



Shaping Our Future: 2033

City of Rockingham Land Use Plan

Adopted: December 12, 2023



**AN ORDINANCE ADOPTING *SHAPING OUR FUTURE: 2033*
AS THE OFFICIAL LAND USE PLAN FOR THE CITY OF ROCKINGHAM**

WHEREAS, the Rockingham City Council has determined that the preparation of a land use plan provides a process for determining public policy and is an effective participatory process in which the legislative body and appointed boards can step back from day-to-day administration and involve citizens in a discussion of the community's major problems and opportunities; and

WHEREAS, the Rockingham City Council has determined that a land use plan provides a means for establishing a logical, political, and legal rationale for development policy and its implementation by forming a solid information base, seeking broad and deliberate involvement of citizens and other stakeholders, and exercising careful logic in relating policy to goals and the information base; and

WHEREAS, the Rockingham City Council has determined that a land use plan communicates community policy and rationale to decision makers in both the public and private sectors; and

WHEREAS, the Rockingham City Council has determined that a land use plan is a reference resource for public officials that is useful in implementing policy as they administer regulations, decide capital improvements, and negotiate and coordinate actions with different public and private participants in the development process; and

WHEREAS, the North Carolina General Statute 160D-501 requires local governments to adopt and reasonably maintain a comprehensive plan as a condition of adopting and applying zoning regulations, and *Shaping Our Future: 2033* satisfies such requirement for a comprehensive plan; and

WHEREAS, the Rockingham City Council and the Rockingham Planning Board have determined that the most recent land use plan prepared for the City and adopted in 2013 has expired; and

WHEREAS, the Rockingham Planning Board has reviewed the final draft of *Shaping Our Future: 2033* and recommended its adoption as the official land use plan for the City; and

WHEREAS, the City Council held a public hearing on December 12, 2023 to receive public comments regarding *Shaping Our Future: 2033*.

NOW THEREFORE BE IT ORDAINED, that the Rockingham City Council hereby adopts *Shaping Our Future: 2033* to serve as the official land use plan for the City of Rockingham and its extraterritorial planning and zoning jurisdiction.

BE IT FURTHER ORDAINED, that *Shaping Our Future: 2033* is hereby adopted by reference and made a part hereof as if fully incorporated.

Adopted this the 12th day of December, 2023.


John P. Hutchinson
Mayor

Attested:


Sabrina Y. McDonald, CMC
City Clerk

Mayor

John P. Hutchinson

City Council

Denise Sullivan, Mayor Pro Tem

Anne M. Edwards

C. Bennett Deane, III

A. Eugene Willard

Holly L. Howe

Planning Board

Kenny Melvin, Chairman

Jill McLester, Vice Chairman

Jamie Lambeth

Jimmy McDonald

Brent Neal

Antonio Evans

Alan Anderson

Greg Brown

Foreword

A land development plan is like a roadmap prepared for a trip. A starting point is noted and a destination is determined. If the trip is a long one, the map will likely be changed as the trip progresses. Changes in route and maybe even the destination will be made as obstacles are encountered. Road conditions, new highways, better facilities are a few of the things that can cause a change in the original plan.

As a city prepares for embarkation on the “journey” toward its land development goals, the starting point is determined by gathering data on exactly where the city is. A determination is made on where the city wants to go. Goals are set and the “journey” begins.

Excerpt from: *Rockingham Land Development Plan, 1974*

Introduction

Planning is nothing new to Rockingham. The City adopted its first zoning ordinance in 1946 in an attempt to guide the physical development of the town. The town soon realized zoning was a tool for guiding development according to a plan, and the town needed a plan. In 1959, the town adopted its first land development plan which was entitled *Rockingham, 1980*. Subsequent plans followed in 1974, 2002, and 2013. Now in 2023, more than 60 years after its initial plan, Rockingham is set to adopt *Shaping Our Future: 2033* – a successor plan to and comprehensive update of *Shaping Our Future: 2023*.

Shaping Our Future: 2033 was completed with extensive involvement from citizens, the Planning Board, the City Council, and City staff. From the very beginning of the process in the fall of 2022, all entities involved set out to answer three critical questions:

1. Where are we now?
2. Where are we going in the future?
3. How do we get there?

The preparation of this plan provided a process for determining public policy, and a basis for assessing and periodically updating local development regulations. The completed plan communicates community policy and rationale to decision makers in both the public and private sector and serves as a reference resource for public officials. The land use plan is not law, but rather a guide to assist community leaders when making decisions regarding the future development of the City. The plan is equally based on fact and citizen input and should not be regarded lightly.

Methodology

The method by which this plan was prepared included collecting and reviewing factual data; collecting and reviewing citizen input; and developing a community vision and series of goals and objectives based on the factual data and citizen input. First, City staff performed a comprehensive review and analysis of existing conditions that influence and reflect community growth and development patterns. As a part of this first step, City staff collected data from the United States Department of Commerce - Bureau of Census and the City of Rockingham Planning Department. (It should be noted that many of the population and economic demographics in this document are compared with those of Richmond County and North Carolina to provide a better point of reference for the statistics.) City staff also used their extensive personal knowledge of the city and surrounding area to document existing conditions. City staff and the Planning Board then derived a series of fact-based conclusions from the data analysis.

Second, City staff devised a strategy for engaging citizens in this planning process and collecting their thoughts and ideas. A "citizen survey" was developed and circulated online and via social media outlets to residents and businesses. The survey was designed to help citizens identify and prioritize key

issues in the community. It should be noted that City staff and the Planning Board made the decision to not conduct any citizen input sessions since those conducted in past planning efforts yielded very little citizen participation and proved ineffective.

Finally, after analyzing the results from the citizen survey, the Planning Board drafted a community vision statement based on the responses. The committee then devised a series of goals equally based on the results of the citizen survey and the conclusions drawn from the analysis of existing conditions. Then, under each goal the committee identified specific objectives or tasks to be accomplished to assist in achieving the goal and ultimately bring the vision to fruition.

Annual Review and Assessment of Progress

This document is intended to be a 10-year plan that serves as a reference and guide for decision-making in capital improvement planning, annual budgeting, legislative decision-making, and other issues pertaining to the growth and development of the City. To maintain the validity of the plan and ensure consistent progress is being made toward accomplishing goals and objectives set forth herein, the Planning Board and City staff should review the document on an annual basis. During the annual review, consideration should be given to changes in existing conditions not anticipated in this document that may affect the document's use in decision-making. Periodic updates and revisions to the plan may be necessary to properly address changing conditions. The annual review should also assess the progress made toward accomplishing goals and objective set forth herein. A report from the Planning Board outlining the findings of each annual review should be forwarded to the City Council.

Historical Background

On June 2, 1784, the North Carolina General Assembly approved an act "establishing and laying out a town in Richmond County by the name of Rockingham." A committee of seven men was appointed and "empowered to agree with workmen for building a courthouse, prison, and stocks at such place as they, or a majority of them shall agree upon, as near the center of the county as possible, and purchase of the owners of the land selected, 50 acres for erecting and building those public buildings upon". The committee selected fifty acres located on a high, sandy knoll overlooking the convergence of Hitchcock Creek and Falling Creek along the road running from the mountains to Cross Creek as the site to establish the town of Rockingham. The original town design consisted of 76 lots platted in a traditional grid street system with one acre reserved for the courthouse (present site of Harrington Square).

Rockingham grew slowly during the early years following its establishment. In 1843, almost 60 years after the first lots and streets where platted, Captain W.I. Everett estimated the town to have 36 dwellings and an approximate population of 150. However, as the industrial revolution sweep across America, Rockingham began to emerge as a major textile manufacturing community. From 1860 to 1900 at least eight textile mills were constructed and commenced operations in the areas surrounding

Rockingham. By 1920, the population of Rockingham had increased to 2,509 and the textile industry had become a dominant factor in the local economy. The textile industry continued to thrive in Rockingham for the better part of the 20th century. Several of the mill sites were still in use as late as 2001, and textiles continued to be an important component of the local economy although to a lesser extent. In 2023, all the textiles mills are closed with most being demolished.

During the 1960's, Rockingham began to evolve into a regional center for goods and services primarily because of its central location for surrounding communities such as Wadesboro, Laurinburg, Cheraw, Bennettsville, and Hamlet. However, transportation improvements and an increasing reliance on automobiles allowed greater accessibility to more metropolitan areas such as Charlotte, Greensboro, Raleigh, Fayetteville, and Columbia and limited Rockingham's growth into a major regional center.

Part 1

Analysis of Existing Conditions

“Good planning does not begin with an abstract or arbitrary scheme that it seeks to impose on the community: it begins with a knowledge of existing conditions and opportunities.” -- Lewis Mumford

Population, Economic, and Housing

General Overview

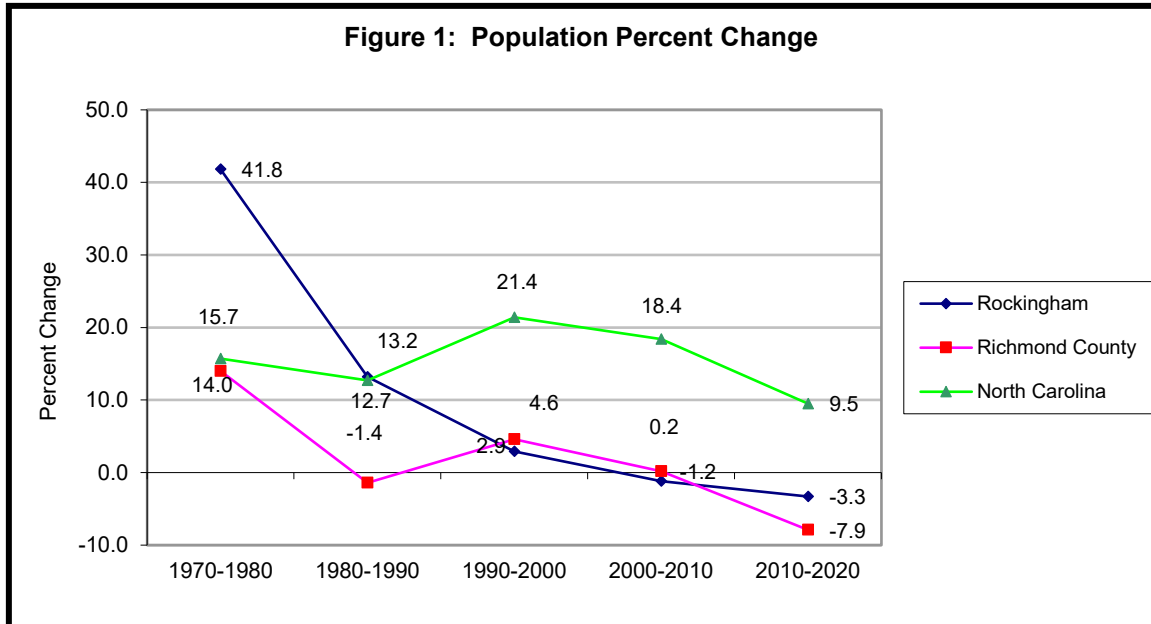
As indicated in Table 1 below, the population of Rockingham declined for the second consecutive census from 9,558 in 2010 to 9,243 in 2020 – a 3.3 percent decline. Richmond County also experienced a 7.9 percent decline in population during the same period, while North Carolina experienced a 9.5 percent increase. If not for the County Home Road/Clemmer Road annexation in 1995, Rockingham would have experienced negative population growth in the 2000 Census also. The population trend since 1990 is nominal to negative population growth for both Rockingham and Richmond County while North Carolina as whole has experienced significant population gains. Table 1 identifies the population and percent changes by decade for Rockingham, Richmond County, and North Carolina between 1970 and 2020. Figure 1 illustrates the population percent change for each entity as identified in Table 1.

Table 1: Population			
	Rockingham	Richmond County	North Carolina
1970	5,852	39,889	5,082,059
1980	8,300	45,481	5,880,095
1970-1980 % Change	41.8 %	14.0 %	15.7 %
1990	9,399	44,518	6,628,637
1980-1990 % Change	13.2 %	-1.4 %	12.7 %
2000	9,672	46,564	8,049,313
1990-2000 % Change	2.9 %	4.6 %	21.4 %
2010	9,558	46,639	9,535,483
2000-2010 % Change	-1.2 %	0.2 %	18.4 %
2020	9,243	42,946	10,439,388
2010-2020 % Change	-3.3 %	-7.9 %	9.5 %

Sources: US Department of Commerce, Bureau of Census 1970, 1980, 1990, 2000, 2010, and 2020

The current trends in population growth indicate Rockingham can expect no significant population increase over the next decade. This assumption is based on past population trends and does not consider other factors that could increase population growth, such as improved public infrastructure and economic development efforts. This document will not make quantitative predictions on how those factors could influence population growth. However, considering the last 40 years and other economic characteristics identified in this document, it is reasonable to assume and project no significant increase in population growth for Rockingham during the next 10-year period (2023-2033).

The population figures discussed herein for Rockingham reflect the number of persons inside the municipal boundaries. However, the extraterritorial planning and zoning jurisdiction (ETJ) of Rockingham also includes a significant population. No federal, state or local data exists that provides a certified



population estimate for Rockingham’s ETJ. So, for the purposes of this document, City staff estimated the population of Rockingham’s ETJ at approximately 1,945. This population estimate for the ETJ was derived by counting residential roof tops in the ETJ on aerial photographs and multiplying by the average household size (2.2) for Rockingham in the 2020 Census. The estimated ETJ population declined from the estimate of 3,200 in the previous land use plan (2013) because the City Council relinquished portions of the extraterritorial jurisdiction in 2020. Map 1 identifies the municipal boundaries and the ETJ boundaries.

Age Distribution

Table 2 compares the age distribution and percent change per cohort for Rockingham, Richmond County, and North Carolina between 1980 and 2020. This data indicates three of the five age cohorts experienced a negative percent change in the period between 2010 and 2020 in both Rockingham and Richmond County. In Rockingham, the ‘less than 5’ cohort decreased by -21.8 percent, the ‘5-17’ cohort decreased by -24.9 percent, and the ‘18-54’ cohort decreased by -10.2 percent. In Richmond County, the ‘less than 5’ cohort decreased by -11.6 percent, the ‘5-17’ cohort decreased by -14.5 percent, and the ‘18-54’ cohort decreased by -6.6 percent. In comparison, North Carolina experienced a decline in only one cohort – the ‘less than 5’ by -4.4 percent.

Table 2: Age Distribution										
		1980	1990	1980-1990 % Change	2000	1990-2000 % Change	2010*	2000-2010 % Change	2020**	2010-2020 % Change
Rockingham	< 5	536	672	25.4	676	0.6	671	-0.1%	525	-21.8%
	5 – 17	1,789	1,726	-3.5	1,815	5.2	1,989	9.6%	1,494	-24.9%
	18 – 54	3,986	4,494	12.7	4,591	2.2	4,170	-9.2%	3,743	-10.2%
	55 – 64	908	951	4.7	900	-5.4	1,183	31.4%	1,219	3.0%
	65+	1,081	1,556	43.9	1,690	8.6	1,545	-8.6%	1,790	15.9%
Richmond County	< 5	3,371	3,001	-10.9	3,161	5.3	3,096	-2.1%	2,736	-11.6%
	5 – 17	10,117	8,772	-13.3	8,836	0.7	9,636	9.1%	8,239	-14.5%
	18 – 54	21,600	22,137	2.5	23,814	7.6	21,116	-11.3%	19,734	-6.6%
	55 – 64	5,149	4,289	-16.7	4,404	2.7	6,100	38.5%	6,118	0.3%
	65+	5,244	6,319	20.5	6,349	0.5	6,691	5.4%	7,932	18.6%
North Carolina	< 5	404,000	458,955	13.6	539,509	17.6	632,040	17.2%	605,299	-4.2%
	5 – 17	1,253,441	1,147,194	-8.5	1,424,538	24.5	1,926,640	35.2%	1,986,194	3.1%
	18 – 54	3,068,736	3,631,244	18.3	4,392,506	21.0	4,603,963	4.8%	4,765,308	3.5%
	55 – 64	550,879	586,903	6.5	723,712	23.3	1,138,761	57.4%	1,341,072	17.8%
	65+	603,039	603,039	33.4	969,048	20.5	1,234,079	27.3%	1,688,354	36.8%

Source: US Dept. of Commerce, Bureau of Census 1980, 1990, 2000, 2010, and 2020
 * Note: The age cohort grouping was different in the 2010 and 2020 Census data. In both the 2010 and 2020 data sets, the previous 5-17 cohort was changed to 5-19 and the 18-54 cohort was changed to 20-54. This accounts for some of the percent change from the previous Census year data sets.
 ** Note: The 2020 age distribution figures are derived from American Community Survey population estimates and therefore do not total the population counts in Table 1.

Between 2000 and 2010, the '55-64' age cohort experienced the largest percent increase in Rockingham (31.4 percent), Richmond County (38.5 percent), and North Carolina (57.4 percent). A decade later, the '65+' age cohort experienced the largest percent increase of any of the cohorts in Rockingham (15.9 percent), Richmond County (18.6 percent), and North Carolina (36.8 percent). This is logical and expected since the '65+' age cohort includes the "baby boom" generation and is now at retirement age.

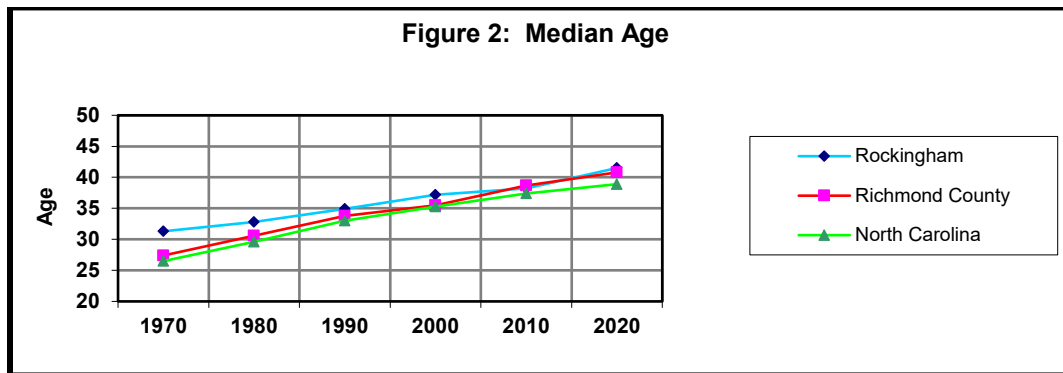
Median Age

Since the fastest-growing age cohort in Rockingham, Richmond County, and North Carolina is the '65+' cohort, and the baby boom generation is at retirement age, it is no surprise the median age has steadily increased. From 1970 to 2020, the median age in Rockingham rose from 31.3 to 41.5 and is comparable to the same rate of increase experienced in Richmond County and North Carolina during the same period. Table 3 compares the median age for Rockingham, Richmond County, and North Carolina

for each decade from 1970 through 2020. Figure 3 illustrates the trend in median age for Rockingham, Richmond County, and North Carolina between 1970 and 2020.

Table 3: Median Age						
	1970	1980	1990	2000	2010	2020
Rockingham	31.3	32.8	34.9	37.2	38.2	41.5
Richmond County	27.4	30.6	33.8	35.5	38.7	40.8
North Carolina	26.5	29.6	33.0	35.3	37.4	38.9

Source: US Dept. of Commerce, Bureau of Census 1970, 1980, 1990, 2000, 2010, and 2020



Household Size

The average household size for Rockingham steadily declined between 1970 and 2020, as was the case with Richmond County, but North Carolina remained constant since 2000. The decrease in the average household size results from several factors, including an aging population where children are no longer present in the household, families having fewer children, and an increase in the number of single-parent households. Table 4 compares the average household size for Rockingham, Richmond County, and North Carolina between 1970 and 2020.

Table 4: Average Household Size							
	1970	1980	1990	2000	2010	2010	2020
Rockingham	2.9	2.7	2.4	2.3	2.3	2.3	2.2
Richmond County	3.3	2.8	2.6	2.5	2.5	2.5	2.4
North Carolina	3.2	2.9	2.6	2.5	2.5	2.5	2.5

Source: US Dept. of Commerce, Bureau of Census 1970, 1980, 1990, 2000, 2010, and 2020

Educational Attainment

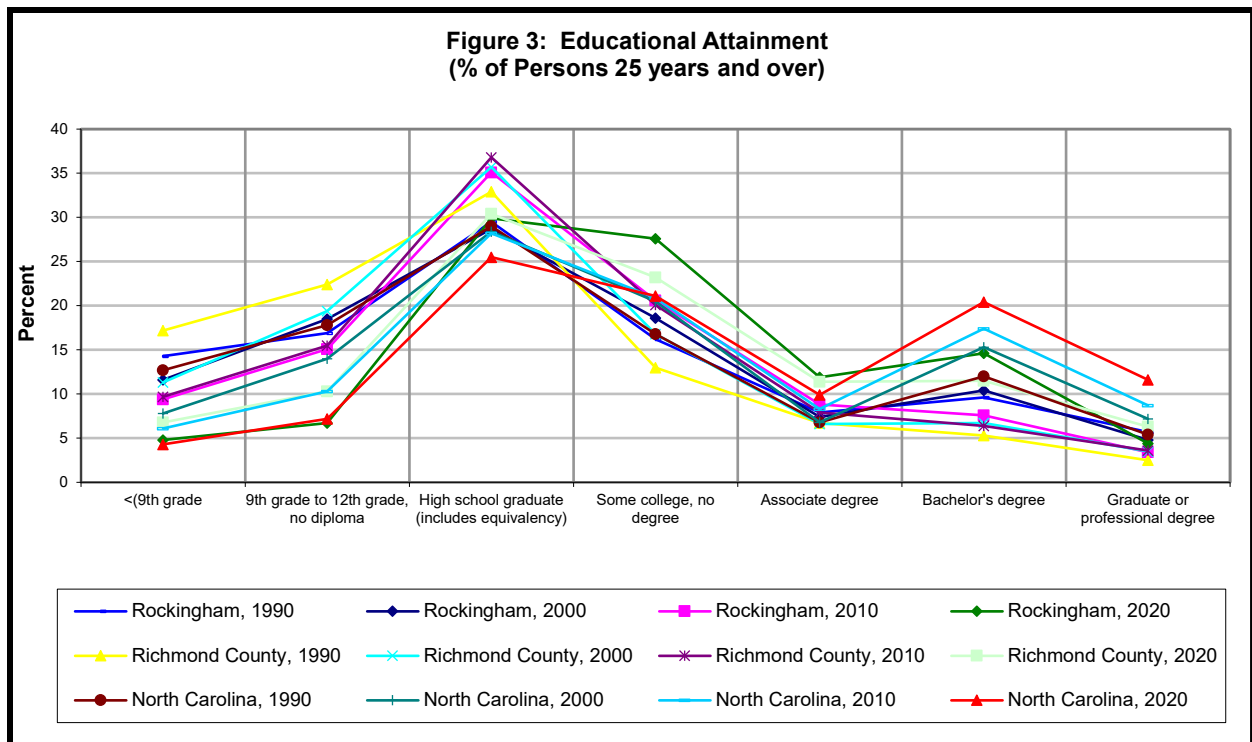
A comparison of educational attainment levels (persons 25 years and over) for Rockingham, Richmond County, and North Carolina between 1990 and 2020 is set forth in Table 5. Figure 3 illustrates the percentages identified in Table 5 and indicates the three entities experienced similar trends lines during the 30-year period.

Table 5: Educational Attainment (% of Persons 25 years and over)												
	Rockingham				Richmond County				North Carolina			
	1990	2000	2010	2020	1990	2000	2010	2020	1990	2000	2010	2020
< 9th grade	14.3	11.6	9.4	4.8	17.2	11.3	9.7	6.8	12.7	7.8	6.1	4.3
9th grade to 12th grade, no diploma	16.9	18.5	15.1	6.7	22.4	19.4	15.5	10.3	17.8	14.0	10.3	7.2
High school graduate (includes equivalency)	29.5	28.7	35.1	29.9	32.9	35.7	36.8	30.4	29.0	28.4	28.2	25.5
Some college, no degree	16.2	18.6	20.6	27.6	13.0	16.8	20.1	23.2	16.8	20.5	20.9	21.1
Associate degree	7.9	7.4	8.8	11.9	6.7	6.6	7.9	11.4	6.8	6.8	8.3	9.9
Bachelor degree	9.6	10.4	7.6	14.6	5.3	6.7	6.4	11.5	12.0	15.3	17.4	20.4
Graduate or professional degree	5.7	4.8	3.4	4.4	2.5	3.5	3.6	6.3	5.4	7.2	8.7	11.6

Source: US Department of Commerce, Bureau of Census 1990, 2000, 2010, 2020

A closer review of the data indicates Rockingham experienced significant improvement in educational attainment levels between 2010 and 2020. The 'some college, no degree' cohort increased from 20.6 percent in 2010 to 27.6 percent in 2020; the 'associate degree' cohort increased from 8.8 percent in 2010 to 11.9 percent in 2020; the 'bachelor's degree' cohort increased from 7.6 percent in 2010 to 14.6 percent in 2020; and the 'graduate or professional' degree increased from 3.4 percent in 2010 to 4.4 in 2020. Rockingham also experienced a significant decline in both the '<9th grade' cohort from 9.4 percent in 2010 to 4.8 percent in 2020; and the '9th grade to 12th grade, no diploma' cohort from 15.1 percent in 2010 to 6.7 percent in 2020.

Richmond County also experienced similar improvements in the same cohorts during the same period. The 'some college, no degree' cohort increased from 20.1 percent in 2010 to 23.2 percent in 2020; the 'associate degree' cohort increased from 7.9 percent in 2010 to 11.4 percent in 2020; the 'bachelor's degree' cohort increased from 6.4 percent in 2010 to 11.5 percent in 2020; and the 'graduate or professional' degree increased from 3.6 percent in 2010 to 6.3 in 2020. Richmond County also experienced a significant decline in both the '<9th grade' cohort from 9.7 percent in 2010 to 6.8 percent in 2020; and the '9th grade to 12th grade, no diploma' cohort from 15.5 percent in 2010 to 10.3 percent in 2020.



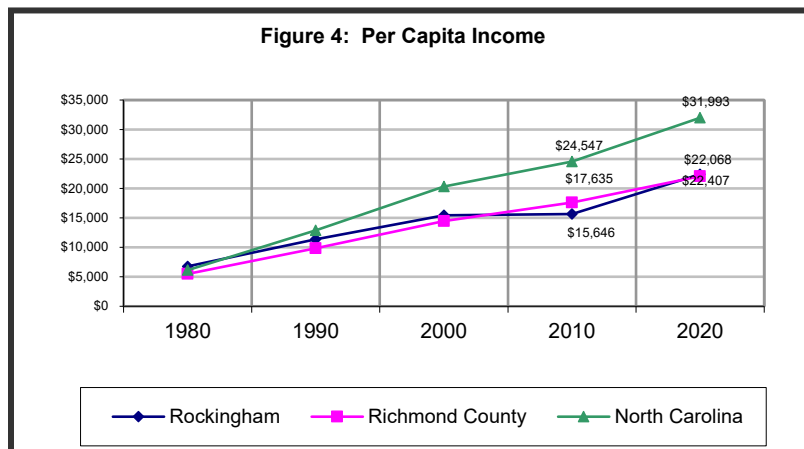
Income

Income values serve as an indicator of the overall economic health of a community. When the various income characteristics are analyzed, the efficiency of the economy and the support the economy provides for the population can be determined. A review and comparison of various income values for Rockingham indicates a local economy that is still lagging as compared to North Carolina but has shown some improvement in the last 10-year period. Table 6 compares the per capita income for Rockingham, Richmond County, and North Carolina for the period between 1980 and 2020. Figure 4 illustrates the growth in per capita income for Rockingham, Richmond County, and North Carolina for the period between 1980 and 2020.

In 1980 and 1990, the per capita income was considerably higher for Rockingham than that of Richmond County. In 1980, Rockingham’s per capita income exceeded North Carolina’s per capita income by \$484 and in 1980, by \$640. As previously noted, between 1980 and 1990, Rockingham’s population increased by 13.2 percent, whereas North Carolina’s population increased by only 12.7 percent. The influx of people and the high per capita income during the period are indications of a prosperous and thriving economy. However, in 1990, North Carolina’s per capita income surpassed Rockingham’s by \$1,511 for the first time in what has become a trend. In 2000, North Carolina’s per capita income exceeded Rockingham’s by \$4,881; and in 2010, the disparity increased with North Carolina’s per capita income exceeding Rockingham’s by \$8,901. Of particular interest is that between 2000 and 2010, Rockingham’s per capita income increase by only 1.4 percent while Richmond County’s and North Carolina’s increased by 21.7 percent and 20.9 percent respectively. Rockingham’s per capita income recovered significantly between 2010 and 2020 increasing by 43.2 percent as compared to Richmond County’s 25.1 percent increase and North Carolina’s 30.3 percent increase, but still was \$9,586 less than North Carolina’s.

Table 6: Per Capita Income Comparison									
	1980	1990	1980-1990 % Change	2000	1990-2000 % Change	2010	2000-2010 % Change	2020	2010-2020 % Change
Rockingham	\$6,773	\$11,371	68%	\$15,426	35.6%	\$15,646	1.4%	\$22,407	43.2%
Richmond County	\$5,492	\$9,841	79%	\$14,485	47.2%	\$17,635	21.7%	\$22,068	25.1%
North Carolina	\$6,133	\$12,885	110%	\$20,307	57.6%	\$24,547	20.9%	\$31,993	30.3%

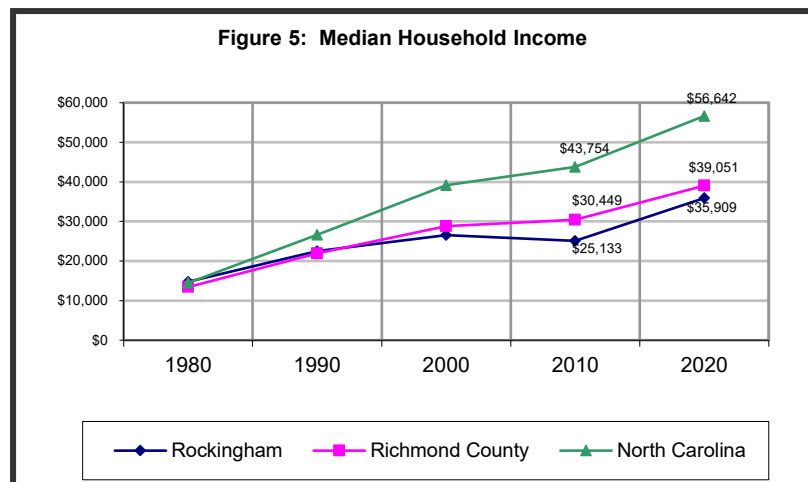
Source: US Department of Commerce, Bureau of Census 1980, 1990, 2000, 2010, and 2020



Median household income data for Rockingham, Richmond County, and North Carolina reflect very similar trends to those noted in the per capita income comparison above. In 1980 Rockingham median household exceeded that of Richmond County by \$1,058. In 1990, North Carolina exceeded Rockingham by \$4,166 for the first time in what has become a trend. In 2000, North Carolina’s median house income exceeded Rockingham’s by \$12,610; and in 2010, the disparity increased with North Carolina’s median house income exceeding Rockingham’s by \$18,621. Of particular interest is that between 2000 and 2010, Rockingham’s median household income decreased by -5.4 percent while Richmond County’s and North Carolina’s increased by 5.6 percent and 11.6 percent respectively. As with the per capita income trend, Rockingham’s median household income rebounded by 42.8 percent between 2010 and 2020 as compared to Richmond County’s 28.3 percent and North Carolina’s 29.5 percent during the same period. Table 7 compares the median household income for Rockingham, Richmond County, and North Carolina for the period between 1980 and 2020. Figure 5 illustrates the growth of median house income for Rockingham, Richmond County, and North Carolina for the period between 1980 and 2020.

