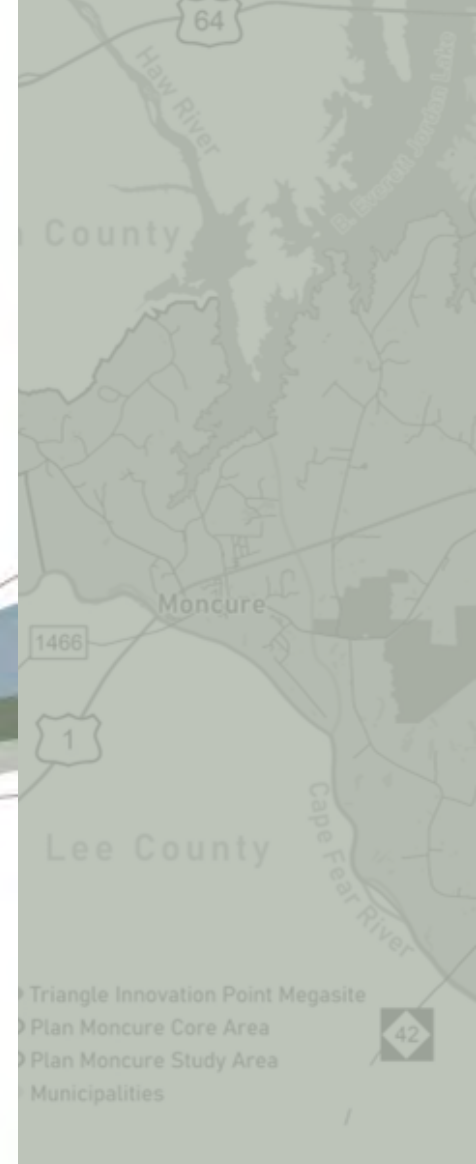


ENGAGEMENT PROGRAM

11.16.2023



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Introduction

Planning with, not for, the Community

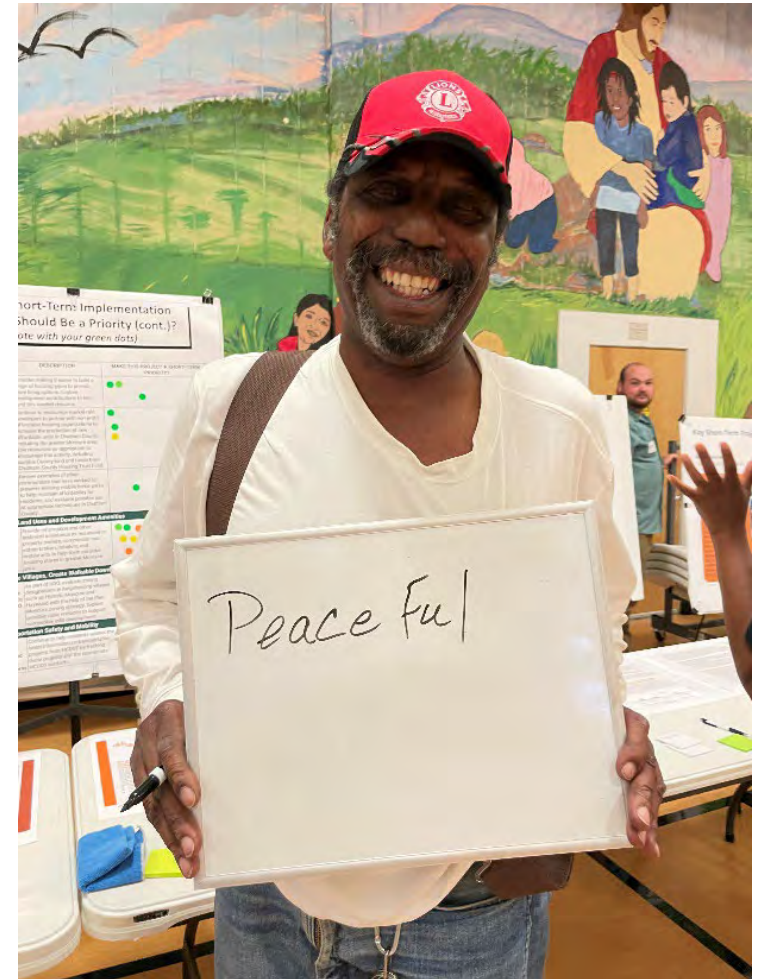
Decisions that result in change in any community are made by a variety of entities operating at the Federal, State, regional, and local levels and private sector investors. Chatham County leaders have opportunities to influence some of those decisions, such as private investment and the timing of related development activity. Only a few types of development-related decisions are completely within the County's control, including the countywide tax rate, local plans and policies, and local land development regulations (zoning and development standards).

