

Eden Comprehensive Plan

Planning Board / Steering
Committee #1

July 27, 2021



Agenda

Introduction & Welcome

Schedule & Process

Community Profile

Discussion

Introduction



Key Town Staff

Kelly Stultz

Director of Planning & Community Development

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Debra Madison

GIS Analyst

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Meet the Consulting Team



Chad Sary,
AICP
Principle in Charge



Jake Petrosky,
AICP
Project Manager



Stephen Faber,
PLA
Landscape Architect



Allison Evans
Planner



Jaquasha Colón
Planner



Kenny
Armstrong
Transportation and
Infrastructure



Steering Committee Role

Meet regularly during the project

Listen and contribute ideas and opinions

Get others involved

Be an ambassador for the Plan



Steering Committee Introductions

Give a brief introduction to the group

How long have you been lived in Eden?

Where do you live or work?

Are you a member of any public civic groups (besides PC)?



Schedule & Process



Detailed Schedule

PHASE / TASK	2021									2022						
	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
1. Project Initiation & Analysis	Task															
Plan Assessment	Subtask															
Kickoff, Tour and Stakeholder Interviews	Subtask															
Public Involvement Plan & Project Brand and Website	Subtask															
Existing Conditions Analysis	Subtask			Steering Committee	Steering Committee											
2. Visioning & Plan Development			Task													
Survey				Subtask												
Public Workshops			Subtask			Public Meeting										
Draft Vision and Goals			Subtask				Steering Committee									
Plan Framework			Subtask													
Policy Recommendations				Subtask					Steering Committee							
Draft Plan								Subtask		Steering Committee		Public Meeting				
3. Implementation/Adoption										Task						
Implementation Strategies										Subtask			Steering Committee			
Plan Adoption														Subtask		



A Comprehensive Plan is..

Long-range

- Makes forecasts based on past trends and data
- 10-20 year time frame

Guidance

- Land uses, intensity, design
- Staff, programs and infrastructure investment

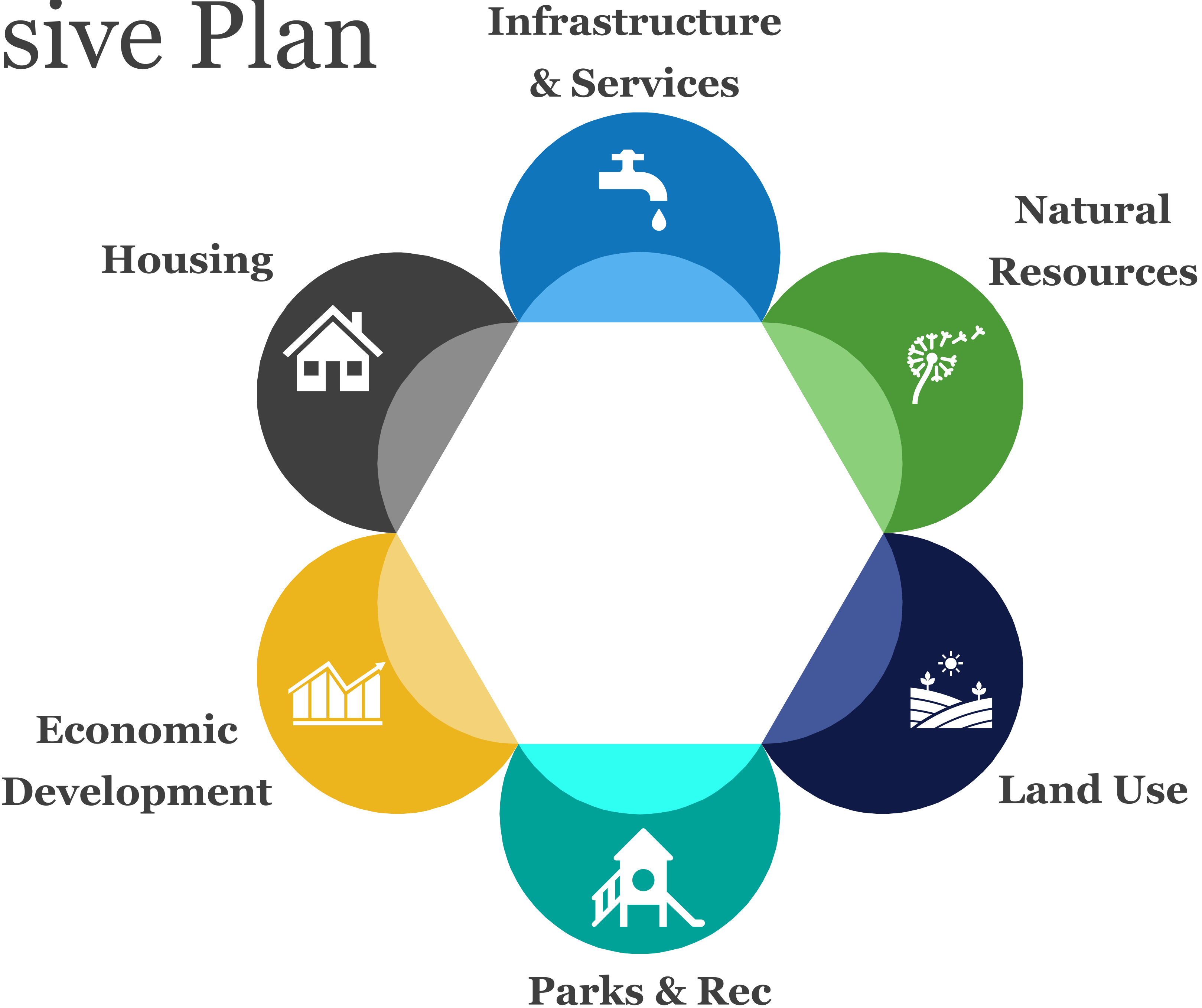
Collaborative

- Documents a community conversation

Policy, not regulatory

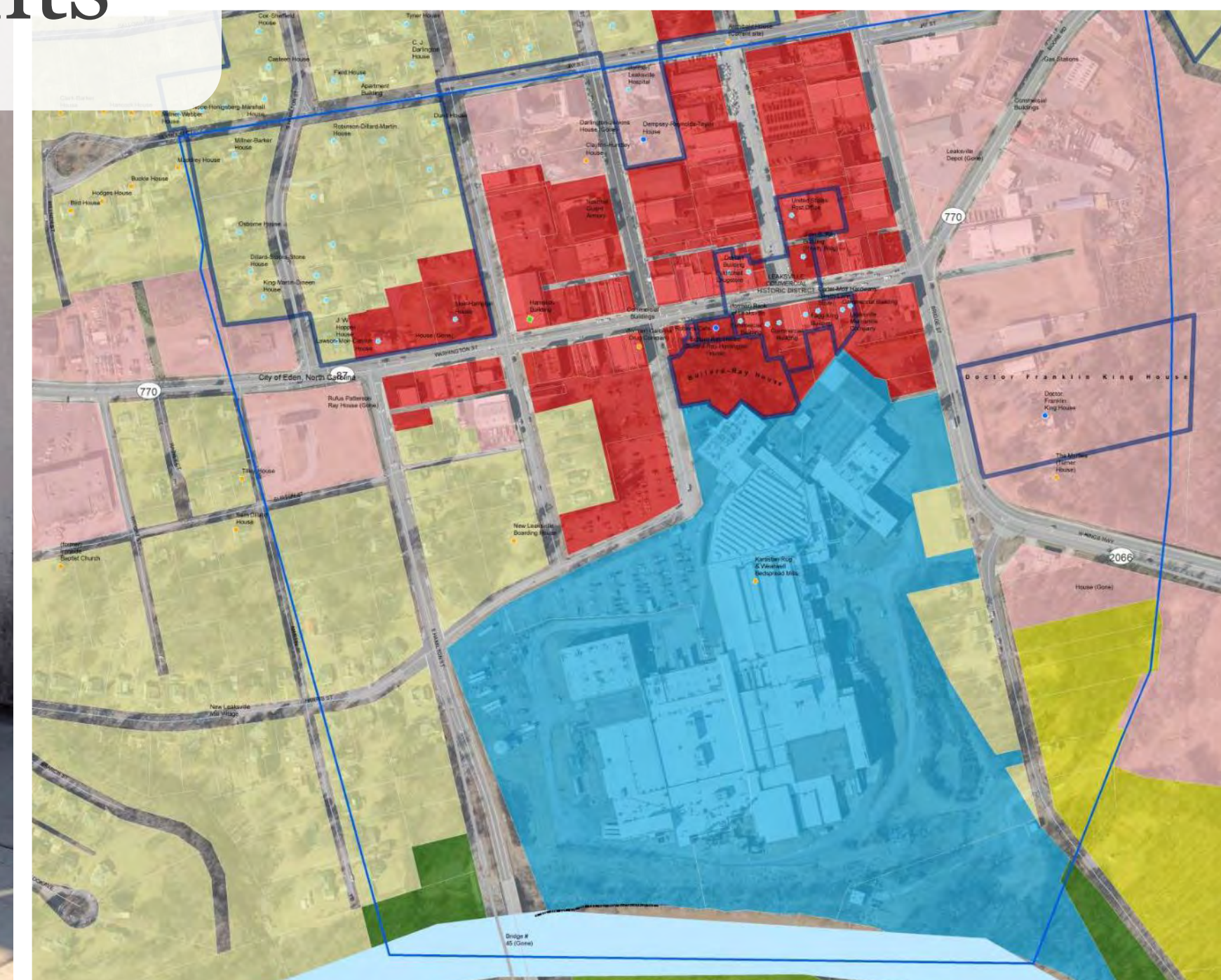
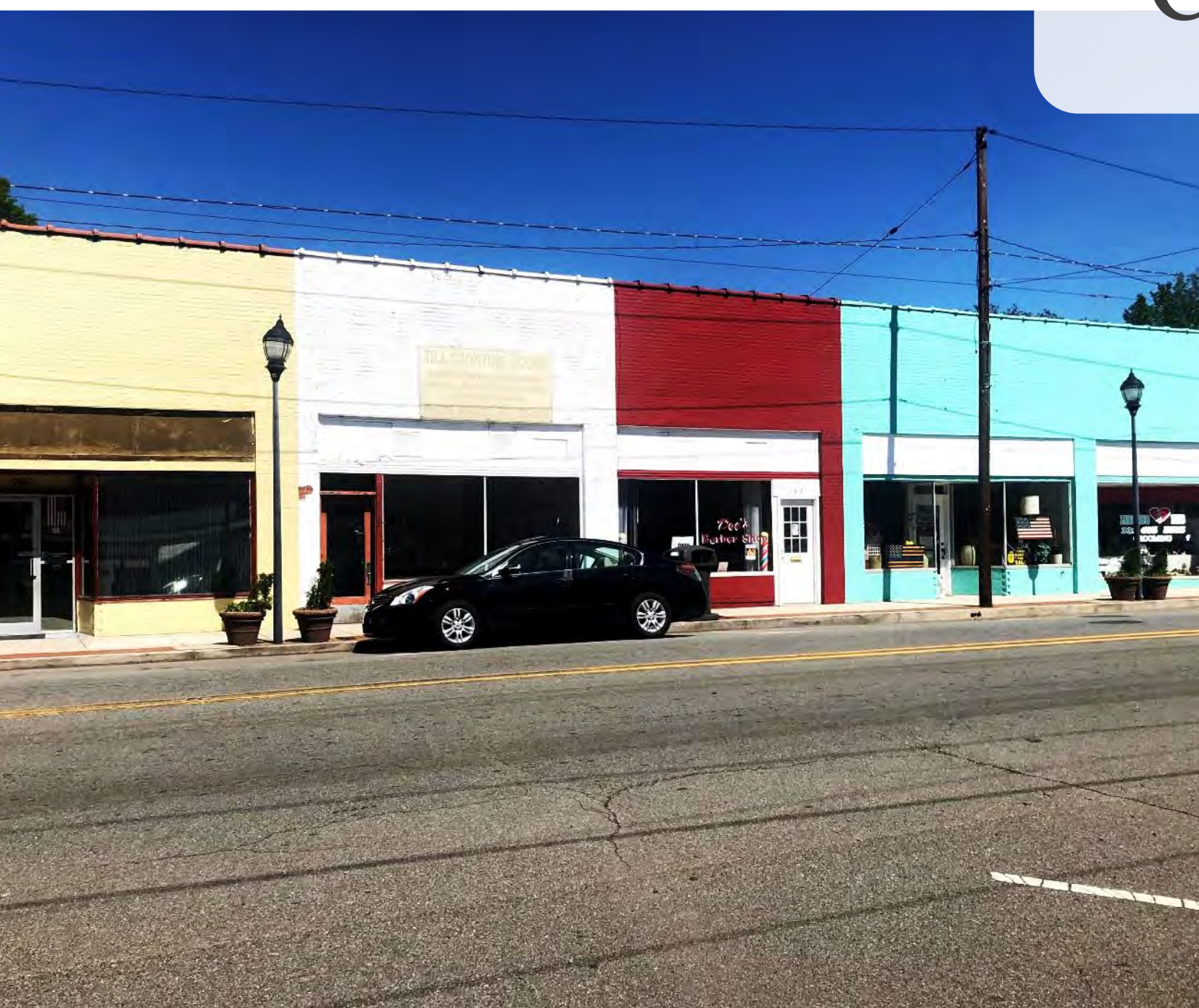
- Lays the groundwork for current and future regulations