Table 7: Median Household Income									
	1980	1990	1980-1990 % Change	2000	1990-2000 % Change	2010	2000-2010 % Change	2020	2010-2020 % Change
Rockingham	\$14,477	\$22,481	52%	\$26,574	18.2%	\$25,133	-5.4%	\$35,909	42.8%
Richmond County	\$13,419	\$21,953	64%	\$28,830	31.3%	\$30,449	5.6%	\$39,051	28.3%
North Carolina	\$14,481	\$26,647	84%	\$39,184	47.0%	\$43,754	11.6%	\$56,642	29.5%

Source: US Department of Commerce, Bureau of Census 1980, 1990, 2000, 2010, and 2020



The data for median family income for Rockingham, Richmond County, and North Carolina reflect very similar trends to those noted in the per capita income and median household income comparisons

above. In 1980, Rockingham's median family income exceeded Richmond County's by \$1,595. In 1990, North Carolina exceeded Rockingham by \$3,444 for the first time in what has become a trend. In 2000, North Carolina's median family income exceeded Rockingham's by \$12,801. In 2010, the disparity increased, with North Carolina's median house family income exceeding Rockingham's by \$23,824. Of particular interest is that between 2000 and 2010, Rockingham's median family income decreased by -5.5 percent, while Richmond County's and North Carolina's increased by 1.9 percent and 19.8 percent, respectively. Again, as with the per capita income and median household income trend, Rockingham's median family income rebounded by 47.6 percent between 2010 and 2020 as compared to Richmond County's 44.2 percent and North Carolina's 27.8 percent during the same period. Table 8 compares the median family income for Rockingham, Richmond County, and North Carolina for the period between 1980 and 2020. Figure 6 illustrates the growth in median family income for Rockingham, Richmond County, and North Carolina for the period between 1980 and 2010.

Table 8: Median Family Income									
	1980	1990	1980-1990 % Change	2000	1990-2000 % Change	2010	2000-2010 % Change	2020	2010-2020 % Change
Rockingham	\$17,659	\$28,104	59%	\$33,534	19.3%	\$31,705	-5.5%	\$46,795	47.6%
Richmond County	\$16,064	\$26,747	67%	\$35,226	31.7%	\$35,901	1.9%	\$51,754	44.2%
North Carolina	\$16,792	\$31,548	88%	\$46,335	46.9%	\$55,529	19.8%	\$70,978	27.8%

Source: US Department of Commerce, Bureau of Census 1980, 1990, 2000, 2010, and 2020

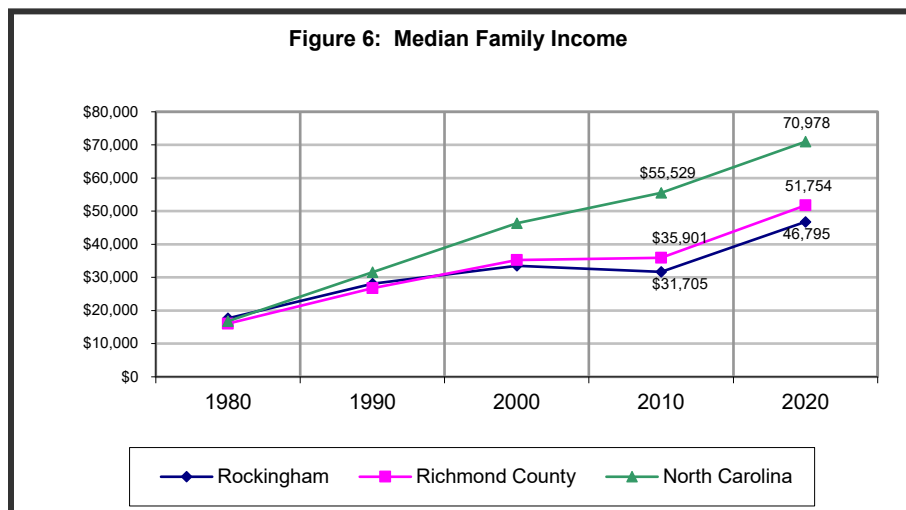


Table 9 provides a breakdown of the percentage of total households based on income levels for Rockingham, Richmond County, and North Carolina between 1980 and 2020. An obvious trend during the 40-year period is the increasing disparity between Rockingham and North Carolina in the lower-

income cohorts and the upper-income cohorts. Of the total households in 2020, 27.3 percent in Rockingham earned an income of \$14,999 or less as compared to only 11.0 percent in North Carolina. Almost 40 percent of Rockingham households earned less than \$25,000 in 2020 as compared to 20.7 percent for North Carolina. Of the total households in 2020, 24.8 percent in Rockingham earned \$75,000 or more as compared to 37.7 percent in North Carolina. Figure 6 illustrates the household income cohort comparisons for 2020 in Rockingham, Richmond County, and North Carolina. As previously noted, the disparity between those households earning less than \$14,999 in Rockingham and those earning more than \$75,000 in North Carolina is most obvious in Figure 6.

Table 9: Annual Household Income (% of Total Households)															
	Rockingham					Richmond County					North Carolina				
	1980	1990	2000	2010	2020	1980	1990	2000	2010	2020	1980	1990	2000	2010	2020
Less than \$14,999	50.7	32.4	29.2	31.9	27.3	55.7	35.3	27.5	25.5	20.1	51.7	27.1	16.9	14.8	11.0
\$15,000 to \$24,999	25.6	21.9	18.6	15.8	11.9	28.4	34.1	16.4	16.2	14.5	27.6	19.8	13.8	12.1	9.7
\$25,000 to \$34,999	13.6	18.7	13.7	15.1	10.6	11.1	13.7	14.6	15.2	12.0	12.6	17.2	14.0	11.9	10.0
\$35,000 to \$49,999	7.4	13.2	14.7	10.8	12.7	4.7	5.7	17.1	13.3	13.4	5.4	17.6	17.6	15.2	13.6
\$50,000 to \$74,999	2.3	9.9	14.8	13.7	12.8	0.9	1.0	14.8	15.0	17.1	2.6	12.4	19.5	18.6	18.0
\$75,000 or more	0.4	4.0	9.9	12.8	24.8	0.3	0.3	9.4	14.8	22.9		6.0	18.3	27.2	37.7

Source: US Department of Commerce, Bureau of Census 1980, 1990, 2000, 2010, and 2020

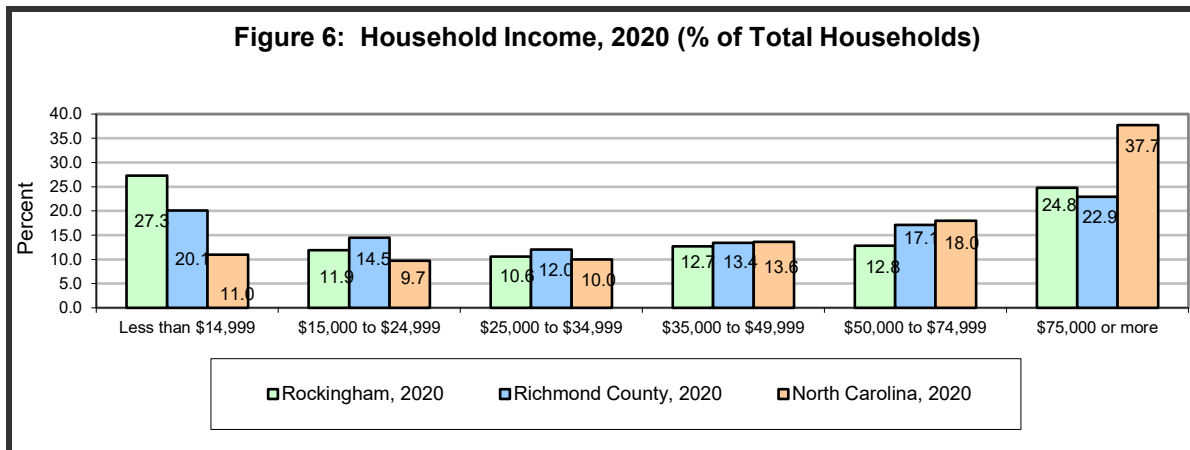
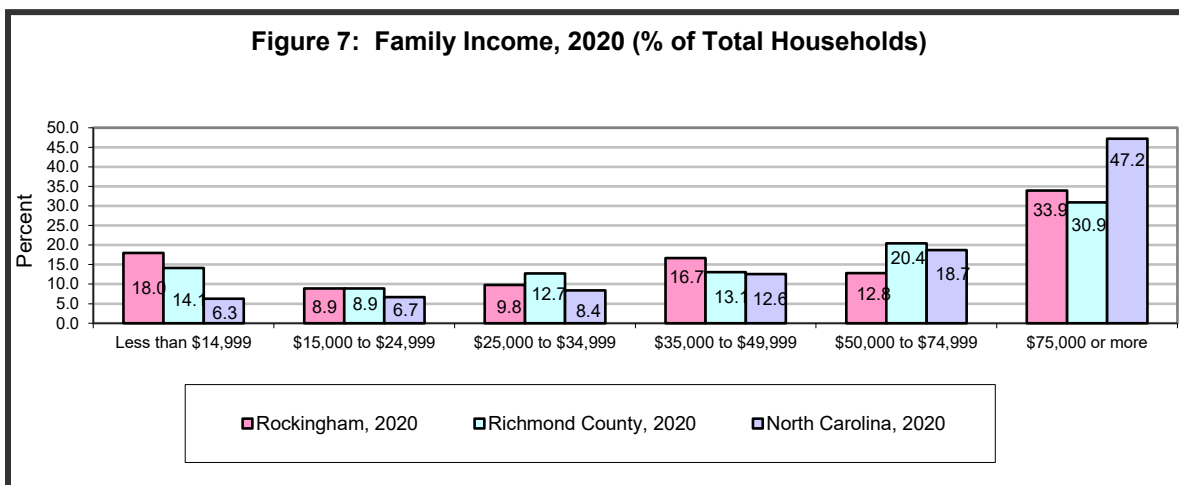


Table 10 provides a breakdown of the percentage of total families based on income levels for Rockingham, Richmond County, and North Carolina between 1980 and 2020. As is the case with household income, the obvious trend during the 40-year period is the increasing disparity between Rockingham and North Carolina in the lower-income cohorts and the upper-income cohorts. Of the total families in 2020, 18.0 percent in Rockingham earned an income of \$14,999 or less as compared to only 6.3 percent in North Carolina. Almost 27 percent of Rockingham households earned less than \$25,000 in 2020 as compared to 13.0 percent for North Carolina. Of the total households in 2020, 33.9 percent in Rockingham earned \$75,000 or more as compared to 47.2 percent in North Carolina. Figure 7 illustrates the family income cohort comparisons for 2020 in Rockingham, Richmond County, and North Carolina.

Table 10: Annual Family Income (% of Total Families)															
	Rockingham					Richmond County					North Carolina				
	1980	1990	2000	2010	2020	1980	1990	2000	2010	2020	1980	1990	2000	2010	2020
Less than \$14,999	39.6	20.7	21.0	28.1	18.0	46.6	23.4	18.5	18.6	14.1	43.3	18.6	10.5	8.9	6.3
\$15,000 to \$24,999	30.4	22.5	15.9	10.7	8.9	34.1	22.3	15.8	12.9	8.9	31.6	18.9	11.8	9.8	6.7
\$25,000 to \$34,999	17.9	21.0	15.0	15.8	9.8	13.7	21.5	15.4	15.9	12.7	15.3	18.6	13.1	10.7	8.4
\$35,000 to \$49,999	9.5	17.0	15.7	10.8	16.7	5.7	20.1	19.9	13.6	13.1	6.6	20.9	18.7	15.0	12.6
\$50,000 to \$74,999	2.3	13.4	19.6	17.9	12.8	1.0	9.2	18.5	19.0	20.4	3.2	15.5	22.9	20.9	18.7
\$75,000 or more	0.2	5.4	12.8	16.7	33.9	0.3	3.2	12.1	20.1	30.9		7.6	23.0	34.8	47.2

Source: US Department of Commerce, Bureau of Census 1980, 1990, 2000, 2010, and 2020

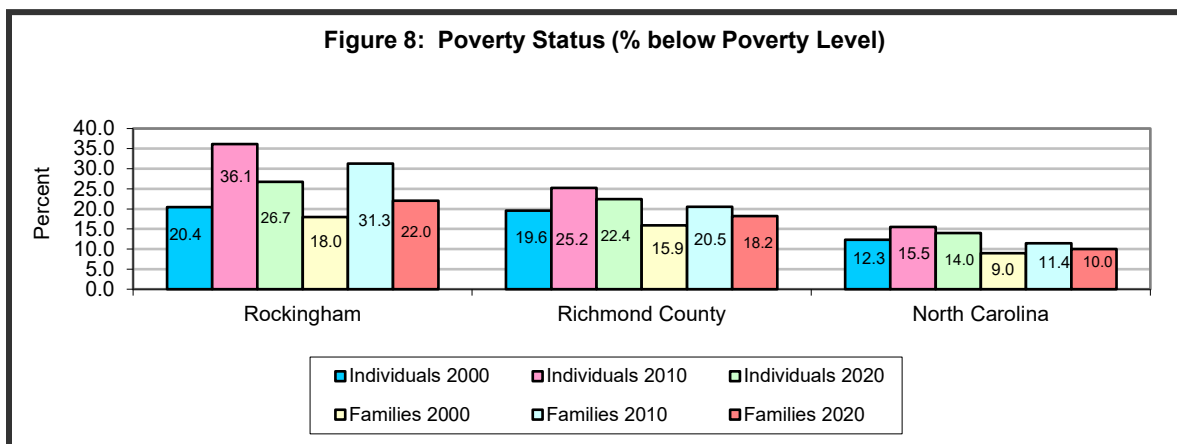


Poverty Status

Poverty status is a good indicator of the overall economic health of a community. The data for Rockingham is not indicative of a healthy local economy as compared to North Carolina. Between 2010 and 2020, the percentage of individuals below the poverty level increased from 20.4 percent to 26.7 percent. By comparison, during the same period, the percentage of individuals in Richmond County decreased from 25.2 percent to 22.4 percent; and North Carolina decreased from 15.5 percent to 14.0 percent. The percentage of families below the poverty level did decline in Rockingham from 31.3 percent in 2010 to 22.0 percent in 2020 but remained more than double the 10.0 percent for North Carolina in 2020. Table 11 provides a comparison of the poverty status for Rockingham, Richmond County, and North Carolina between 2000 and 2020; and Figure 8 provides an illustration of this data.

Table 11: Poverty Status (% below Poverty Level)									
	Rockingham			Richmond County			North Carolina		
	2000	2010	2020	2000	2010	2020	2000	2010	2020
Individuals below Poverty Level	20.4	20.4	26.7	19.6	25.2	22.4	12.3	15.5	14.0
Families below poverty level	18.0	31.3	22.0	15.9	20.5	18.2	9.0	11.4	10.0

Source: US Department of Commerce, Bureau of Census 2000, 2010, and 2020



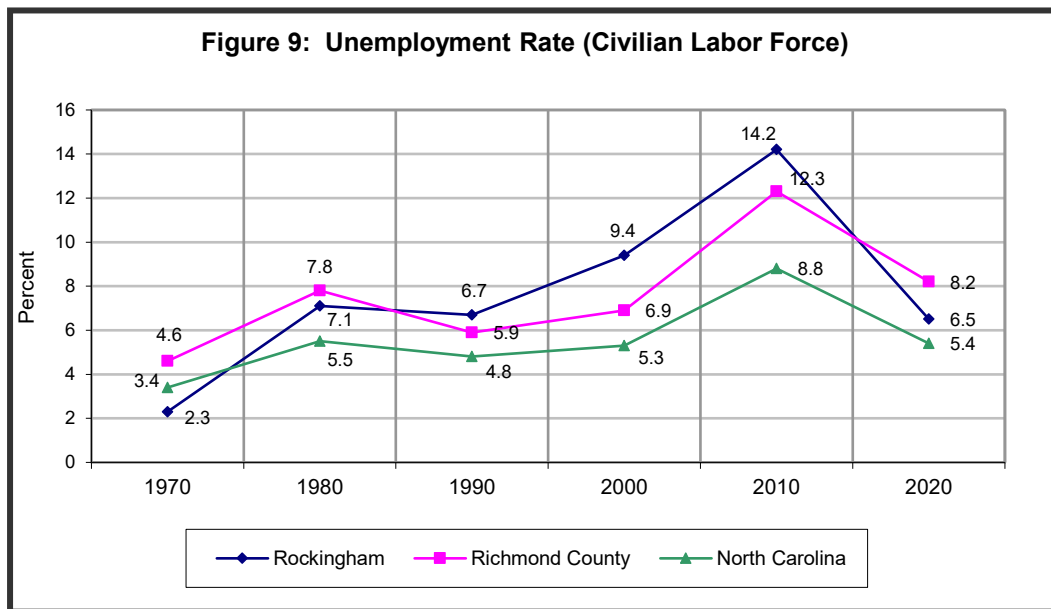
Unemployment

The unemployment rate is another valuable indicator for the overall health of an economy. A high unemployment rate indicates a weak and struggling economy. The data for Rockingham, Richmond County, and North Carolina indicates all three entities hit their highest unemployment rates for the 50-year period examined in 2010, a period in American history that is now referred to as the "Great

Recession". However, all three entities did make significant recoveries in terms of unemployment rate in 2020. Rockingham’s rate declined from 14.2 percent to 6.5 percent as compared to North Carolina’s declined from 8.8 percent to 5.4 percent. Table 12 compares the unemployment rates for Rockingham, Richmond County, and North Carolina between 1970 and 2020; and Figure 9 provides an illustration of this data.

Table 12: Unemployment Rate (Civilian Labor Force)						
	1970	1980	1990	2000	2010	2020
Rockingham	2.3	7.1	6.7	9.4	14.2	6.5
Richmond County	4.6	7.8	5.9	6.9	12.3	8.2
North Carolina	3.4	5.5	4.8	5.3	8.8	5.4

Source: US Department of Commerce Bureau of Census 1980, 1990, 2000, 2010, and 2020



Labor Force

The percentage of the population 16 years and older in the workforce experienced similar fluctuations in both Rockingham and Richmond County over the 40-year period examined whereas the percentage in North Carolina held relatively constant during the same period. Perhaps the most notable statistic is the improvement in Rockingham and Richmond County in all cohorts during the period between 2010 and 2020. The percentage of the population in the labor force increased, the unemployed rate declined, and the percentage not in the labor work decreased during the period. In comparison,

North Carolina held relatively constant in each cohort during the same period. Table 13 compares the labor force characteristics for Rockingham, Richmond County, and North Carolina for the period between 1980 and 2020.

Table 13: Labor Force (% of Population 16 years and older)															
	Rockingham					Richmond County					North Carolina				
	1980	1990	2000	2010	2020	1980	1990	2000	2010	2020	1980	1990	2000	2010	2020
In Labor Force	61.8	63.3	55.9	50.6	57.6	60.2	63.3	58.0	51.8	57.6	64.4	67.7	65.7	64.9	62.4
Civilian Labor Force	61.7	63.3	55.9	50.6	57.2	60.0	63.2	56.7	51.7	56.9	62.1	65.4	64.2	63.7	61.2
Employed	57.3	58.1	50.7	43.4	53.5	55.3	59.5	52.8	45.3	52.2	58.7	62.2	60.8	58.1	57.9
Unemployed	4.4	4.2	5.3	7.2	3.7	4.7	3.7	3.9	6.4	4.7	3.4	3.1	3.4	5.6	3.3
Armed Forces	0.0	0.0	0.0	0.0	0.4	0.2	0.1	1.2	0.1	0.7	2.3	2.3	1.4	1.2	1.2
Not In Labor Force	38.2	37.8	44.1	49.4	42.4	39.8	36.7	42.0	48.2	42.4	35.6	32.4	34.3	35.1	37.6

Source: US Department of Commerce, Bureau of Census 1980, 1990, 2000, 2010, 2020

Table 14: Occupation of Employed Persons (% of Population 16 years and older)															
	Rockingham					Richmond County					North Carolina				
	1980	1990	2000	2010	2020	1980	1990	2000	2010	2020	1980	1990	2000	2010	2020
Managerial and Professional	27.2	24.6	28.8	22.0	31.0	16.1	14.9	22.4	23.3	29.5	19.0	22.3	31.2	34.4	38.9
Technical, Sales, and Administrative Support	23.5	26.8	25.7	26.5	21.4	20.2	23.5	20.5	20.0	17.5	25.7	28.8	24.8	24.3	20.9
Service	10.6	9.2	12.4	22.6	20.8	10.5	10.8	14.9	21.5	17.0	11.3	11.4	13.5	16.3	16.8
Farming, Forestry, and Fishing	0.6	1.2	0.8	12.8	7.5	2.2	2.6	1.5	14.0	13.3	3.4	2.6	0.8	11.0	9.0
Precision Production, Craft, and Repair	13.0	10.6	9.8			15.4	14.6	13.2			13.8	13.3	11.0		
Operators, Fabricators, and Labors	25.0	27.7	22.5	16.0	19.4	35.6	33.5	27.5	21.1	22.8	26.9	21.7	18.7	14.0	14.4

Source: US Department of Commerce, Bureau of Census 1980, 1990, 2000, 2010, and 2020

Table 14 compares the percentage of employed persons 16 years and older by occupation cohort for

Rockingham, Richmond County, and North Carolina between 1980 and 2020. Not surprisingly, the “operators, fabricators, and labor” cohort declined for all three entities between 1990 and 2020. This is expected considering both the tendency for manufacturers to outsource production, and the move toward mechanization in production. The percent employed in the “service” cohort increased for all three entities during the same period and likely represents a shift from the “operators, fabricators, and labor” cohort. The “managerial and professional” cohort in Rockingham fluctuated no more than 9 percent during the period between 1980 and 2020 with a low of 22.0 percent in 2010 and a high of 31.0 percent in 2020. By comparison, the same cohort in North Carolina increased every 10-year period from a low of 19.0 percent in 1980 to a high of 38.9 percent in 2020 doubling during the 40-year period examined. The percentages in the “Technical, Sales, and Administrative Support” cohort remained relatively constant for all three entities during the 40-year period examined.

Table 15: Industry of Employed Persons (% of Population 16 years and older)

	Rockingham				Richmond County				North Carolina			
	1990	2000	2010	2020	1990	2000	2010	2020	1990	2000	2010	2020
Agriculture, Forestry, Fisheries, and Mining	1.4	2.3	0.7	0.7	3.8	2.8	2.5	3.0	2.9	1.6	1.4	1.1
Construction	3.2	4.9	8.8	4.1	5.0	6.7	7.9	5.6	7.0	8.2	8.2	7.7
Manufacturing	32.8	24.8	13.1	13.9	38.8	28.4	18.5	18.8	26.7	19.7	13.4	11.8
Wholesale trade	2.7	2.2	1.5	1.8	2.4	2.7	1.2	2.6	4.2	3.4	3.0	2.5
Retail trade	16.7	13.4	18.1	16.0	15.8	12.5	13.8	12.2	16.1	11.5	11.6	11.1
Transportation and warehousing, and utilities	4.4	3.9	4.1	3.3	5.1	4.8	5.6	6.1	3.8	4.6	4.4	5.1
Information	1.4	2.0	1.4	1.1	1.7	1.2	1.5	1.0	2.6	2.3	1.9	1.6
Finance, insurance, real estate, & rental & leasing	5.1	2.3	5.9	2.8	2.6	2.7	3.4	2.6	5.1	6.0	6.6	6.4
Professional, scientific, management	22.1	6.0	4.2	6.2	16.0	3.9	4.6	4.8	20.3	7.7	9.2	11.2
Educational, health and social services	--	22.7	21.1	28.4	--	19.6	21.1	24.2	--	19.2	22.6	22.8
Arts, entertainment, recreation, accommodation, and food services	3.0	6.7	9.8	8.8	3.0	5.3	7.2	7.0	3.8	6.9	8.6	10.0
Other services (except public administration)	2.0	4.3	3.9	4.6	2.5	5.3	4.4	5.9	3.9	4.6	4.8	4.8
Public Administration	5.2	4.4	7.3	8.2	3.1	4.1	8.3	6.3	3.6	4.1	4.3	3.9

Source: US Department of Commerce, Bureau of Census 1990, 2000, 2010, and 2020

Table 15 compares the percentage of employed persons 16 years and older by industry cohort for Rockingham, Richmond County, and North Carolina between 1980 and 2020. The data and trends for all

three entities are all somewhat comparable for the period between 1980 and 2020. Of note, the “educational, health, and social services” cohort for Rockingham increased from 21.1 percent in 2010 to 28.4 percent in 2020, which is higher than both Richmond and North Carolina.

Housing Overview

Between 1980 and 2020, the total number of housing units inside the city limits of Rockingham increased by 1,142 units (a 35.5 percent increase). However, a significant portion of this increase occurred in the 10 years between 1980 and 1990 when 756 units were added. During the next 30-year period between 1990 and 2020, only 386 units were added. The only logical explanation for the 2010 data is an erroneous data count for Rockingham during the 2010 Census. Discarding 2010 as erroneous, Rockingham’s housing inventory declined by 18 units between 2000 and 2020. The growth trends in total housing units have a direct correlation to the trends in population growth experienced during the same periods. Table 16 compares the total number of units, occupied units, and vacant units between 1980 and 2020.

Table 16: Rockingham Housing Units - Occupied vs. Vacant										
	1980		1990		2000		2010		2020	
Total Units	3,215	100%	3,971	100%	4,375	100%	4,283	100%	4,357	100%
Occupied Units	3,039	94.5%	3,727	93.9%	3,966	90.7%	3,643	85.1%	3,919	89.9%
Vacant Units	176	5.5%	244	6.1%	409	9.3%	640	14.9 %	438	10.1%

Source: US Department of Commerce, Bureau of Census 1980, 1990, 2000, 2010, and 2020

Rockingham experienced a gradual decline in the percentage of owner-occupied units and a gradual increase in the percentage of renter occupied units during the period between 1980 and 2020. In 1980 the ratio of owner-occupied to renter-occupied units was 2:1; and by 2020, the ratio shifted to nearly 1:1. Table 17 compares the number and percentage of the owner and renter-occupied housing units in Rockingham between 1980 and 2020.