Planning for the future provides an opportunity to manage change in accordance with community expectations and aspirations, giving the community a voice to influence the direction of future development that could occur in the next decade or more.

KEY QUESTIONS TO BE ANSWERED BY THE PROCESS

The planning process was designed to address a set of questions posed by the Board of Commissioners, including the following:

- How much development can the area support?
- With the changes that are already underway, is there an outcome that is suitable given the unique assets that define the place today, the community's interests and desires for the future, and the opportunities for economic growth that could benefit the County and the region?
- To what extent is land development limited by environmental conditions?
- How can we overcome barriers to the changes the community desires?
- Are there new County infrastructure systems and services that will be needed to accommodate projected growth?
- What can/should the County expect from future private investments to ensure the changes in the area optimize the benefits?
- What are the lessons learned from similar communities with similar projects?



Engagement Program

The planning process was designed to give community stakeholders a voice in shaping the future of this area as growth pressures begin to impact it. In this way, this process is different from other kinds of recent projects in the area undertaken by other agencies. The plan helps stakeholders describe a shared vision. Broad and meaningful participation is therefore key to a successful project. To help give the range of stakeholders an opportunity to participate in this work, the project team employed the following combination of in-person and virtual engagement tools.

PUBLIC MEETINGS

The project is holding a series of community meetings to engage stakeholders. A record of all input is available through the Chatham County Planning Department.

- **February 21 at Moncure Fire Station 6:** Resident drop-in session to hear local comments and concerns;
- **March 21 at Moncure School:** Community Open House to introduce the project to the community and get initial input on what people like about the community today, and what they'd like to see in the years ahead;
- **April 27 at Moncure School:** Community Meeting to hear opportunities and concerns from community stakeholders and get initial input on different conservation and development scenarios to study as part of the project;
- **May 24 at Moncure School:** Community Open House #2 to share results of scenario planning analysis and receive feedback on preferred scenario features from stakeholders;
- **August 9 at Moncure School:** Community Open House #3 to share draft of Plan Moncure, including vision map and implementation measures, and receive stakeholder feedback.

WEBSITE

The project includes a website that is updated regularly to provide information on the project, advertise upcoming community outreach events, and provide opportunities for public comment.

PROJECT KIOSK

Chatham County planning staff have constructed an outdoor kiosk at the Moncure Collection Center at 2855 Old US Hwy 1 with updated information about the project and a comment box to submit questions and input.

POP-UP EVENTS

The project is hosting a table at several community events to help engage stakeholders by bringing the project to them. To date, this has included the April 15th Spring Around the Loop Street Fair at Haywood.

SURVEYS

For stakeholders who may not have been able to attend some of the in-person meetings, the program has included online surveys. To date, we have received over 300 responses across three surveys.

SCENARIO PLANNING ONLINE SESSION

To share more details and answer questions about the scenario planning process, the project team held a deep dive session online for interested stakeholders.

SHARE-A-PHOTO

To help engage stakeholders in sharing the places they love in the Moncure area, the project includes a special website where people can submit a photo of a favorite place and why they love it.

INTERVIEWS AND FOCUS GROUPS

To get more detailed information on comments and concerns, as well as input and feedback on proposed public engagement methods, the project team has conducted a series of interviews and focus groups with community leaders.

By the Numbers...

3,760
Visitors

Plan Moncure Website
(through 10/1/23)

75
Attendees

3 Resident Drop-In Sessions
at Moncure Fire Station 8
(2/21/23)

163
Attendees

Community Open House #1
at Moncure School
(3/21/23)

90
Attendees

Community Listening Session
at Moncure School
(4/27/23)

75
Attendees

Community Open House #2
at Moncure School
(5/24/23)

35
Attendees

Pop-Up Table
Spring Around the Loop Street
Fair (4/15/23)

25
Attendees

**Scenario Planning Online
Session**
(6/1/23)

57
Attendees

Community Open House #3
at Sprott Center
(8/9/23)



Input by Theme

Themes from Input Received

There are a number of themes from public input provided to date by community stakeholders. These include the following, along with sample comments that are representative:

RURAL LANDSCAPE AND LIFESTYLE

- Keep the rural character – Its why we moved here.
- Small country roads, scenic farmland, natural forests and wildlife habitation, clear streams and farm ponds, bird calls, fresh air
- Keep the natural beauty and wildlife it contains!
- I want to still be able to hunt on my land.
- People moved to Moncure for peace and quiet, keep it small with small communities (Corinth Area/Buckhorn Road)
- The open space and “quiet life”
- Keep the rural tranquility of Moncure.
- Leave Moncure as it is!