A Comprehensive Plan addresses...





Comprehensive Plan Elements



Public Engagement



Stakeholder Interviews



Community Survey



Steering Committee



Public Meetings



Website

Stakeholder Interviews

- Conversations with local representatives regarding
 - Current development
 - Economic development
 - Downtowns
 - Recreation and natural resources
 - Public safety and services
 - Utilities

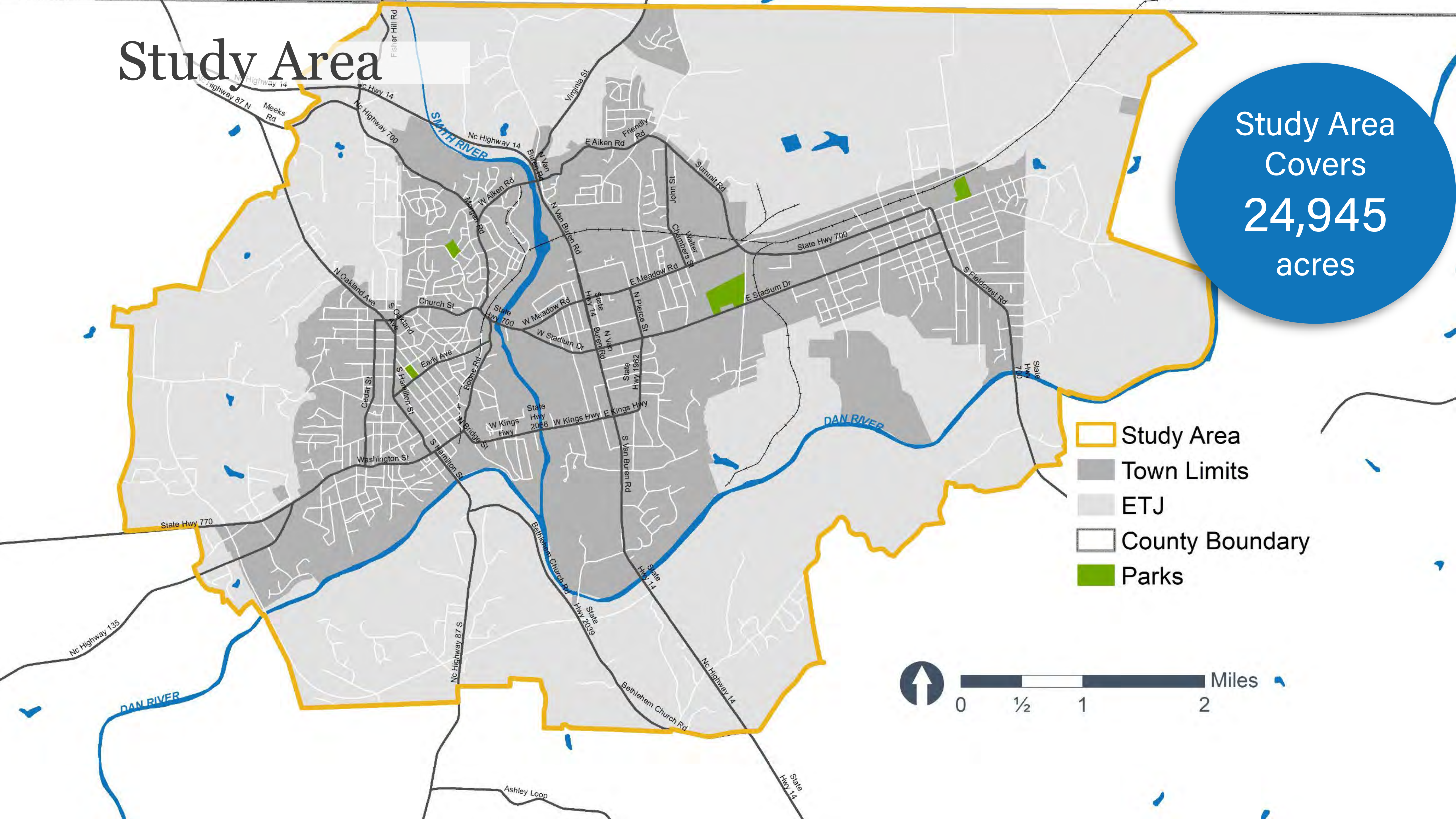


Community Profile

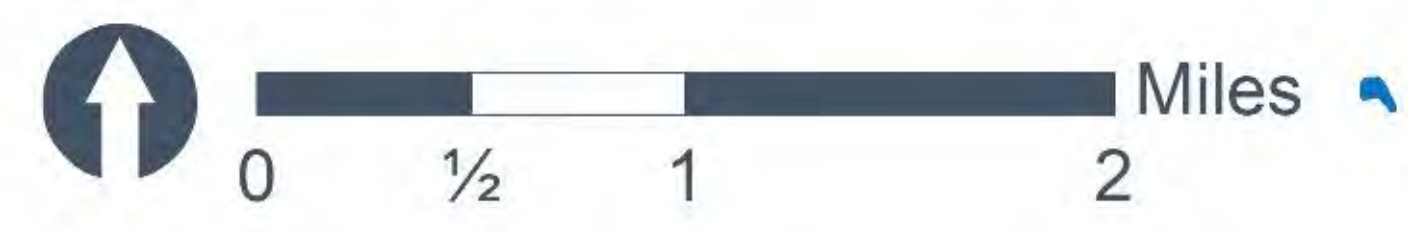


