

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
- 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



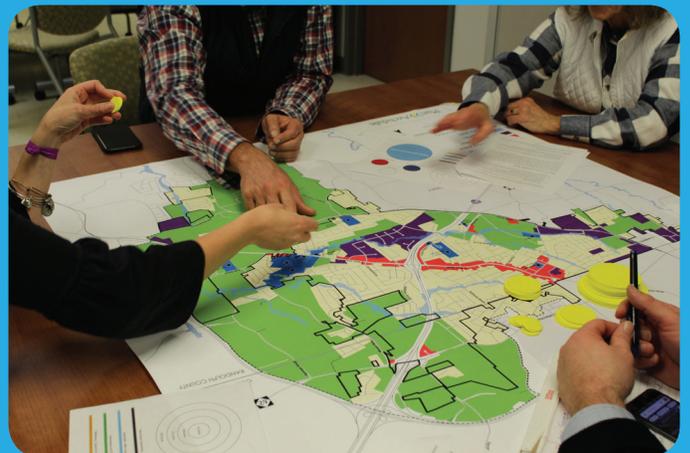
+60
PEOPLE



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.



The image displays two screenshots side-by-side. The left screenshot shows the Plan Archdale website homepage. It features a navigation bar with links for Home, Steering Committee, Document Center, and Contact. The main header includes the Plan Archdale logo and the text "Plan Archdale". Below the header, there are two columns of text: "About the Plan" and "Announcements & Events". The "Announcements & Events" section lists three dates for Placemaking Workshop Presentations: January 13, 2020; January 14, 2020; and January 16, 2020. The right screenshot shows the Plan Archdale Facebook page. It includes the Facebook logo, the Plan Archdale profile picture, and the page name "Plan Archdale @PlanArchdale". The page content shows a post with a photo of people at a workshop, and a sidebar with community information, including the number of likes (188) and followers (201).

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



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



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

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

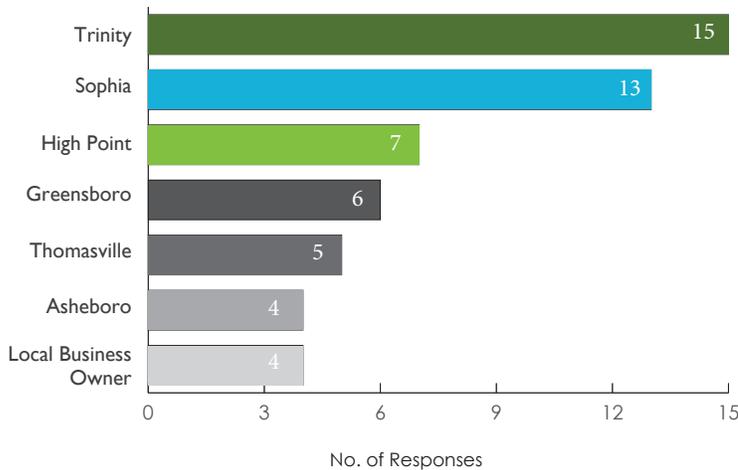
Who responded to the survey?

▼ TABLE A.1 SURVEY PARTICIPANTS

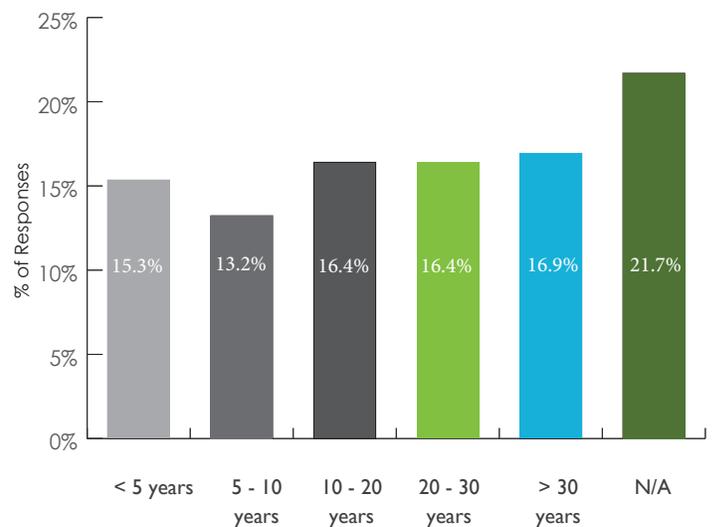
	PERCENT OF RESPONSES*	NUMBER OF RESPONSES*
I live in Archdale	69%	143
I work in Archdale	37%	77
I own property in Archdale	43%	89
I own a business in Archdale	10%	20
Other	12%	24

*More than one response allowed.

▼ FIGURE A.2 NON-RESIDENT RESPONDENTS

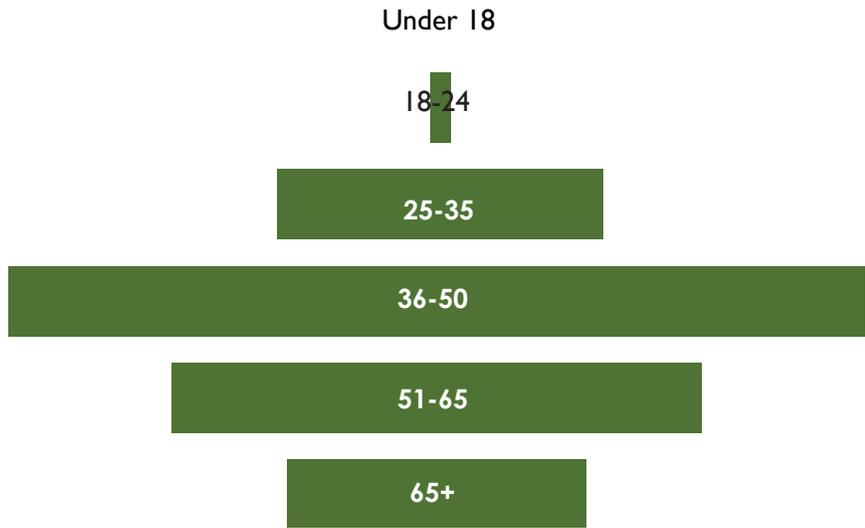


▼ FIGURE A.3 LONGEVITY OF RESIDENCE

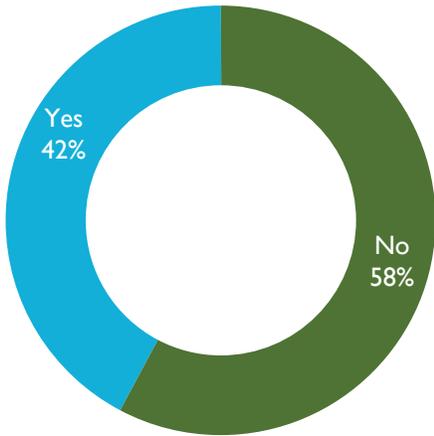


The majority of those who took the survey either live in Archdale (69%) and/or own property in Archdale (43%), with a pretty even division amongst the amount of years respondents have lived in the City. Thirty-seven percent (37%) of respondents work in Archdale as well. Around one-fifth of respondents 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



