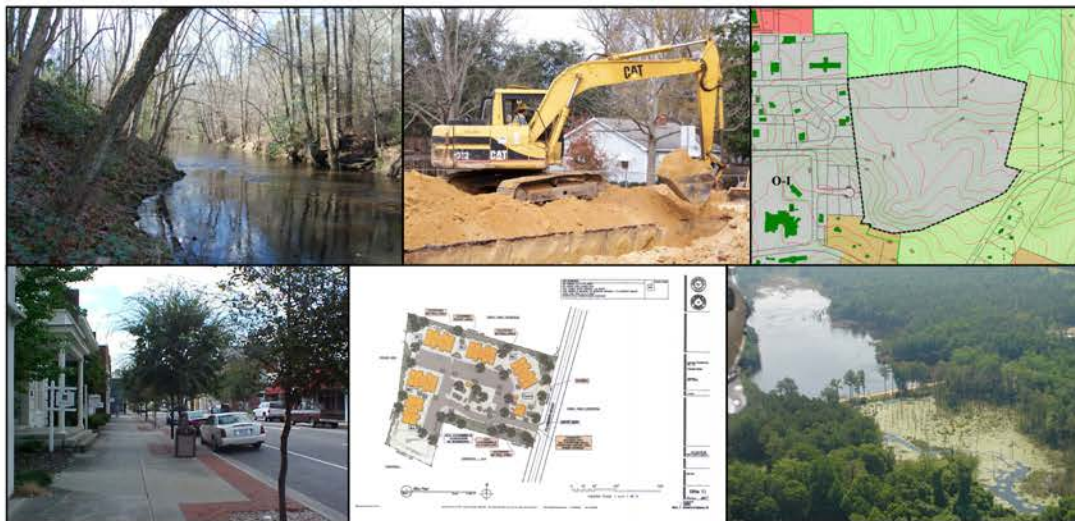




# Shaping Our Future: 2023

## City of Rockingham Land Use Plan

**Adopted: July 9, 2013**



**AN ORDINANCE ADOPTING *SHAPING OUR FUTURE: 2023*  
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 160A-383 requires zoning regulations to be made in accordance with a comprehensive plan, and *Shaping Our Future: 2023* 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 2002 has expired; and

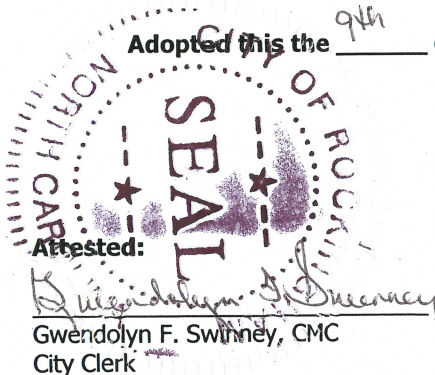
**WHEREAS**, the Rockingham Planning Board has reviewed the final draft of *Shaping Our Future: 2023* and recommended its adoption as the official land use plan for the City; and

**WHEREAS**, the City Council held a public hearing on July 9, 2013 to receive public comments regarding *Shaping Our Future: 2023*.

**NOW THEREFORE BE IT ORDAINED**, that the Rockingham City Council hereby adopts *Shaping Our Future: 2023* 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: 2023* is hereby adopted by reference and made a part hereof as if fully incorporated.

Adopted this the 9th day of July, 2013.



  
M. Steven Morris  
Mayor

**Mayor**

M. Steven Morris

**City Council**

John P. Hutchinson, Mayor Pro Tem

Travis Billingsley

C. Bennett Deane, III

A. Eugene Willard

Denise Sullivan

**Planning Board**

Dr. John Stevenson, Chairman

Wilson Moore, Vice Chairman

Anne Edwards

Thomas Ingle

Terry Greene

Paul Prelipp

Ryland Wilbun

**Land Use Plan Steering Committee**

M. Steven Morris

Travis Billingsley

Dr. John Stevenson

Wilson Moore

Anne Edwards

Thomas Ingle

Terry Greene

Paul Prelipp

Ryland Wilbun

Steve Davis

Jim Wallace

Jason Deane

Marcus Smith

Ellen Covington

Tim Hayden

Ed Chisholm

Mark Tyler

Dr. Jerry Murphy, Jr.

## **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 and 2002. Now in 2013, more than 50 years after its initial plan, Rockingham is set to adopt *Shaping Our Future: 2023* – a successor plan to and comprehensive update of *Shaping Our Future: 2012*.

*Shaping Our Future: 2023* was completed with extensive involvement from citizens, the Planning Board, the Land Use Plan Steering Committee, the City Council, and City staff. From the very beginning of the process in the fall of 2012, 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 and contrasted with those of Richmond County and North Carolina in an attempt to better convey the significance of the statistics.) City staff also used their extensive personal knowledge of the city and surrounding area to document existing conditions. City staff and the Land Use Plan Steering Committee 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 both online and by direct mail 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 Land Use Plan Steering Committee 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 Land Use Plan Steering Committee 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 ten-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. In order 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 in order 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 court house, 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 were 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 20<sup>th</sup> century. Several of the mill sites were still in use in 2001, and textiles continued to be an important component of the local economy although to a lesser extent.

During the 1960's, Rockingham began to evolve into a regional center for goods and services primarily as a result 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

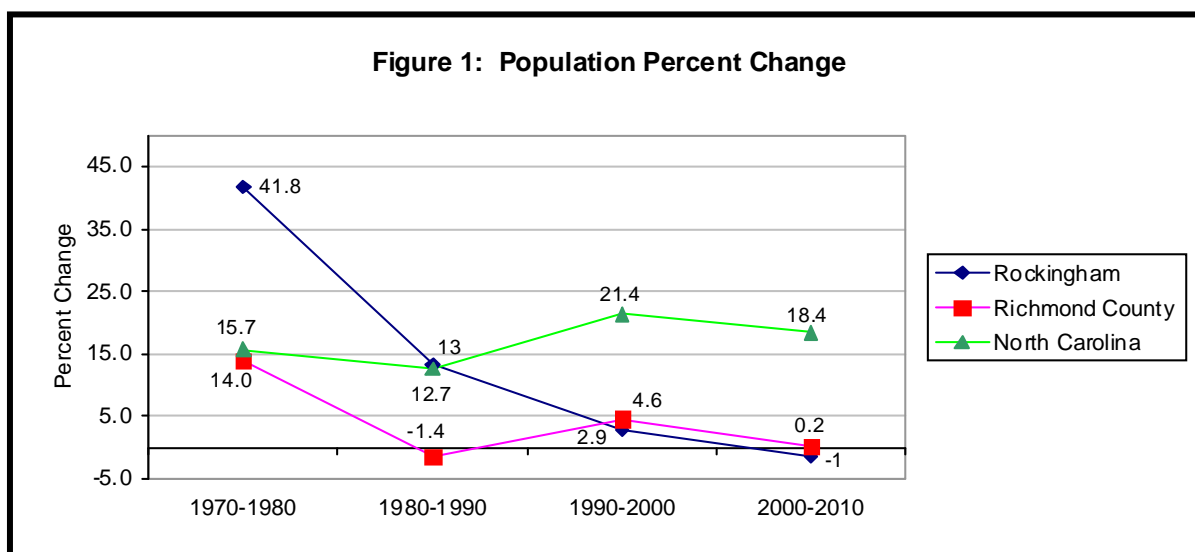
The population of Rockingham has increased approximately 63 percent since 1970. However, this figure can be misleading since a significant portion of the population growth occurred during the decade of the 1970's when Rockingham experienced a 41.8 percent increase in population. In comparison during the same period (1970-1980), Richmond County and North Carolina experienced population increases of 14.0 percent and 15.7 percent respectively. Since the 1970's, Rockingham's population growth per decade has steadily declined. During the 1980's Rockingham's population growth slowed but did increase by 13.2 percent for the decade, which was more comparable to North Carolina's increase of 12.7 percent. Richmond County's population during the 1980's actually declined by -1.4 percent. From 1990 to 2000, Rockingham experienced a population increase of only 2.9 percent whereas North Carolina experienced a population increase of 21.4 percent. During the same period, Richmond County experienced a population increase of only 4.6 percent. If the City had not annexed the Clemmer Road area in 1995, which included 486 persons, the population change for the decade would have declined by -2.2 percent. From 2000 to 2010, Rockingham experienced a negative population growth rate of -1.2 percent and Richmond County's increased by only 0.2 percent. In comparison during the same period (2000-2010), the population for North Carolina increased by 18.4 percent.

Table 1 identifies the population and percent change by decade for Rockingham in comparison to Richmond County and North Carolina between 1970 and 2010. Figure 1 provides an illustration of the population percent change for each entity as identified in Table 1.

Table 1: Population									
	1970	1980	1970-1980 % Change	1990	1980-1990 % Change	2000	1990-2000 % Change	2010	2000-2010 % Change
Rockingham	5,852	8,300	41.8 %	9,399	13.2 %	9,672	2.9 %	9,558	-1.2 %
Richmond County	39,889	45,481	14.0 %	44,518	-1.4 %	46,564	4.6 %	46,639	0.2 %
North Carolina	5,082,059	5,880,095	15.7 %	6,628,637	12.7 %	8,049,313	21.4 %	9,535,483	18.4 %
Sources: US Department of Commerce, Bureau of Census, 1970, 1980, 1990, 2000, and 2010									

The current trends in population growth seem to indicate that Rockingham can expect no significant population increase over the next decade; and if the trend of the last 40 years is maintained – could actually experience another decline in population. Such an assumption is based purely on the past trends in population growth and does not consider other factors that could potentially encourage population growth such as improved public infrastructure and other on-going economic development

efforts. How such factors will influence future population growth is difficult if not impossible to determine; and thus makes population projections difficult. However, considering the trend of the last 40 years and other economic characteristics identified in this document, it is reasonable to assume and project no significant increases in population growth for Rockingham during the next 10-year period (2010-2020).



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 3,200. This population estimate for the ETJ was derived by counting residential roof tops in the ETJ on 2010 aerial photographs and multiplying by the average household size (2.3) for Rockingham in the 2010 Census. Map 1 identifies the municipal boundaries and the ETJ boundaries.

### Age Distribution

A review of the population age distribution data for Rockingham set forth in Table 2 reveals that three of the five age cohorts actually experienced a negative percent change in the period between 2000 and 2010. The 'less than 5' cohort decreased by -0.1 percent; the '18-54' cohort decreased by -9.2 percent; and the '65+' cohort decreased by -8.6 percent. The decline is logical considering the decrease in total population for the same period. As a comparison, Richmond County experienced a decline in

only two age cohorts – the ‘less than 5’ (-2.1 percent) and the ‘18-54’ (-11.3 percent); and North Carolina experienced positive growth in all five age cohorts.

The -8.6 percent decrease in the Rockingham ‘65+’ cohort between 2000 and 2010 is particularly interesting since this age cohort experienced the largest positive percent changes in each of the three previous censuses between 1970 and 2000. Between 1970 and 1980, the ‘65+’ age cohort increased by 79.4 percent, and between 1980 and 1990, the same cohort increased by 43.9 percent. The increase in the ‘65+’ cohort between 1990 and 2000 was more modest at 8.6 percent, but was still the largest percent change of the five age cohorts. As a comparison, the ‘65+’ cohort for Richmond County increased by 5.4 percent and North Carolina increased by 27.3 percent.

Table 2: Age Distribution										
		1970	1980	1970-1980 % Change	1990	1980-1990 % Change	2000	1990-2000 % Change	2010	2000-2010 % Change
Rockingham	< 5	404	536	32.7	672	25.4	676	0.6	671	-0.1
	5 – 17	1,519	1,789	17.8	1,726	-3.5	1,815	5.2	1,989 *	9.6 *
	18 – 54	2,717	3,986	46.7	4,494	12.7	4,591	2.2	4,170 *	-9.2 *
	55 – 64	610	908	48.9	951	4.7	900	-5.4	1,183	31.4
	65+	602	1,081	79.6	1,556	43.9	1,690	8.6	1,545	-8.6
Richmond County	< 5	3,323	3,371	1.4	3,001	-10.9	3,161	5.3	3,096	-2.1
	5 – 17	11,308	10,117	-10.5	8,772	-13.3	8,836	0.7	9,636 *	9.1 *
	18 – 54	17,922	21,600	20.5	22,137	2.5	23,814	7.6	21,116 *	-11.3 *
	55 – 64	3,742	5,149	37.6	4,289	-16.7	4,404	2.7	6,100	38.5
	65+	3,594	5,244	45.9	6,319	20.5	6,349	0.5	6,691	5.4
North Carolina	< 5	531,884	404,000	-24.0	458,955	13.6	539,509	17.6	632,040	17.2
	5 – 17	1,227,158	1,253,441	2.1	1,147,194	-8.5	1,424,538	24.5	1,926,640 *	35.2 *
	18 – 54	2,472,248	3,068,736	24.1	3,631,244	18.3	4,392,506	21.0	4,603,963 *	4.8 *
	55 – 64	436,649	550,879	26.2	586,903	6.5	723,712	23.3	1,138,761	57.4
	65+	414,120	603,039	45.6	804,341	33.4	969,048	20.5	1,234,079	27.3
Source: US Dept. of Commerce, Bureau of Census, 1970, 1980, 1990, 2000, and 2010										
* Note: The age cohort grouping was different in the 2010 Census data. In the 2010 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.										

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). This is logical and expected since the ‘55-64’ age cohort currently includes the “baby boom” generation, which is now approaching retirement age.

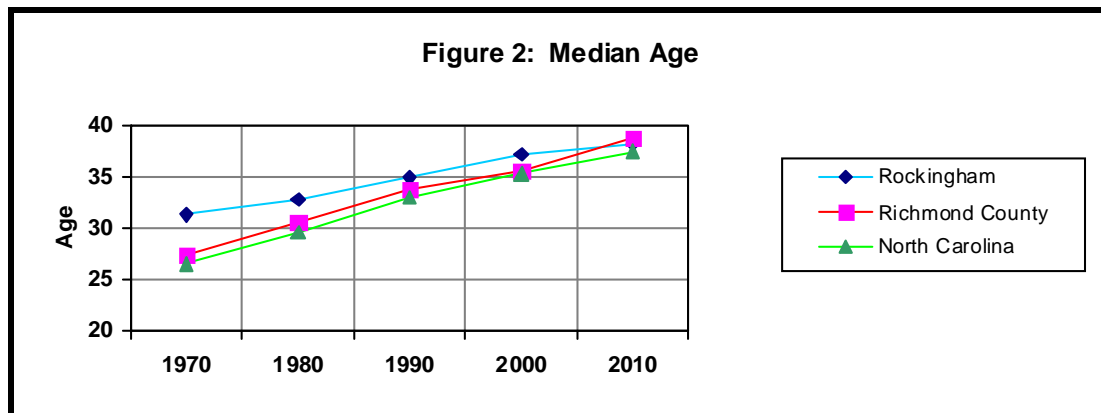
Another statistic of interest in Table 2 is that Rockingham has experienced practically no change in the 'less than 5' age cohort in the last 20-year period (0.6 percent increase between 1990 and 2000; and -0.1 percent decrease between 2000 and 2010). Richmond County experienced a slight percent increase in the same cohort for the same period with a 5.3 percent increase between 1990 and 2000; and -2.1 percent decrease between 2000 and 2010. In comparison, North Carolina experienced a 17.6 percent increase between 1990 and 2000, and a 17.2 percent increase between 2000 and 2010. Table 2 compares the age distribution and percent change per cohort for Rockingham, Richmond County, and North Carolina between 1970 and 2010.

### Median Age

Since the fastest growing age cohort in Rockingham, Richmond County and North Carolina is the '55-64' cohort, and the baby boom generation is at or nearing retirement age, it is not surprising that the median age has steadily increased. From 1970 to 2010, the median age in Rockingham increased from 31.3 to 38.2. The median age for Rockingham was higher than that of Richmond County and North Carolina in 1970, 1980, 1990, and 2000. However, the median age rate of increase for Rockingham slowed between 2000 and 2010 as compared to Richmond County and North Carolina. In Rockingham between 2000 and 2010, the median age increased 1 year; whereas Richmond County and North Carolina increased by 3.2 years and 2.1 years respectively. Table 3 compares the median age for Rockingham, Richmond County, and North Carolina for 1970, 1980, 1990, 2000, and 2010. Figure 3 illustrates the trend in median age for Rockingham, Richmond County, and North Carolina between 1970 and 2010.

Table 3: Median Age					
	1970	1980	1990	2000	2010
Rockingham	31.3	32.8	34.9	37.2	38.2
Richmond County	27.4	30.6	33.8	35.5	38.7
North Carolina	26.5	29.6	33.0	35.3	37.4
Source: US Dept. of Commerce, Bureau of Census 1970, 1980, 1990, 2000, and 2010					





### Household Size

The average household size for Rockingham steadily declined between 1970 and 2000, as was the case with most areas of the country in Richmond County and North Carolina. However, the average household size remained unchanged between 2000 and 2010 in Rockingham (2.3), Richmond County (2.5), and North Carolina (2.5). Generally speaking, the decrease in the average household size is a result of 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 2010.

Table 4: Average Household Size					
	1970	1980	1990	2000	2010
Rockingham	2.9	2.7	2.4	2.3	2.3
Richmond County	3.3	2.8	2.6	2.5	2.5
North Carolina	3.2	2.9	2.6	2.5	2.5
Source: US Dept. of Commerce, Bureau of Census 1970, 1980, 1990, 2000, and 2010					

### Educational Attainment

A review of the educational attainment levels (persons 25 years and over) set forth in Table 5 indicates several interesting trends and statistics. In 1990, the educational attainment levels of Rockingham were very similar to those of North Carolina while Richmond County lagged behind. However, by 2010, North Carolina experienced significant improvements in educational attainment levels, while improvements for Rockingham were not nearly as impressive. While Rockingham improved

marginally in several cohorts between 1990 and 2010, North Carolina improved every cohort. The education attainment levels for Rockingham and Richmond County in 2010 were very similar.

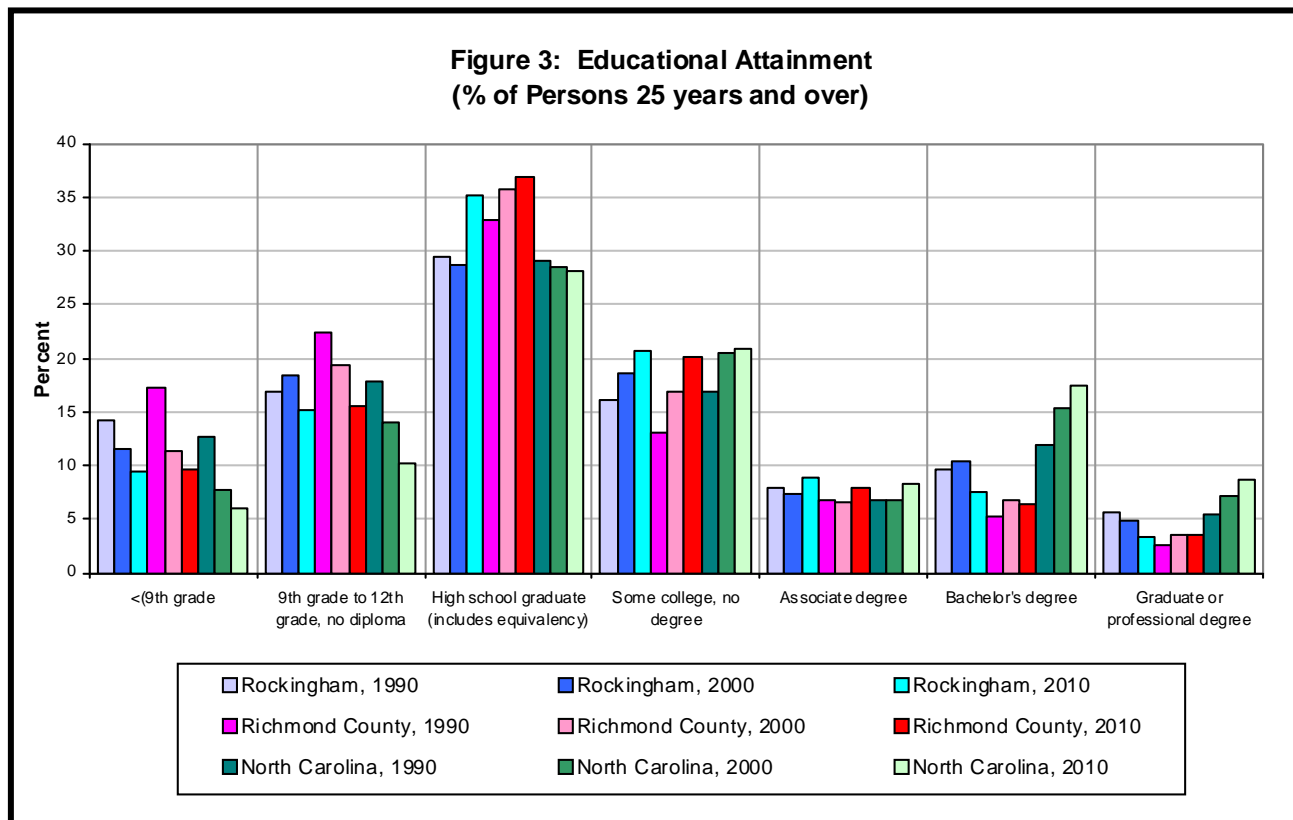
In 1990, the percentage of persons (25 years and over) with less than a 9<sup>th</sup> grade education was at 14.3 percent for Rockingham and 12.7 percent for North Carolina, while Richmond County was noticeably higher at 17.2 percent. By 2010, the percentage with less than a 9<sup>th</sup> grade education declined for all three entities with Rockingham at 9.4 percent, Richmond County at 9.7 percent, and North Carolina at 6.1 percent. These percentages illustrate a positive statistical trend in educational attainment for all three entities.

In 1990, the percentage of persons (25 years and over) with only a high school diploma was at 29.5 percent for Rockingham and 29.0 percent for North Carolina, while Richmond County was at 32.9 percent. By 2010, the percentage with only a high school diploma increased in Rockingham to 35.1 percent and Richmond County to 36.8 percent, but declined in North Carolina to 28.2 percent. The percent increase in this cohort for Rockingham and Richmond County is likely the result of a combination of factors – more individuals receiving a high school diploma and fewer individuals achieving any education beyond high school graduation.

<b>Table 5: Educational Attainment (% of Persons 25 years and over)</b>									
	Rockingham			Richmond County			North Carolina		
	1990	2000	2010	1990	2000	2010	1990	2000	2010
< 9 <sup>th</sup> grade	14.3	11.6	9.4	17.2	11.3	9.7	12.7	7.8	6.1
9 <sup>th</sup> grade to 12 <sup>th</sup> grade, no diploma	16.9	18.5	15.1	22.4	19.4	15.5	17.8	14.0	10.3
High school graduate (includes equivalency)	29.5	28.7	35.1	32.9	35.7	36.8	29.0	28.4	28.2
Some college, no degree	16.2	18.6	20.6	13.0	16.8	20.1	16.8	20.5	20.9
Associate degree	7.9	7.4	8.8	6.7	6.6	7.9	6.8	6.8	8.3
Bachelors degree	9.6	10.4	7.6	5.3	6.7	6.4	12.0	15.3	17.4
Graduate or professional degree	5.7	4.8	3.4	2.5	3.5	3.6	5.4	7.2	8.7
Source: US Department of Commerce, Bureau of Census 1990, 2000, and 2010									

In 1990, the percentage of persons (25 years and over) with a bachelors degree or graduate/professional degree was at 15.3 percent for Rockingham, slightly lower than North Carolina at 17.4 percent, while Richmond County was considerably lower at 7.8 percent - almost half Rockingham's percentage and more than half of the North Carolina's percentage. However, by 2010, the percentage of persons with a bachelor's degree or graduate/professional degree in Rockingham declined to 11.0 percent, while Richmond County increased to 10.0 percent and North Carolina increased to 26.1 percent.

Table 5 compares the educational attainment levels (persons 25 years and over) for Rockingham, Richmond County, and North Carolina between 1990 and 2010. Figure 3 illustrates the percentages identified in Table 5.



## 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 struggling and declining local economy, which appears to have some correlation to the declining population trend previously discussed above. Table 6 compares the per capita income for Rockingham, Richmond County, and North Carolina for the period between 1970 and 2010. Figure 4 illustrates the growth in per capita income for Rockingham, Richmond County, and North Carolina for the period between 1970 and 2010.

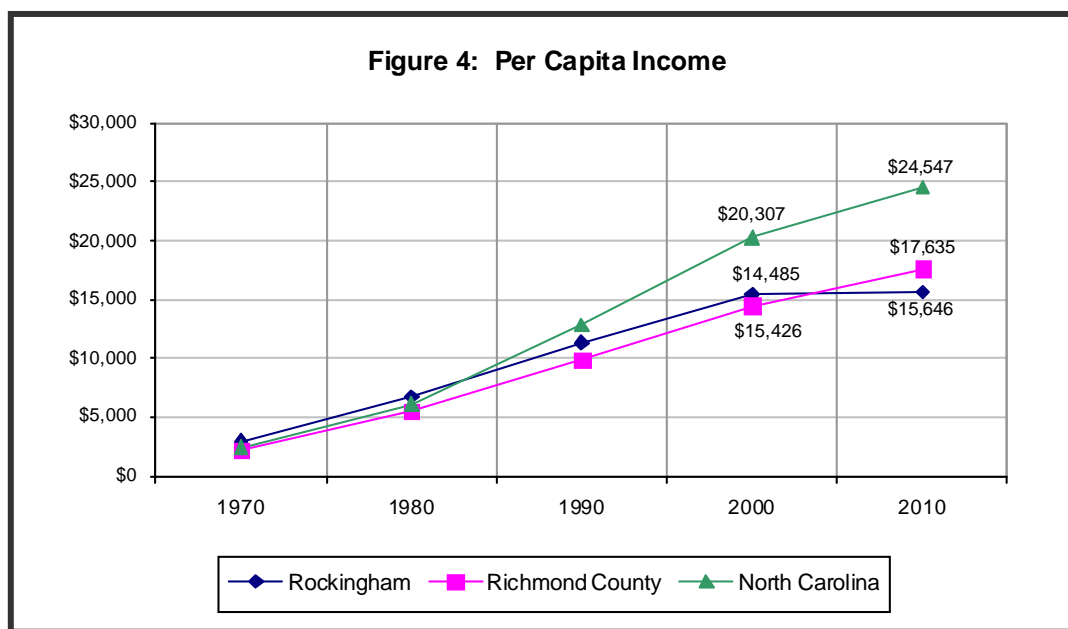
In 1970 and 1980, the per capita income was considerably higher for Rockingham than that of North Carolina. In 1970, Rockingham's per capita income exceeded North Carolina's per capita income by \$484 and in 1980, by \$640. As previously noted, between 1970 and 1980, Rockingham's population

increased by 41.8 percent, whereas North Carolina's population increased by only 15.7 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. The growing disparity in per capita income appears to have a correlation with the trends in population percent change experienced by both Rockingham and North Carolina during the same periods previously noted.

**Table 6: Per Capita Income Comparison**

	1970	1980	1970-1980 % Change	1990	1980-1990 % Change	2000	1990-2000 % Change	2010	2000-2010 % Change
<b>Rockingham</b>	\$2,976	\$6,773	128 %	\$11,374	68 %	\$15,426	35.6 %	\$15,646	1.4 %
<b>Richmond County</b>	\$2,180	\$5,492	152 %	\$9,841	79 %	\$14,485	47.2 %	\$17,635	21.7 %
<b>North Carolina</b>	\$2,492	\$6,133	146 %	\$12,885	110 %	\$20,307	57.6 %	\$24,547	20.9 %

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



Also of interest is that in 2010, Richmond County's per capita income surpassed Rockingham's for the first time in the period between 1970 and 2010. The difference in per capita income between the



two entities decreased in each of the four preceding census periods until 2010 when Richmond County's per capita exceeded Rockingham's by \$1,989.