Study Area

Study Area
Covers
24,945
acres



- Study Area
- Town Limits
- ETJ
- County Boundary
- Parks



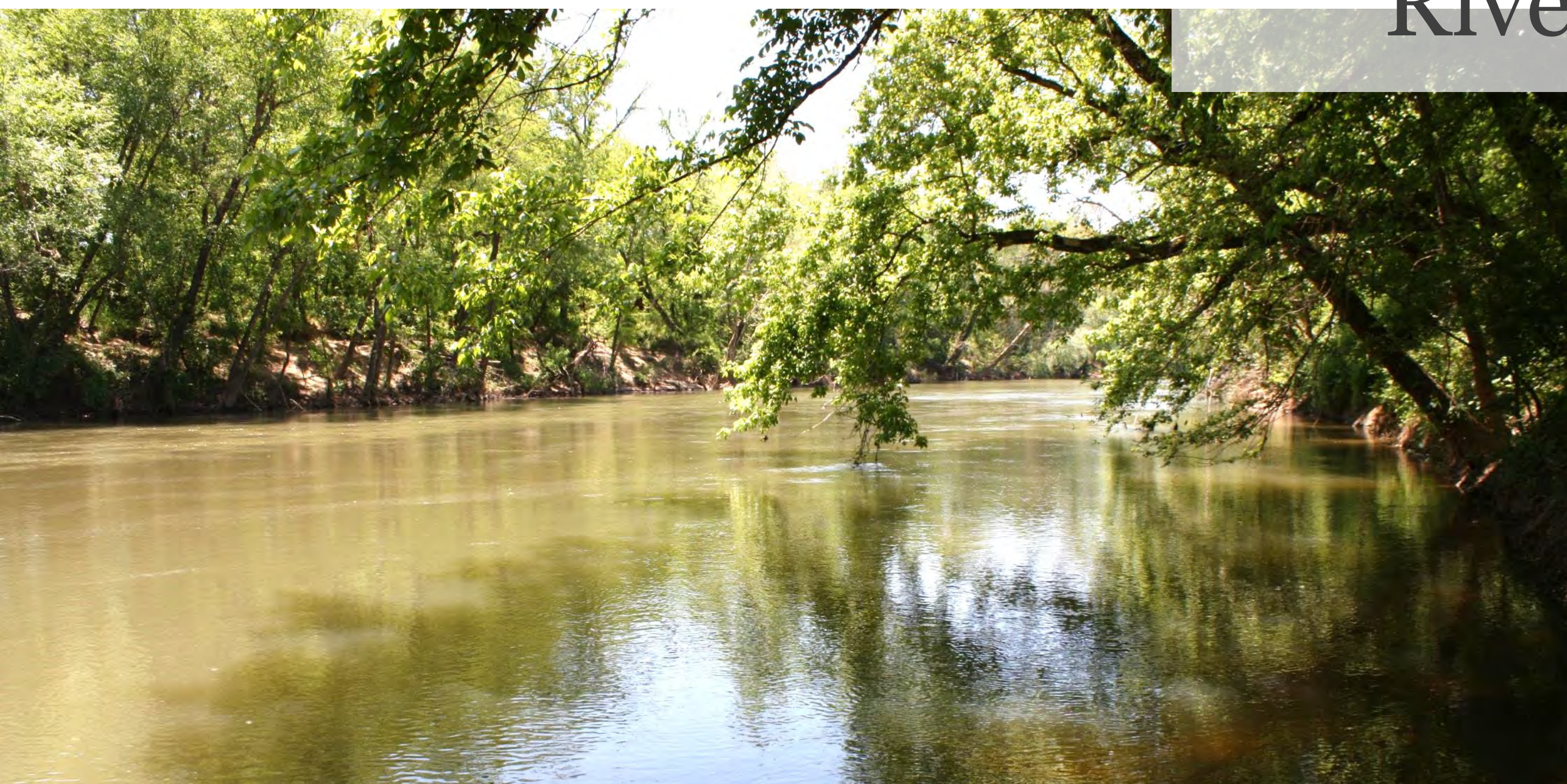
Assets

- Rivers
- Historic Downtowns and Structures
- Parks



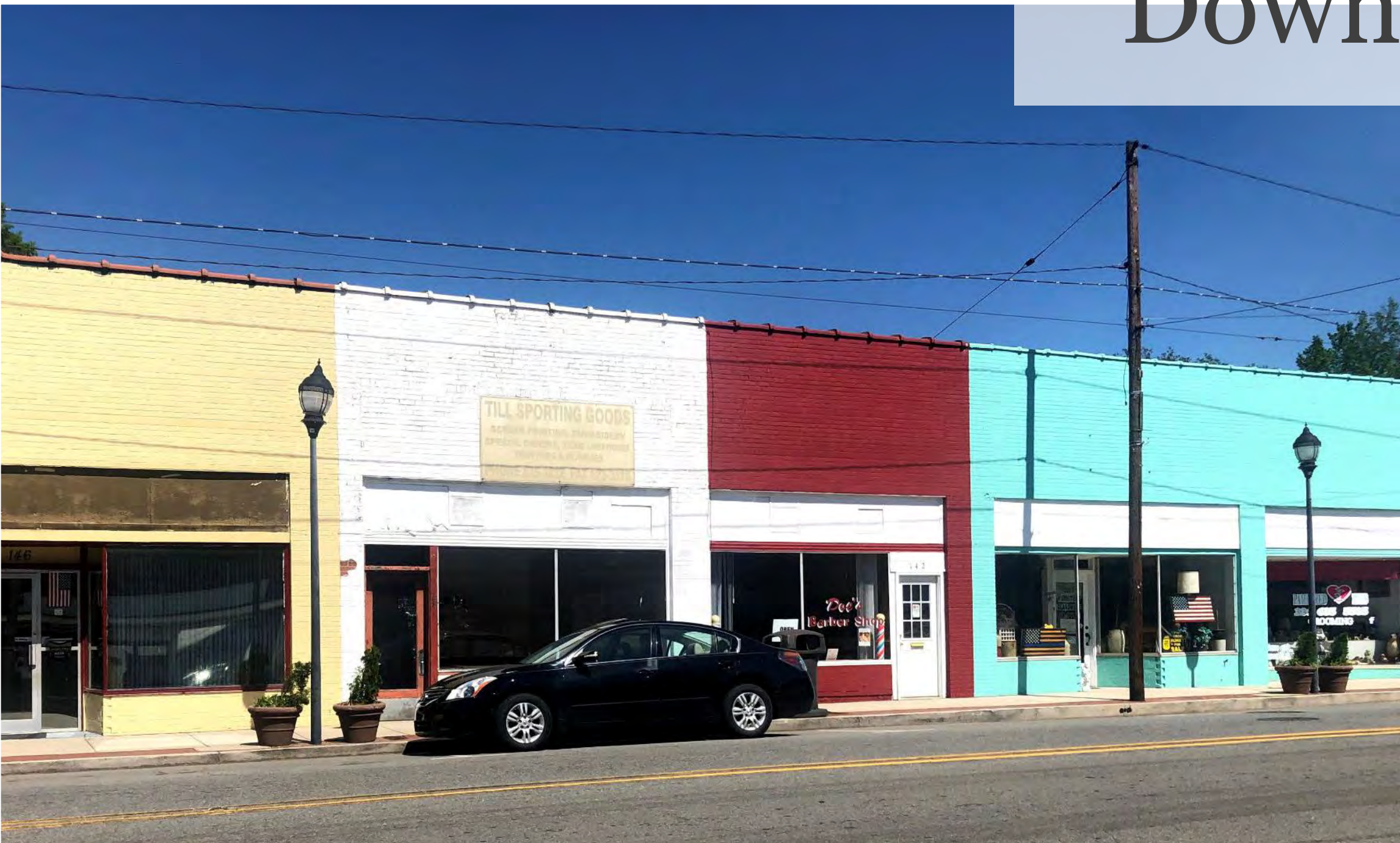


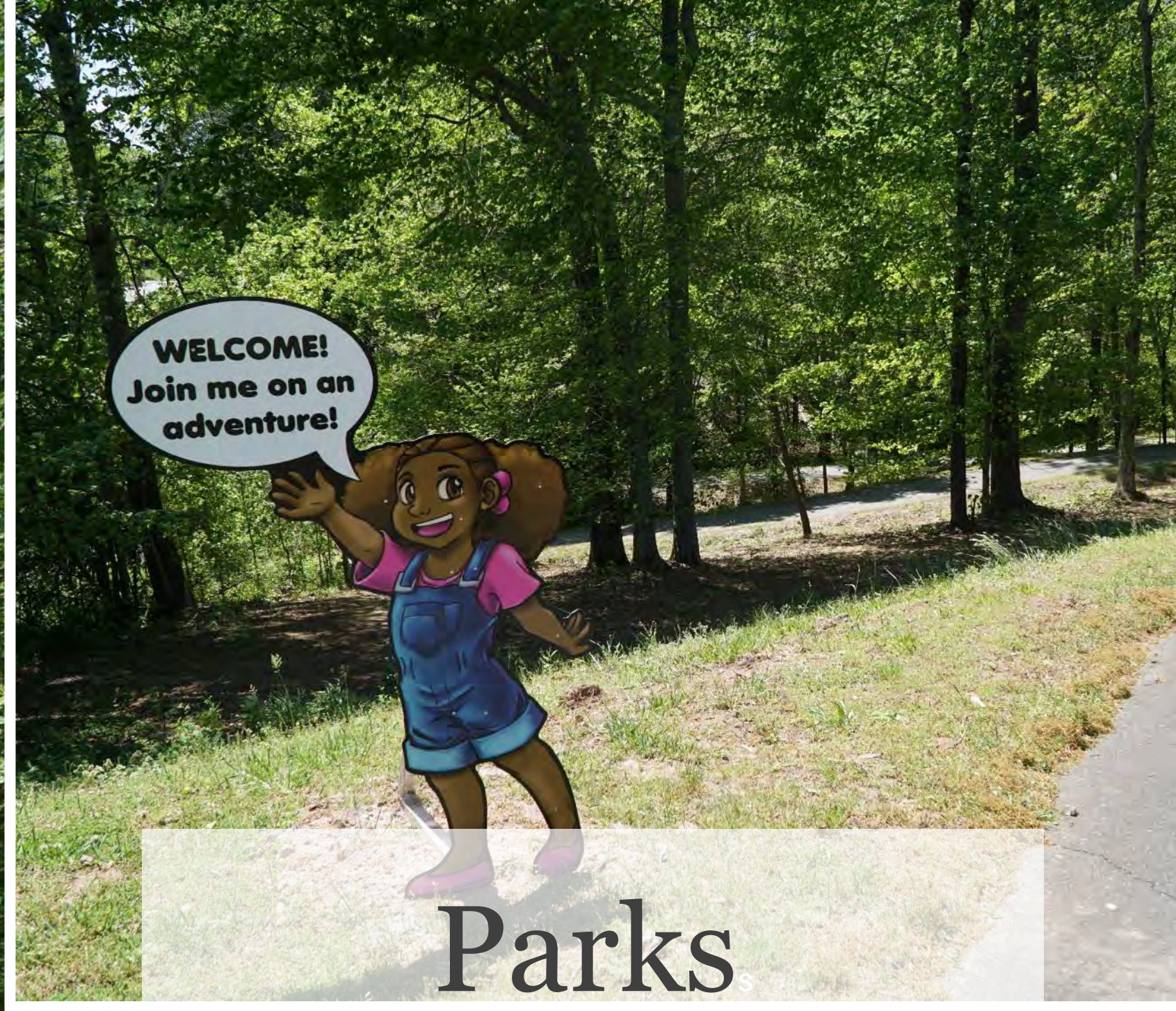
Rivers



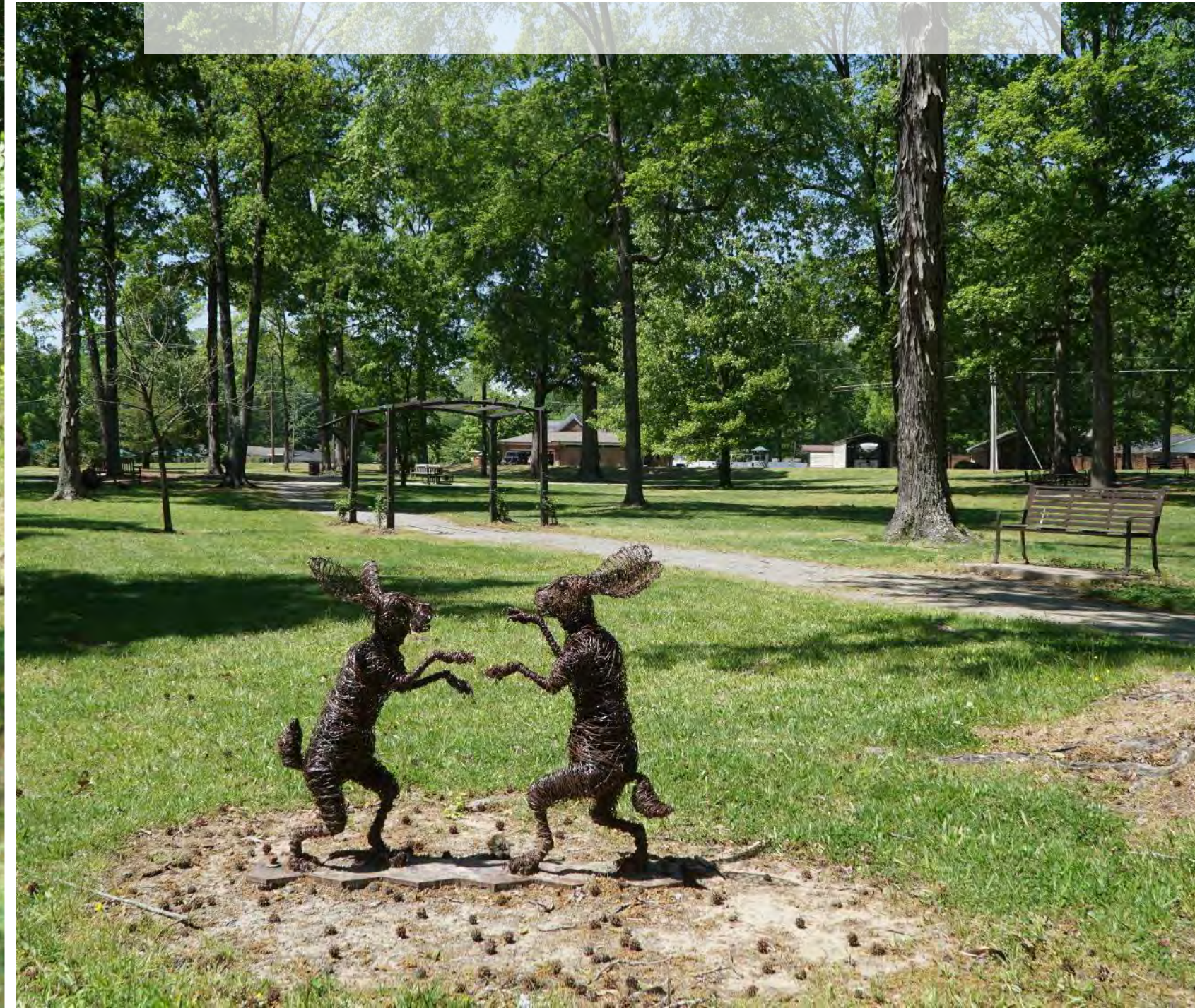


Downtowns



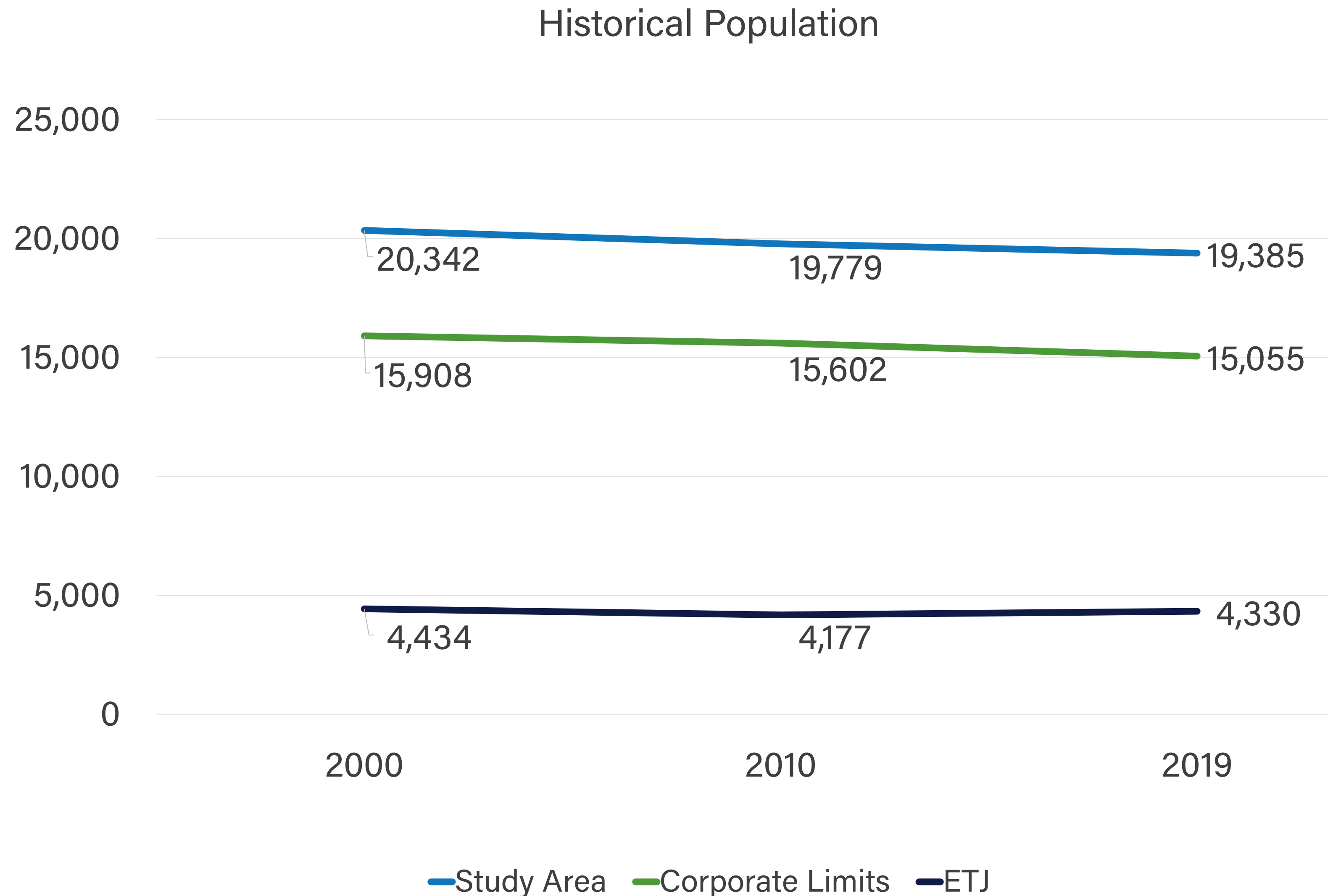


Parks



Population

- Population within the **corporate limits and ETJ declined between 2000 and 2019**