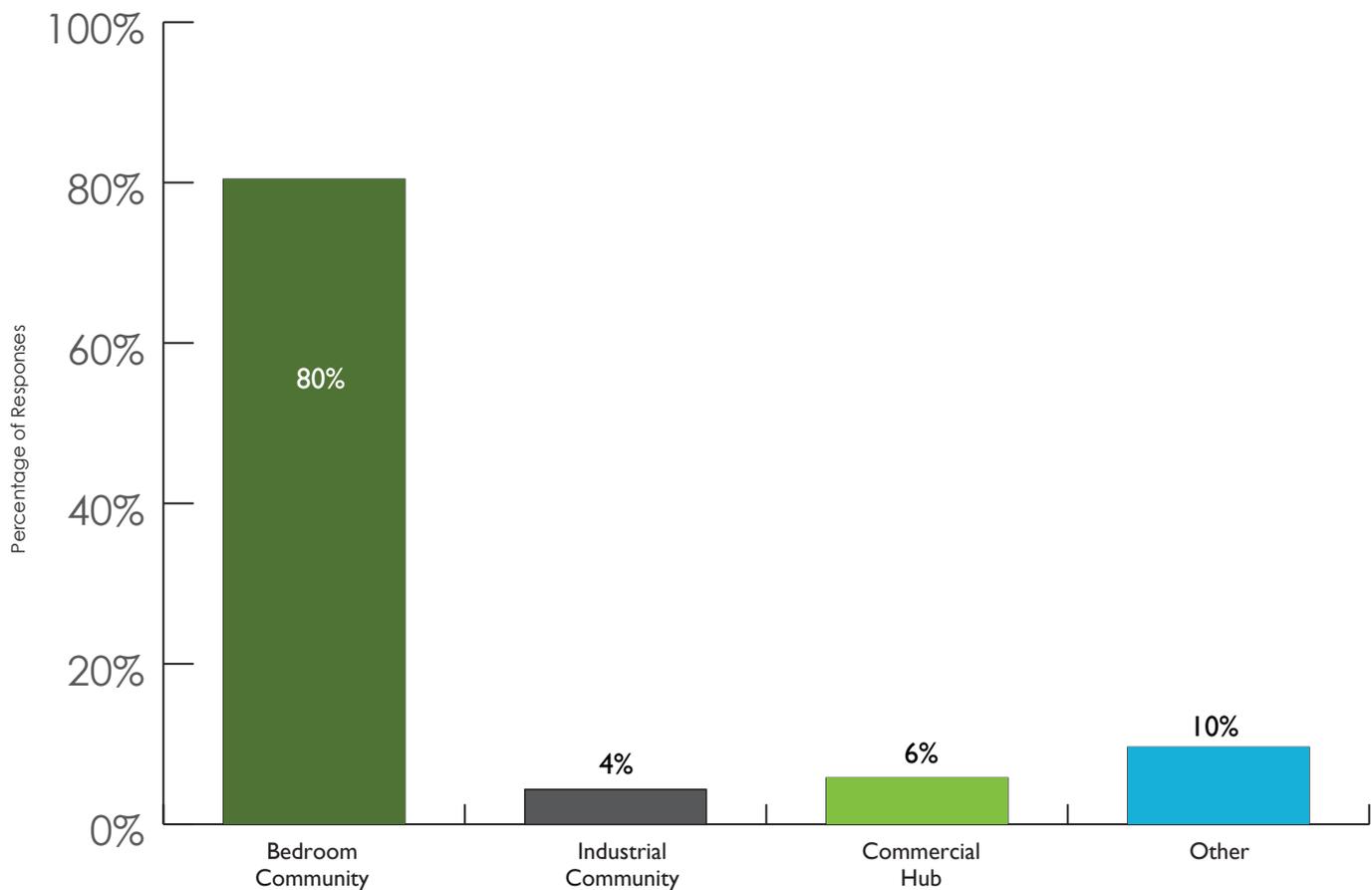
	PERCENT OF RESPONSES
Employed- Private Business	44%
Employed- Government/Public Service	33%
Unemployed	0%
I am a student	0%
Retired	18%
Other	4%

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



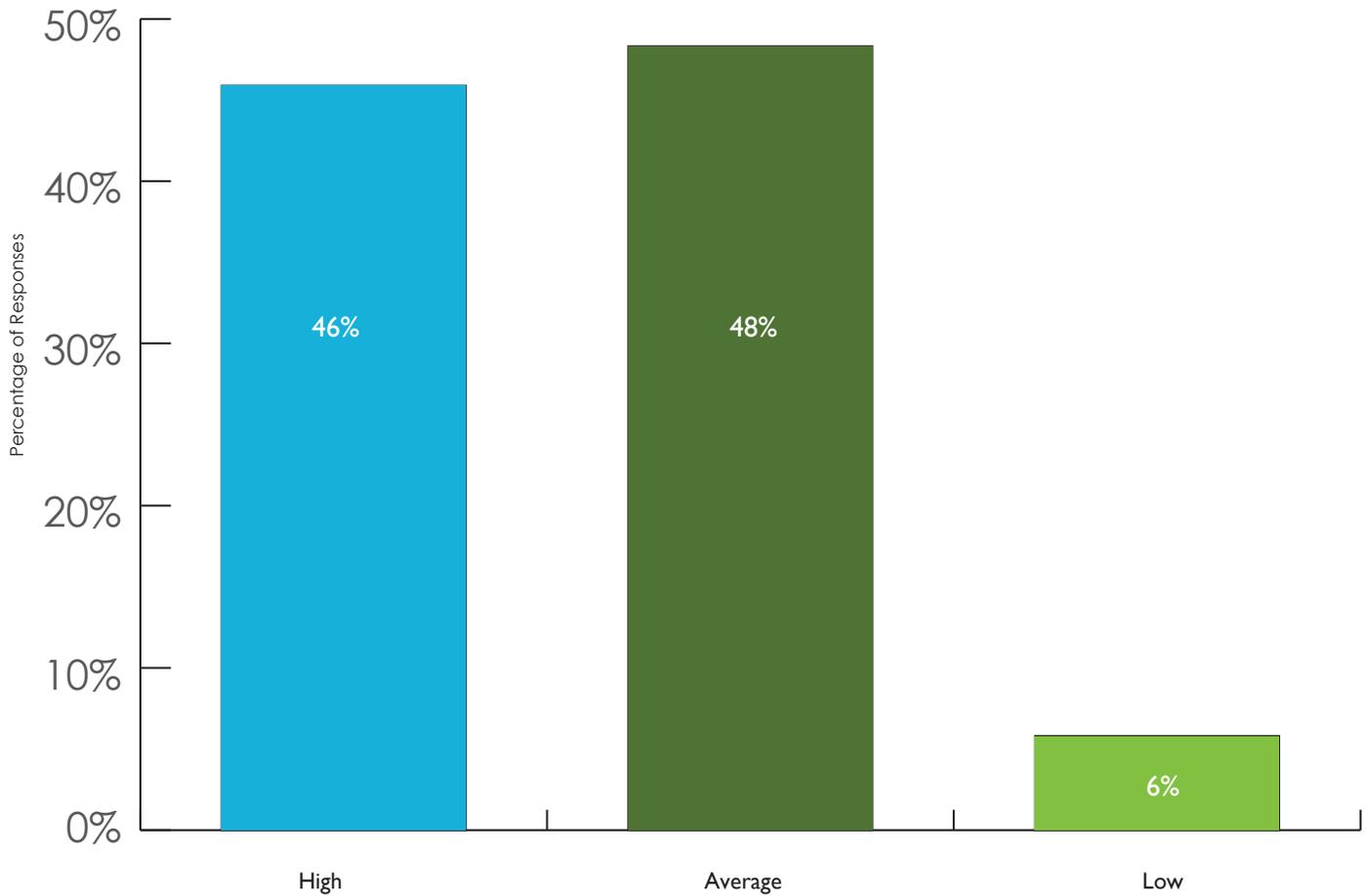
The “other” response is broken out into 20 different responses, which can largely be grouped into the following:

- 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

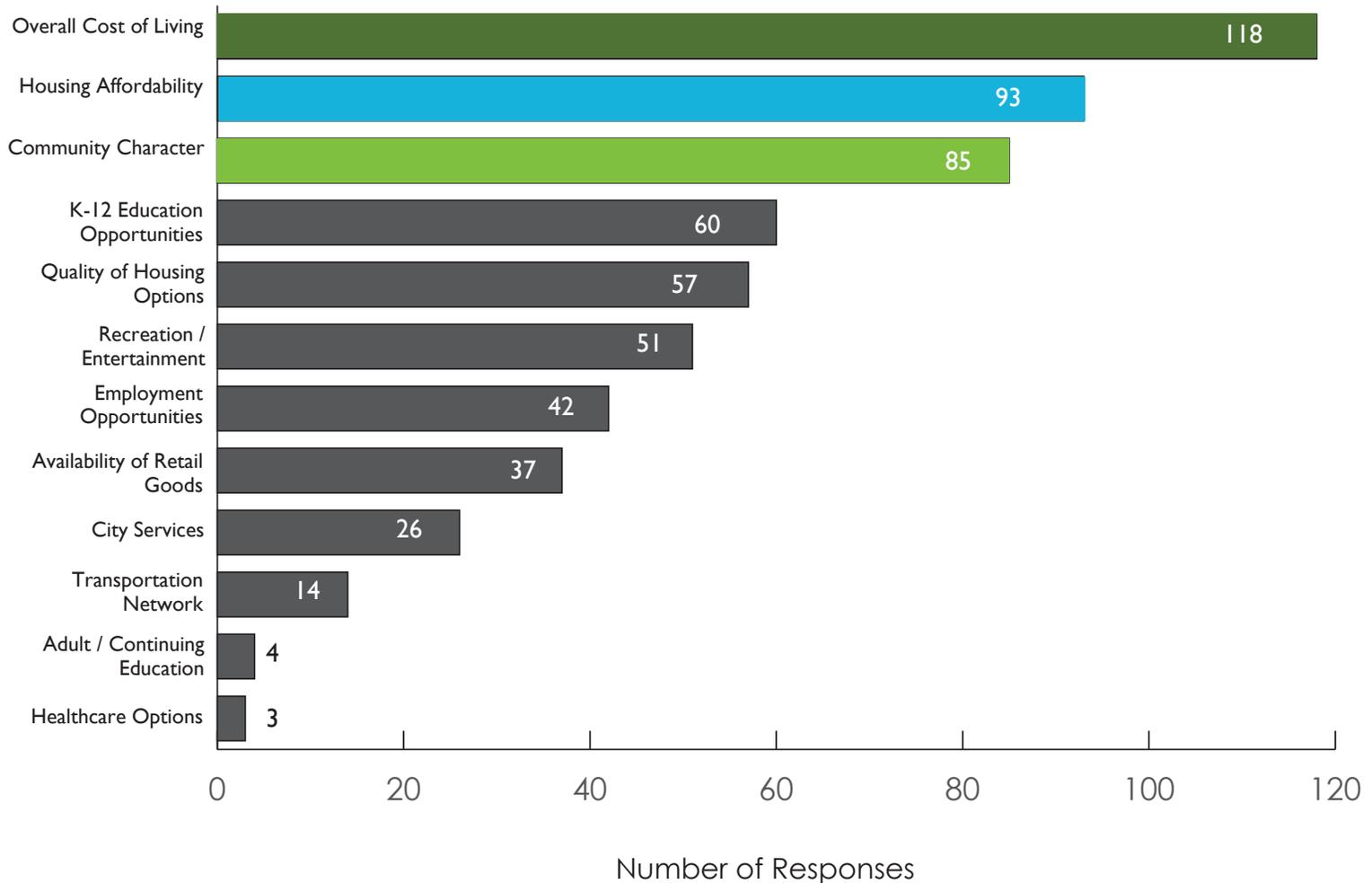


When asked about their perception of the quality of life that they experience living in Archdale, respondents were nearly evenly split in their answers, with 46% reporting that their quality of life was “high” and 48% reporting an “average” quality of life. Only 6% of respondents stated that their quality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

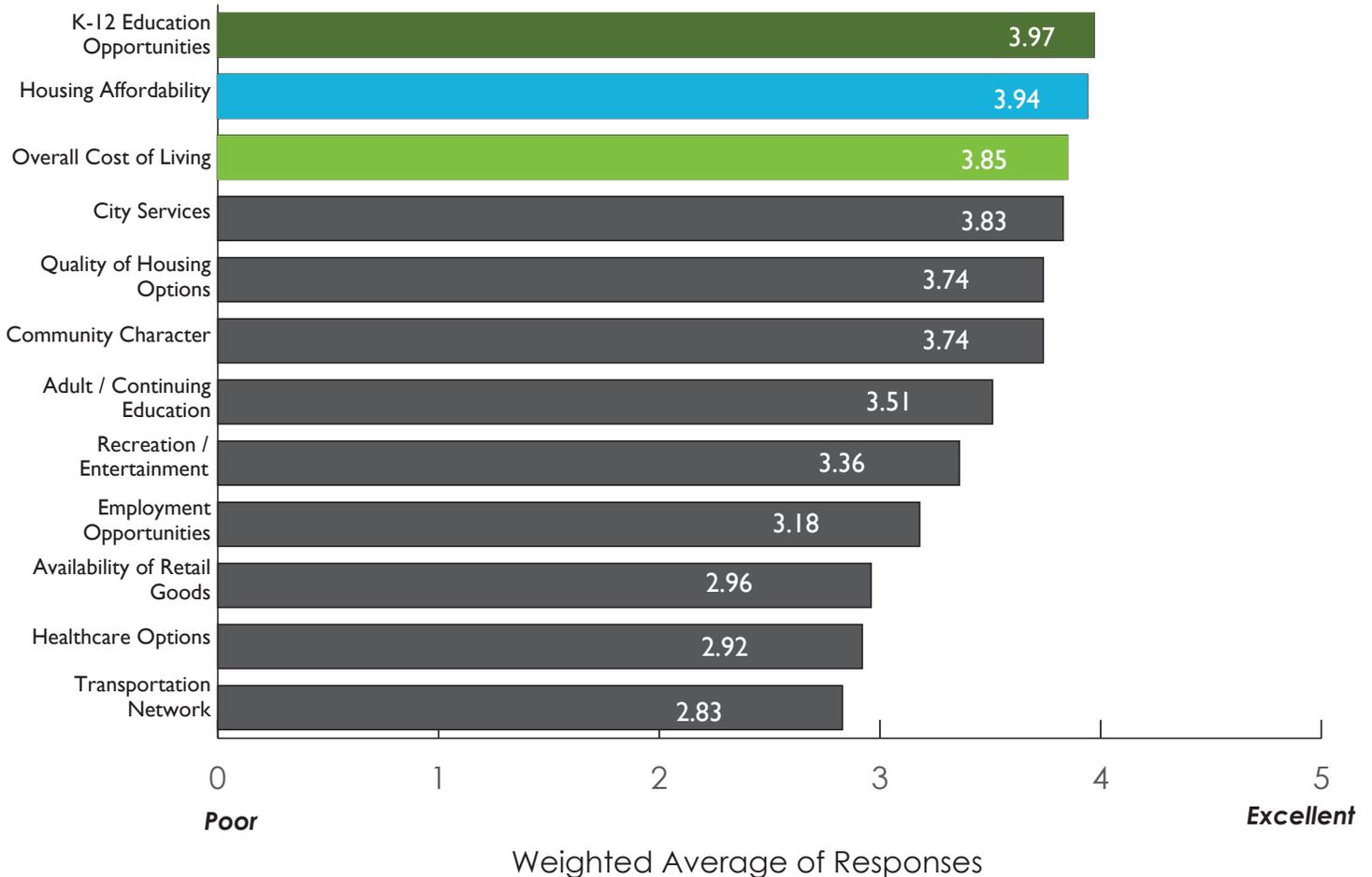


Of the quality of life factors that were important to residents' decision to live in Archdale, the top five scoring responses were the overall Cost of Living (57%), Housing Affordability (45%), Community Character/Appearance (41%), K-12 Education Opportunities (29%), and Quality of Housing Options (28%). 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

