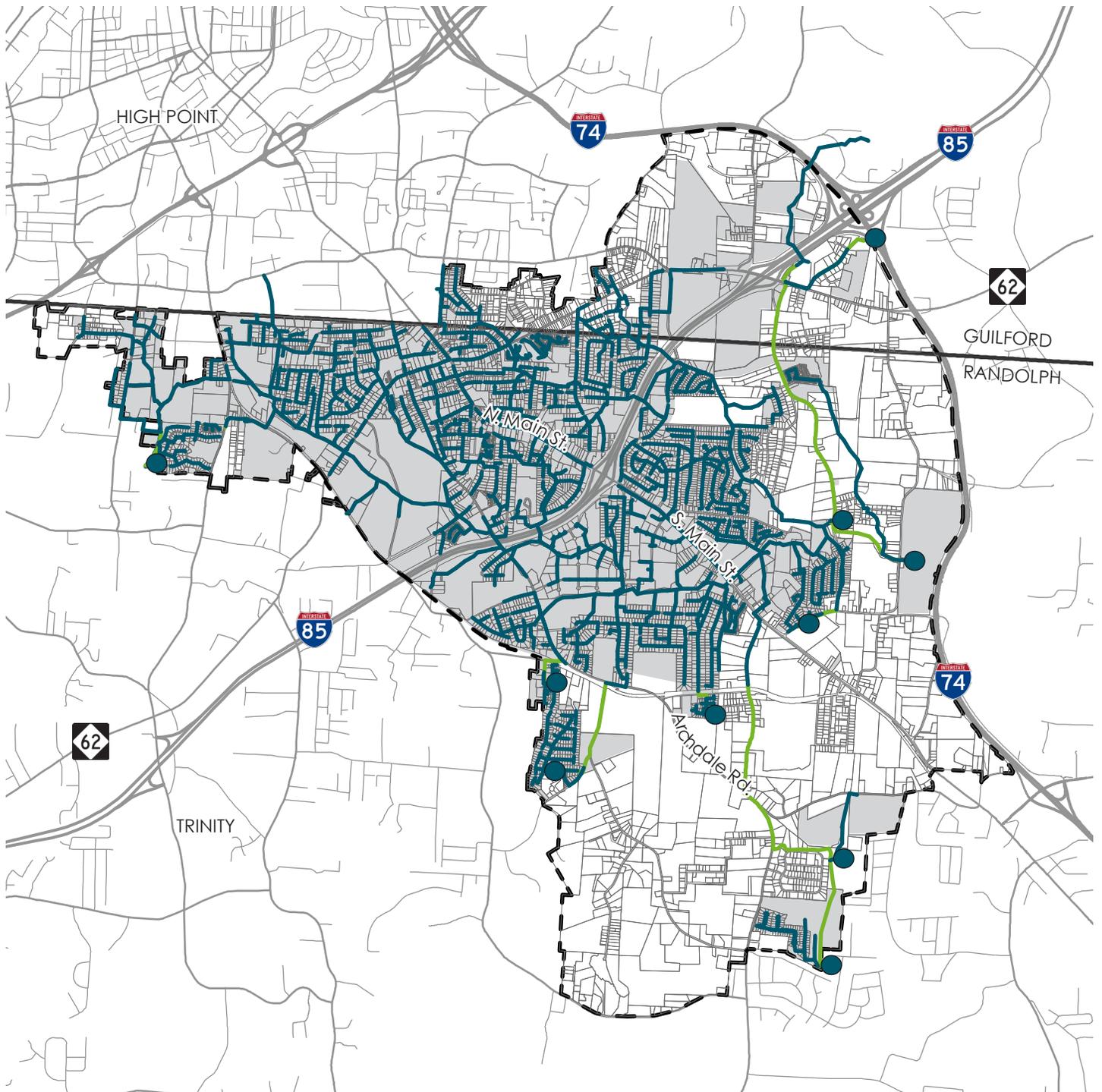
City Limits

— Private Roads



1 Mile

▼ MAP B.14 WASTEWATER COLLECTION SYSTEM



— Gravity Main

--- Planning Area Boundary

— Force Main

— Parcel Lines

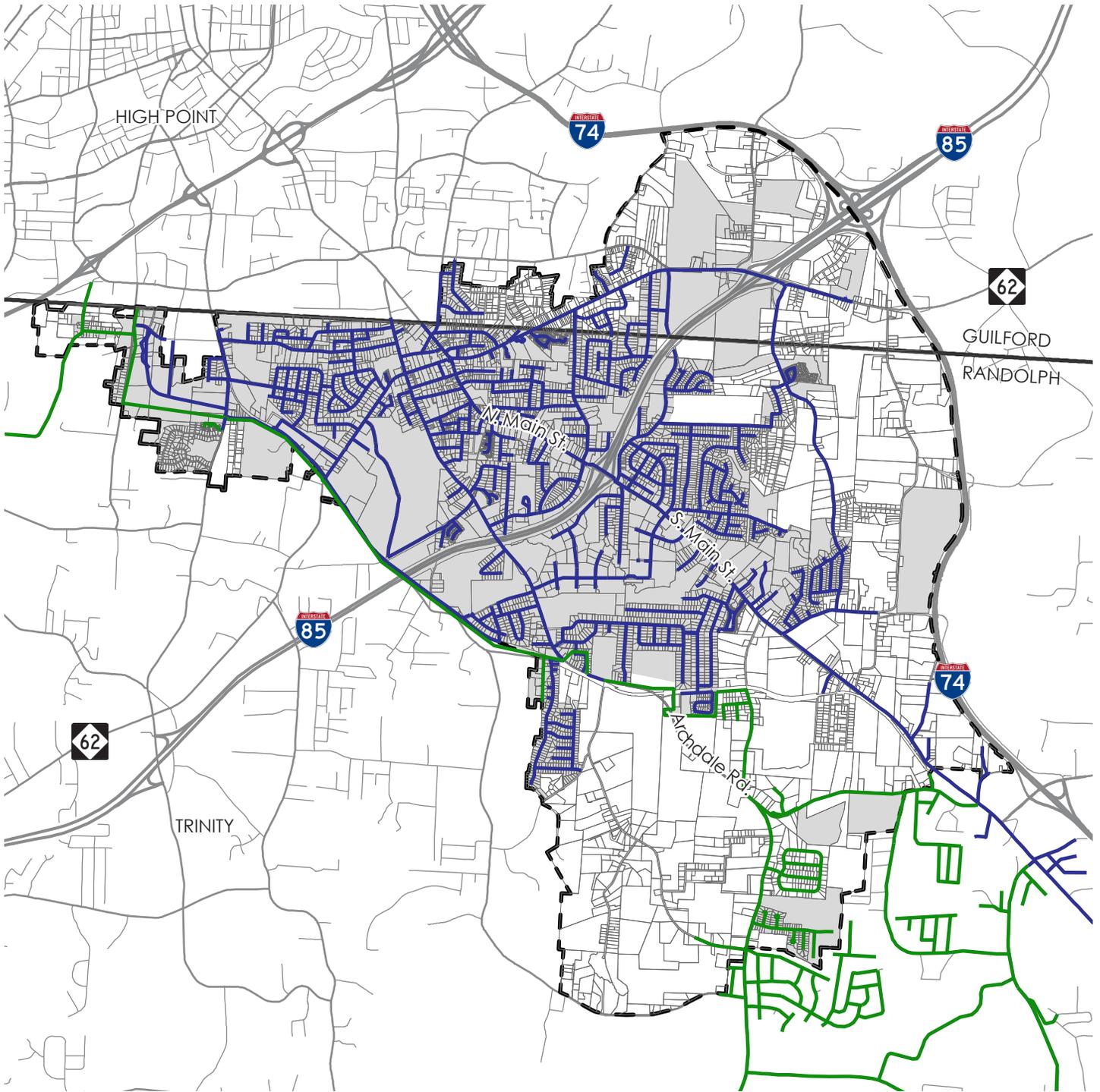
● Lift Station

■ City Limits



1 Mile

▼ MAP B.15 WATER DISTRIBUTION SYSTEM



— City of Archdale Water

— Parcel Lines

— Davidson Water

— City Limits

- - - Planning Area Boundary



1 Mile

program under the Clean Water Act to address non-point source pollution or stormwater runoff in order to protect and enhance water quality. The Stormwater Program operates as a division of the City's Planning Department. The entire Study Area experiences stormwater run-on and runoff. For example, even though a property in the Study Area may never flood, the stormwater that flows off any property must be managed so that it does not contribute to flooding or pollution in areas downstream. Stormwater is an issue that impacts all properties in the Study Area regardless of its rural or urban context.

In general, the City's program focuses on the implementation and coordination of education and outreach to the community, Illicit Discharge Detection and Elimination (IDDE), construction site runoff controls, post-construction runoff controls, water supply and watershed protection, and pollution prevention measures - accentuated by an online web portal feature.

## **Public Education**

The Study Area is served by both the Randolph County and Guilford County public school systems, with the majority of the students being served by Randolph County Schools. Of note, the City of Archdale is within a special school tax district that also includes Trinity and a portion of the unincorporated area of northwestern Randolph County. The schools within this special tax district feed into either Trinity High School or Wheatmore High School. For post-secondary education, Randolph Community College operates the Archdale Center, located inside Creekside Park. The public schools serving residents in the Study Area include:

### **Randolph County Schools**

#### **Archdale Elementary**

In the 2017-2018 School Year, Archdale Elementary School enrolled 375 students, which is slightly less than the District and State averages. The average class size ranged between 13 and 20 depending on the grade level but was generally the same or smaller than the State average. Over time, the enrollment has generally decreased, with a slight uptick in 2017. The highest enrollment between 2007 and 2018 was 2009 with 435 students.

#### **Trindale Elementary**

In the 2017-2018 School Year, Trindale Elementary School enrolled 330 students, which is much smaller than the District and State averages. Trindale Elementary School has some room for additional students as enrollment has generally decreased over time. It's highest enrollment in the last decade was in 2007, with 390 students.

#### **John R Lawrence Elementary**

In the 2017-2018 School Year, John R Lawrence Elementary School enrolled 390 students, which is smaller than the District and State averages. John R Lawrence's enrollment has steeply decreased in the last decade, with the highest enrollment being 549 students in 2009.

#### **Braxton Craven Middle School (6th Grade Only)**

Braxton Craven Middle School serves the sixth grade students in the Archdale-Trinity area.

Students come from five feeder schools: Archdale Elementary, Hopewell, John Lawrence, Trindale, and Trinity Elementary. When students leave BCMS, they complete their middle school years at Archdale-Trinity Middle School. With the opening of the new Trinity Middle School in August of 2021, Braxton Craven Middle School is scheduled to close.

### **Archdale-Trinity Middle (Currently 7th to 8th Grades Only)**

In the 2017-2018 School Year, Archdale-Trinity Middle School enrolled more students than the average middle school in the District and State (697 students). While the middle school's enrollment increased steadily between 2010 and 2013, it has decreased annually since. The highest enrollment in the last decade was in 2013 with 875 students. Once the new middle school is open, Archdale-Trinity will once again serve 6th through 8th grade with students being assigned to Trinity Middle or Archdale-Trinity Middle School.

### **Trinity Middle School (The New Middle School)**

A new middle school, Trinity Middle School, is planned to open in August of 2021 on land along Surrett Drive across from Trinity High School. The new 135,000-square-foot school is being constructed on 67 acres and will have a capacity of 750 students. It is planned for the new middle school to send students to Trinity High School, while Archdale-Trinity Middle School will send students to Wheatmore High School.

### **Trinity High School**

In the 2017-2018 School Year, Trinity High School enrolled 707 students, which is smaller than the District and State averages. The school has sufficient capacity, as its enrollment steeply declined between 2009 and 2011 (aligning with the opening of Wheatmore High School). At its highest enrollment (2008), Trinity High included 1,438 students.

### **Wheatmore High School**

In the 2017-2018 School Year, Wheatmore High School enrolled 836 students, which is slightly smaller than the District and State averages. Wheatmore was opened in 2010 along Finch Farm Road in Trinity and its enrollment has generally increased over time, with its 2018 population the highest on record.

## **Guilford County Schools**

### **Allen Jay Elementary School**

In the 2017-2018 School Year, Allen Jay Elementary School enrolled 447 students, which is slightly smaller than the District and State averages. The school's enrollment has been relatively steady over time, with its highest enrollment in 2008 (493 students).

### **Allen Jay Middle School (A Preparatory Academy)**

In the 2017-2018 School Year, Allen Jay Middle School enrolled 386 students, which is significantly smaller than the District and State averages (which are between 600 and 700). The school was opened in 2014 and its enrollment increased steadily through 2017 and has remained stagnant for this past year (with five fewer students than its highest enrollment in 2017).

### **Southern Guilford High School**

In the 2017-2018 School Year, Southern Guilford High School enrolled 1,076 students, which is larger than the District and State averages (which are between 800 and 850). The school's enrollment peaked in 2014 when 1,155 students attended.

### **Randolph Community College**

Randolph Community College's Archdale Center is located on 13.9 acres at 110 Park Drive, inside the City of Archdale's Creekside Park. The Center was built in 1990 and expanded in 2006 to serve the changing needs of the northwest community of Randolph County. It was extensively renovated in 2011 in order to offer a two-year associate in applied science degree in Medical Assisting. Among the many improvements, the Archdale Center now boasts a state-of-the-art biology lab to serve the needs of the Medical Assisting students as well as others engaged in health or science-related studies. There is also a state-of-the-industry Welding Center; enabling students to pursue various welding certifications or to enroll in a one-year, comprehensive Welding Technology diploma program or a 14-credit-hour certificate program.

Additionally, RCC's Archdale Center continues to offer a wide variety of Workforce Development and Continuing Education courses, Human Resources Development computer classes, Adult Basic Life-skills Education (ABLE), Adult Basic & Secondary Education, and Personal Enrichment classes that range from health and wellness programs to the creative arts.

# Parks and Recreation

As previously noted, the City completed a Comprehensive Parks and Recreation Plan in 2016 and continues to make progress on its implementation. The City also completed several studies that evaluated opportunities for trail development as part of the overall parks and recreation system and future pedestrian network. The parks and recreation inventory included in this section focuses on existing and proposed parks and recreational amenities, including greenways and trails. The inventory in this section, coupled with recommendations from previous plans, helps to provide a foundation for the goals and objectives of the Comprehensive Plan.

## **Parks**

Creekside Park is Archdale's primary park, spanning over 100 acres in the southern portion of the City. Creekside Park is well-utilized by residents and attracts visitors from throughout the region. The park's amenities include walking trails, picnic shelters, an 18-hole disc golf course, an orienteering course, playgrounds, ball fields, t-ball fields, tennis and pickleball courts, a basketball court, sand volleyball courts, and a large indoor recreation center. Creekside Park also hosts a number of significant events throughout the year including the 4th of July Festival that attracts several thousand visitors each year. The 4th of July Festival includes a mini-fair with rides and games, music, food and craft vendors, and is highlighted by a display of fireworks at sunset. The City also owns Sterling Ridge Park on Jacob Court within the Sterling Ridge subdivision. This mini-park is currently being converted into a dog park.

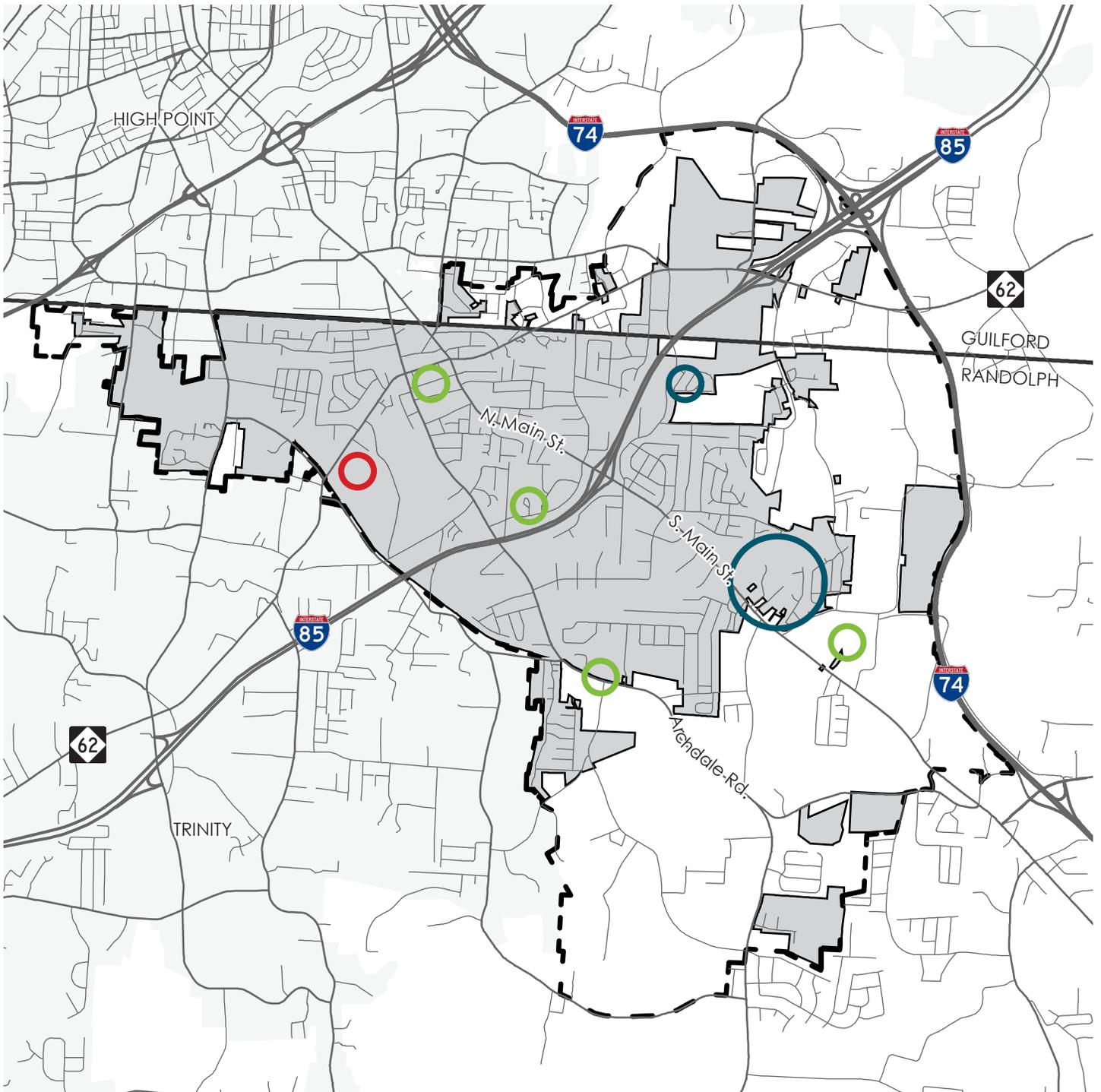
In addition to the City's parks, there are recreational facilities at the four local schools: Archdale Elementary, Trindale School, Archdale - Trinity Middle School, and John Lawrence Elementary School. The school facilities are not always open to the general public and generally require official permission for use. Other recreational facilities include the Grubb Family YMCA, which offers fitness classes, youth and adult team sports, a gym, summer and after school camps, a splash pad, and a pool. The location of the parks are identified on Map B.15.

The City of Archdale's Comprehensive Parks and Recreation Plan identified generalized locations for new parks. These were selected based off a land suitability analysis for future park locations, as well as a review of the current park service areas. The Plan's analysis is intended to provide a guide for future park locations based upon recreation standards and future park expansion goals. Map B.16 shows the location of the proposed neighborhood park service areas identified in the adopted Parks Plan.

## **Greenway Trails**

Greenways are a very popular recreational amenity among residents of Archdale. There are currently a number of trails within and extending from Creekside Park that connect nearby neighborhoods to the park. Map B.17 shows the existing greenway network, while Map B.18 shows the recommended network of greenways and off-road shared use paths identified in the adopted Pedestrian and Trails Master Plan. These proposed additional greenways are intended to provide connections between key destinations throughout the City.

MAP B.16 EXISTING PARKS



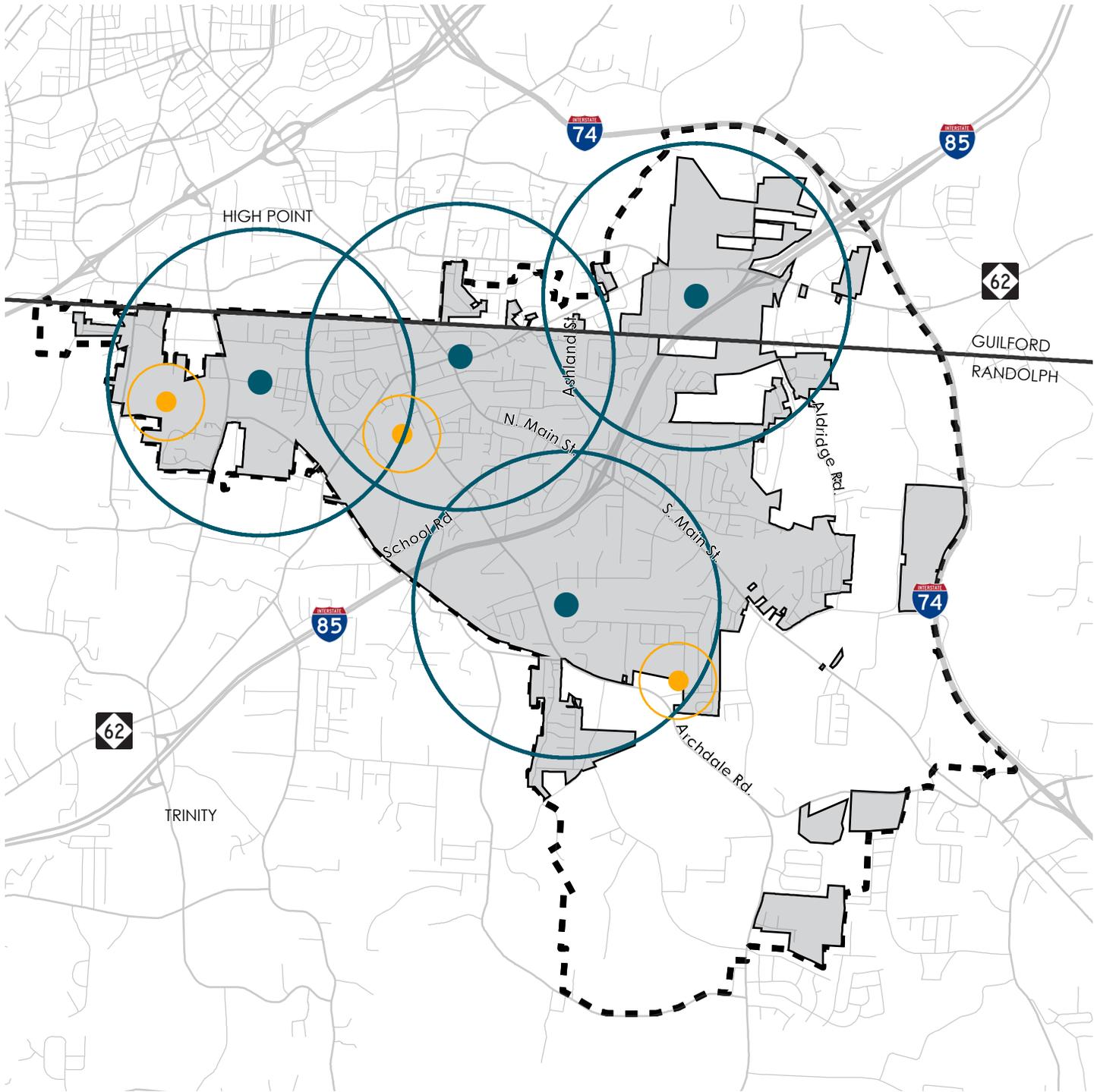
-  Community Parks
-  School Facilities
-  Private Facilities

-  City Limits
-  Planning Area Boundary



1 Mile

▼ MAP B.17 COMPREHENSIVE PARKS AND RECREATION PLAN RECOMMENDATIONS

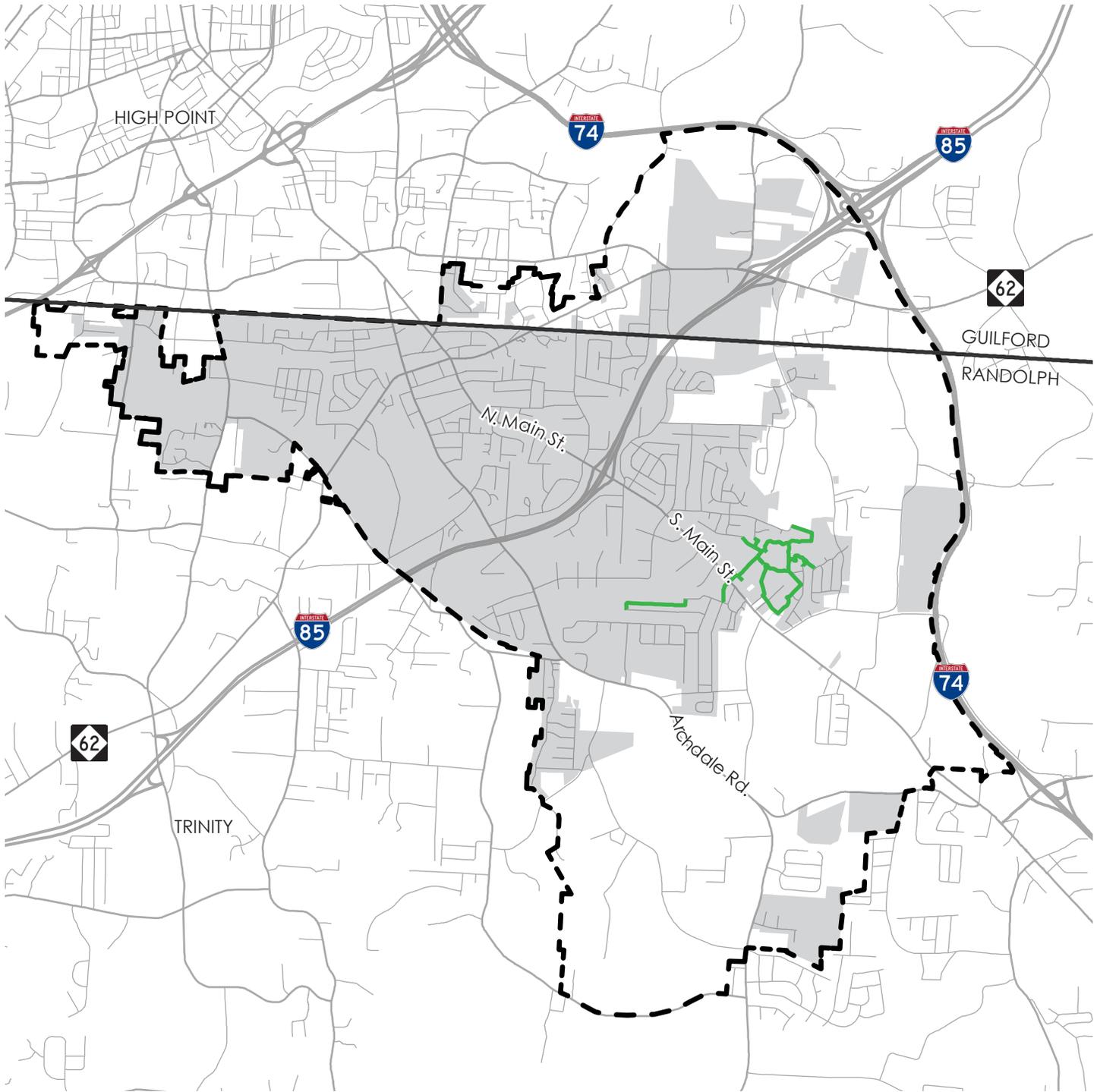


- Proposed Neighborhood Parks (General Location)
- Neighborhood Park Service Area (1 mile)
- Proposed Pocket Parks (General Location)
- Pocket Park Service Area (1/4 mile)
- City Limits
- Planning Area Boundary