- Will have updated Census data soon (~August)**
- State demographer predicts Rockingham County's population will slightly decline in the coming decades (does not take into account local, recent trends)

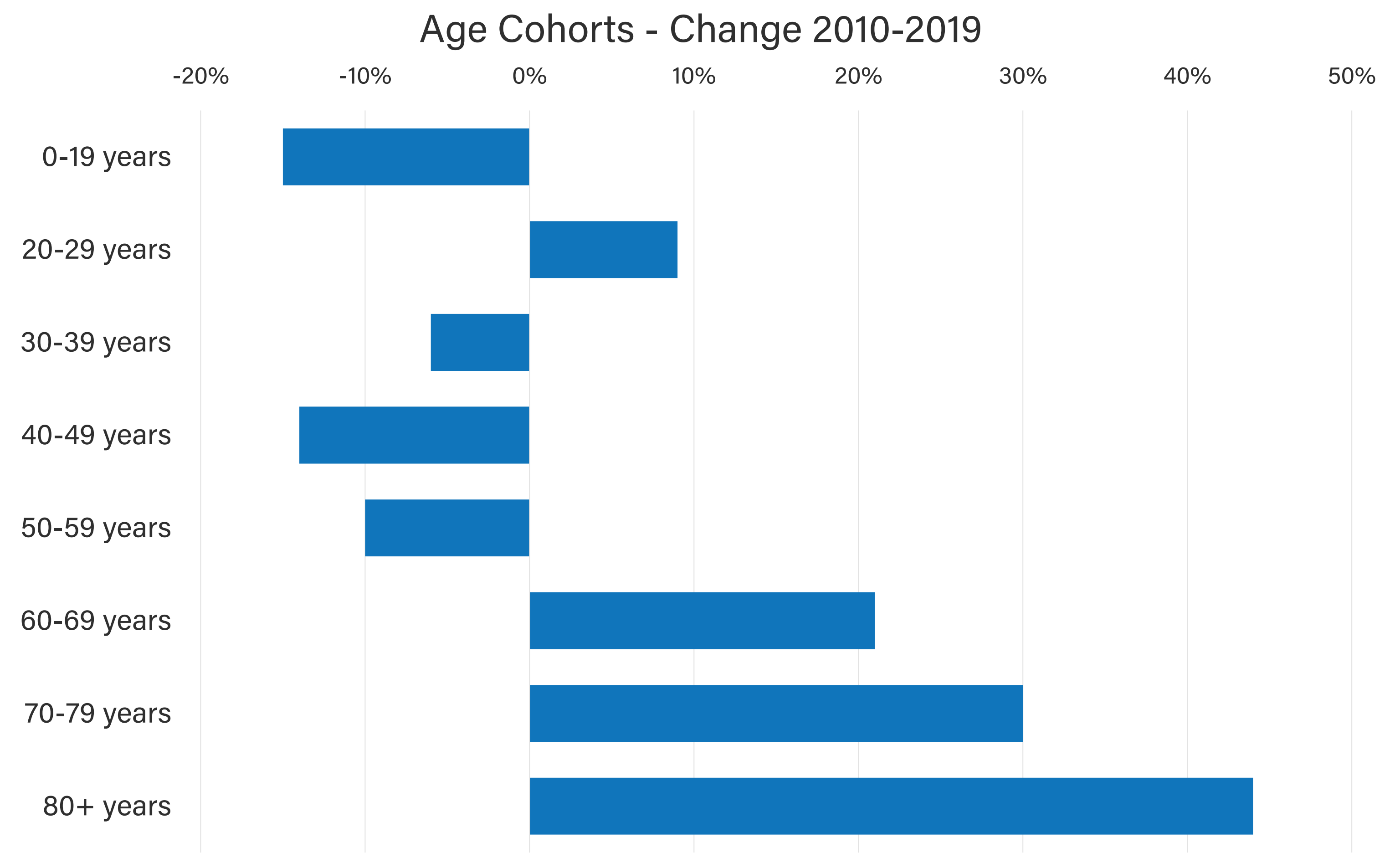


Source: US Census, ESRI

Population

Age

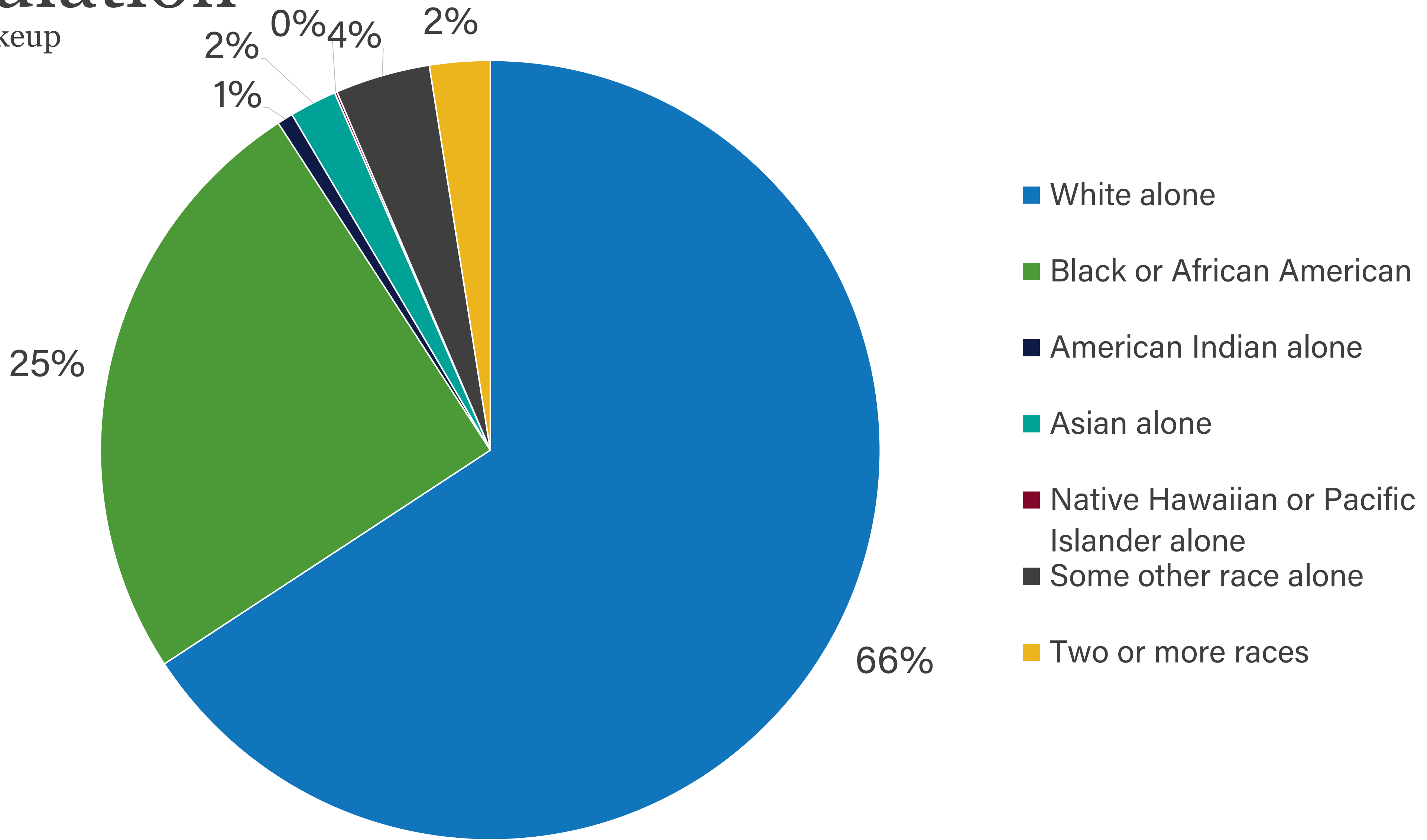
- **The population is getting older**
- Population of residents age 60 or older is increasing
- Median age within city limits has increased from 38 to 43 over the same time frame