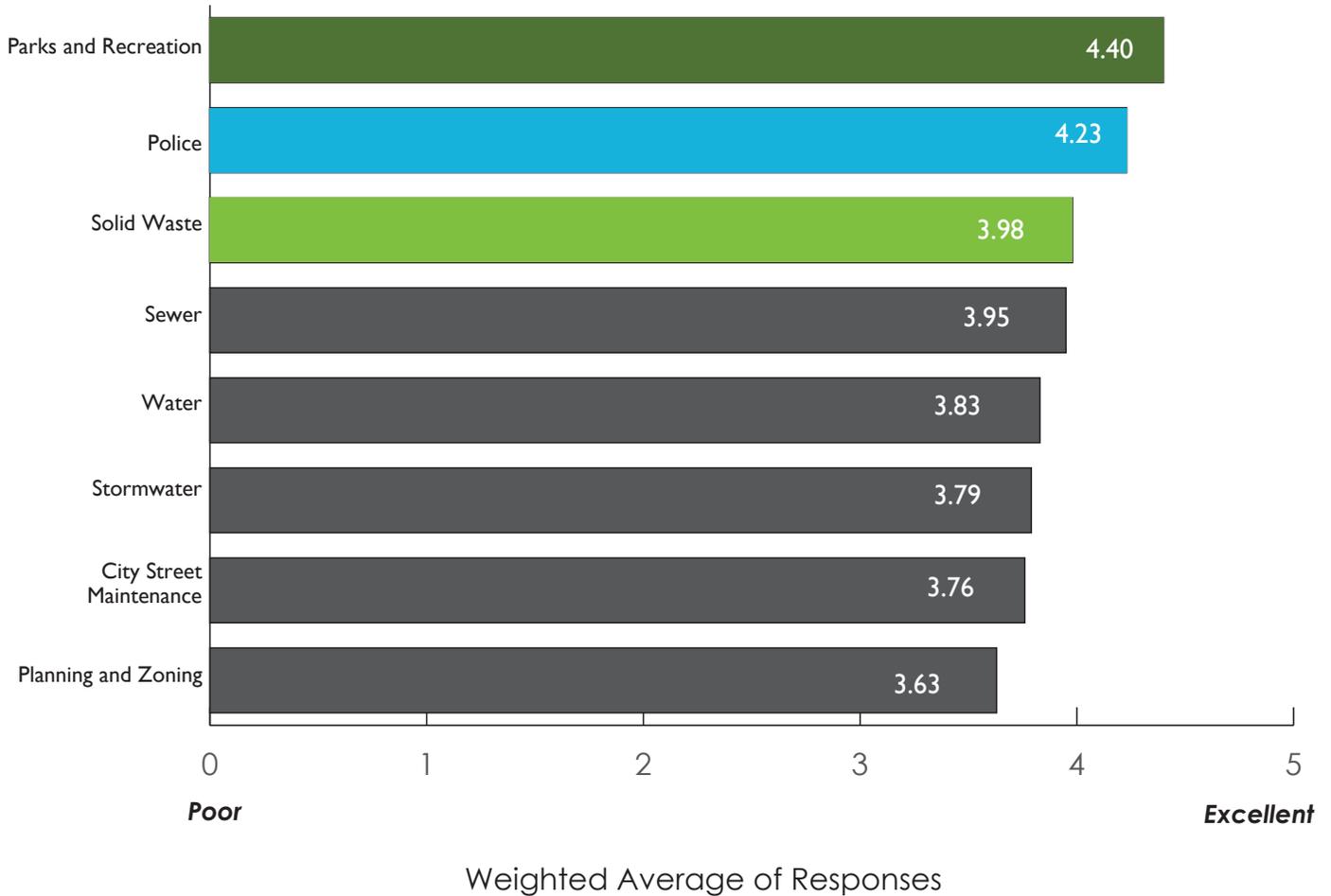


Residents were asked about their perception of a list of quality of life factors. They were asked to rate them with responses from poor, below average, adequate, good, excellent, or no opinion. The following shows the weighted average score associated with the responses for each of the factors, with 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

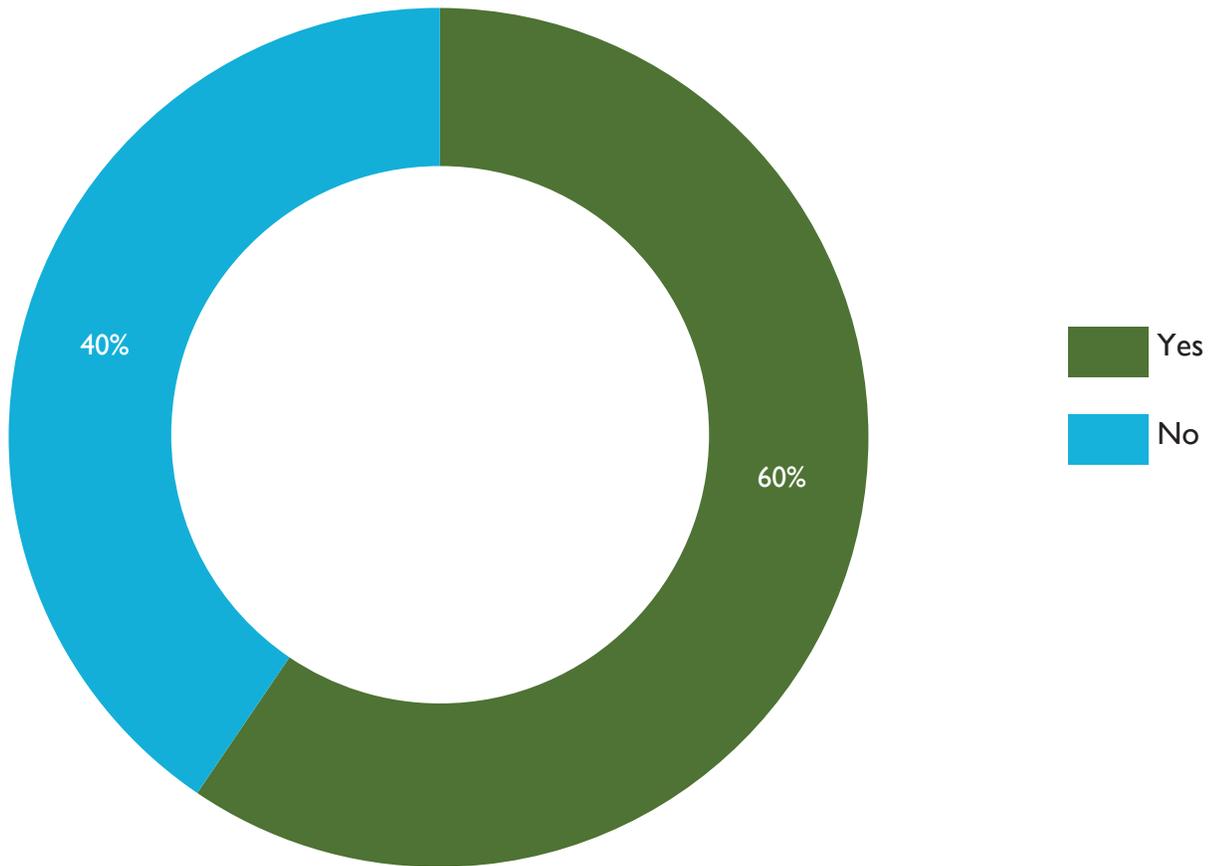


This question offered respondents the opportunity to provide their ideas and suggestions about the types of services the City should offer to residents and businesses that are not currently provided by the City. This cloud is a generalized summary of the 84 responses that were received (responses were 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