The data for median household income for Rockingham, Richmond County, and North Carolina reflect very similar trends to those noted in the per capita income comparison above. In 1970 and 1980, the median household income of Rockingham exceeded that of North Carolina. In 1970, Rockingham's median household income was \$1,017 higher than that of North Carolina's and in 1980, \$296 higher. However in 1990, North Carolina's median household income surpassed Rockingham's 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 actually decreased by -5.4 percent while Richmond County's and North Carolina's increased by 5.6 percent and 11.6 percent respectively.

**Table 7: Median Household Income**

	1970	1980	1970-1980 % Change	1990	1980-1990 % Change	2000	1990-2000 % Change	2010	2000-2010 % Change
<b>Rockingham</b>	\$7,196	\$14,777	105 %	\$22,481	52 %	\$26,574	18.2 %	\$25,133	-5.4 %
<b>Richmond County</b>	\$6,003	\$13,419	124 %	\$21,953	64 %	\$28,830	31.3 %	\$30,449	5.6 %
<b>North Carolina</b>	\$6,179	\$14,481	134 %	\$26,647	84 %	\$39,184	47.0 %	\$43,754	11.6 %

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

**Figure 5: Median Household Income**

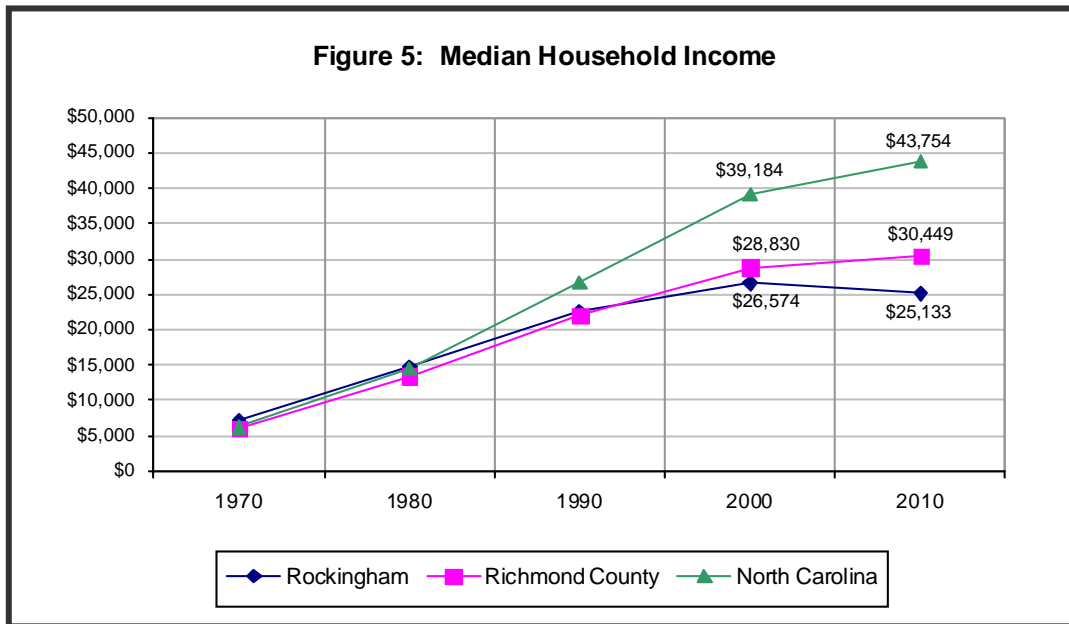


Table 7 compares the median household income for Rockingham, Richmond County, and North Carolina for the period between 1970 and 2010. Figure 5 illustrates the growth in median household income for Rockingham, Richmond County, and North Carolina for the period between 1970 and 2010.

The data for median family income reflect very similar trends to those noted above for per capita income and median household income. In 1970 and 1980 the median family income exceeded that of North Carolina. In 1970 the median family income for Rockingham was \$613 higher than that for North Carolina, and in 1980, \$867 higher. However in 1990, North Carolina's median family income surpassed Rockingham's 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; and in 2010, the disparity increased with North Carolina's median family income exceeding Rockingham's by \$23,824. Of particular interest is that between 2000 and 2010, Rockingham's median family income actually decreased by -5.5 percent while Richmond County's increased slightly by 1.9 percent and North Carolina's increased significantly by 19.8 percent.

Table 8: Median Family Income									
	1970	1980	1970-1980 % Change	1990	1980-1990 % Change	2000	1990-2000 % Change	2010	2000-2010 % Change
Rockingham	\$8,387	\$17,659	111 %	\$28,104	59 %	\$33,534	19.3 %	\$31,705	-5.5 %
Richmond County	\$7,105	\$16,064	126 %	\$26,747	67 %	\$35,226	31.7 %	\$35,901	1.9 %
North Carolina	\$7,774	\$16,792	116 %	\$31,548	88 %	\$46,335	46.9 %	\$55,529	19.8 %

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

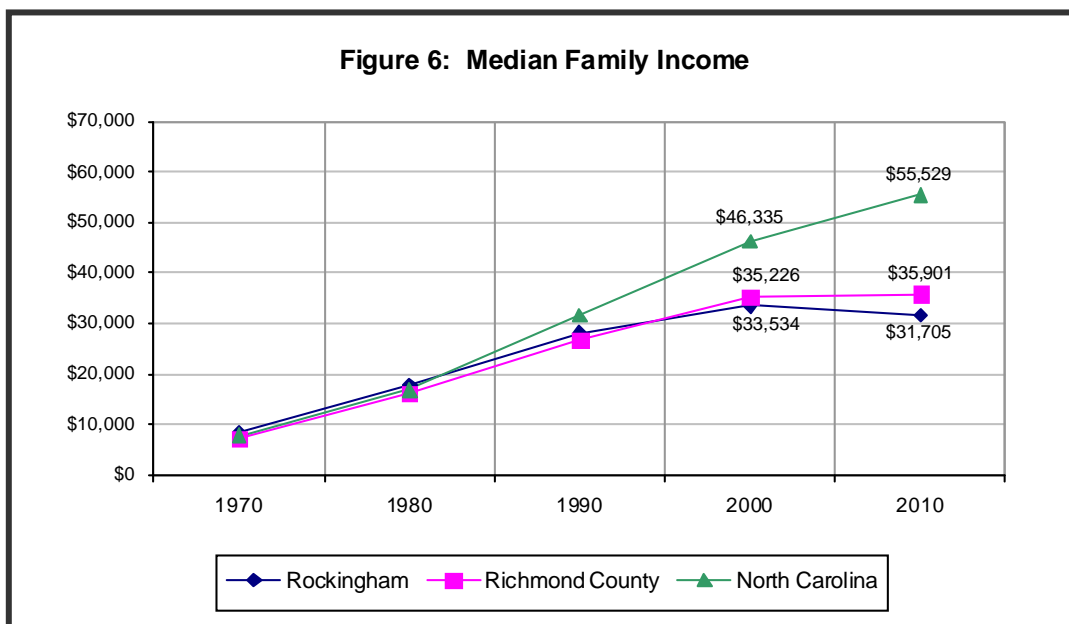
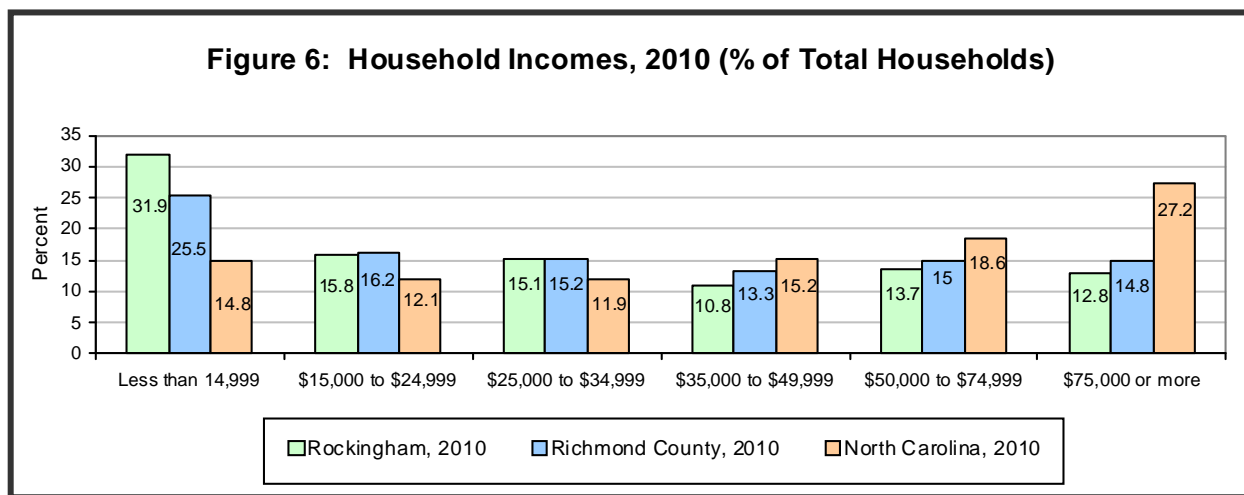


Table 8 compares the median family income for Rockingham, Richmond County, and North Carolina for the period between 1970 and 2010. Figure 6 illustrates the growth in median family income for Rockingham, Richmond County, and North Carolina for the period between 1970 and 2010.

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

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

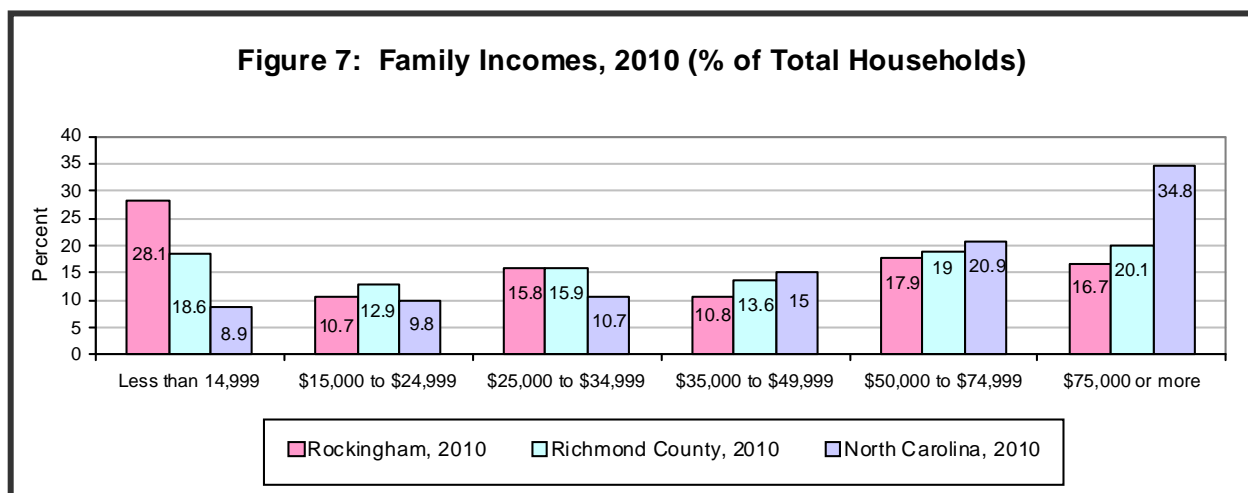


The percent of total households in each income cohort for Rockingham, Richmond County, and North Carolina between 1980 and 2010 is set forth in Table 9. The most obvious statistic regarding the breakdown of household income is the disparities between Rockingham and North Carolina for the lower and upper income cohorts in 2010. Of the total households, 47.7 percent in Rockingham have an income of \$24,999 or less as compared to 26.9 percent in North Carolina. Of the total households, 26.5 percent

in Rockingham have an income of \$50,000 or more as compared to 45.8 percent in North Carolina. This large disparity between the upper and lower household incomes for Rockingham and North Carolina is interesting because it did not exist 30 years ago. In 1980, the differences in the percentages of each household income cohort for Rockingham and North Carolina were only two percent or less. Figure 6 compares the household income percentages for Rockingham, Richmond County and North Carolina in 2010.

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

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



The percent of total families in each income cohort for Rockingham, Richmond County, and North Carolina between 1980 and 2010 is set forth in Table 10 and is very similar to the data for household incomes discussed above. The disparity between Rockingham and North Carolina in both the upper and



lower income cohorts is the statistic that stands out the most. Of the total families, 38.8 percent in Rockingham have an income of \$24,999 or less as compared to 18.7 percent in North Carolina. Of the total families, 34.6 percent in Rockingham has an income of \$50,000 or more as compared to 55.7 percent in North Carolina. As is the case with household income, this large disparity between the upper and lower family income for Rockingham and North Carolina did not exist 30 years ago. Figure 7 compares the family income percentages for Rockingham, Richmond County and North Carolina in 2010.

### Poverty Status

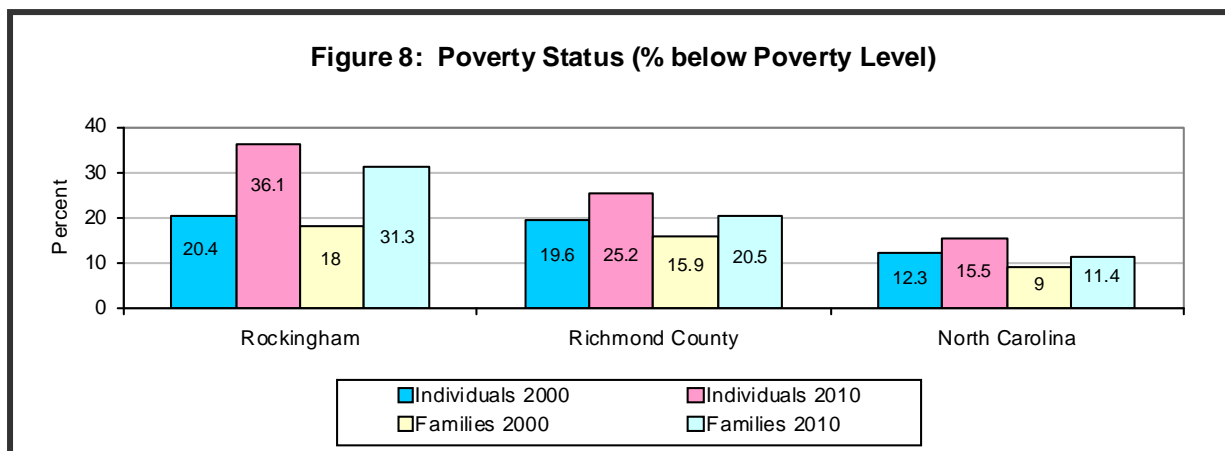
Poverty status is a good indicator of the overall economic health of a community. The data for Rockingham is not indicative of a healthy local economy. Between 2000 and 2010 the percentage of individuals below the poverty level increased from 20.4 percent to 36.1 percent. By comparison during the same period, the percentage of individuals in Richmond County increased from 19.6 percent to 25.2 percent; and North Carolina increased from 12.3 percent to 15.5 percent. Essentially the percentage of individuals living below the poverty level in Rockingham almost doubled between 2000 and 2010 while the increases in Richmond County and North Carolina were considerably less.

**Table 11: Poverty Status (% below Poverty Level)**

	Rockingham		Richmond County		North Carolina	
	2000	2010	2000	2010	2000	2010
Individuals below Poverty Level	20.4	36.1	19.6	25.2	12.3	15.5
Families below poverty level	18.0	31.3	15.9	20.5	9.0	11.4

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

**Figure 8: Poverty Status (% below Poverty Level)**

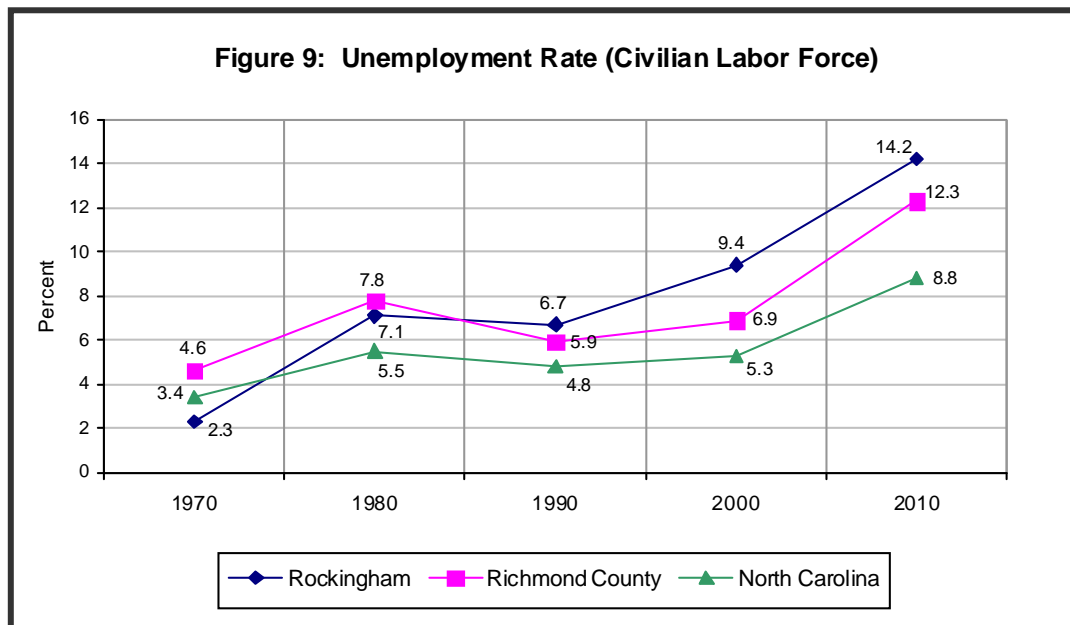


The percentage of families below the poverty level is similar to that for individuals. In Rockingham between 2000 and 2010 the percentage of families below the poverty level increased from 18.0 percent to 31.3 percent. By comparison during the same period, the percentage of families in Richmond County increased from 15.9 percent to 20.5; and North Carolina increased from 9.0 percent to 11.4 percent. Table 11 provides a comparison of the poverty status for Rockingham, Richmond County, and North Carolina in 2000 and 2010; and Figure 9 provides an illustration of this data.

## 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 40-year period examined in 2010, a period in American history that is now being referred to as the “Great Recession”. The trends in unemployment rates for Rockingham, Richmond County, and North Carolina are all somewhat comparable in that the percentage of unemployed persons increased during each ten-year period examined except the period between 1980 and 1990. However, closer scrutiny of the trends reveals that between 1970 and 1980 the percentage of unemployed persons in Rockingham and Richmond County increased by 4.8 percent and 3.2 percent respectively, while the percentage of unemployed persons in North Carolina during the same period increased by only 2.1 percent. In 1970 the percentage of unemployed in Rockingham was lower than that of Richmond County and North Carolina as compared to 1990 when the percentage of unemployed in Rockingham was higher than that of Richmond County and North Carolina. Rockingham continued to maintain a higher unemployment rate in both 2000 and 2010 than that of Richmond County and North Carolina. Table 12 compares the unemployment rates for Rockingham, Richmond County and North Carolina between 1970 and 2010; and Figure 9 provides an illustration of this data.

<b>Table 12: Unemployment Rate (Civilian Labor Force)</b>					
	<b>1970</b>	<b>1980</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>
<b>Rockingham</b>	2.3	7.1	6.7	9.4	14.2
<b>Richmond County</b>	4.6	7.8	5.9	6.9	12.3
<b>North Carolina</b>	3.4	5.5	4.8	5.3	8.8
Source: US Department of Commerce Bureau of Census, 1970, 1980, 1990, 2000, and 2010					



### Labor Force

Table 13 compares the characteristics of the labor force for Rockingham, Richmond County, and North Carolina for the period between 1970 and 2010. Perhaps the most interesting statistic regarding labor force characteristics is that the percentage of the population in the labor force has declined every decade between 1970 and 2010 in Rockingham and Richmond County; whereas the percentage has fluctuated slightly but with a net increase for the same period in North Carolina.

Table 13: Labor Force (% of Population 16 years and older)															
	Rockingham					Richmond County					North Carolina				
	1970	1980	1990	2000	2010	1970	1980	1990	2000	2010	1970	1980	1990	2000	2010
In Labor Force	61.7	61.8	63.3	55.9	50.6	59.5	60.2	63.3	58.0	51.8	61.3	64.4	67.7	65.7	64.9
Civilian Labor Force	61.6	61.7	63.3	55.9	50.6	59.5	60.0	63.2	56.7	51.7	58.4	62.1	65.4	64.2	63.7
Employed	60.2	57.3	58.1	50.7	43.4	56.7	55.3	59.5	52.8	45.3	56.4	58.7	62.2	60.8	58.1
Unemployed	1.4	4.4	4.2	5.3	7.2	2.7	4.7	3.7	3.9	6.4	2.0	3.4	3.1	3.4	5.6
Armed Forces	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	1.2	0.1	3.0	2.3	2.3	1.4	1.2
Not In Labor Force	38.3	38.2	37.8	44.1	49.4	40.5	39.8	36.7	42.0	48.2	38.6	35.6	32.4	34.3	35.1

Source: US Department of Commerce, Bureau of Census 1970, 1980, 1990, 2000, and 2010  
Note: All percentages are based on total population 16 years and older.

Only half (50.6 percent) of the population 16 years and older are considered part of the labor force in Rockingham as compared to almost two-thirds (64.9 percent) in North Carolina.

Table 14 compares the percent of employed persons 16 years and older by occupation cohort for Rockingham, Richmond County, and North Carolina between 1980 and 2010. It is not surprising that the “operators, fabricators, and labor” cohort has steadily declined for all three entities since 1990 considering the tendency for manufacturers to outsource production. It appears the workers lost from the “operators, fabricators, and labor” cohort shifted primarily to the “service” cohort based on the steady percentage increases for all three entities. The percentages in the “Technical, Sales, and Administrative Support” cohort have remained fairly constant for all three entities for the 30-year period examined. The trend in the “managerial and professional” cohort for Rockingham and Richmond County is somewhat difficult to understand and explain. In 1980 and 1990, Rockingham was 11.1 percent and 9.7 percent higher respectively than Richmond County in this particular cohort. In 2000, Richmond County closed the gap to a difference of 6.4 percent; and in 2010, Richmond County actually surpassed Rockingham by 1.3 percent. This trend is difficult to explain and understand because “managerial and professional” type positions are typically associated with more urban areas.

Table 14: Occupation of Employed Persons (% of Population 16 years and older)												
	Rockingham				Richmond County				North Carolina			
	1980	1990	2000	2010	1980	1990	2000	2010	1980	1990	2000	2010
Managerial and Professional	27.2	24.6	28.8	22.0	16.1	14.9	22.4	23.3	19.0	22.3	31.2	34.4
Technical, Sales, and Administrative Support	23.5	26.8	25.7	26.5	20.2	23.5	20.5	20.0	25.7	28.8	24.8	24.3
Service	10.6	9.2	12.4	22.6	10.5	10.8	14.9	21.5	11.3	11.4	13.5	16.3
Farming, Forestry, and Fishing	0.6	1.2	0.8	12.8	2.2	2.6	1.5	14.0	3.4	2.6	0.8	11.0
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	35.6	33.5	27.5	21.1	26.9	21.7	18.7	14.0
Source: US Department of Commerce, Bureau of Census 1970, 1980, 1990, 2000, and 2010												

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 2010. The breakdown by industry does not reveal any trends or statistics of particular interest. The data and trends for all three entities are all somewhat comparable for the period between 1980 and 2010.

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

	Rockingham				Richmond County				North Carolina			
	1980	1990	2000	2010	1980	1990	2000	2010	1980	1990	2000	2010
Agriculture, Forestry, Fisheries, and Mining	1.0	1.4	2.3	0.7	3.0	3.8	2.8	2.5	3.6	2.9	1.6	1.4
Construction	4.8	3.2	4.9	8.8	4.2	5.0	6.7	7.9	6.2	7.0	8.2	8.2
Manufacturing	32.8	32.8	24.8	13.1	39.6	38.8	28.4	18.5	32.8	26.7	19.7	13.4
Wholesale trade	1.9	2.7	2.2	1.5	3.2	2.4	2.7	1.2	4.1	4.2	3.4	3.0
Retail trade	17.6	16.7	13.4	18.1	13.1	15.8	12.5	13.8	14.3	16.1	11.5	11.6
Transportation and warehousing, and utilities	5.4	4.4	3.9	4.1	7.5	5.1	4.8	5.6	3.4	3.8	4.6	4.4
Information	2.1	1.4	2.0	1.4	2.7	1.7	1.2	1.5	2.7	2.6	2.3	1.9
Finance, insurance, real estate, & rental & leasing	4.6	5.1	2.3	5.9	3.0	2.6	2.7	3.4	4.2	5.1	6.0	6.6
Professional, scientific, management	21.0	22.1	6.0	4.2	14.8	16.0	3.9	4.6	17.8	20.3	7.7	9.2
Educational, health and social services	--	--	22.7	21.1	--	--	19.6	21.1	--	--	19.2	22.6
Arts, entertainment, recreation, accommodation and food services	3.7	3.0	6.7	9.8	3.5	3.0	5.3	7.2	3.8	3.8	6.9	8.6
Other services (except public administration)	0.8	2.0	4.3	3.9	1.8	2.5	5.3	4.4	2.9	3.9	4.6	4.8
Public Administration	4.1	5.2	4.4	7.3	3.5	3.1	4.1	8.3	4.1	3.6	4.1	4.3

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

## Housing Overview

Between 1970 and 2010 the total number of housing units in the city limits of Rockingham increased by 103 percent. A significant portion of that increase occurred in the 10-year period between 1970 and 1980 when 1,110 units were added. During the next 30-year period between 1980 and 2010 only 1,068 units were added. It is interesting that the total number of units actually decreased by 92 units between 2000 and 2010. The growth trends in total housing units have a direct correlation to the trends in population growth experienced during the same periods. The growth in the number of housing units is a result of both new residential construction and the annexation of established residential neighborhoods. Another statistic of interest is the steady increase in the percentage of vacant units in the city between 1980 (5.5 percent) and 2010 (14.9 percent). Table 16 compares the total number of units, occupied units, and vacant units between 1970 and 2010.

Table 16: Rockingham Housing Units - Occupied vs. Vacant										
	1970		1980		1990		2000		2010	
Total Units	2,105	100 %	3,215	100 %	3,971	100 %	4,375	100 %	4,283	100 %
Occupied Units	1,934	91.9 %	3,039	94.5 %	3,727	93.9 %	3,966	90.7 %	3,643	85.1 %
Vacant Units	171	8.1 %	176	5.5 %	244	6.1 %	409	9.3 %	640	14.9 %
Source: US Department of Commerce, Bureau of Census, 1970, 1980, 1990, 2000, and 2010										

The ratio of owner occupied units to renter occupied units remained relatively constant between 1970 and 1980. However, slight increases in the percentage of renter occupied units were experienced between 1980 and 1990 and again between 1990 and 2000 (2.9 percent and 3.7 percent respectively). The ratio of owner occupied units to renter occupied units remained relatively unchanged between 2000 and 2010. In 2010, 58.9 percent of all housing units in the City of Rockingham were owner occupied, while 41.0 percent were renter occupied. Table 17 compares the number and percentage of owner and renter occupied housing units in Rockingham between 1970 and 2010.