1 Mile

▼ MAP B.18 EXISTING GREENWAY TRAILS



Existing Greenway / Shared Use Path

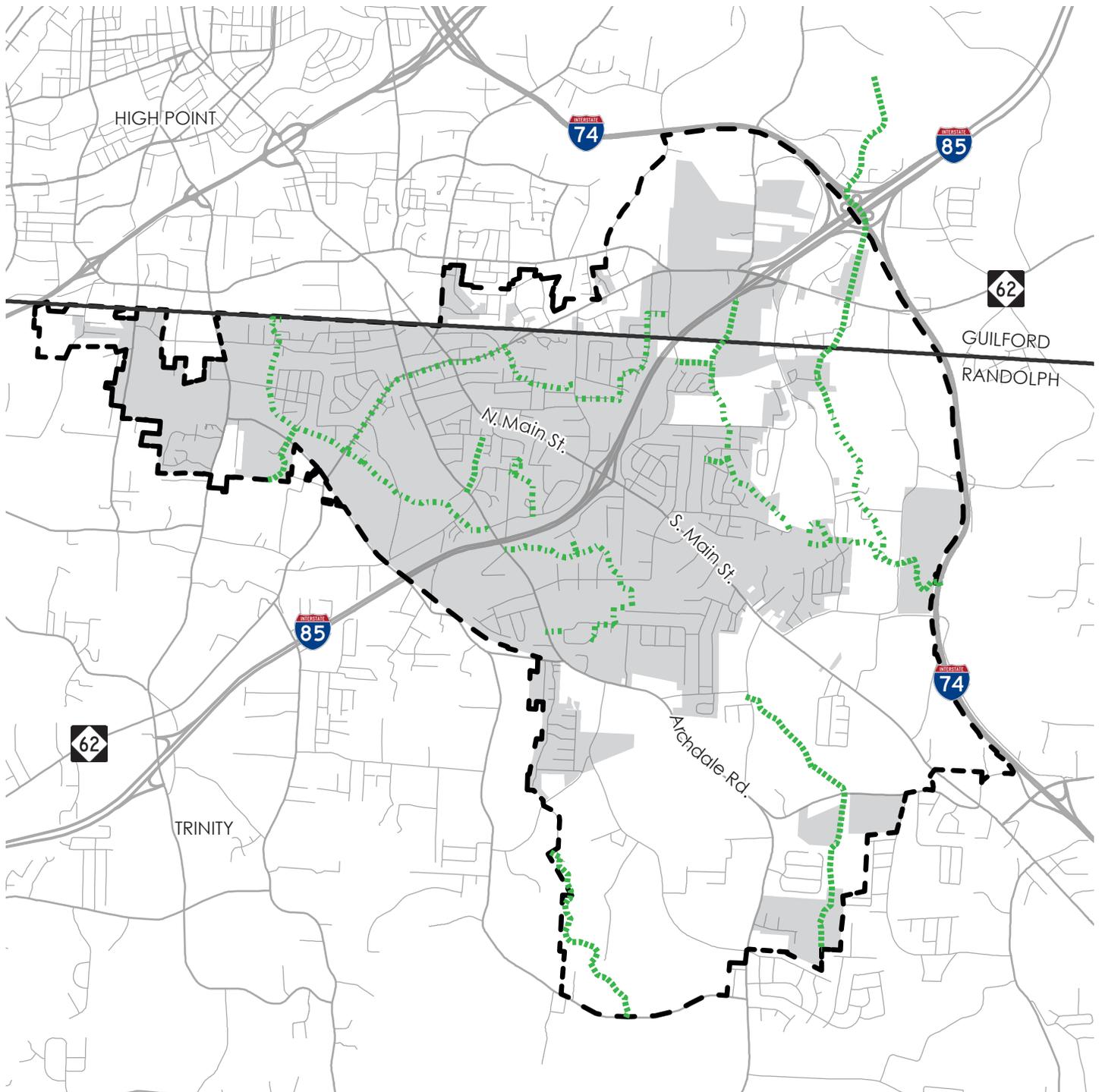
Planning Area Boundary

City Limits



1 Mile

▼ MAP B.19 PEDESTRIAN AND TRAILS MASTER PLAN - RECOMMENDED GREENWAY / SHARED USE PATHS



..... Proposed Greenway / Shared Use Path

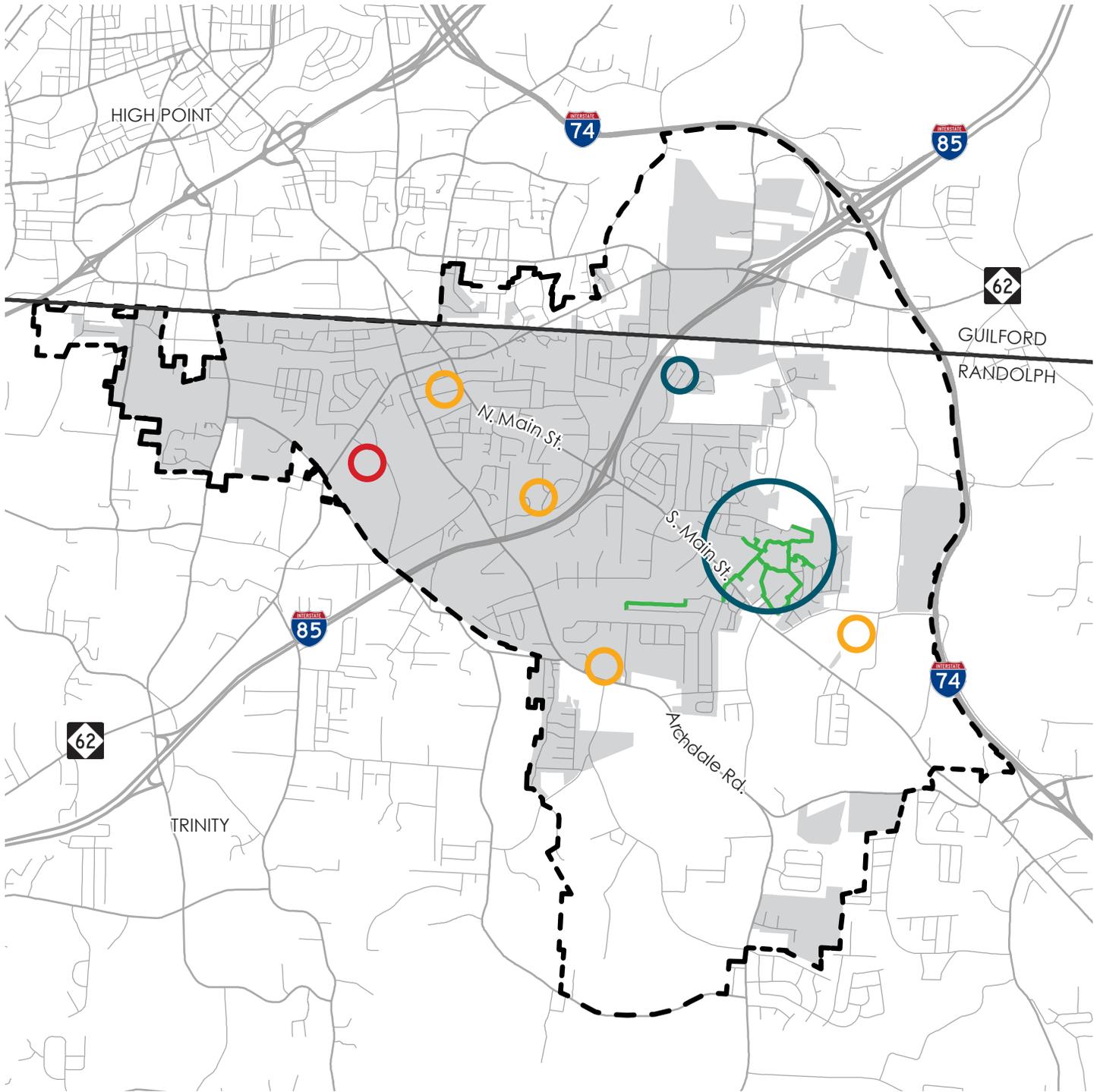
--- Planning Area Boundary

City Limits



1 Mile

▼ MAP B.20 EXISTING PARKS AND RECREATION FACILITIES



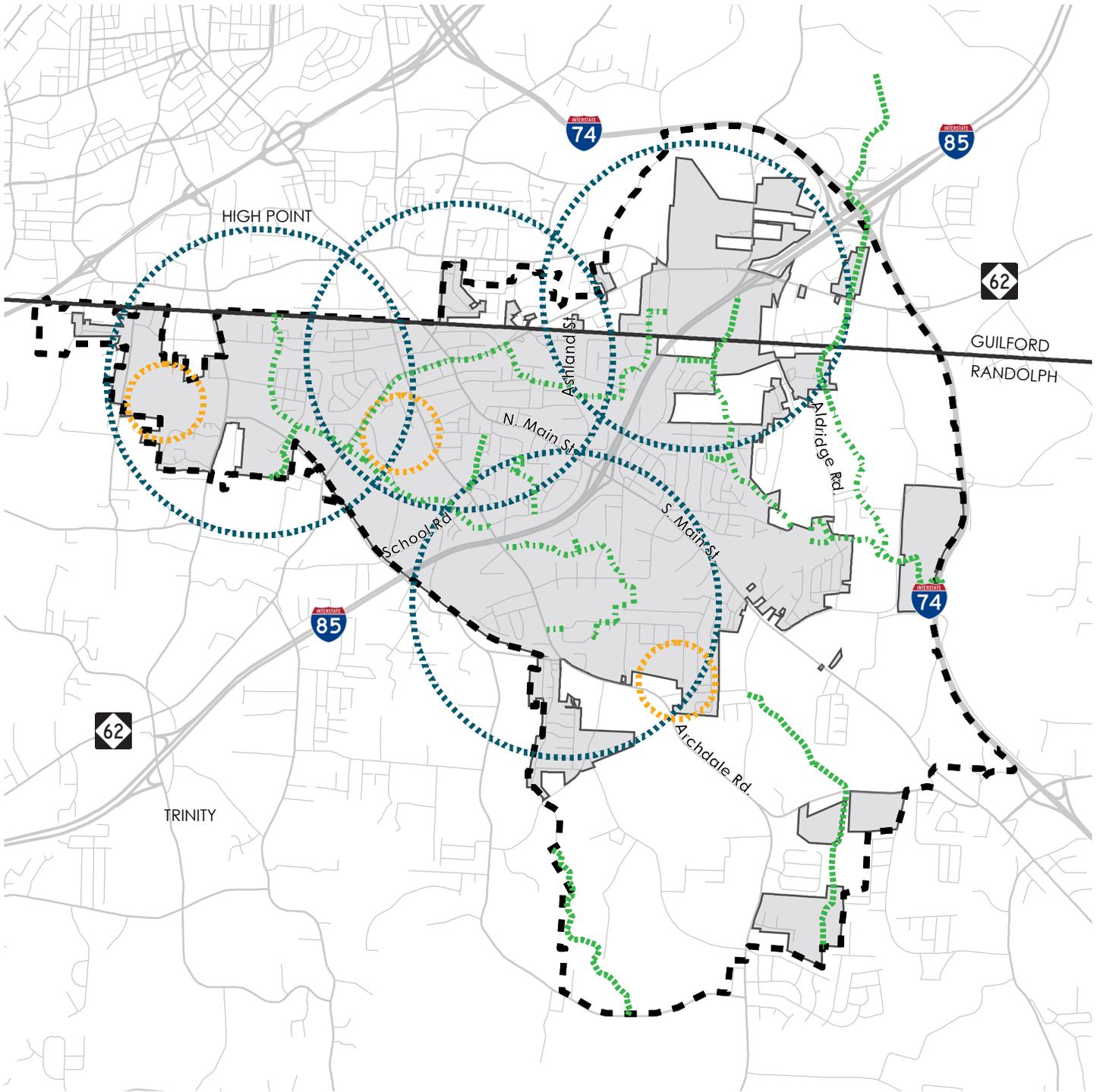
-  Community Parks
-  School Facilities
-  Private Facilities
-  Existing Greenway / Shared Use Path

-  City Limits
-  Planning Area Boundary



1 Mile

▼ MAP B.21 ADOPTED PLAN RECOMMENDATIONS FOR PARKS AND GREENWAYS



 Proposed Neighborhood Parks (1 mile area)

 Proposed Pocket Parks (1/4 mile area)

 Proposed Greenway / Shared Use Path

 City Limits

 Planning Area Boundary



1 Mile

# Transportation

In Archdale, the primary mode of transportation is by personal automobile. The City has developed plans to increase opportunities for other transportation modes including walking and cycling, but does not currently have any plans to introduce public transportation. Rail transportation through Archdale serves industrial uses only. This section provides an inventory of the existing and proposed infrastructure for automotive, rail, pedestrian and bicycle transportation. In addition to the inventory it also identifies where improvements have been recommended in each area based on adopted plans.

## Automotive Transportation

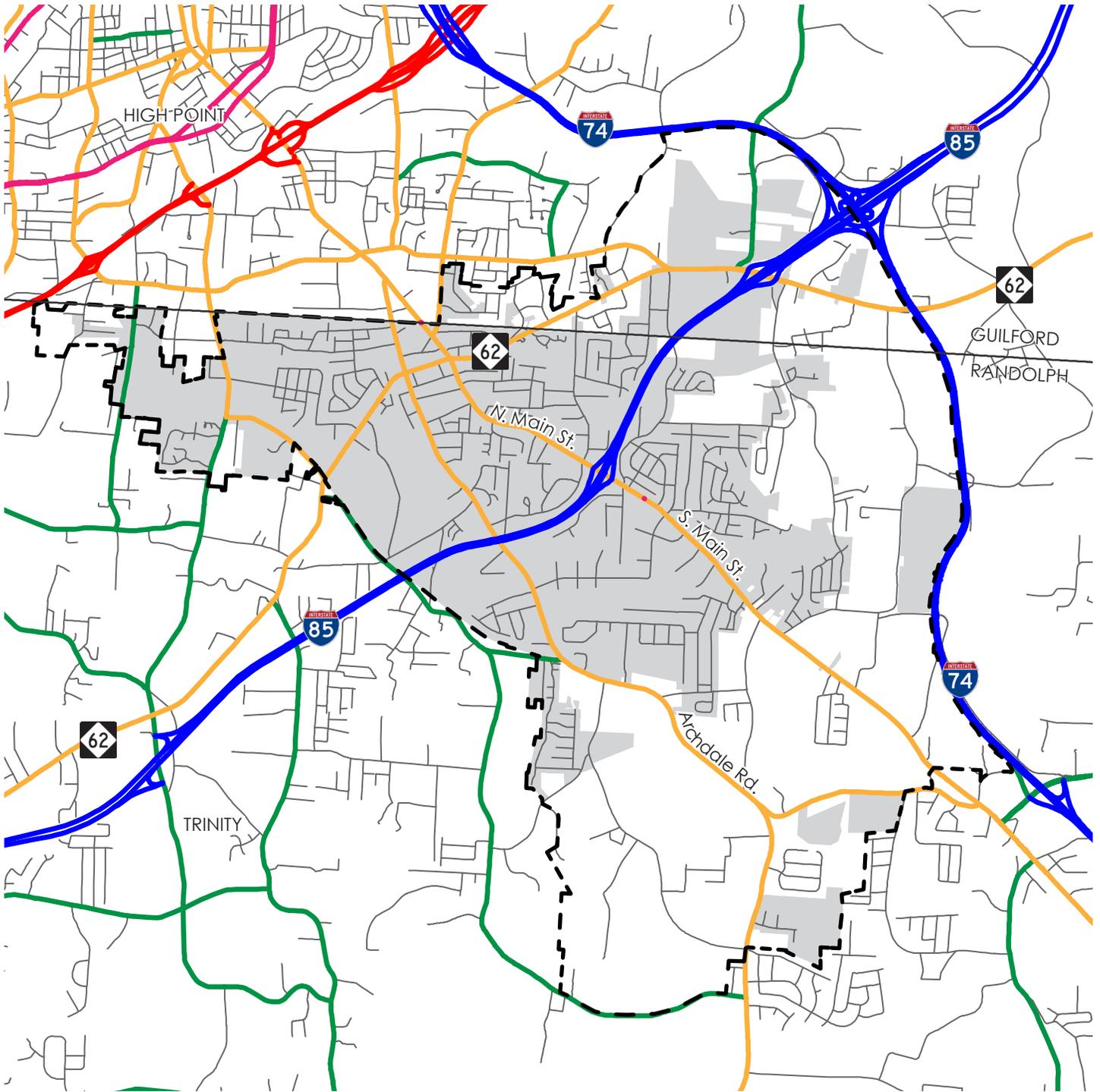
Automobile oriented transportation is the primary mode of travel within the City of Archdale. This mode of transportation is supported by an extensive network of streets, roads and highways as shown on Map B.21. The Roadway Functional Classification map identifies the roadway classifications of streets within the Study Area. As shown, there are two interstate highways (I-85 and I-74), as well as a number of minor arterials running through the Study Area. One observation of note regarding this map is that there are very few roadways identified as “collectors” within the City Limits of Archdale to support the movement of traffic from neighborhoods to the network of minor arterials that lead to the main regional highway network.

Map B.22 outlines the Average Annual Daily Traffic (AADT). Along Interstate 85, more than 60,000 vehicles pass through the Study Area every day, with approximately 5,000 exiting on to Main Street from the Interstate. Approximately 20,000 vehicles per day travel along Main Street, with significant congestion during peak hours at the I-85 interchange and nearby intersections. The remaining arterials within the Study Area experience less than 10,000 vehicles per day. Map B.23 shows Average Annual Daily Truck Traffic (AADTT), with approximately 1,000 trucks using Main Street each day. Both AADT and AADTT are broken out by roadway in Table B.16, below.

▼ TABLE B.16 AADT AND AADTT IN ARCHDALE 2017

	Average Daily Traffic Count	Average Daily Truck Traffic Count
I-85 North of Main St.	63,000	7,750
I-85 South of Main St.	64,000	7,890
N. Main St	19,000	790
S. Main St	20,000	1,090
U.S. 62 North of Main St.	5,500	570
U.S. 62 South of Main St.	7,000	260
U.S. 62 East of I-85	6,200	480
Archdale Rd. North of I-85	7,500	0
Archdale Rd South of I-85	9,000	0
Weant Rd.	1,700	0
Trinity Rd.	3,700	0

▼ MAP B.22 ROADWAY FUNCTIONAL CLASSIFICATIONS



NCDOT Functional Classifications

- Interstate
- Freeway
- Principal Arterial
- Minor Arterial
- Major Collector
- Local Road

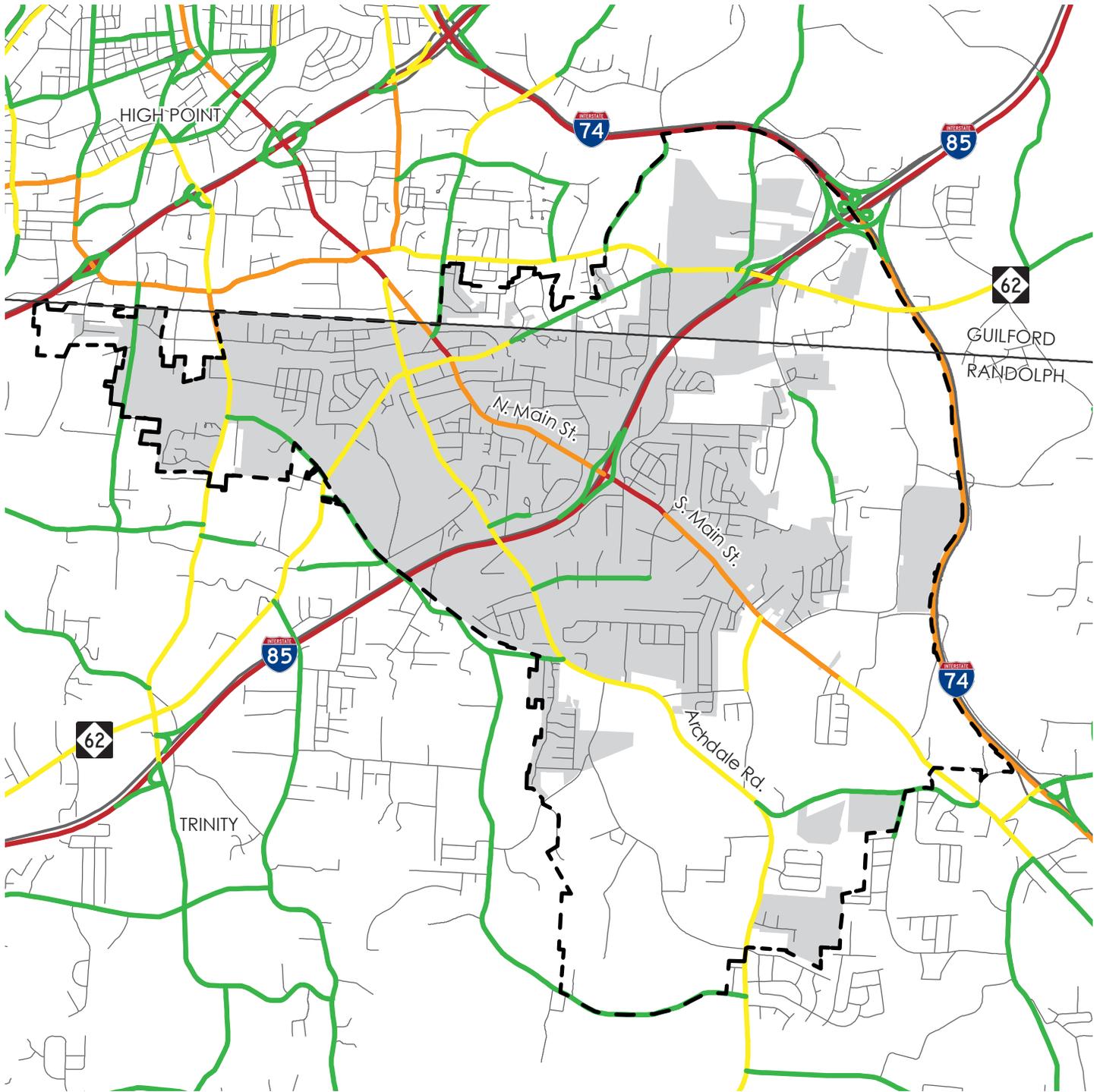
--- Planning Area Boundary

■ City Limits



1 Mile

▼ MAP B.23 AVERAGE ANNUAL DAILY TRAFFIC VOLUME



Average Daily Traffic Count 2017

- <5,000
- 5,000-10,000
- 10,000-20,000
- > 20,000

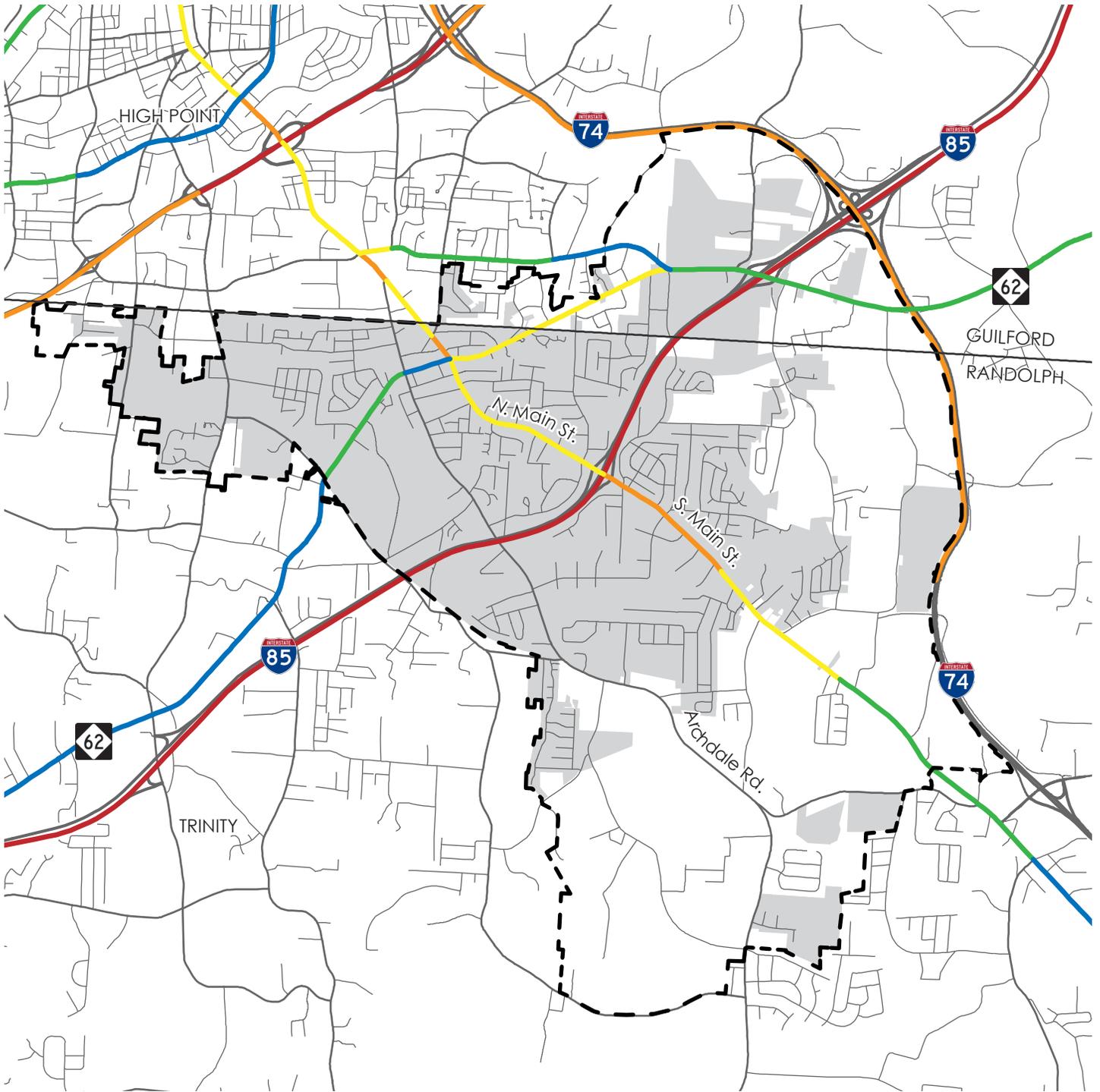
--- Planning Area Boundary

City Limits



1 Mile

▼ MAP B.24 AVERAGE ANNUAL DAILY TRUCK TRAFFIC VOLUME



Average Daily Truck Traffic Count 2017

- <250
- 250-500
- 500-1,000
- 1,000-2,500
- > 2,500

--- Planning Area Boundary

■ City Limits



1 Mile

Vehicle crash data is displayed on Map B.24. As shown on the map, the majority of accidents occur on Main Street, particularly around the Main / I-85 interchange and near the intersection of Main and NC 62. There are also a large volume of accidents around the NC 62 / I-85 interchange in the northern part of the City. Due to the heavy crash volume around the two previously mentioned I-85 interchanges, improvements are being developed to mitigate safety issues.

Map B.25 identifies transportation improvements that are planned to be constructed by NCDOT within the Study Area boundary. These improvements have been developed primarily to address capacity and safety issues on roads that were originally designed to handle rural traffic volume levels, but have transitioned into urban thoroughfares and arterial roads that now handle much larger volumes of traffic - particularly around Interstate 85.

### **Rail Facilities**

Map B.26 shows the existing railway infrastructure and crossings within the Study Area. The rail line that travels through Archdale connects Asheboro to High Point and the main Norfolk Southern rail line that runs between Charlotte and Morehead City. Most of the at-grade rail crossings where the rail line physically crosses through the pavement of the road are along minor roadways in Archdale. However, there are at-grade crossings at busy intersections on both NC 62 and Archdale Road. While not heavily utilized, industrial rail sidings are in place or can potentially be constructed to serve future industrial customers.

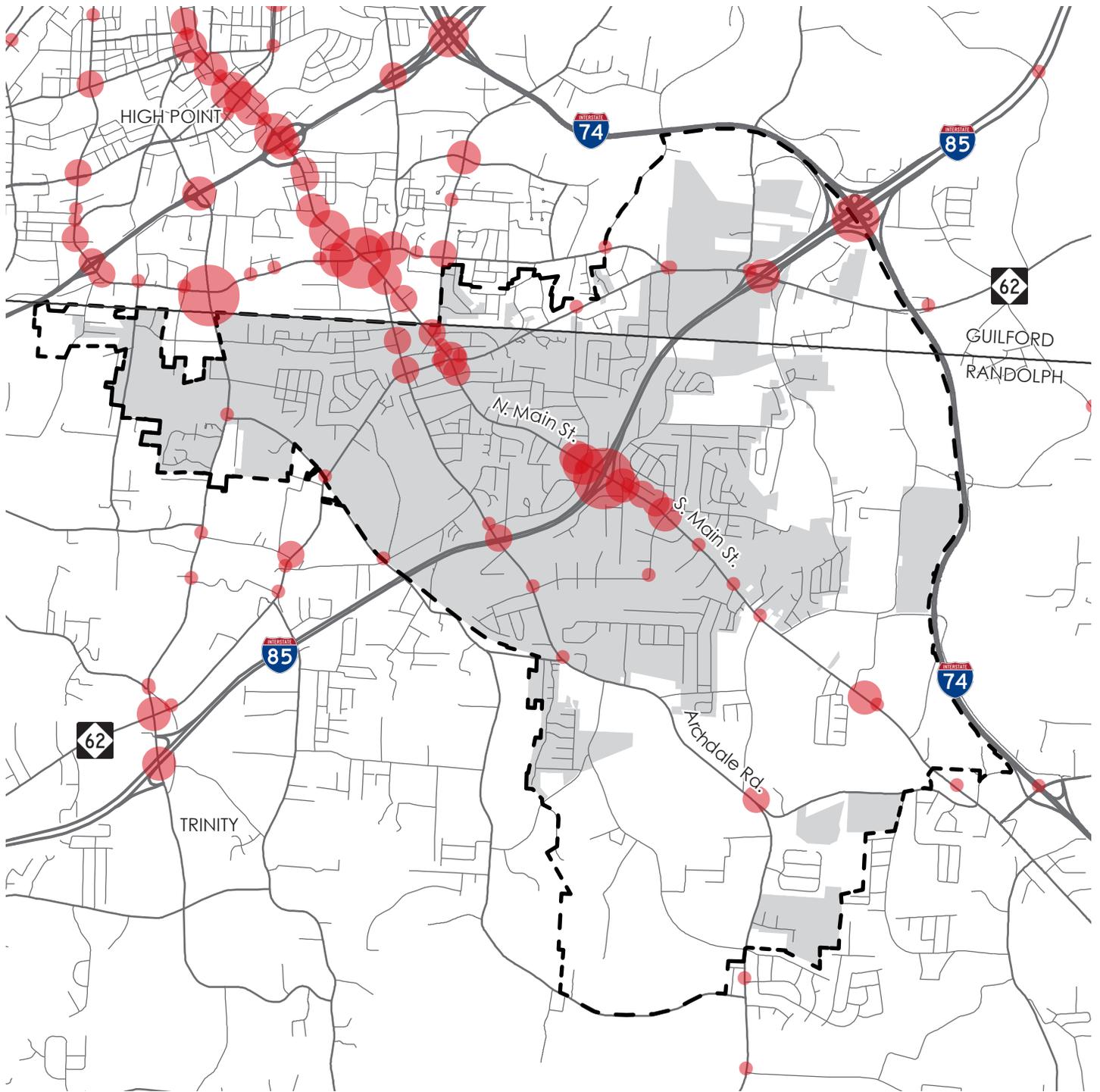
### **Pedestrian Transportation**

Maps B.27 and B.28 detail existing and proposed pedestrian infrastructure from recently approved plans. While the existing pedestrian infrastructure is primarily concentrated along the southern portion of Main Street and around Creekside Park, there are a number of proposed sidewalks, shared use paths, and Safe Routes to School improvements included in adopted plans throughout the Study Area. Unfortunately, pedestrians sometimes come into conflict with vehicular traffic along the busy roadways in the City. From 2007 to 2017, there were a total of 24 pedestrian incidents, according to the most recently available NCDOT data. As shown on Map B.29, a significant number of the pedestrian crashes with vehicles have occurred along Main Street and NC 62. The adopted Pedestrian and Trails Master Plan provides a comprehensive set of recommendations to improve pedestrian safety in these more dangerous areas and throughout the City.

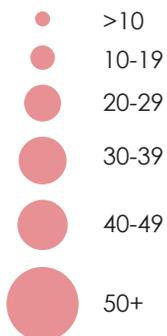
### **Bicycle Transportation**

While not a major component of the existing transportation system, bicycle transportation can be accommodated on the planned shared use paths and trails that are recommended in the adopted Pedestrian and Trails Plan. Since 2007, there have been 9 bicycle collisions with vehicles in Archdale, much fewer than the number of pedestrian incidents with vehicles, but still significant given the observed lack of bicycling as a means of transportation. In general, residents are not frequently engaging in bicycling as an alternative mode of transportation; however, Archdale has several signed State Bicycle Routes in and around the City. The state-signed routes are primarily intended for tourism and recreational purposes (see Map B.30).