Source: US Census, 2019 ACS

Population

Racial Makeup

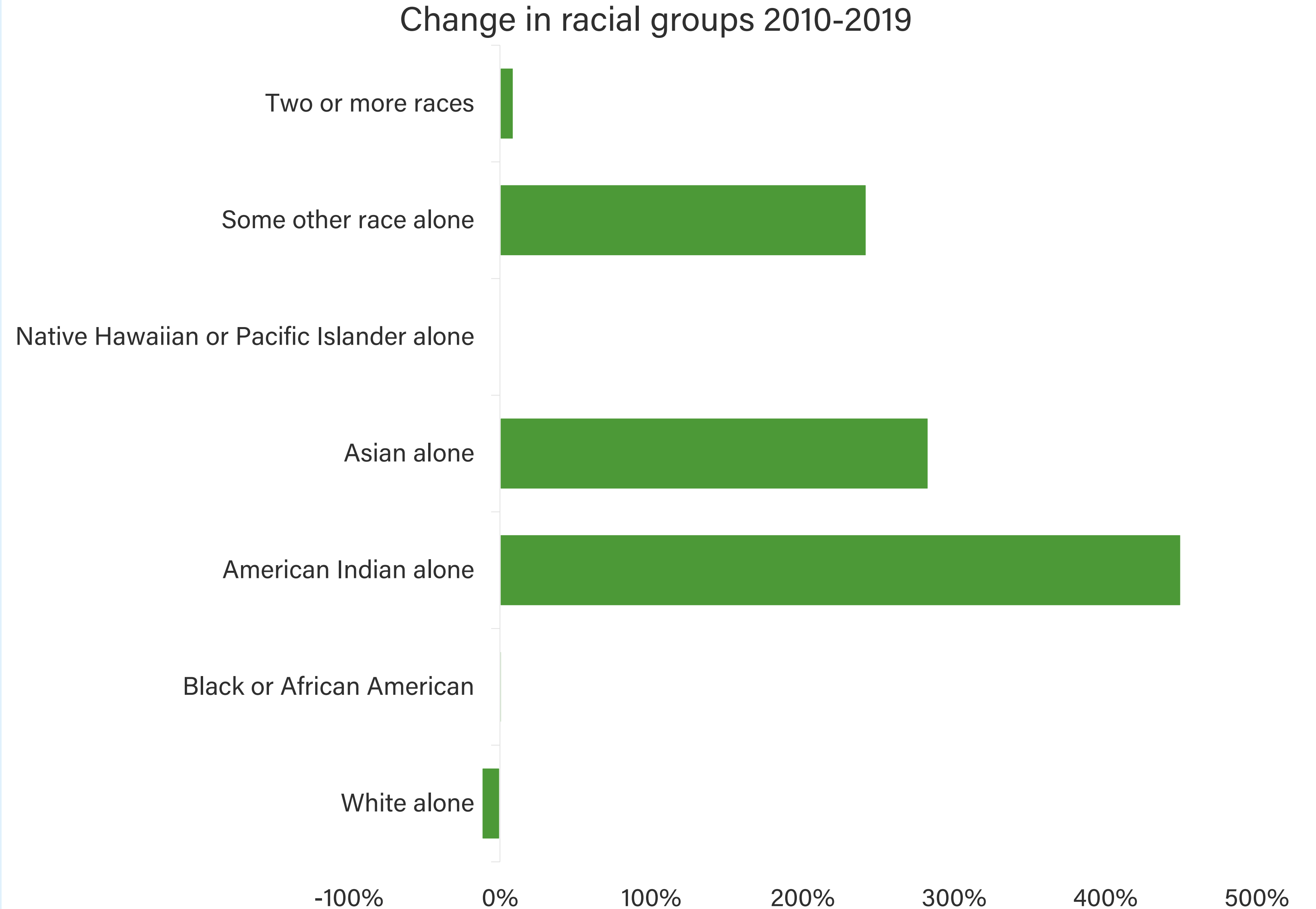


Population

Racial Makeup

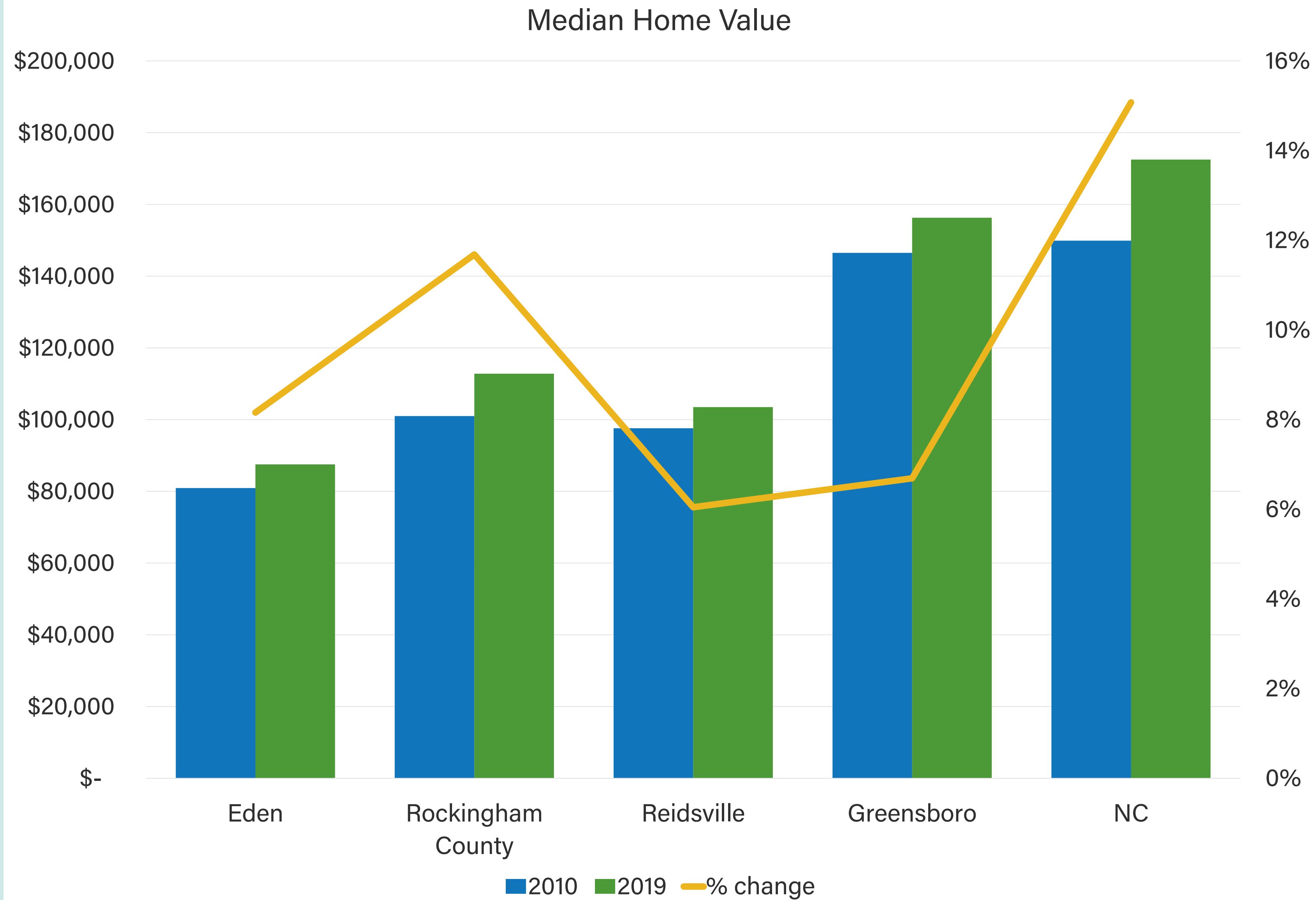
- **Eden is becoming more diverse**
- Hispanic population has increased from 4% to 9% of the total town population in the same time frame

Put in slide with existing racial makeup



Housing

- Eden's median home value has **increased 8%** since 2010 (Census)
- **Housing prices up 11-20%** in the last year (Realtor.com, Zillow)
- Realtors report a lack of inventory in recent months