Table 17: Rockingham Housing Units - Owner vs. Renter Occupied										
	1970		1980		1990		2000		2010	
Owner Occupied	1,265	65.4 %	1,993	65.6 %	2,335	62.7 %	2,338	59.0 %	2,144	58.9 %
Renter Occupied	669	34.6 %	1,046	34.4 %	1,392	37.3 %	1,628	41.0 %	1,499	41.1 %
Total Occupied	1,934	100 %	3,039	100 %	3,727	100 %	3,966	100 %	3,643	100 %
Source: US Department of Commerce, Bureau of Census, 1970, 1980, 1990, 2000, and 2010										

### Annual Housing Starts Data (1989 – 2011)

An analysis of the annual housing starts for the City of Rockingham between 1989 and 2011 reveals several interesting trends. Even with the “burst of the bubble” for the national housing market around 2008, the annual trends for single-family residential permits in the city and ETJ remained relatively constant as compared to the preceding years. This is most likely because Rockingham’s local housing market never experienced the same type of positive gains seen in other areas of the state and country. 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 new requirements for manufactured homes to be placed on permanent foundations, which were adopted in January of 2004. Also of interest is that in the five-year period between 2003 and 2007, 154 multi-family units were permitted, which is more than three times the number of multi-family units permitted during the remaining portion of the period examined.

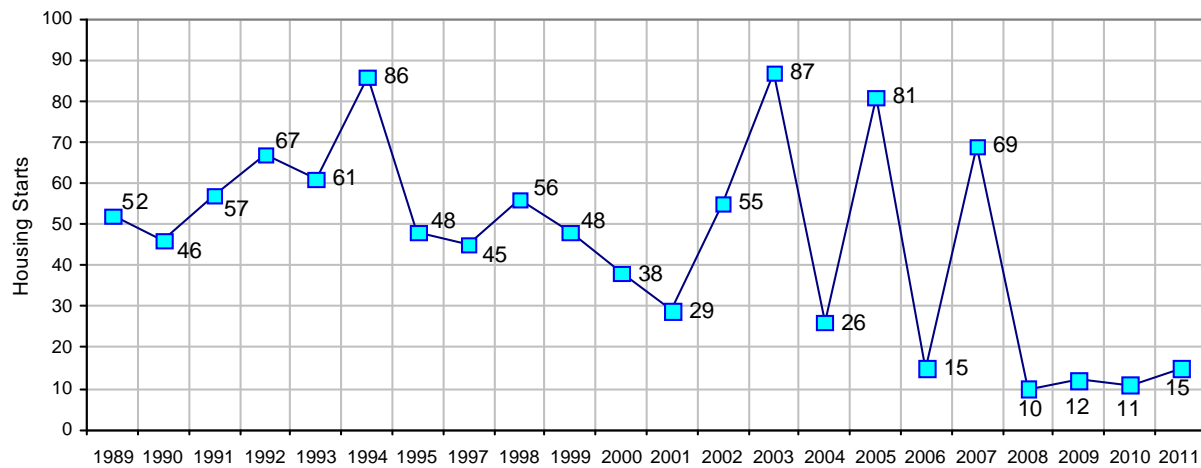
Table 18: Rockingham Annual Housing Starts (1989-2011)										
	Inside City Limits			Inside Extraterritorial Jurisdiction			Total Unit Types per Year			Total Residential Units per Year
	Single Family	Multi-Family	Mobile Home	Single Family	Multi-Family	Mobile Home	Single Family	Multi-Family	Mobile Home	
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
Total	171	204	94	129	10	406	300	214	500	1014
Source: City of Rockingham Inspections Annual Report, 1989-2011										

Of the 1014 total residential units constructed between 1989 and 2011, 46.3 percent were inside the city limits and 53.7 were in the ETJ. Of the 1014 total residential units constructed between 1989 and 2011 in the city and ETJ, 49.3 percent were manufactured homes; 29.6 percent were single-family

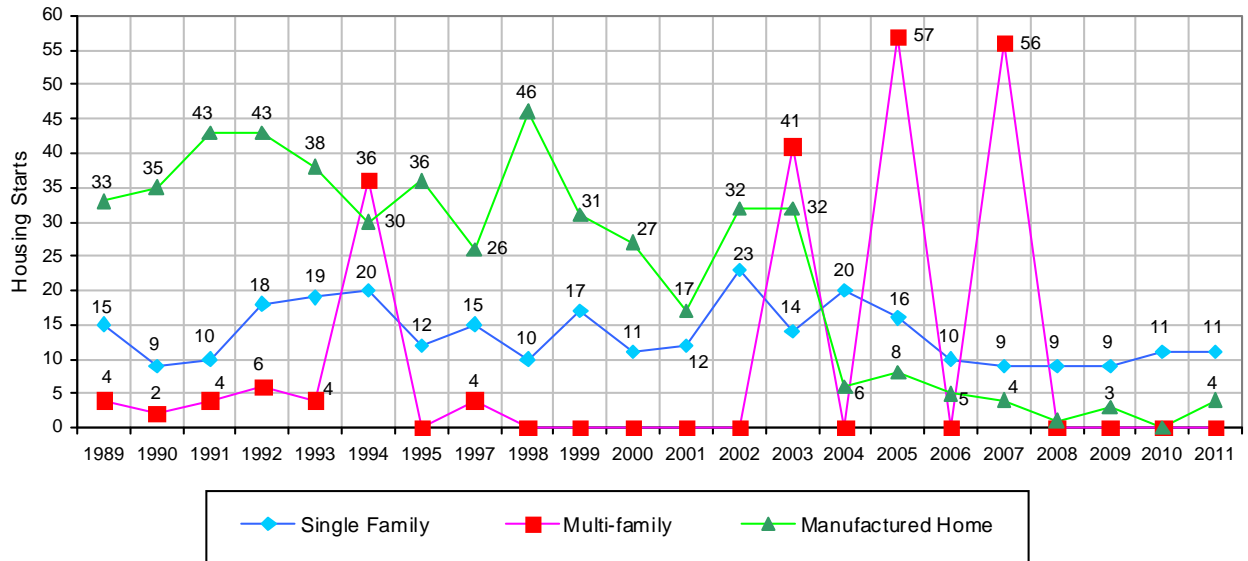


site built homes; and 21.1 percent were multi-family units. Of the 545 total residential units constructed between 1989 and 2011 in the ETJ, 74.5 percent were manufactured homes; 23.7 percent were single-family site-built homes and 1.8 percent was multi-family units. Of the 469 total residential units constructed between 1989 and 2011 inside the city limits, 36.5 were single-family site-built homes; 20 percent were manufactured homes; and 43.5 percent were multi-family units. Table 18 provides a comparison of the type of residential units constructed by year between 1989 and 2011 inside the city limits and inside the ETJ. Figures 10-14 illustrate the various trends for the data identified in Table 18.

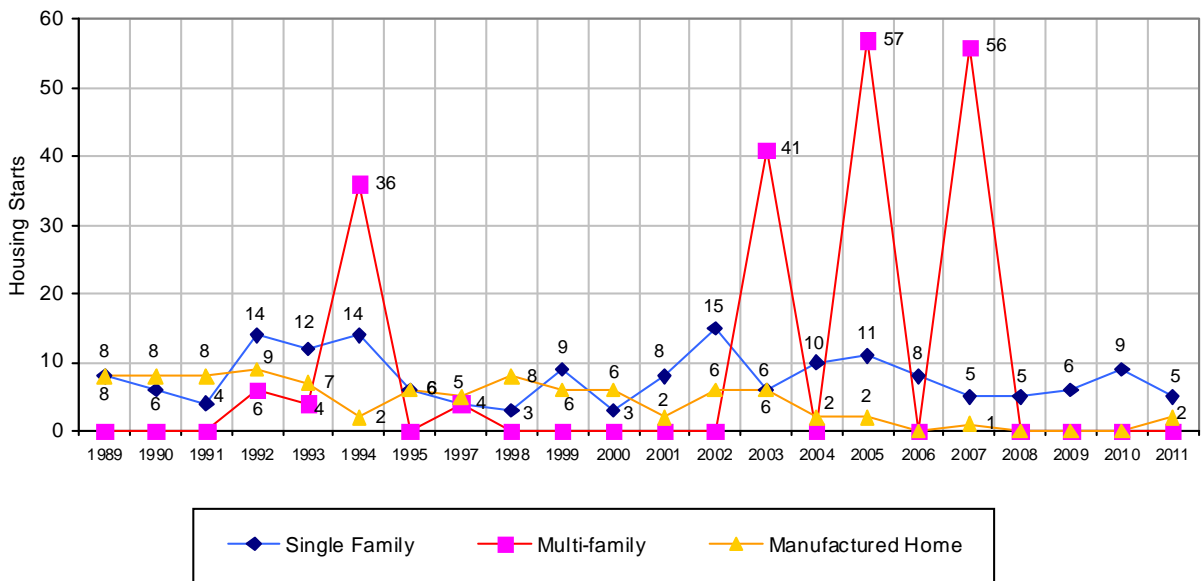
**Figure 10: Total Housing Starts  
City Limits and ETJ (1989-2011)**



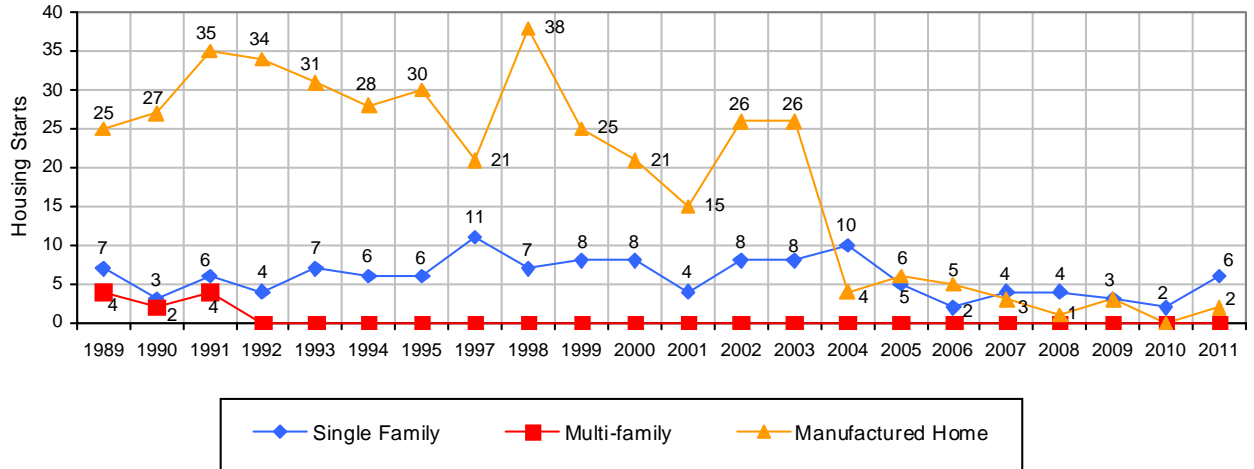
**Figure 11: Housing Starts by Type  
City Limits and ETJ (1989-2011)**



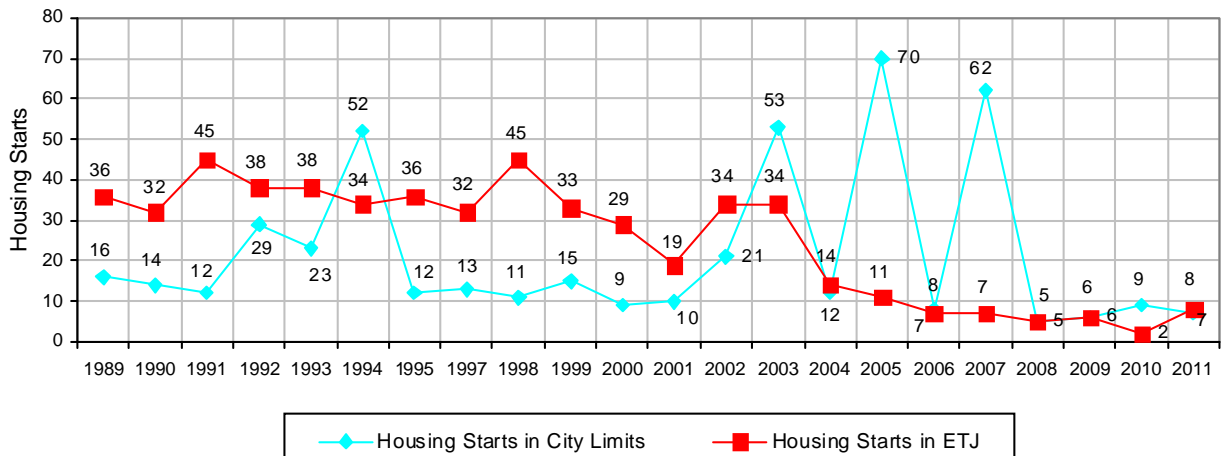
**Figure 12: Housing Starts by Type  
Inside City Limits (1989-2011)**



**Figure 13: Housing Starts by Type  
Inside ETJ (1989-2011)**



**Figure 14: Housing Starts  
City Limits vs. ETJ (1989-2011)**



## **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 waste water treatment plant. Changes in elevations are more drastic in the western portion 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 US Highway 74 just south of downtown Rockingham and empties into Hitchcock Creek approximately one-quarter of a mile west of the intersection of US Highway 74 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) 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 in order 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 insure 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 types 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 1,904 acres or 15.8 percent of the total jurisdiction of the City of Rockingham. Areas designated as the balance of the watershed total approximately 278 acres or 1.8 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 in order 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**

An important factor that will influence land development patterns in Rockingham and its extraterritorial jurisdiction (ETJ) during the next 10-year period and beyond will be the construction of new highways. 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, provides 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 has reduced the ADT of US Highway 74 Business to approximately 20,000 trips per day. Initial concerns regarding possible negative consequences for existing commercial uses along US Highway 74 Business proved to be false over the last 12 years. The slight reduction in average daily traffic counts does not appear to have negatively 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 2012, new development around the bypass interchange has been relatively slow with only two new commercial developments. The area still remains a viable location for commercial development considering traffic counts and accessibility. Map 6 illustrates the route of US Highway 74 Bypass in relationship to the city limits and ETJ of Rockingham.

The bypass of US Highway 1 is currently in the planning stages. The proposed route of the US Highway 1 Bypass, illustrated on Map 6, shows the new facility 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 trips (ADT) in excess of 17,000 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. The proposed bypass will undoubtedly decrease the amount of through traffic in the downtown. The effect of such decrease in traffic on downtown businesses is difficult to determine. On one hand, many of the businesses currently in downtown do not appear to be dependent upon or targeting through traffic. A reduction in through traffic downtown could conceivably make such businesses more accessible to local customers. On the other hand, the decrease in through traffic may limit the number of businesses that

can be supported in the downtown and make the recruitment of new businesses (especially mercantile) to the downtown difficult.

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.

### **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). In addition to the 3 MGD produced by the City of Rockingham plant, an additional 0.3 - 0.5 MGD is purchased from the City of Hamlet. In periods of high use during the summer months, the City of Rockingham purchases approximately 0.5 MGD from Richmond County.

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 May 2012, the City of Rockingham has 4,956 water accounts. Residential accounts total 3,964; commercial accounts total 756; industrial accounts total 10; and sprinkler accounts total 226 (sprinkler accounts are mostly residential). The total average daily use is approximately 3.2 MGD. The five largest water users in the City account for approximately 2.0 MGD. These users include Perdue, Richmond Memorial Hospital, Cascades, Cascades Molded Pulp, and Wade Manufacturing. 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 waste water 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.

As of the summer of 2012, the City is participating in a joint infrastructure project with Richmond County and the town of Ellerbe to extend sewer service along US Highway 220 from Rockingham to Ellerbe. Once completed, gravity sewer will be available along the entire US Highway 220 corridor between Rockingham and Ellerbe. This infrastructure project has the potential to significantly influence development along the corridor.

**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 12,898 acres or 20.15 square miles. Of that total area, approximately 4,714 acres or 7.36 square miles are located inside the city limits of Rockingham. In the spring of 2012, 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 2010 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	4,223	35.1 %
Commercial	805	6.7 %
Industrial	393	3.3 %
Mobile Home Park	33	0.3 %
Multi-family	167	1.0 %
Open Space	446	1.4 %
Undeveloped	5,955	49.5 %
Source: City of Rockingham Geographic Information System (GIS)		

### Commercial Corridors and Intersections

Approximately 6.7 percent (805 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 the 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 12 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 located 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. Much of the commercial activity in the CBD is heavily influenced and dependent upon the location of the Richmond County Courthouse in downtown. Although some retail sales and dining establishments are located in the CBD, the predominant land use is professional, financial, and governmental office space. 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. Mill Road east of Davis Street to the boundaries of the ETJ is a mix of commercial, industrial, residential, and institutional uses. Airport Road from US Highway 1 South to the boundaries of the ETJ is a mix of residential, commercial, and institutional uses with the predominant land use being residential.

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 3.3 percent (393 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 of 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 located 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 35.1 percent (4,223 acres) of the total area in the city limits and ETJ is utilized for single-family residential purposes and approximately one percent (168 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 in close proximity to 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 2002, only one major subdivision was developed (Roberdel Hill - 20 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 a majority of the housing starts in the City and ETJ. However, that trend changed during the last 10-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. 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 15 years or newer in age and 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 10-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 10-year period, the City rezoned a considerable amount of property and amended the text of the UDO in an effort 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; and Community Apartments (9 units) on McArthur Drive. 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, Ed Tull Park, Browder Park, Palisades 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 reserved 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 has 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 in order to protect and preserve the sanctity of the existing residential uses. As of

June 2012, 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 and 2012. It should be noted that the 2002 figures include the portion of East Rockingham that the City removed from its ETJ in 2003. Map 12 illustrates the boundaries of each zoning classification in the City and ETJ.

Table 22: Zoning Districts				
District	2002		2012	
	Area (in Acres)	% of Entire Jurisdiction	Area (in Acres)	% of Entire Jurisdiction
Neighborhood Business (B-1)	97	0.8 %	75	0.6
Central Business (B-2)	69	0.5 %	74	0.6
Highway Business (B-3)	1,042	8.1 %	1,324	10.6
Office / Institutional (O-I)	87	0.7 %	141	1.1
Light Industrial (I-1)	416	3.2 %	617	5.0
Heavy Industrial (I-2)	618	4.8 %	576	4.6
Rural Residential (R-20)	4,828	37.6 %	3,605	29.0
Low Density Residential (R-12)	1,849	14.4 %	2,404	19.3
Moderate Density Residential (R-9)	622	4.9 %	515	4.1
Residential Duplex (R-8)	32	0.3 %	176	1.4
Higher Density Residential (R-7)	737	5.6 %	845	6.8
Residential Village (R-7A)	1,667	13.0 %	1,065	8.6
Open Space (O-S)	763	6.0 %	1,037	8.3
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 conditional 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 conditional 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. Beverly Hills Subdivision, Southwood Subdivision and Highland Acres are the only other areas in the city limits and ETJ that are zoned R-12.

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 in order 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 conditional 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-9 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 in order 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 conditional 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 conditional 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 in close proximity to major and minor thoroughfares to minimize traffic congestion on residential streets. Large-scale multi-family development is permitted on a conditional basis 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 more dense 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 conditional 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 permitted on a conditional basis 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 conditional 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; Perkins Paper (Cascades); UCO; the old Hannah Pickett Mill; Sara Lee Hosiery; Perdue Chicken; both TNS Mill sites; Wade Manufacturing; the old Pee Dee #1 site; 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, wild life 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. Through the use of 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 in order 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

Rockingham has been fortunate in that its downtown area has not experienced the demise and deterioration seen in many other downtowns across the country. This is not to say however, that there is not room for improvement. Governmental and professional office space accounts for significant portion of the land uses downtown, while retail sales and restaurants are limited. The City of Rockingham with support from the Rockingham Downtown Development Corporation, downtown businesses, and property owners has undertaken the task of improving and revitalizing the downtown economically and aesthetically. A streetscape enhancement project was completed along portions of Washington Street and Hancock Street in 1999; and a second streetscape enhancement project was completed along the 200 and 300 blocks of E. Franklin Street in 2012. Both projects involved the burying or relocating of overhead utility services; installing decorative streetlamps; installing street trees; replacing deteriorated curbing; and street resurfacing as well as other minor cosmetic improvements. The City incorporated streetscape improvements along Rockingham Road into the construction of the new City Hall project in 2003 and along S. Lee Street during the construction of the new judicial center in 2010. The construction of Cole Plaza as a part of the new City Hall project also provides an area for outdoor concerts and festivals. In 2011, the City partnered with Discovery Place to develop a children museum in downtown Rockingham, which could help facilitate economic growth in the downtown area.

### Residential Rehabilitation

Over the last 27 years, the City of Rockingham has secured millions of dollars in state and federal grant funds to improve deteriorated housing and public infrastructure in residential neighborhoods. Table 23 provides a summary of those projects for the period between 1985 and 2011.

Table 23: Summary Community Revitalization Projects		
Date	Funding Agency/Program	Project Description
1985	NRCD-CDBG	Pee Dee Area: 41 rehabilitations; 3 relocations; 3,750 lf of sewer line; 5,970 lf of water lines; 5,585 lf of street resurfacing; and 11,170 lf of curb and gutter
1987	NRCD-CDBG	Aslington Road and West Rockingham Areas: 32 Rehabilitations; 5 demolitions; 4 relocations; 2,400 lf of water lines; and 4,600 lf of sewer lines
1990	NC Housing Finance Agency – NC Housing Trust Fund	Scattered-site housing repairs to 16 units belonging to low-income senior citizens
1990	ECD-CDGB	33 rehabilitations; 1 demolition; and 2,112 lf of street resurfacing;
1993	HC Housing Finance Agency – HOME & NC Housing Trust Fund	Scattered-site housing repairs to 18 units belonging to low-income senior citizens

Table 23: Summary Community Revitalization Projects		
Date	Funding Agency/Program	Project Description
1995	NC Department of Commerce - CDBG	Aleo School Street Area: 28 rehabilitations and 2,121 lf of sewer line
1995	NC Housing Finance Agency	Scatter-site housing repairs to 15 units belonging to low-income senior citizens
1997	NC Department of Commerce - CDBG	Aleo Area: 24 rehabilitations and 3,000 lf of sewer lines
1997	NC Housing Finance Agency – Single Family Rehab Program	13 single-family home rehabilitations
1997	NC Housing Finance Agency – Urgent Repair Program	6 single-family home urgent repairs
1998	NC Housing Finance Agency – Housing Preservation Grant	13 single-family home rehabilitations
1998	NC Housing Finance Agency – Urgent Repair Program	25 single-family home urgent repairs
1999	NC Housing Finance Agency – Single Family Rehab Program	13 single-family home rehabilitations
2000	NC Housing Finance Agency – Housing Preservation Grant	13 single-family home rehabilitations
2000	NC Housing Finance Agency – Single Family Rehab Program	12 single-family home rehabilitations
2000	NC Housing Finance Agency – Urgent Repair Program	15 single-family home rehabilitations
2001	NC Housing Finance Agency – Housing Preservation Grant	15 single-family home rehabilitations
2001	NC Department of Commerce - CDBG	US Hwy 1 South/Jefferson Park Area: \$850,000 Sewer Infrastructure Project
2003	NC Housing Finance Agency – Urgent Repair Program	20 single-family home rehabilitations
2005	USDA Rural Development – Housing Preservation Grant	
2007	NC Department of Commerce - CDBG	Hannah Pickett Area: 15 single-family home rehabilitations; 1,200 lf of sewer lines; and 1,100 lf of water lines
2009	NC Department of Commerce – CDBG-Recovery	Jefferson Park Area: 3,000 lf of sewer lines; 72 single-family homes connected to public sewer
2009	Golden Leaf Foundation	Airport Road Area: 2,400 lf of sewer outfall line
2009	NC Housing Finance Agency – Urgent Repair Program	18 single-family home rehabilitations
2011	NC Housing Finance Agency – Urgent Repair Program	7 single-family home rehabilitations
Source: City of Rockingham Community Development		

## **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 particular order.

- 1.) The demographic data indicates Rockingham's economy has been stagnant during the last 20-year period. A significant cause 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.) The proposed interchange with US Highway 74 Business and the proposed US Highway 1 Bypass will present a significant economic development opportunity at some point in the future. 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 located in close proximity to a majority of the new commercial development that occurred in Rockingham during the last 10-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 10-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 conditional use in the B-3 district; and the adoption of the planned residential development provisions in the UDO resulted in 154 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 a portion of East Rockingham from the City's ETJ also contributed to the decline in permits for manufactured homes.)

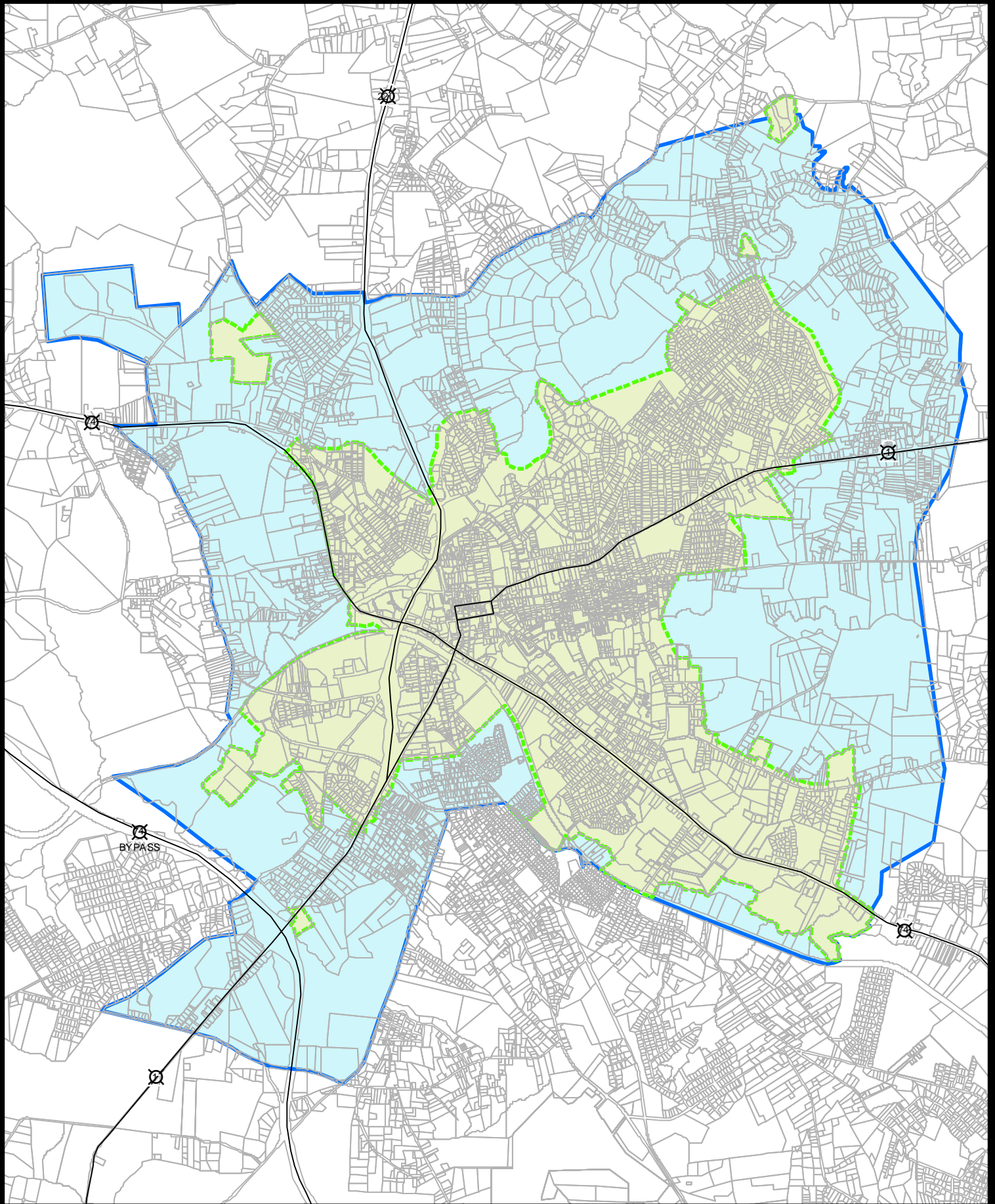
- 6.) The City's aging population and nominal population growth during the past decade indicates a declining, future workforce, which may hamper the community's ability to effectively recruit industry in the future.
- 7.) Proper stormwater management should be a concern in the community. All stormwater 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.