Table 17: Rockingham Housing Units - Owner vs. Renter Occupied										
	1980		1990		2000		2010		2020	
Owner Occupied	1,993	65.6%	2,335	62.7%	2,338	59.0%	2,144	58.9%	2,093	53.4%
Renter Occupied	1,046	34.4%	1,392	37.3%	1,628	41.0%	1,499	41.1%	1,826	46.6%
Total Occupied	3,039	100 %	3,727	100 %	3,966	100 %	3,643	100 %	3,919	100%

Source: US Department of Commerce, Bureau of Census 1980, 1990, 2000, 2010, and 2020

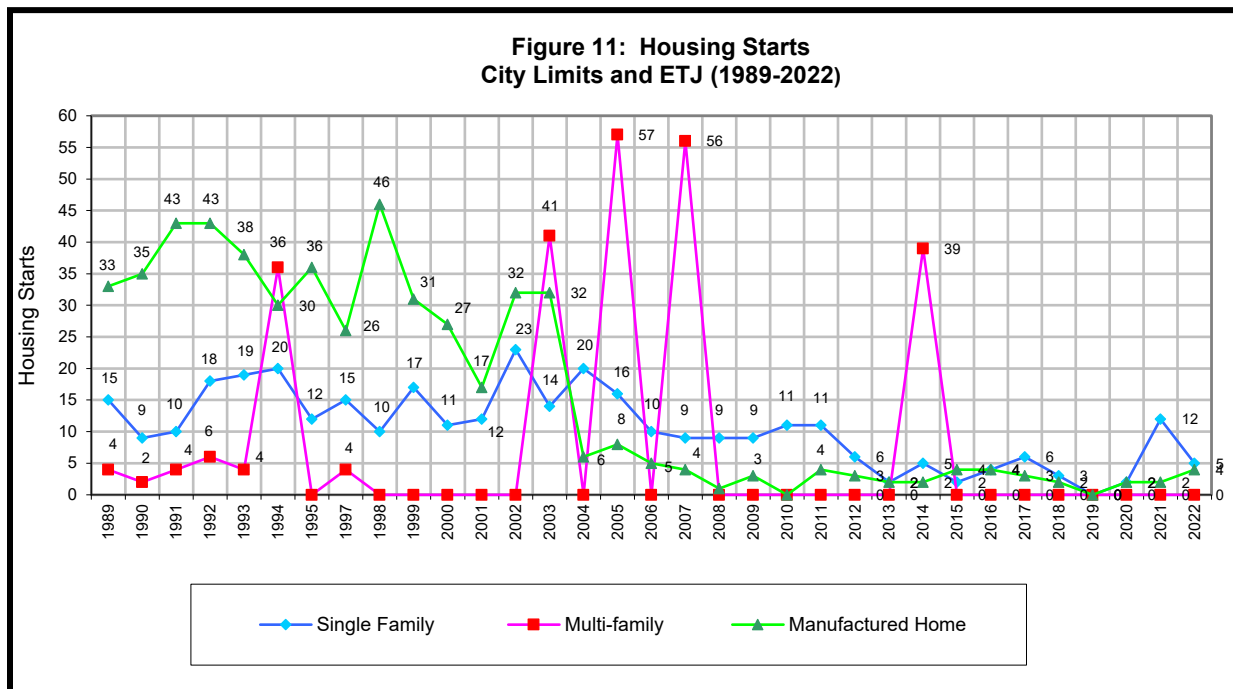
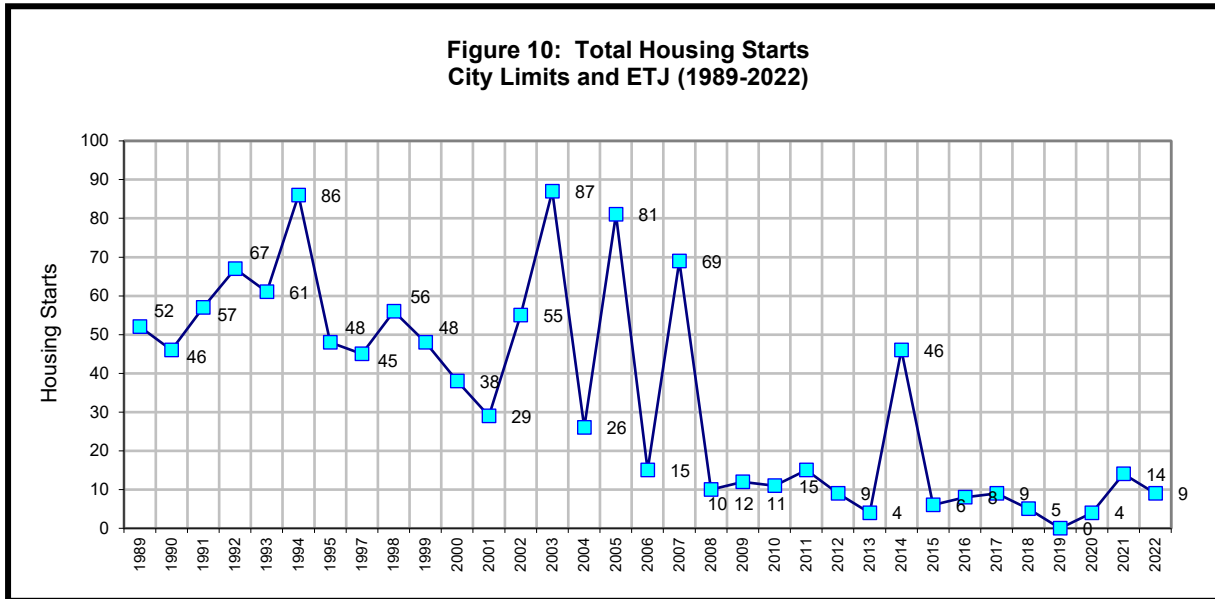
Annual Housing Starts Data (1989 – 2021)

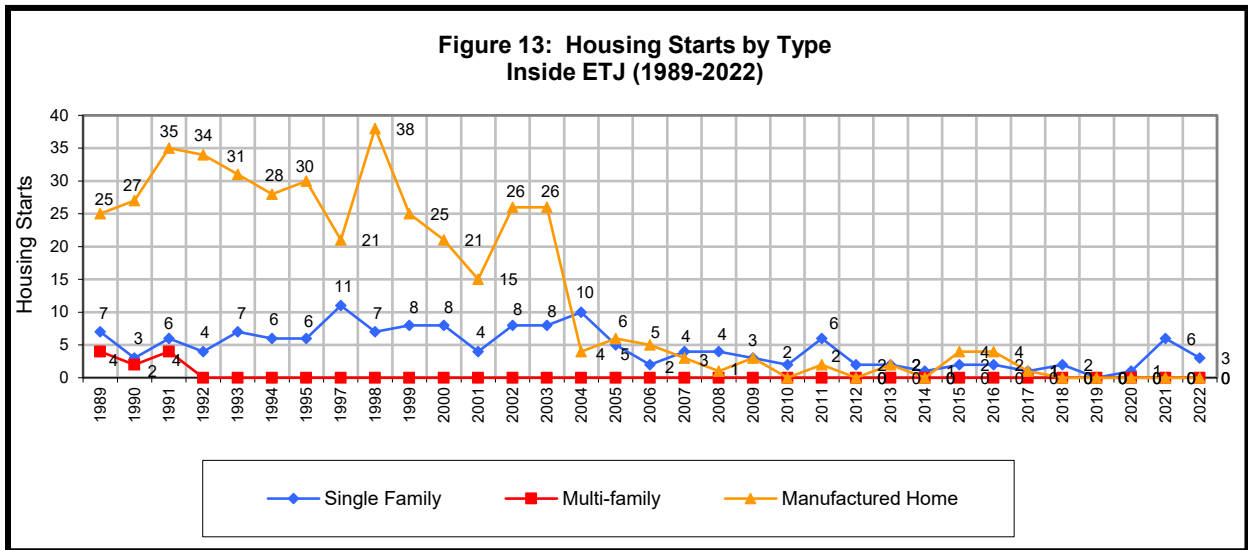
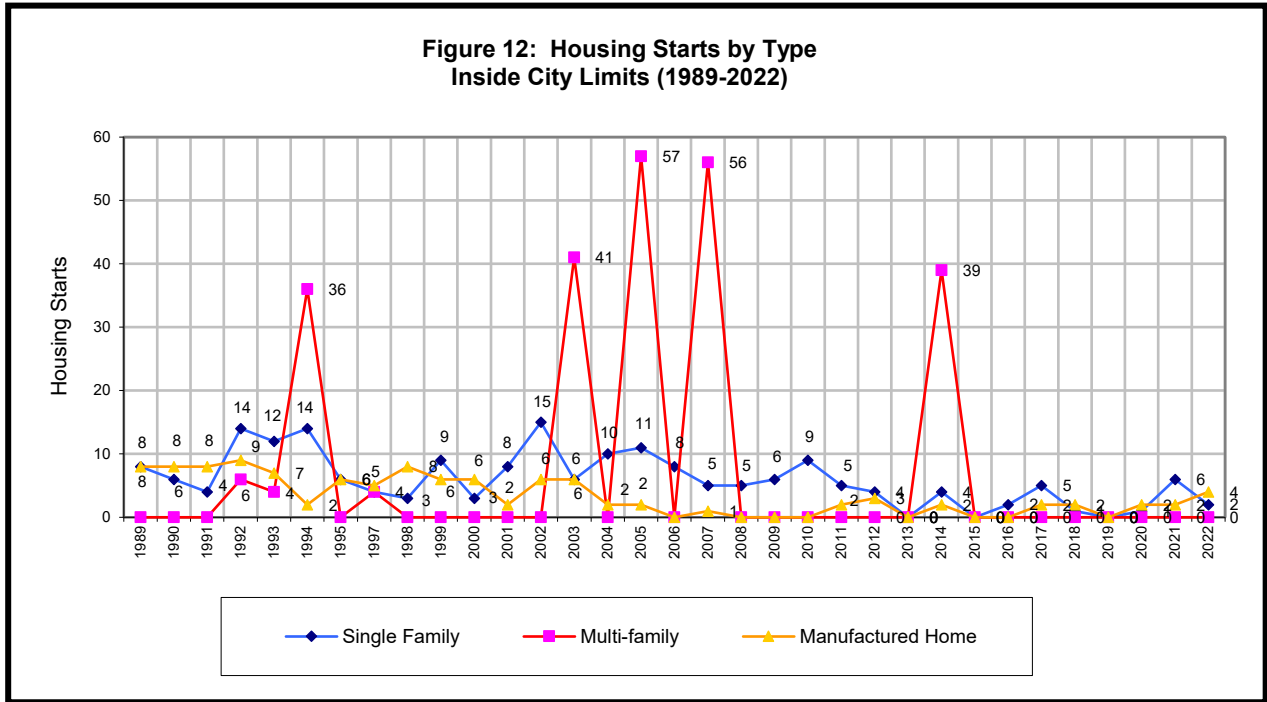
An analysis of the annual housing starts for the City of Rockingham between 1989 and 2022 reveals very little residential development occurred over the last decade (2012-2022). The fluctuations in the national housing market are not reflected in Rockingham’s local housing market – the “burst of the bubble” in 2008 and boom in 2021 experienced in the national market did not occur locally. The number of manufactured homes permitted in both the city and ETJ declined substantially beginning in 2004. The decline in manufactured home permits is directly related to the removal of the East Rockingham area from the City’s ETJ and requirements for manufactured homes to be placed on permanent foundations, which were adopted in January of 2004.

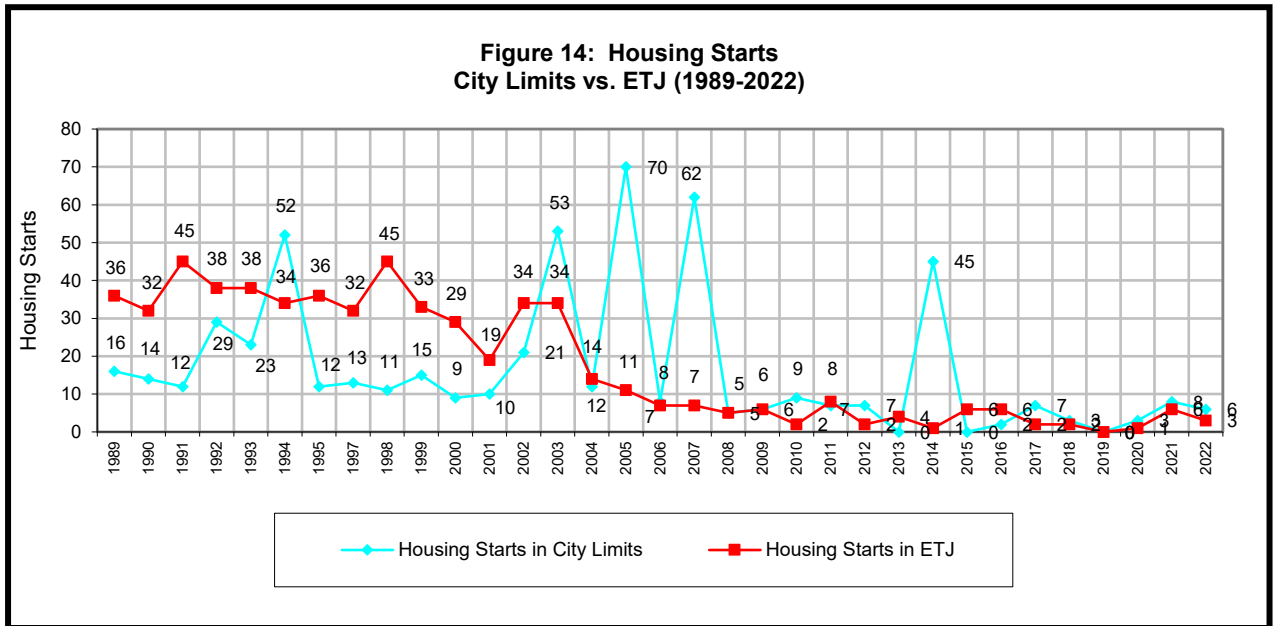
Of the 1128 total residential units constructed between 1989 and 2022, 48.8 percent were inside the city limits and 51.2 were in the ETJ. Of the 1128 total residential units constructed between 1989 and 2022 in the city and ETJ, 46.8 percent were manufactured homes; 30.7 percent were single-family homes (excluding manufactured homes); and 22.4 percent were multi-family units. Of the 578 total residential units constructed between 1989 and 2022 in the ETJ, 72.2 percent were manufactured homes; 26.1 percent were single-family homes (excluding manufactured homes) and 1.7 percent was multi-family units. Of the 550 total residential units constructed between 1989 and 2022 inside the city limits, 35.6 were single-family homes (excluding manufactured homes); 20.2 percent were manufactured homes; and 44.2 percent were multi-family units. Table 18 provides a comparison of the type of residential units constructed by year between 1989 and 2022 inside the city limits and inside the ETJ. Figures 10-14 illustrate the various trends for the data identified in Table 18.

Table 18: Rockingham Annual Housing Starts (1989-2022)										
	Inside City Limits			Inside Extraterritorial Jurisdiction			Total Unit Types per Year			Total Residential Units per Year
	Single Family	Multi-Family	Mobile Home	Single Family	Multi-Family	Mobile Home	Single Family	Multi-Family	Mobile Home	
1989	8	0	8	7	4	25	15	4	33	52
1990	6	0	8	3	2	27	9	2	35	46
1991	4	0	8	6	4	35	10	4	43	57
1992	14	6	9	4	0	34	18	6	43	67
1993	12	4	7	7	0	31	19	4	38	61
1994	14	36	2	6	0	28	20	36	30	86
1995	6	0	6	6	0	30	12	0	36	48
1996	Data Not Available			Data Not Available			Data Not Available			Data Not Available
1997	4	4	5	11	0	21	15	4	26	45
1998	3	0	8	7	0	38	10	0	46	56
1999	9	0	6	8	0	25	17	0	31	48
2000	3	0	6	8	0	21	11	0	27	38
2001	8	0	2	4	0	15	12	0	17	29
2002	15	0	6	8	0	26	23	0	32	55
2003	6	41	6	8	0	26	14	41	32	87
2004	10	0	2	10	0	4	20	0	6	26
2005	11	57	2	5	0	6	16	57	8	81
2006	8	0	0	2	0	5	10	0	5	15
2007	5	56	1	4	0	3	9	56	4	69
2008	5	0	0	4	0	1	9	0	1	10
2009	6	0	0	3	0	3	9	0	3	12
2010	9	0	0	2	0	0	11	0	0	11
2011	5	0	2	6	0	2	11	0	4	15
2012	4	0	3	2	0	0	6	0	3	9
2013	0	0	0	2	0	2	2	0	2	4
2014	4	39	2	1	0	0	5	39	2	46
2015	0	0	0	2	0	4	2	0	4	6
2016	2	0	0	2	0	4	4	0	4	8
2017	5	0	2	1	0	1	6	0	3	9
2018	1	0	2	2	0	0	3	0	2	5
2019	0	0	0	0	0	0	0	0	0	0
2020	1	0	2	1	0	0	2	0	2	4
2021	6	0	2	6	0	0	12	0	2	14
2022	2	0	4	3	0	0	5	0	4	9
Total	196	243	111	151	10	417	347	253	528	1128

Source: City of Rockingham Inspections Annual Report, 1989-2022







Environment and Natural Resources

Physiography

Rockingham and the surrounding extraterritorial jurisdiction (ETJ) are located on the fringe of the piedmont region of North Carolina approximately five miles east of the Pee Dee River. As indicated in the *Soil Survey of Richmond County, North Carolina*, "the landscape is well dissected and typically has narrow to moderately broad, gently sloping or strongly sloping ridges and long, moderately steep or steep side slopes." Elevations in the City and ETJ range from 410 feet on the ridge between Cartledge Creek Road and Silver Grove Church Road to 150 feet along Hitchcock Creek just to the southwest of the City's wastewater treatment plant. Changes in elevations are more drastic in the western portion of the City and the ETJ than in the eastern portion, which has contributed to slower growth. Map 2 illustrates the varying elevations throughout the City and ETJ.

Hitchcock Creek and the north and south prongs of Falling Creek are the three primary drainage basins located in the City and surrounding ETJ. Hitchcock Creek flows from northeast to southwest and eventually empties into the Pee Dee River. The north and south prongs of Falling Creek flow from east to west and converge near E. Broad Avenue just south of downtown Rockingham and empties into Hitchcock Creek approximately one-quarter of a mile west of the intersection of W. Broad Avenue and US Highway 220. The location and direction of flow of Hitchcock Creek, and the north and south prong of Falling Creek, as well as other minor drainage basins can be deduced from the descending elevations on Map 2.

Flood Hazard Areas

Certain areas along Hitchcock Creek and the north and south prongs of Falling Creek are delineated as floodways or floodplains by the North Carolina Division of Emergency Management (NCDEM) and the Federal Emergency Management Agency (FEMA). The most recent updates to these delineated boundaries occurred in 2007 and are illustrated on Map 3. Such areas are identified and delineated to restrict and prevent development and land disturbance activities in areas that are prone to flooding. Areas designated as floodplains and floodways total approximately 1,891 acres or 14.6 percent of the total jurisdiction of the City of Rockingham. The City of Rockingham Unified Development Ordinance (UDO) contains provisions that regulate land use and construction methods in both the floodway and floodplain. The regulations were updated in 2007 to reflect the new minimum requirements necessary for participation in the National Flood Insurance Program (NFIP). The regulations are intended to prohibit land uses that may involve potentially harmful materials or by-products, which could pollute a water body during a flood; and to ensure structures are constructed in a manner that will minimize property damage during a flood.

Soils

The predominant general soil map unit identified by the *Soil Survey of Richmond County, North Carolina* in Rockingham and the ETJ is Ailey-Wakulla-Cando. Such general soil type is characterized as brown or grayish-brown loamy sand on the surface layer and very pale brown or yellowish-brown sand in the subsurface layer. Other general soil map units present in the area include Uwharrie-Badin, Mayodan-Creedmoor, Badin-Goldston-Uwharrie, Peawick-Hornsboro, Turbeville-Norfolk-Orangeburg, Pacolet-Cullen, Chewacla-Riverview, Johnston, and Masada. Map 4 illustrates the general soil type units for Rockingham and the ETJ.

Watersheds

Two protected watershed areas are designated in the City and ETJ, one around Roberdel Lake and Hitchcock Creek; the other around City Lake and the north prong of Falling Creek. Both Roberdel Lake and City Lake are public water supplies for the City. The boundaries of the critical area of the watershed and the balance of the watershed are illustrated on Map 5. Areas designated as critical areas of the watershed total approximately 1,676 acres or 15.3 percent of the total jurisdiction of the City of Rockingham. Areas designated as the balance of the watershed total approximately 123 acres or 1.1 percent of the total jurisdiction of the City of Rockingham. The critical area of the watershed and the balance of the watershed are both designated as overlay districts in the City of Rockingham Unified Development Ordinance. The purpose of such overlay districts for the watershed is to impose greater restrictions on land development practices that could contribute to the degradation and contamination of the City's public water supply. The established overlay districts regulate the type of land use permitted as well as density and amount of impervious surface area.

Wetlands

Wetlands are defined by the US Army Corps of Engineers and the US Environmental Protection Agency as "those areas that are inundated or saturated by surface or ground water at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, marshes, bogs, and similar areas." Wetlands are areas that are covered by water or have waterlogged soils for long periods during the growing season. Plants growing in wetlands are capable of living in saturated soil conditions for at least part of the growing season. Wetlands such as swamps and marshes are often obvious, but some wetlands are not easily recognized, often because they are dry during part of the year. Typical wetland areas include, but are not limited to, bottomland forests, pocosins, pine savannahs, bogs, wet meadows, potholes, and wet tundra.

Wetland areas do exist in the city limits and ETJ of Rockingham. However, delineating the exact boundaries of all wetlands for the entire jurisdiction is extremely difficult if not impossible. On-site

inspections and extensive analysis by representatives of the US Army Corp of Engineers are required to officially designate an area as wetlands. The boundaries of wetlands can also change over time. Section 404 of the Clean Water Act requires any person interested in depositing fill material into wetlands to receive authorization from the US Army Corp of Engineers.

Rare Plant and Animal Habitats

The North Carolina Natural Heritage Program, which is a division of the North Carolina Department of Environment and Natural Resources, maintains a database of the locations of rare plant and animal species in North Carolina. Habitats for six rare plant and animal species are known to exist in and around the City and the extraterritorial jurisdiction. The area around City Lake is a known habitat for giant peatmoss, conferva pondweed, and swaying bulrush. The area southwest of the City's extraterritorial jurisdiction along Hitchcock Creek is a known habitat for piedmont aster. The areas along the south prong of Falling Creek are a known habitat for the pine barren's tree frog. The area along the north prong of Falling Creek around Wiregrass Road is a known habitat for azure sage. The plant and animal species noted above are not specifically protected under the North Carolina Plant Protection and Conservation Act of 1979; however, the species are known to be rare and the State does recognize the need for population monitoring and conservation action. The State ranks the species according to their rarity and the importance of conservation. Giant peatmoss and azure sage are ranked as "S1", which means the species is "critically imperiled in North Carolina because of extreme rarity or otherwise very vulnerable to extirpation in the state". Conferva pondweed and piedmont aster are ranked as "S2", which means the species is "imperiled in North Carolina because of rarity or otherwise vulnerable to extirpation in the state". Pine barren's tree frog and swaying bulrush are ranked as "S3", which means the species is "rare or uncommon in North Carolina". In addition to the state designation, the federal government has designated conferva pondweed as a "species of concern".

Public Infrastructure

Transportation

Significant highway improvements have occurred in and around Rockingham over the last 25 years. These transportation improvements have improved safety and ease of movement and opened areas for new economic development opportunities. Additional projects are also in the planning stages. These improvements will influence land development patterns and are an important consideration in developing/updating this land use plan. Map 6 illustrates the major highway projects currently in the planning stages by NCDOT.

The completion of US Highway 74 Bypass in November of 2000, which was constructed to federal interstate highway standards and will eventually be part of the Interstate 73/74 corridor, provided through traffic with an alternate route around Rockingham. US Highway 74 is a major east-west thoroughfare in the state. A large majority of Rockingham's commercial land use is located along the US Highway 74 Business corridor. Prior to the completion of the bypass, all traffic traveling east and west on US Highway 74 passed directly through Rockingham at a volume in excess of 29,000 trips per day. The completion of the bypass reduced the ADT of US Highway 74 Business to approximately 22,000 trips per day (2021 NCDOT ADT). Initial concerns regarding possible negative consequences for existing commercial uses along US Highway 74 Business proved to be false over the last 23 years. The slight reduction in average daily traffic counts does not appear to have adversely affected business vitality and the commercial desirability of the corridor.

When the US Highway 74 Bypass was completed in 2000, a new area of potential growth and development was created around the interchange with US Highway 1. In 2001, the City extended its ETJ to include the area around the new interchange; and in 2002, the City extended sewer service to the area in an effort to facilitate commercial and industrial development. As of 2023, new development around the bypass interchange has been slow to occur with only two new commercial developments. The area remains a viable location for commercial development considering traffic counts, accessibility, availability of raw land, and the presence of water and sewer infrastructure. Interchange improvements are proposed by NCDOT for 2024 which include the installation of two roundabouts at each on/off ramp to improve safety (STIP I-5979).

The US 220 Bypass, another segment of the Interstate 73/74 corridor, is currently under construction with a scheduled completion date in 2024. The completion of this project is expected to significantly reduce traffic counts on US Highway 220 in Rockingham especially summer weekend beach traffic. Out-of-town traffic during the summer weekends is frequently seen at area businesses in downtown and along US Highway 74 Business. A reasonable assumption is some of this out-of-town traffic currently stopping in Rockingham will be reduced with the opening of the bypass; however, the extent of the reduction is unknown.

The bypass of US Highway 1 is currently listed as an unfunded project in the NC Transportation Improvement Plan (STIP). With its unfunded status, if and/or when the project may move forward is unknown. The proposed route of the US Highway 1 Bypass, illustrated on Map 6, shows the new corridor passing between Rockingham and Hamlet intersecting US Highway 74 to the east of Clemmer Road. US Highway 1 is a major north-south artery in the state with average daily trip count of approximately 11,000 (2021 NCDOT ADT) in Rockingham. US Highway 1 travels directly through Rockingham's historic district and downtown. US Highway 1 has some commercial land use, but not nearly to the extent of US Highway 74 Business. Many of the commercial land uses located on US Highway 1 do not appear to be dependent upon the business of through traffic. With the status of the bypass unknown, City officials have requested NCDOT designate Greene Street as a bypass to route truck traffic around downtown. STIP Project U-6027 will upgrade Greene Street to handle the additional traffic and is proposed for construction in 2027. The project will reconfigure the intersection of Greene Street and Fayetteville Road and provide an opportunity for an improved entrance into downtown.

The future US Highway 1 Bypass and US Highway 74 Business interchange could conceivably be the most desirable location for significant commercial development once all factors are considered. The proximity of the proposed interchange to both Rockingham and Hamlet would offer accessibility for the populations of both municipalities as well as through traffic traveling US Highway 1 Bypass. The proximity of the proposed interchange to existing infrastructure could conceivably make providing adequate water and sewer infrastructure to the area less expensive. Much of the frontage along US Highway 74 Business is already developed in the area of the proposed interchange. New major commercial development would face the task of assembling smaller tracts and razing obsolete structures.

The proposed eastern corridor (also known as Long Drive Alternate or the Clemmer Road/Mt. Olive Church Road connector) is a funded project in the STIP with a scheduled construction date in 2027 (STIP U-5706). The project will have a significant impact on the movement of local traffic by providing an alternative route to Long Drive between US Highway 1 and US Highway 74 Business. The proposed route is illustrated on Map 6. S. Long Drive has an ADT of approximately 16,000 trips per day (2021 NCDOT ADT) and is home to two of the largest employers in the county – Perdue Poultry and First Health Richmond Memorial Hospital. The intersection of County Home Road, S. Long Drive, and Rockingham Road is congested and has limited options for improvement. The new connector will provide an alternative route from the major residential neighborhoods in northern and eastern parts of the City and ETJ to the primary goods and services located on US Highway 74 Business (Broad Avenue). While a portion of the proposed corridor/connector will be on new location, development potential is limited by its location in the critical area of the watershed.

Water System

The City of Rockingham water system consists of approximately 83 miles of water lines ranging in size from ½ inch to 16 inches and a water treatment plant located on Rockingham Road just east of the north prong of Falling Creek. Five aboveground storage tanks with a total maximum capacity of 975,000 gallons are part the system also. The water treatment plant was originally constructed in 1927 and has undergone several major renovations, the latest being in 1986. The plant’s maximum capacity is 3 million gallons per day (MGD). The City system has multiple interconnections with the Richmond County water system and is able to purchase up to 2 MGD when needed – generally during the summer months. In addition, the City has an interconnection with the City of Hamlet water system that can provide 0.3 - 0.5 MGD if needed.

The City of Rockingham has two surface water supply sources that serve the water treatment facility: City Lake and Roberdel Lake. City Lake is fed by the north prong of Falling Creek and consists of 28 acres with a drainage area of 11 square miles yielding a dependable flow of 1.25 MGD. The on-stream raw water storage supply is 5 million gallons. Roberdel Lake is fed by Hitchcock Creek and consists of 44 acres with a drainage area of approximately 91 square miles yielding a dependable flow of 8 MGD. The on-stream raw water storage supply is 25 million gallons.

As of April 2023, the City of Rockingham has 5,292 water accounts. Residential accounts total 4,250; commercial accounts total 744; industrial accounts total 9; and sprinkler accounts total 289 (sprinkler accounts are mostly residential). The total average daily use is approximately 3.15 MGD. The five largest water users in the City account for approximately 1.7 MGD. These users include Perdue, Cascades, Richmond Memorial Hospital, Center Ingredients, and Integrity Hemitage Retirement. Map 7 illustrates the location and size of the City and County waterlines, the location of City storage tanks, the City’s public water supply, and the City’s water treatment facility.

Wastewater System

The City of Rockingham wastewater collection system includes 25 pump stations strategically placed in and around the city as well as approximately 68 miles of gravity sewer lines and approximately four miles of force mains. All wastewater generated by city residents, businesses, and industries is transported by the collection system to the City of Rockingham wastewater treatment plant located on Byrd Drive in the southwestern corner of the City adjacent to Hitchcock Creek. The wastewater treatment plant was originally constructed in 1963 with a maximum treatment capacity of 3 million gallon per day (MGD). Renovations and upgrades to the facility in 1975 and 1991 brought the maximum treatment capacity to 9 MGD. The facility’s current average daily capacity is 4.5 MGD. The facility’s outfall is the Pee Dee River. The treatment process utilized is extended aeration. All solids removed are transported to the Anson County landfill for disposal. The location of the sewer lines and pump stations are illustrated on Map 8.

Storm Water Management and Drainage System

The City of Rockingham’s storm water management system consists of those improvements made by the NCDOT during the construction and maintenance of highways, and those improvements made in conjunction with private developments as well as natural drainage basins. Storm water runoff is collected by a series of pipes, ditches and small streams and eventually makes its way into either Hitchcock Creek, the north or south prong of Falling Creek, City Lake, Hinson Lake, or Roberdel Lake. The City does not currently have a comprehensive storm water management plan, nor does the City maintain portions of the City drainage system located outside of City-maintained rights-of-way. The City’s Unified Development Ordinance does require that all developments be constructed and maintained so that adjacent properties are not unreasonably burdened with surface waters but does not set forth minimum design specifications. In addition to requiring North Carolina Department of Environmental Health and Natural Resources approval for land disturbing activities in excess of one acre in area, the Unified Development Ordinance also requires all land disturbing activities to take appropriate measures to prevent erosion and sedimentation of soils.

Land Use

Existing Land Use

The city limits of Rockingham and its extraterritorial jurisdiction (ETJ) encompass approximately 10,967 acres or 17.1 square miles. Of that total area, approximately 4,737 acres or 7.4 square miles are located inside the city limits of Rockingham. In the spring of 2023, City staff compiled data for existing land uses throughout the city and ETJ. The data was collected via a combination of windshield surveys, city staff’s personal knowledge of the area, and analysis of aerial maps. Map 9 identifies the results of the existing land use survey. Seven classifications were established to categorize the existing land uses. Such classifications are defined as follows:

1. Residential: The “residential” land use classification includes all parcels that are currently developed for single-family purposes including duplexes. Generally, vacant lots inside platted residential subdivisions are included in the “residential” classification. A comparison of the Existing Land Use map (Map 9) and the Property Value map (Map 10) will reveal the relationship between areas of higher residential property values and lower residential property values.
2. Multi-family: The “multi-family” land use classification includes all parcels that are currently developed for multi-family apartment complexes, townhouse developments, and condominiums. Such classification includes all buildings with four or more residential units.
3. Institutional: The “institutional” land use classification includes all parcels that are currently developed for governmental uses, religious institutions, nursing and rest homes, hospitals, prisons, day care centers, and educational facilities.
4. Commercial: The “commercial” land use classification includes all parcels that are currently developed for retail sales, wholesales, restaurants, professional office space, hotels, and other service-oriented type businesses.
5. Industrial: The “industrial” land use classification includes all parcels that are currently developed for manufacturing, processing, and warehousing purposes.
6. Undeveloped: The “undeveloped” classification includes all parcels that are not currently utilized for any type of development purposes. Agricultural land, timber tracts, and other parcels that contain no improvements are included in this classification.
7. Mobile Home Park: The “Mobile Home Park” classification includes all parcels that contain three or more mobile homes utilized for residential purposes.
8. Open Space: The “Open Space” classification includes all parcels that are utilized for passive and active recreation facilities, still water bodies, and cemeteries.

The acres of land and the percentage of the total area included in each land use classification are identified in Table 21.

Table 21: Existing Land Use		
Category	Area (in acres)	% of Entire Jurisdiction
Residential	3,477	31.7 %
Commercial	764	7.0 %
Industrial	444	4.0 %
Institutional	317	2.9 %
Mobile Home Park	23	0.2 %
Multi-family	172	1.6 %
Open Space	441	4.0 %
Undeveloped	5,182	47.3 %
Source: City of Rockingham Geographic Information System (GIS)		

Commercial Corridors and Intersections

Approximately 7.0 percent (764 acres) of the total area in the city limits and ETJ are utilized for commercial uses. The largest and primary concentration of commercial land use is the US Highway 74 Business (E. Broad Avenue) corridor between US Highway 220 to the current city limits east of Clemmer Road. The commercial activities located along this corridor provide a large majority of Rockingham’s retail sales establishments and dining opportunities as well as some service-oriented establishments. Most of Rockingham’s “big box” development and national chain businesses can be found along this particular corridor. A concern was noted during a previous land use planning process in 2001 that the opening of US Highway 74 bypass in November of 2000 may negatively impact existing and future commercial activities in the US Highway 74 Business corridor. However, in the 23 years since the opening of the US Highway 74 Bypass, no negative impacts or decline in commercial activities in the corridor is visible.