Source: 2010, 2019 ACS 5-year estimates

Housing

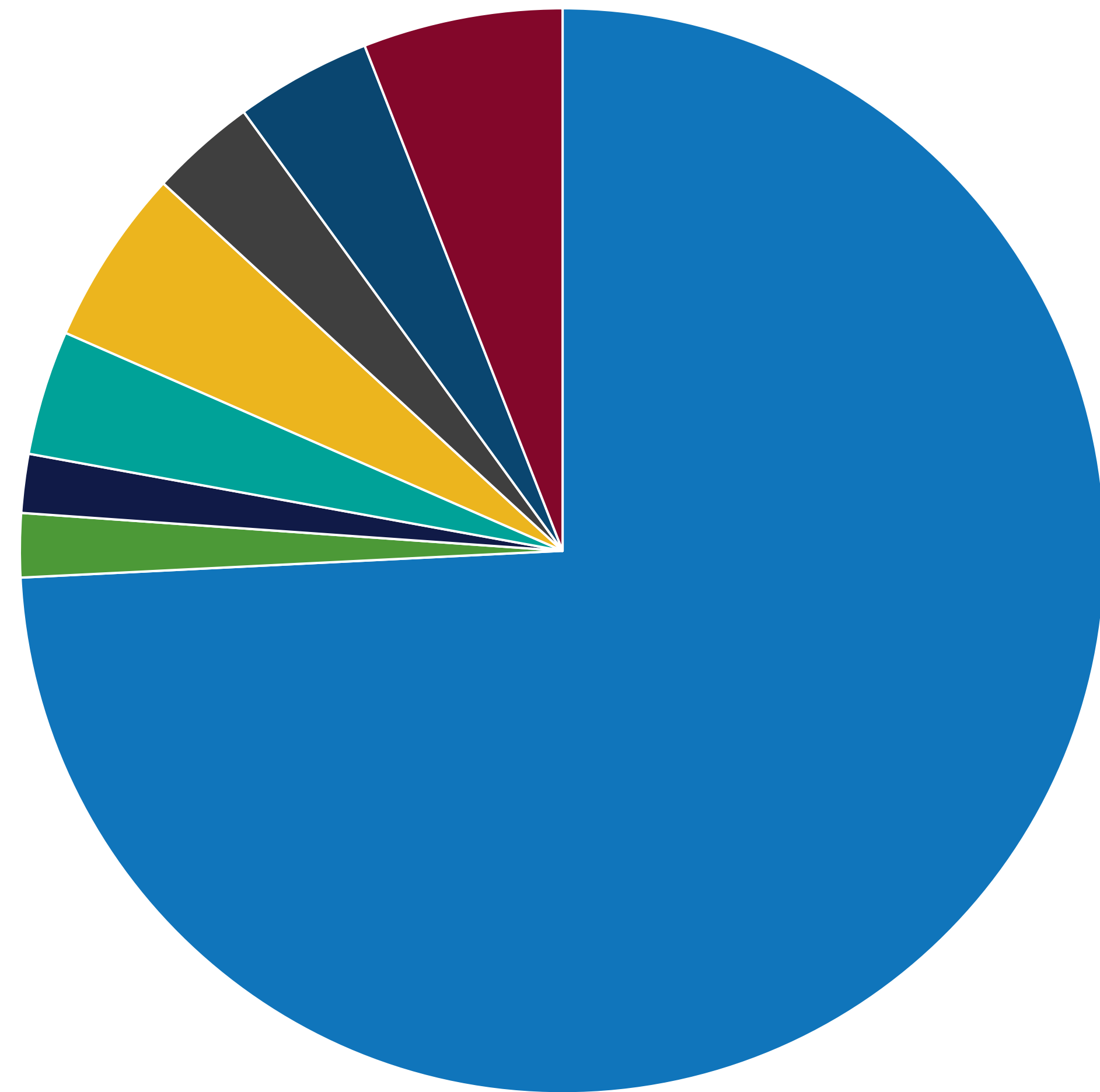
- **Days on the market** is down compared to last year (59 compared to 91 in 2020, Realtor.com)
- **Uptown hotel conversion**
 - 27 new apartments for Uptown
 - Another 25 elsewhere in Uptown



Housing

- 74% of homes in the study area are single-family detached homes
- 20% attached housing
- 6% mobile homes

Housing by Type

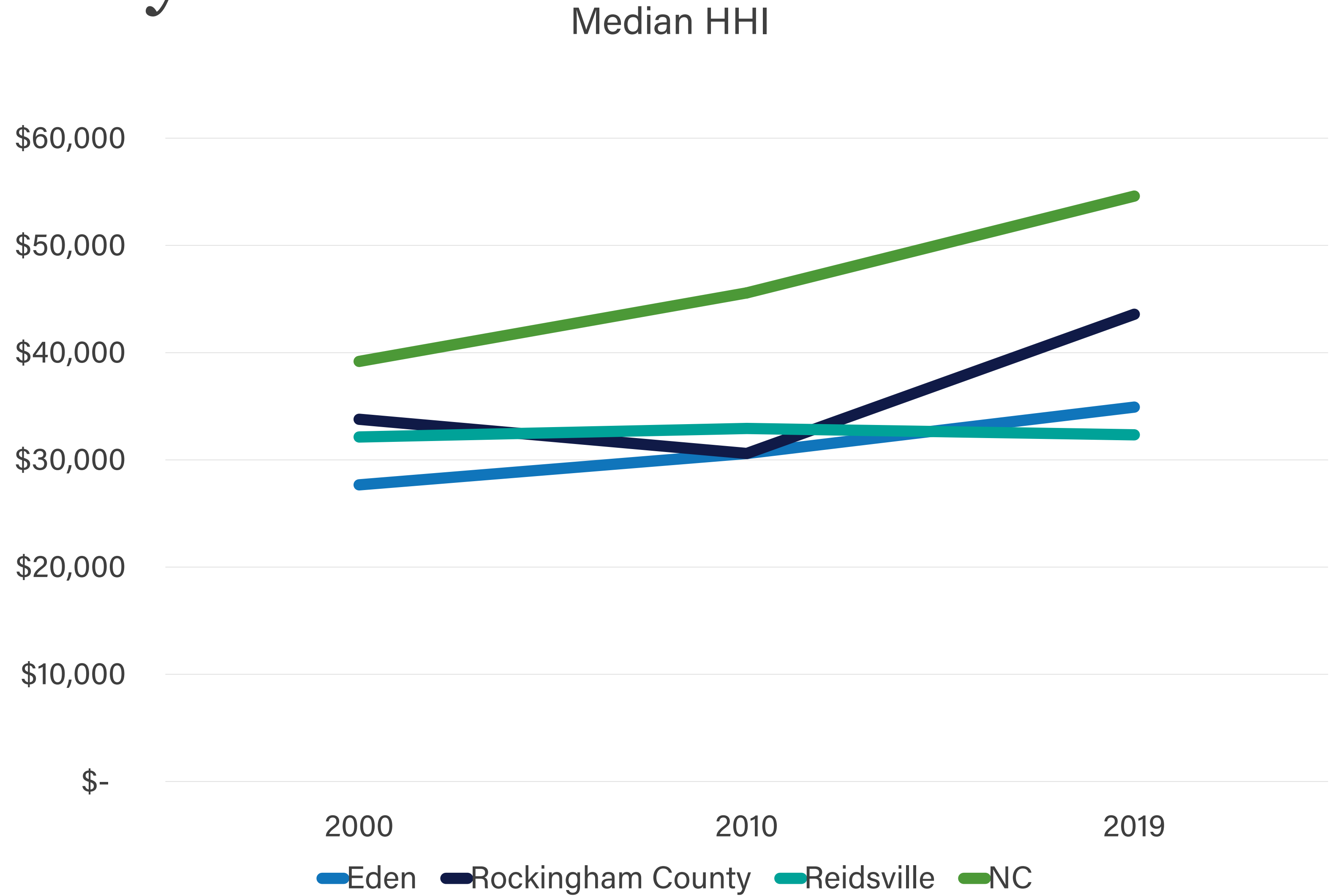


- 1 unit - detached
- 3 or 4 units
- 20 or more units
- Townhome
- 5 to 9 units
- Mobile Home
- Duplex
- 10-19 units

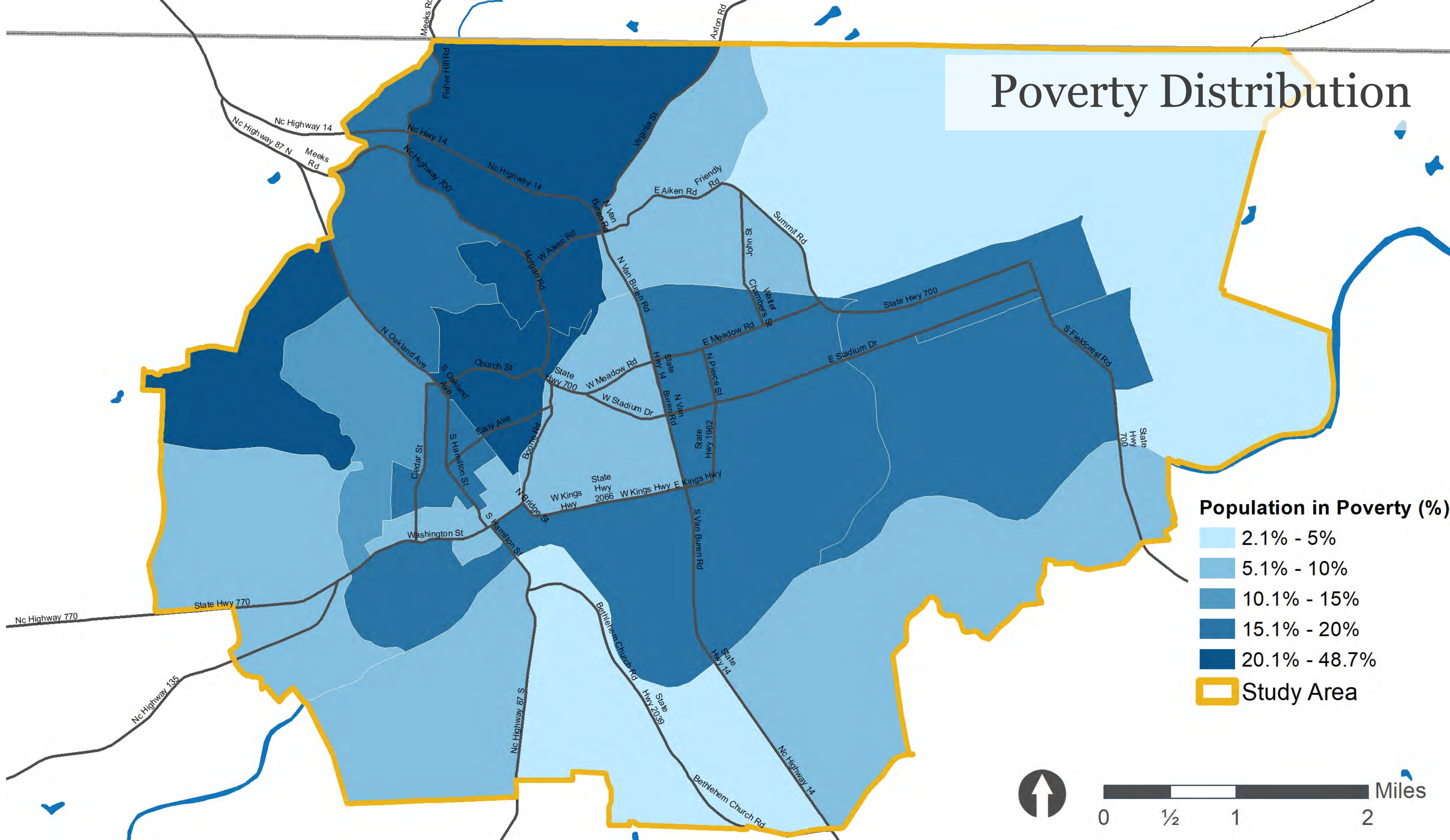
Source: 2019 ACS 5-year estimates

Income and Poverty

- 2019 Median Household income in Eden (city limits): **\$34,917**
- Poverty in Eden rose from 19% in 2010 to 22% in 2019