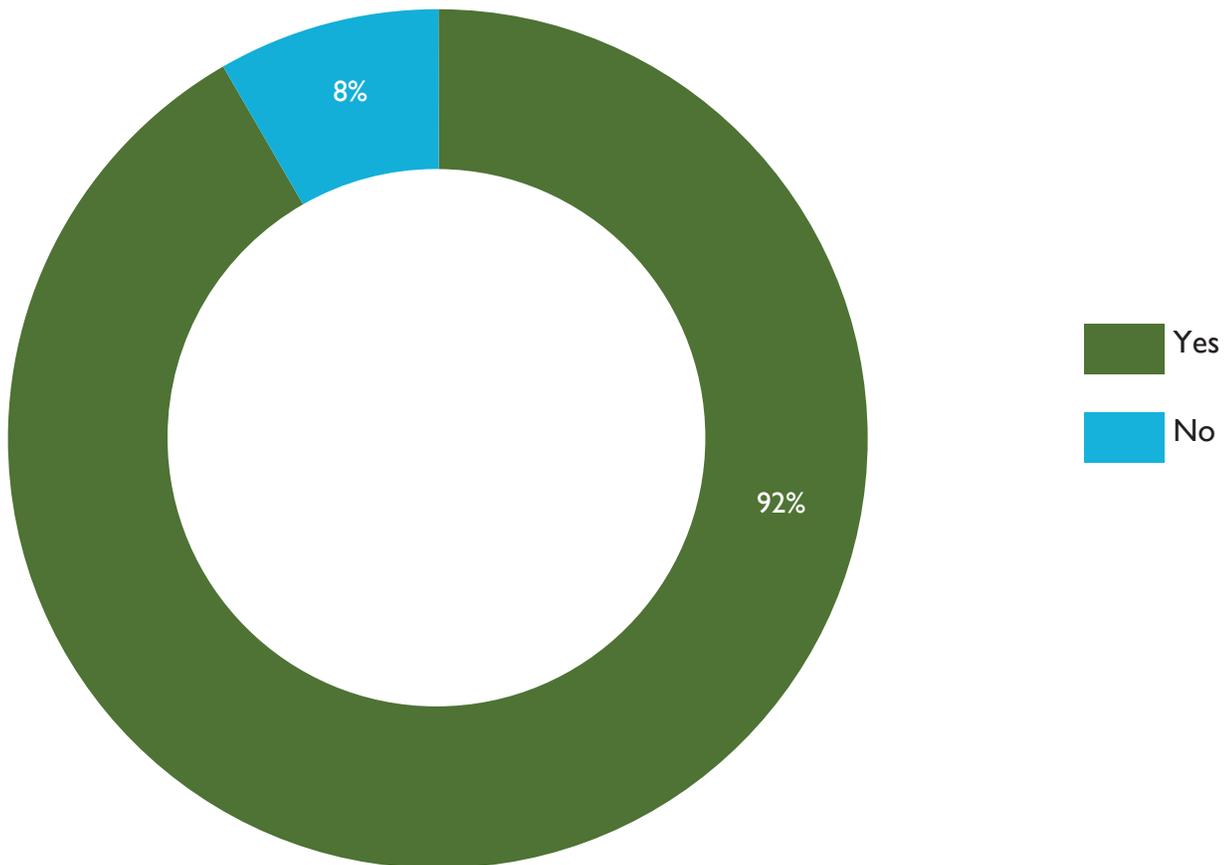


A majority of the respondents (60%) said that they would support an increase in taxes or user fees to pay for adding new services or increasing the level of services currently provided.

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

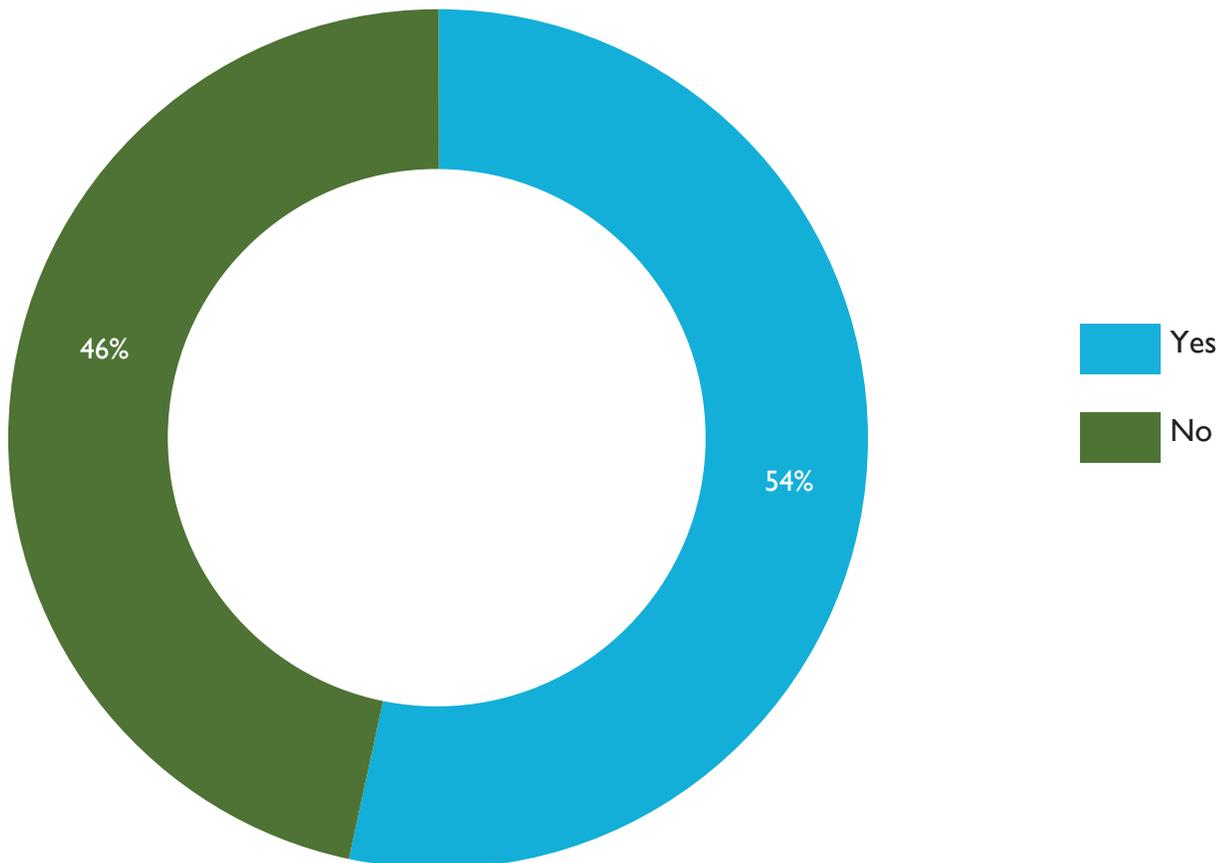


The vast majority (92%) of respondents stated that they would support the City taking a lead role in the creation of a “downtown” or similar central civic hub for community gatherings, entertainment, and business.

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?