# Map 1: City Limits and ETJ

Scale:  
1" = 4000'

1

- Major Highways
- Property Lines 2012
- ▬ City Limits
- ETJ

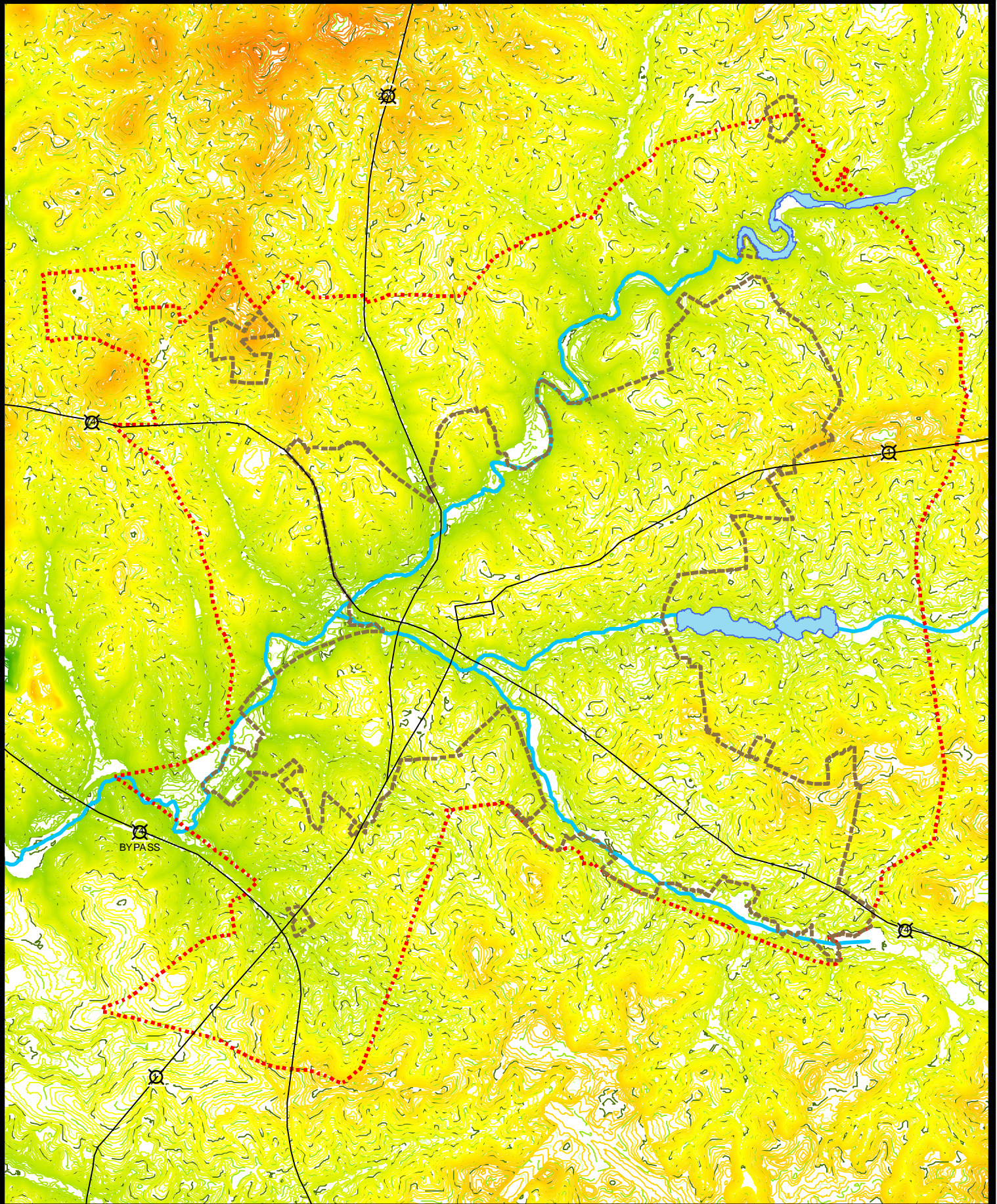




## Map 2: Topography

Scale: 1  
1" = 4000'

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



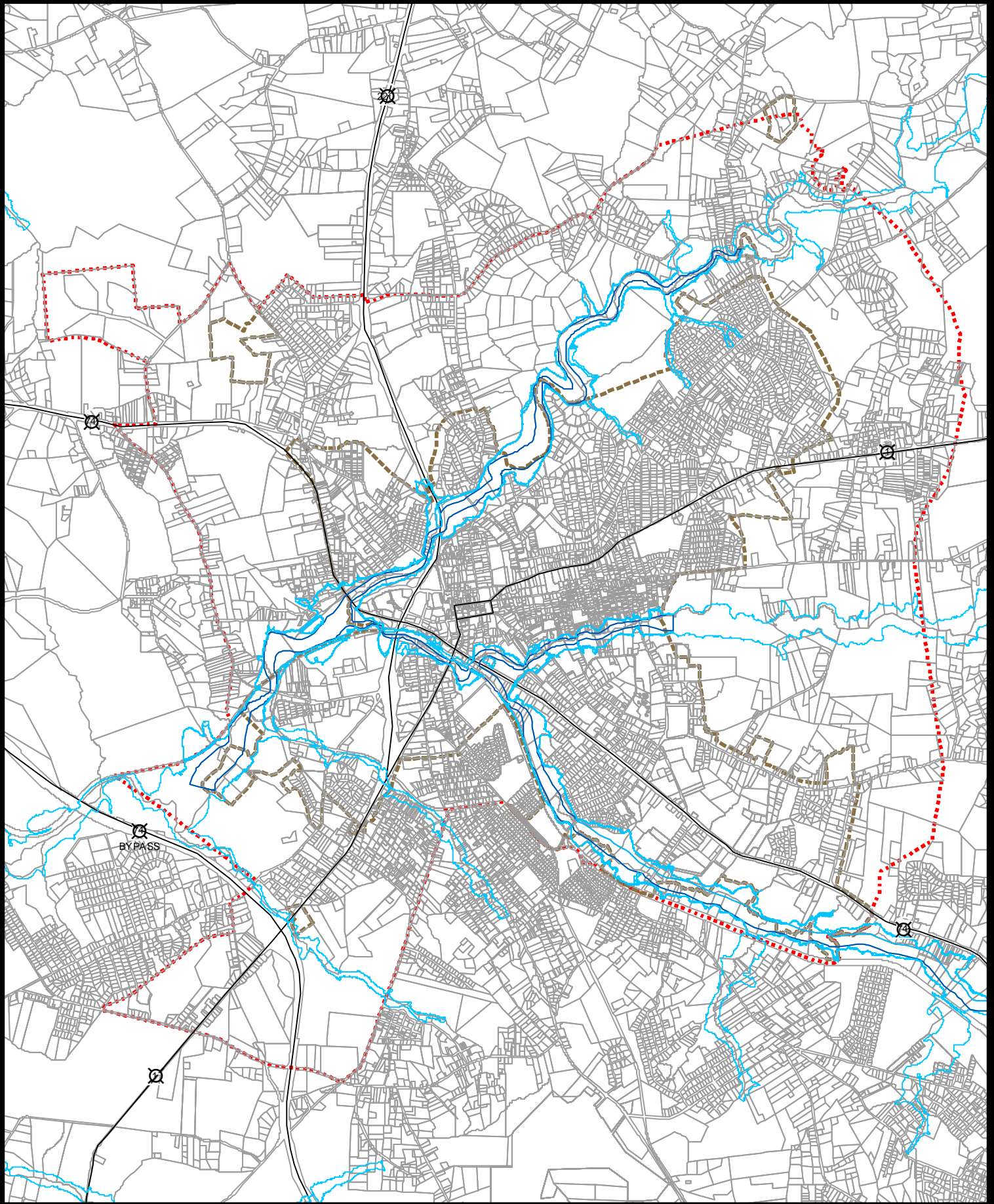


# Map 3: Flood Hazard Areas

Scale:  
1" = 4000'

1

- AE (Floodplain)
- SHADED X (Floodplain)
- AEFW (Floodway)
- Major Highways
- Property Lines (2012)
- City Limits
- ETJ





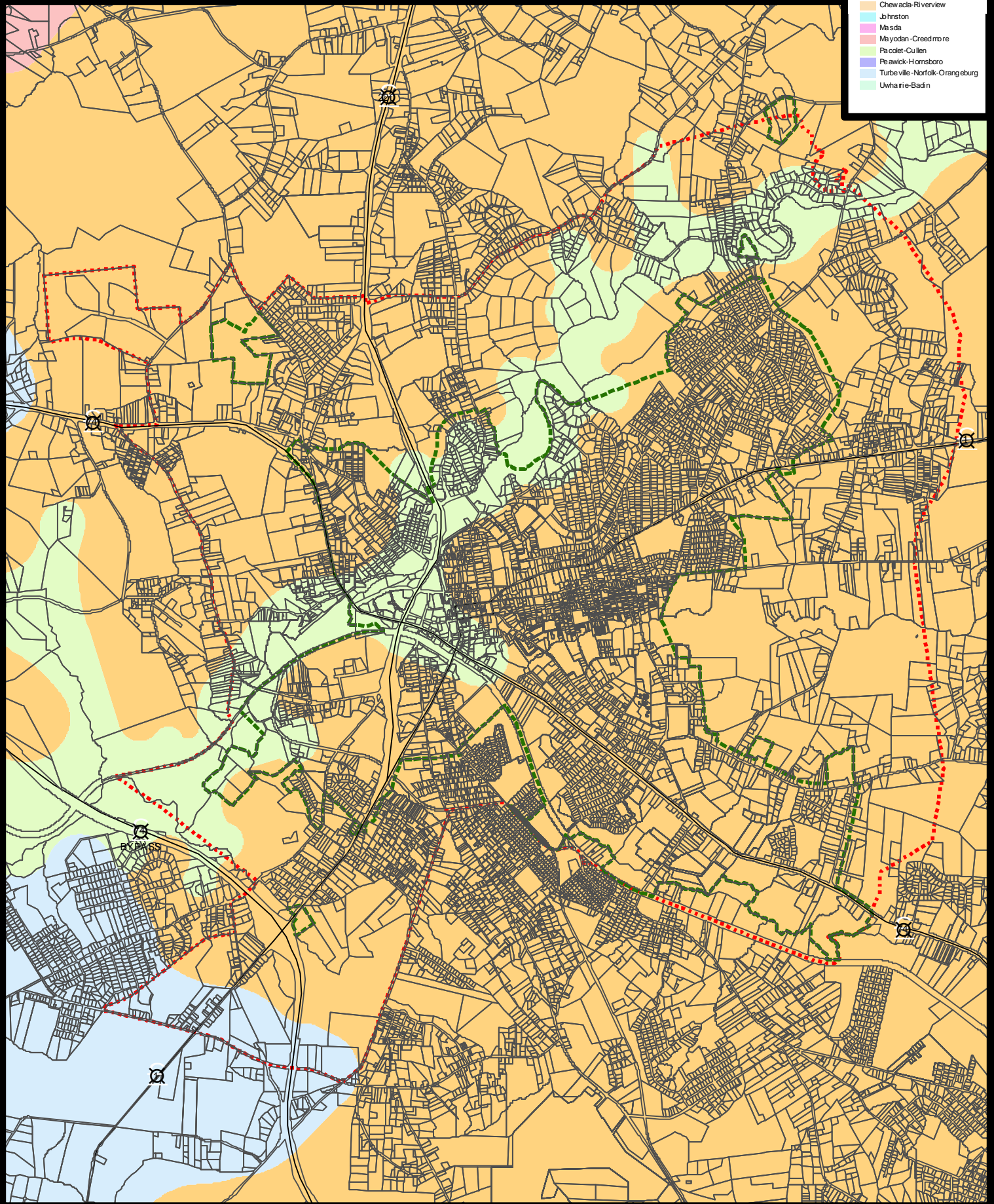


# Map 4: Soil Types

Scale:  
 1" = 4000'

1

-  Property Lines (2012)
-  Major Highways
-  City Limits
-  ETJ
- General Soil Types**
-  Ailey-Walkula-Candler
-  Badin-Goldston-Uwharrie
-  Chevach-Riverview
-  Johnston
-  Mills
-  Moyock-Creedmore
-  Pacolet-Cullen
-  Pawick-Hornboro
-  Turbeville-Norfolk-Orangeburg
-  Uwharrie-Badin



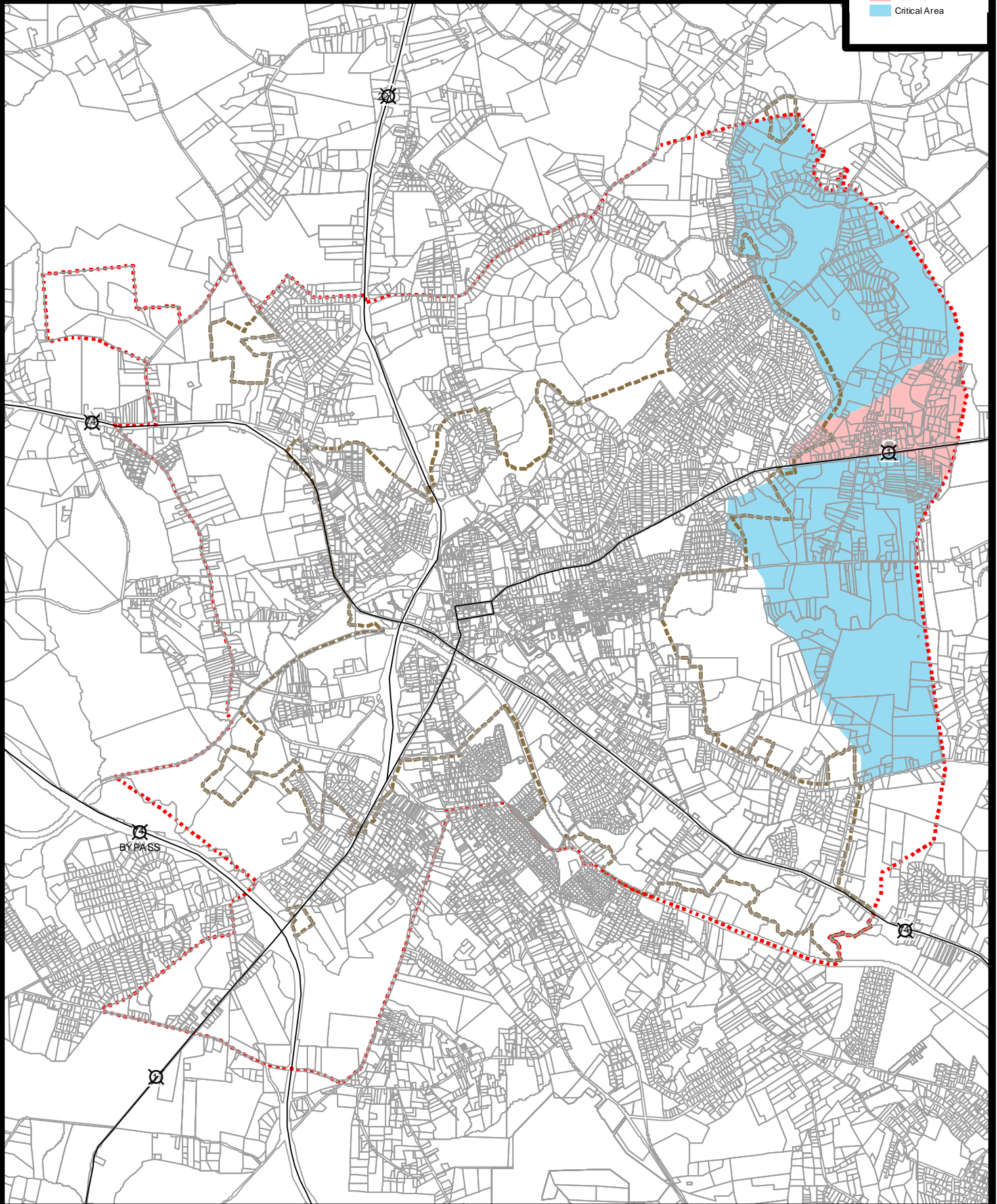


# Map 5: Watersheds

Scale:  
1" = 4000'

1

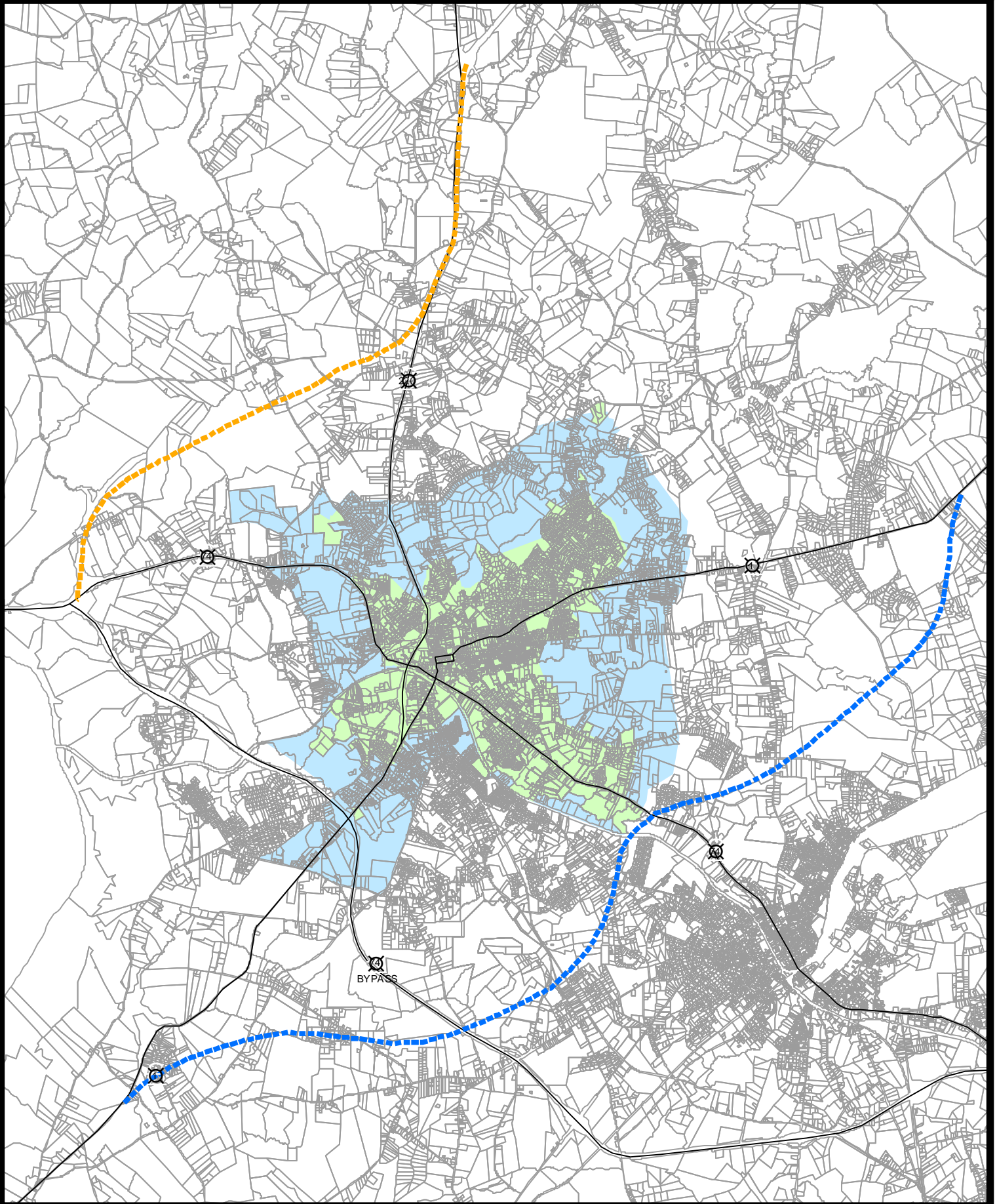
- Major Highways
- Property Lines
- ETJ
- City Limits
- Watershed Areas**
  - Balance
  - Critical Area



# Map 6: Major Highway Projects

Scale: 1  
1" = 8000'

- I 73/74
- US Highway 1 Bypass
- Major Highways
- Property Lines (2012)
- City Limits
- ETJ



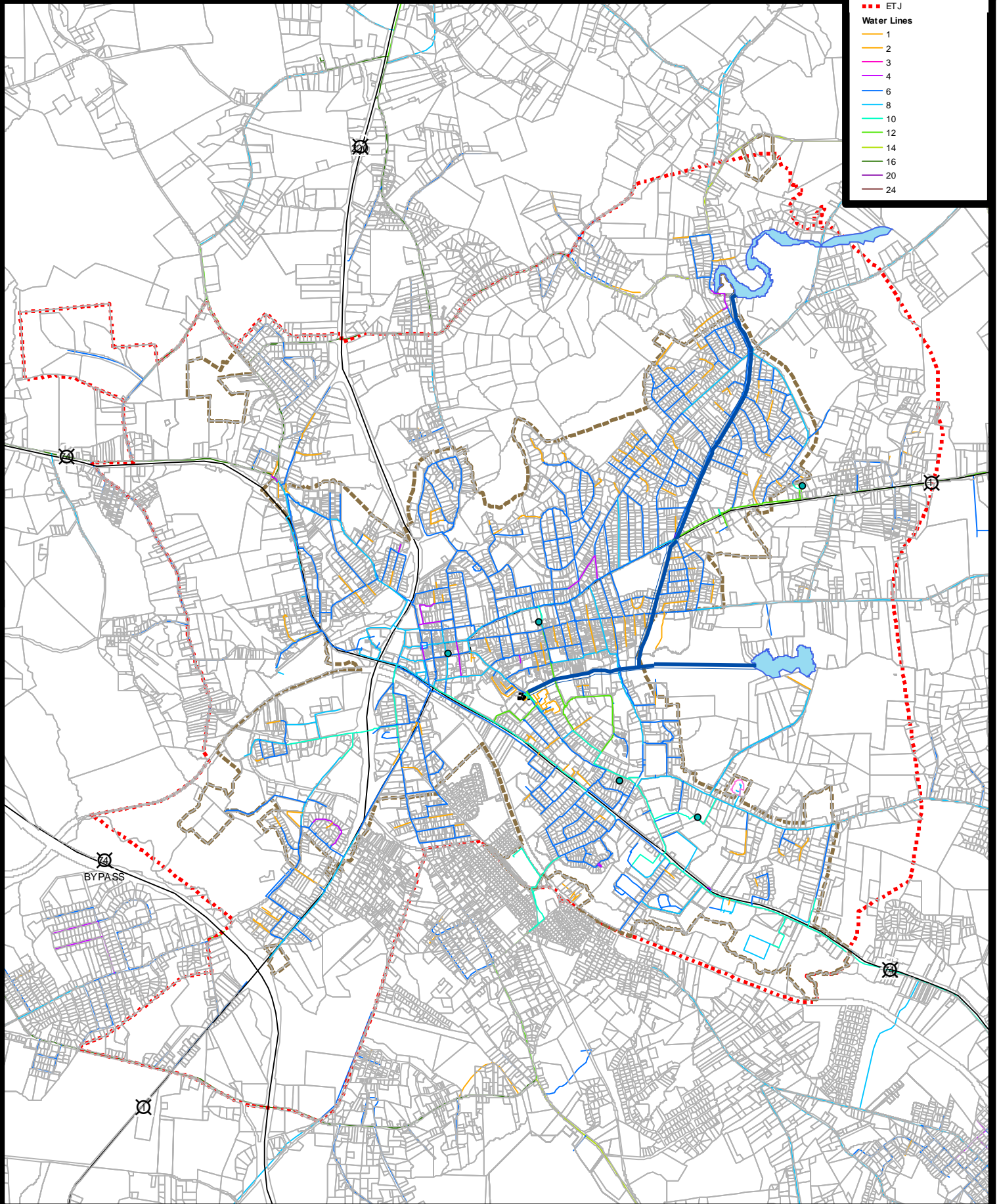


# Map 7: Water Infrastructure

Scale:  
 1" = 4000'

1

- City Water Tanks
- Raw Water Lines
- Water Treatment Plant
- Public Water Supplies
- Property Lines (2012)
- Major Highways
- City Limits
- ETJ
- Water Lines**
- 1
- 2
- 3
- 4
- 6
- 8
- 10
- 12
- 14
- 16
- 20
- 24



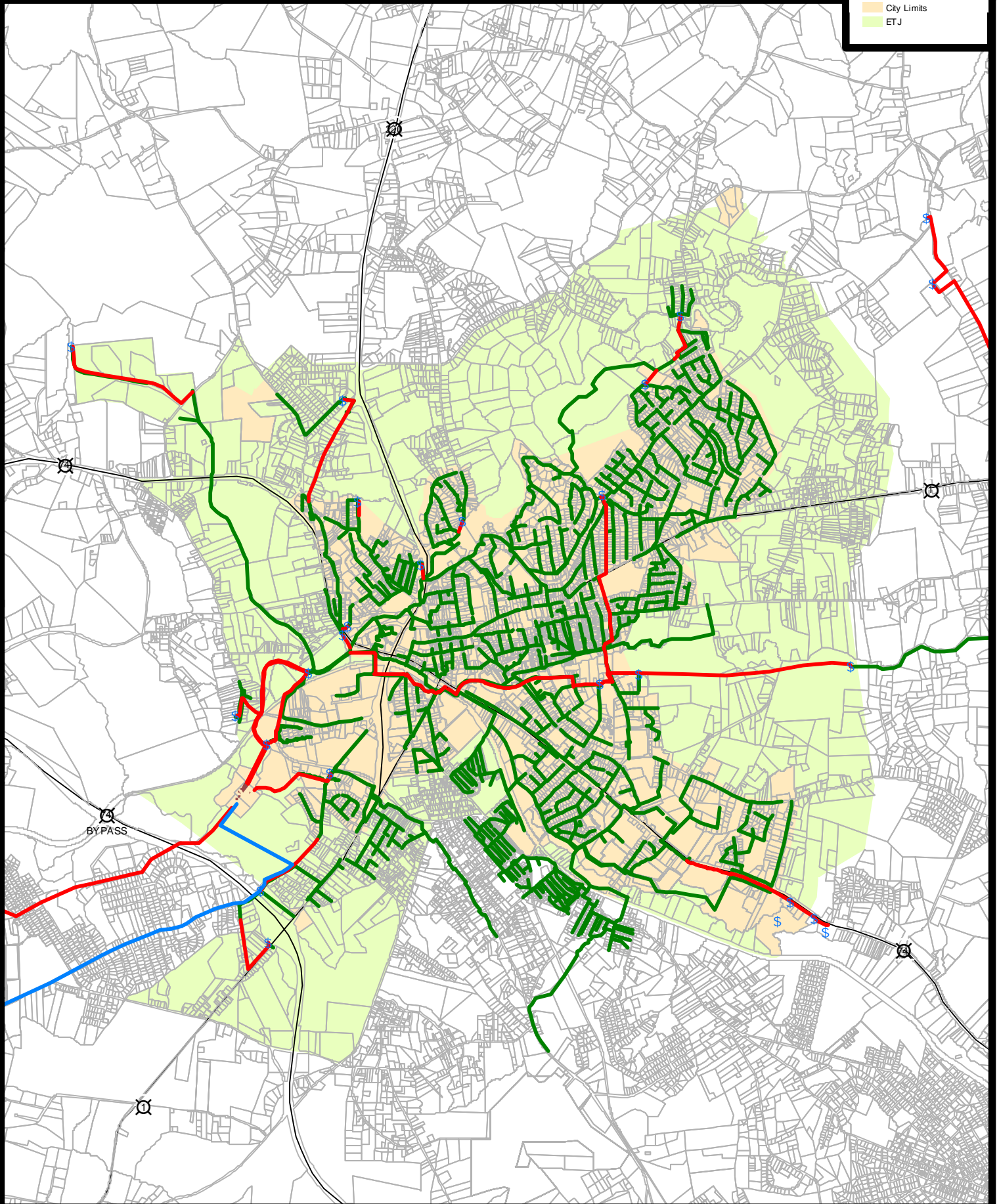


# Map 8: Sewer Infrastructure

Scale:  
1" = 4500'