Poverty Distribution



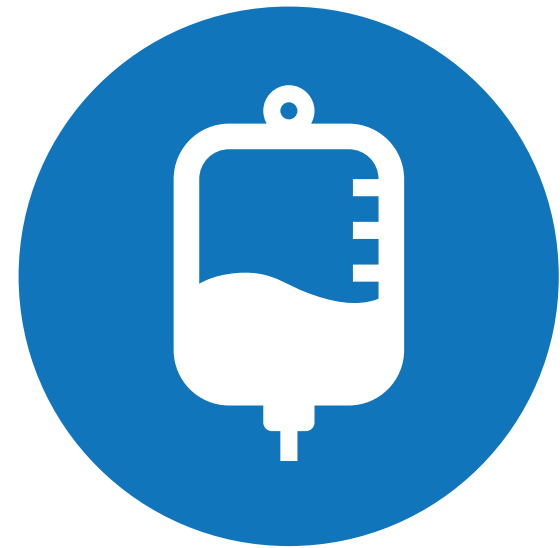
Population in Poverty (%)

- 2.1% - 5%
- 5.1% - 10%
- 10.1% - 15%
- 15.1% - 20%
- 20.1% - 48.7%
- Study Area

0 1/2 1 2 Miles

Employment Industries

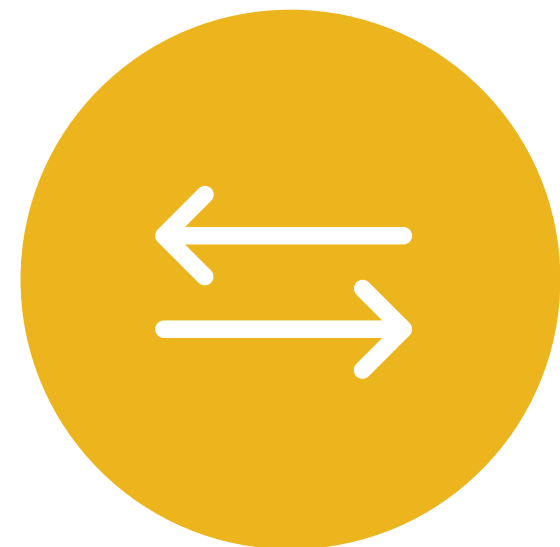
Growing Sectors



Education & Healthcare

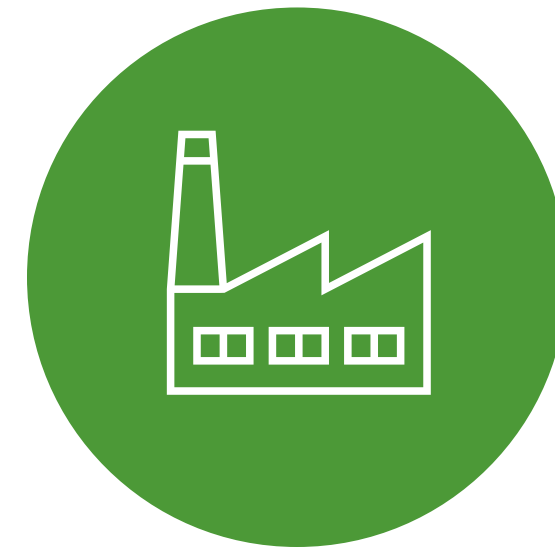


Transportation,
Warehousing, Utilities



Wholesale Trade

Decreasing Sectors



Manufacturing

Professional,
Management



Agriculture

*Manufacturing may rebound with Purina jobs

Based on 2010-2019 employment numbers.

Source: US Census

Employment

Industries

- Purina
 - 350 Jobs
 - \$450m of investment
- Small local businesses increasing



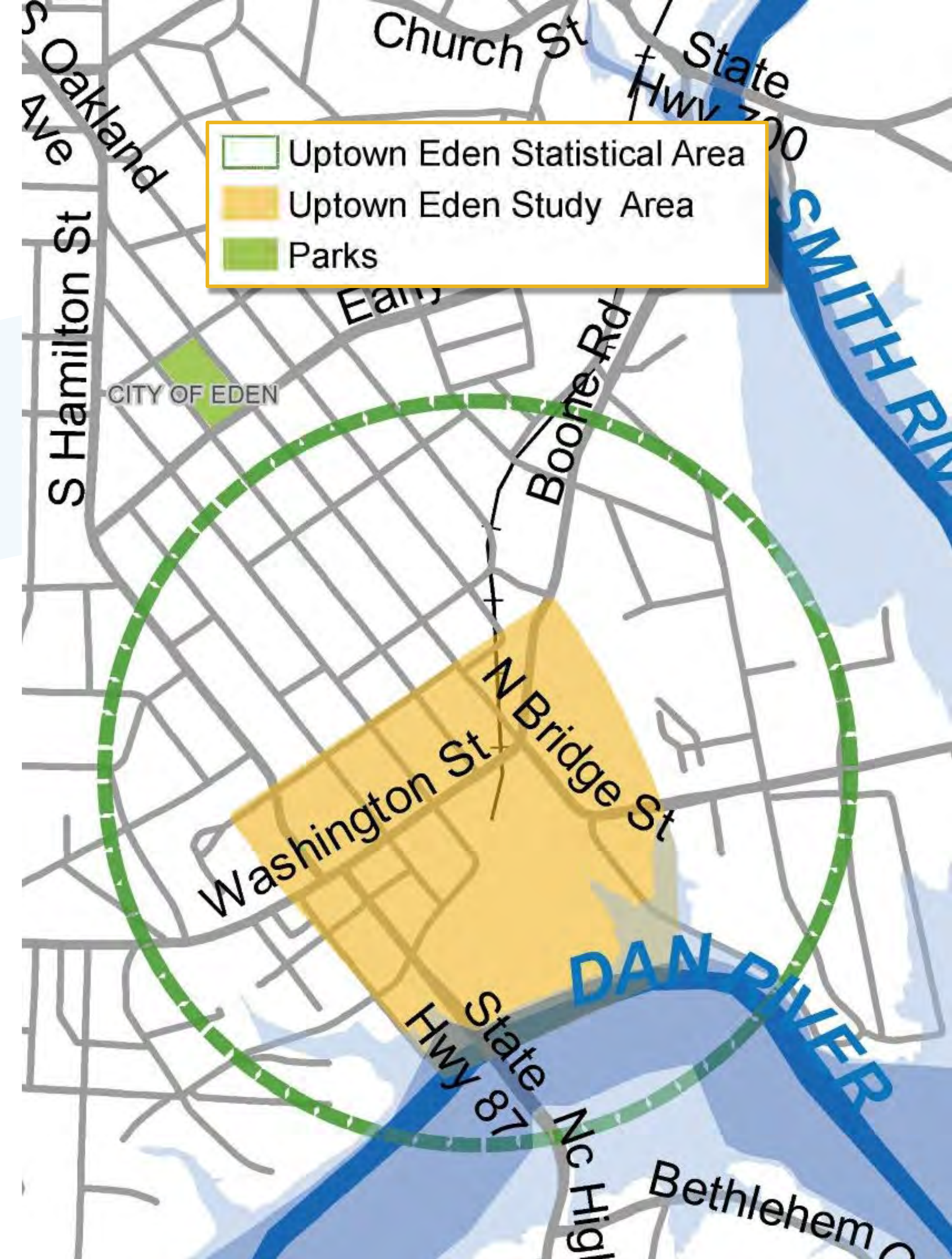
Uptown Eden (Leaksville)

- Events
 - Oink & Ale
 - River Fest
- Planned Improvements
 - Crossings
- Opportunities
 - Monroe Street Improvements
 - Karastan Plant



Uptown Eden (Leaksville) Small Area Plan

- Overall Recommendations and Conceptual Plan looking at
 - Public space
 - Building Massing and Orientation
 - Parking
 - Streetscapes
 - Lighting
 - Landscaping



Uptown Eden (Leaksville)