ENVIRONMENT

- Partin Creek
- We have a beautiful landscape of trees, wildlife, the lake, etc.
- Preserve the forests, protect the wetlands
- There is a parcel of land supposedly purchased by Tim Sweeney that would connect the Jordan Lake protected lands with the Deep River State Park area.
- McKay Island in the Haw River
- Shaddox Creek
- Concerned about the runoff from a proposed development.
- What about PFAS?
- East River Road area, keep in conservation and do not develop.
- I want to be able to still hear the owls at night, for me that is what makes this feel like Moncure.



Community Open House #1 held at the Moncure School on March 21st hosted 125 residents, property owners, and other stakeholders. Two presentations were complemented by topic-specific information stations.





DEVELOPMENT INTENSITY / STYLE

- Low density rural/agricultural character
- Large lot neighborhoods
- No subdivision developments near trailer park
- Keep the small town feel
- Add one small shopping center, with a grocery store and maybe a few other small businesses
- Limit on RV parks
- Stop explosion of industrial development
- More housing is fine and maybe a few places to shop. But we enjoy the community living and rural aspect of the area. We don't want to be overgrown and pushed out!
- Rural housing with small grocery and restaurant but primarily residential with forest rivers and lakes
- Rural views, TREES, open space, hidden neighborhoods (use the trees rather than clear cutting).
- More neighborhoods, restaurants, schools, gas stations, and grocery stores
- Keep it small.

HISTORIC & CULTURAL ASSETS

- Merry Oaks and New Elam Church Cemetery, save them.
- Mark and Protect Historic/Cultural Site
- Consideration for any unidentified slavery graves
- Save all churches and gravesites-leave alone.
- Preserve Character of Moncure
- Keep the historical buildings
- Farmland Legacy
- Recognize Legacy of Jordan Dam
- Old Moncure School-leave
- Corinth-Church Buckhorn United Cemetery leave undisturbed
- Home across from Fire Station is a special place, leave it alone
- Leave the Old Store/Gas and Old Dance Hall with Bar alone.

“Continue to put out information and communicate with the citizens regarding Vinfast and any other development. [There is] fear of not knowing what will happen.”

---Resident of Moncure Area and Community Open House #1 Attendee

HOUSING

- Build small homes in small communities.
- Will the damage to homes be covered from the blasting at the TIP site?
- Would cracks in basement or foundation from blasts be covered by Vinfast?
- Leave Moncure Affordable

ROADS / TRAFFIC

- Congestion and safety...
- Network Improvements
- The stretch of Pittsboro Moncure Road should be mowed more often. This would reduce the number of collisions with animals and would look better.
- More speed limit signs on Gum Springs Church Road
- Bike paths and lanes to open roads up for better travel and safety
- Potholes on Pittsboro Moncure Road
- Need the potholes in the area to be repaired. Noticed that they have been repaired near the TIP site but not in their communities.
- With VinFast delaying a year, will the transportation improvements be delayed?
- Provide service from boat ramp such as a small ferry to carry people to island area.
- Traffic lights and safety for increased traffic
- Improve Gum Springs Church Road
- Safe roads for biking in the area
- Rideshares would be a great addition.
- Bike lanes on pea ridge, Old US 1 especially as traffic increases

RECREATION

- Keep access to the lakes.
- The Park is a great idea.
- New Elam Church Road Park
- There is an old rail track along Pittsboro Moncure Road that could be turned into a greenway.
- Improvements to boat ramp area near Cape Fear Area, such as beautification (landscaping)
- Have a park and recreation place for the kids
- More walking trails
- You could create a park with a community garden for vegetables, fruits and flowers, where volunteers can benefit from sharing in the produce.
- Better maintenance of the natural areas/parks in Moncure such as Jordan dam trails and Justice lands(near Moncure Health Center) to draw more users from surrounding areas.
- Parks Playgrounds Shops
- Solar-lit trails for hiking

VILLAGE

- Original town center with increase in small businesses
- Keep the central area of Moncure, from Post Office area to the Poe's Ridge Boat Ramps
- Small village created with community feedback
- It would be nice to see the development of a walkable town center with nice restaurants serving locally grown food, and some retail owned and operated by local residents.
- Small downtown with shops, dining, and services similar to that in Holly Springs or Apex.
- Thriving town with small town character.