1

- Gravty Sewer
- Force Mains
- Outfall Force Main
- Sewer Pump Stations
- Property Lines (2012)
- Major Highways
- City Limits
- ETJ





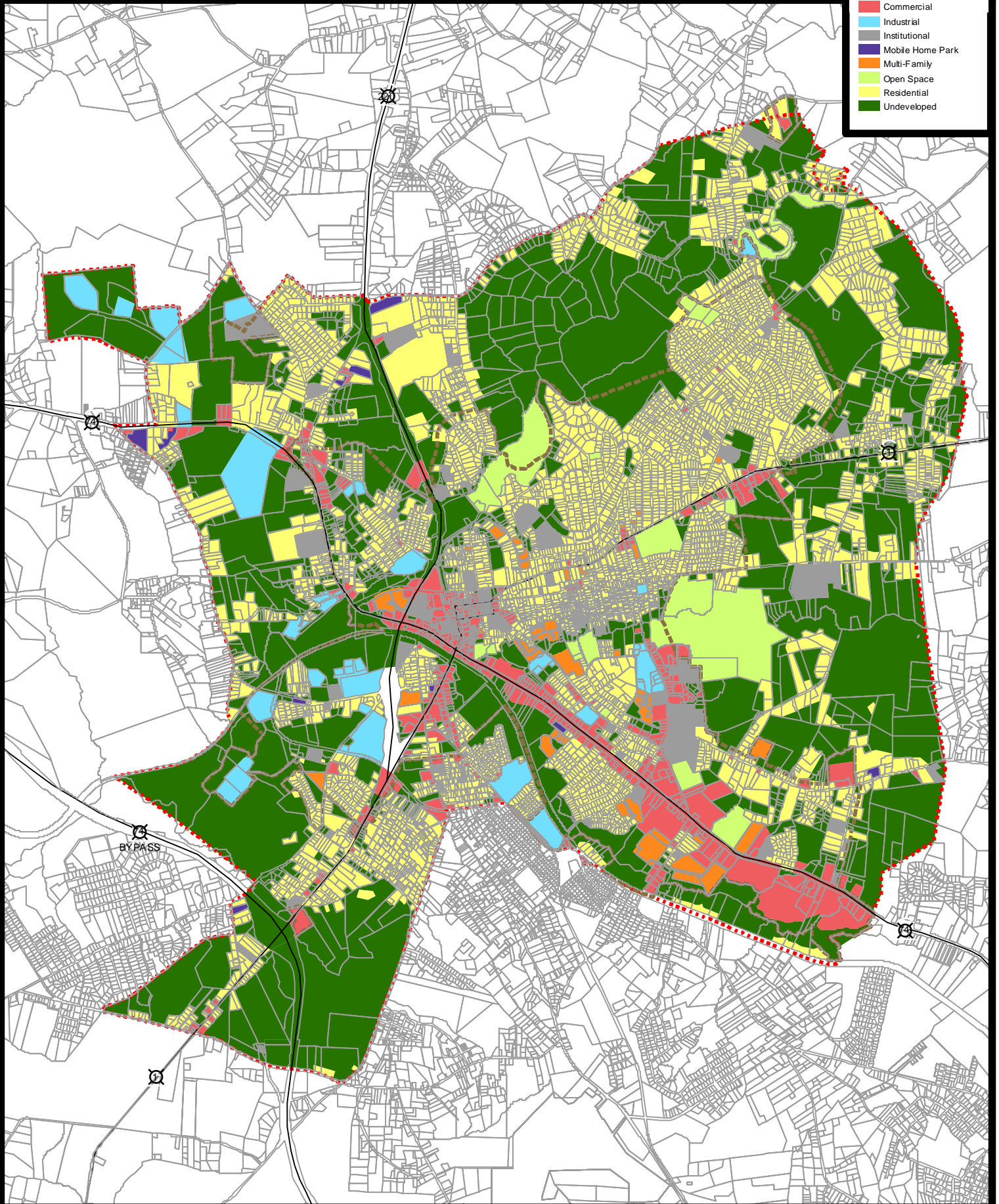


# Map 9: Existing Land Use

Scale:  
1" = 4000'

1

-  Property Lines (2012)
-  Major Highways
-  City Limits
-  ETJ
- Existing Land Use**
  -  Commercial
  -  Industrial
  -  Institutional
  -  Mobile Home Park
  -  Multi-Family
  -  Open Space
  -  Residential
  -  Undeveloped



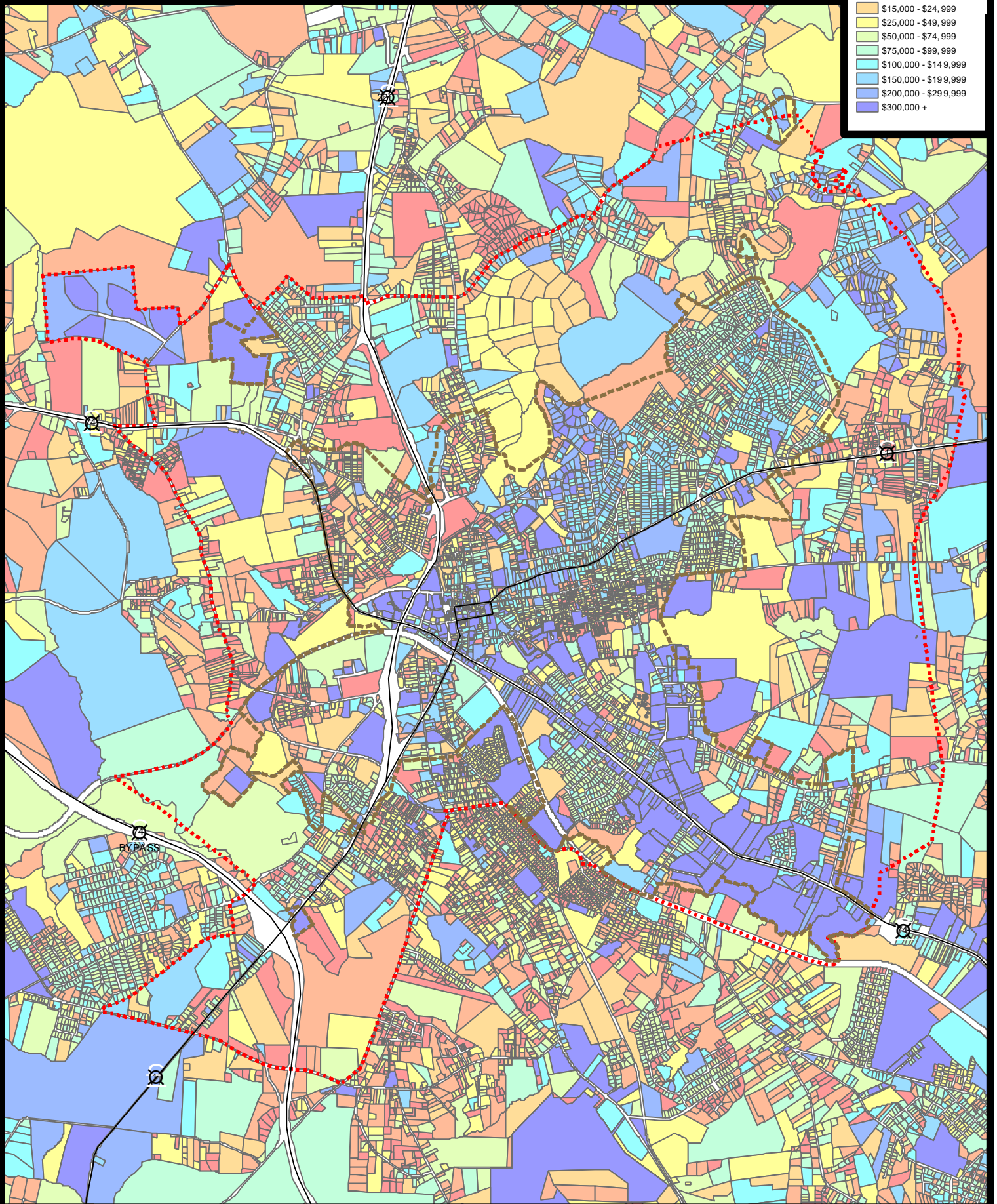


# Map 10: Property Values

Scale:  
 1" = 4000'

1

- Major Highways
- City Limits
- ... ETJ
- Property Values (2012)
- \$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 +



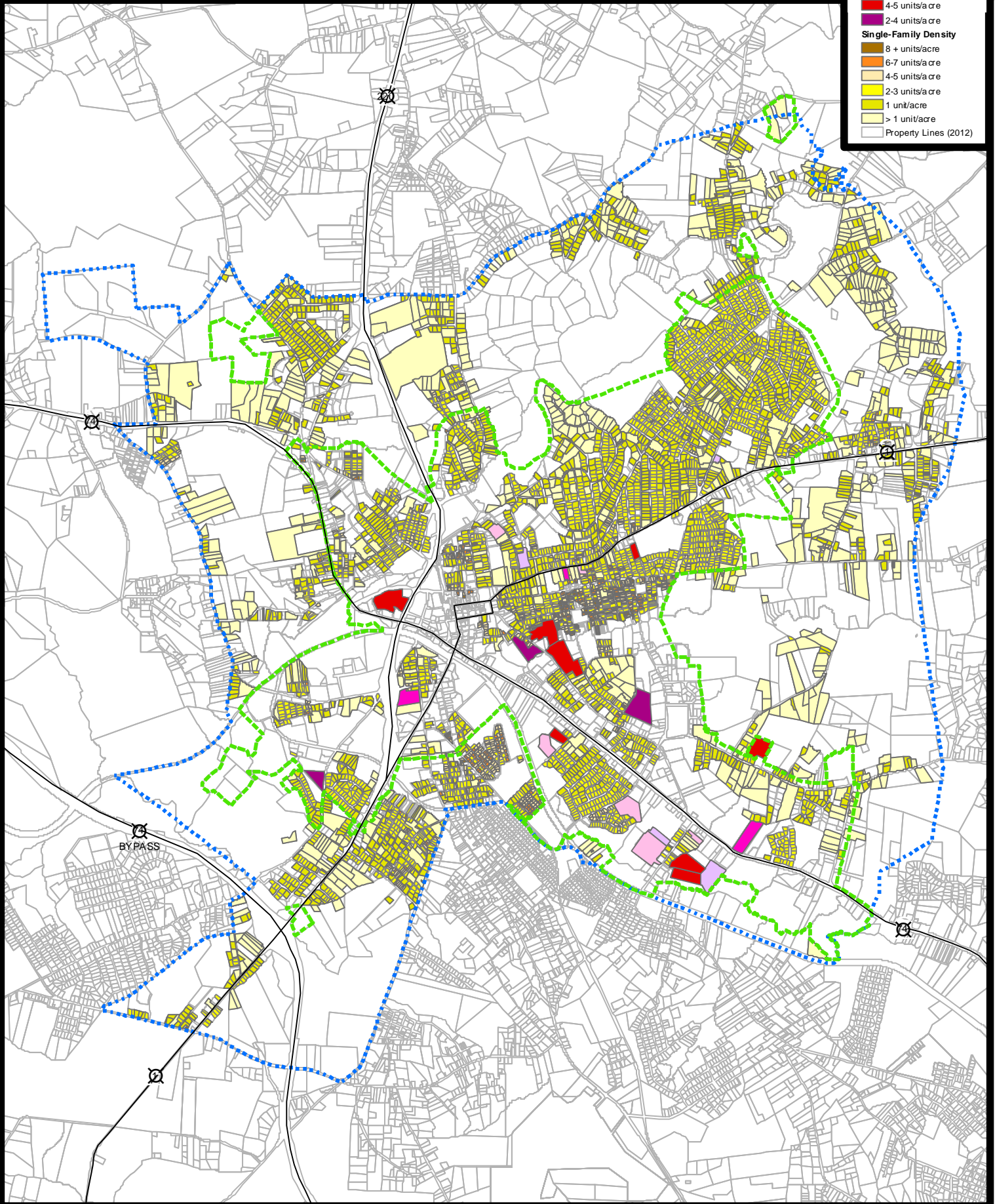


# Map 11: Residential Density

Scale:  
 1" = 4000'

1

- Major Highways
- City Limits
- ETJ
- 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 (2012)




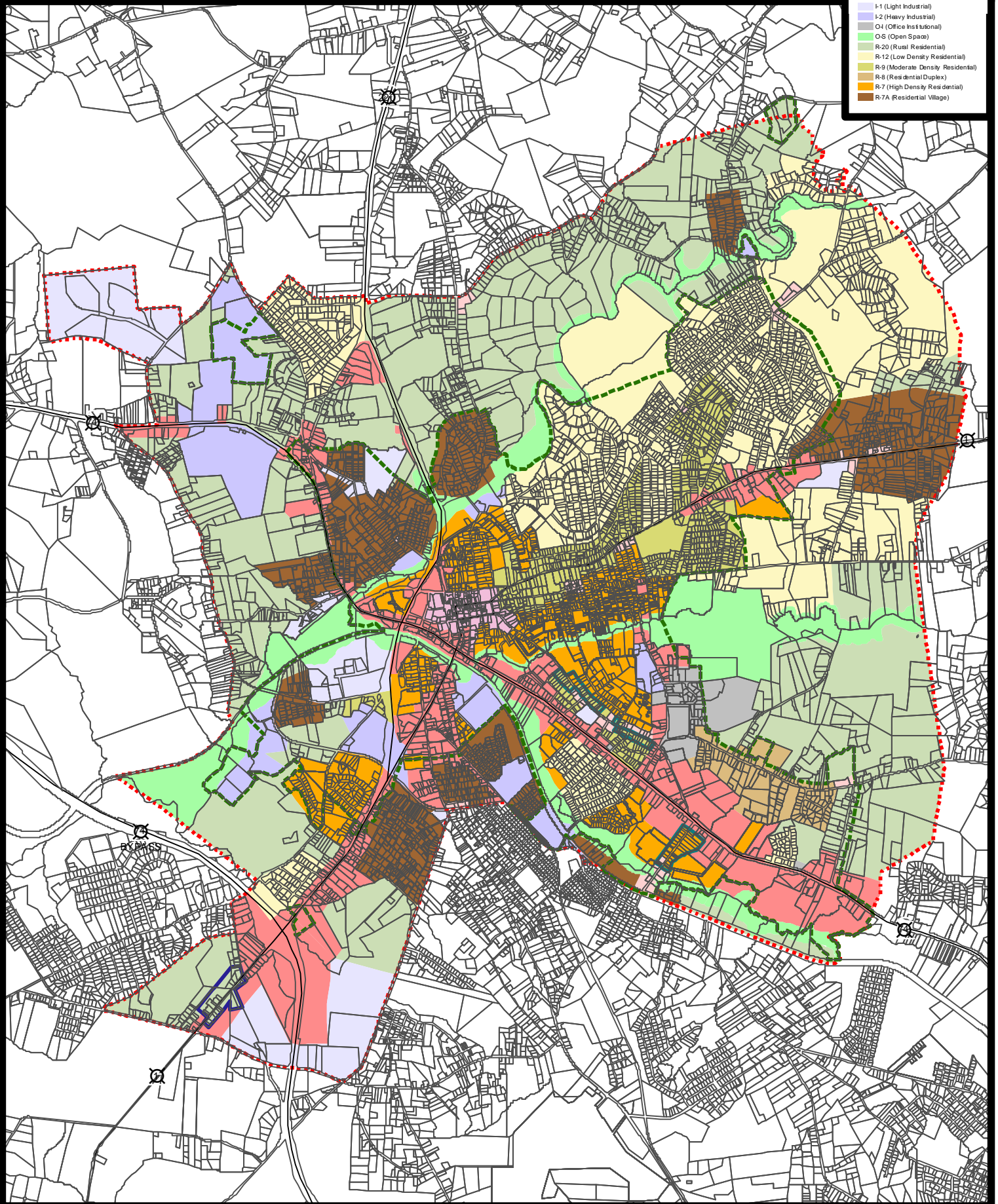


# Map 12: Zoning

Scale:
   
 1" = 4000'

1

-  Property Lines (2012)
-  Major Highways
-  City Limits
-  ETJ
-  THCO
-  TNCO
-  B-1 (Neighborhood Business)
-  B-2 (Central Business)
-  B-3 (Highway Business)
-  I-1 (Light Industrial)
-  I-2 (Heavy Industrial)
-  OI (Office Institutional)
-  OS (Open Space)
-  R-20 (Rural Residential)
-  R-12 (Low Density Residential)
-  R-9 (Moderate Density Residential)
-  R-8 (Residential Duplex)
-  R-7 (High Density Residential)
-  R-7A (Residential Village)

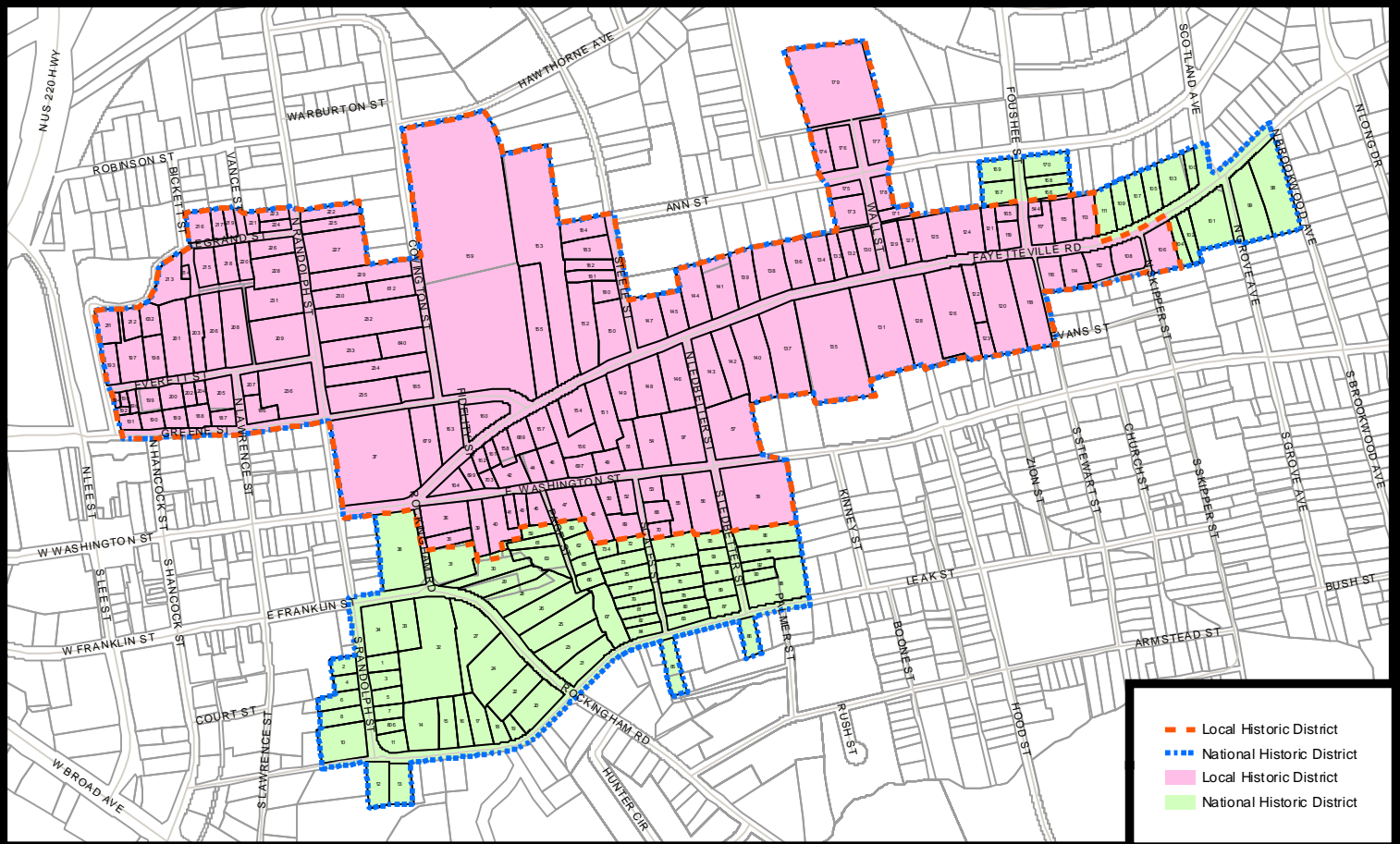
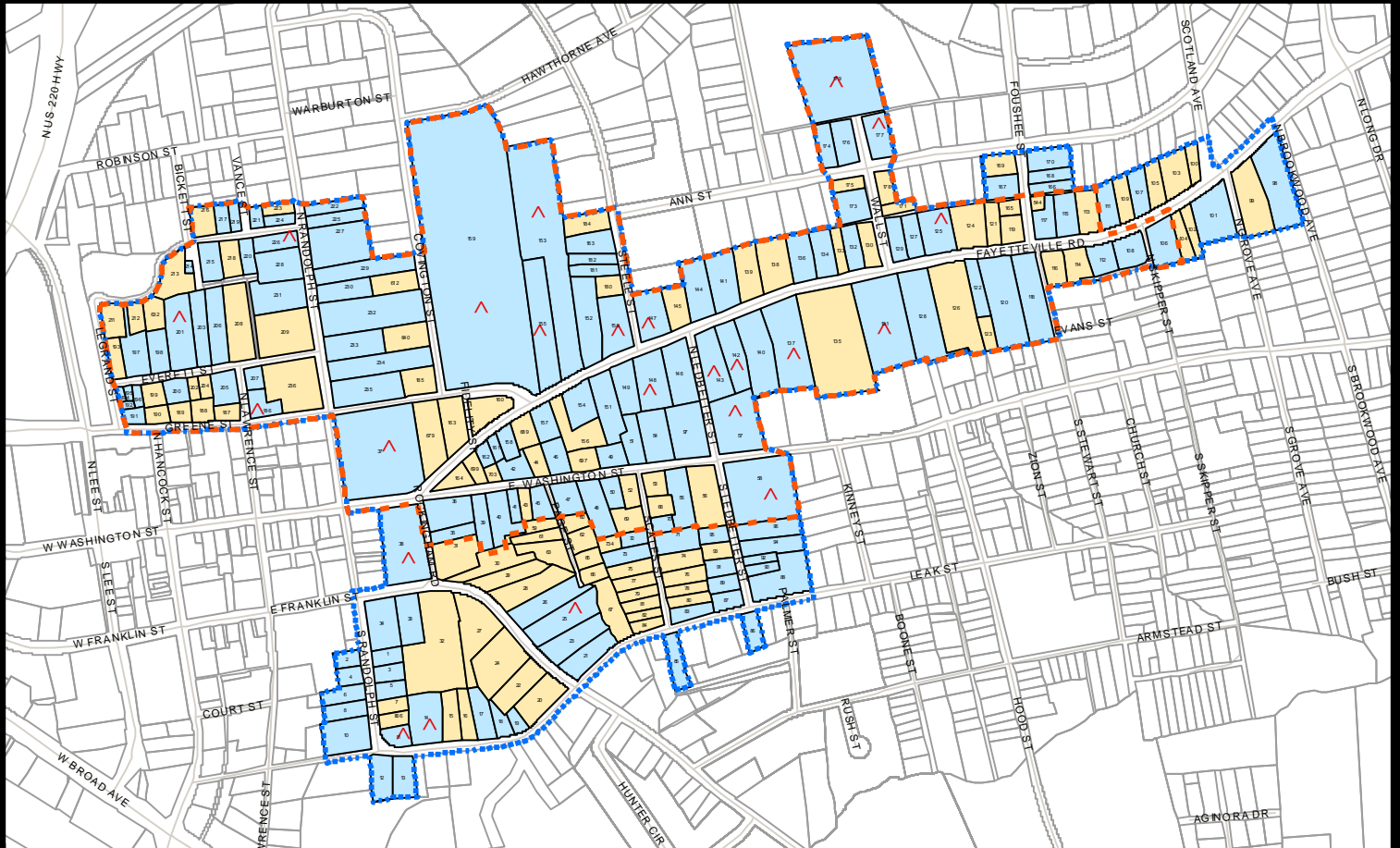


# Map 13: Historic Districts

Scale:  
 1" = 800'

1

- ▲ Pivotal Properties
- Local Historic District
- National Historic District
- Contributing Property
- Noncontributing Property
- Property Lines (2012)



- 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 Land Use Plan Steering Committee (LUPSC) understood that 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 LUPSC 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. 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 (5-10 minutes). The LUPSC designed a survey that would help citizens identify and prioritize key issues regarding the future growth and development of the community. A copy of the final draft of the citizen survey utilized in this planning process is included in Appendix 1.

After the survey was finalized, the LUPSC identified a series of methods by which to promote awareness about the planning process and distribute the surveys. The importance of the planning process and upcoming survey distribution was discussed by City Council members and City staff at two City Council meetings in January and February of 2013, which are broadcast multiple times per month on the local cable access channel. The Richmond County Daily Journal wrote several articles about the planning process, the survey distribution, and the importance of citizen participation. The survey was made available in both electronic and paper form. A link to the electronic version was included on the City's Facebook page, the City's website, and referenced on the paper version of the survey. The link to the electronic version was also included in the Richmond County Chamber of Commerce electronic newsletter. The paper version was made available to citizens at the City's Water Department in City Hall and Parks and Recreation Department at Browder Park – both of which are points of high contact with citizens. The survey was also mailed to all City water customers (approximately 4,800 addresses both residential and commercial users). City staff spoke to the Rockingham Rotary Club about the planning process and distributed surveys to those members. Members of the LUPSC also distributed the paper version of the survey at their places of business and among co-workers.

Citizen response to the survey was strong. A total of 394 completed surveys were received, which is an estimated rate of return over seven percent. This rate of return surpassed the six percent rate of return from the 2002 planning process. In the collective opinion of the LUPSC, the 394 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. As indicated in Table 15, of the 394 respondents, 79.7 resided inside the city limits, 19.7, resided outside the city limits, and 0.2 did not know. Tables 24 and 25 represent the responses to Questions #3 and #4 from the survey.



In Table 24, 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 effort. The “Rating Average” column indicates the average response for total respondents for each effort – 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). The survey response data in Table 25 is formatted very similar to the data in Table 24. The only difference is that instead of priority, the columns headed “Strongly Agree”, “Agree”, “Not Sure”, “Disagree”, and “Strongly Agree” indicate the percentage of total respondents that selected that agreement level for each statement. Figures 16 and 17 illustrate the average response rating for Questions #3 and #4 in the citizen survey.

Figures 18, 19, 20, and 21 illustrate the responses to Questions #5, #6, #7, and #8, respectively. In each figure, the percent of total survey respondents is indicated for each response. For Questions #5 and #7, percentages are indicated for both total survey respondents and for only those respondents that indicated they resided inside the City in Question #1. As indicated by the data, deducting outside City respondents did not significantly change percentages. 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.