▼ MAP B.25 VEHICLE CRASHES



Crashes by Intersection 2013-2017



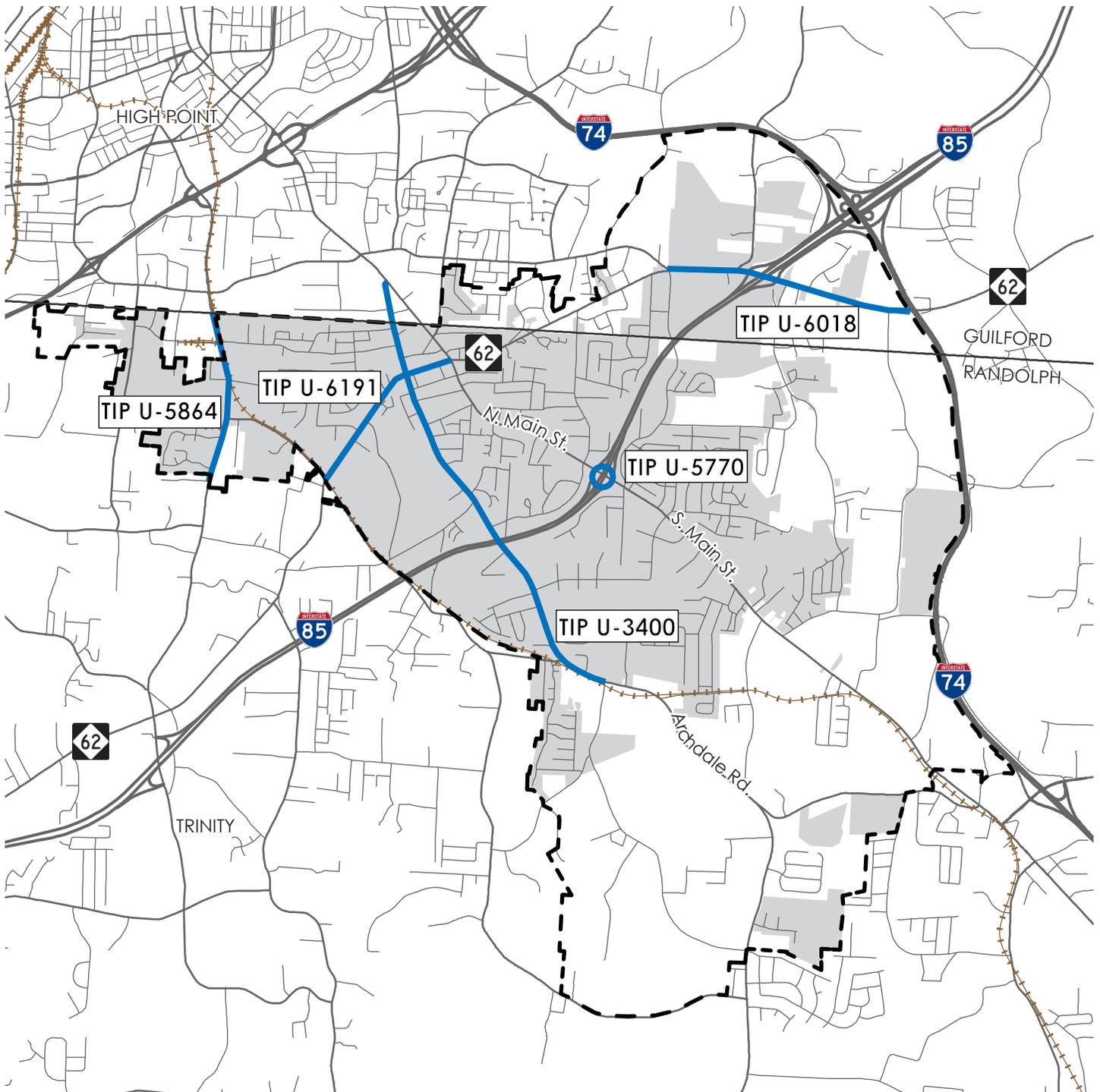
--- Planning Area Boundary

City Limits



1 Mile

▼ MAP B.26 NCDOT TRANSPORTATION IMPROVEMENT PROGRAM PROJECTS



 NCDOT Projects

 Planning Area Boundary

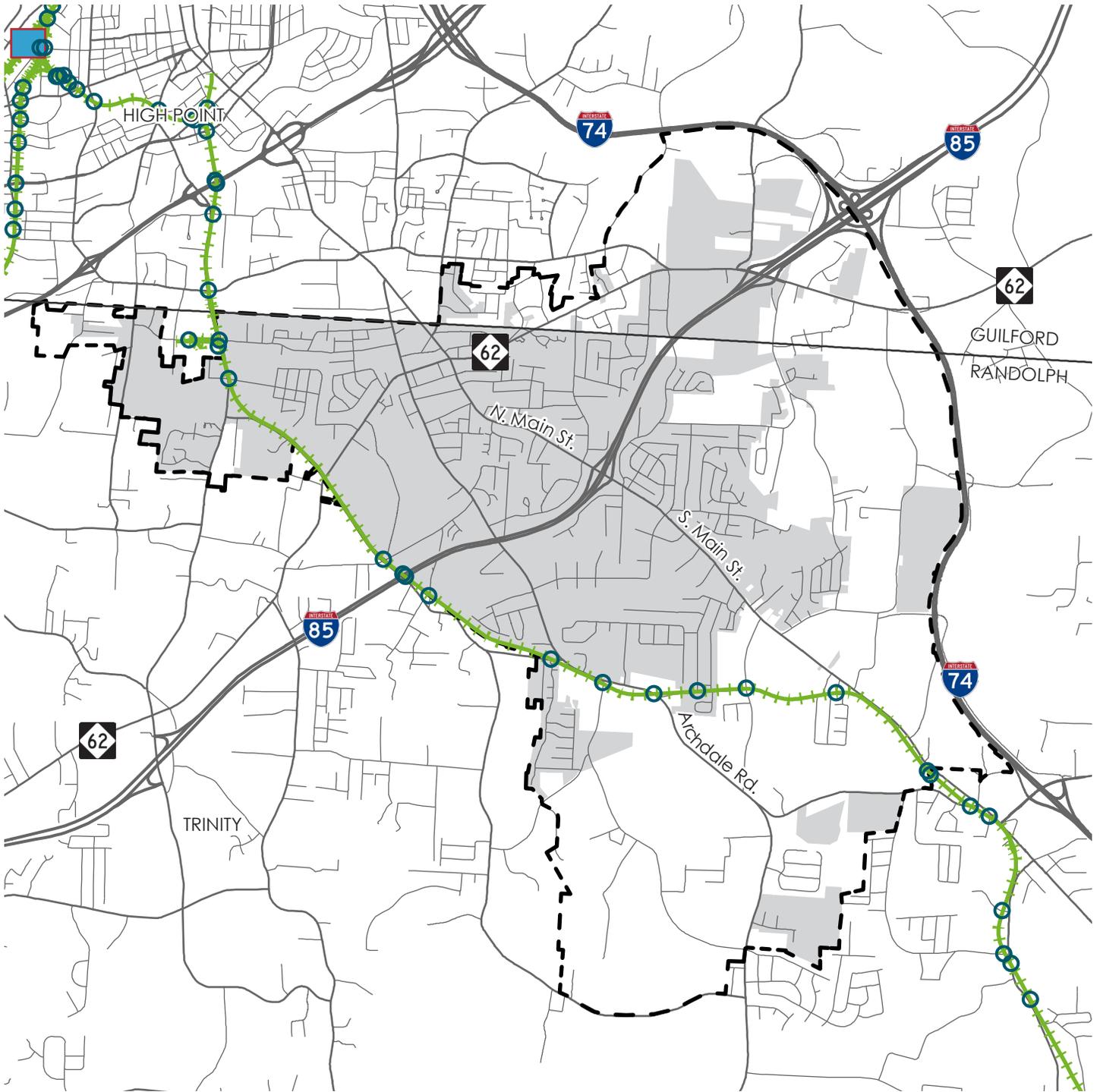
 NCDOT Project ID

 City Limits



1 Mile

MAP B.27 RAIL FACILITIES



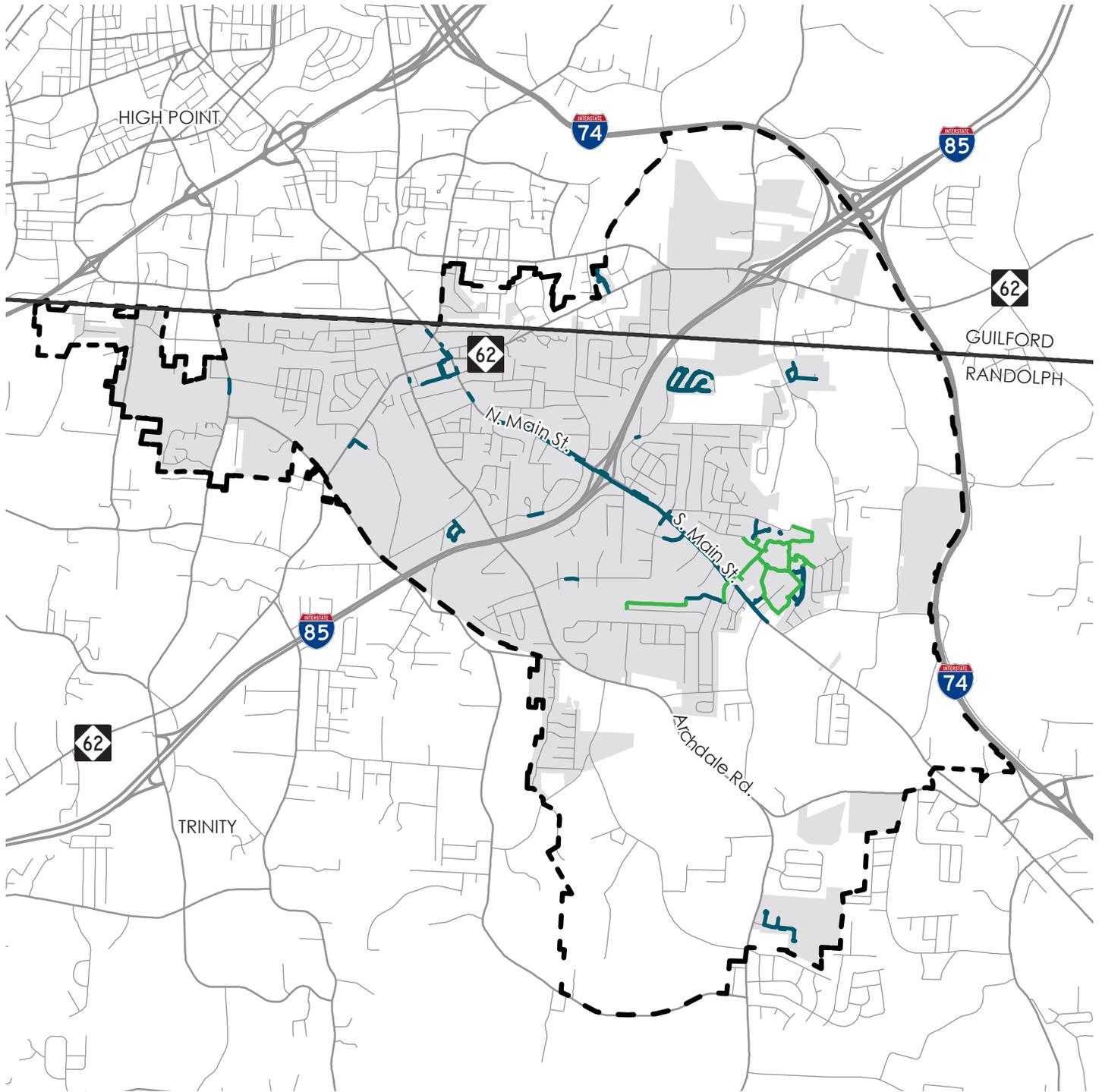
-  Rail Line
-  Railroad Crossing
-  Rail Yard (Norfolk Southern)

-  Planning Area Boundary
-  City Limits



1 Mile

▼ MAP B.28 EXISTING PEDESTRIAN INFRASTRUCTURE



Existing Sidewalks

Planning Area Boundary

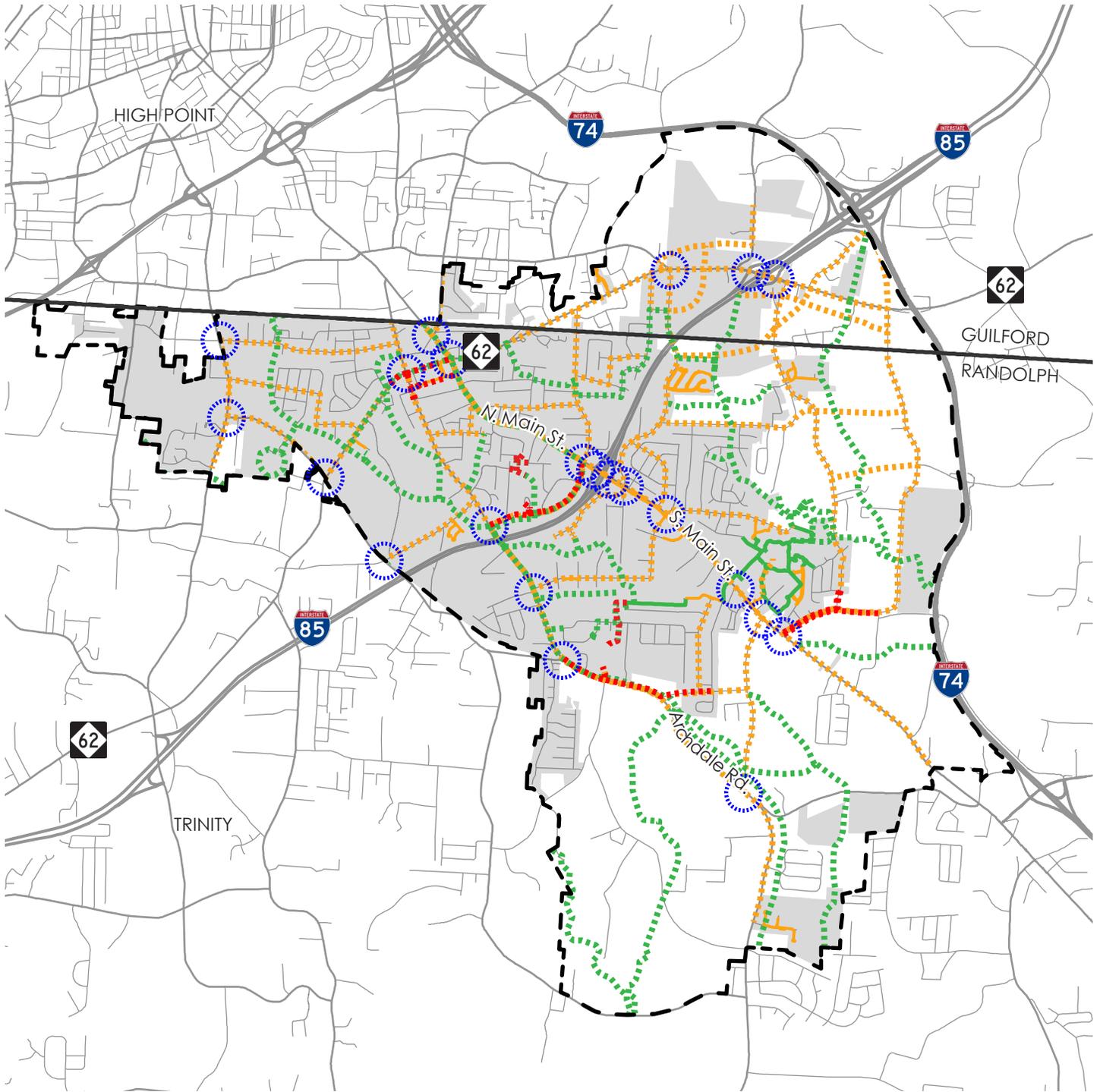
Existing Shared Use Path

City Limits



1 Mile

▼ MAP B.29 PEDESTRIAN AND TRAIL MASTER PLAN RECOMMENDATIONS

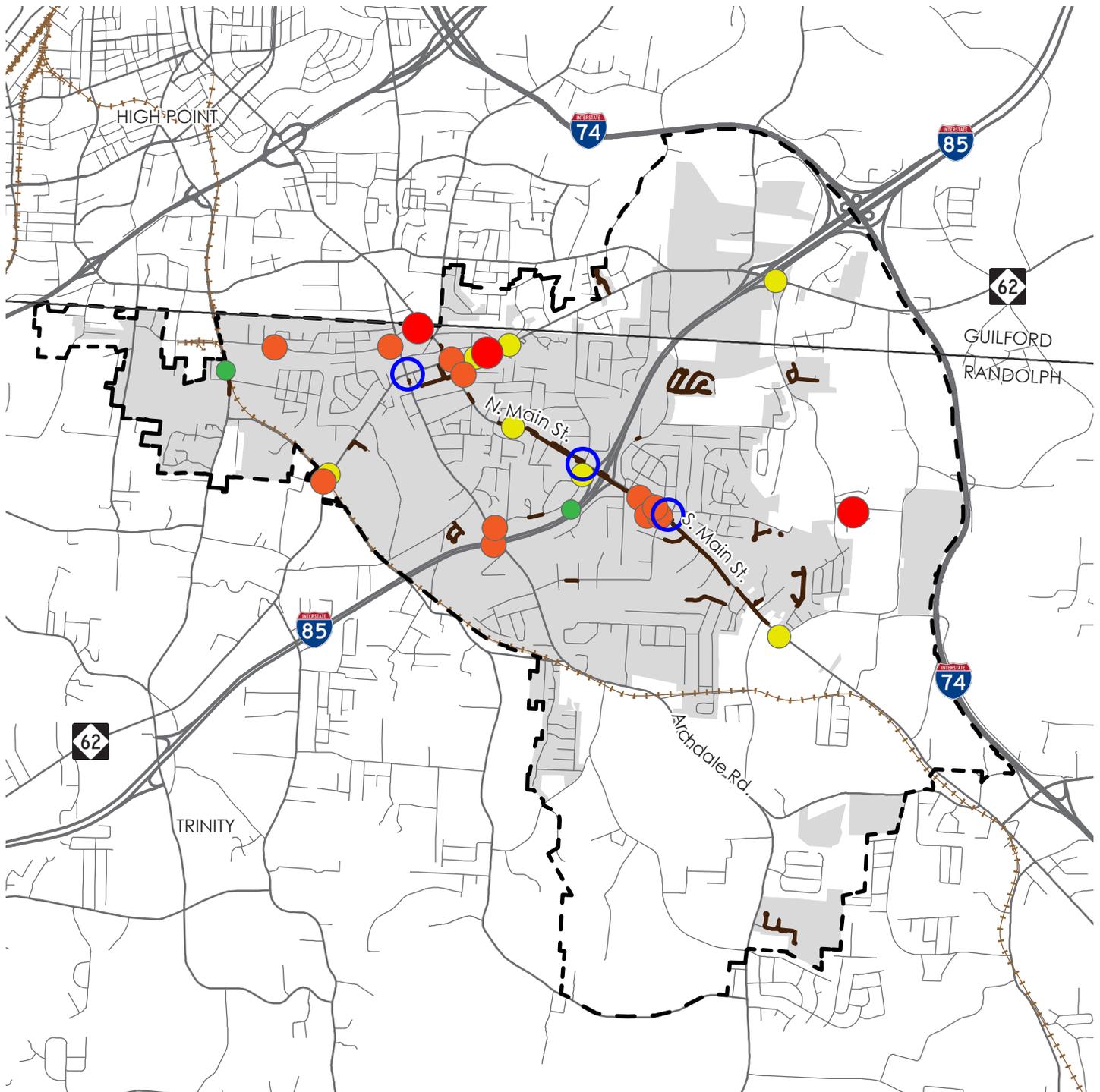


- Existing Sidewalks
- Proposed Sidewalk
- Existing Shared Use Path
- Proposed Shared Use Path
- Proposed Safe Route to School (SRTS) Improvements
- Proposed Pedestrian Intersection Improvements
- Planning Area Boundary
- City Limits



1 Mile

▼ MAP B.30 PEDESTRIAN CRASHES WITH VEHICLES



Pedestrian Crashes 2013 - 2017

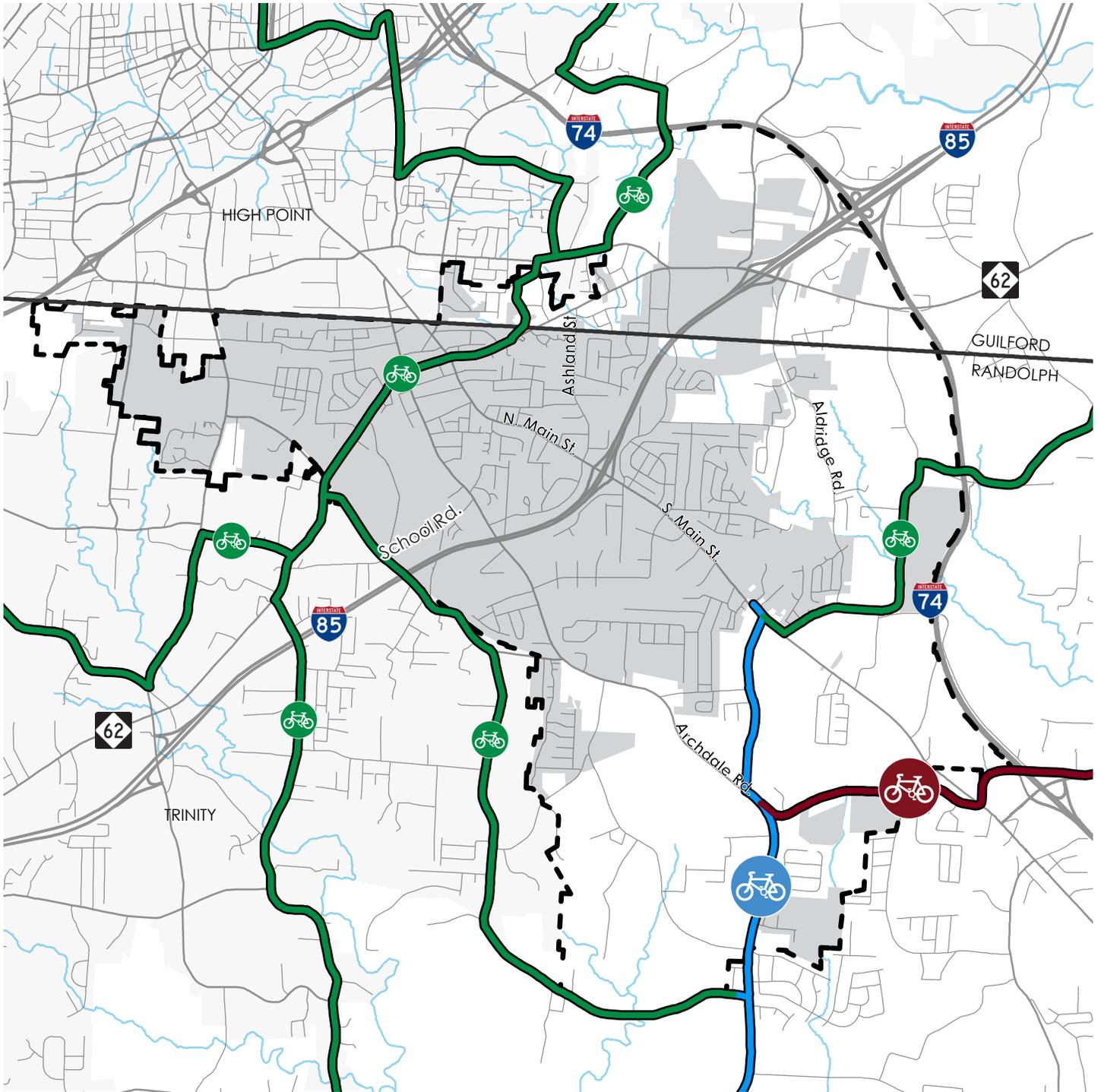
- Level A: Disabling Injury
- Level B: Evident Injury
- Level C: Possible Injury
- No Injury
- Intersections with Pedestrian Signals

- Planning Area Boundary
- Existing Sidewalks
- City Limits



1 Mile

▼ MAP B.31 STATE-SIGNED BICYCLE ROUTES



- City Limits
- Roads
- Cities
- County Line
- Planning Area Boundary
- Rivers
- High Point Area Routes
- Route 3 - Archdale to Seagrove
- Route 5 - Staley, Liberty, Level Cross, Archdale



1 Mile

# Land Use and Development

The existing and future use of land is influenced by a number of elements inventoried throughout this section of the Plan. However, policy decisions made by elected officials can often drive land use decisions that will impact such elements as infrastructure, schools and the environment. All of these factors influence each other and play an important role in setting the vision, goals and strategies of this Plan. The following section examines land use from a variety of data sources including land cover, change in land cover, density, and zoning within the Study Area. This section provides a base of information that will be utilized during the process to help establish the direction of land use and growth for the future.

## **Land Cover**

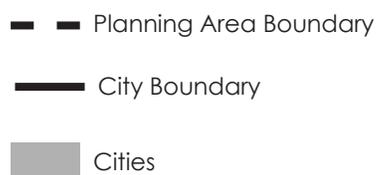
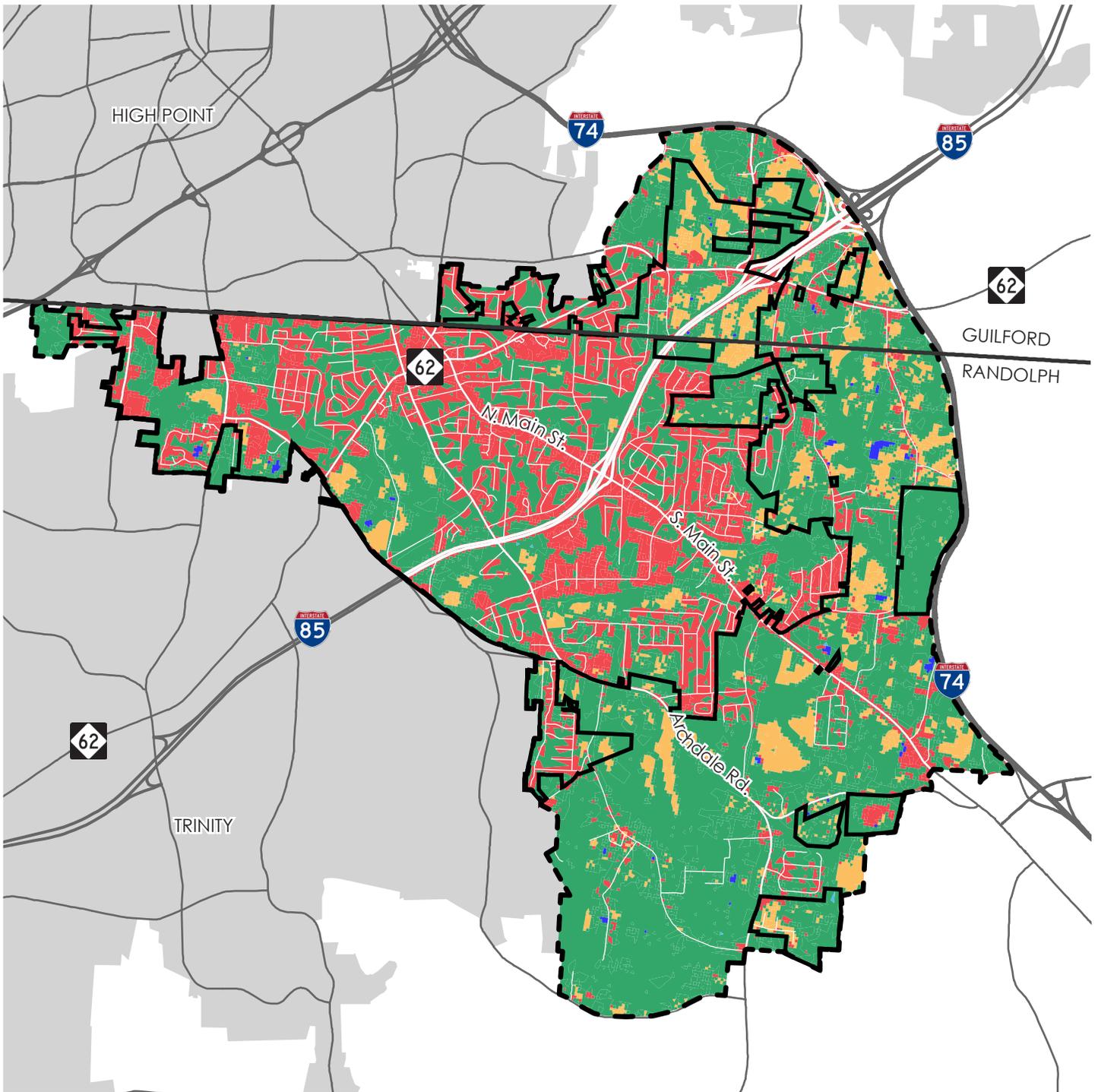
The existing land cover inventory (Map B.31) displays land classifications in four categories: Developed, Cultivated, Natural, and Water. Most of the land that is classified as developed is within the City limits, centered around the major transportation routes throughout the City. “Undeveloped” land cover classes are generally located further away from the major transportation corridors. Map B.32 demonstrates the change that has occurred in the identified “developed” land cover classification between 2002 and 2018. As the map shows, the greatest concentration of new development in the Study Area has occurred south / east of the Interstate 85 corridor, although there has been fairly significant infill development in the older portions of the City as well.

## **Land Subdivision Pattern**

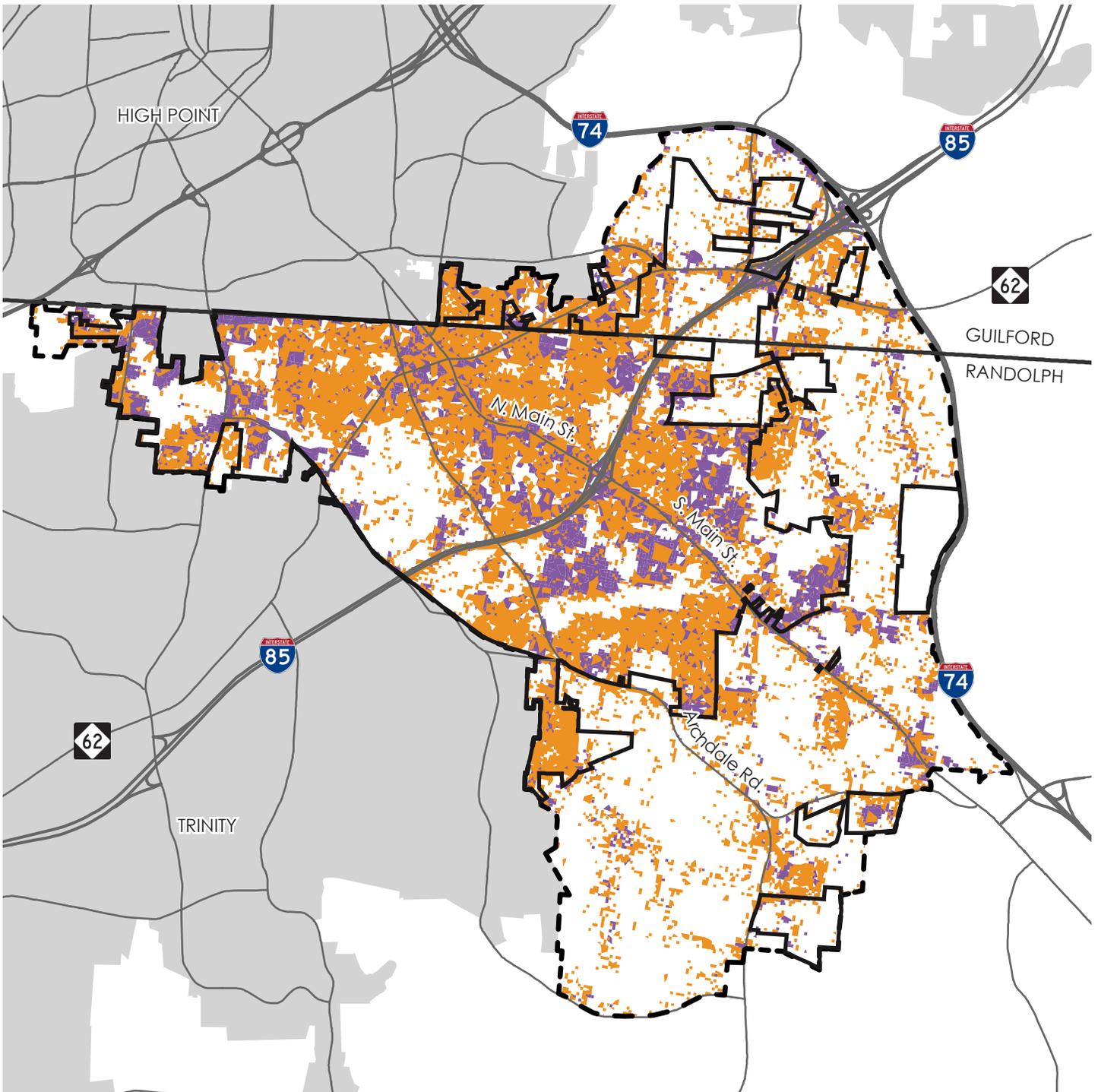
Similar to the land cover inventory, density is also an indicator of growth and development occurring within the Study Area. Map B.33 illustrates the parcel density within the Study Area, segmenting the area into parcels that are less than one acre, one to three acres, three to ten acres and greater than ten acres in size. As the maps shows, the more densely subdivided areas correspond closely with the developed land cover, while larger parcels tend to be found in the rural areas, as would be expected.

## **Zoning**

In addition to the subdivision of property, one of the primary tools utilized by the City to guide growth, land use, and density is its Zoning Ordinance and associated map. The Zoning Ordinance establishes the formal guidance and regulations of land use, while the zoning map establishes districts where certain rules are applied and uses are allowed, according to the nature of the district (residential, commercial, industrial). The Zoning Ordinance and map work together to implement the City's vision for land use and growth throughout its planning and zoning jurisdiction (including a two-mile extraterritorial area in Randolph County). The City of Archdale's Zoning Ordinance establishes twelve (12) base zoning districts and two (2) special purpose districts. In Map B.34, the zoning districts were combined into similar categories to provide a generalized view of where residential, commercial, industrial, and office & institutional districts are located, while Map B.35 shows the unaggregated distribution of the specific districts.