US Highway 1 South between US Highway 74 Business and Mizpah Road is a mix of commercial and residential uses. The portion of the corridor between US Highway 74 Business and US Highway 220 is predominately older, commercial development some of which appears to be in a state of decline evidenced by the abandoned and poorly maintained properties. The remainder of the corridor between US Highway 220 and Mizpah Road is a mixture of residential and commercial uses with the predominant land use being single-family detached residences. The corridor segment between the bypass interchange and US Highway 220 was improved from two lanes to five lanes with curb and gutter in July of 2001. Such road improvements along with the proximity to the US Highway 74 Bypass interchange and the provision of sewer service to the area in 2002 improve the commercial desirability of the entire corridor.

However, the scale of commercial development in certain areas of the corridor will likely be limited because of lot depths that are insufficient to support major “big box” development without intruding into established residential neighborhoods. Interests in major “big box” development and other large-scale commercial development will likely be limited to properties south of the US Highway 74 bypass and properties along the eastern side of US Highway 1 South between the bypass and Elaine Avenue.

US Highway 1 North between Roberdel Road and Old Aberdeen Road is a mix of commercial and residential uses. A majority of the commercial uses in this area appear to be primarily oriented to providing goods and services to the surrounding residential neighborhoods. Vacant frontage exists along US Highway 1 North in the general area of the existing commercial development, which will allow for greater commercialization of the corridor between Roberdel Road and Old Aberdeen Road. Residential lots that front along this segment of US Highway 1 North will likely transition to commercial uses. Commercial development in the corridor segment east of Old Aberdeen Road to the limits of the ETJ will be limited to a great extent because of environmental constraints. Such area is in either the critical area of the watershed or the balance of the watershed where development intensity is limited in order to prevent the degradation of surface water runoff into the City’s public water supplies.

As in most cities, Rockingham’s central business district (CBD) is the most intensely developed commercial area in the City. The main axes of the CBD are Washington Street, Hancock Street, and Franklin Street. Business activity in the CBD experienced a resurgence during the last 10-year period with over 25 new businesses opening. The establishment of Discovery Place KIDS in 2012 on the corner of E. Washington Street and N. Lawrence Street significantly renewed commercial interest in downtown. The majority of the commercial activity in the CBD is limited to weekdays between the hours of 8:00 AM and 5:00 PM.

Mill Road and Airport Road in East Rockingham are areas of predominately mixed land use types. Commercial lands uses found in these corridors are older “mom and pop” type businesses catering primarily to the surrounding community. Neither corridor has seen any new significant commercial growth over the last two decades. Mill Road between US Highway 1 South and Davis Street is almost exclusively commercial in character. Airport Road from US Highway 1 South to the boundaries of the ETJ is a mix of residential, commercial, and institutional uses.

In addition to the corridors discussed above, commercial development is located at certain key intersections in and around the City where such development primarily serves the surrounding residential neighborhoods. Such areas include the intersection of Fayetteville Road and Long Drive; the intersection of Richmond Road, Roberdel Road and Old Aberdeen Road; the intersection of Rockingham Road and Long Drive; and Washington Street between Hood Street and Stewart Street. The commercial activity located at the intersection of Fayetteville Road and Long Drive, and at Richmond Road, Roberdel Road and Old Aberdeen Road can best be characterized as a cluster of three to four businesses that provide goods and services primarily for the surrounding residential neighbors. The commercial development at

the intersection of Rockingham Road and Long Drive is expanding and becoming more highway-oriented. The commercial development on Washington Street between Hood Street and Stewart Street has for the most part been abandoned, most likely because of the close proximity of other commercial intersections and corridors.

Industrial Land Uses

Approximately 4.0 percent (444 acres) of the total area in the city limits and ETJ is utilized for industrial purposes. Most of the industrial land uses in and around Rockingham are located in the southern and western parts of the city and extraterritorial jurisdiction. Almost all the industrial land uses are situated on sites that provide direct access to rail service and or easy access to major thoroughfares. The older industrial sites, some of which date prior to 1900, are located in residential neighborhoods that were originally built by the mills as housing for its employees. The newer industrial sites are located in areas away from residential land uses.

The City of Rockingham initiated the development of two industrial parks as part of an attempt to encourage industrial development in and around the City. Rockingham Industrial Park is in the northwest corner of the intersection of US Highway 220 and Midway Road and consists of 74 acres, some of which is unusable because of topographic constraints. Rockingham Industrial Park West is located on Silver Grove Church Road in the northwestern portion of the extraterritorial jurisdiction and consists of 208 acres.

Residential Land Uses

Approximately 31.7 percent (3,477 acres) of the total area in the city limits and ETJ is utilized for single-family residential purposes and approximately 1.6 percent (172 acres) of the total area in the city limits and ETJ are utilized for multi-family residential purposes. Historically, a significant amount of the residential development around Rockingham has occurred in the form of mill villages. The local textile mills in operation during the late 1800's and early to mid-1900's built single-family homes near the mill sites to house their workers. Such mill villages include Hannah Pickett, Safie, Aleo, Roberdel, and Pee Dee. Single-family residential development other than the mill villages has been concentrated to the north and east of the downtown and continues to grow outward, primarily along the axis of Richmond Road and Roberdel Road. Residential growth since the late 1980's has been slow compared to other areas of the state. As a result, Rockingham has seen few new major residential subdivisions. Many of the new units constructed have been infill in established subdivisions and mill villages as well as minor subdivisions (3 lots or less) scattered around the City and ETJ. In the period, since the adoption of the last land use plan in 2012, only one major subdivision was developed (Savannah Place - 30 lots).

The density at which single-family residential development has occurred varies with the highest density being between six to seven units per acres. The highest single-family residential densities are

found in the oldest residential areas near downtown and in the East Rockingham mill villages of Hannah Pickett, Aleo, and Safie. The lower density areas are typically found on the periphery of the city in the ETJ. All of the single-family residential development that has occurred over roughly the last 20 years in the City and ETJ has been low to moderate density, generally less than three units per acre. The density at which the single-family residential areas in the City and ETJ have developed is illustrated on Map 11.

During the 1990's and early 2000's, manufactured homes accounted for most of the housing starts in the City and ETJ. However, that trend changed during the last 20-year period, primarily for two reasons. First, the City removed a portion of East Rockingham from its ETJ in 2003, which was an area comprised of predominately mill housing where manufacturing homes was the choice infill development. (The remaining portion of East Rockingham was removed from the City's ETJ in 2019.) Second, as part of the comprehensive revisions to the UDO in 2004, the City began requiring manufactured homes (located outside of manufactured home parks) to be placed on a permanent foundation. These requirements are stricter than those in the surrounding jurisdictions and thus serve to discourage manufacturing housing in the City's jurisdiction to an extent. Of those manufactured homes permitted in the last 20-year period, all were either in the more rural areas of the ETJ or as new infill in the mill villages and Philadelphia community; and no new manufactured home parks were developed.

During the past 20-year period, the City rezoned a considerable amount of property and amended the text of the UDO to encourage more multi-family development. This effort resulted in the development of Lenox Station Apartments (41 units) on S. Caroline Street; Greenridge Apartments (48 units) on County Home Road; Cameron Grove Apartments (56 units) on Lady Mary Lane; Community Apartments (9 units) on McArthur Drive; and Fountain Point Apartments (39 units) on Clemmer Road. All existing multi-family is located inside the city limits because of the availability of sewer service and generally speaking – concentrated along the axis of US Highway 74 behind commercial land uses. Such pattern is logical in that multi-family residential developments are often viewed as a type of buffering land use between commercial development and single-family residential development.

Undeveloped / Vacant

An analysis of the existing land use map reveals a significant amount of undeveloped and vacant property around the periphery of the City in the extraterritorial jurisdiction. The extent to which such undeveloped and vacant property can be utilized is limited by the lack of sewer infrastructure. In addition, some portions of the undeveloped and vacant property are situated in the critical area of the watershed, the balance of the watershed, the floodway, and the floodplain. Development of such land is limited if not prohibited because of the negative environmental consequences. Some of the undeveloped properties are in logical, future areas of growth for the City. Such areas include the properties around the US Highway 74 Bypass and US Highway 1 South interchange; the properties around Rockingham

Industrial Park West; and the areas north and east of the City limits between Northam Road and East Washington Street.

Open Space

The existing land use survey also identified areas that are used for passive and active recreation areas as well as cemeteries. Such areas include Roberdel Lake, City Lake, Browder Park, Falling Creek Park, Civitan Park, East Rockingham Park, Eastside Cemetery, Richmond County Memorial Park, Northside Cemetery, and Southside Cemetery. Areas that are zoned open space (O-S) or preserved as open space in subdivisions as required in the Unified Development Ordinance are not identified in this land use classification.

Areas of Land Use Transition

Several corridors in the City and extraterritorial jurisdiction appear to be in a state of land use transition. Such areas include Rockingham Road between Mial Street and Long Drive; Biltmore Drive between Broad Avenue and Cabel Street; and US Highway 1 South between US Highway 220 and Mizpah Road. New and or improved transportation facilities; the presence of nonconforming commercial establishments; home occupations; improvements in water and sewer infrastructure; and rezoning requests for commercial zoning classifications are indicators that such areas are in a transition from predominate residential areas to commercial redevelopment areas.

The area of transition on Rockingham Road is characterized as a mixture of commercial, institutional, residential, and industrial land uses. The presence of commercial and industrial activities, in conjunction with the large volumes of traffic, has made Rockingham Road less desirable for residential uses. The same can be said for the Biltmore Drive corridor. In addition, the proximity of Biltmore Drive to major “big box” development on Broad Avenue has made certain properties less desirable for residential uses and more practical for commercial uses. US Highway 1 South is predominately residential in character with a few commercial land uses. However, the widening of the road to a five-lane curb and gutter facility and the opening of the new interchange with US Highway 74 Bypass will undoubtedly make the corridor less desirable for residential uses and more desirable for commercial uses.

In an attempt to accommodate and allow for the orderly and controlled transition of such areas, the City created a Transitional Neighborhood Commercial Overlay District (TNCO) and a Transitional Highway Commercial Overlay District (THCO). Such districts are overlay zones applied to the residentially zoned properties in areas of transition that allow for certain commercial uses on a conditional basis. The City of Rockingham Unified Development Ordinance specifies certain requirements for the allowed commercial activities to protect and preserve the sanctity of the existing residential uses. As of March 2023, the transitional overlay districts have been applied to properties along Rockingham Road, Biltmore Drive and US Highway 1 South. Such areas are illustrated on Map 12.

Current Zoning

The entire area included in the City of Rockingham and its extraterritorial jurisdiction (ETJ) is zoned in accordance with the Unified Development Ordinance (UDO). The UDO establishes thirteen (13) zoning districts that regulate the type of land use permitted on specific properties. Table 22 identifies the total acres per zoning classification and the percent of each classification in relation to the total area in the City and ETJ for 2002, 2012, and 2023. It should be noted that the 2002 figures include the portion of East Rockingham that the City removed from its ETJ in 2003; and the 2012 figures include multiple areas removed from City’s ETJ in 2019. Map 12 illustrates the boundaries of each zoning classification in the City and ETJ.

Table 22: Zoning Districts						
District	2002		2012		2023	
	Area (in Acres)	% of Entire Jurisdiction	Area (in Acres)	% of Entire Jurisdiction	Area (in Acres)	% of Entire Jurisdiction
Neighborhood Business (B-1)	97	0.8	75	0.6	70	0.6
Central Business (B-2)	69	0.5	74	0.6	74	0.7
Highway Business (B-3)	1,042	8.1	1,324	10.6	1,271	11.6
Office / Institutional (O-I)	87	0.7	141	1.1	141	1.3
Light Industrial (I-1)	416	3.2	617	5.0	614	5.6
Heavy Industrial (I-2)	618	4.8	576	4.6	503	4.6
Rural Residential (R-20)	4,828	37.6	3,605	29.0	2,906	26.5
Low Density Residential (R-12)	1,849	14.4	2,404	19.3	2,215	20.2
Moderate Density Residential (R-9)	622	4.9	515	4.1	515	4.7
Residential Duplex (R-8)	32	0.3	176	1.4	176	1.6
Higher Density Residential (R-7)	737	5.6	845	6.8	845	7.7
Residential Village (R-7A)	1,667	13.0	1,065	8.6	643	5.9
Open Space (O-S)	763	6.0	1,037	8.3	994	9.1

Source: City of Rockingham Geographic Information System (GIS)

The Rural Residential (R-20) district is generally intended to be applied to sparsely developed areas outside the city limits where municipal services are not available and are not anticipated to be provided based on projected growth patterns. The regulations for the R-20 district are intended to maintain the rural character of the area; promote extremely low-density residential development; and provide areas for agriculture and related land uses. In the R-20 district certain non-residential uses are allowed as

permitted uses or special uses. Manufactured homes are permitted in the R-20 district because in the Rockingham area they are traditionally and customarily associated with rural development. Very little property inside the city limits is zoned R-20, which is logical because all property inside the city limits has access to water and sewer service and can be developed at greater densities than that permissible in the R-20 zone.

The Low Density Residential (R-12) district is generally intended to be applied to areas for the preservation and promotion of low-density residential neighborhoods where municipal services are available or anticipated. The regulations for the R-12 district are intended to provide for the orderly growth of single-family detached development (excluding manufactured housing) with a relatively spacious character in order to create quiet, livable neighborhoods. In the R-12 district certain non-residential uses of a temporary, public, or semi-public nature are allowed as either permitted or special uses. Commercial uses are restricted to home occupations. Most of the areas zoned R-12 in the city limits and ETJ are along the axes of Richmond Road, Roberdel Road and Washington Street.

The Moderate Density Residential (R-9) district is generally intended to be applied to areas for the preservation and promotion of moderate density residential neighborhoods where municipal services are available or anticipated. The regulations for the R-9 district are intended to provide for the orderly growth of single-family detached development (excluding manufactured housing) with a moderately spacious character to create quiet, livable neighborhoods. In the R-9 district certain non-residential uses of a temporary, public, or semi-public nature are allowed as either permitted or special uses. Commercial uses are restricted to home occupations. The R-9 district is very similar to the R-12 district with the major difference being that R-9 allows a slightly higher density. A significant portion of the areas zoned R-9 are located adjacent to R-12 zones. The areas zoned R-9 are located along Fayetteville Road and Ann Street in the local historic district; between Fayetteville Road and Washington Street; and between Rockingham Road and the north prong of Falling Creek. No areas in the ETJ are zoned R-9.

The Residential Duplex (R-8) district is generally intended to be applied to areas for the preservation and promotion of medium density residential neighborhoods where municipal services are available or anticipated. The regulations for the R-8 district are intended to provide for the orderly growth of single-family detached, semi-detached, and two-family development (excluding manufactured housing) with a moderately dense character to create quiet, livable neighborhoods. In the R-8 district certain non-residential uses of a temporary, public, or semi-public nature are allowed as either permitted or special uses. Commercial uses are restricted to home occupations. The area along County Home Road between Richmond Memorial Drive and Cedar Haven Subdivision is the only area in the city limits or ETJ zoned R-8.

The High Density Residential (R-7) district is generally intended to be applied to areas for the preservation and promotion of high-density residential neighborhoods where municipal services are available or anticipated. The regulations for the R-7 district are intended to provide for the orderly

growth of single-family detached, (excluding manufactured housing) single-family attached, single-family semi-detached, two-family and multi-family development with a dense character in order to create quiet, livable neighborhoods. In the R-7 district certain non-residential uses of a temporary, public, or semi-public nature are allowed as either permitted or special uses. Commercial uses are restricted to home occupations. Higher density residential districts are located near retail and employment centers to provide convenient access for shoppers and workers, and near major and minor thoroughfares to minimize traffic congestion on residential streets. Large-scale multi-family development is allowed as a special use because site design reviews can help assure adequate health, safety, and general welfare protection with such development. Very little property outside the City limits is zoned R-7, since the permissible density necessitates access to sewer service. Areas zoned R-7 are scattered throughout the city limits and are generally the location of the denser single-family development as well as most multi-family development.

The Residential Mill Village (R-7A) district is generally intended to be applied to the existing mill village areas. The regulations for the R-7A district are intended to accommodate the historic development patterns created in the mill village areas and thereby minimize the creation of nonconforming situations while still maintaining quiet, livable neighborhoods. In the R-7A district certain non-residential uses of a temporary, public, or semi-public nature and certain commercial uses are allowed as either permitted or special uses. Such "villages" are characterized by mixed land uses with an employment center, commercial goods, and professional/personal services within walking distance of moderate density residential dwellings. These "villages" are similar to the planned unit development (PUD) concept, and differ primarily because they were developed prior to technological innovations such as the automobile. Land is subdivided into small lots, rights-of-ways are narrow, and there are few buffer areas between differing land uses. The intent of the R-7A district is to conserve these "village" areas, but not to expand their boundaries; modern development patterns do not fit the historic village concept.

The Neighborhood Business (B-1) district is generally intended to accommodate and provide for the development of small, neighborhood-oriented commercial activities strategically located to offer goods and services to the surrounding residential areas. The regulations for the B-1 district are intended to provide for commercial and service-related uses that are typically considered non-offensive in nature and compatible with residential uses in close proximity. Because of the close proximity to established residential neighborhoods, the B-1 district may restrict night hours of operation to prevent unreasonable disruptions--noise and light--to the surrounding properties. The B-1 districts are primarily located at key commercial intersections in and around the City. In addition, certain properties containing commercial uses initiated prior to the implementation of zoning in residential neighborhoods have been zoned B-1 in an attempt to avoid the creation of nonconforming uses.

The Central Business (B-2) district is generally intended to be applied to the core commercial area of Rockingham known as the downtown area. The regulations for B-2 district are intended to provide for a mixture of commercial, service, residential, and governmental uses in an intensely developed, pedestrian friendly environment. Certain uses, which may have an adverse impact on the district as a whole, may be allowed as a special use with proper consideration of potential site-specific impacts. The downtown area is the only area in the city limits and ETJ zoned B-2.

The Highway Business (B-3) district is generally intended to accommodate and provide for the development of a variety of commercial activities where municipal services are available or anticipated. The regulations for the B-3 district are intended to provide for extensive commercial development with easy accessibility and adequate parking and landscaping along major thoroughfares and at major intersections. The B-3 district also allows large scale multi-family developments as a special use. Areas zoned B-3 in the city and ETJ include properties along major arterial highways and at key intersections. Such areas included US Highway 74 Business between Green Street and the city limits east of Clemmer Road; the area around the US Highway 74 Bypass and US Highway 1 South interchange; the south side of US Highway 1 between Roberdel Road and Old Aberdeen Road; the area around the intersection of North Lee Street, Old Ellerbe Road, McNair Street, and Cartledge Creek Road; and properties along S. Long Drive between the north prong of Falling Creek and US Highway 74 Business.

The Office and Institutional (O-I) district is generally intended to accommodate and provide for the development of professional, medical and institutional uses in an office park or campus like environment and provide areas for high density residential developments. The O-I district is usually located between residential areas and more intensive business operations, and the regulations are designed to allow the development of permitted uses and still protect nearby residential districts. The primary area zoned O-I in the city and ETJ include those properties on which Richmond Memorial Hospital is located as well as the adjacent medical park located to the north.

The Light Industrial (I-1) district is generally intended to accommodate and provide areas for wholesale activities, industrial research, warehousing and light manufacturing operations. The regulations for the I-1 district are intended to promote sound, permanent, light industrial development and to protect abutting and surrounding areas from any undesirable impacts of such development. Areas zoned I-1 include the City of Rockingham's two industrial parks on Midway Road and Silver Grove Church Road; the area located west of Sandhill Road and north of Mizpah Road behind the commercially zoned frontage along US Highway 74 Bypass; and the properties along Yates Hill Road from US Highway 74 Business to the entrance of Seal Air Corporation.

The Heavy Industrial (I-2) district is generally intended to accommodate and provide for intensive industrial activities that create some level of nuisance. The regulations for the I-2 district are intended to protect the community from undesirable characteristics associated with heavy industrial uses, while still allowing for economic growth. Areas zoned I-2 in the City and ETJ primarily consist of the major

industrial sites including the City of Rockingham Wastewater Treatment Facility; Cascades; the former UCO site now occupied by Superior Crane; the former Sara Lee Hosiery; Perdue Poultry; the former Pee Dee #2 site; Wade Manufacturing; and the Department of Corrections and NCDOT property on Cartledge Creek Road.

The Open Space (O-S) district is generally intended to be applied to undeveloped areas that are ecologically, economically, culturally, or historically significant to the community in their current undeveloped state. The regulations for the O-S district are intended to maintain and preserve undeveloped areas that are environmentally sensitive, wildlife refuges, passive recreation areas, scenic areas, or have other significance in order to justify maintaining their undeveloped state. The O-S zoning classification is almost exclusively applied to the properties immediately adjacent to Hitchcock Creek, and the north and south prongs of Falling Creek as well as City Lake, Hinson Lake, and Roberdel Lake. In 2008, the City re-delineated the boundaries of the O-S district along by the north and south prongs of Falling Creek and a significant portion of Hitchcock Creek in an effort to better preserve environmentally sensitive areas and riparian buffers.

Historical and Archeological Resources

Local and National Historic Districts

The City of Rockingham has a local historic district and national historic district. The boundaries of both districts are indicated on Map 13. The local historic district is completely contained within the boundaries of the national district and comprised of 151 properties, 93 of which are classified as contributing properties. The national historic district, which is listed on the National Register of Historic Places, is comprised of 236 properties, 141 of which are classified as contributing properties. The local historic district is classified as an overlay district in the City of Rockingham Unified Development Ordinance. The purpose of the local historic overlay district is to encourage the restoration, preservation, and conservation of historically significant areas, structures, sites, or objects and their surroundings. The local historic district is also intended to protect the area from potentially adverse elements, which may cause the decline, decay, or total destruction of important historical features that are a part of the community's total heritage. Using design guidelines and a review procedure by an appointed Historic Preservation Board, the City regulates the exterior alterations of properties in the local historic district. Of the 141 contributing properties in the national historic district, 23 are classified as pivotal properties. The designation of a property as pivotal indicates the importance of such structure to the integrity of the entire district. The pivotal properties in the national historic district are identified on Map 13.

In addition to the properties in the national historic district, other individual properties in the city and extraterritorial jurisdiction are listed on the National Register of Historic Places. Such properties include the following:

- Bank of Pee Dee
- Great Fall Mill (structure burned)
- The Manufacturers Building
- Hannah Pickett Mill, No. 1
- Richmond County Courthouse
- Roberdel Mill, No. 1
- The former United States Post Office and Courthouse
- H.C. Watson House

Archeological Sites

According to the North Carolina Department of Cultural Resources, six known archeological sites exist in the City and extraterritorial jurisdiction. The locations of such sites are protected under NCGS 70-18 to prevent pilfering and vandalism. All six locations are considered prehistoric sites with lithic scatter. In other words, evidence of arrow, spear, and pottery making exists on the sites or existed at one time in the recent past. According to the State, none of the six sites appear to be eligible for the National Register of Historic Places.

Community Redevelopment and Revitalization

Downtown Revitalization

A goal in the previous land use plan was to “revitalize downtown Rockingham”, and the City spent considerable effort doing so over the last 10-year period. While Rockingham was fortunate its downtown area had not experienced the demise and deterioration seen in many other downtowns across the country, there was significant room for improvement. Prior to 2013, governmental and professional office space accounted for most of the land uses downtown, while retail sales and restaurants were limited. The opening of Discovery Place KIDS in 2012 was the impetus for renewed commercial interests in downtown. The collaborative effort between the City and Discovery Place created a children’s museum that draws 40,000 visitors annually. To address a need for space for school kids to eat lunches during visits to the museum, the City built Hitchcock Place which also includes a restaurant (Patton’s Downtown Grill). In 2021, the City completed a collaborative effort with Richmond Community College to develop a 40,000 square foot satellite campus on the site of the former RW Goodman Company store, which brings hundreds of college students to downtown weekly. The City also purchased the former Food King building in 2018 to stabilize/slow its deterioration, to control the future use of the building as another “anchor tenant” in downtown, and create more public parking. As of May 2023, the City has completed structural floor repairs to the building, renovated the parking lot, and is actively marketing the building for prospective tenant(s). In 2018, the City completed a renovation to Harrington Square that included the construction of new fountain, new site lighting, and landscaping. These public investments have resulted in approximately 28 new businesses opening in downtown since 2015.

Other Community Redevelopment

For more than 30 years up until 2017, the City employed a full-time grants administrator and was very successful in securing numerous CDBG funds for water and sewer infrastructure improvements and housing rehabilitation that benefited neighborhoods all over the City and ETJ. During the last 10-year period, the availability of CDBG funds diminished significantly; and therefore, the grants administrator position was not filled upon her retirement. As a result, very little community redevelopment and revitalization has occurred during the last 10-year period.

Conclusions from Part 1: Analysis of Existing Conditions

The analysis of existing conditions in the preceding pages provides a synopsis of the issues and factors in the community that influence and reflects land use in the community. The Land Use Plan Steering Committee reviewed this information and decided the following conclusions were some of the most relevant issues based solely on the factual data and their own personal knowledge of the community. These conclusions are not listed in any order.

- 1.) The demographic data indicates Rockingham's economy has been stagnant during the last 30-year period. A significant factor in the economic stagnation is the loss of textile manufacturing jobs from the county. The City and the County economic base was not diversified enough to overcome the loss of those jobs during the mid-1990's and early 2000's.
- 2.) If the US Highway 1 Bypass does eventually become a funded NCDOT project and move forward, the proposed interchange with US Highway 74 Business will present a significant economic development opportunity. Assuming the availability of adequate sewer service, the properties along US Highway 74 Business on either side of the proposed interchange will be desirable for commercial development and/or redevelopment. The proposed interchange is in close proximity to a majority of the new commercial development that occurred in Rockingham during the last 20-year period.
- 3.) Even though development has been slow since the installation of sewer service, the area around the US Highway 1 and US Highway 74 Bypass interchange remains a prime location for commercial development especially commercial development directed toward travelers (ie. restaurants, fuel, and lodging).
- 4.) Efforts taken over the last 20-year period to encourage multi-family development were successful. A combination of factors including staff initiated rezonings to R-7 and R-8; the allowance of large-scale multi-family development as a special use in the B-3 district; and the adoption of the planned residential development provisions in the UDO resulted in 193 new multi-family units since 2003. These new multi-family units have helped diversify the City's housing stock and provide quality affordable housing options for citizens.
- 5.) Efforts to reduce the number of manufactured homes being permitted in the City and ETJ were successful. As recommended in the previous land use plan, the City adopted standards to increase the likelihood of manufactured homes being assessed as real property (versus personal property).

The City also reduced the amount of area zoned for manufactured homes through a combination of rezonings and text amendments. As a result, beginning in 2004, the City permitted on average only three manufactured homes annually. (It should be noted that the removal of East Rockingham from the City's ETJ also contributed to the decline in permits for manufactured homes.)

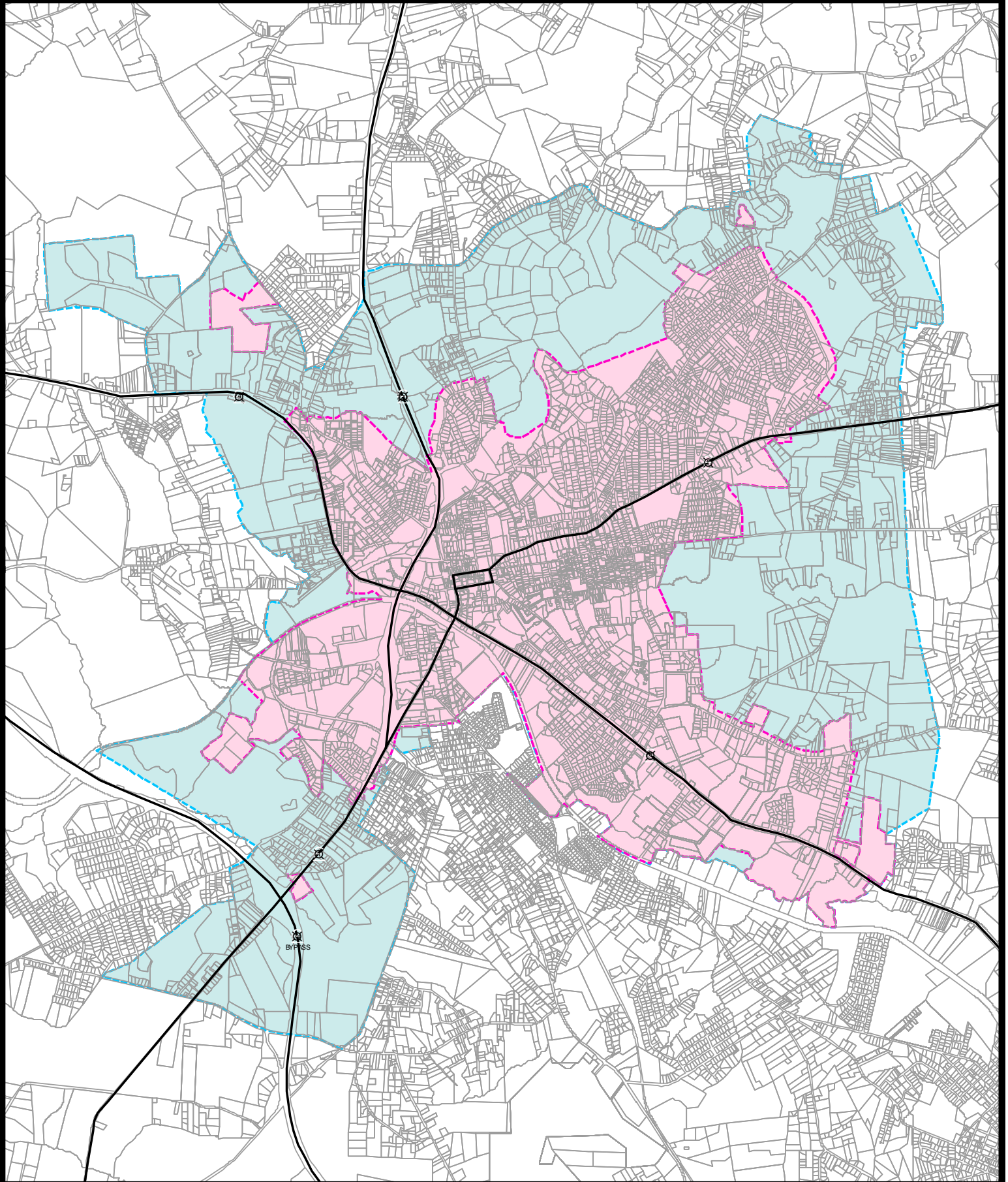
- 6.) The City's aging population and nominal population growth during the past decade indicates a declining, future workforce, which may hamper the community's ability to effectively recruit industry in the future.
- 7.) Proper stormwater management should be a concern in the community. All stormwater runoff in the City and ETJ eventually makes its way into either the north or south prong of Falling Creek or Hitchcock Creek. Improper management of stormwater runoff will lead to more pollution in Falling Creek and Hitchcock Creek; decreased quality of the local public water supply; and increased flood potential.
- 8.) The City has a substantial aging population, as does most cities across the country because of the baby boom generation. As a result of the aging population, a need for housing that caters to an elderly population will be beneficial for the community. New types of elderly housing developments, such as retirement villages, congregate living facilities, and assisted living facilities should continue to be encouraged with adequate provisions in the City's Unified Development Ordinance. In addition, appropriate zoning for such types of elderly housing should continue to be applied to properties within reasonable proximity to medical facilities and other goods and service providers.
- 9.) City efforts to revitalize the downtown area during the previous ten-year period have been largely successful. City investments in Discovery Place KIDS and the Richmond Community College satellite campus renewed commercial interest in downtown as evidenced by 27 new businesses opening in downtown since 2015. Multiple streetscape enhancements, public parking lot renovations, and renovations to Harrington Square also improved the appearance of downtown.