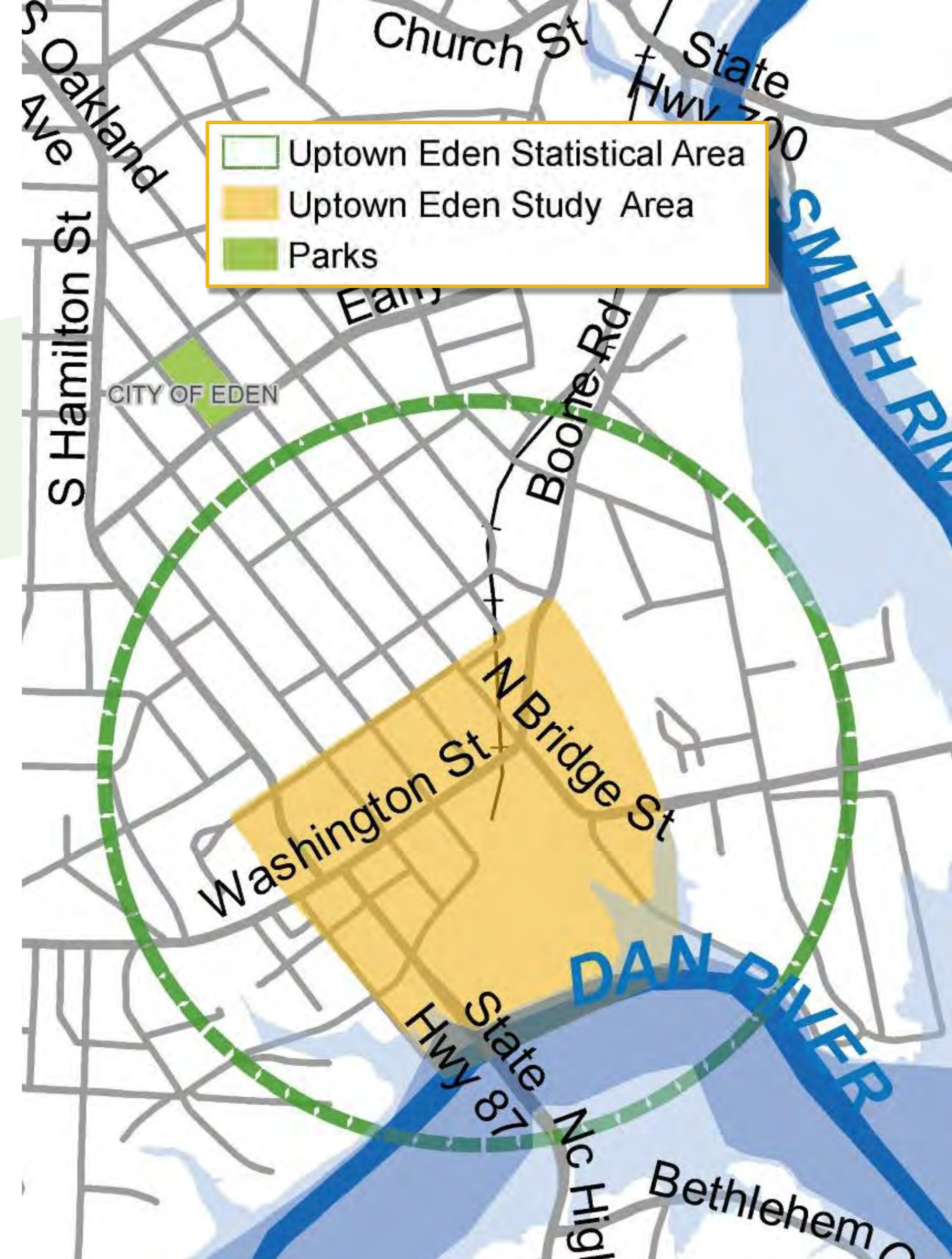
1,381
Total 2020 Population



\$36,030
Median Household Income

47

Median Age

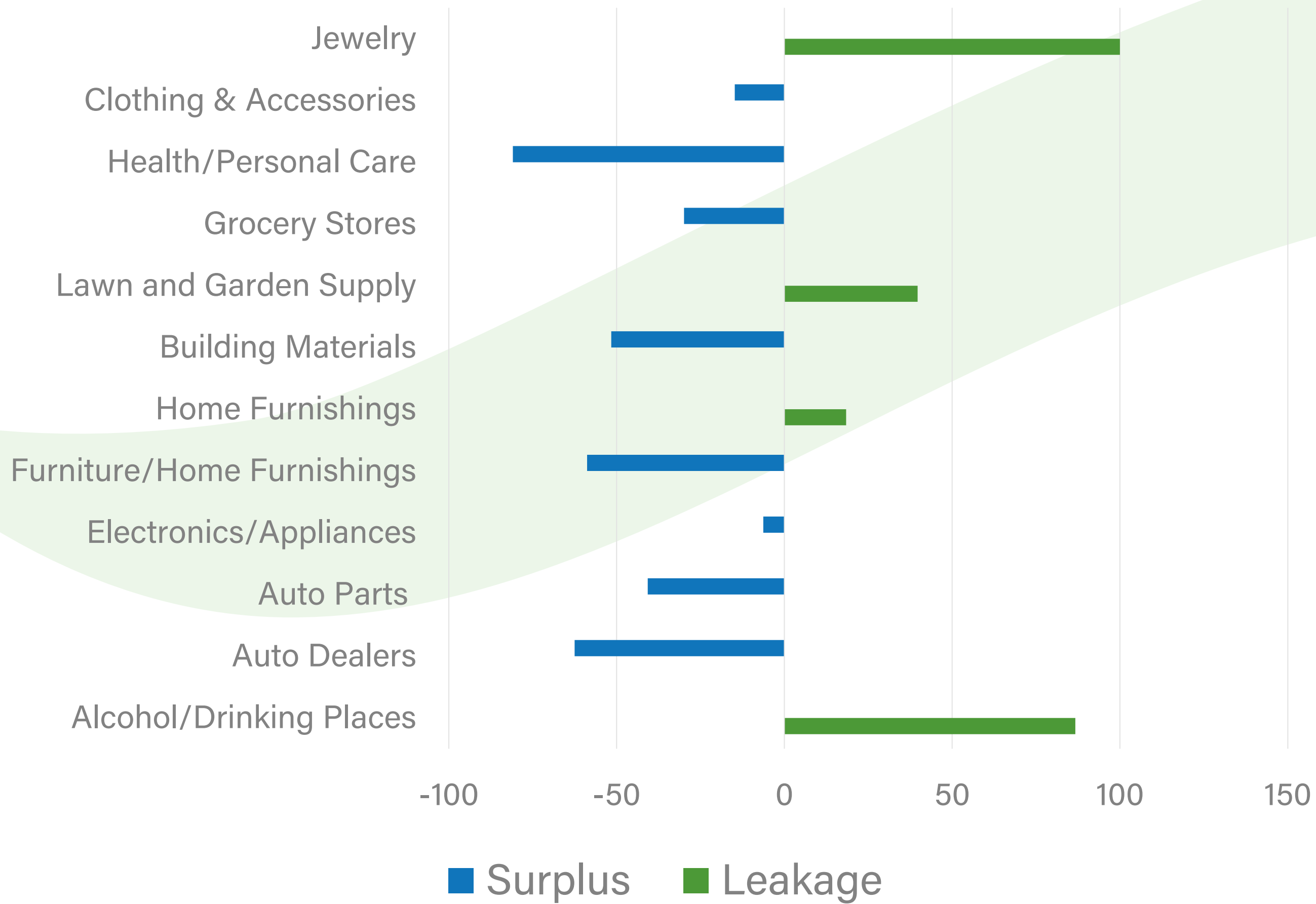


Uptown Eden (Leaksville)



Stores Sold
\$54.0
million

Surplus/Leakage Stats



Previous Planning

- Strategic Plan
 - Goal: Long-term economic development
 - Quality of place is the core economic development strategy
- 2017 Parks & Recreation Master Plan
 - Eden's current system has capacity, but needs upgrades
- 2010 Pedestrian Plan
 - *Currently being updated*

Previous Planning

- 2007 Land Development Plan
 - Envisioned compact development, connections between parts of town
 - Mixed-use development
 - Infill
- Discussed leveraging historic and natural features for tourism
- Proposed NC14 Corridor Master Plan

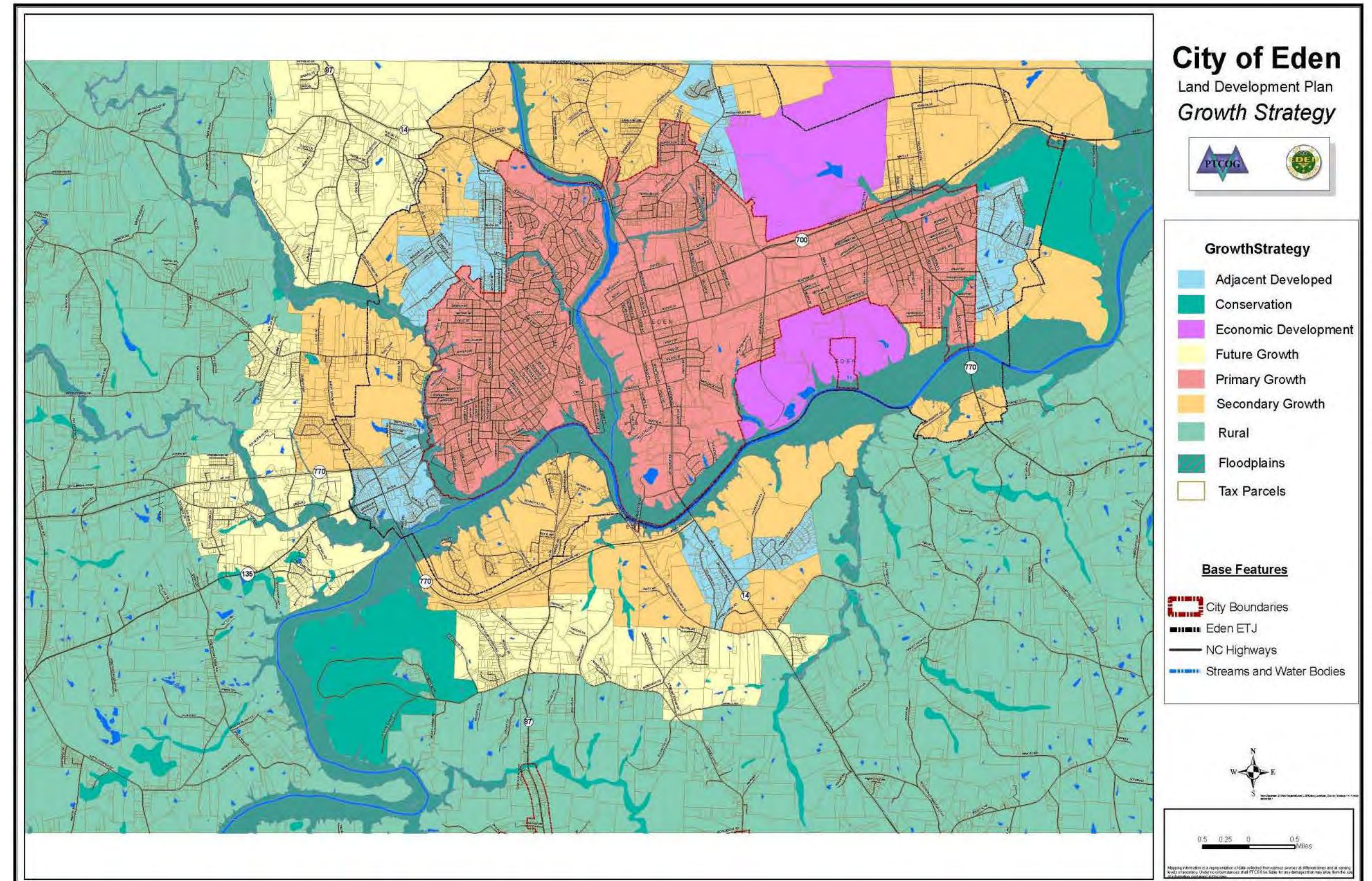


Figure 4.1 – Growth Strategy Map

Discussion & Next Steps

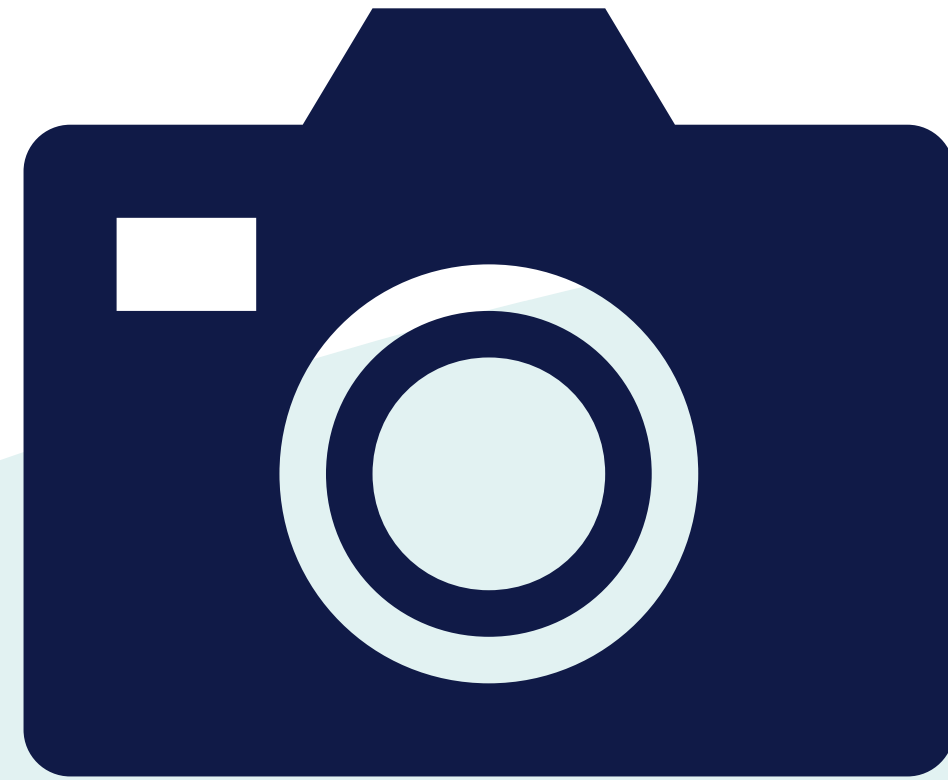


Discussion

What are the biggest **issues and opportunities** facing the **City of Eden** over the next 5 to 10 years?

What should this Plan accomplish?

Photo Activity



Show us both land use and transportation features around the City that you really like, as well as those things you don't like.