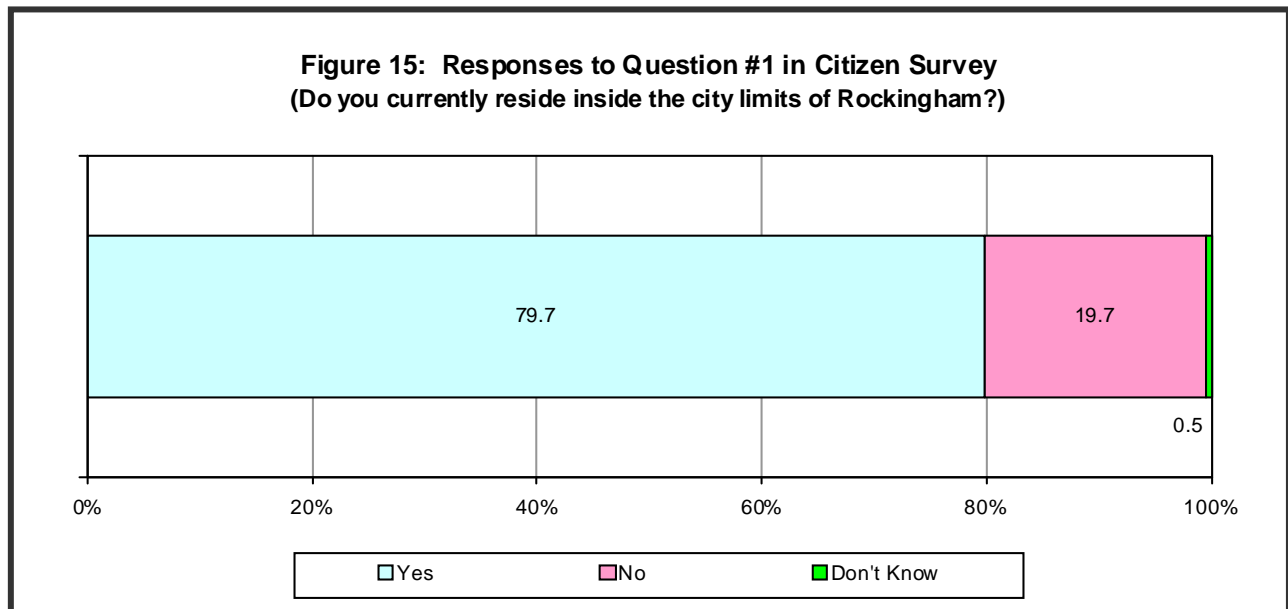


Table 24: Question #3 Responses in Citizen Survey

Effort	Top Priority (1)	Very Important (2)	Somewhat Important (3)	Not Important (4)	Rating Average	Rating Count
Efforts to improve the appearance of the main highways leading into the City.	22.8	<b>45.4</b>	27.7	4.1	2.13	390
Efforts to improve the appearance of the downtown area.	27.8	<b>47.9</b>	20.6	3.6	2.00	388
Efforts to remove empty, run-down buildings.	<b>46.6</b>	41.0	9.8	2.6	1.68	388
Efforts to clean-up overgrown lots, abandoned vehicles, illegal dumping areas, and litter.	<b>51.3</b>	38.0	9.7	1.0	1.60	392
Efforts to keep existing businesses and industries and help them expand.	<b>67.8</b>	27.1	4.1	1.0	1.38	391
Efforts to recruit new businesses and industries to our community.	<b>74.1</b>	22.1	2.8	1.0	1.31	390
Efforts to better diversity our local economy away from a dependence on one or several industries.	41.4	<b>47.6</b>	8.7	2.3	1.72	389
Efforts to revitalize the downtown economy.	36.3	<b>41.2</b>	18.9	3.6	1.90	391
Efforts to preserve open space and natural areas in the community.	23.8	<b>40.8</b>	32.6	2.8	2.14	390
Efforts to protect the quality of the City's drinking water supply.	<b>71.0</b>	22.6	4.9	1.5	1.37	390
Efforts to protect streams and creeks from pollution.	<b>50.1</b>	37.9	11.8	0.3	1.62	391
Efforts to protect environmentally sensitive areas such as wetlands and floodplains.	30.7	<b>41.8</b>	23.5	4.1	2.01	388
Efforts to keep citizens informed about the activities of City government.	34.3	<b>44.5</b>	18.7	2.6	1.90	391
Efforts to involve citizens in the local planning process.	29.7	<b>48.6</b>	19.4	2.3	1.94	387
Efforts to improve and diversity the type of housing choices available in the City.	17.8	<b>36.6</b>	35.6	10.1	2.38	388
Efforts to provide more multi-family housing.	9.8	24.2	<b>38.8</b>	27.2	2.84	389
Efforts to provide better housing choices for the elderly population.	24.6	<b>42.3</b>	27.4	5.6	2.14	390
Efforts to protect and preserve the City's historic structures and resources.	23.0	<b>39.5</b>	34.1	3.4	2.18	387
Efforts to provide better zoning protections from undesirable land uses.	23.6	<b>47.4</b>	25.4	3.6	2.09	390
Efforts to maintain the City's "small town" atmosphere.	21.6	<b>37.6</b>	28.1	12.6	2.32	388
Efforts to provide more sidewalks, bike paths, and walking trails.	26.8	<b>33.0</b>	32.5	7.7	2.21	388
Efforts to improve or repair existing roads for better and safer driving.	26.0	<b>51.8</b>	19.6	2.6	1.99	388
Efforts to improve and expand public parks and recreation facilities.	29.7	<b>33.6</b>	29.2	7.5	2.14	387
Efforts to improve the exterior appearance of commercial buildings.	19.2	<b>40.4</b>	34.5	5.9	2.27	391
Source: City of Rockingham Planning Department, Shaping Our Future: 2023 – Citizen Survey Responses						

**Figure 16: Average Rating for Responses to Questions #3 in Citizen Survey**  
(How important do you believe each of the following efforts are to our City?)

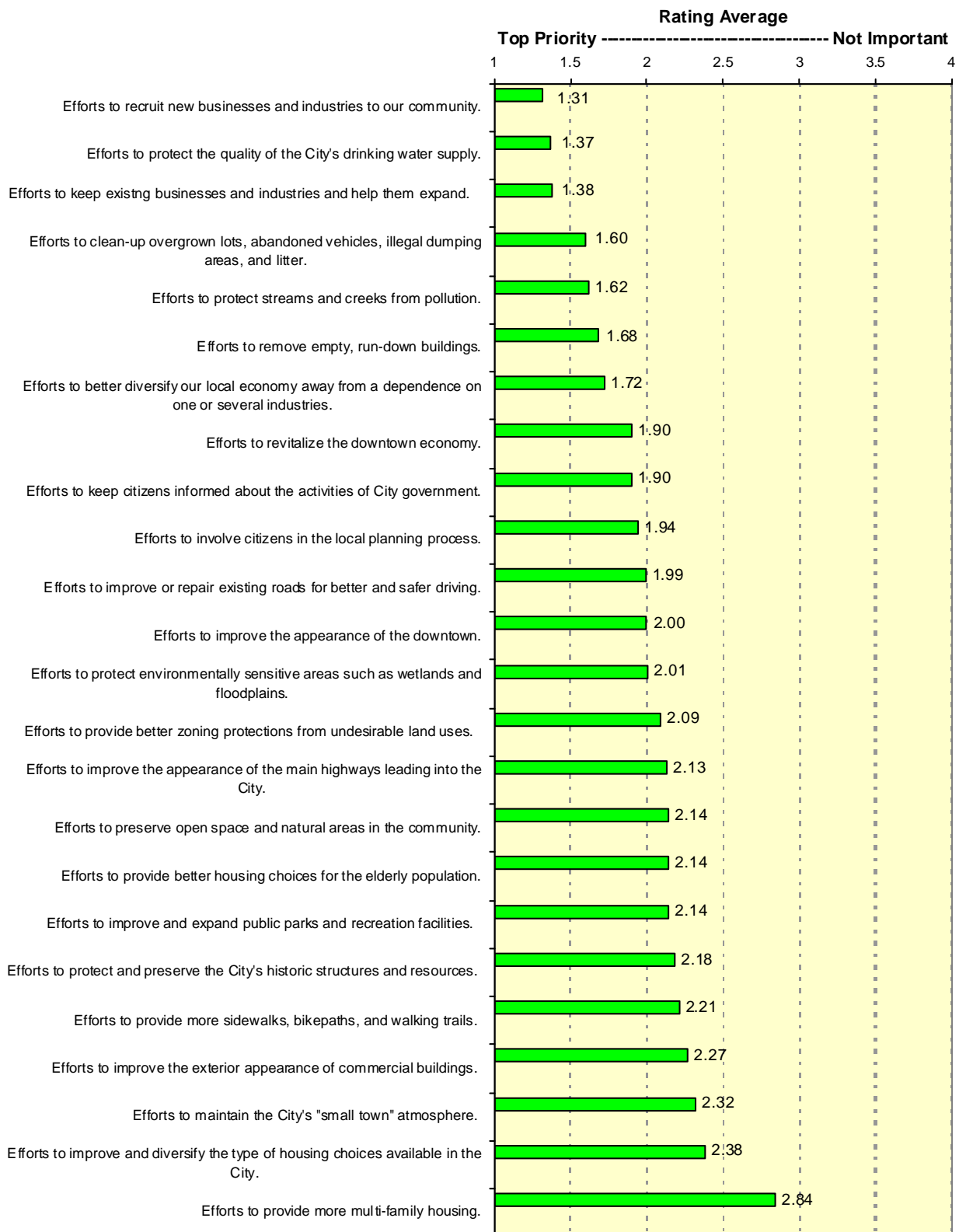
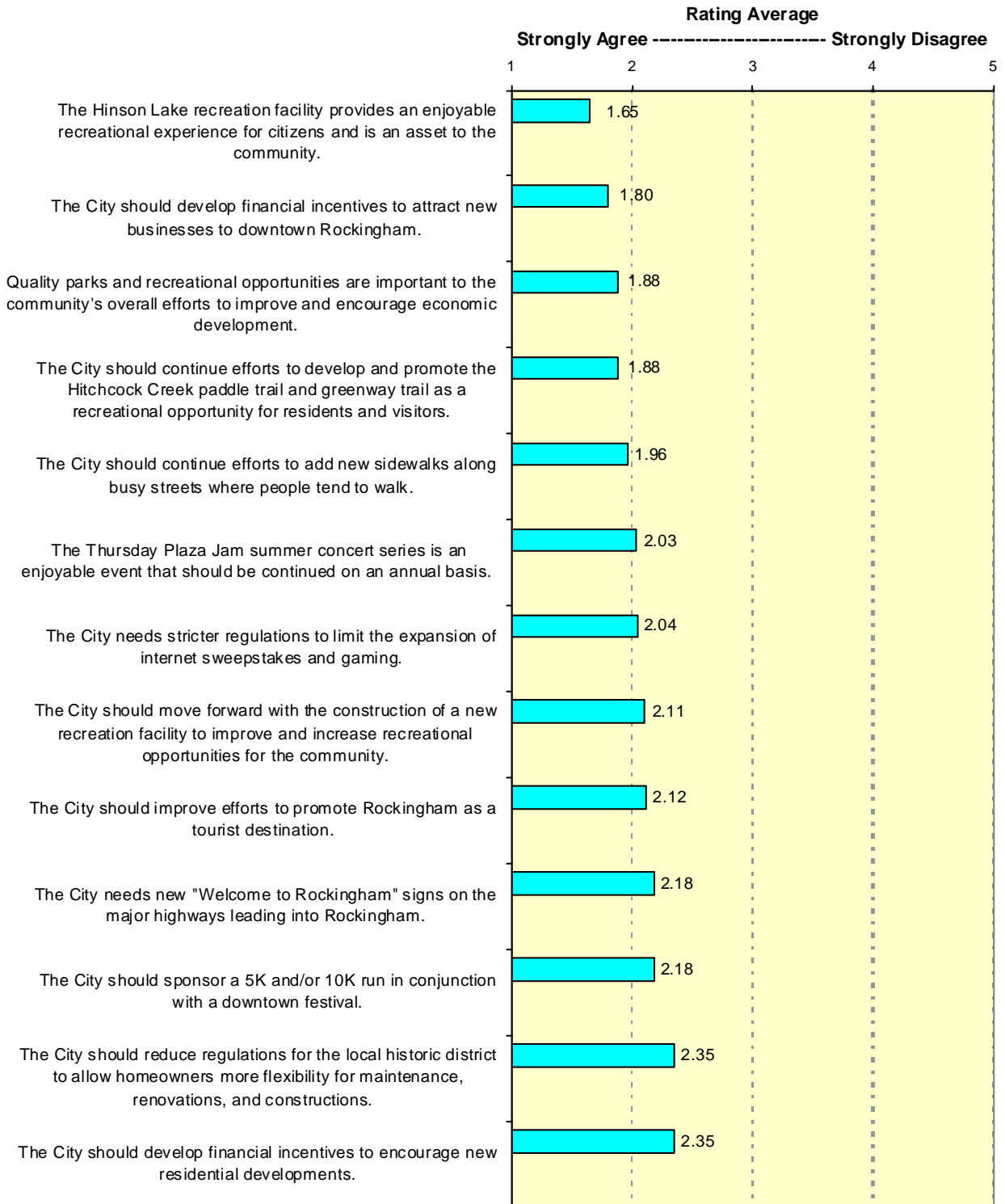


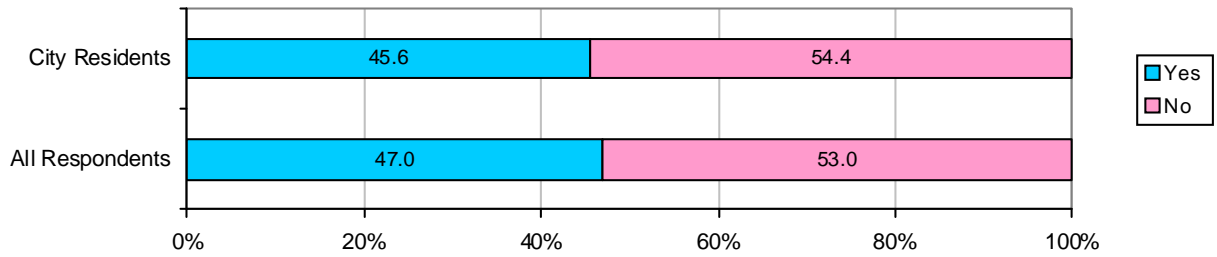
Table 25: Question #4 Responses in Citizen Survey

Statement	Strongly Agree (1)	Agree (2)	Not Sure (3)	Disagree (4)	Strongly Disagree (5)	Rating Average	Rating Count
The City should develop financial incentives to attract new businesses to downtown Rockingham.	46.0	37.0	9.8	5.4	1.8	1.80	387
The City should improve efforts to promote Rockingham as a tourist destination.	27.2	46.1	17.1	7.0	2.6	2.12	386
Quality parks and recreational opportunities are important to the community's overall efforts to improve and encourage economic development.	36.9	46.5	9.9	5.2	1.6	1.88	385
The City should move forward with the construction of a new recreation facility to improve and increase recreational opportunities for the community.	33.7	36.8	18.3	7.7	3.6	2.11	389
The City needs new "Welcome to Rockingham" signs on the major highways leading into Rockingham.	26.7	43.4	17.7	9.5	2.6	2.18	389
The City should continue efforts to add new sidewalks along busy streets where people tend to walk.	33.0	46.5	13.5	5.2	1.8	1.96	385
The Thursday Plaza Jam summer concert series is an enjoyable event that should be continued on an annual basis.	33.3	41.3	17.9	4.4	3.1	2.03	390
The City should develop financial incentives to encourage new residential developments.	22.5	39.6	21.5	12.4	3.9	2.35	386
The City needs stricter regulations to limit the expansion of internet sweepstakes and gaming.	43.8	24.2	20.2	7.0	4.7	2.04	386
The Hinson Lake recreation facility provides an enjoyable recreational experience for citizens and is an asset to the community.	50.4	37.3	9.8	2.1	0.5	1.65	389
The City should sponsor a 5K and/or 10K run in conjunction with a downtown festival.	25.8	40.7	26.3	4.4	2.8	2.18	388
The City should continue efforts to develop and promote the Hitchcock Creek paddle trail and greenway trail as a recreational opportunity for residents and visitors.	40.7	39.4	13.0	4.6	2.3	1.88	391
The City should reduce regulations for the local historic district to allow homeowners more flexibility to for maintenance, renovations, and construction.	25.4	31.1	30.3	9.5	3.6	2.35	389
Source: City of Rockingham Planning Department, Shaping Our Future: 2023 – Citizen Survey Responses							

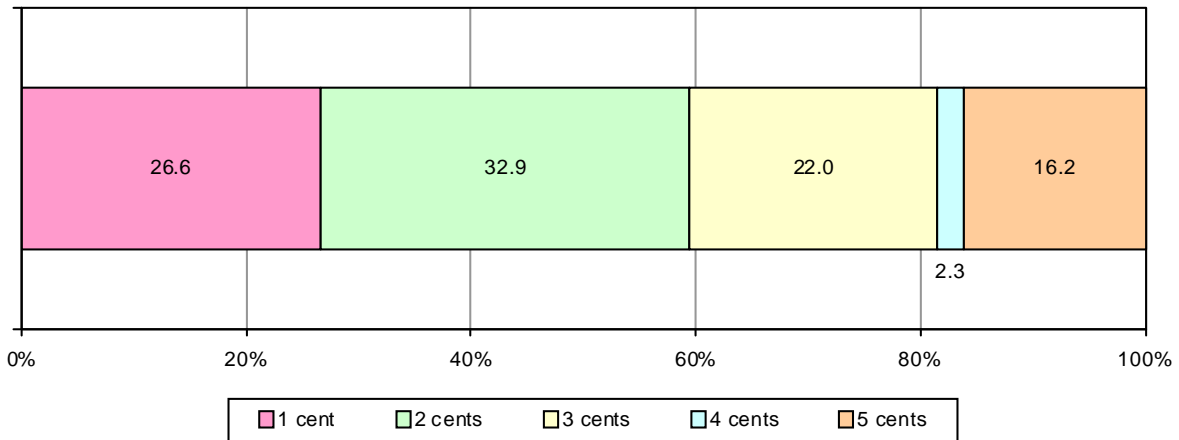
**Figure 17: Average Rating for Responses to Questions #4 in Citizen Survey**  
(Please circle the number that matches your opinion of the following statements.)



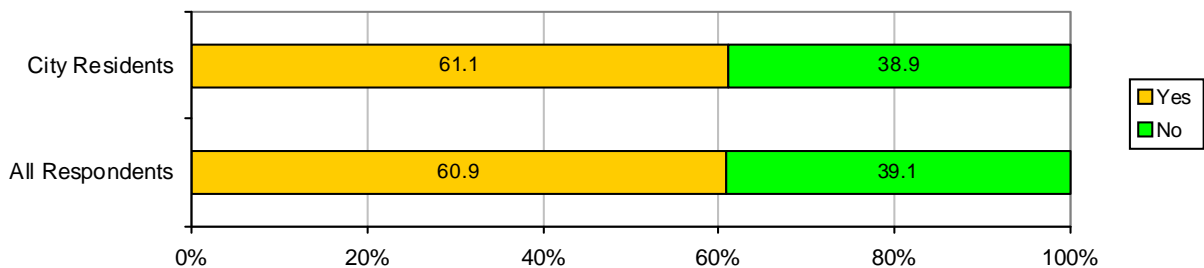
**Figure 18: Responses to Question #5 in Citizen Survey**  
(Would you support a property tax increase for new parks and recreation facilities?)



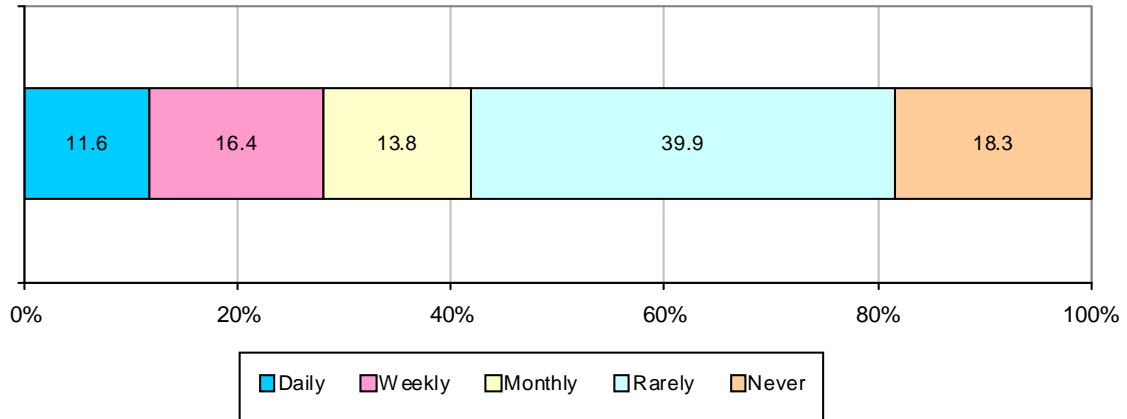
**Figure 19: Responses to Question #6 in Citizen Survey**  
(If you answered "yes" for support to a tax increase for recreation, how much?)



**Figure 20: Responses to Question #7 in Citizen Survey**  
(Would you support a bond referendum to pay for street resurfacing and new sidewalks?)



**Figure 21: Responses to Question #8 in Citizen Survey**  
(How often do you use public sidewalks in your travels around Rockingham?)



## **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 2023, 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 civic 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 LUPSC 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 in order to ensure adequate capacity and service for existing and future users.
- Work with the Richmond County Chamber of Commerce and the Richmond County Tourism Development Authority to develop a marketing plan for 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.
- 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 LUPSC 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.
- 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.
- Replace old, deteriorated “Welcome to Rockingham” signs along the major highways leading into the City and install additional “Welcome to Rockingham” signs at other locations (ie. US Hwy 1 North, and US Hwy 220).
- Identify and pursue viable options for the demolition or redevelopment/substantial rehabilitation of the Madison Apartments.
- Incorporate art and sculptures into public areas in the downtown.

**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 LUPSC established the following objectives as the means to accomplish this goal.

**Objectives:**

- 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.
- Complete the re-delineation of the City's Open Space (O-S) zoning district along Hitchcock Creek between N. Lee Street and Roberdel Dam. Such re-delineation effort should be consistent with that previously completed along the north and south prongs of Falling Creek and the portion of Hitchcock Creek south of N. Lee Street.
- 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.

**Goal #4. Improve the City's transportation infrastructure.**

Significant improvements in transportation did occur in the past ten-year period 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 LUPSC 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 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.

**Goal #5. Revitalize Downtown Rockingham.**

A strong, healthy downtown economy is a key characteristic of most communities experiencing economic prosperity. The downtown economy in Rockingham declined many years ago and has yet to recover. However, the opening of Discovery Place KIDS (DPK) presents the perfect catalyst for a major revitalization effort in the downtown economy. A tremendous opportunity exists for new restaurants and retail establishments to capitalize on the tens of thousands of annual visitors to DPK. Citizen input indicates strong support for a downtown revitalization effort and the expectation is for the City to play an integral role in facilitating the effort. The LUPSC established the following objectives as the means to accomplish this goal.

**Objectives:**

- Develop a set of 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.

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

Intergovernmental cooperation improved significantly during the past ten-year period and must continue to do so if Rockingham and the surrounding areas are to have a prosperous future. The past inabilities of various governmental agencies to work together for the good of the whole served no useful purpose; and only created divisiveness among various governments and among the citizens. Community leaders and most citizens have realized that promoting growth and economic development and improving overall quality of life is not a competition, but rather a coordinated, team effort. Community leaders should be commended for the efforts made during the past ten-year period to put personalities, petty differences, and jurisdictional boundaries aside to work together for the common better of the City and surrounding areas. 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, Thunderfest, 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 ten-year period, the City took significant steps in improving recreational opportunities with the opening of the Hinson Lake 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 LUPSC 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.
- 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 host for youth baseball and softball tournaments as well as any other sports-related activities and events that attract visitors to Rockingham.



**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. Significant progress was made toward this goal during the previous ten-year period with the addition of Discovery Place KIDS in downtown Rockingham; the Hinson Lake Recreation facility; the return of NASCAR to Rockingham Speedway, 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 6.

## **Future Land Use**

Planning for the future use of land is an important function of local government for a variety of reasons including for 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 Land Use Plan Steering Committee 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 as 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. Since current City zoning regulations do not provide for any type of mixed use district, a new zoning classification will likely need to be created. The intent of such new district should be to provide for the orderly and complimentary coexistence of different types of land uses in such 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

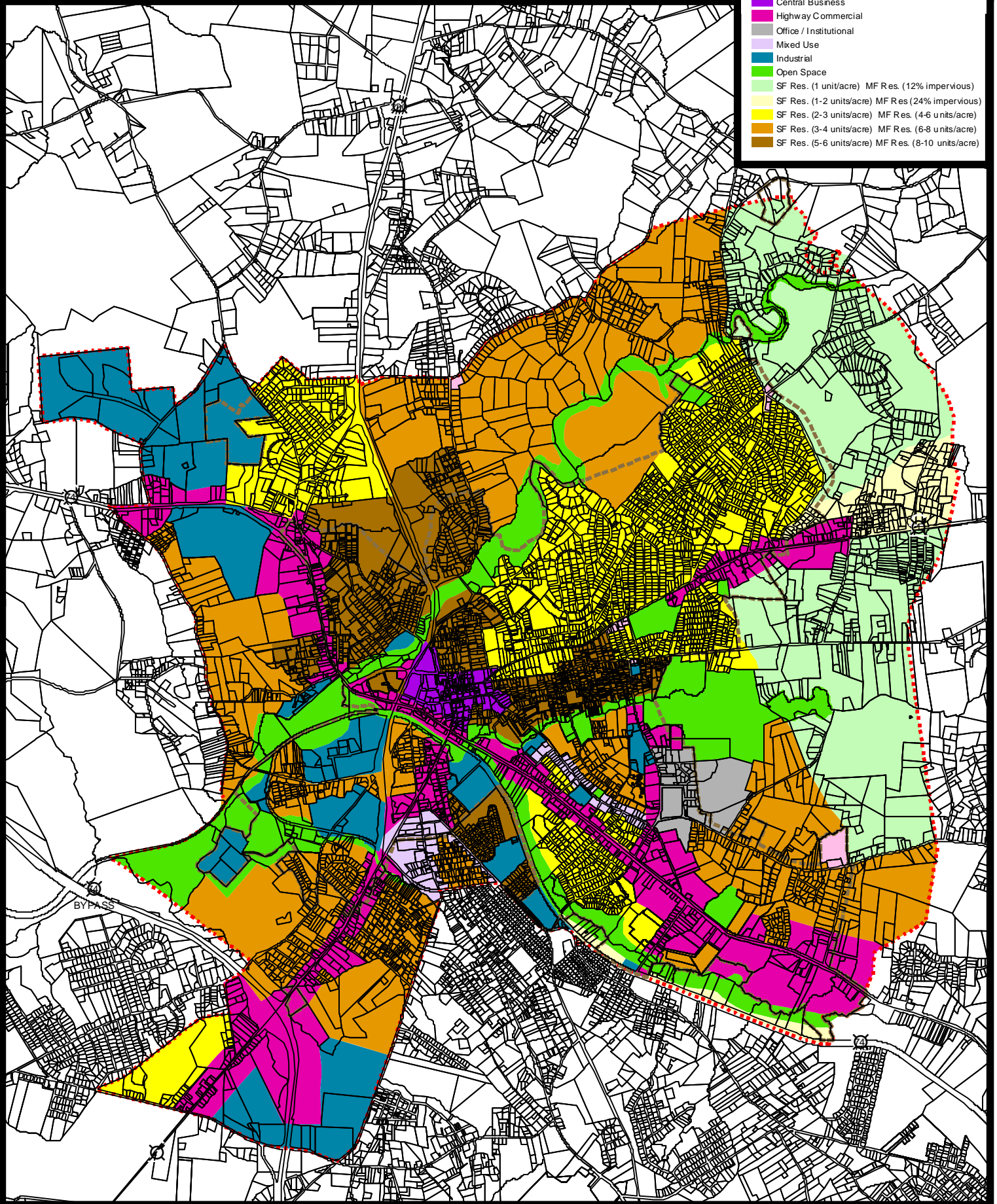
Scale:  
 1" = 4000'

- Property Lines (2012)
- Major Highways
- City Limits
- 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)

1



Please provide us with any other comments and/or suggestions regarding this survey or other issues in Rockingham.