Map 1: City Limits and ETJ

Scale:
1" = 3000'

1

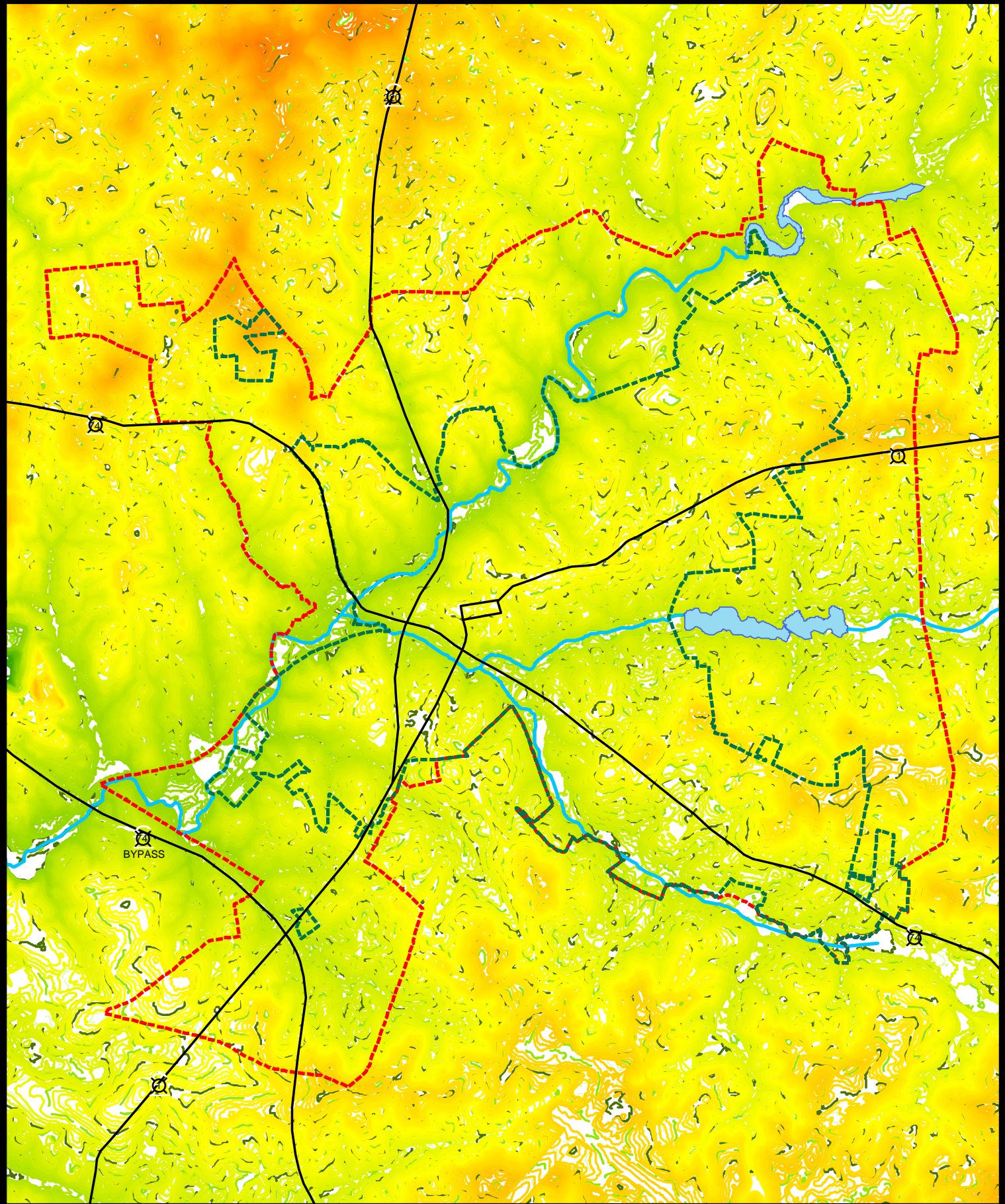
- Major Highways
- Property Lines
- ▭ City Limits
- ▭ ETJ



Map 2: Topography

Scale: 1
1" = 4000'

- City Limits
- ETJ
- Major Highways
- Lakes
- Creeks

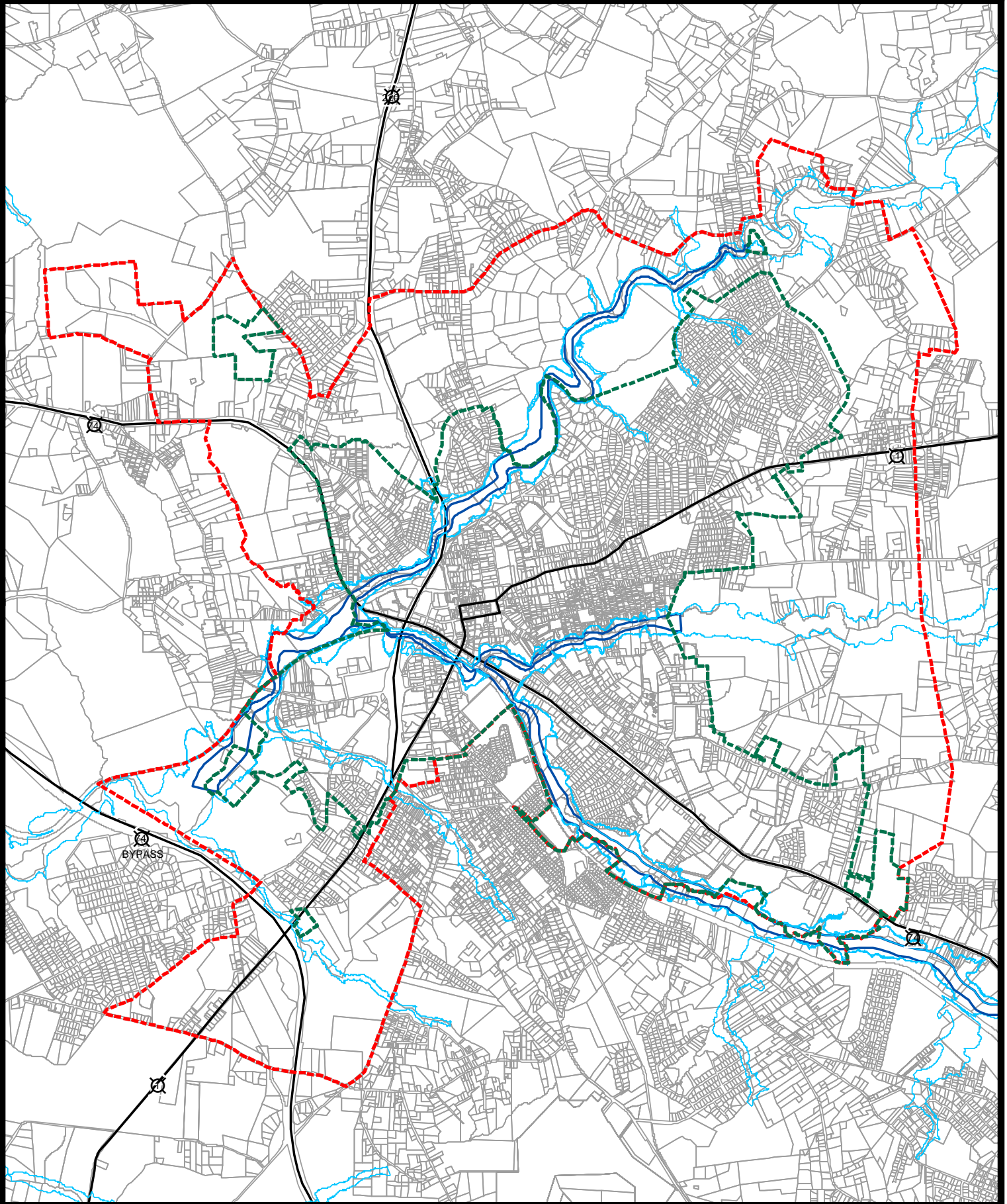


Map 3: Flood Hazard Areas

Scale:
1" = 4000'

1

- City Limits
- ETJ
- AE (Floodplain)
- SHADED X (Floodplain)
- AEFW (Floodway)
- Major Highways
- Property Lines







Map 4: Soil Types











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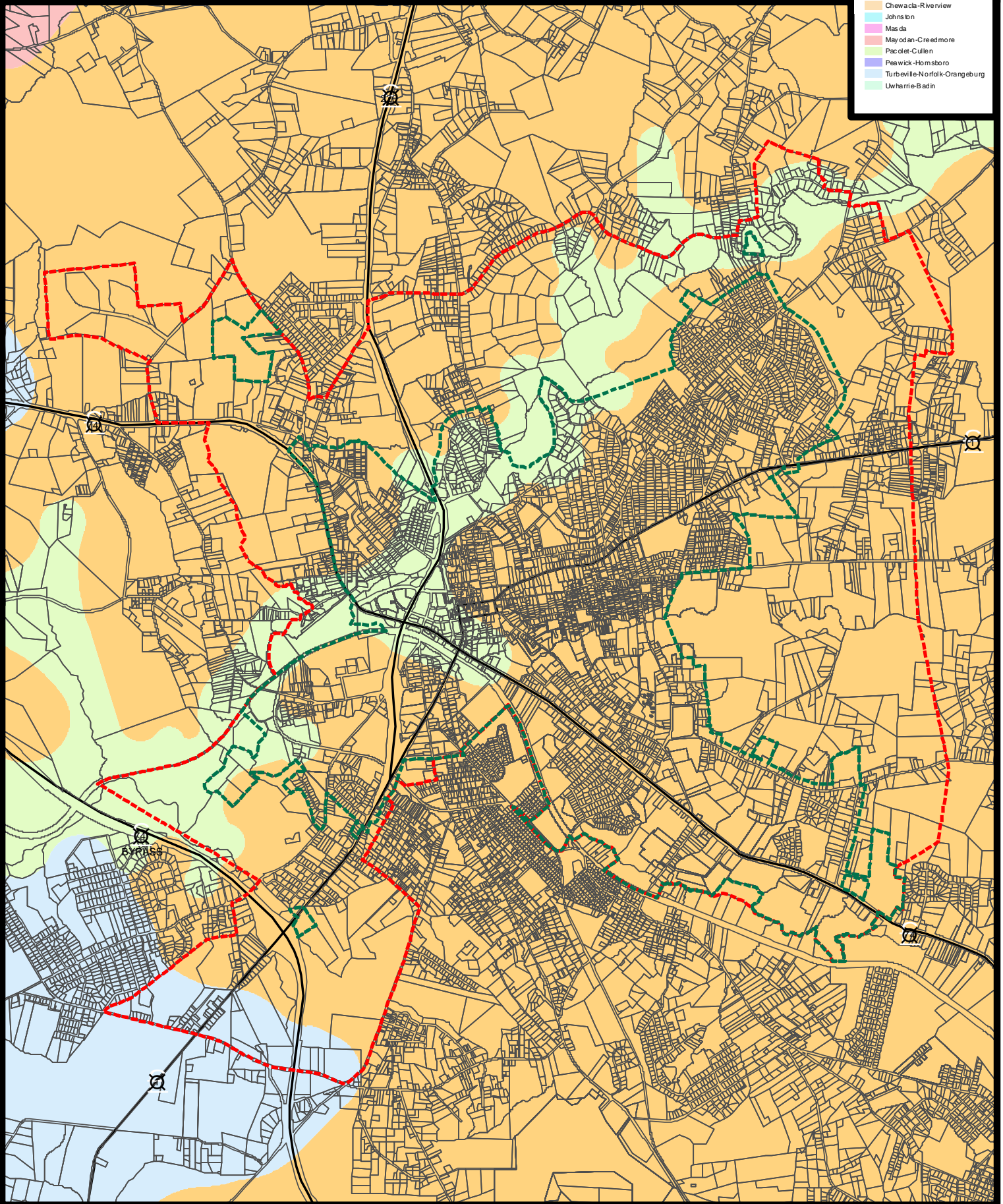
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Legend

-  ETJ
-  City Limits
-  Property Lines
-  Major Highways

General Soil Types





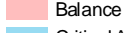
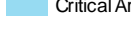
-  Alley-Wakulla-Candor
-  Badin-Goldston-Uwharrie
-  Chewacla-Riverview
-  Johnston
-  Mas da
-  Maydan-Creedmore
-  Pacolet-Cullen
-  Peawick-Hornsboro
-  Turbevile-Norfolk-Orangeburg
-  Uwharrie-Badin

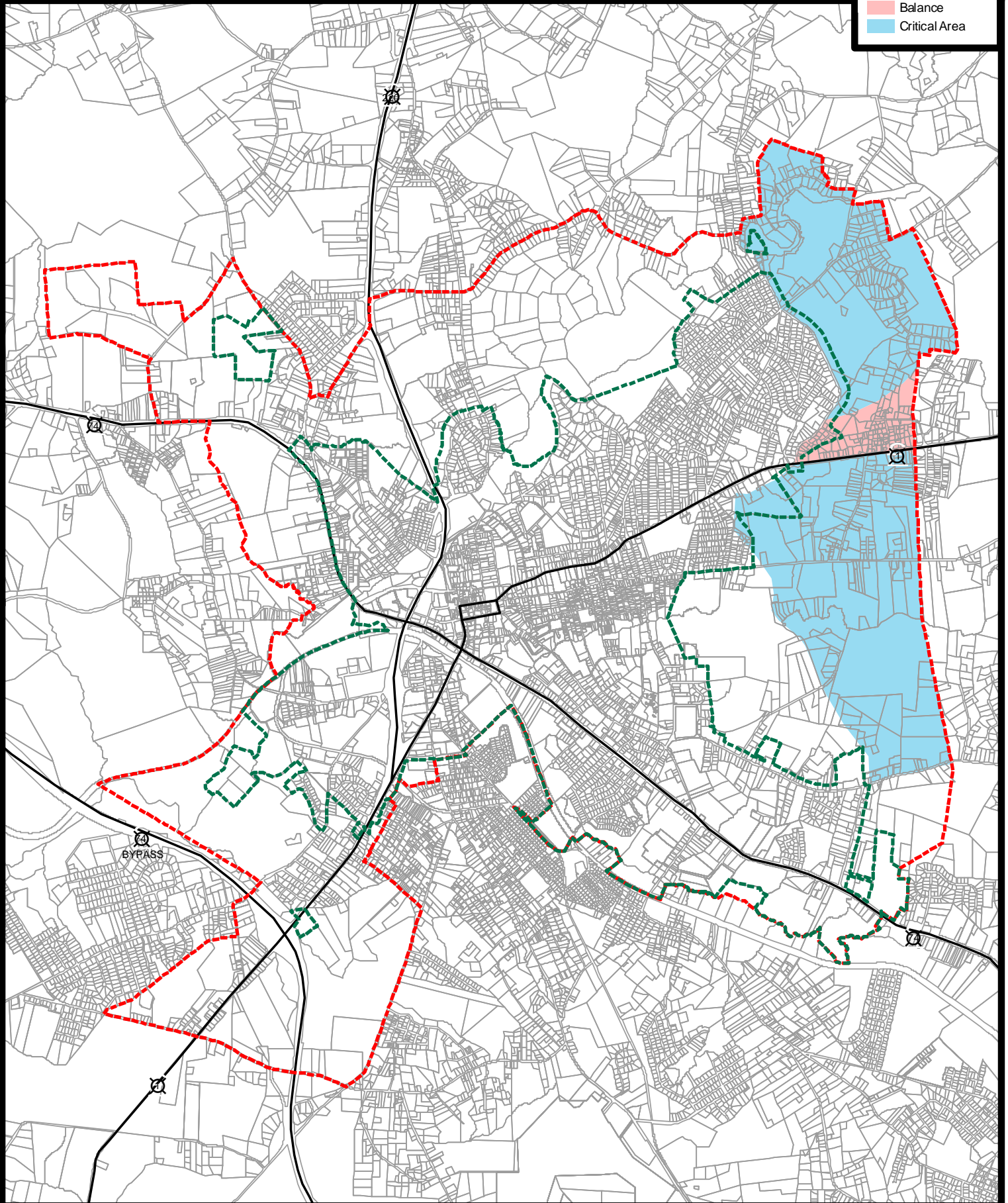


Map 5: Watersheds

Scale:
1" = 4000'

1

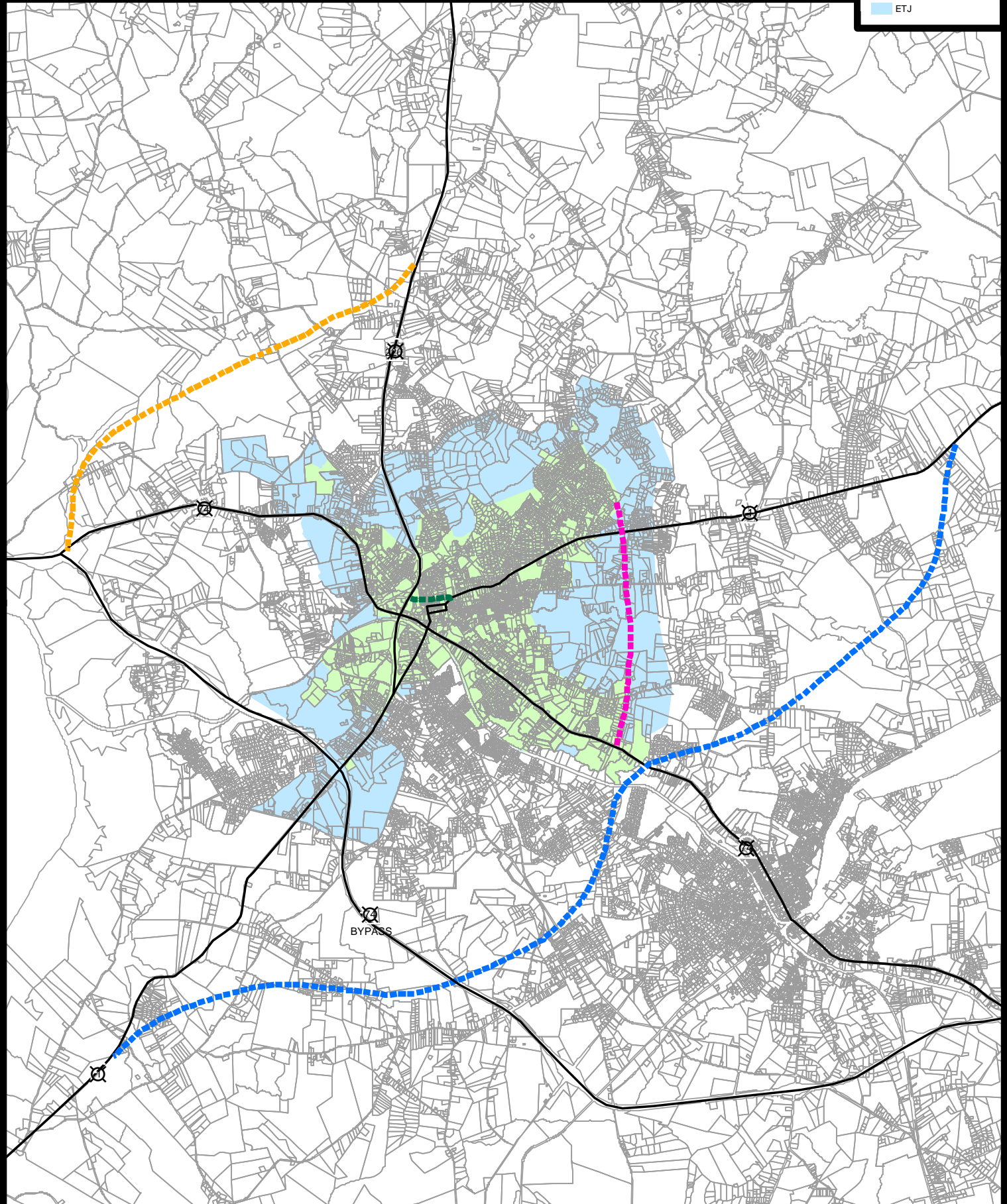
-  City Limits
-  ETJ
-  Major Highways
-  Property Lines
- Watershed Areas**
-  Balance
-  Critical Area



Map 6: Major Highway Projects

Scale: 1
1" = 8000'

- Greene Street
- Long Drive Alternate
- I73/74
- US Highway 1 Bypass
- Major Highways
- Property Lines
- City Limits
- ETJ

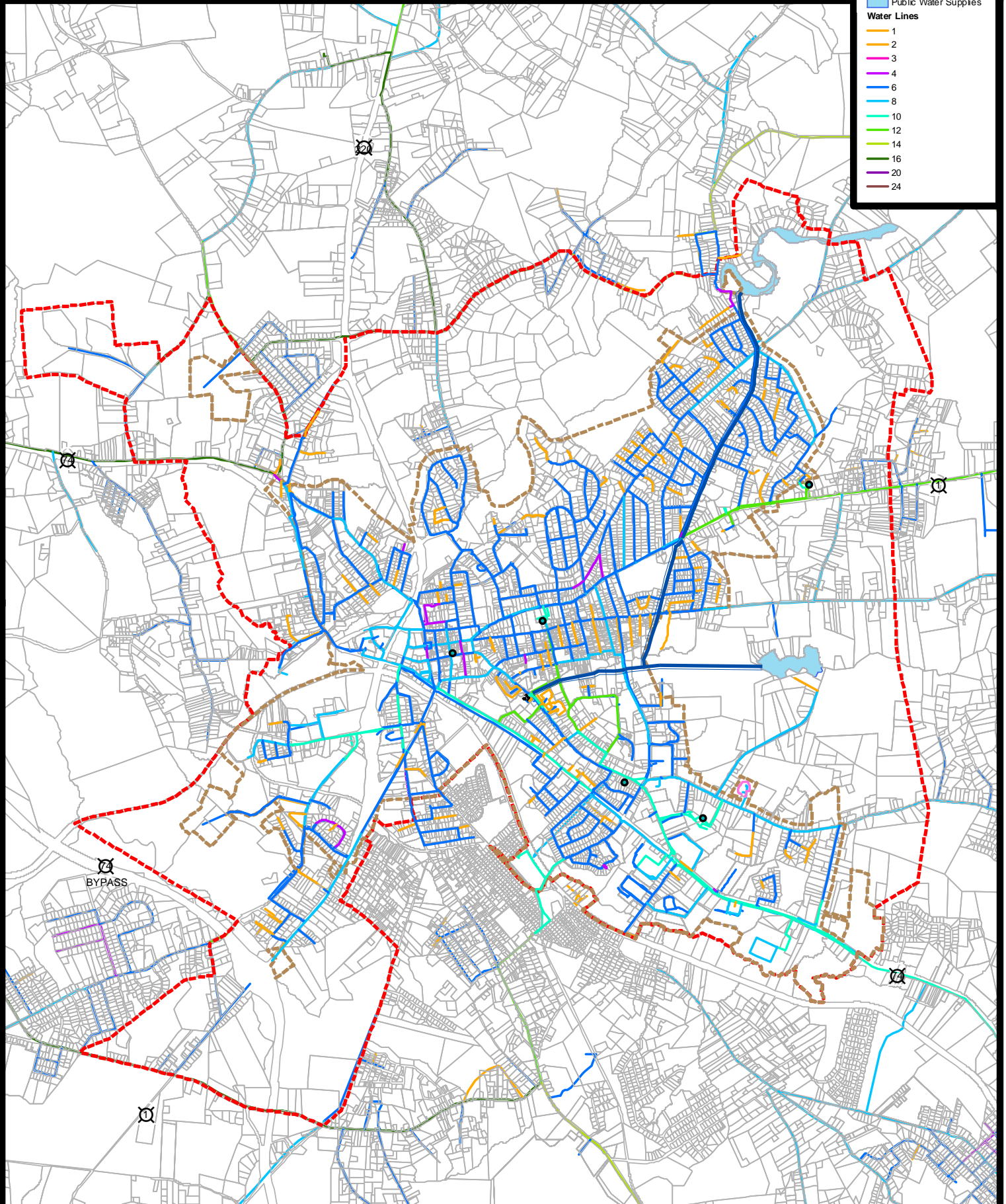


Map 7: Water Infrastructure

Scale: 1" = 4000'

1









- City Water Tanks
 - Raw Water Lines
 - - - City Limits
 - - - ETJ
 - - - Property Lines
 - Water Treatment Plant
 - Public Water Supplies
- Water Lines**
- 1
 - 2
 - 3
 - 4
 - 6
 - 8
 - 10
 - 12
 - 14
 - 16
 - 20
 - 24

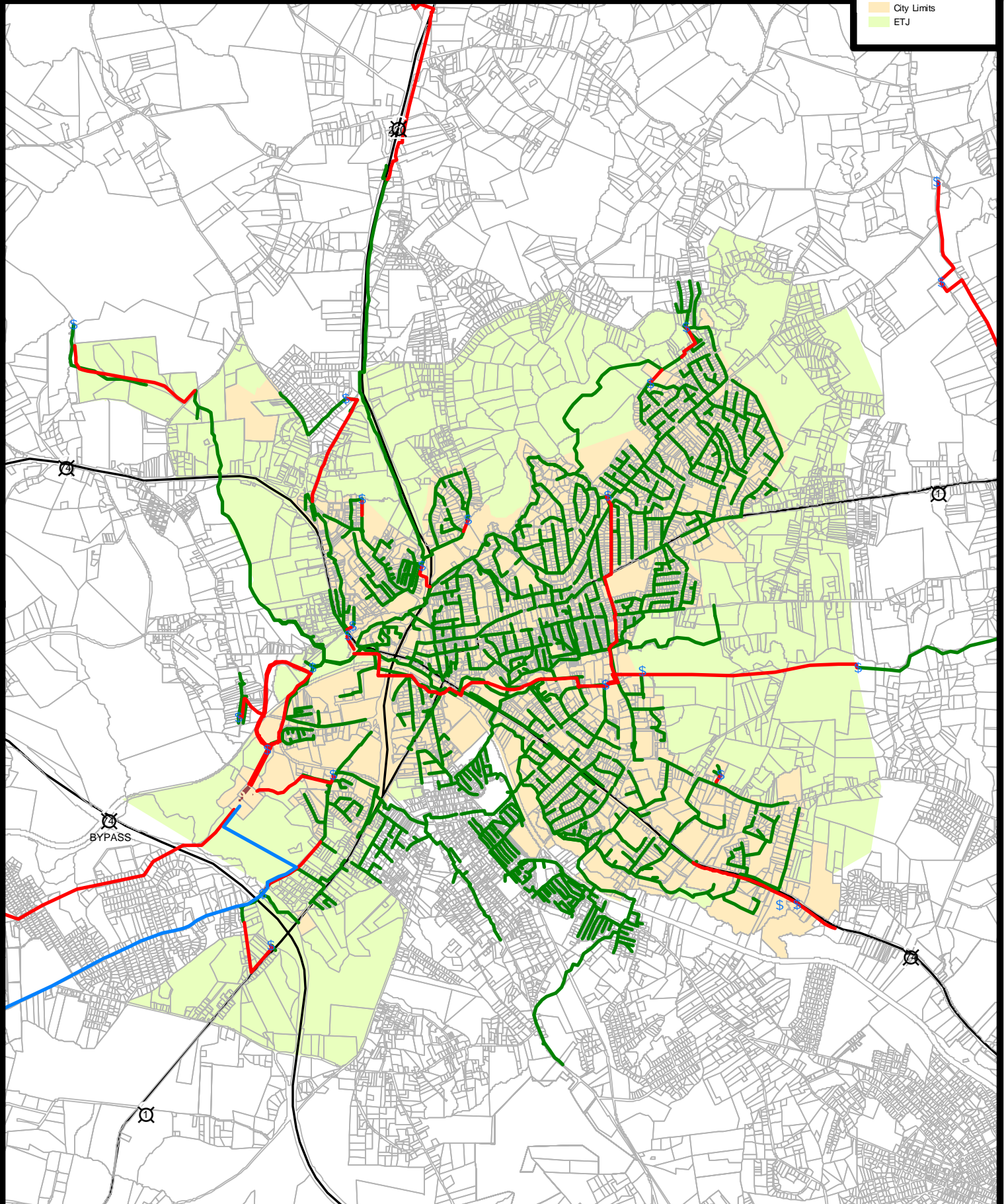


Map 8: Sewer Infrastructure

Scale:
1" = 4500'

1

-  Sewer Pump Stations
-  Outfall Force Main
-  Force Mains
-  Gravity Sewer
-  Property Lines
-  Major Highways
-  City Limits
-  ETJ