1 Mile



Developed Land Cover

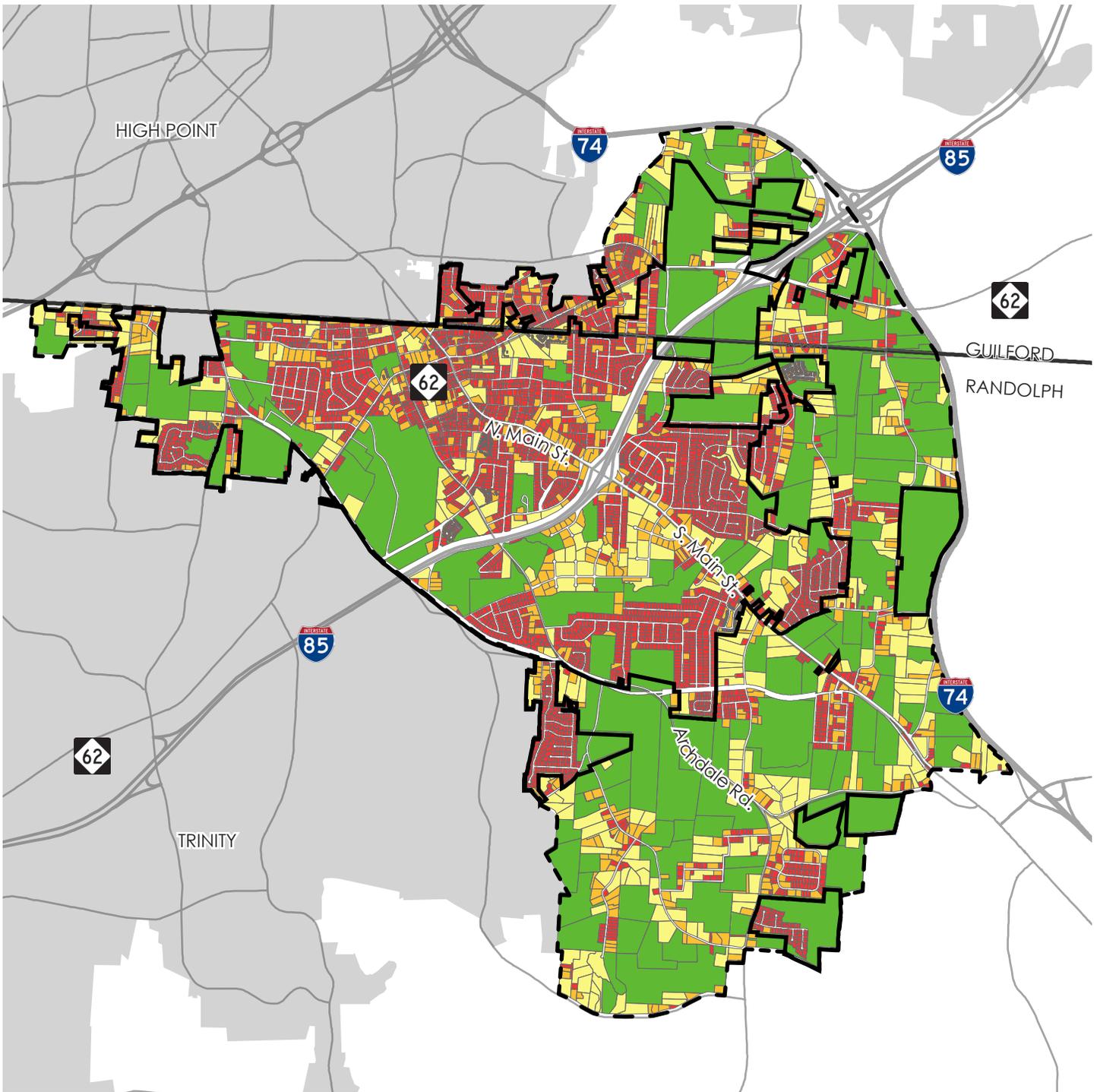
- 2002
- 2018 (Growth)

- Planning Area Boundary
- City Limits



1 Mile

MAP B.34 PARCEL DENSITY



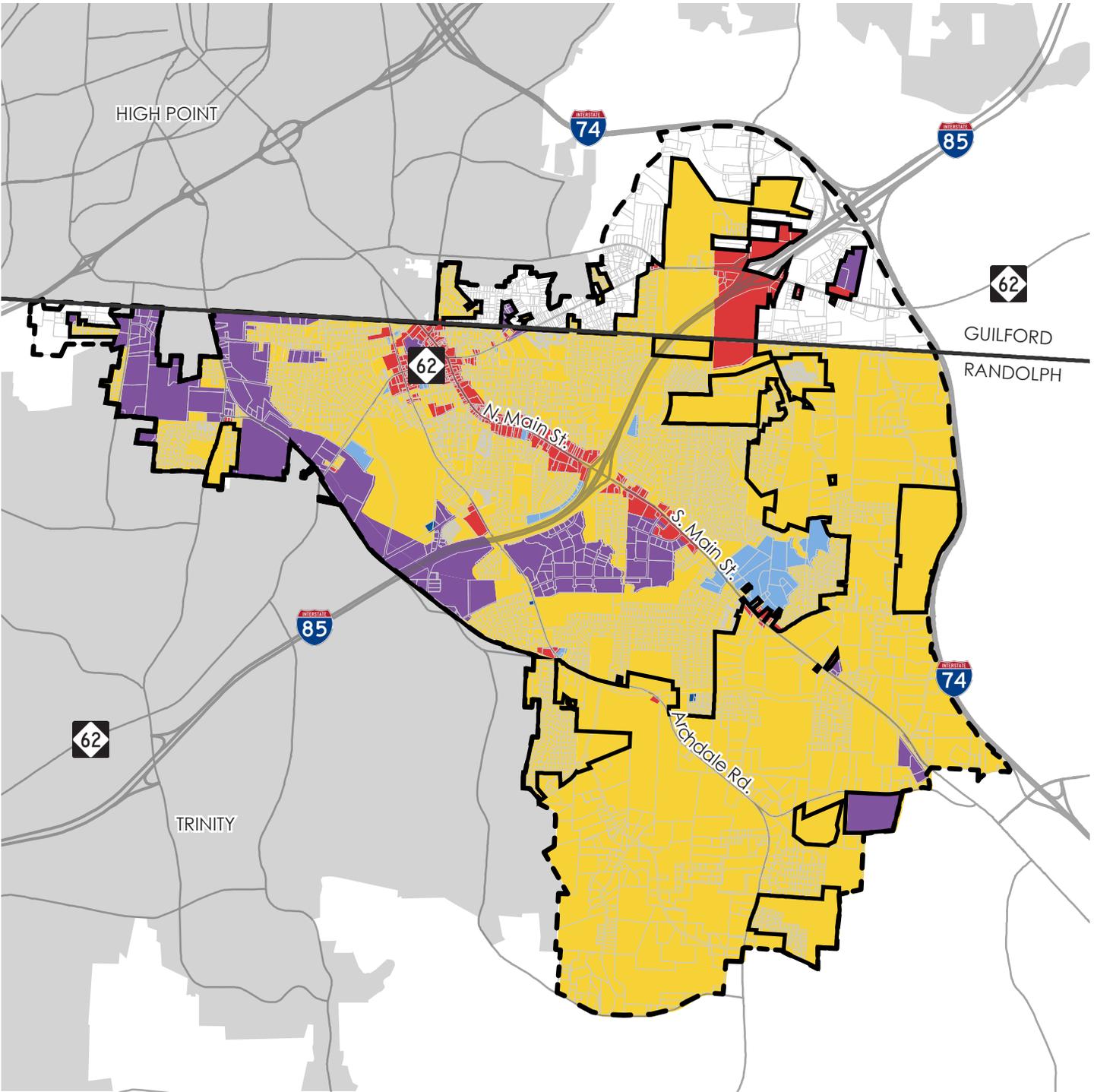
- Less than 1 acre
- 1 to 3 acres
- 3 to 10 acres
- More than 10 acres

- Planning Area Boundary
- City Boundary
- Cities



1 Mile

▼ MAP B.35 CURRENT GENERALIZED ZONING



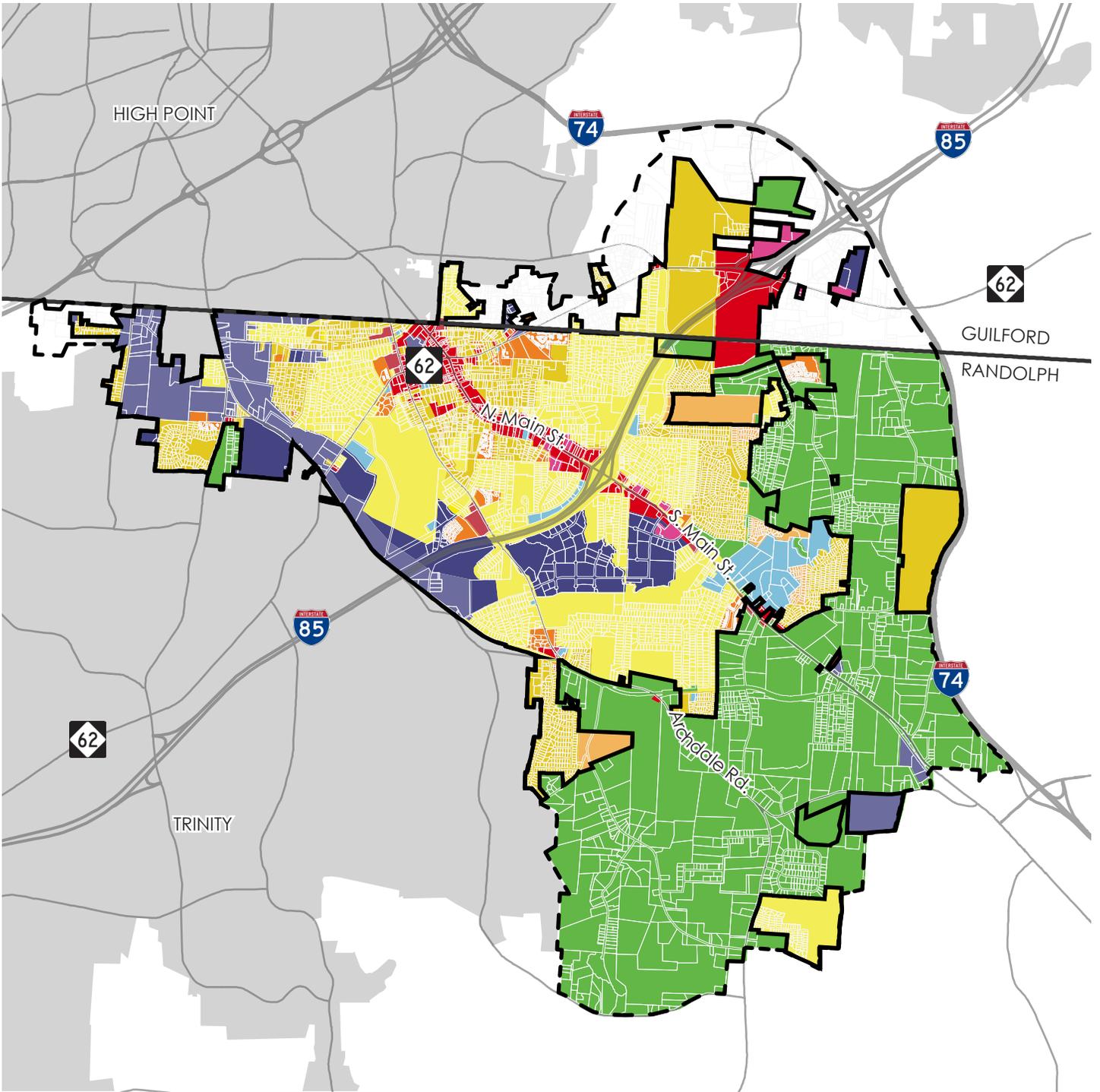
- Commercial Business
- Residential
- Industrial
- Office and Institutional

- Planning Area Boundary
- City Boundary
- Cities



1 Mile

▼ MAP B.36 CURRENT ZONING DISTRICTS



- |  |   |  |
|--|---|--|
|  R-40   |  GRD |  M-1                    |
|  R-15   |  OI  |  M-2                    |
|  R-12.5 |  B-1 |  Planning Area Boundary |
|  R-10   |  B-2 |  City Boundary          |
|  R-AH   |  HB  |  Cities                 |



1 Mile



# Our Plan for the Future



# SECTION C: OUR PLAN FOR THE FUTURE

## Introduction

On July 8, 1969, the residents of the Archdale Precinct of Randolph County voted in a special election that resulted in the incorporation of the City of Archdale. Over the first 50 years of its history, the City experienced a multitude of changes that transformed the once quiet, rural community on the south side of High Point into a thriving City in its own right. Some of the changes that occurred were the result of initiatives undertaken by the City Council, such as the establishment of municipal utility systems to foster growth, building Creekside Park as the centerpiece of the community, and building a public library for the benefit of its residents. Other changes occurred on the initiative of private parties. One example is the development of industrial parks which brought employment opportunities and improved the City's tax base. Another example is the subdivision and improvement of land for new housing that grew the City's population and transformed the face of what had been a small, rural community.

A third set of changes occurred, though, that the City had less control over; yet these changes have had profound and long-lasting impacts on the community. Two prime examples were the construction of the new route for Interstate 85 and the widening of US 311 / Main Street. These changes brought perhaps some of the most lasting and profound impacts to the City - some positive and some negative. The interstate opened Archdale for business - helping to spur industrial growth and investment in new housing, but also physically divided the community and left less than ideal local transportation routes in its wake. Similarly, the widening of US 311 / Main Street improved a two-lane "country" road through the City - spurring commercial growth and easing the anticipated congestion that would come from growth associated with the interstate. It too, however, divided the City by creating a highway through what had once been tight-knit neighborhoods and enabling sprawl along its length as out-of-town franchises competed to capture the high traffic volumes that now flowed through the City.

Change can be a very positive thing - bringing new jobs, new businesses, new residents and new opportunities to a city. Unplanned change, or change without significant local influence, however, can have long-lasting implications when local needs and desires are not adequately taken into account. It was not until a number of years had passed before Archdale first endeavored to undertake broad planning efforts - first in the mid 1990s as it was beginning to feel the effects of the major transportation projects that had occurred in the 1980s. This was followed by more detailed and in-depth planning efforts in the first decade of the 2000s, as it prepared a long-range strategic plan and land use plan to help guide its policies, programs and capital investments. As the City began to realize the benefits of the cohesive strategic

guidance of its planning efforts, it continued on with additional, and more detailed planning studies and programs to address the myriad of issues that a modern city must contend - transportation, parks and recreation, economic development, and pedestrian facilities, to name a few.

With the celebrations of its first 50 years coming over the horizon, the City next embarked on a journey to weave together the plans that it had created into an overall guiding framework for the ongoing growth, development, and prosperity of the community. This new Comprehensive Plan - styled as *Plan Archdale* - is intended to chart a course for the initial phases of the City's next 50 years. To that end, the overall goal of this plan is to ensure that the City is the chief instigator of change - working with public and private partners to develop a community that is reflective of the needs and desires of its residents in accordance with a plan that is clear in its desired outcomes.

Four major focus areas / themes for the Comprehensive Plan were identified at the outset of the planning process. The plan's focus areas are drawn out of the long experience of the City's leadership, and based on a broad understanding of the needs, wants, and desires of the community as a whole. This section of the plan provides detail on each of the focus areas, along with a recommended course of action - including policies, programs, and capital projects that will help the City move deliberately along a path of its choosing, and towards a prosperous future for the residents of Archdale. The four focus areas of the plan are:

- **Creating a More Livable and Inclusive Community**
- **Building a Strong, Diverse, and Resilient Economy**
- **Managing Growth in a Vibrant and Dynamic City**
- **Fostering a Sense of Place**

The cumulative impact of the recommendations centered on these four focus areas cannot be overstated, and moving forward, the City will have a number of significant and difficult tasks at hand. While it is not necessary for it to achieve each of the goals, adopt all of the policies, initiate all of the programs, or build all of the capital improvements recommended in the plan - it will need to focus its efforts on taking substantive actions toward implementation of the overall strategic direction of the Comprehensive Plan. In short, the Comprehensive Plan is not the end of the process, but the beginning of a new and exciting chapter in Archdale's next 50 years.

# Creating a More Livable and Inclusive Community

Of the four focus areas, this is perhaps the broadest, as it touches nearly every aspect of life in Archdale and every aspect of government operations. The recommendations in this section are based on the seven livability factors that AARP uses to classify metrics in its Livability Index, which Age Friendly Communities Network members, like Archdale, utilize to gauge progress. A livable community is defined by AARP as one that is safe and secure, has affordable and appropriate housing and transportation options, and offers supportive community features and services. Building a community that is livable helps to foster inclusivity and equity for residents of all ages, abilities, and socio-economic backgrounds. It ensures that residents can age-in-place, children can easily access parks, people without cars can access employment, and everyone can engage with all that their community has to offer. The recommendations contained on the following pages seek to build on the strengths that were identified in the Livability Index analysis and mitigate areas where the City was shown to need improvement.

The following are the seven livability factors used to categorize the recommendations. For each one, a broad vision is stated to help define the overall intended outcome of the implementation of the recommendations in this section.

**HOUSING:** The City of Archdale is a community that provides housing choice and opportunities for people of all ages, incomes, and abilities, allowing everyone the opportunity to live in a quality neighborhood regardless of their circumstances. The diversity of the housing supply ensures that Archdale is a destination of choice for individuals and families at every stage of life from young single professionals, to families with small children, to retirees.

**NEIGHBORHOOD:** Archdale's neighborhoods are designed to make it easier for residents to reach the things they need most, from jobs to grocery stores to libraries. Nearby parks and places to buy healthy food help people make smart choices, and diverse, walkable neighborhoods with shops, restaurants, and movie theaters make local life interesting. Additionally, neighborhoods served by good access to more distant destinations via transit or automobile help residents connect to jobs, health care, and services throughout the greater community.

**TRANSPORTATION:** The City of Archdale provides its residents with transportation options that connect people to social activities, economic opportunities, and medical care, and offer convenient, healthy, accessible, and low-cost alternatives to driving. The street network provides safe and efficient vehicular access to local and regional destinations, while the extensive network of sidewalks, greenways and bicycle facilities allows residents to move around the City safely without a car.

**ENVIRONMENT:** Archdale is a city that respects the natural environment, with policies and programs that foster environmental stewardship. From development regulations to stormwater management, to encouraging non-vehicular transportation, the City seeks to ensure that its residents have access to preserved open space, clean water and clean air.

**HEALTH:** Residents of Archdale maintain healthy lifestyles supported by access to high-quality healthcare options, opportunities to buy fresh foods, and plentiful options for exercise in the City's parks and along its sidewalk and greenway network. By maintaining healthy lifestyles, Archdale's residents are more productive in their educational and professional pursuits, consume fewer healthcare resources, and avoid financial hardship.

**ENGAGEMENT:** Our City fosters interaction among residents and with their government. From social engagement, to civic action, to Internet access, residents' individual opportunities to connect and feel welcomed help lessen social isolation and strengthen the greater community. The City's parks and other public spaces give residents an opportunity to interact with one-another and meet new people in a welcoming and inclusive atmosphere.

**OPPORTUNITY:** America was built on opportunity - and Archdale is no different. Our City embraces diversity and offers opportunities to residents of all ages and backgrounds. Backed by a strong regional economy and fiscally healthy local government, our community provides residents an equal chance to earn a living wage and improve their well-being, from jobs to education, to housing, and civic engagement.

With these overall goals in mind, the recommendations on the following pages were developed to help guide Archdale toward being a more livable and inclusive community. The goals for each of the livability factors are not listed in any particular order, but given a number for reference purposes. Additionally, each recommendation is accompanied by a set of symbols that correspond to the livability factors that show where there is alignment or support for other factors for each recommendation.

## Livability Factors Key



**HOUSING**



**HEALTH**



**NEIGHBORHOOD**



**ENGAGEMENT**



**TRANSPORTATION**



**OPPORTUNITY**



**ENVIRONMENT**



# TABLE C.1 - HOUSING

1	Encourage and support the development of new housing that is tailored to residents who wish to remain in the community after they age-out of larger single family homes or other types of housing that is less suitable for aging-in-place.	 
2	Encourage developers to integrate appropriately scaled multi-family and “age-friendly” housing into the development plans for new neighborhoods.	  
3	Increase the supply of safe, attractive and attainable housing in the community by supporting the rehabilitation of existing substandard dwellings in older neighborhoods.	 
4	Where necessary, seek the voluntary removal of dwellings that are unfit for human habitation through the City's minimum housing code when such structures cannot be feasibly or economically rehabilitated.	 
5	Seek to maintain a diverse housing stock that supports the needs of all residents, regardless of age, ability, or income.	  
6	Increase the supply of modern multi-family housing, with a primary focus on small scale buildings (6-8 units) that are developed independently, as well as larger townhome style multi-family developments.	 
7	Encourage the development of accessory dwelling units to increase the supply of small scale housing for single residents, young workers, and multi-generation households.	  



# TABLE C.1 - HOUSING (CONT.)

8	Encourage developers to build housing that aligns with the needs and expectations of the City's current and future workforce.	 
9	Partner with housing developers to identify underutilized City owned land that can be developed with age friendly housing.	 
10	Encourage developers and homebuilders to incorporate Universal Design concepts into their residences to ensure the greatest degree of accessibility and long term usability for people of all ages and abilities.	 
11	Encourage developers to explore opportunities to use the HUD 202 program to develop supportive housing for elderly residents.	  
12	Work with healthcare, social services, and senior citizens advocacy organizations to explore opportunities to develop a "Villages" modeled community support program to help older residents live independently in their homes as they age.	   
13	Explore options for providing development incentives for developers who build high efficiency housing (energy, water, etc.) that reduces residents' long term operations and maintenance costs.	 



## TABLE C.2 - NEIGHBORHOOD

1	Encourage the development of housing in close proximity to job-rich areas and seek to align housing types in the neighborhoods with the economic characteristics and needs of the workforce.	
2	Encourage the development of housing that is in close proximity to areas where everyday goods and services are provided, particularly grocery stores, pharmacies, and similar businesses.	
3	Develop new parks and recreational amenities within and in close proximity to neighborhoods that lack such facilities that are easily accessible to residents.	
4	Adopt policies that require parks and recreation amenities to incorporate Universal Design and dementia-friendly concepts, to the extent feasible.	
5	Require the development of parks and recreational amenities in new neighborhoods to ensure that residents of all ages have access to these vital assets.	
6	Ensure that the geographic distribution of parks and recreational amenities throughout the City is equitable, with a particular focus on ensuring access for neighborhoods with fewer mobility / transportation options.	
7	Encourage the development of new housing in close proximity to both existing and planned cultural and educational facilities, and ensure that such facilities are as accessible as possible for residents with fewer mobility / transportation options.	
8	Explore opportunities to provide residents with better access to the regional job market through partnerships with agencies such as the Piedmont Authority for Regional Transit.	



## TABLE C.2 - NEIGHBORHOOD (CONT.)

9	Support the development of a diverse array of employment options in the City that will provide residents with more opportunities to both live and work in Archdale.	  
10	Encourage larger developments to integrate appropriately scaled non-residential components into plans to increase the availability of jobs, goods, and services in close proximity to residential areas.	   
11	Promote the development of higher density housing in areas where adequate transportation and utility networks can support them.	  
12	Continue to support proactive, engaged community oriented crime prevention strategies that help maintain neighborhood stability and promote cooperation between residents and law enforcement.	 
13	Train police officers in the principles of Crime Prevention Through Environmental Design (CPTED) and utilize their knowledge in the review and application of development standards.	 
14	Develop a program that allows property owners to consult with CPTED trained police officers to identify issues and develop solutions to mitigate weaknesses in existing building and site designs.	 
15	Support Archdale's low housing vacancy rate through policies that encourage the maintenance of the existing housing stock, the rehabilitation of substandard housing, and the removal of blighted / dilapidated housing that is unfit for habitation.	  
16	Support programs that provide financial literacy training, foreclosure prevention, rental subsidy, and similar efforts that help to maintain neighborhood stability.	  



## TABLE C.3 - TRANSPORTATION

1	Pursue the implementation of adopted plans to increase pedestrian and bicycle connectivity between neighborhoods, parks, schools, employment centers, and shopping destinations.	  
2	Prioritize the construction of pedestrian facilities that serve as the backbone of the overall system or connect large populations / important destinations to the primary routes.	 
3	Incorporate Universal Design concepts that exceed basic ADA standards into the design of pedestrian transportation infrastructure.	  
4	Identify and eliminate obstacles that impair mobility on pedestrian routes, with a particular focus on ensuring ADA accessibility on primary routes.	 
5	Work with NCDOT to prioritize and implement safety improvements at major intersections that experience high crash volumes.	
6	Pursue a City-wide reduction of speed limits to 25 miles per hour on residential neighborhood streets to enhance safety for motorists, pedestrians and bicyclists.	
7	Implement a City-wide “complete streets” improvement program (including funding) to enhance the functionality and safety of all streets in the City for all modes of transportation.	 
8	Plan and implement a road diet on North Main Street to convert it from its current 5 lane high design speed cross section to an urban 3 lane cross section with interspersed medians, pedestrian and bicycle infrastructure, and aesthetic enhancements to improve safety, reduce speeds, and promote redevelopment along the corridor.	 



## TABLE C.3 - TRANSPORTATION (CONT.)

9	<p>Improve connectivity to the regional highway system with new interchanges on I-85 and I-74 to promote economic development, reduce congestion on major thoroughfares, facilitate growth in accordance with the future land use plan, and improve regional mobility.</p>	 
10	<p>Identify and pursue opportunities to partner with other communities and organizations to connect Archdale to the planned regional trail network.</p>	   
11	<p>Improve regional workforce mobility by working with the Piedmont Authority for Regional Transit to study the expansion of service to Archdale.</p>	 
12	<p>Require the installation of bicycle parking facilities in conjunction with new development and work with businesses and workplaces to retrofit their sites with accommodations for bike parking.</p>	
13	<p>Update current municipal street design standards to ensure that all new transportation facilities include “complete streets” components.</p>	  
14	<p>Require proposed residential developments to design neighborhoods so that houses only have direct driveway access to local streets, rather than collector streets or other roads with higher design speeds and traffic volumes.</p>	 
15	<p>Require the construction and dedication of trail segments identified in adopted plans in conjunction with new development.</p>	
16	<p>Work with NCDOT to improve safety, markings, and signage along existing bicycle routes through the City, including those identified on the High Point MPO Bicycle Plan.</p>	



## TABLE C.4 - ENVIRONMENT

1	Continue to fund and implement stormwater mitigation programs and regulations to improve water quality and mitigate the effects of stormwater runoff on local streams.	
2	Proactively enforce erosion and sediment control regulations for development activity.	
3	Implement regulations for large scale development to prepare environmental resources surveys of their sites during the planning process to identify areas of environmental concern, and require the preservation of those areas as part of the required undisturbed open space.	
4	Encourage the use of conservation design for new development, with incentives such as density bonuses in exchange for the preservation of undisturbed open space.	  
5	Work with farmers and other large land owners who wish to preserve the use of their land for agricultural uses or as open space to identify opportunities for donating conservation easements and similar mechanisms that provide an economic benefit to the owner in exchange for the transfer of development rights.	  
6	Promote development patterns and build transportation infrastructure that lessens reliability on automobile trips by making walking and bicycling to everyday destinations feasible for residents of all ages and abilities.	     
7	Adopt maximum parking standards to minimize the amount of new impervious surfaces dedicated to vehicular parking in order to mitigate new stormwater runoff and the urban heating effects of pavement.	
8	Encourage developers to choose "natural" stormwater detention and filtration systems for their construction projects.	



## TABLE C.4 - ENVIRONMENT (CONT.)

9	Require the planting of shade trees within vehicular parking areas to mitigate urban heating effects from pavement.	
10	Encourage the integration of onsite solar energy generation into new developments.	
11	Consider purchasing zero emissions / electric vehicles for the City's general purpose vehicle fleet.	
12	Design and construct all new municipal buildings to the highest energy and water efficiency standards feasible, and utilize low impact development techniques, where possible.	
13	Pursue the preservation of the Green Belt, as defined on the future land use map, to provide a corridor of uninterrupted natural lands through the City that will provide greenway connections, wildlife habitat, open space and recreational opportunities in close proximity to residential areas throughout the City.	
14	Target economic development opportunities that have low levels of external environmental impact.	



## TABLE C.5 - HEALTH

1	Develop an "Active Community" action plan to identify policies, programs and projects that will encourage active and healthy lifestyles for Archdale's residents.	
2	Improve neighborhood connectivity and access to parks and recreational amenities to encourage more active lifestyles for residents of all ages and abilities.	
3	Increase the availability of pedestrian and bicycle infrastructure to make residents' daily trips more viable by modes of transportation other than automobile.	
4	Improve pedestrian accessibility to schools to encourage walking by students and families.	
5	Work with the Randolph County Health Department and the Wake Forest High Point Medical Center to identify and fill gaps in critical medical services that are needed by residents.	
6	Partner with the Senior Center and the Randolph County Health Department to provide recreational programs targeted toward the needs of the City's vulnerable populations.	
7	Support local food security programs that provide nutrition services to elderly and disadvantaged residents.	
8	Partner with local agricultural producers to expand the availability of fresh foods for residents who lack regular access to grocery stores.	
9	Work with Randolph County to ensure that Archdale's residents maintain access to robust emergency medical services as the City grows.	



## TABLE C.6 - ENGAGEMENT

1	Partner with telecommunications service providers to expand the attainability of high speed broadband internet service for all residents.	
2	Deploy free public wireless internet access at parks and other public / City facilities.	
3	Maintain a robust social media presence that keeps the community informed of City activities.	
4	Provide options for residents to view and participate in all official City meetings remotely.	
5	Develop a centrally located, purpose-built, public space to hold community events as a catalyst to spur the development of Archdale's new downtown.	
6	Develop regular programming for the public event space and make it available for use by community groups for events that encourage civic engagement.	
7	Work with schools, nonprofit groups, the Senior Center and other organizations to provide outreach and engagement for members of the community who lack regular access to social engagement.	
8	Develop an annual "Archdale 101" course to provide opportunities for residents, business leaders, and others to learn about the municipal operations of the City and encourage a greater degree of civic engagement.	



## TABLE C.6 - ENGAGEMENT (CONT.)

9	Develop a centrally located multi-purpose community center/ meeting / event venue that can accommodate a wide range of civic and social functions.	
10	Develop civic outreach information that is accessible for residents of all abilities and degrees of English proficiency to ensure that the entire community is aware of the programs and services that are available, and to ensure that residents understand local ordinances and regulations.	
11	Host an annual “State of the City” forum to provide an opportunity for residents to learn about past achievements and new initiatives.	
12	Work with local civic organizations to develop and host a central clearinghouse for information on programs and events in the community.	
13	Support the creation and sustainment of arts and cultural organizations that provide programming for the community.	
14	Work with the State Historic Preservation Office, local historic groups, churches, and others to develop a historic resources survey to identify sites, materials, and data that can be preserved, archived and promoted to help Archdale's residents and visitors learn about the community and connect to its past.	



## TABLE C.7 - OPPORTUNITY

1	Proactively work with the Randolph County EDC, Guilford County EDA , and the Piedmont Triad Partnership to recruit and retain businesses and industries that improve the stability, diversity and growth potential of Archdale's economy.	
2	Promote the development of a regional Commerce Park in the area around the I-85 /NC 62/ I-74 interchange to attract office, logistics, research & development, advanced manufacturing and similar business enterprises that will help to diversify Archdale's economic base.	
3	Explore opportunities to strengthen tourism and business-travel based economic opportunities related to regional attractions, such as the North Carolina Zoo, the High Point Furniture Market, and High Point University.	
4	Work with Randolph Community College to strengthen workforce development programs and provide specialized training for businesses and industries located in the City.	
5	Encourage local businesses to recruit interns and employees from local colleges and universities to help expose more young people to Archdale and attract young professionals to the City.	
6	Support community based organizations that provide basic services that help disadvantaged families achieve self-sufficiency.	
7	Encourage developers to build and/or rehabilitate housing that is attractive to young professionals and new families to help diversify the age composition of the City's population.	



## TABLE C.7 - OPPORTUNITY

8	Work with the Chamber of Commerce, Randolph Community College, retired business people, and others to develop entrepreneurship training and mentoring programs for small businesses and start-ups in the community.	
9	Partner with Randolph County Schools, social services organizations, churches and other entities to identify neighborhoods in the City that lack economic and social opportunities and develop a plan to improve accessibility to programs and resources that can help to eliminate disparities.	
10	Ensure that all City programs and facilities are made accessible to residents on an equitable basis.	
11	Work with elderly, disabled, and low income property owners who reside in substandard or inadequate housing to identify resources and organizations that can help stabilize and improve their homes and give them the opportunity to continue living in the community.	
12	Encourage developers to increase the supply of new housing in the community that is designed to permit older residents to age-in-place.	
13	Support the development and expansion of place-based economic assets, including agricultural enterprises, outdoor recreation-based businesses, craftsmen and artists.	
14	Encourage vendors at the Archdale Farmers Market, as well as other fresh food retailers in the City to accept SNAP/WIC benefits (EBT).	

# Building a Strong, Diverse and Resilient Economy

## Overview

The City is well established as a manufacturing center, providing employment opportunities for many of its residents and drawing in workers from throughout the region. The City's strategic location is one of many factors that has helped it to attract new industries and build upon the success of its well-established major employers. As a core component of the local economy, the City should identify ways to diversify its legacy manufacturing sector and take advantage of the industrial infrastructure that it has developed over the years so that it can build a more resilient economic base.

▼ FIGURE C.1 HAFELE ARCHDALE CAMPUS



Even though the City has had much success in both recruiting and retaining industry, a heavy reliance on manufacturing-based employment opportunities over the long term may limit the community's ability to realize its full economic potential. The new model for economic diversification in the Triad region is focused on transport logistics, health care, biotechnology, and higher education. The City needs more diverse, knowledge-based jobs to help invigorate the local economy and safeguard against regional and national dynamics in legacy manufacturing sectors.

The planning process explored a variety of ways the City can expand its economic opportunities by identifying emerging economic sectors that will help diversify the City's economic base. This topic was addressed extensively as part of the Economic Diversification Forum held in November of 2019. The forum brought together a variety of experts with local, regional and state-wide perspectives to discuss the overall economy and opportunities that can influence Archdale's economic outlook.

## The Carolina Core

Throughout the 20th Century, the economic focus of the Piedmont Triad had been textiles, furniture, and tobacco. External forces have caused a shift away from these traditional industries and toward a more knowledge-focused economy, although much of the traditional manufacturing workforce and infrastructure still exists. New economic development efforts in the Piedmont Triad Region have become increasingly focused on promoting the assets of the region as a single unit. This approach allows the region to cast a much broader net as it pursues a focus on the aerospace, transportation, technology and biomedical sectors.

The Triad-centered regional manufacturing hub has been expanded to include a 120 mile corridor between Winston-Salem and Fayetteville – now known as the Carolina Core. This larger economic region includes four new state certified megasites that contain a combined 7,200 acres of assembled land, as well as many other industrial hubs, urban research parks and logistics centers. The Piedmont Triad Partnership is actively promoting the Carolina Core as part of a coalition of economic development partnerships. It is important for Archdale to maintain an active role with the Partnership and the Carolina Core initiative to ensure that sites within the City are included during business recruitment - whether for a primary manufacturer or for suppliers to a large industry locating at one of the megasites. Of note, the proposed Commerce Park is intended to position the City to take advantage of larger regional employment recruitment efforts, such as the Carolina Core initiative.

▼ FIGURE C.2 THE CAROLINA CORE



## **Development of a Commerce Park**

During the Growth Management Workshop that was held after the Economic Development Forum, residents identified lands for potential commerce, business, and industrial uses that could be used to provide opportunities for diversifying the local economy. A fairly large area in the northern section of the City near Interstates 85 and 74 and NC Highway 62 in Guilford County, is designated on the Future Land Use Map as a “Commerce Park”. The Commerce Park is envisioned as a less intensive form of an industrial park, focusing on a unified and well-planned combination of research and development, logistics, advanced manufacturing, and corporate office uses. The location and concentration of these types of businesses in Archdale will help to provide for greater income potential for residents and capture a greater share of the regional workforce. By proactively designating land for business recruitment, the City can help to ensure its future prosperity and provide opportunity for economic diversification.

▼ FIGURE C.3 EXAMPLE COMMERCE PARK



## **Tourism Economy Development**

In 2016, 39 million overnight person-trips were taken in North Carolina, which ranked 6th in the United States in terms of domestic overnight visitation. The average size of the travel party was 2.2 people. In addition, 28% of the overnight travel parties to the state included children. These overnight visitors can provide a significant boost for the local economy. The average household trip expenditure for overnight visitors was \$616. In-state overnight visitors spent an average of \$392 and out-of-state overnight visitors spent an average of \$748. As expected, 89% of overnight travelers to the state drove. Approximately 37% of the overnight visitors were in-state residents, followed by 10% of overnight visitors coming from Virginia and 8% from South Carolina. Just over 6% of overnight visitors traveled from Georgia. Interstate 85 connects all of these states and potential overnight visitors that may choose Archdale for an overnight stay. The City has an opportunity to capture a percentage of visitors staying overnight and other

▼ FIGURE C.4 LOCAL AND REGIONAL TOURISM ATTRACTIONS



**High Point - International Home Furnishings Market**



**Asheboro - North Carolina Zoo**



**High Point University**



**Seagrove - North Carolina Pottery Center**

visitors for tourism related activities. Some of the emerging trends in tourism that the City can consider as part of its economic diversification include: youth sports tourism; festivals; People-First Tourism; and local attractions, such as Creekside Park and Kersey Valley Attractions.