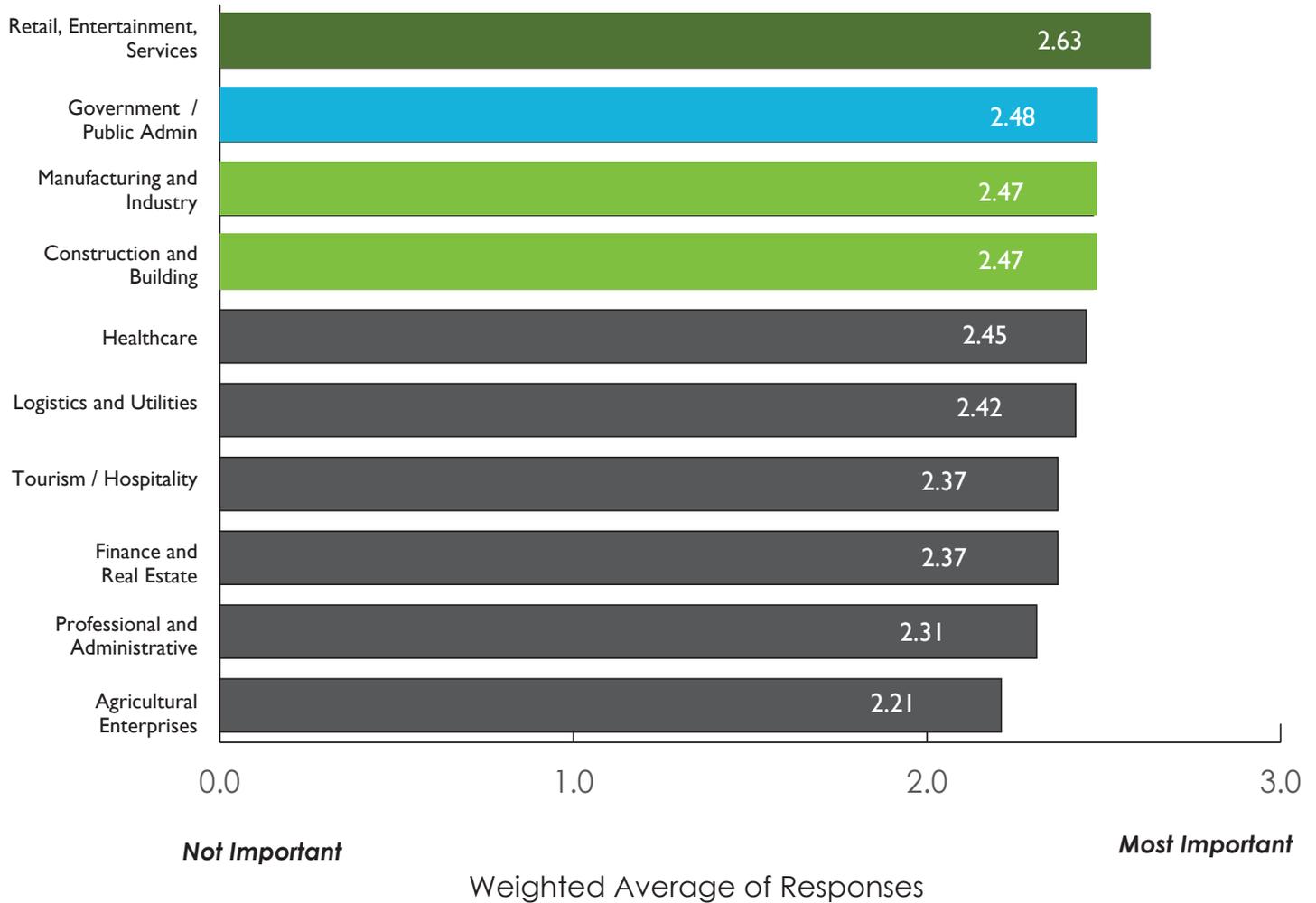


Respondents were asked if the City of Archdale has made progress towards developing a stronger sense of place following the 2020 Strategic Plan. Fifty-four percent (54%) believe the City has improved its sense of place / better defined its character, while 46% stated that it has not.

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



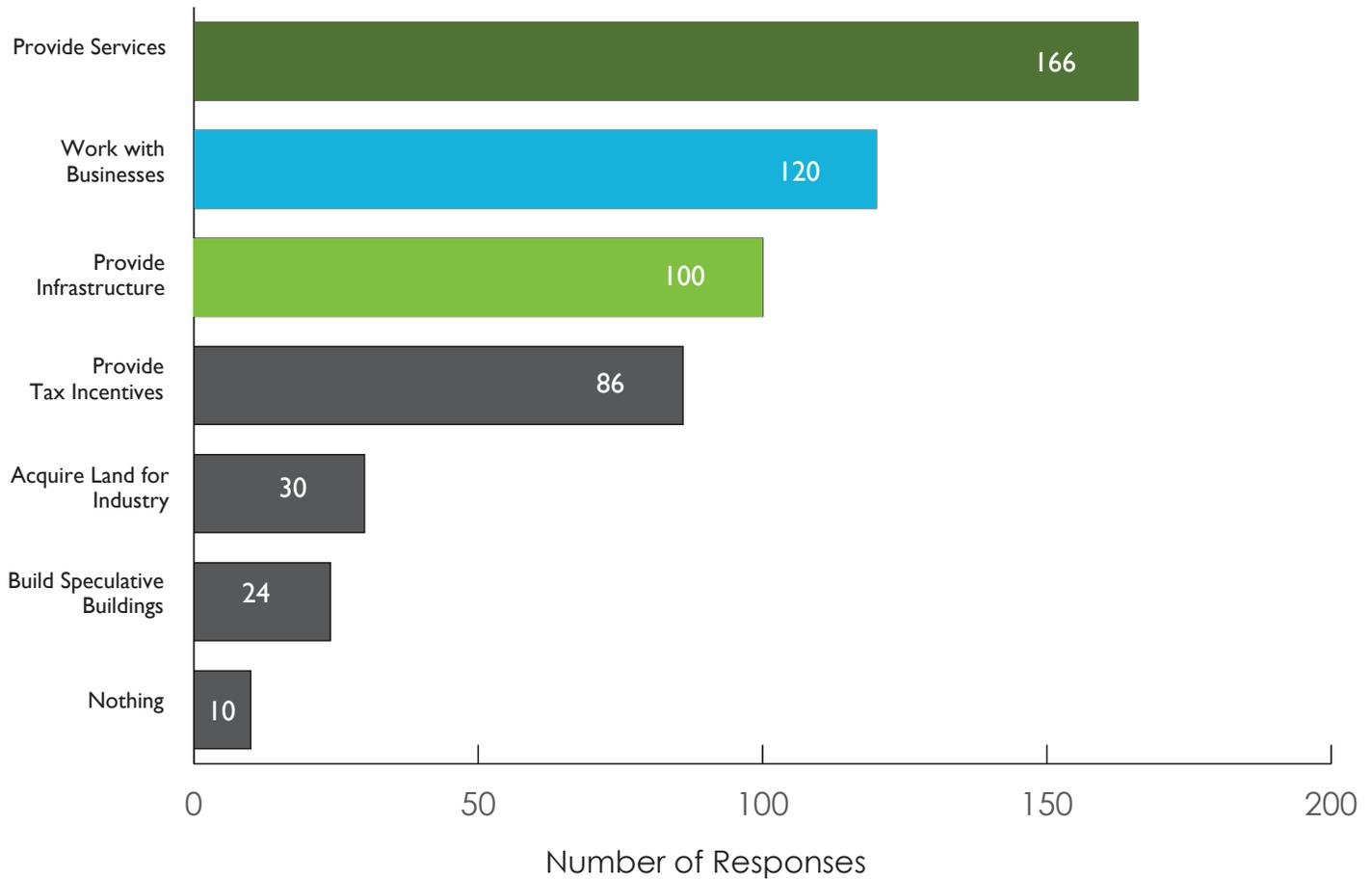
Residents were asked how important they felt a variety of economic / employment sectors and businesses were to the City's ongoing economic prosperity. The respondents were given the choices of not important, somewhat important, and very important, along with a no opinion choice. These responses were 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