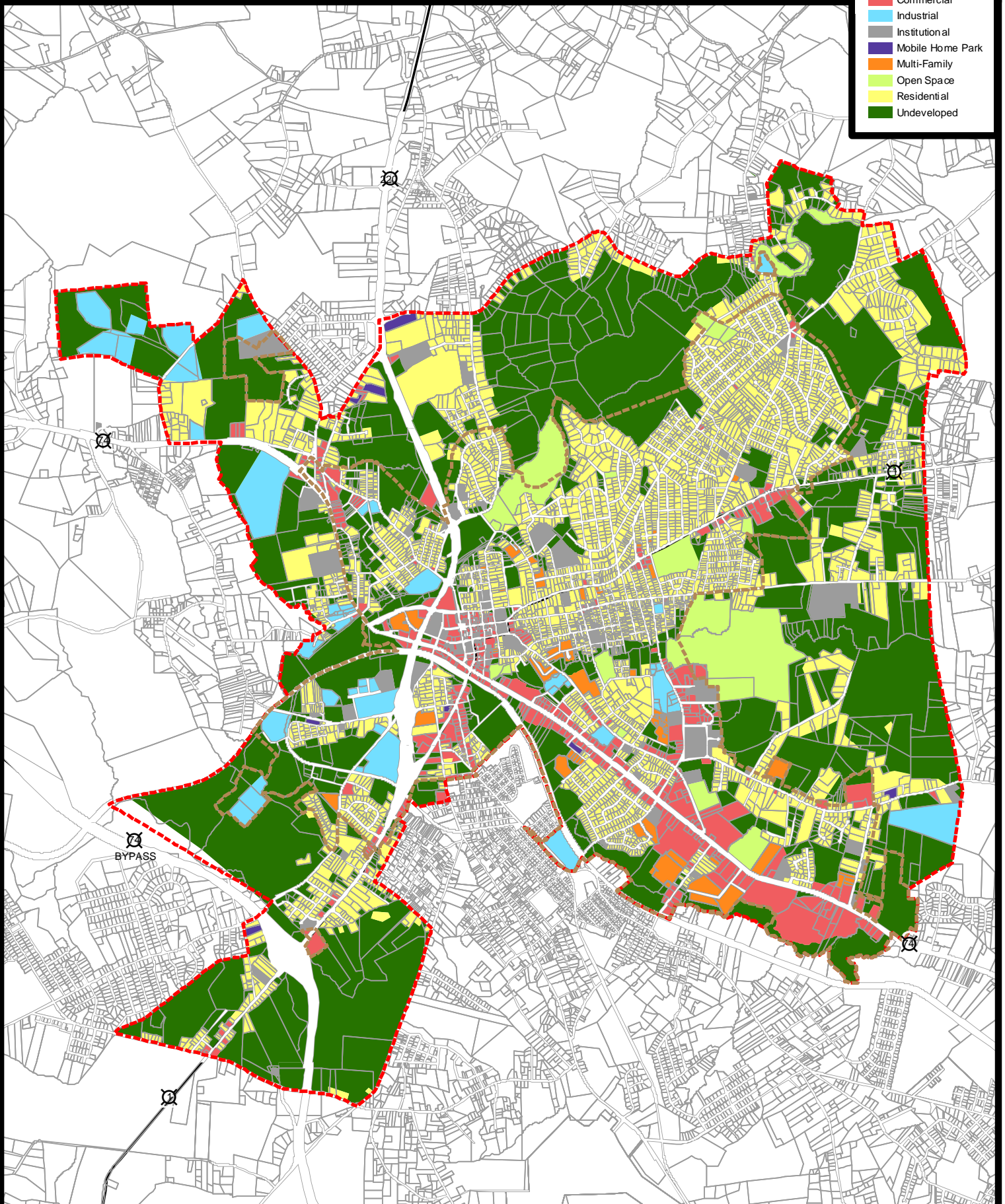


Map 9: Existing Land Use

Scale:
 1" = 4000'

1

-  City Limits
-  ETJ
-  Property Lines
-  Major Highways
- Existing Land Use**
-  Commercial
-  Industrial
-  Institutional
-  Mobile Home Park
-  Multi-Family
-  Open Space
-  Residential
-  Undeveloped



Map 10: Property Values

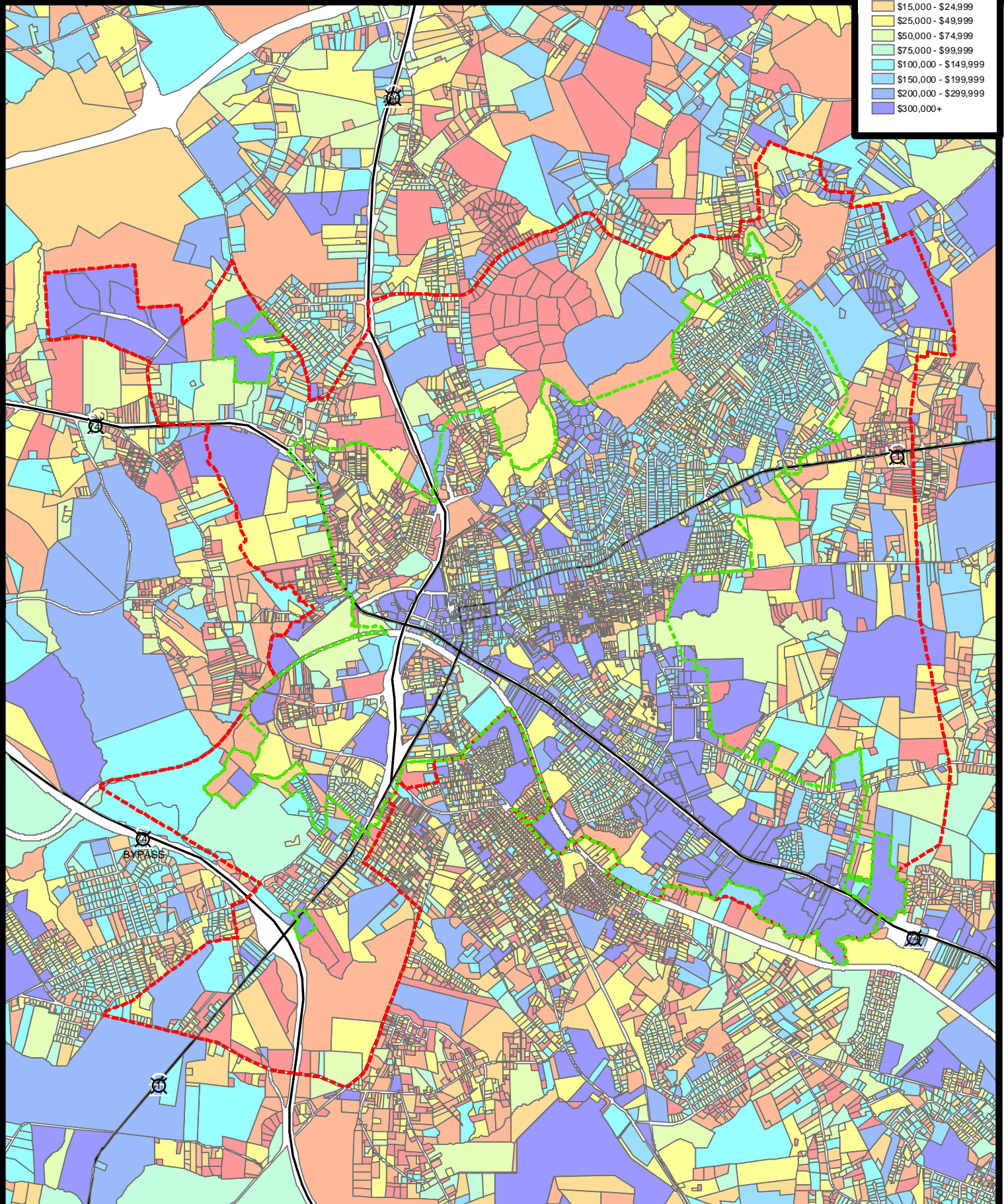
Scale:
 1" = 4000'

1

- - - City Limits
- - - ETJ
— Major Highways

Property Values

- \$0 - \$4,999
- \$5,000 - \$14,999
- \$15,000 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$299,999
- \$300,000+

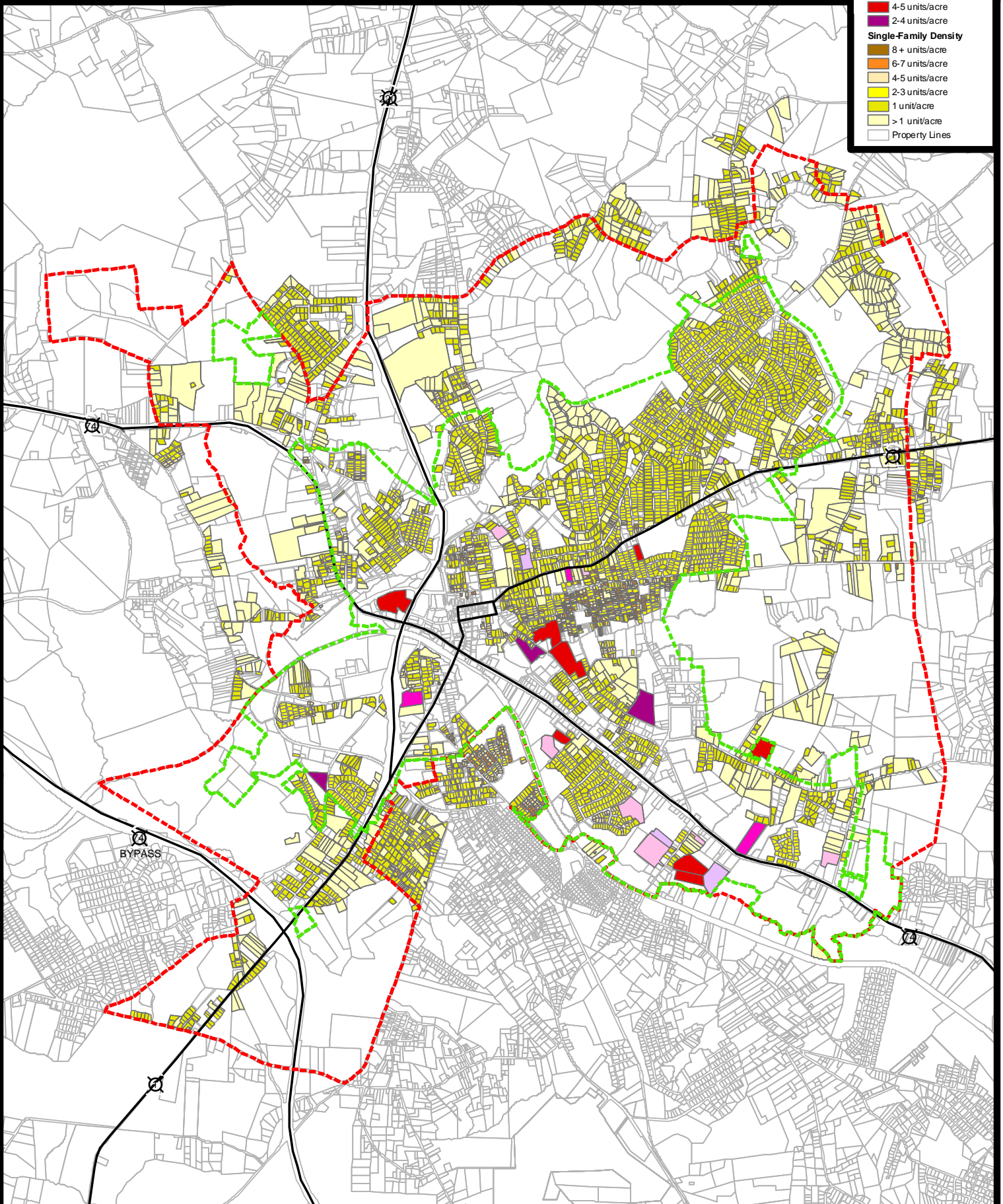


Map 11: Residential Density

Scale: 1" = 4000'

1

- - - City Limits
- - - ETJ
- Major Highways
- Multi-Family Density**
- 10+ units/acre
- 8-9 units/acre
- 6-7 units/acre
- 4-5 units/acre
- 2-4 units/acre
- Single-Family Density**
- 8+ units/acre
- 6-7 units/acre
- 4-5 units/acre
- 2-3 units/acre
- 1 unit/acre
- > 1 unit/acre
- Property Lines

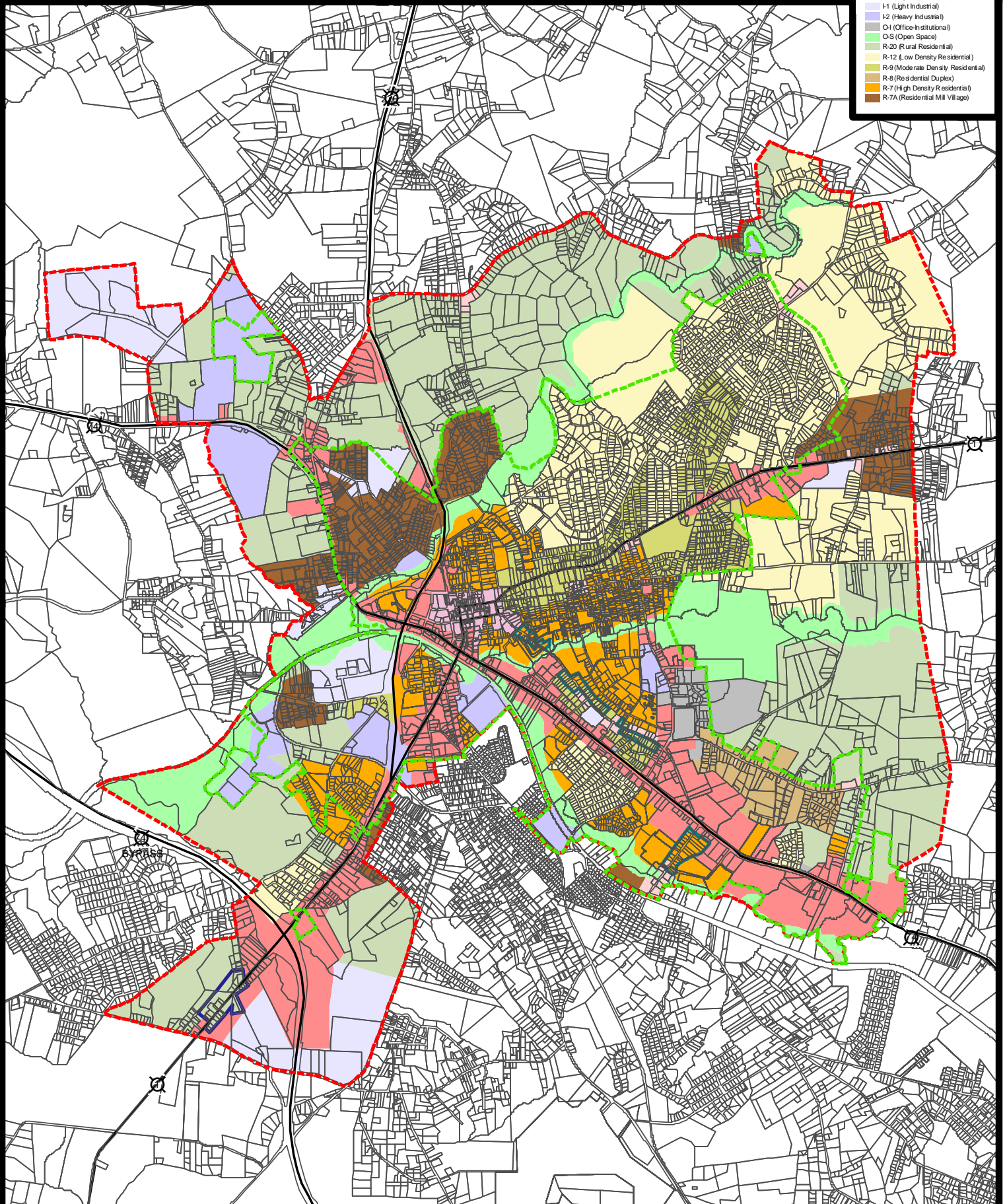


Map 12: Zoning

Scale:
 1" = 4000'

1

- City Limits
- ETJ
- Property Lines
- Major Highways
- TNCO
- THCO
- B-1 (Neighborhood Business)
- B-2 (Central Business)
- B-3 (Highway Business)
- I-1 (Light Industrial)
- I-2 (Heavy Industrial)
- O-1 (Office-Institutional)
- O-S (Open Space)
- R-20 (Rural Residential)
- R-12 (Low Density Residential)
- R-8 (Moderate Density Residential)
- R-8 (Residential Duplex)
- R-7 (High Density Residential)
- R-7A (Residential Mill Village)

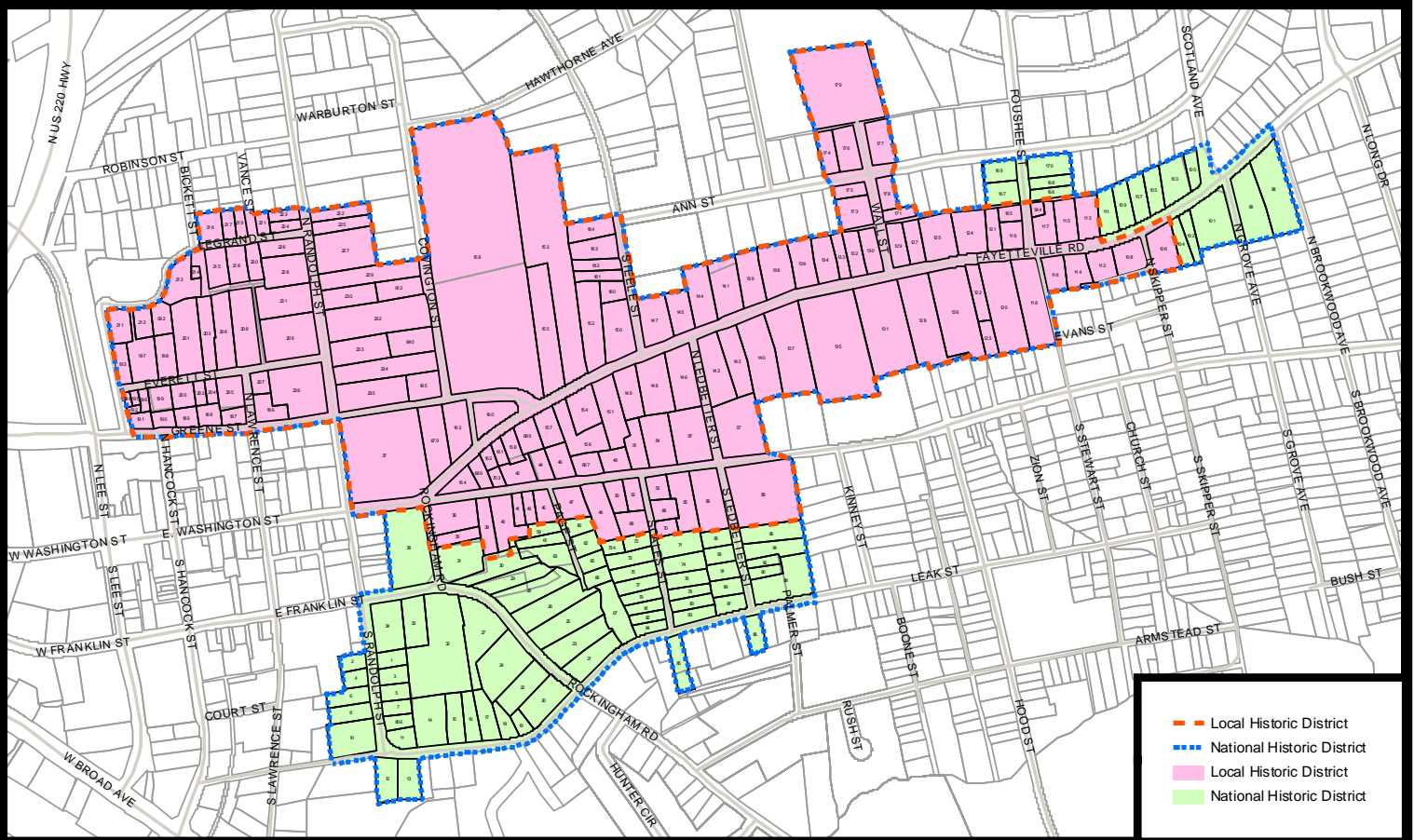
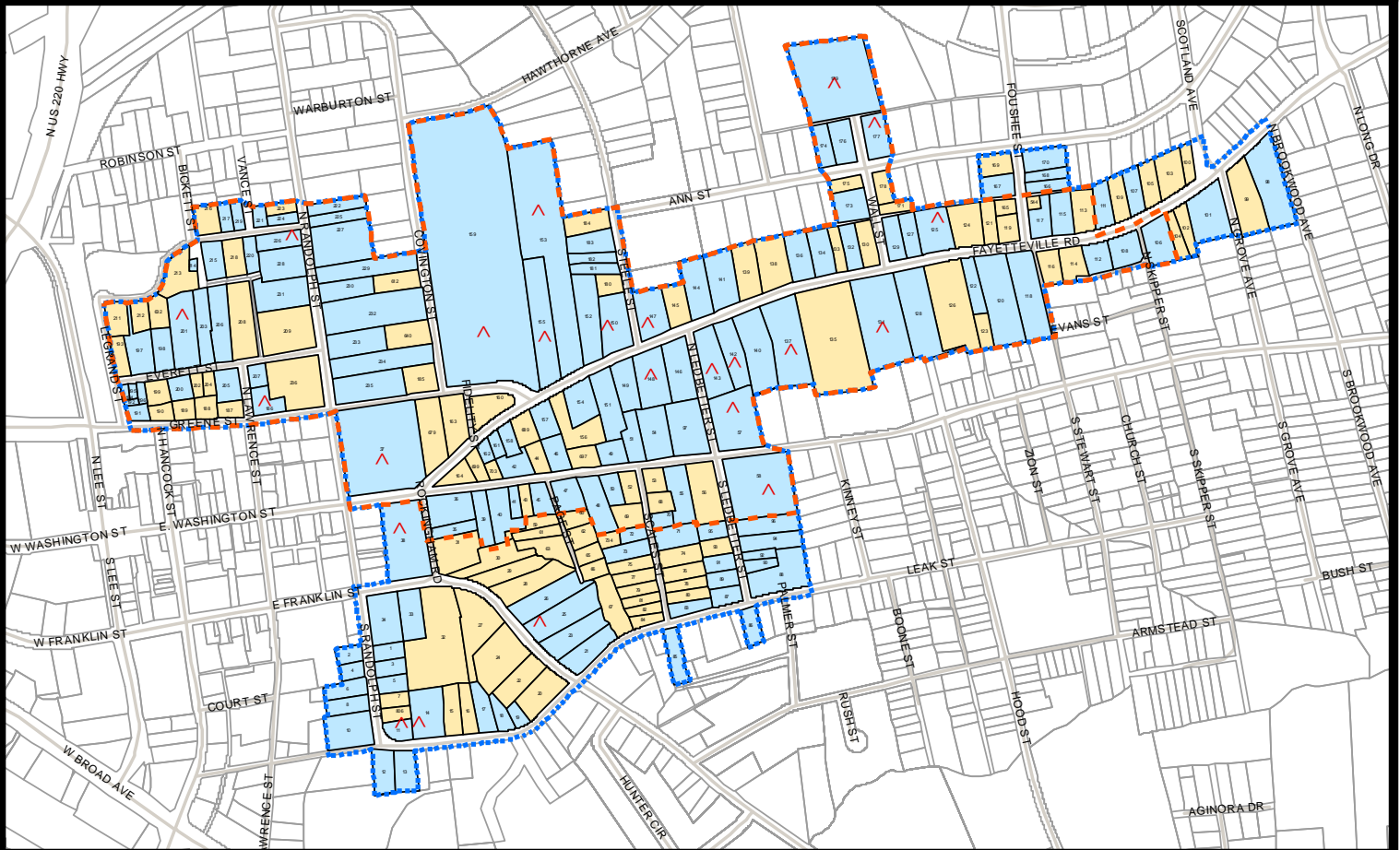


Map 13: Historic Districts

Scale:
 1" = 800'

1

- Pivotal Properties
- Local Historic District
- National Historic District
- Contributing Property
- Noncontributing Property
- Property Lines



- Local Historic District
- National Historic District
- Local Historic District
- National Historic District

Part 2 Citizen Input

“Every government degenerates when trusted to the rulers of the people alone. The people themselves are its only safe depositories.” – Thomas Jefferson

Citizen Input

The Planning Board understands citizen input is the critical component of any successful community planning process. Without proper citizen input, the plan implementation will flounder and the final draft of the document will very likely sit on the shelf and collect dust. With this understanding, the Planning Board devised a strategy to publicize the planning process, encourage citizen participation, and collect their input. The LUPSC decided early in the process that the most effective way to collect input from citizens would be with a written survey circulated electronically. Previous community planning efforts in Rockingham had proven public citizen input sessions ineffective. Citizens generally were not willing to allot time to participate in a citizen input session. The more desirable approach was a means by which citizens could give input on their schedule in a short span of time (5 minutes or less). The Planning Board designed a survey to help citizens identify and prioritize key issues regarding the future growth and development of the community.

After the survey was finalized, the Planning Board identified a series of methods by which to promote awareness about the planning process and distribute the surveys electronically. The importance of the planning process and the survey distribution were discussed by City Council members and City staff at a City Council meeting in August 2023, which was broadcast multiple times per month on the local cable access channel. Citizens were encouraged to participate. The Richmond Observer wrote an article about the planning process, the survey distribution, and the importance of citizen participation. The survey was distributed electronically via several platforms. A link to the survey was included on the City's Facebook page and the City's website. A flyer with a survey QR code was also mailed to all City water customers (approximately 4,800 addresses both residential and commercial users). The same flyer was also posted in the City's Water Department, on the front door of City Hall, and at the counter at Browder Park – all of which are high points of contact with citizens.

Citizen response to the survey was comparable to previous land use planning efforts in 2002 and 2013 with a total of 285 surveys completed (250 in 2002 and 394 in 2013). In the collective opinion of the Planning Board members, the 285 responses are a representative sampling of what a majority of citizens believe to be the key issues and priorities in the City. The results of the survey are summarized in the following tables and figures. Figure 15 provides a breakdown of survey respondents' connection to Rockingham. As indicated in Figure 16, of the 285 respondents, 60.2 percent resided inside the city limits, 38.7 percent resided outside the city limits, and 1.0 percent did not know. Figure 17 provides a breakdown of the age range for survey respondents. Tables 23 provides a percentage breakdown of the responses to Questions #4 - #26 from the survey. The columns headed "Top Priority", "Very Important", "Somewhat Important", and "Not Important" indicate the percentage of total respondents that selected that priority level for each question. The "Rating Average" column indicates the average response for total respondents for each question – given that "Top Priority" is 1, "Very Important" is 2, "Somewhat

Important” is 3, and “Not Important” is 4. The “Rating Count” column indicates how many respondents provided a response for each effort (not all respondents provided responses for each effort). Figures 18 illustrate the average response rating for Questions #4 through 26 in the citizen survey.

Almost half (190) of the total respondents took advantage of the opportunity in Question #9 to provide additional comments, suggestions, and feedback – all of which are included in Appendix 1.

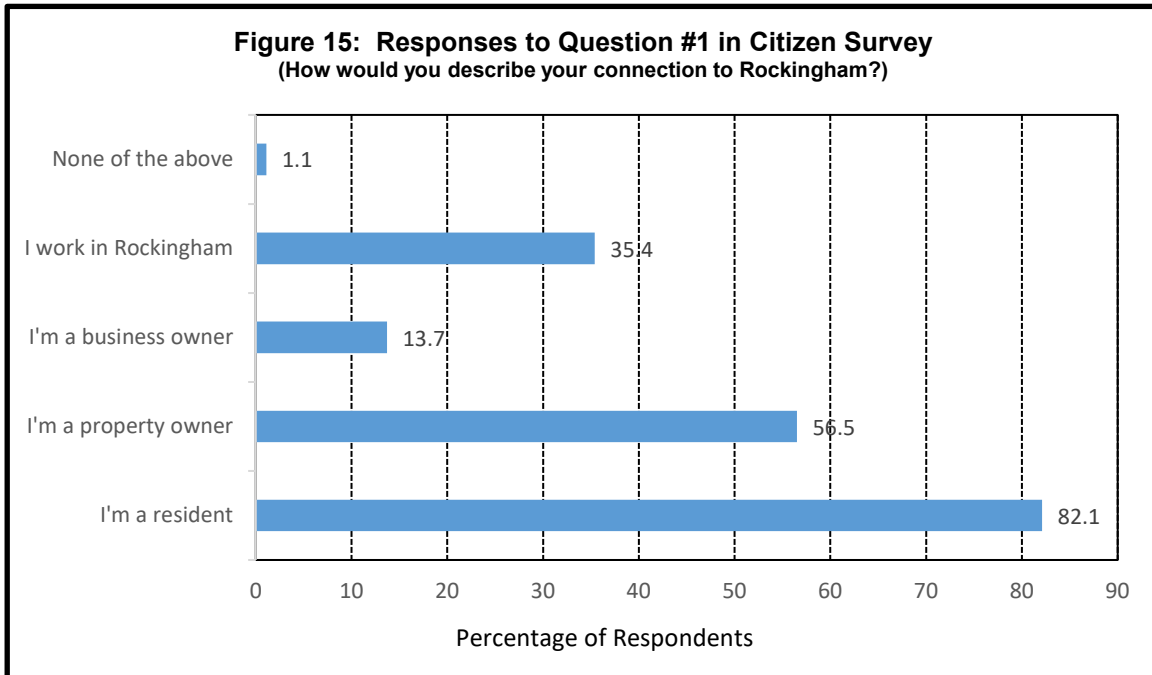


Figure 16: Responses to Question 2 in Citizen Survey
(Do you currently reside inside the city limits of Rockingham?)

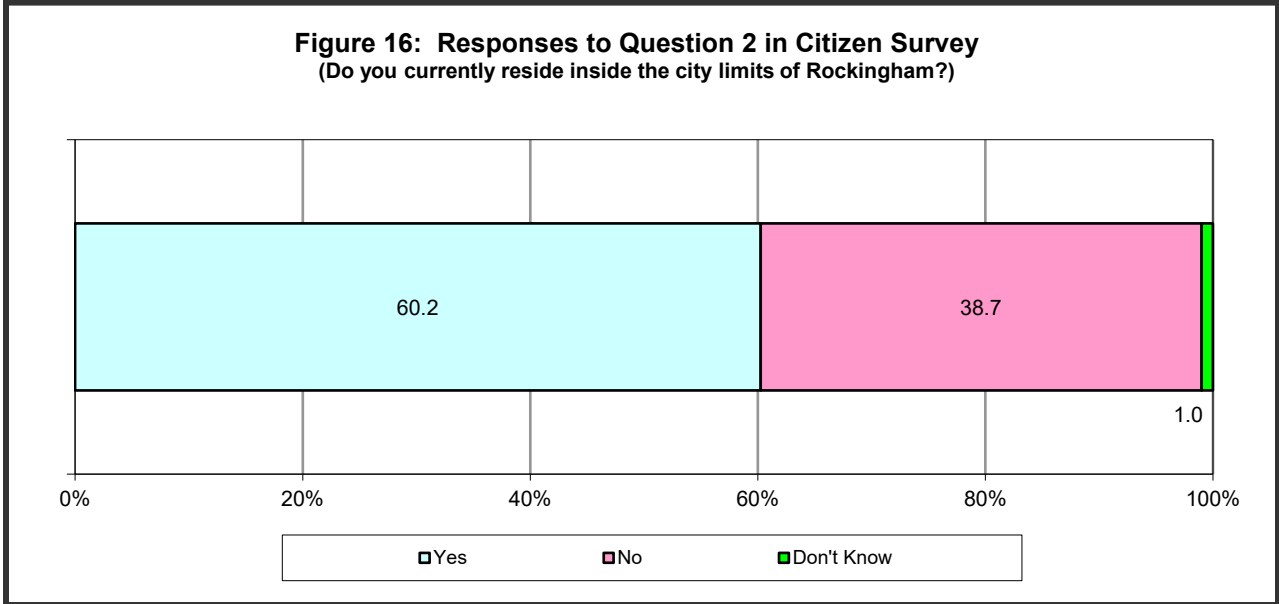


Figure 17: Responses to Question #3 in Citizen Survey
(What is your age range?)