Archdale is close to a number of local and regional tourism attractions, and can continue to capture out-of-town visitors for overnight stays. For example, Archdale provides lodging for many visitors to the North Carolina Zoo, High Point University and the Furniture Market. An opportunity exists to find additional ways overnight visitors may want to spend more time in Archdale. This can be accomplished by identifying opportunities for package deals associated with other nearby tourism attractions, locally-based events, and other opportunities such as the People-First Tourism Initiative.

### **Youth Sports Tourism**

Youth sports tourism has become a \$17 billion industry in the United States. Communities are building facilities that serve local needs, while offering opportunities to bring in tournaments for a large variety of sports to help strengthen the local economy. The City's convenient geographic location within the region provides an opportunity for Archdale to capture a

share of the youth sports market. This could include building new facilities that expand the availability of venues for popular, established sports, or bringing new types of facilities to the region for emerging sports such as rugby, lacrosse, cricket, track cycling, or similar activities that do not currently have many sites in the region.

▼ FIGURE C.5 EXAMPLE YOUTH SPORTS TOURNAMENT COMPLEX



### ***Festivals and Major Events***

Archdale has had success with several local festivals and major events to draw in residents and visitors alike. One primary example is the annual 4th of July celebration that attracts a significant number of out of town residents that come to Archdale for the amusement rides, festive atmosphere and evening fireworks display. The event continues to grow each year. The City could also leverage music events and unique local festivals that would bring in visitors from large cities and other urban areas given the City's great location. Archdale could potentially leverage overnight stays by planning the City's events on opposite days with other major events happening nearby.

▼ FIGURE C.6 CREEKSIDE PARK 4TH OF JULY CELEBRATION



## People-First Tourism

An emerging trend that could tap into local expertise and craftsmanship in the community is People-First Tourism. This tourism opportunity is being facilitated by North Carolina State University. The basis of this type of tourism is centered around a person-to-person, unique local experience where a local craftsman can teach visitors how to make a certain type of handcrafted good or product, provide an experience, or teach another skill (such as music lessons). Examples include baking, agriculture, crafts, skills (weaving, specialty auto restoration, furniture making), storytelling and history tours. The initiative identifies people in the community who have a certain skill or experience that they want to share with others. The opportunities are typically promoted online, and visitors who have an interest in learning from an artisan or craftsman in the community can schedule a visit. This area of local tourism can start very small and provides opportunities for entrepreneurs and people who want to share and pass on their knowledge and experiences.

▼ FIGURE C.7 NC STATE UNIVERSITY PEOPLE FIRST TOURISM LAB



## Local Event Venues

Another tourism opportunity is the development of facilities and locations for reunions, weddings, and similar events. Individuals, groups or organizations that are planning to construct a facility should consider how the facility can serve the local community and the surrounding area. A unique and specially designed facility can attract events from anywhere. In addition, Archdale is in a great location to compete with similar facilities in larger communities on price. This is a prospect for the private sector in Archdale and for the City as it may consider construction of a multi-purpose facility in the future that could also capture some of the potential event demand.

## Local Business Focus

Finally, the City of Archdale is home to many small businesses ranging from home-based businesses to small corporations and from retailers to suppliers. As part of the overall economic development strategy for the City, efforts should be made to help develop new local business

opportunities, while finding ways to retain and grow existing local businesses. Locally based businesses provide benefits to the City's economy that are greater than those provided by companies that are headquartered in another location. The locally based business provides a direct connection from the business owner and employees to the community in which they live, resulting in greater community involvement from a variety of perspectives. A locally based business is also more likely to utilize other professional services in the community, helping maximize the economic impact of each dollar spent locally. As Archdale works toward developing a greater sense of place, the City should actively support the vitality of the local businesses that serve as the "economic garden" that feeds the local economy.

### **Moving Forward**

Archdale's economic specialization in manufacturing (which it shares with Randolph County as a whole) makes it susceptible to a variety of external forces that could negatively impact the employment of its residents, the strength of its tax base, and its overall financial well-being. In order to both strengthen its economic position and mitigate the effects of a potential major downturn in the manufacturing sector, the City will need to broaden the base of employment in the community.

Growth in the retail and service sectors alone will not be sufficient to insulate the City from a future downturn in manufacturing, especially given the wage differential between typical manufacturing jobs and lower paying unskilled jobs. Therefore, the City should begin to focus its economic development efforts on recruiting a more diverse set of employers to the community - particularly in higher wage sectors. To do this, Archdale can rely on two inherent strengths that it has, namely available land, and its location. A Commerce Park designed to attract corporate headquarters, high-tech manufacturing, logistics, research and development, and similar business types that have higher wages will help to ensure the resiliency of the local economy, and could potentially make Archdale a net importer of workers each weekday.

Smaller scale efforts to grow local employment should be coupled with the recruitment of large employers. Building a new town center can help to foster local entrepreneurship by providing opportunities for new businesses to locate in a vibrant downtown. Archdale's position at the crossroads of two interstate highways can be leveraged to market the City as a hub for exploring other destinations in the region. Working with regional partners to build recreational amenities, from regional trails to sports facilities, can help to attract tourism dollars as well. Building on the City's transportation network and the vast natural resources in the areas around Archdale, coupled with a vibrant downtown and high quality hospitality resources can help provide additional economic support that broadens the base beyond traditional employment sectors.

# Managing Growth in a Vibrant and Dynamic City

## **Introduction**

A key element of achieving the wide range of goals and recommendations set forth in the Comprehensive Plan is for the City to be able to guide and foster growth and development activity in a manner that supports its overall vision for a livable community with a strong sense of place and a robust economy. Haphazard growth patterns that are misaligned with infrastructure improvements can impair fiscal health as the City stretches its resources to keep up with development. Similarly, overly restrictive development regulations can impair the ability of the free market to make necessary investments that bring new residents, businesses and jobs to the community. Striking a balance between these can be difficult, as the community and its leaders seek to both foster positive growth while also being responsive to community concerns about the impact of new development.

This section of the plan provides a detailed framework to address the two most dynamic aspects of growth management - land use and transportation. The resulting framework plan for growth management recognizes the inextricable links between them, and provides guidance as to how the City can better balance the effects of each on the community as a whole.

The recommendations in this section were informed, in part, through direct community input that was received at the Growth Management Workshop held in December 2019. This information was coupled with critical analyses of the City's existing land use patterns, overall community goals, existing infrastructure capacity, environmental constraints, and adopted plans. The resulting recommendations for future land use and transportation form a seamless plan for the City's ongoing growth and development that facilitates the achievement of the other goals of the plan.

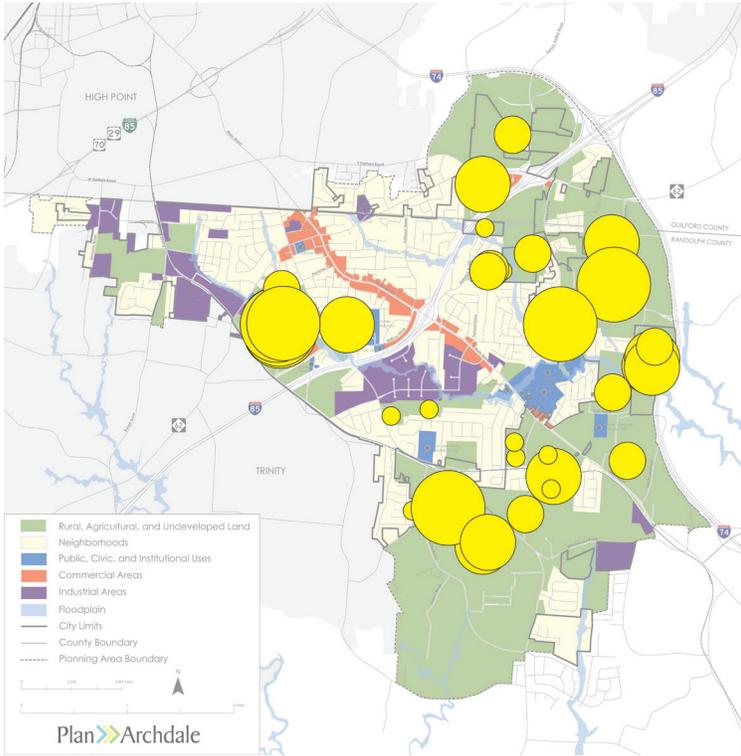
## **Future Land Use**

The recommended future land use pattern set forth in this section seeks to balance the needs of a growing city, including accommodations for a wide variety of housing and employment opportunities for residents, with the capacity of the land, infrastructure and municipal resources that are necessary to accommodate it. The plan is also based, in part, on direct input from the community and Steering Committee that was given in the course of the Growth Management Workshops (workshop results for land use are shown on the following page).

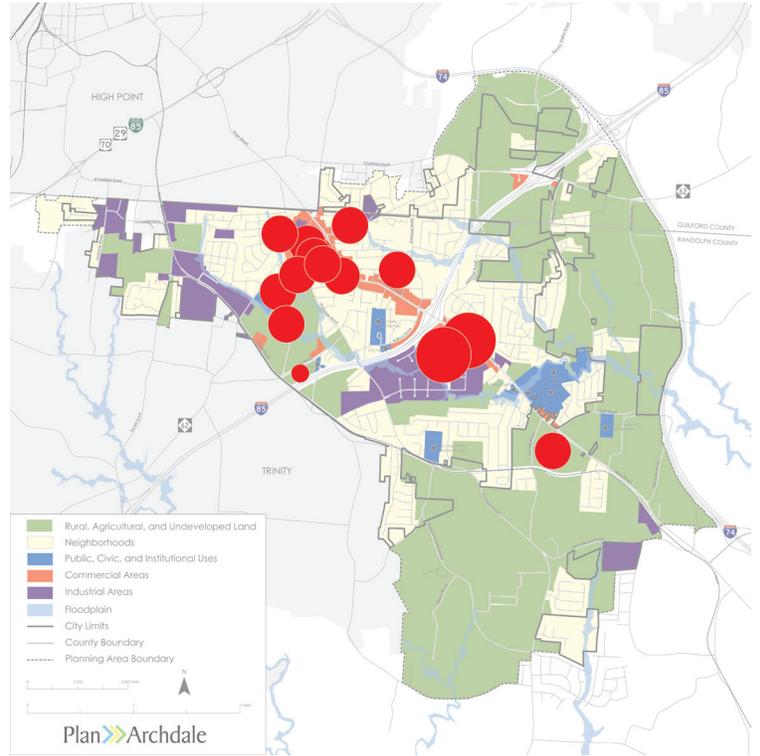
The resulting Future Land Use Map utilizes a set of character focused "place types" to define the future land use pattern. The place types, detailed in the pages following the Future Land Use Map, go beyond typical zoning recommendations that are found in many similar plans.

**Figure C.8: Growth Management Workshop Land Use Recommendations**

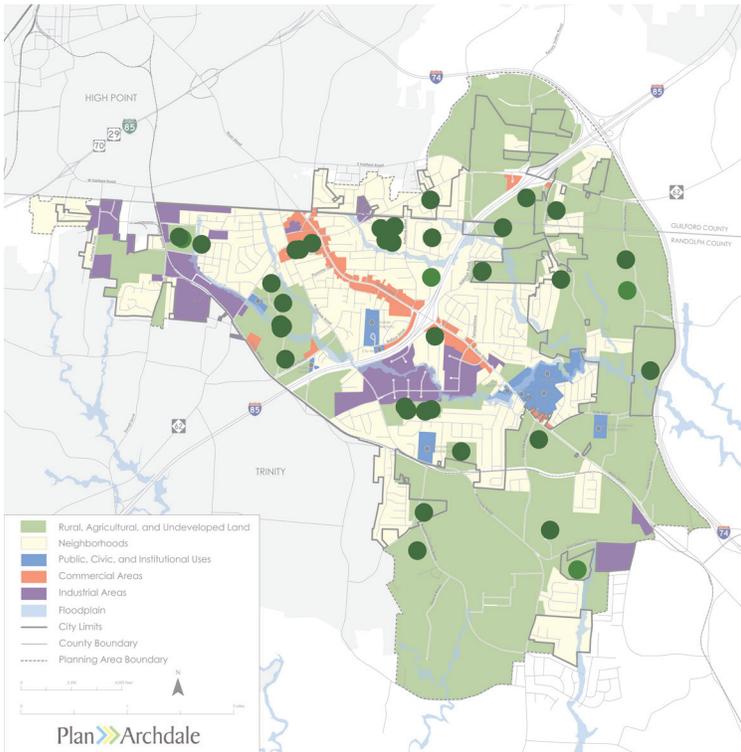
▼ RESIDENTIAL AREAS



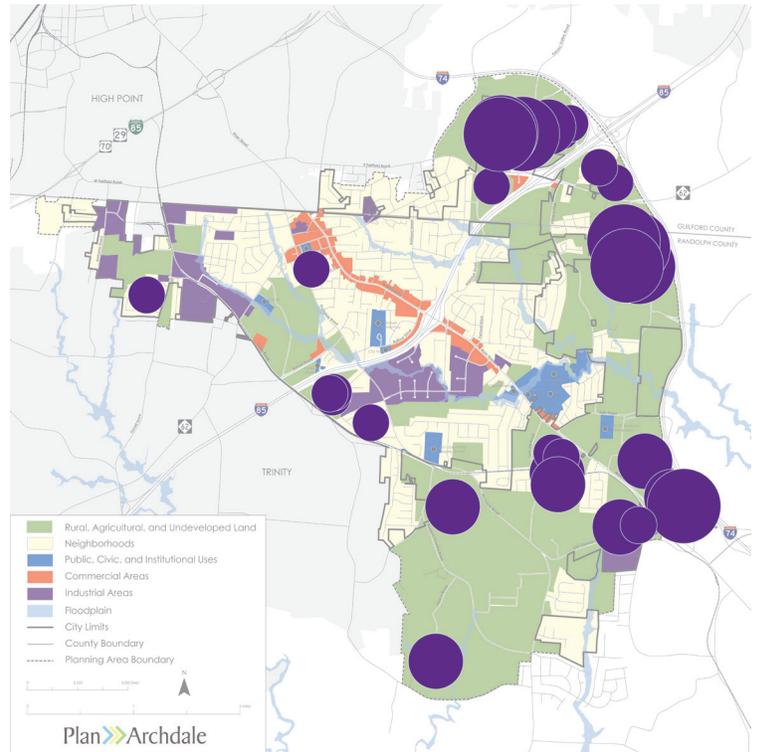
▼ DOWNTOWN AREAS



▼ PARKS AND OPEN SPACE



INDUSTRIAL AREAS



The place types establish a set of broader “character” based development guidelines, including the desired land use mix, general intensity and density of development, and primary transportation resources that are needed to achieve the stated intent of each particular place type.

Some notable features of the place types and their application to the future land use map include:

- A proposed Greenbelt that follows along major drainages in the planning area and connects large tracts of open space, agricultural land, as well as both existing and potential future park sites.
- The proposed Commerce Park situated around Interstate 85 and NC 62, which is intended to serve as a regional scale economic development catalyst to help the City move forward with its goal of broadening its economic base.
- The City Center place type that is applied to the area bounded generally by Archdale Road, NC 62 and North Main Street, which was identified as the preferred location for the City to invest in creating a new “downtown” during the Placemaking Workshops.
- The Main Street Mixed Use place type, which is intended to help support the revitalization of North Main Street from a suburban highway strip commercial development pattern into an urban commercial district catalyzed by a transformative “road diet” along the corridor.
- The Village place types, which are applied to the largest undeveloped tracts in the planning area for the purpose of fostering the development of cohesive mixed use neighborhoods.
- Simplified “neighborhood” place types that provide a wider degree of latitude with respect to the type of residential development that would be permitted, particularly in older “urban” neighborhoods in the City that are in need of revitalization.

The overall development pattern in the future land use map first seeks to preserve and stabilize the strongest areas of the City, while also providing opportunities for positive change in parts of the City that are in need of revitalization. It also seeks to provide sufficient land designated in a manner to accommodate the population growth that is anticipated in coming years, as well as reserve land for major employers to locate in the City. The Future Land Use Map is designed to direct the outward growth of the City to those areas where the necessary infrastructure is either already in place or is planned to be extended to accommodate it, particularly with

regard to municipal wastewater service, while restraining growth from areas that would be more difficult to serve in the near-term. By doing so, it is hoped that this, combined with new by-right development regulations, will also help to promote infill development in parts of the City that have underutilized land, but which have the necessary infrastructure in place to support additional development.

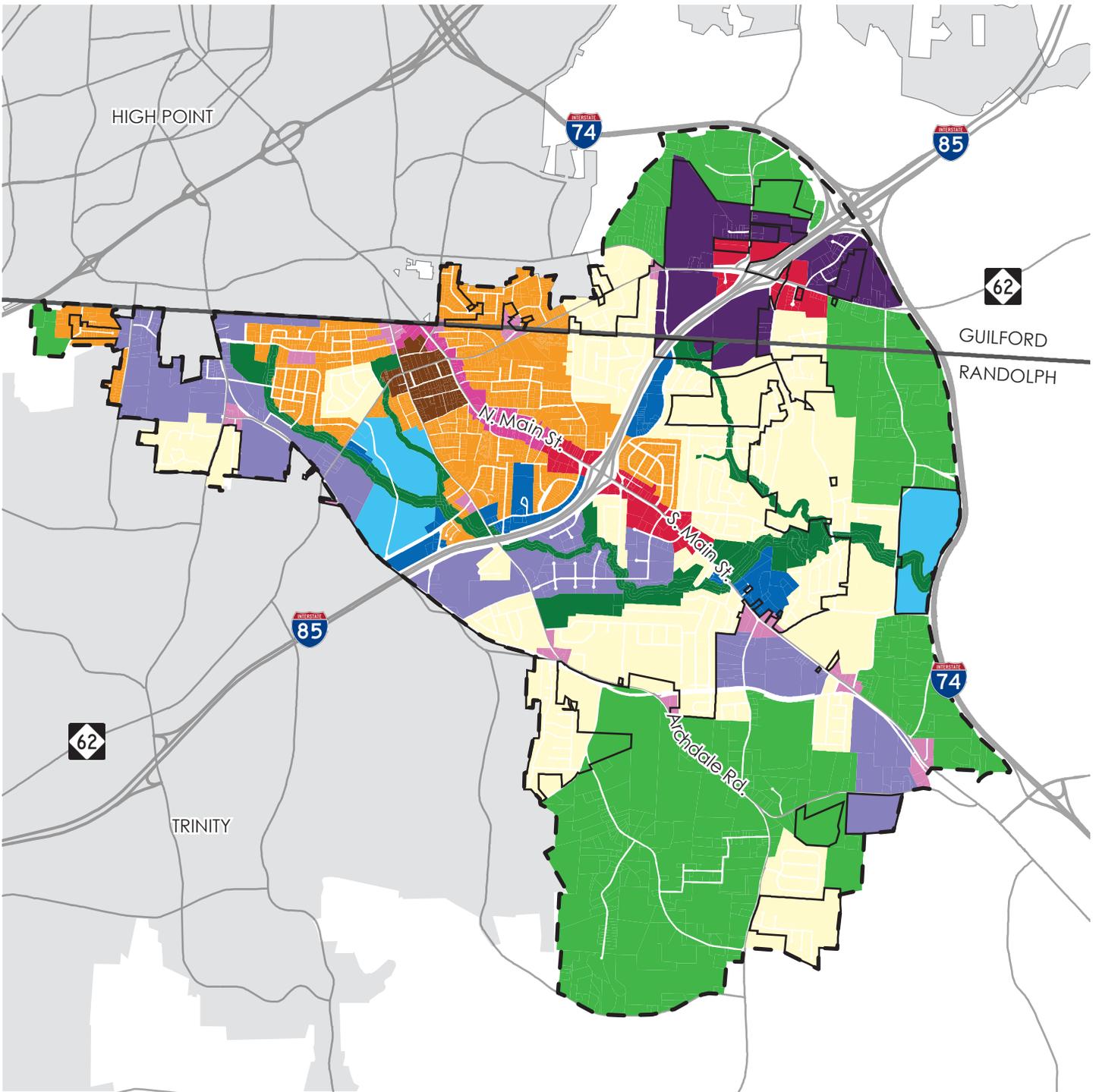
Implementing the future land use map will require some significant degree of change in the City's development regulations and the manner in which those regulations are applied. First, it is recommended that the City undertake a revision of its Zoning and Subdivision ordinances to incorporate new zoning districts and development standards that align with the future land use place types. Second, it is recommended that the City update its zoning map to align it with the future land use map to the extent feasible at the time of adoption.

Since the future land use map is intended to represent the long-term state of development in the City, full alignment of zoning districts with the map is not necessary, but should be implemented to the extent possible. An overall goal of the development framework of the plan is to encourage the City to proactively implement zoning in a manner that accommodates the desired growth pattern rather than reacting to proposals from developers to rezone property. By implementing land use regulations that achieve the desired development outcomes through well-crafted standards, the City can be assured of more certain results through proactive by-right zoning, particularly through the use of "form based" land use regulation.

In the interim period between the adoption of the plan and the realignment of the zoning districts and zoning map, the future land use map and place types will be serving as an interim guide for analyzing the consistency of zoning map amendments. While full consistency between the districts, place types, and the future land use map may not be apparent, the City's current zoning districts are sufficiently diverse to allow for consistency to be determined while new regulations are developed.

As the plan is implemented, circumstances will certainly change over the years that will necessitate updates to the future land use map. Unanticipated opportunities for growth will occur, capital projects will be accelerated, road improvements will receive funding earlier than anticipated, as well as other changes in circumstance that will influence development patterns or the capacity to accommodate new growth. Similarly, as time goes on, the City should be able to eventually achieve full alignment of its zoning map with the future land use map. In order to better anticipate needed changes to both, it is recommended that the City undertake regular reviews of both the future land use map and zoning map to identify areas of potential inconsistency or opportunity and update them as needed.

MAP C.1 FUTURE LAND USE MAP



- |  |   |   |
|--|---|---|
|  Green Belt             |  Neighborhood Center   |  City Limits            |
|  Countryside            |  Commercial Corridor   |  County Boundary        |
|  Suburban Neighborhoods |  Main Street Mixed Use |  Planning Area Boundary |
|  Urban Neighborhoods    |  City Center           |   |
|  Village                |  Industrial            |   |
|  Community Services     |  Commerce Park         |   |



1 Mile

## Future Land Use Place Types

The following pages contain detailed descriptions of the future land use place types that were introduced in the previous section, while the table below provides a brief overview of the general character and intensity of the place types for quick reference. Each place type was designed to achieve a particular land use goal - such as revitalizing legacy commercial areas, attracting major employers, and catalyzing development in and around Archdale's new town center. These are intended to broadly guide development and set aspirational targets, and should not unduly constrain rational land use and development decisions.

**Table C.8: Future Land Use Place Types**

PLACE TYPE	INTENSITY	CHARACTER
Green Belt	Lowest	Open space, agriculture, parks, and very low density residential development.
Countryside	Low	Agriculture, open space, and large-lot residential development without public utilities.
Suburban Neighborhoods	Low to Moderate	Low to medium density single family residential development with public utilities.
Urban Neighborhoods	Moderate	Medium density single and multi-family residential development in urbanized areas.
Community Services	Moderate	Government, institutional and civic uses.
Village	Moderate	Integrated medium density single and multi-family development with neighborhood scale commercial uses in a planned development
Neighborhood Center	Moderate	Small scale commercial uses that serve nearby residential areas.
Main Street Mixed Use	Moderate	Mixed moderate intensity commercial and multi-family residential development.
City Center	Moderate	Urban mixed use development and adjacent moderate intensity residential neighborhoods.
Commercial Corridor	High	High intensity auto-dependent commercial uses serving both local and regional customers.
Commerce Park	Highest	Regional scale planned Commerce Park accommodating major office, technology, and R&D based employers and supporting uses.
Industrial	Highest	Wide range of manufacturing, logistics, wholesaling and similar higher intensity uses.

# GREEN BELT

The Green Belt place type is primarily intended to preserve large swaths of land along the City's many miles of creeks and their associated floodplains, along with adjacent agricultural lands and forests. The Green Belt lies primarily along the main course of Muddy Creek from its headwaters in the northwestern part of the City to Interstate 74 in the eastern part of the City. By preserving a large swath of open space through the heart of the City, the Green Belt provides opportunities to link a large number of the City's neighborhoods to parks, employment, and shopping, as well as the larger external bicycle and pedestrian network. The Green Belt will also provide additional opportunities for passive recreation, serve as a vital connector for wildlife, and help the City meet its stormwater runoff / water quality requirements more easily.

DESCRIPTION

It is recognized that the majority of the land within the areas designated as the Green Belt is privately owned. The application of this place type is not intended to preclude all new development or limit owners from continuing to use their property as it is now used. Rather the designation will help the City to focus its efforts to develop partnerships to preserve and protect these vital assets, while also allowing limited low density residential development, as necessary.

EXAMPLE



## Open Lands



Undeveloped Open Space, Farmland, Parks

## Residential



Single Family Dwellings

LAND USE



### Low Priority Mode

Streets traverse the Greenbelt and provide access to parks and trailheads.



### High Priority Mode

Paved greenways serve as a major artery for bikes and pedestrians - connecting neighborhoods across the City.

TRANSPORTATION

# COUNTRYSIDE

## DESCRIPTION

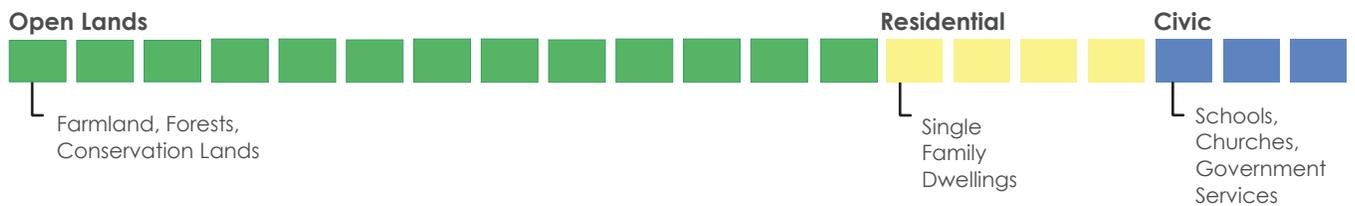
The Countryside place type is intended to be applied to those rural portions of the planning area which are expected to remain relatively undeveloped over the horizon period of the plan. These areas are now generally characterized by a land use pattern consisting primarily of farms, forest land, and scattered low density residential development on large lots. As a matter of policy, the extension of municipal water and sewer utilities is not expected within these areas during the horizon period of the plan, with limited exceptions when there is a compelling public need and purpose.

Future development within the Countryside is intended to be sparse in order to preserve the rural character of these areas, as well as in recognition of the limited availability of public services. Residential development is anticipated to occur at very low densities (less than 1 dwelling unit per acre). The development of some civic uses are appropriate as well, including churches, schools, child care centers, and similar low intensity uses. In all cases, new development should be sensitive to the existing character of the Countryside, with special attention given to the need for compatibility between new development and existing agricultural uses.

## EXAMPLE



## LAND USE



## TRANSPORTATION



# SUBURBAN NEIGHBORHOODS

The Suburban Neighborhoods place type is intended to both preserve the character of existing residential neighborhoods, as well as to promote the development of new moderate density neighborhoods in the City's primary growth areas, in contrast with the more densely developed Urban Neighborhoods place type.

Suburban neighborhoods are intended to develop at between 3-4 dwelling units per gross acre of land, with robust provisions for preserved open space and pedestrian infrastructure that serves the neighborhood and connects to the external pedestrian network. New neighborhoods should be developed with transportation connections that integrate them with adjacent properties, where feasible, and primary external access points should be on major collector streets and thoroughfares with sufficient capacity to accommodate new traffic.

While most new neighborhoods will be comprised predominantly of detached single family dwellings, it is also appropriate to develop moderate density attached residential (townhomes) neighborhoods, as well as limited civic uses, within the Suburban Neighborhoods place type.

DESCRIPTION

EXAMPLE



LAND USE

Low Priority Mode



Bike lanes on collector streets and thoroughfares provide access to neighborhoods



Sidewalks and greenways connect homes in neighborhoods to the larger pedestrian network



High Priority Mode

Major collector streets and minor thoroughfares provide access to residential developments

TRANSPORTATION

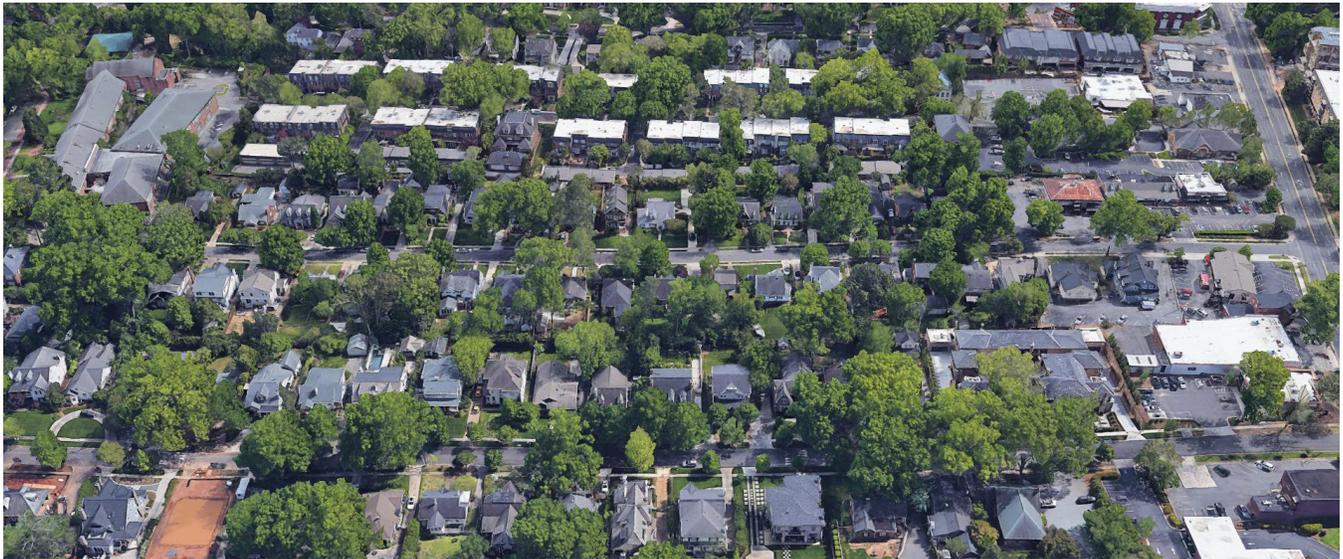
# URBAN NEIGHBORHOODS

DESCRIPTION

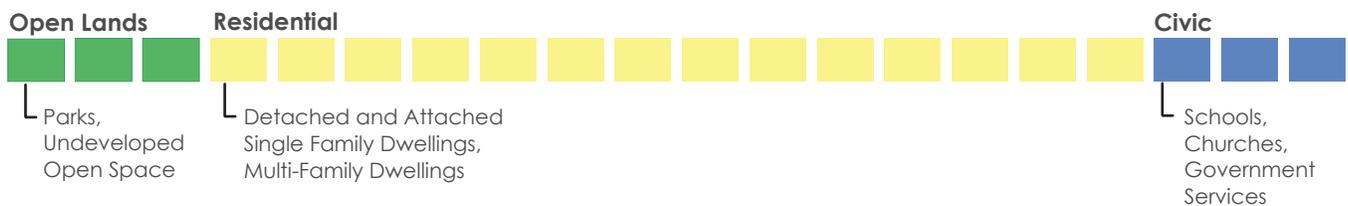
Urban Neighborhoods are intended to be the City's most diverse and eclectic residential areas. These neighborhoods accommodate a broad range of housing types, from detached single family dwellings, to attached dwellings (townhomes), to small multi-family residential buildings - all integrated into a cohesive community. Typically built on a modified grid street network, these neighborhoods are woven into the fabric of the City via their direct connections to major thoroughfares and adjacent mixed use commercial areas.

New development and redevelopment in an Urban Neighborhood is driven more by form than density, with character being the overriding consideration in regulation. Residential buildings of all types should have shallow front yards that "frame" the streets and sidewalks; providing a welcoming neighborhood aesthetic. The mixing of different housing types on a block is encouraged, while monotony in form and design is discouraged. Small parks at strategic locations provide residents with opportunities to interact with their neighbors, while small churches and daycares are integrated into the neighborhood's periphery, which, along with larger multi-family buildings, help to buffer the neighborhoods from nearby commercial areas.