Response  
Count

190

answered question

190

skipped question

221



**Page 4, Q1. Please provide us with any other comments and/or suggestions regarding this survey or other issues in Rockingham.**

1	Rockingham Best City In World Rockingham B C I W R	Mar 15, 2013 6:17 AM
2	I think with the creation of the Hwy 74 bypass & the new bypass coming through, Rockingham needs more businesses & attractions to lead travelers to our city. I also believe that with the number of unemployed citizens there should be a greater effort to bring businesses/factories here & put our people back to work.	Mar 15, 2013 1:36 AM
3	We don't need more parks, just need to maintain our current recreational facilities. I don't think we need anymore multi-family housing units. The always start out extremely nice and meant for the elderly. Then, in a few years they become multi-housing units for welfare people and their boyfriends. They often become drug dealing neighborhoods. Clean up the housing units already there.	Mar 13, 2013 11:48 AM
4	Rockingham needs to offer apartments, not low income, to young people moving to the county to teach. They need a complex comparable to the ones where the live in Moore County. Designate it for teachers, it would stay full.	Mar 11, 2013 12:00 PM
5	The walk to downtown Rockingham via Washington Street is not safe. I have walked that way more than 50 times and saw a police car about 3 times. The blocks in between such as S. Brookwood Ave. and the other in between blocks needs Police presence regularly. It's just not safe- People drive around in cars pulling guns out on homeowners or renters. Sidewalks also have to be safe to walk on by-the-way, I'm new to Rockingham, fix the area to keep the tourist and residents SAFE!	Mar 11, 2013 11:56 AM
6	RCO Recreational areas are nice but Hinson Lake trails are horrible- very unlevel ground- eroision etc.. Lots of trash at Hitchcock Creek (Steele St) More advertising for Downtown activities.	Mar 11, 2013 11:52 AM
7	Williams Street and Mial Street need sidewalks and curbs. Walkers have to walk in streets, street lighting is not enough, to many streets have holes, gravel repair doe not work to much loud music from projects at night time, police don't cruise Williams & Mial Street enough. Lots of seniors in area.	Mar 11, 2013 11:49 AM
8	Tax is already high- use it more wisely!	Mar 11, 2013 11:44 AM
9	Rockingham needs to take aggressive action to attract new businesses and retirees. This requires incentive to business- areas with no county sales tax, this requires cultural events- theatre, concerts, art exhibits. This requires recreation. This requires events that draw people from everywhere- festivals, competions, etc. tour of Historic structures, garden tours, etc could be good.	Mar 11, 2013 11:37 AM
10	Long Drive- in front of Perdue is awful. This is a main route between Hwy 1 and Hwy 74. The dirt and dust in the roadway constantly is unacceptable not to mention dangerous due to the fuel and waste mix with the dirt coming from Perdue's truck yard. Perdue by OSHA standards is required to keep that yard wet if not paved. At the very least the city should maintain clean up of that road way for our citizens and visitors.	Mar 11, 2013 11:33 AM
11	Our city need to look at the overflow from Hinson Lake on Brookwood on South Brookwood it is creating snakes. Water run in the back of four or five homes.	Mar 11, 2013 11:27 AM



**Page 4, Q1. Please provide us with any other comments and/or suggestions regarding this survey or other issues in Rockingham.**

12	I grew up in Rockingham in the 80s & early 90s. It is unfortunate that this town has not progressed any faster than it currently has and I am hopeful that your efforts yield some tangible results for the people still living there. How are we preparing our children for the world at large when Rockingham lacks so much? There are smaller towns surrounding Rockingham that could benefit from our resources in addition to helping our economy. Plain and simple...Rockingham needs to put forth aggressive efforts to present more opportunities to the youth in addition to attracting more business to the area. This town needs movie theaters, more dining options, more retail (stores that people actually want to buy clothing from), family entertainment, more diverse cultural opportunities...etc. When is Rockingham going to change from being a "good ole boy's" town into a sustainable community? This survey is ok...but what else are you doing to solicit input from the community? Are you in the churches, visiting civic groups (not just the Rotary or Kiwanas), reaching out to those on public assistance, going into the senior high school and community college for input from the young adults. Is this survey a matter of formality or are you truly interested in the opinions of ALL residents. That is the question you need to ask yourselves.	Mar 11, 2013 7:59 AM
13	Please address the issue of the apartments at the corner of Ann and Steele Street. They are in deplorable condition, and frankly, I'm shocked that people are still allowed to rent them. In addition, they are only a block away from Rockingham's historical district.	Mar 8, 2013 6:38 PM
14	If the city would not allow vehicles and equipment to be used for personnel use before, during & after hours, there would not be a need for question # 5 & 6. The park & recreation field maint. employees drives the city vehicle all over the county, to his personal & recreation sports practices, to school games, equipment used at personal residence during and after hours. Re-evaluate the salary of the Director of Park & Recreation!!! The city pays this employee over \$100K to work a couple hours a day & play golf. If the city manager would quit overlooking wasteful spending over city taxpayers dollars & showing favoritism to certain individual employees the city would have had a nice rainy day fund built up for the new park & recreation facility.	Mar 4, 2013 5:12 PM
15	my rockingham speedway nascar tickets said to come to this website for information on Thunderfest. where is it?	Mar 3, 2013 7:46 AM
16	It would be nice to have services in Rockingham (lots of seniors) that cater to aging...such as water delivery, personal shoppers at grocery stores, delivery of groceries, restaurants that prepare healthy food for pickup or delivery. Rockingham is not geared to an aging population in very many ways. Maybe they have found it is not profitable enough...not sure. Just a comment.	Mar 2, 2013 3:05 PM
17	No new taxes, establish user fees to fund Parks and Rec. no new bonds, stop providing Police & Fire & Water Dept with the use of City Veh. to go from work to home or run errands. \$ saved could be used for sidewalks & road repair. Look at Western Fl every service is contracted out. How about a (YMCA) most folks can't afford to pay First Health the monthly fees. Young people need something to do. Rather than hanging out at Walmarts!!	Mar 1, 2013 12:15 PM
18	The Thursday Plaza Jam think about having it twice a month instead of once a month.	Mar 1, 2013 12:11 PM

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19	They need sidewalks on Biltmore Drive Rham people walk in all yards	Mar 1, 2013 12:08 PM
20	Charles G. Morrison 1911 Linden Drive Rockingham, NC 28379 phone # 910-895-4398	Feb 28, 2013 8:22 AM
21	The area around the square looks bad- the old Fox Drug (Wise Fashions) wall that faces the square looks terrible. One building has broken glass that could fall and hurt someone. The City Council needs to take action with this area. The landscaping looks nice. Let's clean up the shabby parts around the square!	Feb 27, 2013 11:55 AM
22	I think a thriving downtown area is vital to the economic community along with healthy places and spaces for persons to play combined with health incentives. The city should continue to work with the local community college to build packages for companies and industries to relocate or start their businesses in this area. Building a sense of community can be difficult, but I truly believe our citizens will step up if asked to make Rockingham a place to be proud of and share with the rest of the world. A volunteer bureau, more education on recycling, positive community spotlights in the newspaper and local radio, partnerships with local schools to allow more citizens to volunteer to assist children who are academically struggling or add to the curriculum with their experience or expertise are all ways our community could work together to build a brighter future. I am a firm believer that community capacity building can have a positive synergistic affect on everyone and becomes contagious.	Feb 26, 2013 1:50 PM
23	One of the biggest issues in areas that have been developed outside of the city, is dogs running free, owners should have to keep them in their own yard as long as you are living in a community. People looking to buy a home are turned off when they see dogs chasing cars and running after people just trying to take a walk down the road. This problem needs to be addressed now. Would not affect dog owners out in the country where there are no houses nearby. If you can not help with this advise us who can.	Feb 26, 2013 11:36 AM
24	Alot of abandoned signs all over need to be removed. Alot of pot holes in streets, need attention. Appearance committee for downtown area, to help owners realize they need to maintain their buildings.	Feb 26, 2013 11:22 AM
25	Plaza Jam needs variety - how about rotating Country, Southern Rock, Bluegrass and Folk with "Beach Music" Buildings like the old Howard Johnson's that have been boarded up for over ten years need to be demolished. Get the downtown building owners to fix items that are dangerous to pedestrians, such as the failing brick veneer on the Wise Fashions Building on the Square.	Feb 26, 2013 8:41 AM
26	More police patrolling of St. along E. Washington St. Hood, Skipper, Groves, Brookwood and beyond. W. Washington St Housing	Feb 26, 2013 8:01 AM
27	More frequent police patrolling of streets along E. Washington St & Ext. Hood-Skipper, Groves, Brookwood and W Washington Rockingham Housing Authority.	Feb 26, 2013 7:58 AM
28	Rham need to get jobs so people can go back to work	Feb 26, 2013 7:56 AM
29	In order to thrive we must move away from the "good ol boy" system, accept bigger industries, without jobs people move away. Also I would love to see an	Feb 26, 2013 7:53 AM

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	effort to control, or ban on "saggin pants" in public.	
30	I like to walk along the sidewalks- it couldn't take too much to get them in good conditions	Feb 26, 2013 7:50 AM
31	Star Bucks, Movie Theater, TGI Fridays, AppleBees, Fullers, Bed Bath & Beyond, Golden Coral, Better lighting (Rockingham Downtown), wine and cigar parlor, small franchise and business, pictures of hometown hero, painting gallery, culture shop, farmers market, large American flag, skate board park, upgrade library, botanical garden, heat the Rock up to attract more races so much more?!	Feb 26, 2013 7:48 AM
32	Having lived in other communities has shaped my opinion of things I feel could improve Rockingham. In order to have a more vibrant community, I think the first priority has to be the creation of jobs. I think it would benefit Rockingham to move away from a reliance primarily on manufacturing. In order to attract other industries, I feel you need to offer things that make the community attractive to whole families, not just workers. I feel you need good schools, recreation opportunities, and shopping. Rockingham's climate lends itself well to outdoor activities, so I feel trail systems for hiking, biking, horseback riding, etc. are helpful to draw families to the community. Stronger schools are also essential to draw new industries to the area, otherwise recruitment is a challenge for companies that rely on workers with a college, or higher, level education.	Feb 25, 2013 7:00 AM
33	We need more small business incentives to help bolster the local economy.	Feb 24, 2013 3:14 PM
34	Long term goals of improvement, and advancement for the community are always on the rise and these areas warrant a need for future growth. Overlooking the current rates of economic growth, job availability and security, lack of future growth for the people of the community in areas is a major concern. We need to establish better opportunities to the upcoming generations, part time jobs, learning centers, and reason to want to stay in richmond co. . Based upon lack of job growth, college funding affordability, poor financial knowledge, easy access to public aid( food stamps, welfare, disability claims etc.) high birth rates among the younger generation with no education, a voracious cycle is evident in Richmond co. The future of this county and the city of Rockingham is at hand. This survey should address not only ongoing needs of the community, but better ways to improve upon the current and future state of this counties ability for more growth. The saying is... You get back what you give or put in... The vast quantity of this county has little to give or put in, living check to check. Overwhelmed with healthcare, utility, child care, and transportation costs. For this counties future taxpayers availability to pay taxes, and to improve our community we need to have the ability to improve our present state of mind and future attitudes. Better employment opportunity for skilled and non skilled workers, educated and degreed fields of employment. Perhaps a survey for our younger generation would be welcomed to bring about future ideas on ways to improve and their outlooks on this community!!!!!!	Feb 24, 2013 12:52 PM
35	I live on Stillwell st we are not in city limits but close enough that we should have sewage and side walks. We have people that walk to IGA and just to be walking for health. I feel like we are unimportant to Richmond county because we are left out every time something comes up we would like very much to be included when improvements are being considered we pay taxes also and would like to	Feb 23, 2013 6:37 AM

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have a say in what happens in our home town.Thank You

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|----|---|----------------------|
| 36 | older people cannot stand any more taxes. Revaluation should be fair and when prices go down on property values should be lowered. Revaluation should not be put off because values have gone down.This could be taken care of by adjusting the tax rate. I am sure however the County and city officials would not want to have to explain a tax increase. People are tired of over regulation not only in the historic district but all over town. Inspectors County and city should be there to help people. I know of one lady that wanted to open a coffee shop in down town but due to inspection requirements both by the city and health dept. she decided not to open. The inspectors should be helpful and use common sense. Everyone knows that the codes are guide lines and are open to interpatation. Yes we want the downtown buildings to be safe, but until the inspectors back off most of the buildings are to expensive to remodel in the downtown area. Over all the city officials and staff do a good job. We do need to get away from over reegulation. | Feb 23, 2013 6:20 AM |
| 37 | I vety much would like to see the downtown business area made more attractive and to the buildings restored to their historical appearances. Salisbury is a good example of a beautiful and usable downtown area. I think Plaza Jam is great but would like to see some diffrent kinds of music. I live in the city limits, but I did not receive the survey in the mail.   | Feb 23, 2013 6:11 AM |
| 38 | The city needs to promote additional revitalization in downtown, particularly restaurants/cafes, to support Discovery Place Kids and to draw our citizens to the downtown area. Visitors needs to feel a sense of community and be able to easily access quality food & shopping.   | Feb 23, 2013 6:02 AM |
| 39 | Create incentives for existing businesses to upgrade exteriors. We should organize more events like auto shows, sports events, business expos, concerts, and promote thru 30-50 mile radius. We should also encourage getting high profile cases at our new court to give more exposure to Rockingham. Encourage local banks to provide funding for existing businesses with good standing to upgrade their businesses..  | Feb 22, 2013 9:00 AM |
| 40 | Need to improve police patrolling in neighborhoods that border undesirable tenant neighborhoods- ie: historical district & Washington Street rift raft! Drugs, Prostitution, valdelisum & fighting & violence.  | Feb 22, 2013 8:56 AM |
| 41 | Near Cooper McLaurin's where sidewalk ends a sidewalk is desperately needed on upper Steele Street toward First Baptist Ch. occasionally I have to walk to church and there isn't even room to walk in yards, and the street is so narrow. Hinson Lake is one of the best additions we've had   | Feb 21, 2013 7:00 AM |
| 42 | 1. State roads seem to have more need of sidewalks than city streets, citizens don't utilize walks where present, and continue to walk in roadway. 2. Until Rockingham and Richmond Co. start enforcing the litter laws we will always look like a trashy town and a true representation of our culture no matter the amount of money spent on cosmetics. 3. No new property taxes, only support as sales tax for short amount of time and rate. 4. City taxes, funds or personell should not be utilized in the upgrade of profit margin for privately held property or to boost the profits of a developer. Only the relaxation of some regulations if applicable should be considered for all citizens not to just as elect entity to help   | Feb 21, 2013 6:56 AM |

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encourage there desire to improve, expand or develop private property.

43	I feel it is imperative to improve the parks and recreation facility to provide more productive activities for the youth. This should not just include providing physical changes to the facilities, but also providing more programs that are available for the youth both during the school season and also during summer breaks. I can see how this can be accomplished through increasing taxes. However, there are also other avenues that may provide more lucrative options. I am not sure if parks and recreation centers are considered non-profit agencies, but there are a number of grant opportunities that are available for different communities, especially if you are able to prove that there is a significant need in the community. It may be more beneficial to solicit grant writers in the area to aid in this process. I have researched different grants that are available in the area specifically for youth programs. Here are some that you can look into: The Cemala Foundation, Inc.; <a href="http://www.cemala.org">www.cemala.org</a> , Couch Family Foundation <a href="http://www.couchfamilyfoundation.org/board.htm">www.couchfamilyfoundation.org/board.htm</a> . I grew up in Richmond County and now I am raising my child here and there are limited activities and programs available in the community outside of sports. I have lived out-of-state for several years in a more urbanized city and experienced how they ran their parks and recreation programs. They provided programs like before and after school care, which would also provide employment opportunities for high school students as they could serve as counselors. They also provided other activities similar to those of YMCA facilities. I believe Discovery Place was a great start to increase services available for the youth. However, I believe that expanding the programs offered by the parks and recreation will be more beneficial to youth of all ages. I really hope you consider these suggestions and are able to implement some of them. Our youth are our future and it is up to the community to provide programs that will aid in their success. Thank you.	Feb 20, 2013 6:20 PM
44	YOu need to provide more POSITIVE activities for the young adult crowds	Feb 20, 2013 2:30 PM
45	And please put a movie theater ,WMCA,or something for the youth to do on Fridays and Saturdays so they won't get into any mischief! This is way overdue,we shouldn'tn have to go to Southern Pines for that	Feb 20, 2013 2:17 PM
46	We need more businesses for shopping when people cant always go out of town for a mall or movie. Less grocery stores and pharmacy.	Feb 20, 2013 2:11 PM
47	we need more resturants and movie theaters along with other outting activities for the city to stop the business from going to surrounding towns and cities	Feb 20, 2013 2:10 PM
48	Billy Kelly 105 Stan Ave. Rockingham, NC 28379	Feb 20, 2013 8:05 AM
49	Please give more incentives or whatever it takes to draw new businesses. People need work rather than new sidewalks, more historical sites or anything that takes jobs away from Richmond County	Feb 20, 2013 8:03 AM
50	I think the speed limit needs to be lower on Aslington St Guardrail need to be put in place on that street.	Feb 20, 2013 7:48 AM
51	It would be nice to see the "downtown owners" maintain the appearance of their buildings, some are in really bad shape and serve no purpose; they are more or	Feb 20, 2013 7:41 AM



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less abandoned, these buildings should be renovated or condemned! Owners should take more pride in their buildings. Would be nice to see a mural done on one or two of the main walls downtown. Would love to see some of downtown open at night; good example travel to Cheraw, SC and look at their downtown and how they stay busy at night, it's really neat, and often hard to find a parking place. Encourage growth downtown with more pubs, restaurants, sandwich shops... especially open during business hours. A lot of folks work downtown and have to leave the area to go home or down US HWY 74 for lunch, would be nice to have lunch within walking distance. Encourage special incentives for speciality shops and such that folks will want to open a business downtown...maybe even think of days of the month designed to encourage shoppers at night....Siler City does this a few nights a month. Visitors will be excited about Discovery Place Kids... and we want them to be excited about the rest of downtown, so they will want to visit again!

52	We need a first class retirement facility, all our citizens have to go to another county to live because Richmond Co does not have anything decent	Feb 19, 2013 12:56 PM
53	We really enjoy living in Rockingham and going with our family walking through downtown. The one problem we have is part of one of the buildings walls is falling down in the center of downtown. It feels and looks unsafe when we walk past. It would also be nice to have some kind of bike trail to go all around Rockingham.	Feb 19, 2013 12:53 PM
54	Live in the county but business in the city. Taxes are a big expense. Agree the county needs new attractions and incentives but maybe somehow besides tax increase. Thanks for being a good commissioner/councilman	Feb 19, 2013 12:50 PM
55	Clean up and tear down old buildings, house, etc. Make sure all street lights are burning because there are several that don't in the same area	Feb 19, 2013 12:38 PM
56	I would really like to see the revitalization of the downtown area. It has so much potential but looks a little depressing.	Feb 19, 2013 8:07 AM
57	Better cooperation is needed between Rockingham and Hamlet in multiple aspects, but they need to work together to address the Hwy 74 area between Rockingham and Hamlet. It will take years before the Hwy 1 bypass transforms that area but the appearance of that area needs short-term work. Recruitment of more high-quality hotels is needed. Comfort Suites and Holiday Inn Express have been very well received and stay very busy. As always recruitment of new high-quality restaurants would be a plus. Before more economic development focus is spent on the downtown area. Parking must be addressed. They may be a call for a small parking deck. Allow it to be a pay-to-park if help financing it is an issue. I think that a small fee (and/or validations by local businesses) would be a small price to pay for more convenient parking.	Feb 19, 2013 7:54 AM
58	No new taxes!	Feb 18, 2013 12:29 PM
59	In this economy, raising taxes in any area is unthinkable. If extra revenue is needed in one area, such as parks, recreation, upgrade of streets, etc., then reduce spending elsewhere. Good place to start would be the 32% of every dollar that goes to entitlements in the city. I believe lowered tax rates would help	Feb 18, 2013 12:27 PM

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	more than increases.	
60	Build around Discovery Place. You want to present your best face to visitors. Be conservation but open minded to new ideas.	Feb 18, 2013 12:24 PM
61	I live on Biltmore Drive and we have many people walking on the side of the road or on yards. I have no problem with that, but it is a dangerous road with heavy traffic most all the time and I'd like to see sidewalks. * In the future but after the sidewalks, improved roads and more important needs are met.	Feb 18, 2013 12:21 PM
62	"Bars" such as Southern Roadhouse and the other two bars at the end of North Lee Street should be closed down and not allowed to reopen. (Five Points) These places are eyesores and a general nuisance. They attract violence, drugs and prostitution. Please pass this along to the county. Families live in that area. These places do not reflect on family values. Thank you for the chance to have a voice in the city	Feb 18, 2013 12:13 PM
63	Rockingham needs to do a better job of promoting & presenting a MORE diverse face with respect to city & local leadership. Having returned to Rockingham after being away for 30 yrs, it's amazing how very little has changed in that respect. The inclusion of survey questions that address ways to improve diversity in this little town should be considered.	Feb 18, 2013 12:11 PM
64	We must perserve Rockingham. We must put our minds together and protect our county. This county is our future.	Feb 18, 2013 12:06 PM
65	The intersection of 74 Business and 220 needs cleaning (during spring/summer weeds are nearly waist high and very trashy). US 1 South and 74 bypass needs to be lit up @ night. US 74 Business from Biscuitville to SOS looks awful (run-down businesses, trash, over-grown lots) Begin new recreation facility now, we are falling behind other cities in NC. We need new restaurants and a theater (let's not give Moore county anymore of our sales/tax dollars. No more new walking trails- not making the city much money. We need a PROACTIVE city to move forward not just look forward.	Feb 18, 2013 12:03 PM
66	If your business requires you to store cars on your property, then they should not be visible to the public. Enclose them in a privacy fence. They are an eyesore to people passing through town, especially the one beside Dave's Welders.	Feb 18, 2013 11:56 AM
67	The city needs to make building repairs at the square uptown. Consider having a mural painting on the building wall at the square that highlights our city and county.	Feb 18, 2013 11:52 AM
68	On the gaming and internet, they should be taxed more and checked more for fairness of games. This is reciation for some people	Feb 18, 2013 11:47 AM
69	Downtown looks blank?? Nothing up there excuse me but the "kids place" few stors question where if it gets busy "they going to "PARK". Then what do our children do after 10 have to do! Need skateboard park...movie therater, or something. Enforce child seats!! in cars. Combine Hamlet Police & Rham together & save money.	Feb 18, 2013 9:35 AM

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70	Downtown area needs a lot of improvement. Buildings are eyesore. With kids Discovery Place, downtown re-development should be top priority! Certainly have been positives over last 10 yrs. Still need so address.	Feb 18, 2013 9:28 AM
71	A family member had to sleep in her car during Christmas. The county has Baker house (men) shelter. Nothing for women. I think this is discrimination. She said nobody in this community cared...It is a shame and disgrace!! People from other counties laugh if you tell them you are from Richmond County. All the officials get taken care of?? (And their families) in this county.	Feb 18, 2013 9:26 AM
72	Build sidewalks. Increase ridiculous 20 mph speed zone to 25 mph. Tell police to stop speeding when not on an official "call"	Feb 18, 2013 9:19 AM
73	City should require owners to make downtown buildings attractive. Survey members of people using sidewalks that are never maintained. City should notify home owners when their streets will be paved or upgraded. Highway # 1 South should be divided and landscaped from #74 bypass into town. Uptown Rockingham is a city of the past and should be revamped - completely - shopping center is outdated & run down. Stores need to be updated and parking areas landscaped. (Rember the Bradford Pear trees- (Bulldozed) Shopping centers are ugly & nasty - ask people why they shop in Moore county- The city needs to wake up before it is gone. Belks & Pennys a joke-	Feb 18, 2013 9:17 AM
74	Something needs to be done for the age groups of 18-30 something to keep them out the streets & encourage positive behavior & a place they can go to expand there knowledge & creativity.	Feb 18, 2013 9:02 AM
75	Our ditches on Richmond Rd. need to be cleaned out; side of roads need better cleaning; also some deep ditch drains to have some warning at ends where turns are made.	Feb 18, 2013 8:50 AM
76	The people in the City and County have already taxed to death why would anyone want to put money into anything for the city or county it seems to never reach the destination it was collected for. Somewhere along the way it seems to fall through a crack somewhere.	Feb 18, 2013 8:46 AM
77	Yes gonig back to the drinking water, thank God I got a filtered pitcher in my home, The water is full of trash, I have seen enought to kill someone. Something is wrong or someone is not doning a good job saying it is salf to drink, that is not true, I was gonig to send a letter to the editor. I am glad you sent out these letter to the public.	Feb 18, 2013 8:28 AM
78	We have enough ballfields & parks for the size of this town.	Feb 18, 2013 8:19 AM
79	We need sidewalks and more street lights up in areas where the city ordinances come into and have stricter rules on where other property owners are not containing their trash up that is blowing into other propertys that is keeping their yards clean. And a better job done on leaf cleaning.	Feb 18, 2013 8:16 AM
80	The cemetary on #1 is an in appropriate place for people to walk for their health: the City should provide an enclosed 1/4 mile paved oval track that would be open til 9:00 pm at night w/ lights.	Feb 18, 2013 7:58 AM



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81	I strongly recomend that all abandoned and delapidated house (&cars) be torn down and removed. In order to get new business to come to R'ham we need to make a statement. Also, a golf club is greatly needed! Hilda C. Butler	Feb 18, 2013 7:54 AM
82	keep buildings that can be repaired reuse these. helping to keep "small town" atmosphere	Feb 18, 2013 7:48 AM
83	At this point, jobs are the #1 concern. Increasing taxes is not good for people who are strugglin already. I drive 26 miles to and from work everyday and my husband is not working.	Feb 18, 2013 7:45 AM
84	The City has done a good job with resources available including grant money to date. I do believe the city of Rockingham should have been more supportive of keeping the Richmond Co. Golf Course open.	Feb 18, 2013 7:16 AM
85	We need a stoplight at the intersection of Hwy 1 and Roberdel Rd.	Feb 18, 2013 7:02 AM
86	We are very proud to call Rockingham our home. I think Rockingham has improved in the last 10 years providing a safer more attractive enviroment for citizens of all ages. Younger married couples are hesitant now to live in the city limits due to the extra tax burden in buying a home; therefore I hope property taxes for the city of Rockingham will not increase. A tax increase could negatively effect property values for us all. We love Rockingham but property taxes at our NMB home- 1 block from the ocean (valued much higher than home here in Rockingham) is much less. It is definitely a consideration when we discuss where we live in planning retirement- not to mention those property values will increase, will city of Rockingham's?? I hope so.	Feb 18, 2013 6:48 AM
87	Instead of trying to attract "business" to come to Rockingham...an influx of young educated people is going to be crucial to the survival of this town. Frankly, there has been an exodus of all of our best & brightest in the last 25 yrs or so. I think all would agree that the overall quality of life in Rockingham has declined noticably in that time. People make the difference.	Feb 18, 2013 6:31 AM
88	Representatives on city boards should reside inside city limits as their primary residence	Feb 18, 2013 6:24 AM
89	We should make a better effort to provide our kids a safe place to gather after school and receive mentoring opportunities. If we want to improve our community's future, we have to support our kids.	Feb 16, 2013 3:04 PM
90	If you want a tourist industry in Rockingham, you will need to persuade NASCAR to bring the race back, as well as develop the town to be enjoyable. Rockingham is boring unless you like shopping at Wal-mart. I just moved here last August, and although I don't go many places, having such a limited selection of stores to choose from is one reason I don't get out much. There are a few good restaurants here, but people have to travel at least to Aberdeen to see a movie or eat at a restaurant such as Olive Garden, Texas Roadhouse or Outback. I was unable to attend the concerts in the park, but that is a great idea and I have heard good things about it. I did attend the Christmas on the Square and though it was okay, I would try to recruit different vendors, especially the food. Try to get different ethnic foods next year. Perhaps this event will expand	Feb 16, 2013 12:11 PM

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to more than just the square and will eventually cover downtown. Perhaps you can try to attract top artists to the area. I personally listen to Christian music, so someone like Chris Tomlin, Kathy Troccoli, or other popular artists would be wonderful. I am not into Kelly Piccler and Bucky Dent, but I heard the concert was pretty good. When I lived in Floirda, I went to see the show Stomp, which was phenomenal. I am not sure what else to say, but this town life.