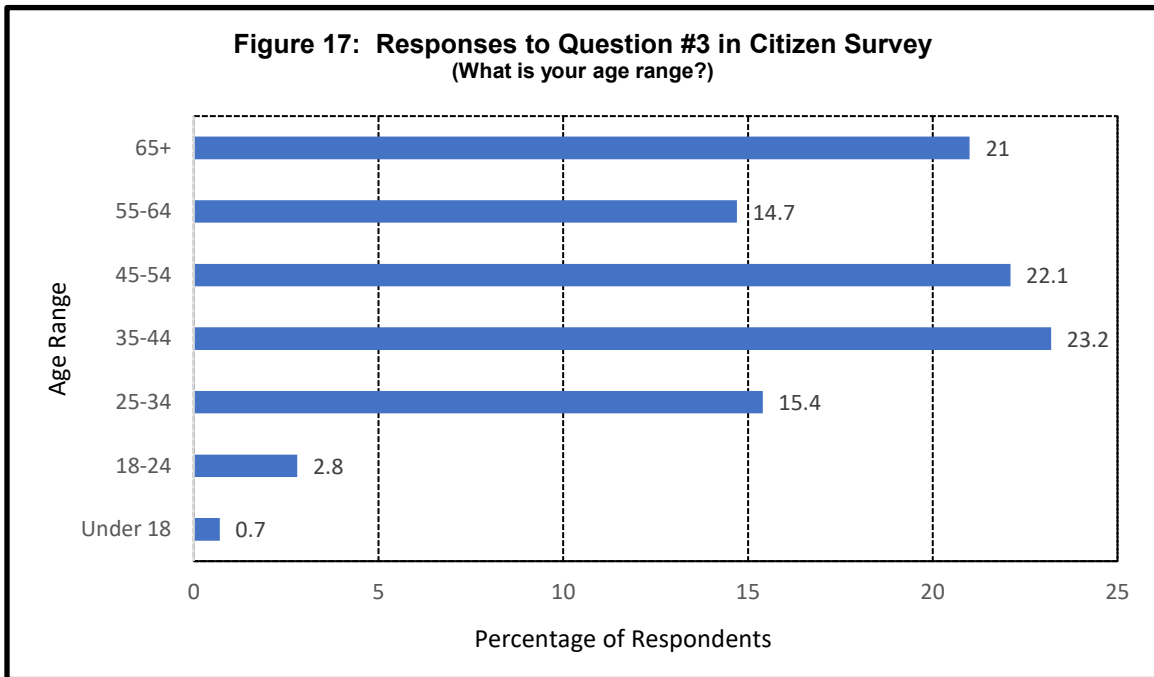
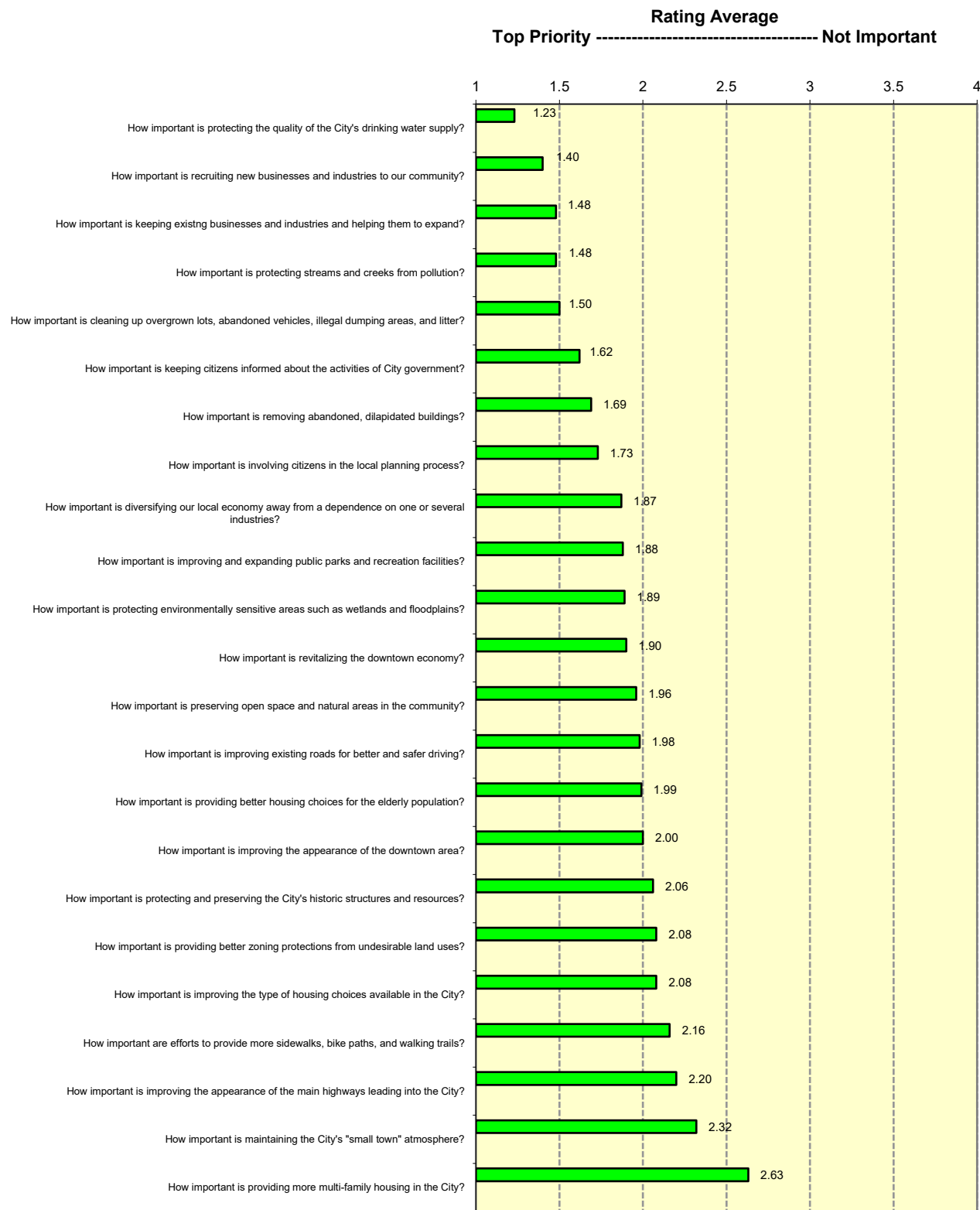


Table 23: Percentage Breakdown for Responses in Citizen Survey to Questions #4 - #26

Questions	Top Priority (1)	Very Important (2)	Somewhat Important (3)	Not Important (4)	Rating Average	Rating Count
How important is improving the appearance of the main highways leading into the City?	17.3	49.5	29.3	3.9	2.20	283
How important is improving the appearance of the downtown area?	24.7	51.8	22.2	1.4	2.00	284
How important is removing abandoned, dilapidated buildings?	43.9	44.2	10.9	1.1	1.69	285
How important is cleaning up overgrown lots, abandoned vehicles, illegal dumping areas, and litter?	55.1	40.1	3.9	0.7	1.50	285
How important is keeping existing businesses and industries and helping them to expand?	59.2	34.4	5.32	1.1	1.48	282
How important is recruiting new businesses and industries to our community?	63.4	33.1	3.17	0.4	1.40	284
How important is diversifying our local economy away from a dependence on one or several industries?	33.2	47.9	17.5	1.4	1.87	280
How important is revitalizing the downtown economy?	32.5	47.1	18.6	1.8	1.90	280
How important is preserving open space and natural areas in the community?	29.0	46.6	22.3	2.12	1.96	283
How important is protecting the quality of the City's drinking water supply?	79.0	18.8	2.1	0.0	1.23	282
How important is protecting streams and creeks from pollution?	58.0	36.4	5.3	0.4	1.48	283
How important is protecting environmentally sensitive areas such as wetlands and floodplains?	34.6	43.1	20.5	1.8	1.89	283
How important is keeping citizens informed about the activities of City government?	45.9	47.0	6.7	0.4	1.62	283
How important is involving citizens in the local planning process?	38.0	52.5	8.5	1.1	1.73	284
How important is improving the type of housing choices available in the City?	28.6	40.0	26.8	4.6	2.08	280
How important is providing more multi-family housing in the City?	13.5	29.5	37.4	19.6	2.63	281
How important is providing better housing choices for the elderly population?	26.7	49.1	22.8	1.42	1.99	281
How important is protecting and preserving the City's historic structures and resources?	27.0	42.9	27.3	2.8	2.06	282
How important is providing better zoning protections from undesirable land uses?	20.6	51.8	26.6	1.1	2.08	282
How important is maintaining the City's "small town" atmosphere?	22.3	37.2	26.2	14.2	2.32	282
How important are efforts to provide more sidewalks, bike paths, and walking trails?	29.3	31.8	32.9	6.1	2.16	280
How important is improving existing roads for better and safer driving?	28.5	48.0	21.0	2.5	1.98	281
How important is improving and expanding public parks and recreation facilities?	39.2	36.0	22.6	2.1	1.88	283

Source: City of Rockingham Planning Department, Land Use Plan Citizen Survey Responses

Figure 18: Average Rating for Responses to Questions #4 - #26 in Citizen Survey



Part 3
Community Vision Statement, Goals, Objectives, and Future Land Use

“Where there is no vision, the people perish.” – Proverbs 29:18

Community Vision Statement

By the year 2033, the City of Rockingham will be a place where the local economy is diverse and prosperous; where community blight is eliminated; where historic resources and natural amenities are preserved; and where the overall quality of life is high. Our location as the “crossroads of the Carolinas” will be fully exploited to encourage and promote quality growth and development while still maintaining our small-town atmosphere. The result will be a strong community that is both highly livable for its citizens and highly desirable for business and industry.

- Goal #1. Improve the local economy by continuing to support the growth and expansion of existing business and industries; by recruiting new, non-offensive business and industries; by promoting and expanding local tourism opportunities; and by promoting Rockingham as a regional center for commerce, government, and professional services.
- Goal #2. Improve the aesthetics and overall appearance of the community.
- Goal #3. Protect and preserve historic resources and natural amenities.
- Goal #4. Improve the City’s transportation infrastructure.
- Goal #5. Revitalize downtown Rockingham.
- Goal #6. Promote intergovernmental cooperation, citizen unity, and community pride.
- Goal #7. Improve and increase public recreation opportunities in the City.
- Goal #8. Make Rockingham a destination.

Goal #1. Improve the local economy by continuing to support the growth and expansion of existing business and industries; by recruiting new, non-offensive business and industries; by promoting and expanding local tourism opportunities; and by promoting Rockingham as a regional center for commerce, government, and professional services.

The primary goal for the City has not changed during the last 10-year period. After a review of the data and citizen comments, without question, the top priority for the City remains improving the local economy. The numbers indicate a stagnant local economy, and citizens want to see better job opportunities and better shopping, dining, and entertainment opportunities. Although the City does not have direct control over the state of the local economy and is to some extent limited in its ability to stimulate it, the City can take some specific actions that will help aid in its recovery and facilitate economic development. The Planning Board identified the following objectives as some of the means to achieve this goal. Undoubtedly, the success the City has in achieving the latter goals and objectives specified herein will dictate to some extent the success the City has in achieving this goal, and vice versa.

Objectives:

- Continue to maintain and upgrade existing water and sewer infrastructure to ensure adequate capacity and service for existing and future users.
- Continue to support the efforts of the Richmond County Tourism Development Authority to promote tourism opportunities in Rockingham and Richmond County.
- Continue to ensure adequate amounts of land in desirable locations for commercial and industrial development with access to water and sewer infrastructure and appropriate zoning exist in the community.
- Provide for the extension of sewer service to the properties around the future US Highway 1 Bypass interchange at US Highway 74 Business once NCDOT decides to move forward with the project.
- Continue to support efforts of the Rockingham Speedway and Rockingham Dragway to recruit major entertainment events.
- Continue to support efforts of other governmental entities to improve the quality of education in Richmond County.
- Identify and pursue opportunities to partner with developers in efforts to facilitate new, quality, residential developments as a means of expanding the City's tax base.

Goal #2. Improve the aesthetics and overall appearance of the community.

Improving community appearance remains an important issue based on citizen input. Most citizens agree that a clean, attractive, well-maintained community is not only much more desirable for both residents and visitors, but also important to the economic vitality of the community. Dilapidated buildings, overgrown yards, junked vehicles, and accumulations of trash and litter make neighborhoods less desirable for residents and give visitors negative images of the community. These unsightly conditions can diminish neighborhood pride for residents; discourage private reinvestment; breed crime; pose public health and safety problems, and discourage visitors from returning to Rockingham. Thus, it is essential that Rockingham continue to improve aesthetics and its overall appearance. The Planning Board established the following objectives as the means to accomplish this goal.

Objectives:

- Continue aggressive code enforcement efforts to eliminate dilapidated structures, overgrown yards, junked vehicles, accumulations of trash and litter, and other violations of the City Code that constitute public nuisances. Consideration should be given to increasing the annual funding allocations for code enforcement activities.
- Develop a public awareness campaign to encourage community pride. Part of this campaign should include the creation of an "Adopt a Street" or Adopt a Spot" program for the City intended to encourage businesses, civic groups, religious institutions, neighborhood groups, as well as individual citizens to participate in the periodic removal of litter from streets, parks, creeks, and other public places. Additionally, a component of this campaign should encourage property owners and residents to better maintain the appearance of their private properties.
- Provide for better maintenance of the landscape areas and right-of-ways along the City's major thoroughfares. Specifically, more frequent mowing and litter pickup.
- Continue to require new developments and redevelopments to comply with the minimum landscaping standards set forth in the Unified Development Ordinance to ensure adequate green area and plant materials.
- Install a "Welcome to Rockingham" sign on US Highway 74 Business East like those previously installed on the other major thoroughfares (ie. US Hwy 1 North, and US Hwy 220).
- Incorporate art and sculptures into public areas in the downtown.
- Develop a strategy to reduce the homeless population and mitigate their detrimental impact on the community.

Goal #3. Protect and preserve historic resources and natural amenities.

Historic resources and natural amenities are community assets that contribute greatly to the uniqueness of Rockingham. Historic structures and landmarks serve as reminders of days gone-by and in some instances, tourist attractions. Natural amenities provide recreation areas, educational opportunities and public necessities such as drinking water. Once these resources and amenities are gone, they are nearly impossible to replace. Therefore, efforts to protect and preserve such resources and amenities must be taken. The Planning Board established the following objectives as the means to accomplish this goal.

Objectives:

- Continue to acquire conservation easements for properties along the route of the Hitchcock Creek Blue Trail. The natural, undeveloped landscape along Hitchcock Creek is the blue trail’s defining characteristic, and its preservation is key to the long-term success of the trail.
- Continue to limit residential densities, the amount of impervious surface areas for nonresidential developments, and certain potentially harmful land uses in the City’s delineated watersheds in order to protect water quality.
- Continue to minimize the amount of development that occurs in delineated floodplains and floodways by enforcing the City’s Flood Damage Prevention Regulations. Such regulations should be updated periodically as required by FEMA and NCDEM.
- In terms of future single-family residential developments, encourage and in some cases require the use of cluster style subdivisions that allow for smaller lot sizes in exchange for greater reservation of open space.
- Develop a program/campaign to encourage better preservation and maintenance of historic properties, especially those most visible properties in the local historic district.

Goal #4. Improve the City’s transportation infrastructure.

Significant improvements in transportation have occurred over the last 20 years but if economic development remains a primary goal for the community in the coming years, then continued improvements in the transportation infrastructure in and around the City will be necessary. Business and industry traditionally want access to major arterial highways for the quick and efficient movement of raw materials and finish products. Economic development translates into more customers and employees traveling local highways. Citizens want easy accessibility to goods, services, and jobs without lengthy drive times and overwhelming congestion. Transportation improvements should not be limited to highways either. As expressed by citizen input, sidewalks are an important component of the City’s transportation infrastructure that should not be overlooked. The Planning Board established the following objectives as the means to accomplish this goal.

Objectives:

- Continue to maintain a sidewalk priority list that identifies where sidewalks are needed and desirable and continue to allocate funds on an annual basis for their construction.
- Continue to identify and repair/replace deteriorated/hazardous sections of sidewalks.
- Continue to support NCDOT plans for the construction of Interstate 73/74 and the US Highway 1 Bypass.
- Continue to pursue construction of the “Long Drive Alternate” connector between Clemmer Road and Mount Olive Church Road in order to provide an alternative travel route to Long Drive between the northern sections of the City and US Highway 74 Business.
- Continue to pursue the re-routing of US Highway 1 traffic to Green Street to alleviate truck traffic in downtown Rockingham.

Goal #5. Revitalize Downtown Rockingham.

A strong, healthy downtown economy is a common characteristic of most communities experiencing economic prosperity. While the local economy is by no measure considered prosperous, the downtown economy did experience significant improvement during the last ten-year period as evidenced by more than 25 new businesses opening. Major City investments in both Discovery Place KIDS (DPK) and the Richmond Community College satellite campus served as catalysts for revitalization efforts in the downtown and will likely continue to do so. Citizens recognize the progress made and their input in the planning process for this document indicates continued support for downtown revitalization efforts. The City will need to continue to play an integral role in facilitating the effort. The Planning Board established the following objectives as the means to accomplish this goal.

Objectives:

- Continue to provide financial incentives to encourage private reinvestment in downtown. Incentives should target building renovation and redevelopment for retail, restaurant, and upper story residential uses.
- Incorporate art and sculptures into public areas in the downtown.
- Encourage more activities and events through the Community Theater, Richmond Arts, Discovery Place KIDS, and other entities to attract citizens and visitors to downtown Rockingham.
- Continue to make aesthetic improvements to the streetscapes and other public areas in the downtown. Of particular note, NCDOT TIP Project 6027 which will reconfigure the Green Street/Fayetteville Road intersection and offer an opportunity for an enhanced entryway into downtown.
- Facilitate the redevelopment of the former Food King building to include a restaurant and/or retail sales space.

Goal #6. Promote intergovernmental cooperation, citizen unity, and community pride.

Intergovernmental cooperation saw its share of ups and downs during the past ten-year period and must improve if Rockingham and the surrounding areas are to have a prosperous future. The inability of various governmental agencies to work together for the good of the whole serves no useful purpose; and only creates divisiveness among various governments and among the citizens. Community leaders need to recognize promoting growth and economic development and improving overall quality of life is not a competition, but rather a coordinated, team effort. Community leaders were successful in working together to consolidate E-911 services and improving higher education with the construction of the Richmond Community College satellite campus in downtown and should be commended for these efforts. However, the change in sale tax distribution by Richmond County and the lack of communication and notification about such change did more harm to intergovernmental cooperation and trust than any other action in the last quarter century. The extent to which this document can serve to identify means to further promote intergovernmental cooperation, citizen unity, and civic pride is limited, since the ultimate decision to work together and take pride in the community lies solely in the hands of the elected officials and the citizens themselves.

Objectives:

- Continue to take advantage of opportunities as they arise, to work with other governmental entities for the common betterment of the community.
- Continue to hold City-sponsored concerts and festivals such as the Cole Plaza Jam concert series, Springfest, Christmas on the Square, and local farmers market.

Goal #7. Improve and increase public recreation opportunities in the City.

Parks and recreation facilities are an important component of any City's public infrastructure. Recreational opportunities can facilitate economic development and improve quality of life. During the previous 20 years, the City took significant steps to improve recreational opportunities with the opening of the Hinson Lake recreation facility and the Hitchcock Creek Blue Trail and Greenway. The City also developed plans for a new sports complex and purchased the property needed to construct the complex. Citizen input indicated strong support for continued improvements in recreational opportunities in the City. The Planning Board established the following objectives as the means to accomplish this goal.

Objectives:

- Construct the first phase of the new recreation complex planned for the corner of Old Aberdeen Road and Richmond Road Ext. (If funding to accomplish this objective is not identified, then smaller, more affordable improvements at existing recreation facilities such as a dog park, pickleball courts, and/or splash pad should be considered.)
- Complete all proposed improvements associated with the Hitchcock Creek Blue Trail.
- Construct future phases of the Hitchcock Creek Greenway connecting to downtown, Civitan Park, and adjoining neighborhoods.
- Continue to serve as hosts for sports-related activities and events that attract visitors to Rockingham such as the Hinson Lake Ultra Marathon and the various disc golf tournaments hosted at Hinson Lake.
- Upgrade/modernize the restroom facilities at Browder Park ballfields and Bynum ballfields.

Goal #8. Make Rockingham a destination.

Rockingham must become a destination not only for tourists, but also for new businesses, new industries, and new residents. Rockingham needs to create its own niche or “brand” that sets it aside from any other community, and exploit that niche or “brand” to encourage growth and development, and improve the overall quality of life. This goal will likely be the most difficult to accomplish of the ten goals set forth herein. Progress was made toward this goal during the previous 20-year period with the addition of Discovery Place KIDS in downtown Rockingham; the Hinson Lake Recreation facility; and the development of a 14-mile long blue trail along Hitchcock Creek and Pee Dee River. The City must continue to identify and pursue these types of opportunities if Rockingham is to become a true destination. To a large extent this goal probably can not be accomplished without accomplishing the preceding nine goals.

Objectives:

- Accomplish Goals 1 thru 7.

Future Land Use

Planning for the future use of land is an important function of local government for a variety of reasons including but not limited to ensuring the availability of adequate infrastructure; protecting environmentally sensitive areas; preserving historic and cultural resources; and minimizing conflicts and detrimental impacts between adjoining land uses. Thus, with these reasons in mind, the Planning Board prepared a future land use map for Rockingham's jurisdiction as part of this planning process. In developing the future land use map, consideration was given to such factors as existing land use patterns, existing and proposed new infrastructure, topography, environmental constraints, comments received from citizens, community demographics, smart growth principles and other data discussed in this document. Essentially, the future land use map sets forth, from a land use standpoint, how Rockingham wants to grow and develop over the next ten-year period. The map allows policymakers to act on decisions affecting specific areas within the context of the overall community picture. However, future land use planning is not an exact science. Undoubtedly as conditions and circumstances change, the need to revise and update the future land use map will arise. Map 14 illustrates the desired future land use patterns for the City and ETJ.

Commercial

The future land use map divides commercial development in three classifications: highway, neighborhood, and central. Highway commercial development is intended to allow most types of commercial land uses and will likely be focused along major arterial highways and their major intersections such as US Highway 74 Business East and West and US Highway 1 South. Highway commercial land uses will also continue on US Highway 1 North, but expansion in this particular area will be limited because of existing residential subdivisions and watershed restrictions. Tremendous potential for new highway commercial development exists around the US Highway 74 Bypass and US Highway 1 South interchange; and around the future US Highway 74 Business and US Highway 1 Bypass interchange. Opportunities for highway commercial redevelopment will exist along US Highway 1 South and US Highway 74 Business.

Neighborhood commercial areas will likely be focused around key street intersections with the primary purpose of providing goods and services to the surrounding residential areas. The types of uses allowed in neighborhood commercial areas will be limited to smaller commercial establishments that are non-offensive in nature and compatible with surrounding residential uses. Such land use classification will likely be applied to the properties around the intersection of Roberdel Road, Richmond Road, and Old Aberdeen Road; the south side of the intersection of Fayetteville Road and N. Long Drive; the intersection of Clemmer Road and County Home Road; the southeast corner of E. Washington Street and S. Long Drive; and the intersection of Nicholson Road and Northam Road. The existence of these commercial

nodes will allow for surrounding residential areas to access basic commercial services without having to travel into highway commercial areas.

The central business classification refers to the downtown area. The types of uses allowed in the central business will include a variety of commercial, professional, and residential uses that are compatible with traditional development patterns and on-going revitalization efforts in downtown.

Industrial

Future industrial development will likely occur in and around the City's industrial parks on Silver Grove Church Road and Midway Road; in the area along US Highway 74 Bypass; as well as adjacent to other industrial sites scattered around the City's jurisdiction. Some areas identified as highway commercial may also be appropriate for certain types of less intensive industrial uses. Performance standards for industrial uses will likely need to be included in local development regulations to ensure against excessive amounts of noise and air pollution, vibrations, foul odors, electromagnetic disturbance and interference that could be detrimental to surrounding properties.

Office / Institutional

Office and institutional development will likely continue to expand in the areas around Richmond Memorial Hospital between South Long Drive, County Home Road, and Baldwin Road. Although office and institutional land uses will be permissible as part of other designated commercial areas, the designation of an office and institutional area around the hospital will provide for the clustering of professional services to form an office park type atmosphere. Certain types of residential land uses such of elderly housing and multi-family housing may also be allowed in certain instances.

Mixed Use

Portions of the Rockingham Road corridor and portions of the Airport Road corridor, that are already developed as a mix of land uses, will likely remain and slowly redevelop as a mix of land uses. No indications exist that either area is in a definitive state of transition toward one particular land use. The use of overlay districts may provide suitable zoning regulations to mitigate potential conflicts between differing land uses in the mixed-use areas.

Open Space / Parks / Cemeteries

All areas delineated as open space, parks, and cemeteries will likely remain in their current state. Cemeteries and most parks will likely not change in use. Floodways will not be developed property. Portions of floodplains should remain undeveloped in order to minimize impacts on adjacent water bodies. Additional land for parks may be needed (which has not been illustrated on the future land use map) depending upon the outcome of a parks and recreation master plan. If cluster style residential




subdivisions are utilized, the undeveloped portion of such subdivisions will need to be preserved as open space.

Residential













Future residential development will likely need to occur at densities of two to three units per acre or higher in order to minimize sprawl and reduce infrastructure and municipal service costs. The allowance for higher residential density will be based on the availability of water and sewer service. The future land use map divides residential land use into five classifications based on density. Each classification specifies likely densities for single-family development and multi-family development. No attempt has been made to delineate residential land uses based on type of structure. Delineating future residential land use based on structure type is very difficult if not impossible. Too many varying factors exist that dictate type of structure. In some instances, varying types of residential structures may be complimentary, and in other instances, they may not be. Decisions regarding this issue will have to be made on a case by case basis by policy makers and the permitting authority. The location of the various residential densities is based to some extent on existing residential density and to some extent on the need to reduce sprawling development. Residential density inside the critical area of the watershed will not exceed one unit per acre, and two units per acre in the balance of the watershed in order to minimize degradation to public water supplies. In all areas, cluster style subdivisions should be encouraged in order to further reduce infrastructure and municipal service costs and to preserve open space and wildlife habitat.

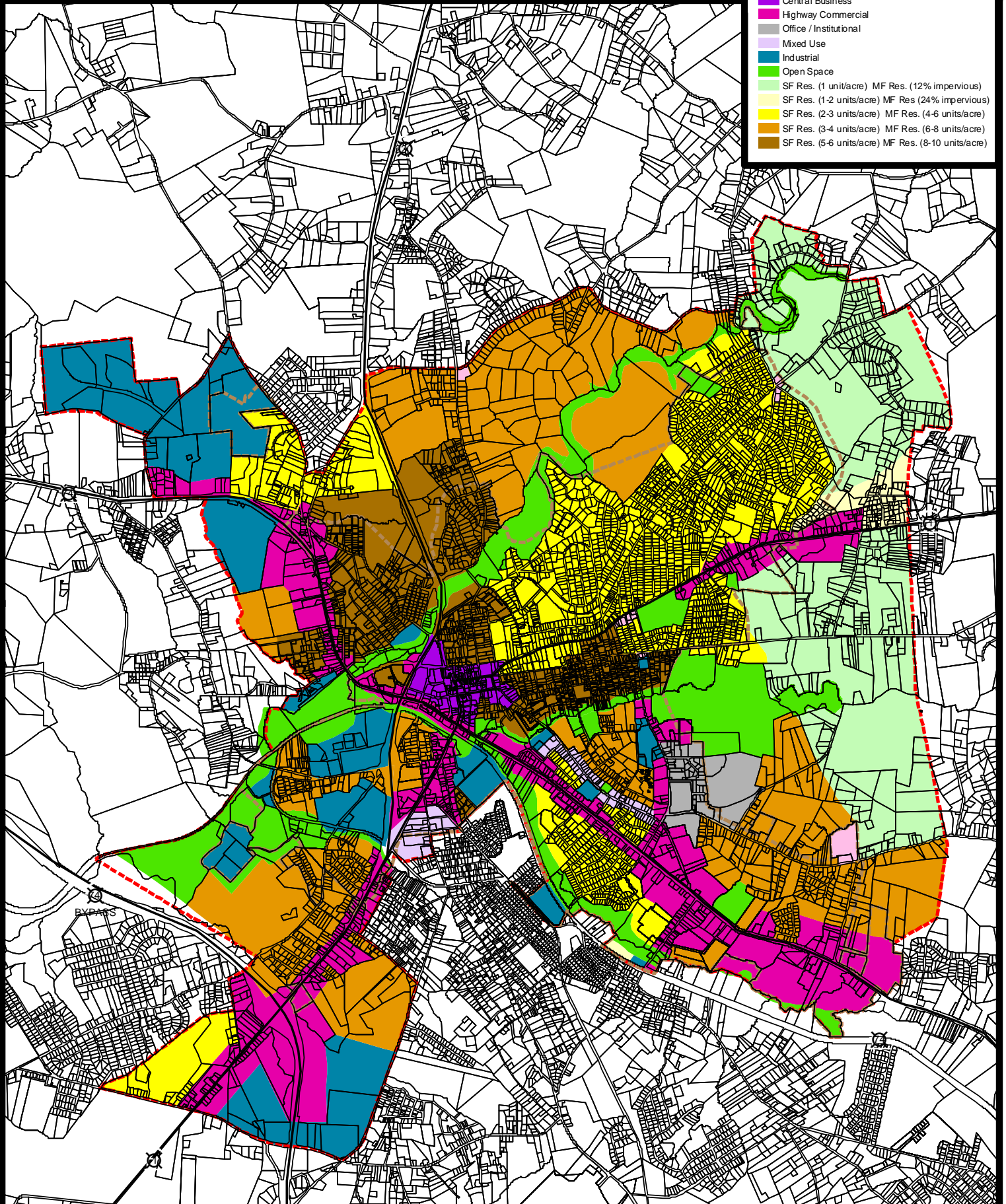
Map 14: Future Land Use

Scale:
 1" = 4000'

-  Property Lines
-  Major Highways
-  ETJ

Future Land Use

-  Neighborhood Commercial
-  Central Business
-  Highway Commercial
-  Office / Institutional
-  Mixed Use
-  Industrial
-  Open Space
-  SF Res. (1 unit/acre) MF Res. (12% impervious)
-  SF Res. (1-2 units/acre) MF Res. (24% impervious)
-  SF Res. (2-3 units/acre) MF Res. (4-6 units/acre)
-  SF Res. (3-4 units/acre) MF Res. (6-8 units/acre)
-  SF Res. (5-6 units/acre) MF Res. (8-10 units/acre)



Q27 Please provide us with any comments and/or suggestions regarding this survey or any other issues you believe are important to Rockingham.