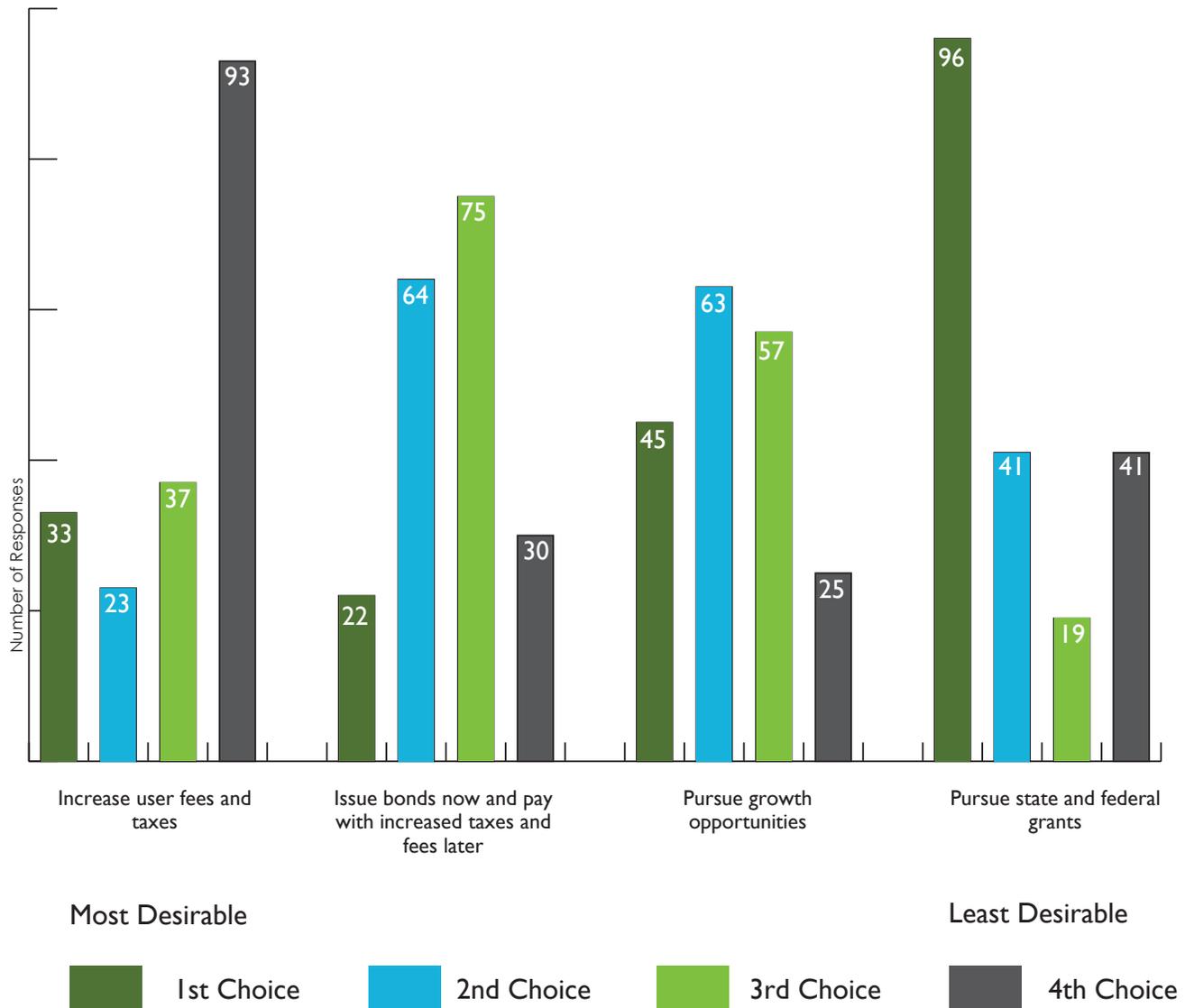


When asked to select from a range of options regarding the appropriate role for the City in supporting economic development efforts, respondents overwhelmingly selected the response: “provide services and make improvements to the City that promote a high quality of life for residents and make the City 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 12

From the following choices, please rank the methods that you feel are appropriate for the City to pursue to improve its infrastructure network, such as water and sewer systems, street network, and public facilities:

▼ FIGURE A.17 METHODS TO IMPROVE CITY'S INFRASTRUCTURE

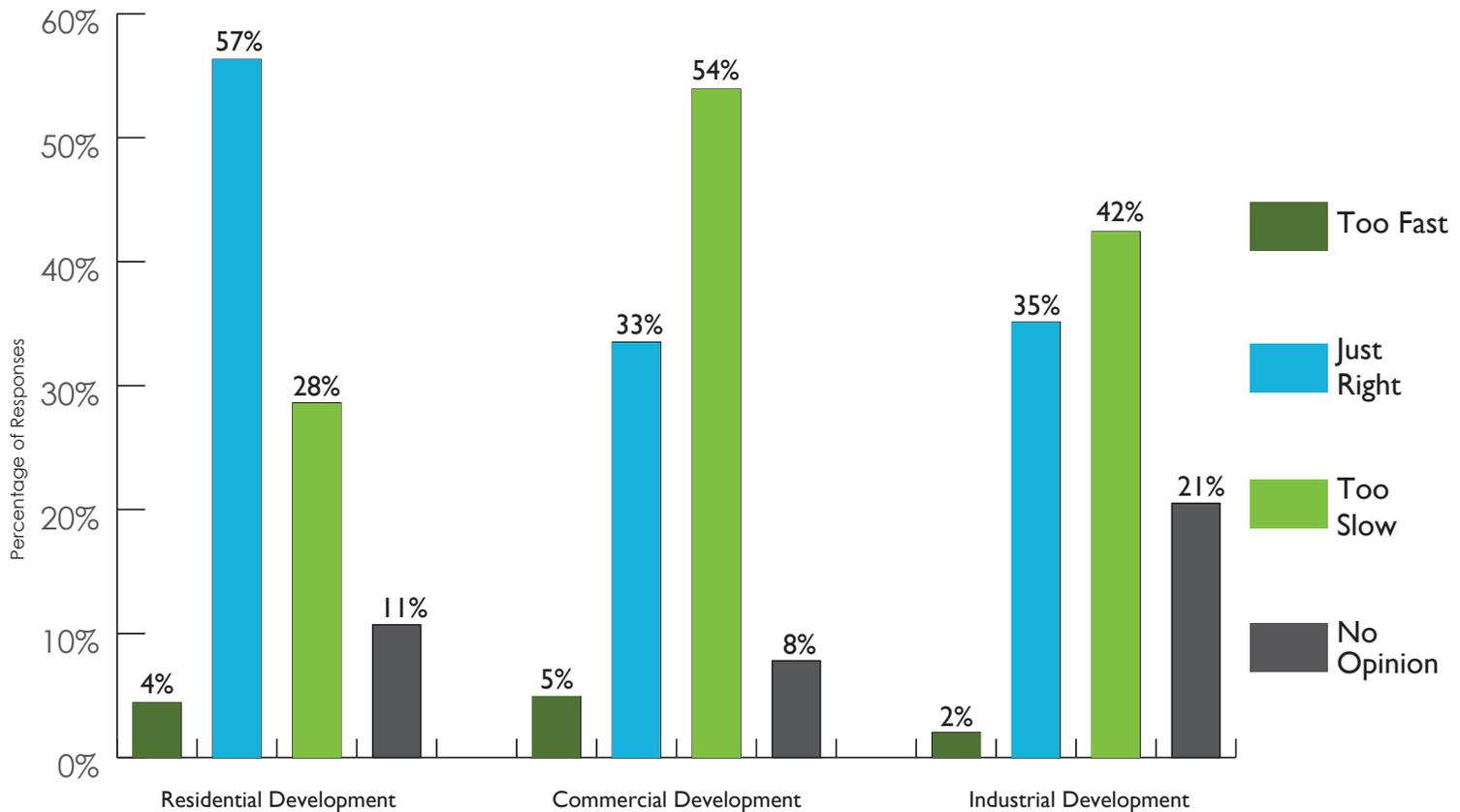


In regards to the City's improvement of its infrastructure network, residents were asked to rank - from most desirable to least desirable - the options for the City to take to finance such improvements. The response with the largest number of "first choice" responses was for the City to pursue state and federal grant funding. There was roughly equal support for the options of pursuing growth opportunities and issuing bonds, while the option of increasing taxes and user fees was the least desirable of the four options.