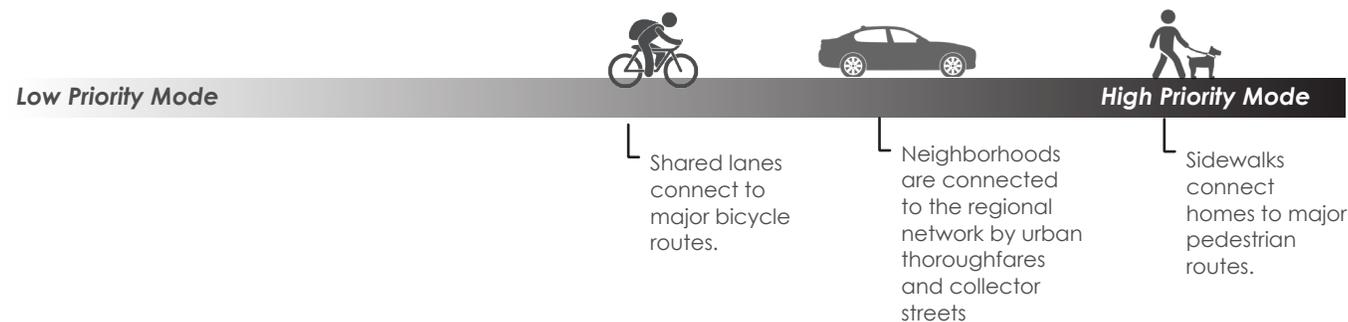
EXAMPLE



LAND USE



TRANSPORTATION



# COMMUNITY SERVICES

DESCRIPTION

The Community Services place type is applied to those areas of the City that host major public and quasi-public institutions and assets. Existing examples in Archdale include the area around Creekside Park, which, in addition to the park itself, is home to the public library, senior center and community college, and Balfour Drive, which hosts City Hall, the police station, a county services center, a school, and community organizations.

Although non-residential in nature, these areas are of a lower intensity in the uses that they accommodate, with non-public uses being limited to professional offices, medical offices, and similar low impact / low intensity uses. Given the availability of services in these areas, it is also appropriate for them to host supportive housing, such as senior focused housing developments and assisted living facilities. Development patterns should not exceed a moderate degree of density given the typical proximity to lower density neighborhoods. Areas designated with the Community Services place type should be accessible for pedestrians, and well-connected to the main pedestrian and bicycle network.

EXAMPLE



LAND USE



TRANSPORTATION



# VILLAGE

## DESCRIPTION

The Village place type is intended to facilitate the development of large planned developments on significant tracts of land within the planning area. Specifically, this place type is applied to the English Farm and the Kepley Hardwood properties, which are among the largest potential development tracts in the area. With tracts of this size, more traditional development styles that integrate a range of housing types, along with parks, trails, and neighborhood focused retail / service uses are appropriate and possible given the scale of the projects.

Within the Village place type, it is expected that the ultimate developers will prepare a master plan that will govern the physical development of the entire site, including a cohesive architectural plan. These plans should provide for a mixture of housing types and styles, including variations in the size of homes and lots in single-family areas. The plans should also provide for an integrated transportation network with significant interconnectivity between portions of the site, including robust pedestrian and bicycle facilities. Other elements can include sites for civic uses (churches and schools), one or more commercial nodes, and public spaces, like parks, squares and greenways integrated throughout the Village.

## EXAMPLE



## LAND USE



## TRANSPORTATION



# NEIGHBORHOOD CENTER

DESCRIPTION

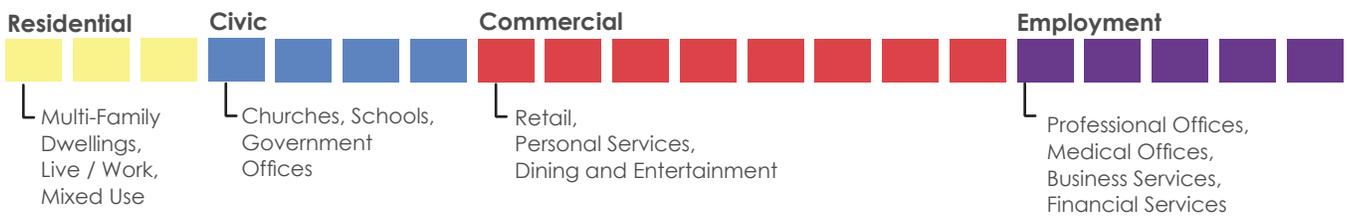
Neighborhood Centers are small scale community-focused commercial areas that provide convenience retail, personal services, and neighborhood dining / entertainment opportunities at key locations throughout the City. These mixed-use areas are typically located on the edges of neighborhoods at the intersections on thoroughfares and major collector streets, but outside of the core commercial areas of the City.

Wide sidewalks, well-designed outdoor spaces, and pedestrian scale building design are the key elements of the character of Neighborhood Centers. The proximity of these commercial areas to the neighborhoods that they serve require that the uses that they host cannot be disruptive to residents or encroach into established residential areas. Although vibrant commercial activity is encouraged in their core, the periphery of Neighborhood Centers should utilize compatible design and transitional use types, such as multi-family housing, live/work units, churches, daycares, and small professional offices to transition into the lower intensity residential areas. The primary means of transportation to these areas should be by foot or bicycle, with automotive access and vehicle parking taking a lower precedence than non-motorized access.

EXAMPLE



LAND USE



TRANSPORTATION



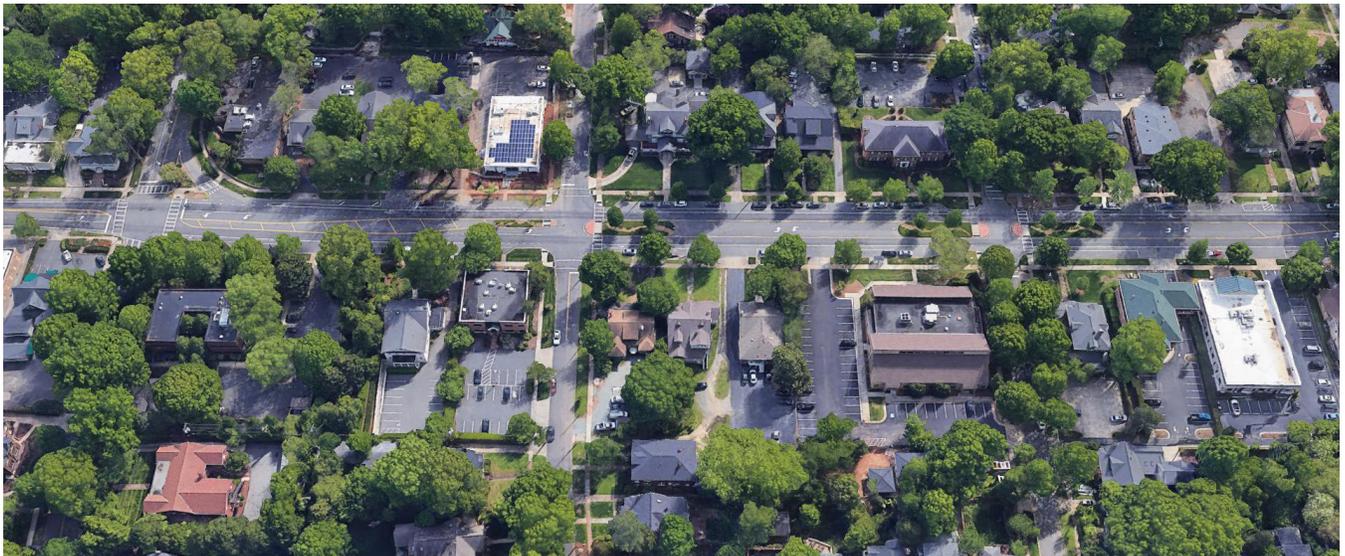
# MAIN STREET MIXED USE

## DESCRIPTION

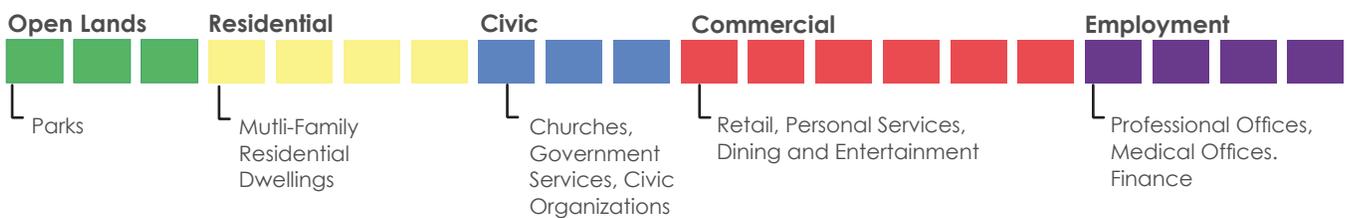
The Main Street Mixed Use place type is intended to help foster the transformation of North Main Street from its legacy as a car focused "strip commercial" district into a more walkable, vibrant, and cohesive asset for the community. The transformation of North Main Street is a major priority of this plan, and, as the supporting projects move forward, including the establishment of the Center City, the application of this place type will help to support the needed changes in the area.

Moving forward, development along North Main Street will be focused on framing the street with shallow setbacks and pedestrian focused architectural design to support the transformation of the roadway into a more traditional "main street" with lower speeds, robust pedestrian and bicycle infrastructure, and an attractive streetscape. Redevelopment of the former commercial strip will be incentivized and supported by allowing small scale multi-family development and mixed commercial / residential buildings along North Main Street, consolidating parcels and driveway access points, and the development of public open spaces on infill lots along North Main Street to encourage adjacent private investment.

## EXAMPLE



## LAND USE



## TRANSPORTATION



# CITY CENTER

DESCRIPTION

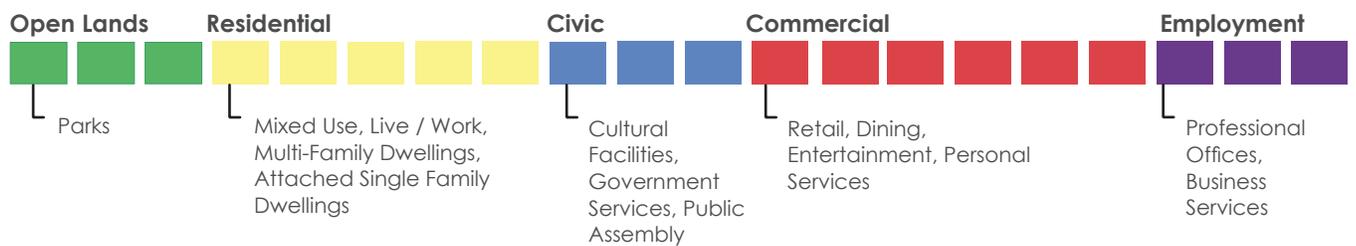
The City Center is a vibrant, mixed-use district that is the focus of community activity and social hub of Archdale. At the heart of the City Center, a variety of retail stores, dining, and entertainment establishments front on a lively and well-used public square that hosts events year-round. Away from the core of the City Center multi-family residential buildings and townhomes transition the intensity of use away from the retail core towards the nearby neighborhoods, while providing opportunities for residents to live within the heart of the City.

The wide sidewalks along the streets in the Center City allow for casual social interaction, outdoor dining and the extension of commerce into the public realm. Buildings in the City Center are designed at the human scale, with welcoming storefronts directly abutting the sidewalk. Cohesive architectural patterns give the Center City a timeless appearance, with masonry, transparent glass and neutral color palates tying buildings together. In the public realm, the sidewalks are activated with public art, street furniture and a complementary landscape design. Although pedestrian access is the main focus of the Center City, good accommodation for vehicle access is necessary, with street parking having precedence over off-street parking lots.

EXAMPLE



LAND USE



TRANSPORTATION



# COMMERCIAL CORRIDOR

## DESCRIPTION

The Commercial Corridor place type is intended to provide for the development and ongoing use of a mixture of local and regional scale commercial enterprises along and in close proximity to major transportation routes. The goods and services provided by businesses along the Commercial Corridor cater to a wide consumer base, including the many transient customers who visit Archdale for gas, dining, and lodging when traveling on I-85.

The character of development along the corridor is automobile oriented, as the vast majority of the customer base is expected to drive to the businesses in the area. Buildings are typically set back further from the street than in other commercial areas of the City, and drive-through services are permitted given sufficient stacking room on larger parcels. Unifying architectural elements and robust landscaping help to tie the corridor together, with the latter also screening the large parking lots found along the corridor. Access from main thoroughfares is managed, where possible, to enhance traffic safety, and pedestrian infrastructure along the corridor provides access for customers and employees who live nearby. Uses span a wide range, with everything from grocery stores, to indoor recreation, to hotels, to banks found along the corridor.

## EXAMPLE



## LAND USE



## TRANSPORTATION



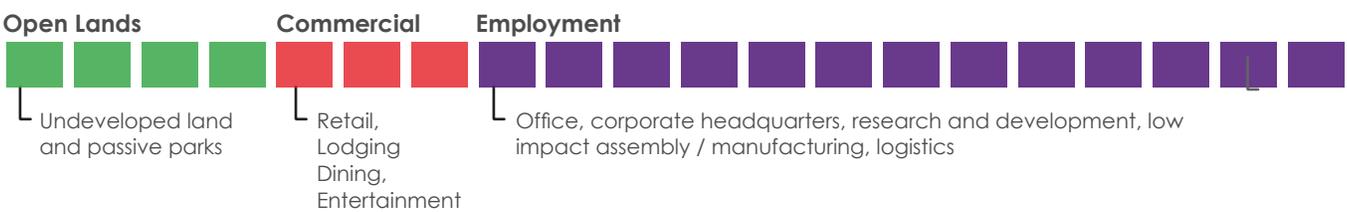
# COMMERCE PARK

The Commerce Park is an economic development focused place type, with the intent of fostering the creation of a unified and cohesive growth opportunity to attract new jobs and businesses to the City. The location of the Commerce Park near the major crossroads of Interstate 85 and Interstate 74 provides the City with a major strategic asset in a location that is accessible to the regional workforce and the primary backbone of ground transportation in the state.

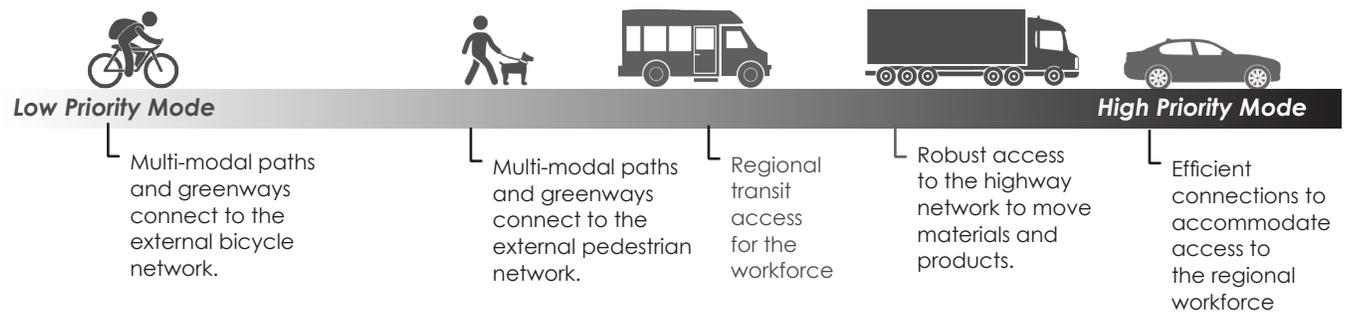
The Commerce Park is less intensively developed than a typical “industrial park” - with its development sites integrated into the landscape to provide a setting that is conducive to a wider range of uses. It is contemplated that the Commerce Park would focus on attracting uses spanning office, research & development, logistics, and high-tech / low impact manufacturing sectors. By focusing on a more diverse array of tenants, the Commerce Park will help to broaden the City’s economic base, particularly as it looks to expand the number of higher paying / non-manufacturing employment opportunities in the City. Supporting all of this will be a well-planned site development pattern that presents an attractive image to prospective clients and tenants, including a special focus on integrating natural features and pedestrian / bike facilities.

DESCRIPTION

EXAMPLE



LAND USE



TRANSPORTATION

# INDUSTRIAL

DESCRIPTION

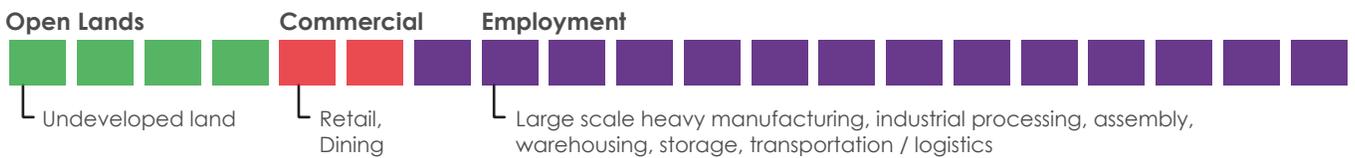
The Industrial place type is intended to facilitate the use of land for a wide variety of manufacturing, assembly, processing, wholesaling, warehousing, logistics, and related higher intensity enterprises. As a major source of employment in the City, Industrial areas are critical to the health of the local economy, and provide employment opportunities for workers across the region.

The City has several well-established industrial parks that have been classified with the Industrial place type, as well as some general industrial areas and sites. Preserving the viability of these areas for both existing tenants and future expansions is paramount. This includes ensuring strong transportation links are maintained to facilitate the movement of goods and materials, buffers and transitional land uses that limit encroachment by incompatible development, and limiting potential environmental constraints. Function is the key element of development within these areas, with internal aesthetic concerns as a low priority. Access is primarily by means of connections to major thoroughfares that then connect them to the regional highway network. Where possible, and safe, pedestrian / bicycle facilities can be integrated on off-street paths.

EXAMPLE



LAND USE



TRANSPORTATION



## Transportation Network

As noted at the beginning of this section, there is a significant link between land use and transportation. In order to support the plan's future land use framework, a series of detailed transportation recommendations have been developed. These are intended to provide guidance to the City as it works with developers, NCDOT, and makes its own plans for improving the local transportation network as it moves forward with the implementation of the plan.

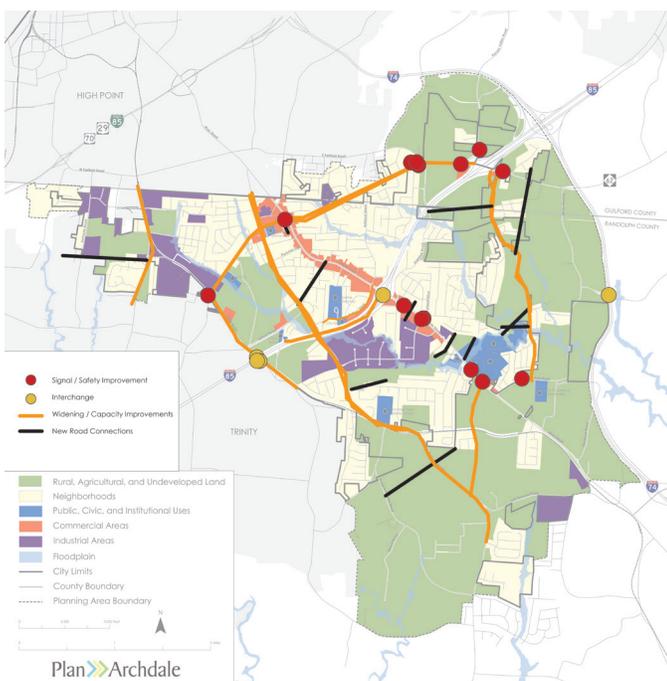
Like the future land use map, these recommendations were formed by a combination of input from the Growth Management Workshop (see below) along with an analysis of existing conditions, safety and capacity deficiencies, and adopted plans. These were then aligned with the future land use recommendations and place types to develop a set of improvements that support the City's desired growth outcomes and other plan recommendations.

Given the number of recommended improvements and the constrained financial resources available both from NCDOT and locally, it is anticipated that many of these will carry forward into future plans, or will be dependent on incremental improvements being made as development occurs.

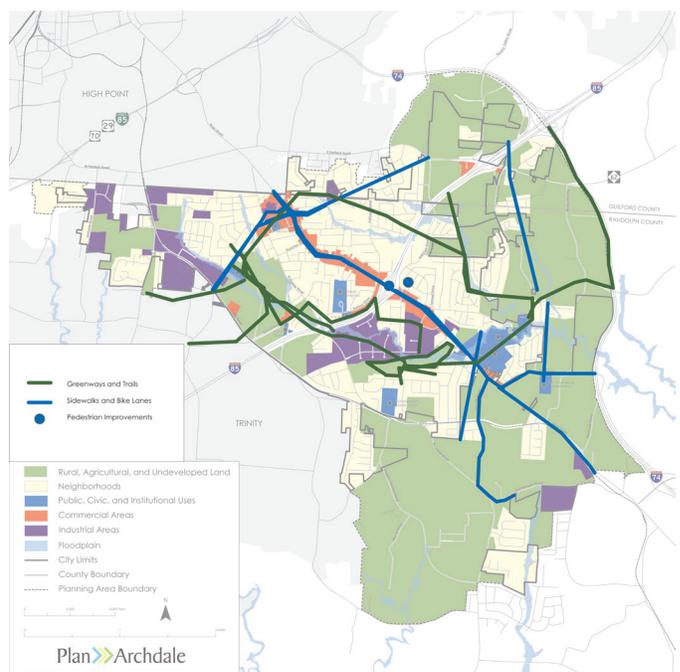
The recommended transportation improvements are detailed in the tables on the following pages, and a map key is provided for reference to the assigned project numbers. Tables are also provided that group geographically or systemically related projects together for easier reference.

### Figure C.9: Growth Management Workshop Transportation Recommendations

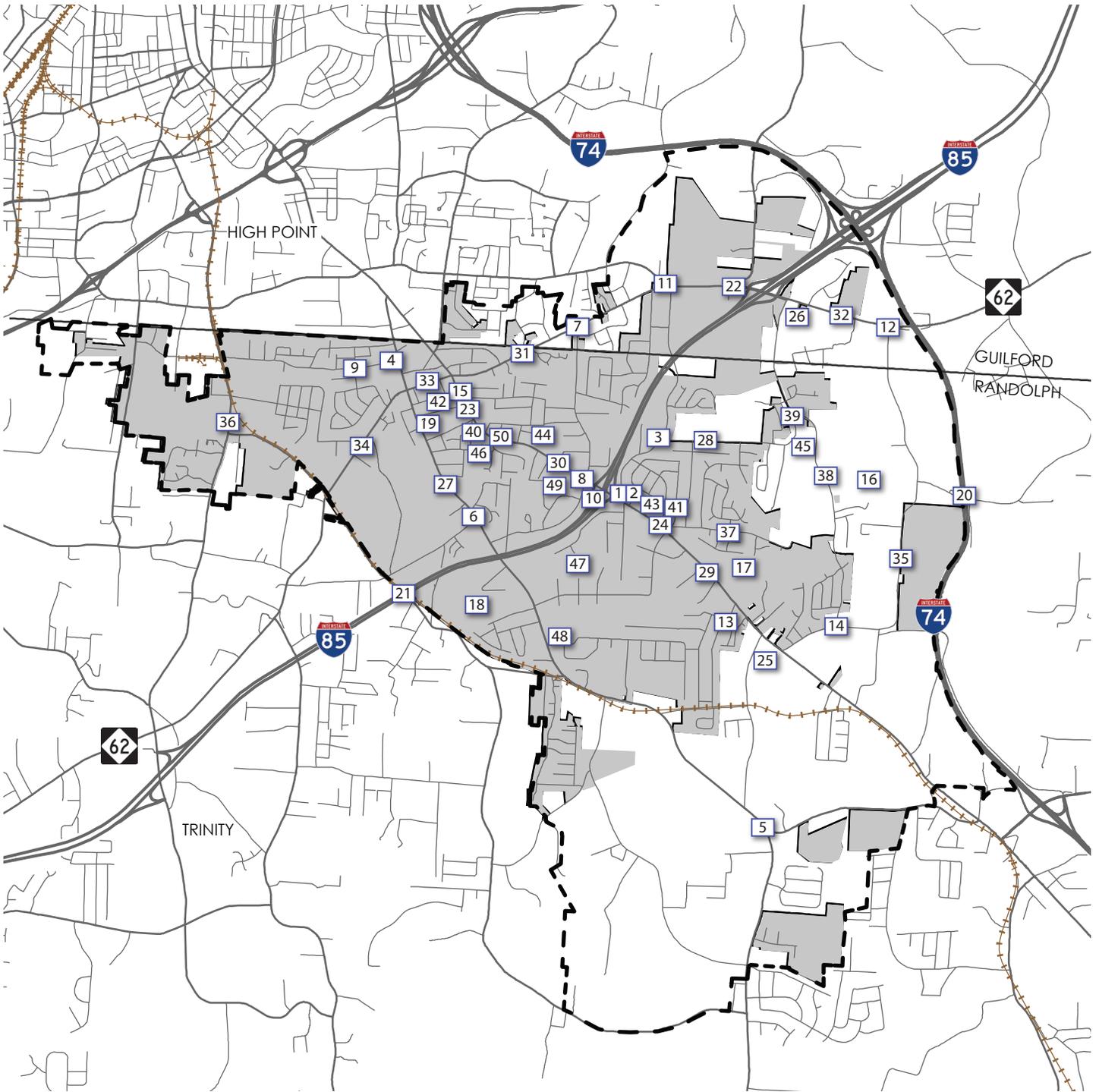
#### ▼ ROAD IMPROVEMENTS



#### ▼ BICYCLE AND PEDESTRIAN IMPROVEMENTS



▼ MAP C.2 RECOMMENDED TRANSPORTATION IMPROVEMENTS



--- Planning Area Boundary

City Limits

33 Project ID



1 Mile

**Table C.9: Recommended Transportation Improvements**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
1	Directional Closure	Aldridge Road	From Main Street to Burgemere Street	Convert Aldridge Road to one-way northbound from Main Street to Burgemere Street
2	Intersection Improvement	Aldridge Road / Burgemere Street	Intersection	Construct a traffic circle
3	Intersection Improvement	Aldridge Road / Huff Road	Intersection	Signalize Intersection
4	Intersection Improvement	Archdale Road / Eden Terrace	Intersection	Signalize intersection
5	Intersection Improvement	Archdale Road / Old Glenola Road	Intersection	Realign to make a standard 3-way signalized intersection OR construct a traffic circle
6	Intersection Improvement	Archdale Road / School Road	Intersection	Signalize intersection
7	Intersection Improvement	Ashland Street / NC 62	Intersection	Signalize Intersection
8	Intersection Improvement	Balfour / Ashland / Main	Intersection	Construct safety, traffic management and capacity improvements
9	Intersection Improvement	Eden Terrace / Garrell Street	Intersection	Construct safety and functional improvements
10	Intersection Improvement	I-85 / Main Street Interchange	Northbound and southbound off ramps	Widen to accommodate dual left turn lanes from ramps to Main Street

**Table C.9: Recommended Transportation Improvements (cont.)**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
11	Intersection Improvement	NC 62 / Aldridge Road / Fairfield Road	Intersection	Realign intersection and construct safety improvements
12	Intersection Improvement	Penman Road / NC 62	Intersection	Signalize Intersection
13	Intersection Improvement	Shean Drive / Macon Drive	Intersection	Construct safety and functional improvements
14	Intersection Improvement	Suits Road / Weant Road	Intersection	Signalize intersection OR construct a traffic circle
15	Intersection Improvement	White Drive / Main Street	Intersection	Signalize Intersection
16	New Facility	New Route	From Weant Road to Tuttle Road	Construct new two lane median divided road
17	New Facility	New Route	From Wood Ave to Main Street	Construct new two lane median divided road with sidepaths
18	New Facility	New Route	From Archdale Road to Trinity Road (near prop. interchange)	Construct new two lane median divided road
19	New Facility	New Route	From West White Drive to Plummer Drive	Construct new street with two lane residential cross section
20	New Interchange	I-74 at Tuttle Road	Interchange	Construct new interchange

**Table C.9: Recommended Transportation Improvements (cont.)**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
21	New Interchange	I-85 at Trinity Road	Interchange	Construct new interchange
22	Realignment	Kersey Valley Road	North of NC 62	Realign Kersey Valley Road intersection to the west
23	Realignment	Northeast Drive	West of Main Street	Realign intersection with Main Street to the north to create a 4-way signalized intersection with Englewood Drive
24	Realignment	Rand Boulevard	South of Knollwood Drive	Relocate west to align with a consolidated (signalized) driveway serving both shopping centers on the south side of Main Street.
25	Realignment	Tom Hill Road	South of Main Street	Realign intersection with Main Street to the south to create 4-way intersection with Suits Road
26	Realignment	Weant Road	South of NC 62	Realign Weant Road intersection to the east of Bluewood Court and signalize intersection with NC 62
27	Safety / Capacity Improvement	Archdale Road	From Main Street to Robbins Country Road	Reconstruct road with a 3 lane cross section and pedestrian infrastructure
28	Safety / Capacity Improvement	Huff Road	From Aldridge Road to Pinebrook Drive	Reconstruct road with a 2 lane median divided cross section and sidepath
29	Safety / Capacity Improvement	Main Street	From south of Columbus Avenue to Suits Road	Safety improvements, access management improvements and pedestrian infrastructure
30	Safety / Capacity Improvement	Main Street	From USPS access road to Balfour Drive	Close south side driveway access points and construct a southbound right / through lane to the I-85 southbound on-ramp

**Table C.9: Recommended Transportation Improvements (cont.)**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
31	Safety / Capacity Improvement	NC 62	From Main Street to Aldridge Road	Reconstruct road with a 2 lane median divided cross section and sidepath
32	Safety / Capacity Improvement	NC 62	From Aldridge Road to I-74 Bridge	Widen road to 4 lane median divided cross section with sidepath
33	Safety / Capacity Improvement	NC 62	From Main Street to Archdale Road	Reconstruct road with an urban 2 lane median divided cross section with sidewalks and streetscape improvements
34	Safety / Capacity Improvement	NC 62	From Sealy Drive to Archdale Road	Reconstruct road with a 2 lane median divided cross section and sidepath
35	Safety / Capacity Improvement	Suits Road (Penman Road)	From Main Street to NC 62	Widen to a 2 lane median divided cross section
36	Safety / Capacity Improvement	Surrett Drive	From Daniel Paul Drive to Eden Terrace	Reconstruct road with a 3 lane cross section
37	Safety / Capacity Improvement	Wood Avenue	From Tar Heel Drive to end	Reconstruct road to an urban 2 lane cross section with sidepath
38	Safety / Capacity Improvement	Weant Road	From NC 62 to Sharon Dale Drive	Widen to a 2 lane median divided cross section
39	Street Closure	Huff Road	South of Weant Road	Close a section of Huff Road south of its current intersection with Weant Road - permit local access to existing homes
40	Street Closure	Luck Drive	Intersection of Plummer Drive	Close Luck Drive south of its intersection with Plummer Drive

**Table C.9: Recommended Transportation Improvements (cont.)**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
41	Street Closure	Tar Heel Drive	North of Wood Avenue	Close Tar Heel Drive north of Wood Ave and reconfigure existing geometry to provide for free flowing traffic between Wood Ave and the Main Street Intersection
42	Street Extension	Bonnie Place	From West White Drive to Plummer Drive	Extend street with a two lane urban cross section
43	Street Extension	Burgemere Street	From Aldridge Road to relocated Rand Boulevard	Extend street to relocated Rand Boulevard
44	Street Extension	Glendale Drive	From Julian Avenue to Main Street	Construct new 2 lane road to align with Columbus Ave and signalize intersection with Main Street
45	Street Extension	Huff Road	From Pinebrook Road to Weant Road	Construct new two lane median divided road
46	Street Extension	Misty Lane	Between current dead ends.	Close the existing gap in Misty Lane, reconstruct roadway to 2 lane urban cross section and signalize Main Street intersection.
47	Street Extension	Navajo Drive	From current terminus to Carolina Court	Extend industrial street across Muddy Creek and gate existing access point to the industrial park - providing for emergency access
48	Street Extension	Robin Lane	From Robin Circle to Archdale Road	Construct new two lane road and signalized intersection at Archdale Road
49	Street Extension	York Place	From Balfour Drive to USPS access drive	Reconstruct to a 2 lane cross section and extend to USPS / merge with Main Street access point and signalize intersection
50	Street Improvement	Main Street	Vicinity of Columbus Ave to north of NC 62	Reconstruct Main Street from its current 5 lane configuration to a 3 lane urban cross section with intermittent medians, pedestrian infrastructure, and streetscape improvements

## **Transportation Priorities**

With such an expansive list of projects to support the long range implementation of the future land use plan, it is necessary to define the top priorities that will have the greatest impact on both land use and transportation efficiency / safety in the City and create the greatest potential economic impact. To that end, the list below of the 10 highest priority projects was developed. While these are the highest priority projects, other projects may be implemented sooner, based on development activity, available funding, and a host of other factors. Like the Future Land Use Map, the transportation priorities (and overall projects in general) will need to be reviewed regularly to ensure that it remains relevant.

## **Priority Transportation Recommendations**

1. North Main Corridor / Downtown Development Projects (See Table C.4)
  - Major Priorities: North Main Street and NC 62 Improvements (Project IDs 50 and 33)
2. I-85 Interchange / South Main Corridor Projects (See Table C.3)
3. NC 62 / Commerce Park Projects (See Table C.5)
4. I-85 / Trinity Road Interchange (Project ID 21)
5. Archdale Road Improvements (Project ID 27)
6. NC 62 Improvements from Aldridge Road to Main Street (Project ID 31)
7. Weant Road Corridor Improvements (See Table C.6)
8. NC 62 Improvements from Archdale Road to Trinity Road (Project ID 34)
9. Surrett Drive Improvements (Project ID 36)
10. East Archdale Regional Mobility Projects (See Table C.7)

## **Project Grouping / Classification**

The following tables group projects from the overall list into geographic / corridor categories of related projects. The categories include the I-85 / South Main Street Corridor, North Main Corridor / Downtown Development, NC 62 / Commerce Park, Weant Road Corridor, and East Archdale project groupings. By grouping these projects together, it is possible to identify related projects that may present opportunities for construction in conjunction with other funded projects or development activity in the corridor or focus area. A separate table (Table C.8) also breaks out a list of projects that are included in the NCDOT State Transportation Improvement Program (STIP) for eventual funding.