91	The issue of yard-dogs was raised last year, or dogs tied and chained to objects (within the city limits is my concern) in the Daily Journal. I would like an ordinance to be adopted that would ban yard dogs in the city limits (my neighbor has 3 dogs) and annoying they are!	Feb 15, 2013 2:36 PM
92	We would like to see a new movie theatre in the Rockingham city limits, also a Ryan's steak house and a Cracker Barrel Restaurant	Feb 15, 2013 1:56 PM
93	* increase 1-2% of ultimate tax bill. be conservative ...paying off bonds will increase tax bill. Property owners should not carry disproportionate share of costs. Sales taxes, use fees, etc help distribute costs fairly. Best ways to help someone: Lead them to Jesus. 2nd best: provide job opportunity	Feb 15, 2013 1:21 PM
94	We need a movie theathre and more stores like Target, Best Buy, etc.	Feb 15, 2013 1:07 PM
95	The abandoned water tank on Spivey Street at the entrance to the City at the Roberdel Community is an awful eyesore we should be ashamed of. I understand it is not inside the city limits- but isn't the City responsible for it?? If the tank was owned by an individual or business- company I'm sure there is an ordinance or zoning code you would use for removal of this hazardous and dangerous tank!	Feb 15, 2013 12:50 PM
96	We need you to put pressure on DOT to do something about turn lane into Food Lion Shopping Center on US #1 North. Cars turning into Lawson Lane are faced with cars in the turning lane. A serious accident is going to happen here unless something is done!	Feb 15, 2013 11:46 AM
97	I view housing as a private venture. I don't think Rockingham needs further low cost housing. There seems to be sociological problems inherent with concentrated low-cost housing. I'm not sure now is the time to finance another sports complex in Rockingham. I think the local economy needs to recover before the city ventures into new sport complexes.	Feb 15, 2013 10:13 AM
98	Consider a 10k or 1/2 marrathon in conjunction with a downtown festival, running from downtown to Hinson Lake, around Hinson lake to Roberdel, take the Hitchcock river trail back down to the festival in downtown Rockingham. Could have all three 5k, 10k, 1/2 marathon for a triple crown.	Feb 15, 2013 8:33 AM
99	It doesn't take a brain surgeon to understand what this is about. You are going to raise taxes. You will not attrack industry by raising taxes. We don't have any jobs here now. This poverty stricken town does not need higher taxes. I realize it is so easy to spend someone else money. Just look at our beautiful city hall or the building the county put up beside the court house that does not blend in with anything. It just sits ther jutting out and does not belong. We did not need such a building. No way.	Feb 15, 2013 8:26 AM

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100	It about time county commince Let people get voice in the commity's	Feb 14, 2013 1:27 PM
101	I would like to be member U.S Department of Comerce	Feb 14, 2013 1:19 PM
102	I live in Hamlet but have rental properties in Rockingham	Feb 14, 2013 1:11 PM
103	Dorothy Rudd PO Bx 1561 Rockingham 997-5769	Feb 14, 2013 12:58 PM
104	We need to be more aware of way to atrack and keep jobs and a higher educational oppertunities.	Feb 14, 2013 12:55 PM
105	As to #8 , if there were more sidewalks I'd use them much more often. As it is, I don't feel safe walking from my house to any destination where I can't cut through yards. Per 35- not a property owner. Would "support" idea, but I'm not the one who'd be paying more.	Feb 14, 2013 12:52 PM
106	We must do all we can to enhance the downtown area and to encourage new businesses there. Not enough has been done in this area. Rather than have walking and canoe trails on Hitchcock. The Pee Dee Pond should have been restored for both recreational and water supply needs.	Feb 14, 2013 12:48 PM
107	Stronger guidelines for residents to comply with when there is an accumulation of junk in front and back yards. This is not fair to their neighbors--> Browder 1312 Carolina Drive	Feb 14, 2013 12:42 PM
108	This survey is a very good idea Can the Thursday Plaza Jam be another day? Keep up the good work.	Feb 14, 2013 12:37 PM
109	Enforce common sense noise oridinance and animals gets running loose. Police are slow to respond to such calls. Crack down on drug activity citywide. Drive thru loud music in cars in residential areas, needs penalty!	Feb 14, 2013 12:34 PM
110	I'm very glad to have Discovery Place Kids. Our City should try to attract "compatible" businesses nearby that offer food for field trips or other destinations students could visit. The recreational facility has been put on the "back burner" but needs to be a priority now. It would be a real asset to the city.	Feb 14, 2013 12:26 PM
111	We need a recreation facility that can accomodate the sports that is offered. It is hard on parents to have one child playing at Rockingham Middle and other at Washington Street at same time. It is near impossible for a single-parent.	Feb 14, 2013 12:20 PM
112	I am truly concerned about the conditions of East Rockingham. Run down buildings, grass growing into the streets. Why is this part of town ignored? They pay taxes too. Pastor Edward Ash	Feb 14, 2013 12:11 PM
113	Eric Altman 404 E Franklin Street Rockingham, NC 28379 910-997-3359	Feb 14, 2013 12:04 PM
114	Help for small businesses would be great-taxes-loans-promotions	Feb 14, 2013 12:02 PM
115	Need to continue to work with small business to keep work available for company's that are hurting.	Feb 14, 2013 11:49 AM
116	Masoud Adhie 711 Long Drive Rockingham, NC 28379 997-7180	Feb 14, 2013 11:45 AM

**Page 4, Q1. Please provide us with any other comments and/or suggestions regarding this survey or other issues in Rockingham.**

117	It is not hard to figure out. More industry means more jobs which means more money for this city!	Feb 14, 2013 11:16 AM
118	We need more, safe activities for teenagers. The only skating rink we have is run down and a drug haven. When I was a teen we had 2 movie theaters 2 skating rinks and a place to hang out (crusing shopping center) there is nothing for kids (teens) to do and this leads to criminal activity.	Feb 14, 2013 9:57 AM
119	Rockingham needs to get movie theater and other suitable entertainment for our youth.	Feb 14, 2013 9:52 AM
120	If we had public sidewalks we would be able to take our daily walk instead of rideing across town to go to a walking area.	Feb 14, 2013 9:40 AM
121	Need to focus on industries coming to the county to help the unemployment rate. Need to tear down old un-occupied building and restore the ones occupied to make our city/county look better.	Feb 14, 2013 9:34 AM
122	The highways (74,220, and 1) are so littered with trash that it is an eyesore to citizens and certainly would discourage businesses from locating here because of the lack of community pride. Also the workforce needs to be improved to help attract and keep businesses and improve civic pride. RCC helps in may ways and we need more of this type of help to improve our city.	Feb 14, 2013 9:31 AM
123	I'm doing this survey instead of Raymond Edwards (my Dad). My name is Dale Edwards. My dad pass away in November 4, 2012. We still having hard time with it.	Feb 14, 2013 9:25 AM
124	more jobs need to created better water maintenance & meter readings	Feb 14, 2013 9:19 AM
125	JOB CREATION CRIME PREVENTION DRUG REHAB FOR ???	Feb 14, 2013 9:11 AM
126	Need more parks and things to do for kids of all ages. A movie theatre & nice restaurants would be nice.	Feb 14, 2013 9:08 AM
127	People should keep yard, trash free, most of all I live in city limits lot of people let their dogs (more than 3) run loose useing mine and my neighbors yard for bath room. Im don't want to set in their mess or be bit by their dogs. I'm for good neighbor but not Barking, Biting dog or look at trash or step in their movement or smell it. (I am 76 yrs & cripple) hard to get around.	Feb 14, 2013 8:58 AM
128	Enforce the laws on the books regarding leash laws with fines and seizure of repeating animals. Need to develop an ordinance for aggressive and dangerous dogs that is enforceable with seizure and destruction of animal.	Feb 14, 2013 8:48 AM
129	I am 88 years old - my wife is 81 years old- the house we live in is in our 53 yrs. old daughters name so we face being charged the top landfill amount. I think that is unfair. We need to promote our area as a good place to retire.	Feb 14, 2013 8:17 AM
130	Rockingham needs to bring in some work other than eating places. We NEED WORK.	Feb 14, 2013 7:49 AM
131	Hwy 74 needs to be cleaned up. It is a depressing sight to travel this highway,	Feb 14, 2013 7:40 AM

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	going from Rockingham to Hamlet.	
132	I believe benches are needed downtown to promote pedestrian traffic- I hope our new museum will encourage the opening of a coffee house or ice cream/sandwich restaurant to bring people back to downtown.	Feb 14, 2013 7:33 AM
133	Get rid of M. Crump Tourist Destination: - What do have to offer??? Pay money to come to Rham for what/ wish we could turn our city and offerings around we need some freshness of new ideas. If you care about Rockingham bring in jobs and get rid of M Crump	Feb 14, 2013 7:25 AM
134	Ralph Bellamy 634 Williams Street Rockingham, NC 28379 895-3357	Feb 14, 2013 7:15 AM
135	Pay more attention to upkeep of residential yards- Remove old junk cars from back yards- fine for non-compliance	Feb 14, 2013 7:13 AM
136	* how much tax increase: not sure The Hitchcock Creek project is a great success it is important to continue it and pave or gravel the walkways. This could be a tourist attraction to surrounding counties.	Feb 14, 2013 7:07 AM
137	The city government has operated very efficiently under Mayor Gene McLaurin. We do not need any drastic changes. We definitely do not need tax increase!	Feb 14, 2013 6:59 AM
138	Monty Crump has been and will continue to be a great example to the City of Rockingham. He continues to serve the City well.	Feb 14, 2013 6:43 AM
139	City/county partnership should attempt to acquire and re-establish the golf courses on the old country club location (Hwy #1 North)	Feb 14, 2013 6:24 AM
140	Focus on bringing in jobs to Richmond Co. This county is slowing dying with "nothing" to offer- Unemployment rate is crazy- That is where your focus needs to be- the rest will come in time- Bring back manufacturin to R.C.!!!	Feb 13, 2013 2:54 PM
141	Sidewalks are needed on South Long Drive!	Feb 13, 2013 2:48 PM
142	1. No more taxes!! We are taxed too much 2. Need Jobs First 3. Give business tax incentives!	Feb 13, 2013 2:44 PM
143	(1) Use some of the empty store buildings to provide activities for our "teens" to go to for recreational purposes. (2) More awareness of the needs of our elderly	Feb 13, 2013 2:40 PM
144	Note with #5 above: Just improve existing ones. Consider a place for kids to use their skateboards etc in order to keep them out of the streets. Major safety issue when kids are allowed to play in the streets!	Feb 13, 2013 2:35 PM
145	The dead and dying trees and landscape problems in the Historic district detract from the beauty of the homes. They look neglected and some look abandoned. The landscape should not be the focus of preservation. The landscape plan could include plants/ trees from the period; not the original trees!	Feb 13, 2013 2:31 PM
146	It's been a welcome site to see speed limit enforcement in the downtown area.	Feb 13, 2013 2:27 PM
147	* Note beside Efforts to improve the appearance of the downtown area: very	Feb 13, 2013 2:24 PM

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	important only if you can fill the empty buildings We need industries to come to this county and provide more jobs to a hurting county! We need a movie theater. Nicer restaurants to keep citizen's eating here and helping our county instead of "Moore County".	
148	Need jobs in The County, Better places to eat. Need a theater, Better or newer newspaper.	Feb 13, 2013 2:19 PM
149	ref: No. 5 above * sales tax increase- everyone pays The noise ordinance should be enforced as well as excess speeding on city streets. When you hit someone in the wallet, that gets their attention.	Feb 13, 2013 2:12 PM
150	(1) Alot of streets need to be re-painted (The white lines). Start off at Champion ford car lot going to Wal-Mart. White lines are where you can see them. Some buildings downtown, need to keep their landscape pruned.	Feb 13, 2013 2:06 PM
151	Need a Spring Festival or fall festival	Feb 13, 2013 1:57 PM
152	Places that have been repaved (streets and highways) need to be checked more often. Lots of those places in bad shape.	Feb 13, 2013 1:35 PM
153	We need a larger skating rink and movie theater for the kids. - Sharonia T. Johnson	Feb 13, 2013 1:30 PM
154	On the question about the Historical District-If you stay out of other peoples business you will have a better looking neighborhood-you do not have to raise taxes and it will not cost you a cent.	Feb 12, 2013 9:13 PM
155	Try to get Rockingham better eating establishments such as an Outback, Cracker Barrel, Olive Garden, Buffalo Wild Wings, Chic Fil A, Cookout, etc... And LOWER OUR TAXES !!! Thanks	Feb 12, 2013 6:23 PM
156	The City does not maintain all streets in the City limit area. I have called on many occasion about how the trash is piled up at my garbage can from other locations and then they compact the trash in front of my house. This is very bad during hot summer days because of the odor. I have suggested they wait until they go down the street to the vacant lot before compacting, but they still continue doing this - summer and winter. Several times they did sent a truck out to spray a little water on the spot that leaked out. I was told by the workers the trucks need repairs and that is why it leaks out when the compact the trash. There were no question concerning "trash pick-up"!	Feb 12, 2013 6:13 PM
157	Rockingham could be a beautiful little City, however all the old abandoned run down building and trashed property you see as you enter into town on any of the main thoroughfares is such an eyesore that it takes away from the beauty. Make property owners CLEAN UP IT UP! The City could make a better effort to keep the medians mowed and properly landscaped. In town along Hwy 74 the weeds get overgrown in the summer and it grows over the curb. Looks awful! Let's take pride in our community.	Feb 12, 2013 1:36 PM
158	Arrange for "X" number of hours for a law enforcement officer to supervise road and street cleanup by jail inmates (only those who have been sentenced to the	Feb 12, 2013 8:53 AM



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	local jail for non-violent offenses). Also arrange to contract with NC Division of Prisons for community service work by inmates supervised by a Correctional Officer, which is a great program. Request Rep Goodman to propose legislation to have those receiving financial assistance i.e. food stamps, welfare, housing assistance, to be required to perform "X" number of hours work per month in city, state, and local agencies. Thank you including the citizens in this planning process.	
159	I just love living here in Rockingham, I like everything about the city. I moved here to retired from New Jersey.	Feb 11, 2013 12:30 PM
160	There should be enough recreation facilities in order to keep from playing on Wednesday nights and Sundays. This keeps some parents and kids from attending church. New businesses should be the #1 priority for city and county. We have an excellent community college but no where for graduates to work after graduation.	Feb 11, 2013 8:12 AM
161	There are no sidewalks on Richmond Road to take me to downtown. We think the city should initiate a recycling program, which would financially benefit the city and also help keep our roadways clean.	Feb 10, 2013 1:15 PM
162	City sidewalks tend to be in and around housing for low income. They are not used. Every time I drive on Rockingham road, people are walking on the road. The sidewalks there are a waste, since they are not used. I live near Richmond Rd where people are jogging, walking and biking everyday. A sidewalk there would be very useful. In regard to housing, I am unaware of ANY housing for our elderly. So, if there is any it must be limited.	Feb 9, 2013 3:55 PM
163	We purchased land at Chalks Landing and plan to retire in Rockingham. We like the small town feel of Rockingham but feel that there is a need for more businesses in the area. Having a wider variety of restaurants would be good. The Thursday Night Jam is a wonderful way to bring a community together. When we visited, everyone was so friendly and hospitable...true southern hospitality! Some of the abandoned buildings in town were an eye sore, but bringing the Kids Place is a good way to start growth. This may be already happening, but having a strong connection between family, school and community makes a city more attractive. We hope to build within the next two years and look forward to getting involved as a residents with the City of Rockingham!	Feb 9, 2013 10:50 AM
164	I especially enjoy the City of Rockingham's work on Hinson lake and Hitchcock Creek. I conduct the Hinson Lake 24 Hour Ultra Classic (7 years and going strong) and 95% of the runners are from out of town or out of state. They all can not say enough kind words of the beauty and well maintained trails of Hinson lake. Whoever is responsible for this.....I say thank you!!!	Feb 8, 2013 12:18 PM
165	If internet cafes or sweepstakes are allowed to operate, They should NOT be allowed to do so within at least 1/2 mile (2,640 ft.) from any school, christian, private or public. church, private or public.	Feb 8, 2013 9:58 AM
166	SAVE MONEY!!!!!! There are too many CITY employees riding around in their new vehicles, cleaned by Rick & Al's Carwash, wasting gas and taxpayers	Feb 7, 2013 6:25 AM

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	money.	
167	Please continue improvements on The Hitchcock Creek blue trail. Continue efforts to develop the sports facility!! Let's rid the city of internet gaming venues	Feb 6, 2013 4:50 PM
168	ALL ISSUES HAVE BEEN ADDRESSED AND SHOULD BE TOP PRIORITY FOR THE CITY TO CONTINUE TO GROW. WE'RE ON THE RIGHT STEP NOW DON'T STOP!!! I, FOR ONE, WOULD LOVE TO BE PART OF THE GROWTH AND RESTORING OUR GREAT CITY.	Feb 5, 2013 9:46 AM
169	Please build new ball park ASAP. Horses pooping up and down sidewalk on US 1 needs to stop along with grass growing over.	Feb 3, 2013 10:01 AM
170	My family moved here a few years ago. Rockingham's people tend to be very friendly but the overall feel of the community is depressing. Public, commercial, and residential land is not taken care of. There appears to be little pride in maintaining the city (although one variable is people can't afford the maintenance). Basic land maintenance (grass and trash), removal of dilapidated commercial and residential properties, and getting businesses (and jobs) into the nondilapidated commercial buildings would make a significant foundational difference. The parks and recreations improvements would be the secondary thing to promote a family and friendly feel.	Feb 1, 2013 12:19 PM
171	One utmost important issue is to have more recreational options for our youth and families. It is sad that people need to go to a cemetery to for a walk! or to hang around at the Big Lots parking lots! We need some recreational areas in a safe parts of the city/county where one can go at any time with not fear of being robbed or assaulted. A park with a few lighted basket and volley ball courts and maybe other options like walking paths, croquet, grassy areas for pick-nick or barbeque with an small amphitheater. Also there is need for more sidewalks for people to walk on main roads like Broad Ave or parts of Hwy 220 (people many times walks on the road, risking being hit-which it has happened on different occasions in the past). Also we need more cultural options :festivals, celebrations for children, for diversity. I think in the past they have tried hard and a lot has been achieved, but we still need to broad options and try to include all cultural groups (we have good representation of different cultures such as the Indian, Hispanic and Arabic and even Asian. Even though some of them celebrate their cultures, there is not a government effort/ support to celebrate that diversity in a more public/open way, which can enrich and grow the opportunities to create more activities at a city or county level	Jan 30, 2013 7:30 PM
172	I think the pro-active efforts during the past decade have been great. I do wish we had movies on the cole plaza again. The curent plans for the green way on Hitchcock and the Old Aberdeen road project are a step in the right direction. We as a city might not be able to bring industry in but we can help to make this a community where people want to live and visit. A vision or a dream is the first step, it is ok to dream big dreams but action creates and makes that dream a reality.	Jan 30, 2013 1:39 PM
173	Impose harsh penalties for littering and start a recycling program that picks up the recyclables from each home in the city limits.	Jan 28, 2013 7:59 PM



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174	The preservation of natural areas is very important to keeping Rockingham a place people want to be. We need to recognize the value of our natural environment and enhance it.	Jan 27, 2013 3:33 PM
175	Our citizens must become more physically active. This will improve the health of our citizens. To accomplish this, we need more sidewalks, bike trail, recreation facilities, etc to promote and encourage physical activity.	Jan 27, 2013 4:59 AM
176	Need to make bringing industry into rockingham at the top of the list instead of relaying on goverment grants and continuing to be a welfare county. Give the people of richmond county good jobs and that will increase your tax intake because if they had better jobs with good wages they would spend more of the money they make in the county buying homes,cars, boats. just a thought better than raising taxes on only those of us who do work to get the tax money needed to operate our fine county.	Jan 25, 2013 10:44 AM
177	City should have financial incentives to existing businesses needing exterior upgrade such as exterior painting, better signage, more lighting in the front, security systems, etc. This will create a better view and more secure feeling for travelers entering the city. This will encourage local businesses. Housing Authorities could partner with local hotels in providing weekly or monthly rentals to local residents looking for housing through voucher program or Direct Billing. This will increase the occupancy at local hotels and also provide temporary housing facilities to families waiting in line.	Jan 25, 2013 9:28 AM
178	I would suggest cutting expenses & cost on the efforts to develop and promote the Hitchcock Creek paddle trail and greenway trail as a recreational opportunity for residents and visitors. This project does not seem to have the demand or interest to generate profitable revenue for the city. My recommendations would be to use the funds allotted for Hitchcock Creek towards a the proposed new park & recreational facility. Our community is very sports related & the city could promote & host various sports tournaments that would generate more revenue for the city than the Hithcock Creek project. Hosting tournaments would bring revenue to hotels, resturants, local business & our new sporting goods store. Economic Developement should be put on first on the priority list. We need JOB OPPORTUNITIES in our community. I would also suggest that we strive on bringing in new businesses of a diversified statue to our city, such as nice chain resturants. We need to take advantage of having liquor by the drink in our area & not let the local business owners, elder traditions override. Our city & county residents travel to various neighboring areas to eat at nice resturants, which is taking a tremendous amount of money out of our city & county. OUR CITY CAN ONLY BE AS NICE & ATTRACTIVE AS WE LET IT. WE NEED A DIVERSIFIED COUNCIL THAT HAS A LONG TERM PERSPECTIVE FOR OUR CHILDREN & THEIR LIVES IN THIS COMMUNITY, NOT WHAT THEY WANT TO BETTER THEIR BUSINESSES	Jan 25, 2013 9:18 AM
179	Only a handfull of individuals affect what our leaders and officials do and until that core group expands, and others are allow to have meaningful input, we will not grow or improve. The core group sees no problem.	Jan 24, 2013 2:36 PM
180	Thank you for providing this. It seems there may be some improvements in the near future. That's very exciting!	Jan 23, 2013 9:09 PM

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181	Richmond Pines needs to be encouraged/incentivized to be reopened with City and County incentives. A country club is important to bring in professionals and large industries. Make this a part of the Parks and Recreation long term plan and bonds.	Jan 23, 2013 7:44 PM
182	Rockingham/Richmond County has done an excellent job of providing water for our area and I think we should continue that. We should be open to new businesses but keep the small town atmosphere.	Jan 23, 2013 12:32 PM
183	Hinson Lake is definitely a great asset to this community. Would love to see more recreational facilities such as bike trails develop. However, that is a far secondary wish to more industries and more job opportunities. One administrative position opened up at the facility where I work, over 120 people applied. I believe the main reason was this was a position that paid decent money but did not require a degree. Rockingham/ Richmond County desperately needs industries that will employ workers who may have a lot of experience but who may not have that much education.	Jan 23, 2013 11:45 AM
184	set term limits on council members to keep things honest. The city budget was 3% economic development, 21% schools and 34% social programs (handouts) that needs to change! Make the 34% of the budget get off their ass and go clean up the roads. Richmond county schools SUCK and that is why the teachers at WSS have been sending their kids to private schools. Get your priorities right for a change,	Jan 23, 2013 10:40 AM
185	Income can be produced by one of 2 ways, either increasing taxes or expanding the tax base. Both of which, at our current point should be options strongly considered. Increasing a property tax isn't a bad idea and will be faced with less opposition if the revenues are used for the benefit of something that most citizens share, not just a select few. Most citizens have children, grandchildren, niece, or nephew. A renovation of the currently parks and recreation center is justifiable and well past due. The parks and recreation department has outgrown the current facilities and this is apparent when sporting events must be played at local schools. Also, when talking to other parents who have children who play sports, almost 100% are open to charging admission to these events if the funds go directly back to improving the facilities. Asking someone to pay \$1.00 to watch a game isn't too much, so don't be scared to do it. Second, as local businesses to contribute to helping renovate a field or park isn't a bad thing either. For instance, Dunham Sporting Goods will be selling may residents sporting cleats, clothing, uniforms, etc, so asking the corporation for a \$100,000 contribution isn't something that should be looked over. They will profit greatly from patronage from our citizens, and most corporations' have funds available for community enrichment projects. There is no loss on our city's part by naming a new baseball field or soccer field "Dunham Field". We have great resources to offer business, and there is no shame in asking them to give back to the community that they are profiting from. Finally, we must be more attractive for business to relocate or expand into our community. Our location in respect to major highways (US1, US220, and US74) all serve as corridors for shipping and transportation. However, there should be tax incentives and breaks offered, and by doing so, we in return should ask for contributions to our recreational projects. I know it seems like I have ranted about our recreation department the entire time, but it is more than just building fields. It is offering a better quality of life for	Jan 23, 2013 10:28 AM

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	our citizens and attempting to keep our citizens in our city/county, rather than relocating to nearby areas where quality of life is better. If you can keep residents here, then we have a stronger, more educated workforce to fill potential employment opportunities that come with new business.	
186	Job opportunities are desperately needed and the city can help by offering work to the unemployed ie: washing city and county vehicles, small painting jobs, improvement projects, litter pickup, ect. Attention to teenage thug/gang activity and crime in area neighborhoods needs to be made known to discourage this behavior with public ordinance for unlawful assembly or curfews by law enforcement for ZERO TOLERANCE.	Jan 23, 2013 10:16 AM
187	Need to enforce dogs that are allowed to run loose, seen a couple of packs of dogs that hang out at the local shopping centers, sleeping under cars and/or in bushes. Also need to do something about dog owners that allow their dogs to bark non stop day & night. I know you are to call the police when this happens but when you have called for over 2 years and the problem still exist something is wrong.	Jan 23, 2013 10:02 AM
188	I think the city has done a good job in trying times. I'm glad to see enforcement of the 20 mph downtown speed limit. Now if we had Yield to Pedestrians in sidewalks signs, life would be grand.	Jan 23, 2013 9:49 AM
189	I'm in favor of any festival, concerts, recreational facilities...etc that will attract visitors as well as provide opportunities for citizens to get away from home to meet with friends and family.	Jan 22, 2013 9:33 AM
190	How about this suggestion John: I recommend Kim Williams, Events Coordinator receive a large salary increase.	Jan 16, 2013 1:21 PM