Answered: 124 Skipped: 161

#	RESPONSES	DATE
1	There needs to be more places to eat and shop on the northern side of town. With currently just a Subway and The Grille, it would be nice to have more options on that side of town.	8/19/2023 1:15 AM
2	Notices should sent to all citizens about upcoming meeting concerning all issues about how the money is spent in Richmond County.	8/17/2023 7:20 PM
3	We in Rockingham need help dealing with the homeless and drug dealing problems	8/17/2023 5:45 PM
4	protect w	8/17/2023 12:46 PM
5	Stand firm against repeat drug offenders. Support job development and schools.	8/16/2023 9:51 PM
6	We are part-time residents in Rockingham. We think the people are very nice. Many of the properties, though, should be torn down because they are dilapidated, dangerous and unsightly. They give a horrible impression of Rockingham. My neighbor's back yard looks like a landfill. Income should not be a reflection of the condition of property nor the responsibility to take care of it. We all should take care of, not only, our property, but also, our COMMUNITY. Perhaps there could be a job corp for unemployed or underemployed people who help residents clean up their property ONCE but after that, there should be fines for those who do not keep their property clear of trash.	8/16/2023 6:11 PM
7	Not the typical land use plan survey, in my experience. Will there be additional surveys, a series of public presentations and hearings? Why does the city's leadership hope for only 200 responses? I read about this in the Journal, but many in Rockingham do not subscribe to the paper. You say you sent the info in my water bill, but I apparently overlooked it. I realize a handful of people do most of the work in any organization. But the City's land use plan should reflect the ideas of all those in our city (or at least a statistically significant sample). It may require more effort to reach a greater sample of residents. But might it result in greater buy-in and participation from all neighborhoods, and greater pride in our City because we each participated?	8/15/2023 8:59 PM
8	We would love a family park place that is similar to Neptune Island or a city maintained splash pad. Maybe another area where kids can play, spend time, be safe?	8/15/2023 3:39 PM
9	Crime, drug use and drug traffic are major concerns.	8/14/2023 2:57 PM
10	Apartments are need, that are not under section 8 or HUD, to make Rockingham attractive for collage graduates. We must entice collage graduates to see Rockingham as somewhere they want to live.	8/14/2023 8:15 AM
11	Must improve future growth.	8/13/2023 12:57 PM
12	City should consider ways to improve structure appearances. Enforce certain standards in order to build within city limits. City needs to put more effort in recruiting restaurants vs. fast food chains. The city will never grow as long as the "good ol boy" buddy system is active.	8/12/2023 3:26 PM
13	I would love to see more restaurants come downtown open at night. Maybe a rooftop. Full menu.	8/12/2023 11:00 AM
14	Rockingham needs a sams club..... that would bring more people in like travelers and also create jobs	8/12/2023 9:58 AM
15	Rockingham is entering a stage where it needs to transition away from solely being a hub for local manufacturing (like Plastek) and refocus into education, small businesses, affordable housing, cultural/recreation centers, and so forth.	8/12/2023 7:12 AM
16	add krispy kreme and chickfila	8/12/2023 5:15 AM

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17	<p>Buses linked to colleges, like Sandhills CC, through Rockingham. More gourmet and organic food choices, different venue for farmers market outside of the town square where they use to hang people and slave trade(seems to be the topic often), Sidewalks on the main strip and through developed and current neighborhoods would be great and would higher home buyers. Amherst Massachusetts has a greatly developed transportation system that has evolved throughout the past 2 decades. Colleges help pay for some of its use even. Indoor parks should be a thing. Easthampton, MA has a great eco friendly example. Recycling should be mandatory here in Rockingham, and Styrofoam should be eliminated. Recycling fees could be added to the county and used to help create a better animal shelter. Habitat for humanity should be introduced as well. Also, Pawmetto Lifeline in Columbia SC is a very high scaled facility with prices that bend based on income. Very inclusive and private so no one really knows who pays what. Great platform to exemplify. Also, very scalable. Also, wind turbines, and solar (glass panels projects) the one program the FAA tucked away in 2014 that Arizona State University did. Small generator sized box with sand blasted panels (~50 at 13 cents ea.) powered entire University for 6 months. Panels were about 4x5 in. If I remember correctly. Each lasts about as long as an incandescent bulb (which is also nearly obsolete). Anyway, ideas! Goodluck, drive on! Always forward, never back.</p>	8/11/2023 10:43 PM
18	<p>Parks and recreation in Rockingham long overdue for re structuring staff. One who cared recently retired. Vital for our youth to have a better run recreation program- also our elderly and retired need programs</p>	8/11/2023 8:46 PM
19	<p>Would love to have County water in our neighborhood. We live on Sandhill Road by Mount Pleasant church and close to Osborne Road. This would be a game changer for us</p>	8/11/2023 7:35 PM
20	<p>Our community is in need of a sports complex that will serve existing and potential athletes. A common building for indoor sports and dedicated space for cheer, gymnastics and dance. This could also offer many other programs for the scouts and classes for youth like art, cooking and sewing. Our kids need to be a priority and have a vested interest in our community. Please consider their voice, although small and quiet now, they are growing with potential to become leaders of the community. They should be encourage and supported through an abundance of activities offered here at home. Many of us parents travel to southern pines and even Indian trail so our children have the experiences they need to become successful citizens and learn inspiration for improvement. So please motivate and support our kids. They are the world to us and can be to our community as well. Thanks</p>	8/11/2023 7:04 PM
21	<p>1. Rockingham would benefit from having a fenced-in, off-leash dog park at one of the local parks. This would help dog owners who don't have a private space to exercise their dogs off leash. (The closest option is Laurinburg.) 2. Rockingham would benefit from roads/paths that are more friendly/accessible to bicyclists. Creating bike lanes could go a really long way for encouraging exercise & less reliance on fossil fuels for transportation. 3. There is a real need for pedestrian-friendly street crossings. In downtown, f.ex. crossing at E Washington-Fayetteville road @ the Meth Church - seems a vehicular homicide waiting to happen there. Near schools: clearly marked pedestrian crossings with flashing lights. 4. Better access to recycling facilities; creating ways to make it easier to have less reliance on non-renewable resources. F.ex. EV charging, alternative transportation options (bike paths), and public transportation.</p>	8/11/2023 6:49 PM
22	<p>A better park with ballfields and adequate parking would be excellent.</p>	8/11/2023 6:49 PM
23	<p>PLEASE bring back the option to build the multi-recreational park!!!! It would provide so many jobs local jobs (that wouldn't require degrees), bring in tourism, bring SO many activities to the community and surrounding towns/communities, and help keep our locals active, healthy, and happy!! Providing such a cool, unique, and awesome sports facility/park will be amazing for the county!!!</p>	8/11/2023 6:29 PM
24	<p>Something needs to be done about the homeless and drug users taking over abandoned buildings and houses! Walking our streets and coming onto our properties at all hours. Begging for money at every store.</p>	8/11/2023 6:27 PM
25	<p>Our parks and recreation facilities are absolutely ATROCIOUS!! The bathrooms do not work.. it's 2023 and people attending games have to use a portable toilet. The building and gymnasium is the same as it was in 1985, we don't have scoreboards that parents can read. Their hasn't been one single upgrade to Browder Park in over 30 years!! NOT ONE! It is an embarrassment to the citizens of ROCKINGHAM!!</p>	8/11/2023 4:38 PM
26	<p>Mill housing should be cleaned up and who wants to live there? Put in public housing and</p>	8/11/2023 3:29 PM

Land Use Plan Citizen Survey

make it clean and KNOW it is get to in most places.

27	Every question and answer revolves around money. All of my answers probably aren't viable, but it would be nice to see these things doable. So much of this falls on the public dime when it should fall on land and property owners. No tax increases. Good luck. :)	8/11/2023 2:59 PM
28	I love the charm of our town, but we need new business's, And need for new business outweigh small town charm. Continue to clean up, revitalize and repurpose what can be.	8/11/2023 2:14 PM
29	More	8/11/2023 9:49 AM
30	I don't think we should be penalized if we don't live in the city limits when it comes to recreational sports. . I have a Rockingham address but I am still charged \$20 more because I live outside of the city limits.	8/11/2023 9:34 AM
31	I am a resident of Ellerbe but I grew up in Richmond County. I have always admired the natural resources that we have and I would love to see us embrace them more. I think they are a true highlight of our community and I would love to see more emphasis put on them. I would love to see more hiking trails and public parks available. I would also like to see higher consequences for littering as it is a real problem in our county unfortunately.	8/10/2023 11:27 PM
32	Please reach out to industries that will bring high skilled labor job opportunities. Provide benefits for this companies to invest and build in Rockingham. Work a deal with the community college and new companies to train local labor forces to the skill level needed for the new jobs allowing the company to hire from within Rockingham and not have to source workers from other places.	8/10/2023 10:48 PM
33	I believe the lack of maintaining Hitchcock creek and surrounding areas shows that we need to focus on what we have before we go expanding. The park on Steele street is often littered with trash and drug paraphernalia on the weekend. Also the bridges sometimes are in rough shape not to mention the kayak trail has had fallen trees on it forever. If you go across the bridge on 74 and look up creek there you can see 3-4 huge trees across the creek and they've been there for 3 years. That's only a 200 yard stretch at best. Very disappointing that the trail has not been maintained.	8/10/2023 5:33 PM
34	Something needs to be done about the homeless population. It is becoming a nuisance. The tent community behind Parks and Recreation pose a potential threat to our children who play sports, go to summer camp. When will something be done.	8/10/2023 9:40 AM
35	Need for family Resturaunts to get good home cooked meals Cleaning out drug infested neighborhoods Keeping schools clean and safe Bring shopping centers on US HWY 74 By-pass and on US 220 North near Ellerbe NC	8/10/2023 9:32 AM
36	I love the improvements that the City has made to the downtown area(lights, sidewalk repairs, etc) because I like to walk. In the summer it's hard to walk before work so the well lit downtown area has been wonderful for evening/night walking. Would love to see more police presence and or security stations for the walkers though. It would also be nice to see more restaurants that will be open on Friday, Saturday, and Sunday in the downtown area. Basically after 5pm on Friday, downtown is dead. I wish the City would address an ordinance about the panhandlers.	8/10/2023 9:10 AM
37	Stop letting homeless people live downtown. They are living in the Daily Journal building.	8/9/2023 8:41 PM
38	Need a Chick-fil-A	8/9/2023 5:26 PM
39	We need a movie theater, nice skating rink in a recreational center, nice steak house or Golden Coral type eatery, and a nice large park with grass and trees for walking with OPEN bathrooms and vendors selling refreshments. 😊	8/9/2023 5:02 PM
40	we need a good steak house or a buffet restaurant... need movie theater...need cheap stores like five below or another dollar tree or a dollarama. .need more for the kids to do to keep them off the streets	8/9/2023 4:56 PM
41	Just a suggestion, "local resident" to be added for the first question, for those that live nearby and frequent Rockingham for most of our errands and outings!	8/9/2023 4:46 PM
42	In my opinion, I would love to have more independent (local owned) businesses, more places geared toward children, less dilapidated areas.	8/9/2023 4:39 PM
43	Housing is a important issue, as well as public parks in more areas of Richmond county. We	8/9/2023 4:27 PM

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	need areas teen agers can go.	
44	You seem to be doing a fine job John. How could I help. If I could I think I would.	8/9/2023 3:03 PM
45	Animal control needs to be improved, roaming dogs & cats. Some of our highways are in extremely rough shape. I live on Old Cheraw Highway, near Farmstead neighborhood. This highway is extremely bumpy and difficult to drive on. Need city to coordinate with county and NCDOT to repave this highway and reduce/eliminate large trucks from using this road.	8/9/2023 2:38 PM
46	There is a real issue with the homeless trashing private property. Have had to address this situation several times this summer with the police Dept. There needs to be a comprehensive plan to address the homeless situation. It does not present a good impression of Rockingham when you drive down Hwy 74 and look over and see them sleeping out in sight on private property. The Mill Rd area off Hwy 1 is a pure mess. There needs to be a plan to deal with clean up in this area. Property owners should clean up their property or at least required to put up fencing that would hide from public view their mess.	8/9/2023 2:38 PM
47	Newly paved streets have the poorest striping.	8/9/2023 2:38 PM
48	Need to have knowledge of grants for the older buildings. Also to improve the sidewalks uptown for walking	8/9/2023 2:32 PM
49	Top Priority-keeping all citizens safe and hostile activity such as property crimes and stealing property at a minimum. Police/deputies should be seen frequently throughout neighborhoods where these activities are happening. Thank you.	8/9/2023 2:10 PM
50	I would love to see older buildings restored and repurposed rather than torn down. We need a brewery. There is very little for a married 34 year old to do here. Plaza jam is cool, but not for younger people.	8/9/2023 1:46 PM
51	Stop wasting money on downtown buildings that are not in use. Promote growth, including facilities for our children to use (parks & rec). Our children who may or may not choose to live here as adults. We need to improve housing options. Also very important is clearing properties with abandoned vehicles, homes, etc.	8/9/2023 1:25 PM
52	I Would Love to See the City Make Owners of All the Vehicles on Mill Rd Clean up That Mess. It's Awful and a Disrespect to the Citizens who Travel That Road. How are They Getting Away with It???? Please Do Something. 🙄	8/9/2023 1:16 PM
53	Please remove the trees from Hitchcock Creek so we can use it for kayaking again.	8/9/2023 12:54 PM
54	Better programs for children and maintenance of park facilities. Help with small business loans that are not in downtown.	8/9/2023 12:35 PM
55	We need additional and updated sporting facilities and parks. Sporting tournaments can be a great boost to the local economy. Entertainment for kids of all ages. Easily said but can be done.	8/9/2023 12:13 PM
56	Love the idea of have more recreation to get more adults and children outdoors and off their devices. Great survey.	8/9/2023 12:07 PM
57	Our family appreciates the thoughtful survey questions and the opportunity to contribute. We also would love to be looped in on the themes and priority level once the survey concludes. From there we would love to know how to contribute to the more granular discussions about bringing these desires for our community to life.	8/9/2023 11:55 AM
58	We need a Sports Complex.	8/9/2023 11:24 AM
59	Lots of work has already been done to improve the appearance of the downtown area, which is great. But we need much much better choice of restaurants to entice people to actually come into the downtown area, as well as along Highway 74 and Highway 1 corridors. A micro-brewery in the Food King building in downtown, a steakhouse on Highway 74, etc. A huge loss when the Lidl building changed over to a Goodwill store! That location would have been perfect for a destination restaurant/micro-brewery, etc. There are plenty of old abandoned or delapidated shopping centers on Highway 74 that could be renovated and turned into great shopping and restaurant venues. I think that's where the City of Rockingham really needs to concentrate to improve the Highway 74 area, as well as the downtown area. People want to visit these types of choices, they are just having to drive to Moore County to do so!	8/9/2023 10:13 AM
60	The survey covered most everything. There should be a year round food truck venue like	8/9/2023 10:13 AM

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Red's Corner in Southern Pines. We have 30 Food Trucks registered in Richmond County. Why wait for another town to do it? I live outside the city limits in Weatherstone and own my house and property.

61	I understand we are Pinehurst/ Southern Pines, but we can try to be. You are doing a grand job downtown, congratulations! City owned sidewalks and the area between the sidewalks and the streets in some residential areas seem to be ignored. Keeping them mowed and clean would not be a large expense and would present a nice image to residents and visitors. Keep up the good work!	8/9/2023 9:47 AM
62	I feel expanded sports and activities programs are needed. A nice facility that offers baseball/soccer , tennis, Pickleball and other sports and activities available to all citizens. A downtown green space with playground equipment would complement Discovery Place Kids. Hitchcock creek and Hinson lake are wonderful additions to our community.	8/9/2023 8:29 AM
63	Parks and Rec Feilds need a make over and a director's that has a passion for the sports and youth not just about a dollar mad for the city	8/9/2023 8:17 AM
64	We need more parks in the area that are in safe locations. Thank you for all you do	8/9/2023 8:07 AM
65	Parks and rec can be a lot better including facilities. Baseball for 1 is the worst but as well all sports you practice twice and play for 2 weeks. Also don't charge out of city limits people extra that's about the most ignorant thing to do unless you don't want other Richmond county residents to participate. Make it a flat rate equal for all in Richmond county. There should be more than 4 teams per age group and the only way to do that is make it more inviting for all. Last note give us a sports complex without a noticeable tax hike. If you hold travel ball tournaments or rent it out to organizations on weekends it would pay for itself and right now there's nothing to offer here and we travel 1-2 hours away to spend our money in other cities, counties, and states. If not it will be done privately and the city will miss this opportunity due to a bunch of naysayers over a few pennies in taxes.	8/9/2023 7:35 AM
66	We need something for these kids to do before they get distracted with being bored and doing drugs or gangs just to have something to do.	8/9/2023 7:29 AM
67	I think rockingham has the opportunity to grow and be a calling for upstart business and younger couples .	8/9/2023 6:41 AM
68	Get it done	8/9/2023 6:20 AM
69	Consider a splash pad for Kids. Enforcement of littering fines.	8/9/2023 6:13 AM
70	Moving forward, let's not be left behind .	8/9/2023 5:45 AM
71	The biggest issue facing Rockingham is the ever expanding homeless population. They tend to live in the woods in tents, and walk the streets throughout the day coming to multiple businesses harassing people for money.	8/9/2023 3:49 AM
72	Establishing tax breaks or incentives for businesses to improve the land they operate on, in the sense of beautifying it, The end goal is to encourage businesses to clean trash, litter, and garbage that piles up around our city and "remodeling" the landscape to make it more presentable or prettier than how it is kept currently.	8/8/2023 10:55 PM
73	Utilizing the historic buildings such as leak wall house for cultural and historic education, increase community communication about events and work projects, more parades, fairs events etc, animal care at the shelter and for shelter to become a no kill shelter and do more for trap spay neuter release as need etc	8/8/2023 10:52 PM
74	Would love to see expansion of our parks and rec facilities. This city is missing out on opportunities that other cities (same size as rham) are benefiting from.	8/8/2023 10:49 PM
75	Every person who owns property in the city should be made to keep it up.	8/8/2023 10:43 PM
76	Tourism building at intersection of 74/us1 doesn't work for easy access or parking. Lots of homeless people seen on ramp	8/8/2023 10:41 PM
77	Utilizing the upper levels of the downtown buildings as apartments would be a great way to not waste those spaces. More affordable rental properties are needed.	8/8/2023 10:36 PM
78	Provide more businesses such as chain retail stores, chain restaurants, movie theater and more things to do in the city instead of going out of town. Missing our opportunity to grow big.	8/8/2023 10:32 PM

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79	First, i want to see an interconnected greenway and parks in our county. Lets develop, connect, and expand on existing trails to connect, the municipalities to one another. Also, it would be an asset to the community if we could cooperate between the county and municipalities to establish a more impactful and inclusive arts culture.	8/8/2023 10:30 PM
80	Some of these items have not been marked Top Priority because they areas that I think Rockingham is already doing well or in a few instances they are not the highest priority for me personally. I appreciate any and all attempts at local improvement whether through improving the infrastructure we have or implementing new. As a parent, I would love to see better athletic fields for ALL children throughout the county and would love to see an expansion of the park system with a water park like Neptune Island in Hartsville, SC. Overall, I see so many wonderful efforts throughout the county to bring positive community events to our area for families!	8/8/2023 10:28 PM
81	Replace water lines on Richmond Road. It's ashame that not even a month after it was paved, water leaks were popping up. It's not a new problem.. it's been happening for years. No sense in paving if you're going to have to dig and patch the road a million times. Get to the bottom of the issue— replace the water lines!	8/8/2023 10:28 PM
82	Removal or upgrades of abandon building in the Downtown area! One for example is the old locker plant! It is a big eye sore to the community! It is across from the fire department and can be seen by tons if school age children ! It is a fire hazard! It is the home of several homeless people! It cause this area to be unsafe!	8/8/2023 10:23 PM
83	COR does a great job with a lot of these topics already! I would personally love to see the completion of the reno to public parking downtown. COR does so much upkeep and beatification to some areas downtown and other spots look untouched!	8/8/2023 10:21 PM
84	Starting work on the sports complex on old Aberdeen rd	8/8/2023 10:20 PM
85	Would be nice to have a Sam's club in our town, more new jobs, restaurants and residents, all would love to shop in there!	8/8/2023 10:18 PM
86	Splash park for kids.	8/8/2023 10:18 PM
87	Thank you!	8/8/2023 10:15 PM
88	Sports complex to bring in travel tournaments in all sports.	8/8/2023 10:13 PM
89	Bring back the topic of building a new recreation complex on Old Aberdeen Road. Make it happen.	8/8/2023 10:08 PM
90	Bringing in a rehab facility for people to get and stay clean and help them with job placement	8/8/2023 8:34 PM
91	Control the crime rate if you want any of these efforts to bear fruit. Top priority.	8/8/2023 3:48 PM
92	I live inside city limits on a main road but do not have sidewalks or covered drainage culverts and I pay city taxes like other city residents.	8/7/2023 6:05 PM
93	Most important is safer community Strong law enforcement	8/7/2023 10:42 AM
94	more options for downtown ours looks closed up after 5 I would like to see more restaurants and more mom and pop business more family oriented. thank you for your time	8/6/2023 7:49 PM
95	Filter horrible smells coming from Purdue	8/6/2023 8:26 AM
96	All these questions revolve around the same thing how to make rockingham more desirable. That said everything in this survey is essentially very important, however I took this survey as looking toward the future. You must not only maintain a town/city but nourish its growth. Keeping expanding business and marketing growth is important, elder or housing otherwise needs to be practical and affordable. Leadership in this community has faltered for years. Government needs to be transparent and honest within it's self and the citizens it govenerns. Next survey ask how we think those of you, working for us feel your doing !	8/5/2023 9:41 PM
97	Other than the roads that have the large homes in town our roads & streets are covered in trash. The city says to call the state, the state says to call the city, meanwhile the roads coming into our city are embarrassing! The multi family units are trashed so why would we spend more \$ just for them to get trashed & us tax payers having to pay for it is ludicrous! I would love to see new businesses come to Rockingham but there is nobody who wants to work at the ones already here. Everyone from every spectrum of employment is short staffed.	8/5/2023 4:30 PM

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People are getting more \$ from government housing & Healthcare, & groceries than of they worked. And the historic statue that SHOULD HAVE been preserved had to be moved for hurting people's feelings

98	There's been too much land cleared without even reseeded the area. We should be preserving our forests, not clear cutting for profit.	8/5/2023 4:25 PM
99	I think we should stop building hotels and have more housing options available. Apartment lists have 1-3 year waiting lists. Roads are being repaired that didn't need repaired but the ones that need repair aren't. The kids need something to do as well.	8/5/2023 11:36 AM
100	No new or raised property taxes. Use a sales tax. Especially for parks and recreational facilities. Other city (Ellerbe, Hamlet, Dobbins Heights, Hoffman) are going to use the parks. A sales tax will spread the tax over the whole county instead of making Rockingham property owners pay for everything. NO RAISED PROPERTY TAXES!!!!	8/5/2023 11:32 AM
101	I believe public transportation is essential in small towns because it provides accessibility to vital services like healthcare, education, and employment, especially for those without private vehicles. Additionally, public transportation benefits the local economy by attracting businesses and tourists, creating jobs, and making commuting easier for residents and visitors. It also helps reduce traffic congestion, which positively impacts the town's overall transportation flow. Moreover, public transportation's environmental friendliness plays a significant role in reducing emissions and air pollution, contributing to a cleaner environment. The affordability of public transportation is crucial for the community, offering an economical travel option for those who cannot afford private vehicles. Furthermore, it fosters social inclusion by connecting people from diverse backgrounds, allowing them to participate in community activities. From my experience and observation, public transportation enhances safety by reducing the number of cars on the road and minimizing the risk of accidents in small towns. For the elderly and people with disabilities, public transportation's accessibility is vital, providing them with convenient and suitable transportation options. From an urban planning perspective, public transportation can influence development and sustainability by encouraging concentrated growth around transportation hubs. I hope my input will assist in shaping better transportation initiatives for our small town community. Thank you for the opportunity to participate in the survey!	8/5/2023 10:08 AM
102	I would like to see us plant more trees along the streets and near public buildings such as schools and the library. Research has shown that trees improve people's mental and physical health and academic performance, and even helps them lose weight. A study of a 30-year tree-planting effort in Portland, Oregon, found that one premature death was avoided for every 100 trees planted. Access to trees can also help reduce individuals' stress, strengthen immune systems, and even reduce crime. Even more importantly, trees can both mitigate and enable adaptation to the warming climate. By providing shade and evaporating water from their leaves, they literally cool the temperature at ground level, and reduce the energy needed for air conditioning. If you look at the parking lot of the Leath library during business hours, all the cars are parked under the trees in the warm months. Placing four more sand laurel oaks in the center oval would provide shade in the afternoon and make the library property more beautiful. Instead of little ornamental trees like Japanese maples, we should plant large, native trees like oaks and longleaf pines. These will also provide habitat for native insects and birds. There's nothing like a southern town with big shade trees lining the streets and forming a canopy overhead. The trees will make the town more attractive to businesses considering opening shop here. They will also be inviting to people interested in relocating here. At elementary schools, shaded playgrounds will enable the children to run more and spend less time cooling off. There will be fewer days that they have to stay inside for recess due to excessive heat. Besides the trees, it would also behoove us to prepare for the changing climate. So far, in our area that has meant more days with highs of 95 or more and more nights with lows above 75. We are already vulnerable to hurricanes, which are increasing in intensity. Rain is coming in more concentrated events, resulting in both more floods and more droughts. Rockingham would do well to plan for these problems instead of waiting to address them when they occur.	8/4/2023 4:27 PM
103	Fix sidewalks in residential areas. Sidewalk on Greene St. Make the process a little easier for people to renovate older houses. Keep family friendly activities for the town.	8/4/2023 1:02 PM
104	Fostering community-wide unity. Stop the politics of division.	8/4/2023 11:05 AM
105	The water questions should already be and should have been a priority. There should not even be questions about water quality. Period. This survey was in the water bill. The housing questions are vague. What kind of housing? Section 8, working poor, teachers who relocate	8/3/2023 7:34 PM

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here, or a nice complex? I thought we had someone on staff to recruit new businesses. Hasn't that been a priority for the last 30 years?

106	The comments about highway improvements may be effected by the timing of this survey . Roads have been repaired and repaved recently. And we are glad of it.	8/3/2023 4:22 PM
107	OuOur city in many areas are beginning to look like the slums . require every resident to be held accountable.	8/3/2023 3:29 PM
108	It's important that the city understands and acknowledges the importance of it's very own resource. It's important that the city knows that with very little funding and backing from it's own community that we have your back 24/7 so Please have ours. Help us, Help you!!! RCRS (Rockingham Rescue) 1004 Rockingham Rd	8/2/2023 9:24 PM
109	Another recreational center for people of all ages.	8/2/2023 8:31 PM
110	I think it would be amazing to make bike trails that connect rockingham to other closer cities with the possibilities of even further ones (eventually) like Aberdeen/southern pines. You could offer little refreshment/pit stops along the way (something simple like drinking fountains/shade of a business is not interested). For example, a bike trail from downtown Rockingham to the racetrack is exactly 10 miles.	8/2/2023 8:04 PM
111	You need to come up North Lee Street and make these people clean up around the houses and business because these have branches growing on the house and people living in the house with the power and water on the corner of North Lee Street and Lawrence Street. We were told years, years, years ago that we would have sidewalks so we don't have to walk in the road, but it never happened. We pay city taxes but we don't get any improvements on this side of the city. We need something done on this street.	8/2/2023 6:41 PM
112	Upgrade infrastructure water and sewer and water treatment	8/2/2023 4:41 PM
113	Small neighborhood roads need to be swept, repaved, etc. They are neglected, grass growing on them, potholes, and general disrepair.	8/2/2023 4:24 PM
114	We need to guard the influx of immigrants coming into our city. We need to control the gangs and drugs in our city. Let's keep our city a place for families to live and feel safe.	8/2/2023 2:59 PM
115	People parking on roadways long term on side streets such as Love Lane. Cut Trees that belong to the city endangering poples homes. Trees that loaded with pine Beatles tree bases eat up. Lots on love Lane owned by city half mowed no weed eating when done. Sloppy work.	8/2/2023 1:58 PM
116	I wish there were more youth programs offered aside from Parks and Rec such as wrestling or science camp.	8/2/2023 8:43 AM
117	Getting a good place for our homeless animals and help the older people get there pets fixed	8/2/2023 5:47 AM
118	Unfortunately, as a resident here for over 40 years, it's difficult to see growth. Historically, business's do not grow, most don't even survive. Public parks and recreation areas basically do not exist. I've been able to be involved in other (out of the county) community activities and see the benefits of such programs and businesses that excel. Good luck on your future endeavors.	8/1/2023 2:59 PM
119	The city parks and recreation department could do so much more than what they are currently doing. We need a total overhaul in that department, starting with a director who will actively work to improve the department and expand what is offered to the citizens. Start with public pickleball/tennis courts, community events such as fitness or dance lessons, special programs, etc. keep up the good work with downtown revitalization. A brewery or beer garden would be a great addition.	7/28/2023 6:08 PM
120	The city's landscape is terrible; the mayors have allowed invasive plant species to grow rampant among the public lots and has done NOTHING to inform, educate and incentivize landowners in eradicating these harmful vines. The USDA and Foerest services appear to have done NOTHING to protect and preserve our native tree and plant species and fauna, to include insects. This negligence is downright ignorant and criminal. The local news outlets (radio, newsfeeds, newspapers) should be used to bring this situation to the public. This work would bring jobs to many citizens who may need jobs and help to beautify and normalize our landscape. I do not expect that anything will be done about this blight.	7/26/2023 1:07 AM
121	This is a good questionnaire. The City of Rockingham has a great opportunity to be one of	7/21/2023 10:10 AM

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America's best small towns. The key to being a great small town is to have great neighborhoods, where residents can walk, play and have opportunities to interact with neighbors. Rockingham also has an opportunity to combine beautifying the City while at the same time implementing guards against rising temperatures. Creating neighborhood green spaces and planting a tree canopy will help all residents and beautify the City. It is key to first clean up the City. The businesses that you want are not attracted to communities with trash strewn, overgrown lots and dilapidated, substandard housing. The firms that are attracted to those type environments are in search of people and places that they can exploit and then leave. This survey is a good start. It is evidence that Rockingham is home to good thinkers and people dedicated to making their hometown better! Great start! Keep going!

122	Please work towards making Rt 74 Business through town more appealing with trees and shrubs planted along the road. Encourage business owners to break up the expanses of concrete parking lots with rows of trees for shade. The city is regularly about 5 degrees hotter than the surrounding county because of lack of trees and greenery. Thank you!	7/19/2023 11:16 AM
123	The City needs to work with the County to form a county wide parks and recreation program. This would also require large capital investments for several parks to include playing fields and tennis courts.	7/18/2023 5:30 PM
124	I believe Rockingham has done a very good job of steadily improving downtown but with all small cities parking is an issue. The commercial district of Hwy. 74 is good but needs attention. (across from Food Lion, curb maintenance is labor intensive but things like that stand out to me when I enter a small town or city) Overall Rockingham is a great city!!!	7/18/2023 2:11 PM