**Table C.10: I-85 Interchange / South Main Corridor Recommendations**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
1	Directional Closure	Aldridge Road	From Main Street to Burgemere Street	Convert Aldridge Road to one-way northbound from Main Street to Burgemere Street
2	Intersection Improvement	Aldridge Road / Burgemere Street	Intersection	Construct a traffic circle
8	Intersection Improvement	Balfour / Ashland / Main	Intersection	Construct safety, traffic management and capacity improvements
10	Intersection Improvement	I-85 / Main Street Interchange	Northbound and southbound off ramps	Widen to accommodate dual left turn lanes from ramps to Main Street
24	Realignment	Rand Boulevard	South of Knollwood Drive	Relocate west to align with a consolidated (signalized) driveway serving both shopping centers on the south side of Main Street
29	Safety / Capacity Improvement	Main Street	From south of Columbus Avenue to Suits Road	Safety improvements, access management improvements and pedestrian infrastructure
30	Safety / Capacity Improvement	Main Street	From USPS access road to Balfour Drive	Close south side driveway access points and construct a southbound right / through lane to the I-85 southbound on-ramp
41	Street Closure	Tar Heel Drive	North of Wood Avenue	Close Tar Heel Drive north of Wood Ave and reconfigure existing geometry to provide for free flowing traffic between Wood Ave and the Main Street Intersection
43	Street Extension	Burgemere Street	From Aldridge Road to relocated Rand Boulevard	Extend street to relocated Rand Boulevard
49	Street Extension	York Place	From Balfour Drive to USPS access drive	Reconstruct to a 2 lane cross section and extend to USPS / merge with Main Street access point and signalize intersection

**Table C.11: North Main Corridor / Downtown Development Recommendations**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
15	Intersection Improvement	White Drive / Main Street	Intersection	Signalize Intersection
19	New Facility	New Route	From West White Drive to Plummer Drive	Construct new street with two lane residential cross section
23	Realignment	Northeast Drive	West of Main Street	Realign intersection with Main Street to the north to create a 4-way signalized intersection with Englewood Drive
33	Safety / Capacity Improvement	NC 62	From Main Street to Archdale Road	Reconstruct road with an urban 2 lane median divided cross section with sidewalks and streetscape improvements
40	Street Closure	Luck Drive	Intersection of Plummer Drive	Close Luck Drive south of its intersection with Plummer Drive
42	Street Extension	Bonnie Place	From West White Drive to Plummer Drive	Extend street with a two lane urban cross section
50	Street Improvement	Main Street	Vicinity of Columbus Ave to north of NC 62	Reconstruct Main Street from its current 5 lane configuration to a 3 lane urban cross section with intermittent medians, pedestrian infrastructure, and streetscape improvements

**Table C.12: NC 62 Corridor / Commerce Park Recommendations**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
11	Intersection Improvement	NC 62 / Aldridge Road / Fairfield Road	Intersection	Realign intersection and construct safety improvements
12	Intersection Improvement	Penman Road / NC 62	Intersection	Signalize Intersection
22	Realignment	Kersey Valley Road	North of NC 62	Realign Kersey Valley Road intersection to the west
26	Realignment	Weant Road	South of NC 62	Realign Weant Road intersection to the east of Bluewood Court and signalize intersection with NC 62
32	Safety / Capacity Improvement	NC 62	From Aldridge Road to I-74 Bridge	Widen road to 4 lane median divided cross section with sidepath

**Table C.13: Weant Road Corridor Mobility Projects**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
14	Intersection Improvement	Suits Road / Weant Road	Intersection	Signalize intersection OR construct a traffic circle
26	Realignment	Weant Road	South of NC 62	Realign Weant Road intersection to the east of Bluewood Court and signalize intersection with NC 62
38	Safety / Capacity Improvement	Weant Road	From NC 62 to Sharon Dale Drive	Widen to a 2 lane median divided cross section
39	Street Closure	Huff Road	South of Weant Road	Close a section of Huff Road south of its current intersection with Weant Road - permit local access to existing homes
45	Street Extension	Huff Road	From Pinebrook Road to Weant Road	Construct new two lane median divided road

**Table C.14: East Archdale Regional Mobility Projects**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
12	Intersection Improvement	Penman Road / NC 62	Intersection	Signalize Intersection
14	Intersection Improvement	Suits Road / Weant Road	Intersection	Signalize intersection OR construct a traffic circle
16	New Facility	New Route	From Weant Road to Tuttle Road	Construct new two lane median divided road
20	New Interchange	I-74 at Tuttle Road	Interchange	Construct new interchange
35	Safety / Capacity Improvement	Suits Road (Penman Road)	From Main Street to NC 62	Widen to a 2 lane median divided cross section

**Table C.15: Current NCDOT Transportation Improvement Program Projects**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
8	Intersection Improvement	Balfour / Ashland / Main	Intersection	Construct safety, traffic management and capacity improvements
10	Intersection Improvement	I-85 / Main Street Interchange	Northbound and southbound off ramps	Widen to accommodate dual left turn lanes from ramps to Main Street
11	Intersection Improvement	NC 62 / Aldridge Road / Fairfield Road	Intersection	Realign intersection and construct safety improvements
21	New Interchange	I-85 at Trinity Road	Interchange	Construct new interchange
22	Realignment	Kersey Valley Road	North of NC 62	Realign Kersey Valley Road intersection to the west
26	Realignment	Weant Road	South of NC 62	Realign Weant Road intersection to the east of Bluewood Court and signalize intersection with NC 62
27	Safety / Capacity Improvement	Archdale Road	From Main Street to Robbins Country Road	Reconstruct road with a 3 lane cross section and pedestrian infrastructure
29	Safety / Capacity Improvement	Main Street	From south of Columbus Avenue to Suits Road	Safety improvements, access management improvements and pedestrian infrastructure
30	Safety / Capacity Improvement	Main Street	From USPS access road to Balfour Drive	Close south side driveway access points and construct a southbound right / through lane to the I-85 southbound on-ramp
31	Safety / Capacity Improvement	NC 62	From Main Street to Aldridge Road	Reconstruct road with a 2 lane median divided cross section and sidepath

**Table C.15: Current NCDOT Transportation Improvement Program Projects (cont.)**

ID	TYPE	ROAD	LOCATION	DESCRIPTION
32	Safety / Capacity Improvement	NC 62	From Aldridge Road to I-74 Bridge	Widen road to 4 lane median divided cross section with sidepath
33	Safety / Capacity Improvement	NC 62	From Main Street to Archdale Road	Reconstruct road with an urban 2 lane median divided cross section with sidewalks and streetscape improvements
34	Safety / Capacity Improvement	NC 62	From Sealy Drive to Archdale Road	Reconstruct road with a 2 lane median divided cross section and sidepath
36	Safety / Capacity Improvement	Surrett Drive	From Daniel Paul Drive to Eden Terrace	Reconstruct road with a 3 lane cross section

# Fostering a Sense of Place

## Overview

In Archdale, the people have defined the community since its beginning, well before the City incorporated. The community's Quaker roots and long-established welcoming and friendly atmosphere are characteristics that Archdale has always been known for - **a City of Friends**. When you live in Archdale and get to know the community, you quickly learn to love the people and the place. However, for people who may want to move to Archdale, open up a business in Archdale or visit Archdale, those inherent traits of the people that make Archdale special are not qualities that a traveler or someone not familiar with the community can come to know in one visit. You learn to appreciate the people in Archdale over time, as neighbors are there for you in a time of need, or from a simple greeting at the grocery store. Archdale's sense of place has always centered around its people, not the physical built environment.

From an urban design standpoint, the City has evolved without a great deal of cohesion. Beginning as a rural crossroads community centered on the area along NC 62 from Main Street to Archdale Road, small neighborhoods grew near the crossroads and local businesses were established to serve the needs of the community. As the community grew and Main Street became the more dominant transportation route, businesses and other development soon shifted away from the traditional heart of the community and began to sprawl southward along Main Street. The construction of I-85 and the widening of Main Street in the 1980s contributed greatly to this trend and accelerated the change in Archdale's character to that of a suburban city. As growth continued, commercial development leapfrogged along Main Street; following jobs and housing as growth was fueled by the new interstate connection to the wider region. In the midst of this, the grounded, historic focus on a central place - a downtown, a recognizable heart of the City - was lost.

The nondescript architectural styling of most new development that has been built over the last several decades, the lack of focus on the aesthetics of the public realm, and the typical suburban strip development of the City's major commercial areas make Archdale difficult to identify as a distinct "place" that is easily distinguished from its neighbors. The desire to reestablish a strong sense of place has been a stated goal of the City for nearly 20 years, and through the Comprehensive Planning process, it is now taking concrete steps toward reestablishing its identity and setting the conditions that will help it to rebuild its identity.

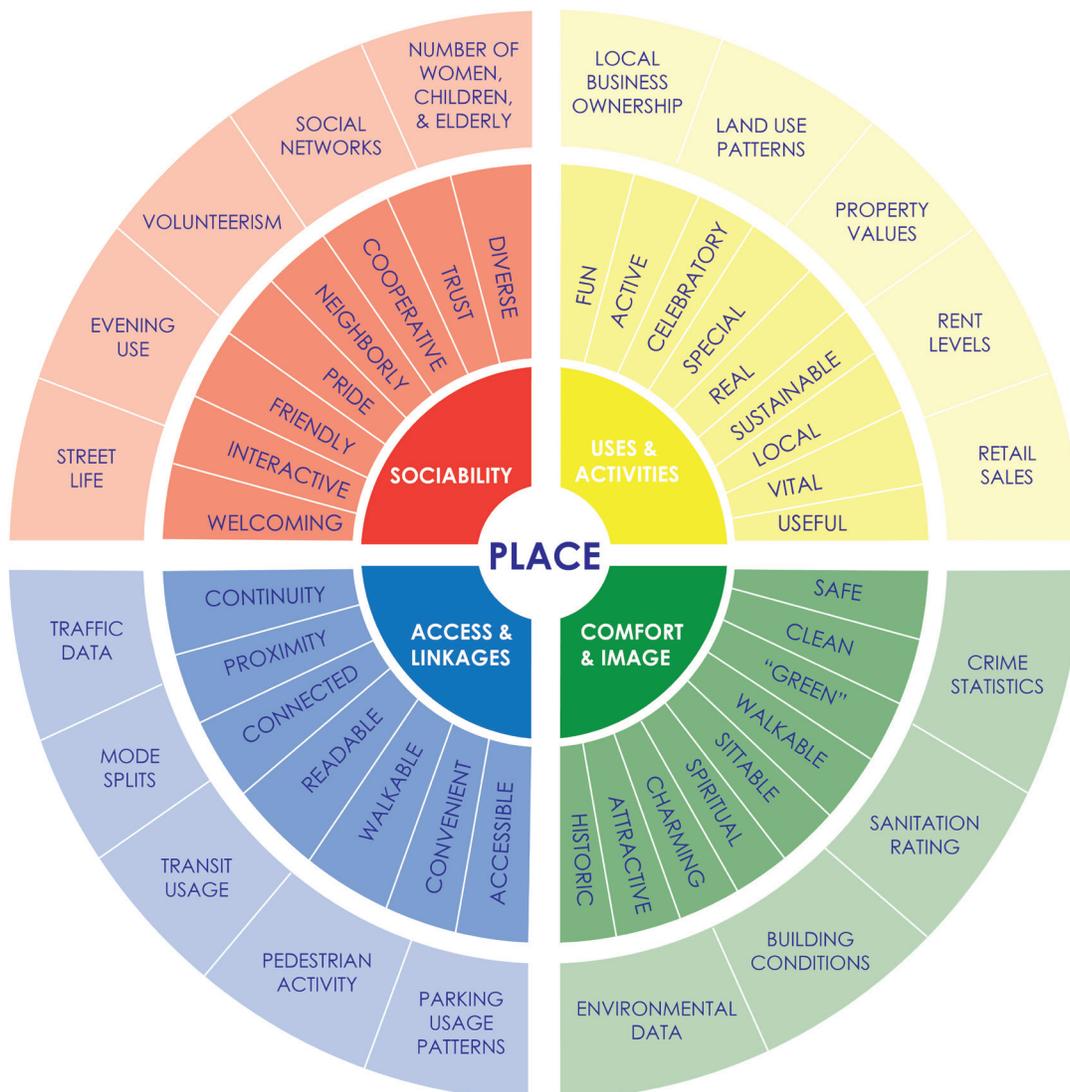
## Placemaking

One of the primary goals established in Archdale's 2004 Strategic Plan was to develop a greater sense of place from a physical perspective - a sense of identity. From the onset of this process, stakeholders and others frequently commented that Archdale did not have a strong identity, sense of place or a physically defining center of the community. Most people described Archdale as a crossroads, close to everything, a bedroom community. While being in close proximity to everything is recognized as a positive characteristic for many, it can also lead to the loss of a sense of place and identity as people attach themselves to the other places they visit in the region.

During the planning process, residents of Archdale had the opportunity to attend a week-long placemaking workshop to hear from experts on how to create a sense of place through placemaking, identify elements of placemaking that are important to Archdale and establish a direction for creating a greater sense of place and town center for the community.

Many elements define what makes a great place. Specifically, Placemaking is defined as a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being. In general, the key elements that help create a sense of place are sociability, uses & activities, access & linkages, and comfort & image. Within these broad categories are many specific elements and activities that further define what makes a great place, as shown below in the Placemaking graphic and on the following pages. (Source: [www.pps.org](http://www.pps.org))

▼ FIGURE C.10 ELEMENTS OF PLACEMAKING



## Placemaking - Access & Linkages



- Connected
- Accessible
- Convenient
- Walkable
- Proximity
- Multi-modal
- Continuity
- Parking

## Placemaking - Comfort & Image



- Safe
- Clean
- Walkable
- Charming
- Sitable
- Attractive
- Green
- Well-lit

## Placemaking - Sociability



- Diverse
- Interactive
- Neighborly
- Friendly
- Welcoming
- Street Life
- Evening Use
- Stewardship

## Placemaking - Uses & Activities

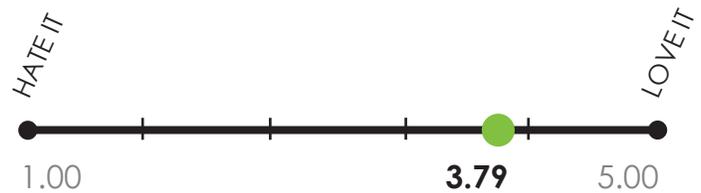


- Local Ownership
- Entertainment
- Outdoor Dining
- Youth Activities
- Active
- Retail Sales
- Land Uses
- Fun

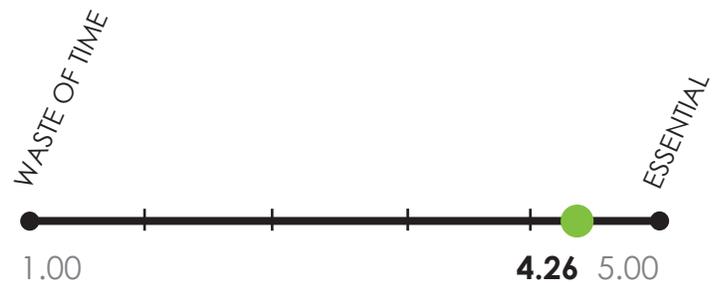
## Placemaking Workshop - Elements Important to Archdale

On the first night of the Placemaking workshops, residents had the opportunity to hear from placemaking and urban design experts concerning best practices in placemaking. During the presentation, meeting participants had the opportunity to identify how important a variety of placemaking elements were to them in defining a vision for creating a sense of place in Archdale. The results of the audience polling during the meeting are presented below and on the pages that follow.

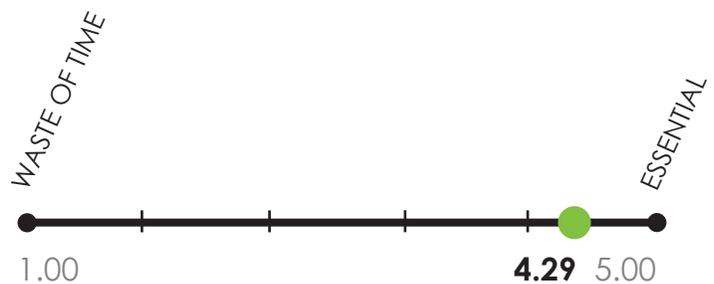
### ▼ HOW DO YOU FEEL ABOUT THIS TYPE OF DEVELOPMENT IN ARCHDALE'S TOWN CENTER?



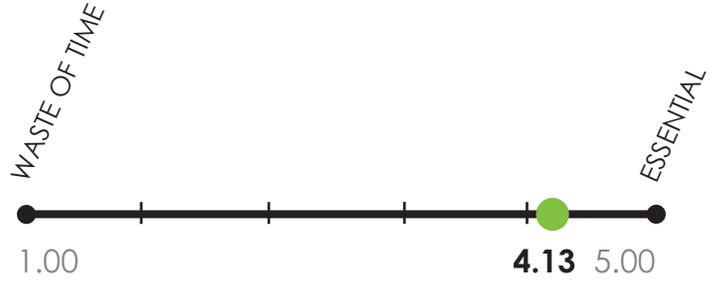
### ▼ HOW IMPORTANT ARE STREET TREES FOR ARCHDALE'S TOWN CENTER?



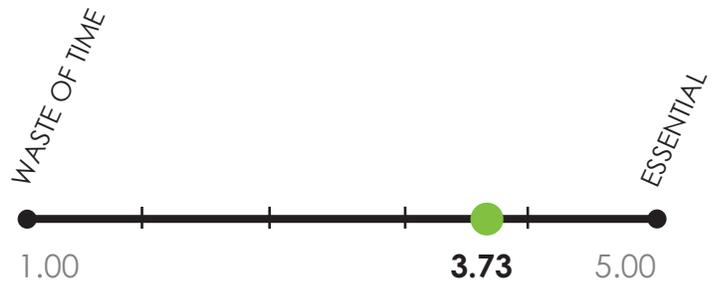
### ▼ HOW IMPORTANT ARE ACTIVE SIDEWALKS FOR ARCHDALE'S TOWN CENTER?



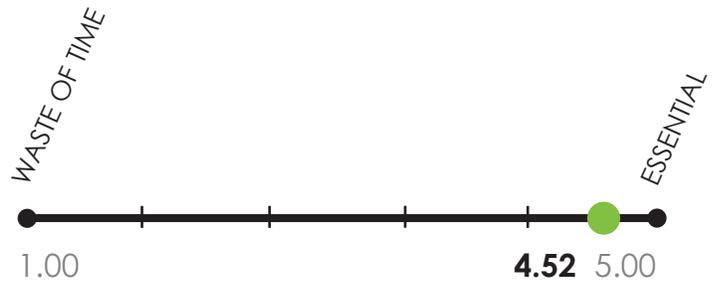
▼ HOW IMPORTANT IS IT TO HAVE A TOWN SQUARE/VILLAGE GREEN FOR ARCHDALE'S TOWN CENTER?



▼ HOW IMPORTANT IS IT TO HAVE MORE NEIGHBORHOOD PARKS IN ARCHDALE?



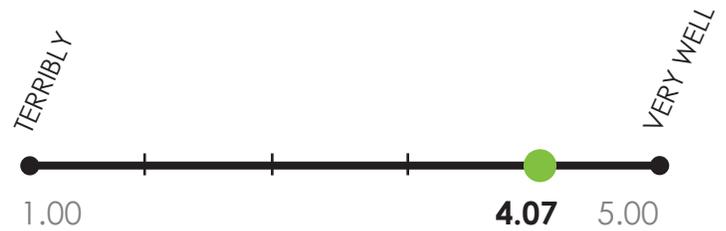
▼ HOW IMPORTANT IS IT TO HAVE MORE SIDEWALKS IN ARCHDALE?



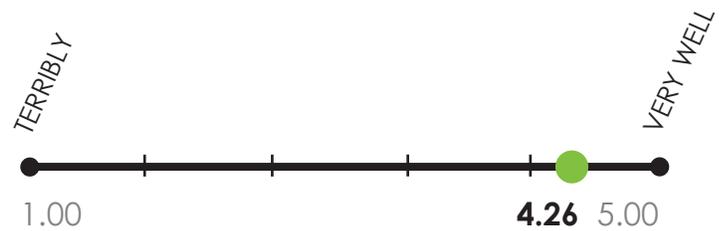
▼ HOW DO YOU FEEL ABOUT THIS TYPE OF ACTIVITY FOR KIDS IN ARCHDALE'S TOWN CENTER?



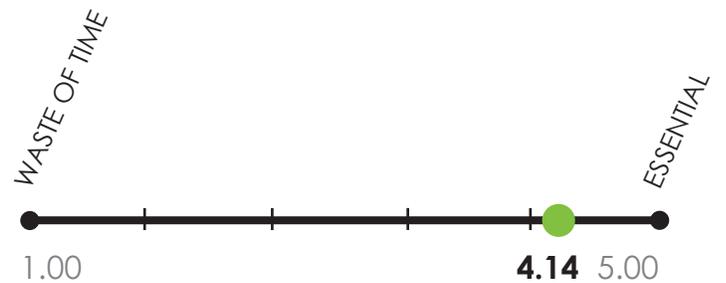
▼ HOW WELL DOES THIS PLACE FIT WITH YOUR VISION FOR ARCHDALE'S FUTURE TOWN CENTER?



▼ HOW WELL DOES THIS PLACE FIT WITH YOUR VISION FOR ARCHDALE'S FUTURE TOWN CENTER?



▼ HOW IMPORTANT IS IT TO TRANSFORM MAIN STREET TO A COMPLETE STREET?



The participants in the workshop indicated their preference for a variety of the elements needed to establish a stronger sense of place in Archdale. Following the live polling of each of the previous elements, discussion was held to further define how these elements could be implemented throughout the City. The overall direction from the community included developing more public spaces to accommodate community focused gatherings and activities, making streets more aesthetically pleasing and friendly for walking and biking, building more neighborhood parks, and guiding new commercial development in a manner that supports the community's vision for a lively, walkable, and high-quality built environment.

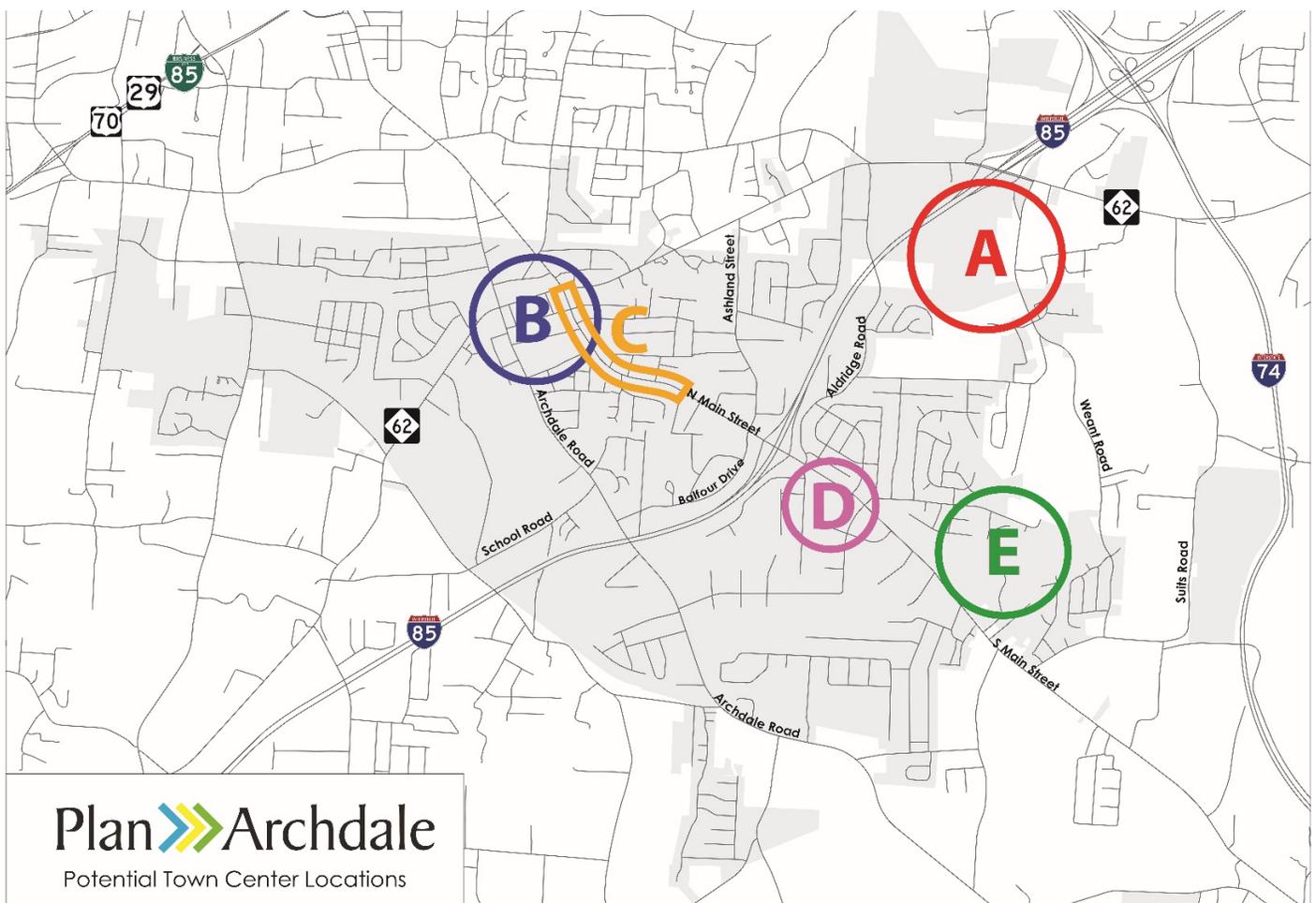
## Placemaking Workshop - Town Center Concepts

In addition, to identifying the overall placemaking elements that are important to Archdale, meeting participants also examined five potential locations for the creation of a town center or downtown in Archdale. The five sites evaluated included the following:

- Site A: Interstate 85 at Highway 62 and Weant Road
- Site B: Archdale Road, Highway 62 and Main Street
- Site C: North Main Street Corridor
- Site D: South Main Street Shopping Centers
- Site E: Creekside Park Area

The goal of the Town Center evaluation was to establish a preferred option for the location of a new town center/downtown. During the week of the workshops, each of the areas listed above were evaluated. The following pages briefly describe the opportunities and constraints of each site that was considered, the concept plans that were developed for each, and concludes with additional discussion regarding the preferred option (Site B). The next steps to move forward with Site B as the preferred town center are set forth at the end of this section.

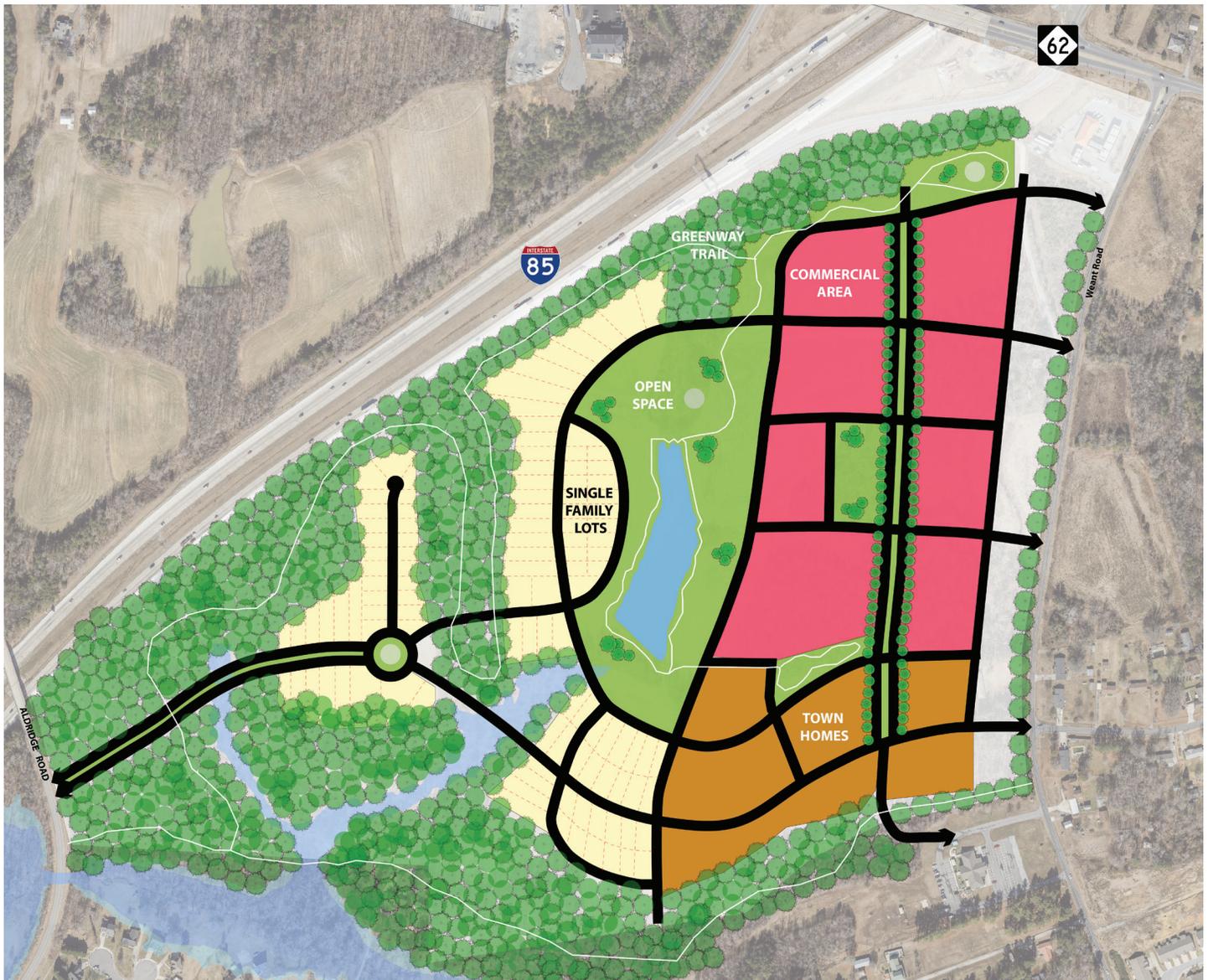
### ▼ MAP C.3 TOWN CENTER LOCATION CONSIDERATIONS



## Site A: Interstate 85 at Highway 62 and Weant Road

This site is located in the southeastern quadrant of the interchange of Interstate 85 and NC 62 in the northern part of the City. The site was identified as a potential candidate due to the large amount of undeveloped land, interstate access, utility infrastructure, few property owners to negotiate with and relatively low land costs per acre. This concept would have been reliant on significant private investment to bring the necessary critical mass of housing and commercial development that would be needed to justify the City's investment in a public space to anchor the new "downtown." This site was not chosen, in the end, due to several negative factors, including its distance from the majority of the City's population, lack of pedestrian and bicycle access, overall size of the property in question, and the reliance on finding a private partner to make a major financial investment to bring the project to fruition. While this is not the chosen location for the new town center, the concept demonstrates the exceptional value that a private investor could realize from the acquisition and development of the site as a mixed use project.

▼ FIGURE C.11 SITE A TOWN CENTER CONCEPT PLAN



## Site B: Archdale Road, Highway 62 and Main street (Selected as the Preferred Option)

This potential town center site was selected as a candidate for a variety of reasons, including lying at the heart of Archdale's traditional "downtown" area, the strong transportation backbone (including the building blocks of a grid street network), high degree of accessibility and visibility, a large nearby residential population, and the flexibility that the area gives in the specific location for developing a central gathering place. Potential negative aspects of the site include that land in the area is owned by a large number of individual property owners, potentially high costs for land acquisition, and the expense of retrofitting existing infrastructure in the area to accommodate a preferred form for the new town center.

The concept plan developed for this area shows two alternatives for the location of the central gathering place that would serve as the focal point of a new downtown. With options along both Archdale Road and Main Street, there is significant flexibility. The concepts would rely on private investment in real estate development following public investment in infrastructure to support it. The secondary effects of investing in a new downtown in this location have significant potential, including an abundance of underutilized residential land located between Main Street and Archdale Road that could be redeveloped and the opportunity to provide a more clearly defined delineation of the border between High Point and Archdale.