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

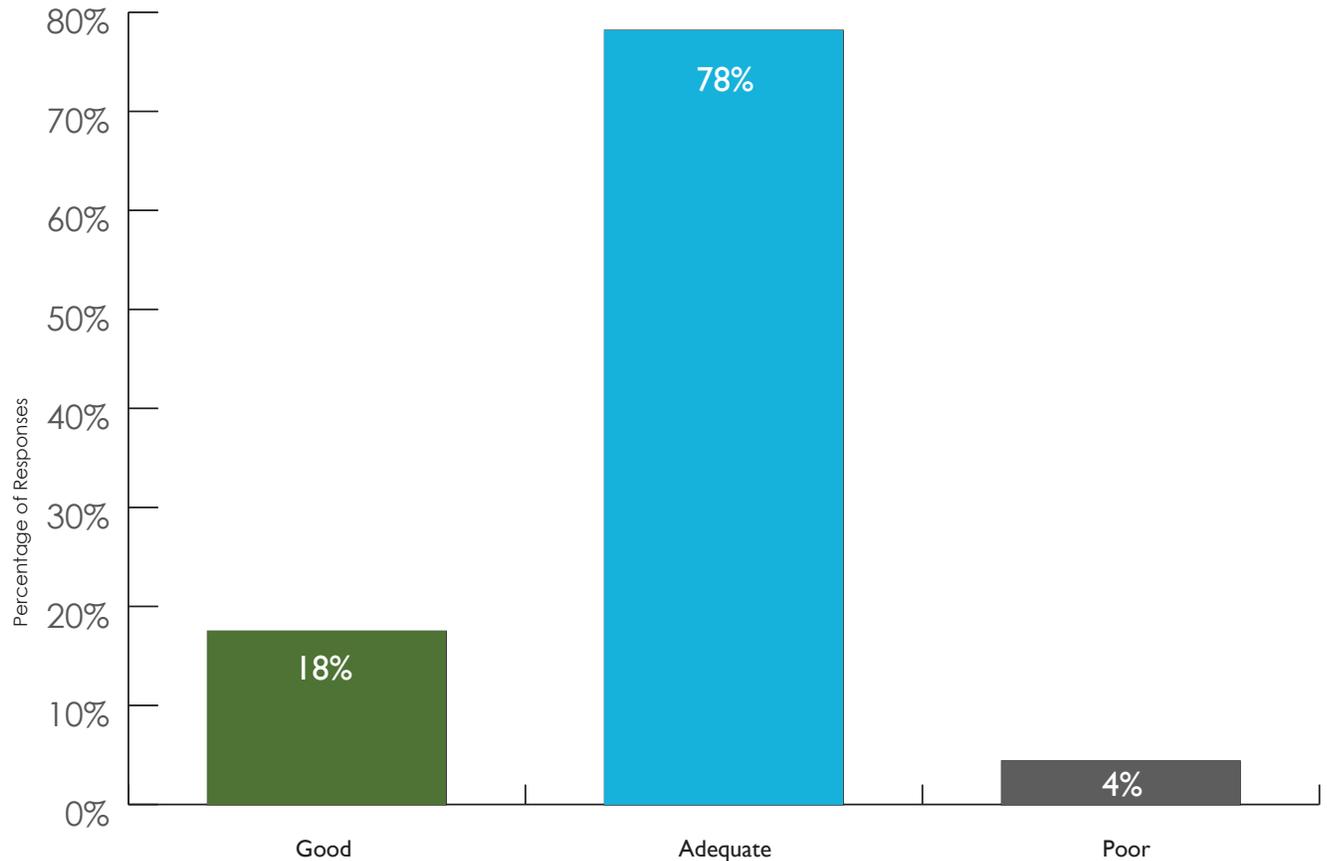


Residents were asked to rate how they felt about the pace of development in Archdale in recent years. They were asked about residential, commercial, and industrial development in terms of being too fast, just right, too slow, or no opinion. The weighted scores associated with the responses indicated 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

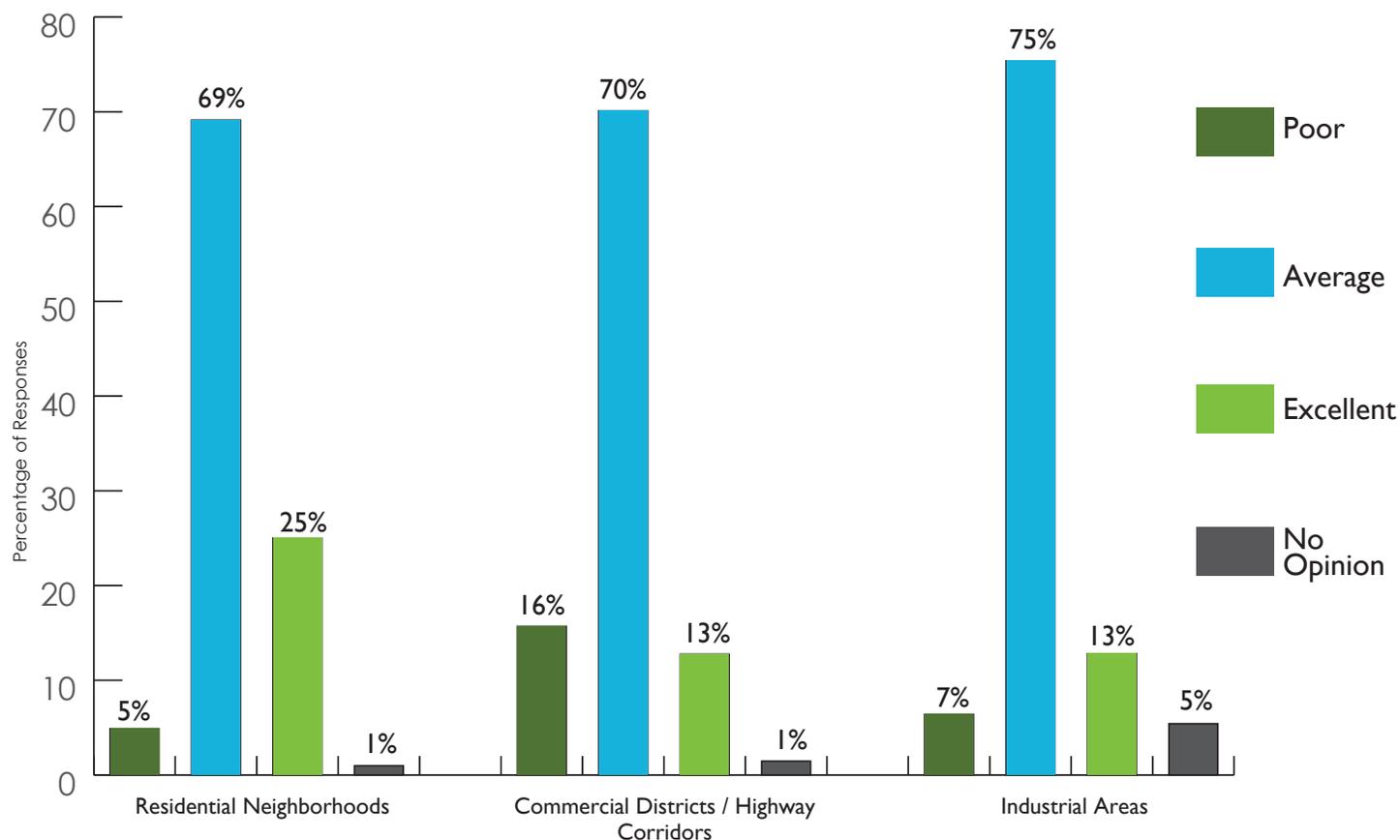


When asked about their perception of the City's vehicular transportation network, respondents felt that "it is adequate for current traffic levels, but may need improvement if the City grows" (78%). This was followed by 18% percent of respondents stating that "it works very well – no problems getting 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).