▼ FIGURE C.12 SITE B TOWN CENTER LOCATION CONCEPTS (PREFERRED ALTERNATIVE)

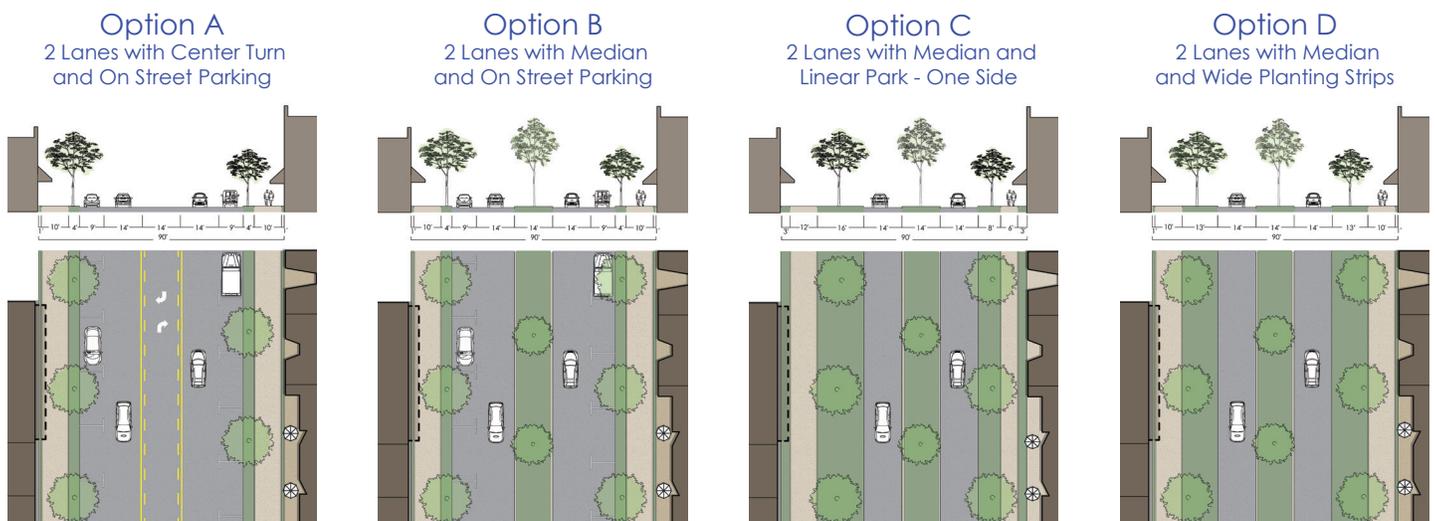


## Site C: North Main Street Corridor

In an effort to provide a range of potential town center options as part of the placemaking portion of the planning process, the North Main Street corridor - roughly from Columbus Avenue to NC 62 was identified as a potential candidate site. In contrast to a traditional compact downtown area, this area would be a linear downtown. As a legacy strip commercial corridor, North Main already has many of the ingredients necessary to make a good downtown. The major drawbacks of the current composition of the corridor are, first, the excessive width and high speed design of the street and second, the lack of any public space or true focal point along the corridor.

In order to facilitate this type of transformation, significant public investments would be necessary to improve the function of North Main Street and the aesthetic quality of the public realm along this legacy commercial strip. While there are many challenges along the corridor at present, including underutilized commercial properties, a haphazard land use pattern, and a lack of large amounts of easily assembled land, there are a wide range of opportunities that could be realized through strategic public investments.

▼ FIGURE C.13 NORTH MAIN STREET ROAD DIET CONCEPTS



The primary focus of the concepts for North Main Street, which happen to dovetail with the concepts for Site B, is the implementation of a “road diet” along this section of the street. This would effectively reconstruct Main Street from its current 5-lane high-speed design into a variable 2 to 3 lane urban street cross section with the potential for strategically located landscaped medians, on-street parking, wide shared use pedestrian paths and landscaped tree planting areas along the street edge. This, coupled with the development of pocket parks or other public spaces on undersized lots on the corridor, along with changes in development regulations to push buildings closer to the street could make this a suitable candidate for a “town center.” And although this was not chosen as the most preferred option out of the five scenarios, it did garner significant support to move forward with additional study.

## Site D: South Main Street Shopping Centers

This option was included in the placemaking workshop as a result of suggestions that were received during the growth management workshops. The site is centered on the two grocery anchored shopping centers on South Main Street between Interstate Drive and Tarheel Drive. These sites showed promise due to a number of factors, including large parcels under unified ownership, good transportation access, good visibility, and excess parking that could be transformed in support of creating a town center. Like Site A, this concept would rely primarily on private investment to realize the creation of a focal point in the community, with little realistic opportunity for creating public space.

Two different concepts were explored for this site. The first was centered on the idea of building on the existing development framework and retrofitting the site by building a “main street” lined with new buildings that would sit opposite of the existing shopping centers - a concept similar to what many upscale legacy commercial centers have undertaken in recent years to capture additional value from their property. The second concept re-imagined the site by removing the existing shopping centers and creating a new development framework - again with a central “main street” at its core.

Although neither of the concepts created for this site were the preferred option, they do provide insight into how an interested private developer could undertake a transformation of these legacy commercial centers into more vibrant mixed use shopping districts that would support additional development and redevelopment in the surrounding commercial areas on Main Street.

▼ FIGURE C.14 OPTION ONE - INTEGRATE EXISTING



▼ FIGURE C.15 OPTION TWO - NEW CONSTRUCTION



## Site E: Creekside Park

This beloved community park is already considered by many to be the social center of the community, and as such, it merited consideration as a potential site for Archdale's new town center. Of the many positive qualities of this site are, of course, the park itself, but also a wide range of other features located in and around the park. For instance, the library, senior center and community college campus are all adjacent to the park. The site also has good transportation access and is the hub of the City's greenway network - providing pedestrian connections to a large share of the population.

The development of this concept sought to build on the underlying strengths of the site while incorporating new ideas that could help to enhance its current role as a center of social activity in the community. At the heart of the concept is a new town green that sits above a natural terrace facing a stage along the creek. This would provide a more structured space for holding events in the park. The concept adds additional parking to the site, and builds on the community service focused aspect of the area by adding space for a larger senior center, new senior housing, and an enhanced farmers market. New commercial development on private property along Main Street would bring supporting uses that would further enhance the site as a functional town center.

▼ FIGURE C.16 CREEKSIDE PARK CONCEPT



## Archdale's Future Town Center

While all of the locations and conceptual plans presented potentially viable options for the development of a town center, Site B, garnered the most support and excitement among the Placemaking Workshop participants. Moving forward from concept to reality will require significant investments of financial resources, time, and political capital. The initial phase of this process should focus on developing and refining options for the location of the central public space that will serve as the centerpiece of the town center. While the Site B concept has identified two prominently situated alternatives for the public space, the cost, programming requirements and surrounding development potential will need to be analyzed prior to the initiation of further action towards land acquisition and construction.

As additional planning work is underway to identify a specific site for the public space within the more broadly defined downtown area, the City should work toward establishing the regulatory framework that will guide development in the area. The future land use map designates this broad area with the "City Center" place type, which supports a development pattern that is consistent with establishing a mixed use downtown area. Generally speaking, the most appropriate type of regulatory tool for developing this area in the manner that is desired by the City and its residents is a "form based" code that regulates the physical components of development - setbacks, height, bulk, architectural form, etc. - more stringently than it regulates use. As the project moves forward, the planners, designers, architects and engineers will need to be mindful of the elements that contribute to making a great place to ensure that the final design meets the needs and expectations of the community.

Supporting plans will also need to be developed to identify necessary infrastructure improvements, both in the immediate downtown area, as well as in the older adjacent neighborhoods and commercial areas that will be catalyzed for new investment as the downtown takes shape. While a number of road improvements are listed for the area in the Growth Management portion of this section, there will also need to be plans prepared for utility improvements, stormwater management, and related public investments. In formulating a final plan for the establishment of the town center, the City should also conduct outreach to property owners in the area, as well as potential development partners, to gauge interest in opportunities for partnerships and cooperative agreements for land assemblage and the development of catalytic projects to help spur complementary growth in the area.

A project of this scope will take some time from concept, to design, to implementation, and so it is recommended that the City move forward expeditiously to begin its additional planning and outreach efforts.

# Plan Implementation

## ***Implementation Overview***

For this plan to be an effective tool for guiding the City as it embarks on a journey from its 50th anniversary toward a century of progress, it must be implemented in a deliberate manner with an eye toward achieving the four main goals of the plan:

- **Creating a More Livable and Inclusive Community**
- **Building a Strong, Diverse, and Resilient Economy**
- **Managing Growth in a Vibrant and Dynamic City**
- **Fostering a Sense of Place**

Within each of these focus areas, there are a number of significant steps that will need to be taken to ensure the success of the plan. The responsibility for implementation is spread across a range of entities, both within and outside of City government, but ultimately the City Council will bear the final responsibility for ensuring that the plan is implemented.

As with any plan, it will need to be regularly reviewed and updated to ensure that it remains relevant. It is recommended that the Planning Department and City Manager make annual reports to both the Planning Board and the City Council to keep these bodies apprised of the status of ongoing implementation efforts, issues and inconsistencies that were identified in the prior year, the successes that have been realized, and financial requirements for recurring expenses and capital projects that are required to move the plan forward.

Recommendations in the plan range from policies, to programs, to major capital projects. While each has an associated expense, the recommended capital projects, particularly those that are significant enough to require multi-year funding or debt financing, will need to be planned for well in advance through the City's capital budgeting process. Beginning with the upcoming fiscal year, the major capital project recommendations should be evaluated for inclusion in the capital improvement plan to determine the potential funding timeline and to weigh them against other spending priorities.

## ***Creating a More Livable and Inclusive Community***

This is perhaps the most expansive element of the four focus areas of the Comprehensive Plan, and touches on virtually all aspects of the community and local government policies and programs. The effective implementation of the recommendations related to each of the seven livability factors would be best undertaken via a committee whose sole focus

was to determine priorities and monitor progress toward achieving this initial set of livability recommendations. The composition of such a committee should extend beyond the scope of City staff or elected officials to include representatives with expertise or other association with each of the broad livability factor areas (health, housing, etc.). This committee would prepare an initial priority list in conjunction with City staff, determine the necessary resources and partnerships to implement the recommendation, and begin the implementation tasks, perhaps as small groups or subcommittees.

This group could also begin developing more detailed livability metrics, or a livability dashboard for the City to use to measure the impact of its actions as it works toward making Archdale a premier livable community. Like other aspects of the plan, the livability recommendations will need periodic review and revision as tasks are completed, policies enacted, and capital investments are completed.

### ***Building a Strong, Diverse, and Resilient Economy***

The key steps toward beginning implementation of the recommendations for this primary focus area are complex and will require a significant amount of coordination to achieve. As with the livability focus area, it is recommended that a permanent economic development committee be formed to provide guidance to the City Council on major economic recruitment initiatives and monitor the business / economic aspects of the implementation of the Comprehensive Plan. This committee may eventually need to evolve into a more complex structure, depending on its record of success and ultimate scope of responsibility, but a Council appointed volunteer committee with representatives from the business community, education agencies, workforce development, entrepreneurship advocacy, land development, tourism, hospitality, and related sectors will help to ensure that a wide range of economic perspectives are represented.

The major tasks that are recommended to begin implementation in the immediate future following the adoption of the Comprehensive Plan are for the City to begin working with landowners in the vicinity of the I-85 interchange with NC 62 to determine the interest and feasibility of the development of the Commerce Park that is recommended for development in that area. As noted earlier in this section of the plan, the Commerce Park is a critical component of Archdale's future economic prospects; giving it the potential to attract a more diverse array of major employers to the City.

In the short-term, it is also recommended that the committee initiate efforts to better integrate the City and its economic development efforts with additional groups in addition to its affiliation with the Randolph County EDC. Specifically, the City should develop stronger partnerships with the Guilford County Economic Development Alliance and the Piedmont Triad Partnership (PTP). By expanding its external economic partnerships, the City can gain

access to additional marketing, research, and recruitment efforts that are not generally available to it now. In particular, the City needs to become more involved in the PTP to ensure that it is involved in all aspects of the regional economic development efforts surrounding the Carolina Core - which holds promise to bring advanced manufacturing and large scale employment opportunities to the region.

Beyond traditional economic development partnerships, the committee should also work to strengthen the City's involvement with the Randolph County Tourism Development Authority and its counterparts in High Point and Greensboro to seek opportunities to build on the work and initiatives that these agencies are undertaking to promote the development of the regional tourism industry.

### ***Managing Growth in a Vibrant and Dynamic City***

One of the most visible and impactful aspects of the implementation of the Comprehensive Plan will be the completion of the tasks associated with the plan's growth management recommendations. The implementation steps associated with this focus area of the plan will influence the form and function of the built environment and transportation network in the City for decades to come.

The primary tasks associated with the implementation activities in this focus area are the revision of the City's development regulations and zoning map to align with the future land use recommendations. As noted earlier in this section, this task should begin immediately, as it relates to a number of the other initiatives and recommendations set forth in the plan - from expanding housing options, to improving economic development prospects, to planning for a new downtown. Since the future land use map will also serve as the measure of consistency for zoning decisions made by the Planning Board and City Council, the alignment of the regulatory framework with the recommended land use framework will be essential.

Three of the prime recommendations of the future land use plan dovetail directly with other major initiatives advocated in other sections of the plan, namely the creation of the new downtown, the establishment of the Commerce Park, and the re-imagining of North Main Street as an urban scale mixed use corridor. The list of priority transportation projects also supports the implementation of the future land use map, particularly the North Main Street road diet, the downtown street network improvements and the NC 62 improvements in the vicinity of the Interstate 85 interchange.

With regard to the proposed transportation improvements, planning studies should begin immediately on the feasibility of the North Main Street road diet and the downtown road

improvements, with the latter being undertaken in conjunction with the overall planning efforts for the City's new downtown. The remainder of the projects on the priority list that are not currently in the STIP should be evaluated further for potential submission to the High Point MPO for scoring as part of future rounds of prioritization for funding by NCDOT. Other small scale local projects and longer range projects should be integrated into the development review process to ensure that when opportunities present themselves to implement smaller scale safety or capacity improvements, they are undertaken in cooperation with private development activity.

The City's Planning Department and Planning Board will be the primary oversight agencies for implementation activities associated with the growth management recommendations of the plan. As noted earlier, it is essential that annual reports be prepared to analyze the consistency of zoning and development decisions with the recommended land use and transportation framework set forth in this section of the plan. As inconsistencies or other issues arise, and as growth occurs, adjustments should be made to the plan to ensure that it remains relevant.

### ***Fostering a Sense of Place***

When embarking on the planning process, the City's goal of establishing a better defined identity through its built environment was a key focus of the scope of work. An extensive public engagement process was undertaken to build community consensus on the best manner to address this issue. That process resulted in the identification of a location for the City to make investments to catalyze the establishment of a new town center / downtown to serve as a focal point of the community and help to better define Archdale as a distinct community separate from its neighbors.

General concepts for establishing the new downtown in the vicinity of the area bounded by Archdale Road, NC 62, and North Main Street received the greatest degree of community support, with multiple viable location alternatives for establishing the central gathering place that will serve as the center of activity and catalyze adjacent development. Further studies are now required to determine the most appropriate location of the downtown public space, including analysis of land acquisition and construction costs, adjacent development potential, transportation and utility improvements, and related issues that will need to be resolved before work begins to acquire land and begin the transformation of the area into a true downtown for the City.

The City will also need to seek partnership opportunities with private developers and property owners as part of the next phase of the planning process. Without willing investors and property owners interested in the development or redevelopment of their land, the project could be stalled and the City could risk realizing the community's vision for a thriving downtown. To that end, as plans are prepared, a marketing effort to "sell" the idea of downtown Archdale as a

viable investment opportunity will need to be undertaken. As interest grows and partnerships develop, the City will be able to move ahead more confidently in making public investments that will serve to catalyze the private investment that will be the lifeblood of this significant undertaking.

Other aspects and recommendations of the plan are related to the establishment of the City's new downtown. Of particular note is the implementation of the future land use plan's recommendation for the "City Center" place type. This implementation task, which is part of the overhaul of the City's development framework and zoning map, will be a critical linchpin in ensuring that the redevelopment of the areas into a true downtown is undertaken in a regulatory environment that will provide the desired physical and aesthetic outcomes. As noted earlier in this section, it is recommended that a "form based" development district be implemented for this area to provide maximum guidance on the physical form of new development, but maximum freedom to property owners to develop and use their properties according to market demands. Related transportation recommendations are also critical to the success of the new downtown, specifically the improvements to NC 62, North Main Street and Archdale Road that will help to support new development activity in this area.

As this is a significant undertaking, it should fall under the responsibility of the City Council to ensure that the necessary planning and implementation tasks are carried out. Given the scope and likely cost of the main project and associated projects, the City should begin long range financial assessment and capital budgeting to determine the timing of when full implementation can begin and what additional resources may be required as the project moves forward.

### ***Implementation Matrix***

The following pages contain a series of matrices that include a breakdown of the projects that are recommended for implementation to support the four major focus areas of the plan. The primary matrix includes a general statement of the scope of the recommendation, project ID, the entities responsible for implementation, major action items, resources (human / financial / other) and the anticipated time frame for the project. Complex and high priority projects have supplemental matrices that provide additional details on their implementation steps, timing and resources. This is intended as a guide, and should be adjusted as necessary to ensure that the City's resources are being directed appropriately to address priority projects as conditions change over time. As a starting point, however, the implementation matrices provide the City staff and leadership with a big-picture view of the complex nature of the tasks ahead that will be required to achieve the plan's vision for the future.

**Table C.16 Creating a More Livable and Inclusive Community (LC)**

<b>LC-1</b>	Establish Livable Communities coordinating body to oversee prioritization, implementation and monitoring of progress toward achieving livability recommendations. (Reference livability recommendation tables: pages C-5 to C-17)			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Council	Establish coordinating body.	City Council Volunteers	1Q 2021
<b>LC-2</b>	Establish bylaws, meeting schedule / procedures, goals, and set subcommittees of the coordinating body for each of the seven livability areas (grouped by similar topics).			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Coordinating Body	Establish general organizational details. Establish subcommittees.	Members	1Q 2021
<b>LC-3</b>	Prioritize the Comprehensive Plan's recommendations for creating more livable and inclusive community and determine needed resources and responsibility for implementation.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Subcommittees Coordinating Body	Subcommittees determine priorities. Coordinating body adopts priorities. Submit budget / CIP needs to Council.	Members City Manager Finance	1Q 2021
<b>LC-4</b>	Develop and adopt an Active Aging Plan to comply with the AARP Age Friendly Communities program requirement.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Coordinating Body Planning Dept. City Council	Prepare Active Aging Plan Adopt Plan (City Council)	Members Planning Staff City Council \$10,000	3Q 2021
<b>LC-5</b>	Begin implementation, monitoring, and recurring updates to the priority / status of the livability recommendations.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Coordinating Body	Begin implementation actions. Conduct regular monitoring. Prepare annual reports to Council. Re-prioritize / request project funding.	Members City Council	3Q 2021 - Ongoing

**Table C.17 Building a Strong, Diverse, and Resilient Economy (ED)**

<b>ED-1</b>	Establish a municipal economic development board / agency to coordinate with other economic development entities and promote the City's economic diversification goals and local economic development activities.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Council	Establish an Economic Development Board / Agency.	Staff / Council \$10,000 (recurring)	3Q 2021
<b>ED-2</b>	Develop a Commerce Park in coordination with private property owners and economic development organizations.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Council City Manager ED Groups Property Owners	See Commerce Park action Items table.		2021 - 2023
<b>ED-3</b>	Actively engage with the Piedmont Triad Partnership to raise the City's profile as a potential economic development partner in the Carolina Core.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager City ED Board	Engage with the Piedmont Triad Partnership. Promote the City as part of the Carolina Core.	Staff / ED Board	Ongoing
<b>ED-4</b>	Develop an economic development recruitment sector plan that identifies recruitment targets that correspond to the City's diversification goals			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City ED Board City Council	Prepare a recruitment plan. Actively recruit / prospect for targeted sector companies. Leverage the Commerce Park for ED.	\$20,000	1Q 2022

**Table C.17 Building a Strong, Diverse, and Resilient Economy (ED) (cont.)**

<b>ED-5</b>	Promote the sustainment and growth of local businesses by creating an environment that is conducive to attracting regional customers and making Archdale a consumer destination of choice.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Council City Manager Planning Dept.	Develop the downtown public space and associated improvements. Complete the North Main Road Diet. Actively promote Archdale's "brand."	Associated Projects	Ongoing
<b>ED-6</b>	Work with the Chamber of Commerce to maintain awareness of the local business climate and the needs of the local businesses in the community.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager City Council	Hold regular coordination meetings with Chamber leadership. Host an annual business climate survey.	Staff City Council	Ongoing
<b>ED-7</b>	Further develop the City as a hub for overnight stays for tourists and business travelers in the region in coordination with local tourism development agencies and private businesses.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager	Encourage local lodging providers to work jointly to promote Archdale as a destination. Coordinate with TDAs and tourism sites.	Staff	Ongoing
<b>ED-8</b>	Evaluate opportunities for developing or recruiting a regional sports facility to strengthen the local tourism economy.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager Parks and Rec	Prepare an analysis of regional sports facilities and identify gaps. Study the feasibility of developing a facility to fill the regional need.	\$20,000	3Q 2023

**Table C.17 Building a Strong, Diverse, and Resilient Economy (ED) (cont.)**

<b>ED-9</b>	Develop an incentive policy that provides appropriate municipal incentives to recruit and retain businesses in sectors identified in the recruitment plan.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager City ED Board City Council	Develop an incentive policy. Identify available resources. Promote and implement the policy.	Staff City Council ED Board	2Q 2021
<b>ED-10</b>	Explore opportunities to develop a public or private venue in the new downtown that can be used to expand opportunities for hosting regional events that would support local hospitality businesses and the growth of downtown.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Council City Manager	Prepare a feasibility / market study to identify the degree of opportunity that exists for an event venue.	\$20,000	3Q 2022

## Table C.18 Commerce Park Action Items (CP)

The following is a general outline of the anticipated process and required resources for the development of a new Commerce Park as a joint endeavor of the City, its Economic Development agency, private property owners and developers.

<b>ID</b>	<b>Action</b>	<b>Responsibility</b>	<b>Resources</b>	<b>Time Frame</b>
CP-1	Prepare a high level schematic plan to determine the most feasible extent of the proposed Commerce Park.	City Manager Engineer Planning City Council	\$20,000	3Q 2021
CP-2	Work with private property owners in the Commerce Park area to gauge interest in participating in a master development.	ED Board City Manager	Staff / Board Members	4Q 2021
CP-3	Identify a private development partner to work with on site acquisition and improvements.	ED Board City Manager	Staff / Board Members	4Q 2021
CP-4	Prepare and implement development regulations for the Commerce Park place type. (Coordinate with ordinance updates)	Planning Dept. Planning Board City Council	Staff / ED Board / City Council	2022
CP-5	Prepare a site master plan to identify potential development sites basic and infrastructure requirements.	City Manager Engineer Planning ED Board	\$50,000	2Q 2022
CP-6	Determine whether portions of the park / infrastructure will be developed speculatively.	City Manager ED Board City Council	Staff / ED Board / City Council	4Q 2022
CP-7	Budget for speculative land acquisition and improvement costs, as necessary.	City Manager Finance City Council	TBD	2Q 2023
CP-8	Enter into development agreements with property owners and master developer for the Commerce Park.	City Manager City Council	Staff / City Council	3Q 2023
CP-9	Begin active promotion and recruitment efforts, and refine development plan as needed.	ED Board	Board Members	3Q 2023

**Table C.19 Managing Growth in a Vibrant and Dynamic City (GM)**

<b>GM-1</b>	Develop a new regulatory framework for development in the City based on the recommended Place Types established for the Future Land Use Map. (See pages C-30 to C-42)			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Planning Dept. Planning Board City Council	Engage a consultant to prepare an update to the City's land use regulations.	\$200,000	1Q 2021
<b>GM-2</b>	Adopt and implement the updated land development regulations, including amendments to the Official Zoning Map, as necessary, based on the Future Land Use Map.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Planning Dept. Planning Board City Council	Identify necessary changes to the zoning map for implementation. Amend the Zoning Map per statute.	Staff	2021-22
<b>GM-3</b>	Prepare and regularly update a long-range master plan for the City's water and sewer utilities to identify necessary improvements to support the City's preferred vision for growth and development.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager Engineer Planning Dept. City Council	Prepare a water and sewer master plan. Budget for and fund identified improvements through the CIP.	\$50,000	Q3 2021
<b>GM-4</b>	Refine water and sewer extension policies to align with both the Future Land Use Map and the City's economic development goals.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager Planning Dept. Engineer Finance Dept.	Review the current policies and refine as necessary to align with the City's long term goals.	Staff	Q1 2021

**Table C.19 Managing Growth in a Vibrant and Dynamic City (GM) (cont.)**

<b>GM-5</b>	Adopt development incentive policies to encourage infill development of vacant / underutilized properties and the redevelopment of legacy commercial / multi-family residential properties in areas that support major plan goals (ex: Downtown Development and North Main Road Diet).			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Planning Dept. City Manager City Council	Identify infill development and redevelopment target areas. Adopt and fund incentive programs for willing development partners.	Staff TBD (recurring)	3Q 2021
<b>GM-6</b>	Review and amend the CTP and MTP as necessary to include priority transportation projects for future inclusion in NCDOT STIP prioritization rounds.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager TAC / TCC Reps HPMPO	Identify priority transportation projects. Submit amendments to the MPO. Submit for STIP prioritization.	Staff	3Q 2022
<b>GM-7</b>	Plan and implement a "Road Diet" for North Main Street to support the transformation of the corridor to reflect the Main Street Mixed Use place type.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Planning Dept. City Manager City Council NCDOT	See North Main Street Road Diet action Items table.		2021 - 2025+
<b>GM-8</b>	Fund the completion of priority pedestrian transportation infrastructure and safety improvements as recommended by the Pedestrian and Trails Master Plan and Safe Routes to School Plan, with an emphasis on the completion of "the loop."			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager City Council Planning Dept. Engineer	Identify priorities from adopted plans. Budget for improvements in the CIP. Provide annual funding to complete priority projects by 2030.	TBD	2021 - 2030

**Table C.20 North Main Street Road Diet Action Items (RD)**

The following is a general outline of the anticipated process for the planning and implementation of the proposed "Road Diet" for North Main Street.

<b>ID</b>	<b>Action</b>	<b>Responsibility</b>	<b>Resources</b>	<b>Time Frame</b>
RD-1	Determine preferred geographic limits of the proposed road diet. Coordinate with other NCDOT projects.	City Manager Planning Dept. City Council	Staff / Council	2Q 2021
RD-2	Engage a transportation engineer to prepare a feasibility assessment for the North Main Street Road Diet.	City Manager Planning Dept. Engineer	\$50,000	3Q 2021
RD-3	Analyze feasibility study to determine preferred course of action - boundaries, street type, pedestrian facilities.	City Manager Planning Dept. Engineer City Council	Staff / Council	2Q 2022
RD-4	Amend CTP / MTP to reflect preferred course of action and facility type.	City Manager City Council TCC / TAC Reps	Staff / Council	3Q 2022
RD-5	Submit project for STIP prioritization	TCC / TAC Reps HPMPO	Staff	2022/23
RD-6	Implement land use regulations to correspond with preferred course of action.	City Council Planning Board Planning Dept.	Staff	2022 (following Ord. update)
RD-7	Based on prioritization, determine need for local funding.	City Manager City Council	Staff / Council	2023
RD-8	Work with NCDOT to prepare detailed feasibility / planning studies.	City Manager Engineer Planning Dept.	Staff	2025
RD-9	Determined funding method for local match / improvements and budget in CIP.	City Manager Finance City Council	Staff / Council	2025
RD-10	Bid and construct road improvements with NCDOT.	City Manager City Council	TBD	Post - 2025

**Table C.21 Fostering a Sense of Place (SP)**

<b>SP-1</b>	Develop a public space to serve as a catalyst for the City's new downtown.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Council City Manager Planning Dept.	See Downtown Public Space action Items table.	\$3M+	2021-2023
<b>SP-2</b>	In coordination with the development of the downtown public space, prepare a small area plan for the area designated as Center City on the Future Land Use Map to establish supporting infrastructure improvements and detailed land use recommendations.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Planning Dept. Planning Board City Council	Prepare and adopt a small area plan. Identify and budget for supporting infrastructure improvements.	\$50,000	3Q 2021
<b>SP-3</b>	Seek partnerships with developers and private property owners to develop / redevelop complimentary uses that support the development of Archdale's new downtown.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager Planning Dept. City Council	Develop incentive policies. Engage downtown property owners.	Staff / City Council TBD	1Q 2022
<b>SP-4</b>	Build a marketing campaign to promote the development of Archdale's new downtown and the public space to garner public support and interest from private developers.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager City Council Planning Dept.	Engage a consultant to help develop and implement a marketing campaign.	\$15,000	4Q 2022

**Table C.21 Fostering a Sense of Place (SP) (cont.)**

<b>SP-5</b>	Implement form based development regulations for downtown influenced by the small area plan in coordination with the update of the City's zoning / subdivision ordinances.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Planning Dept. Planning Board City Council	Develop and apply a form based district / districts for the City Center place type.	Staff / City Council	2022
<b>SP-6</b>	Develop and implement standardized streetscape design guidelines for major road corridors through the City, including defining gateway elements for major entrances into the City.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Planning Dept. Engineer City Council	Develop streetscape design plan. Prioritize, budget & fund improvements. Coordinate with major road projects.	\$30,000 +TBD	3Q 2022
<b>SP-7</b>	Explore options for the acquisition and development of public spaces in coordination with the North Main Street Road Diet to enhance street life and activity along North Main Street.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Planning Dept. City Council	Identify potential acquisition targets. Design potential improvements. Coordinate with Road Diet project. Acquire and construct improvements.	Staff TBD	2024
<b>SP-8</b>	Refine nonresidential urban design guidelines for buildings / sites to enhance the appearance and function of commercial areas throughout the City. Demonstrate concepts using "tactical urbanism" to provide practical examples and increase awareness of the need for change.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Planning Dept. Planning Board City Council	Develop and implement new architectural and site design guidelines. Use "tactical urbanism" to demonstrate concepts & build awareness.	\$10,000 Staff / City Council	2021-22

**Table C.21 Fostering a Sense of Place (SP) (cont.)**

<b>SP-9</b>	Actively enforce minimum housing codes, nonresidential maintenance codes, and nuisance ordinances to mitigate the negative influence of blight on the appearance and livability of the City, its neighborhoods and commercial areas.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	Planning Dept. City Manager RC Inspections City Council	Identify major blighting influences. Actively enforce ordinances. Incentivize compliance. Fund mitigation / cleanup.	\$30,000 (recurring)	Ongoing
<b>SP-10</b>	Continue to promote the City of Archdale as an entity that is distinct from its neighboring communities through the active promotion of its brand and coordination with local businesses and community organizations to identify their location specifically as within Archdale.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Council City Manager	Actively promote the City's brand. Continue to work with USPS on Zip Code. Conduct outreach to local businesses.	Staff / City Council	Ongoing
<b>SP-11</b>	Study the feasibility of locating new City facilities in the downtown area to further catalyze and support the development of the new downtown and public space.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager Dept. Heads City Council	Prepare a long-range facility study to identify future facility needs and potential location options.	Staff / City Council \$30,000	3Q 2022
<b>SP-12</b>	Promote and program the new downtown public space with recurring community events throughout the year to maintain high activity levels and usage.			
	<b>Responsibility</b>	<b>Actions</b>	<b>Resources</b>	<b>Time Frame</b>
	City Manager Parks and Rec Community Groups	Develop recurring events. Fund programming needs. Provide the space to community groups for events.	Staff Sponsors TBD	1Q 2023 - Ongoing

## Table C.22 Downtown Public Space Action Items (DP)

The following is a general outline of the anticipated process and required resources for the identification, assessment, acquisition, funding and construction of the proposed downtown public space that will serve as the catalyst for the development of Archdale's new downtown.

ID	Action	Responsibility	Resources	Time Frame
DP-1	Establish site assessment criteria based on the placemaking guidelines, Council goals, desired programming and community input.	City Manager Planning Parks and Rec Council	Staff / City Council	1 Q 2021
DP-2	Prepare engineering and landscape architecture assessments of candidate sites for the location of the downtown public space.	City Manager Planning Parks and Rec Engineer	\$35,000	1 Q 2021
DP-3	Rank candidate sites based on the results of the engineering and landscape architecture assessment.	City Manager Planning Parks and Rec Engineer	Staff / City Council	2 Q 2021
DP-4	Engage a real estate broker to explore acquisition options for the preferred site(s)	City Manager City Council	Commission	2 Q 2021
DP-5	Obtain purchase options for the most viable and available site.	City Manager City Council	\$20,000	3 Q 2021
DP-6	Prepare a detailed site plan and cost estimates for the public space and related public infrastructure improvements.	City Manager Planning Parks and Rec	\$75,000	3 Q-4 Q 2021
DP-7	Determine a preferred funding mechanism for acquisition and construction costs, and include in CIP.	City Manager Finance Council	Staff / City Council	1 Q 2022
DP-8	Execute purchase options and acquire preferred site.	City Manager Council	\$1,000,000	3 Q 2022
DP-9	Prepare construction documents and bid site work / associated improvements.	City Manager Engineer Finance	\$50,000	4 Q 2022
DP-10	Execute contract(s) and construct the public space and associated improvements	City Manager Finance Council	\$2,000,000	1 Q 2023

## **Conclusion**

The implementation of this ambitious plan will not be easy, but the positive social, economic, and quality of life outcomes that will be realized by the residents of Archdale will outweigh any difficulty that is encountered along the way. This planning process began and ended in very different circumstances, and from the day of its adoption there will be additional challenges yet to come. A plan is an expression of hope for the future, and the visionary leadership of those who serve the City and its residents will ensure that this plan's hopeful vision for the future - a livable, prosperous, growing, and distinguished community - will come to be, no matter the challenges that may come to pass.

Plan  Archdale