SHOPPING / SERVICES

- Retail Stores, Grocery Stores/Farmers Market
- Schools and Daycare are a primary need.
- Bring in a gas station with a fast food restaurant, drug store or Walmart
- Planned commercial development
- Restaurant would be great
- Aldi or lidl grocery store along old us 1
- Add quality grocery store, gas station, and pharmacy.
- We need a grocery store
- More food/grocery options (locally owned)
- Businesses could spring up around small business encouraged to support rural and farming pursuits. THAT would make us unique.

PREFERRED DEVELOPMENT FEATURES

- Preservation of a lot of existing vegetation
- Good architectural design
- Building construction that lasts for decades
- Walkable development

COMMUNITY FACILITIES

- Larger school with public access to sports fields/tennis courts/ etc.

UTILITIES

- No sewer beyond Corinth.
- Public water supply
- Public utilities and trash pick up company
- It is extremely disappointing that the county only plans to extend water, sewer, and broadband services directly to specific new manufacturing sites, bypassing current residents and also limiting potential development of more desirable features in our community such as small businesses on smaller plots of land, apartments, or other affordable housing

BROADBAND

- High Speed Internet doesn't go past Corinth. Needs expanded.
- It would be nice if we had reliable fast internet.
- Increased internet options
- Need high speed internet
- Retain rural character while bringing in modern services like high-speed internet
- True high-speed internet for ALL residents, not just the new developments
- Internet!!!

“Respect for the people and the natural resources of the area are very important. Help for people who have been here for generations should be available. Taking their land should not happen.”

-- Survey response



INDUSTRY / JOBS

- Save Agriculture areas in all Moncure.
- Preserve Forestry
- The MEGASITE has destroyed the Moncure we knew and loved all of our lives

AGING IN PLACE

- Elderly people who cant attend and not represented, living off social security and can barely afford things now it will only get worse for them. Any assistance/programs for elderly?
- Just purchased private property to live the rest of their lives here, don't take it
- Senior center

TAXES / PROPERTY VALUE

- Taxes from the folks in Moncure should be going towards services in Moncure.
- Moncure Flatwood Road-owns small family business, family land. What effects with this development have on tax value?
- If all these expensive houses are going to come in and push us (locals) out - please set up a special tax base. I want to be able to stay in my childhood home all my life and not be thrown out into the street

Inspiration Collage

Help us get a clearer picture of your expectations and aspirations for the future. Tell us about the places you have seen and visited that you believe might be good examples for the Moncure area to follow. With your help, we will look them up and print and image that shows the features you appreciate. We will post them here and create a collage that will help us develop the appropriate direction for Plan Moncure.



USES TO CONSIDER:

- Retail (Gen. Merch.)
- Grocery
- Pharmacy
- Farmers Market
- Food & Beverage
- Parks
- Schools
- Daycare
- Housing
- Churches
- Agriculture, Forestry

At one station at the Community Open House, attendees shared thoughts about the kinds of places they thought would be positive additions to consider in future development in the Moncure area. Pictured above are images of the places suggested, which include retail (grocery store, general merchandise store), food and beverage service (coffee shops, fast casual restaurants, sit-down restaurants), parks (community parks, playgrounds, dog parks), housing, and churches.

Surveys

About the Surveys

Three surveys were created as a way of offering an additional or alternative means of participating in the community meetings. The questions were constructed to generally repeat the questions posed at the meetings as the project team sought input to the information presented.

Survey Results

More than 350 people responded to the surveys offered online and in paper format. The following provides highlights of the results of the first survey, which was intended to solicit stakeholders' thoughts about issues, opportunities, and ideas for the future. It also describes the characteristics of the respondents. **For complete documentation of the survey results, refer to the survey reports on file with the Chatham County Planning Department.**

The first survey, which was available as hard copies at the Community Open House as well as online via a link was posted on the project webpage.

Of those who responded, 79% were residents and 55% are property owners. About 70% have lived in the area for more than 10 years, and nearly half have lived in the area for 20+ years. Most respondents (74%) were between ages 45 and 75.

Generally, the survey results revealed preferences for specific types of land uses. The results also indicated strong support for conservation of natural and cultural assets. Figures 1, 2, and 3 display the results of three key questions in the first survey.

Q6 What do you like about Moncure? (Rank the top three)

Answered: 42 Skipped: 2

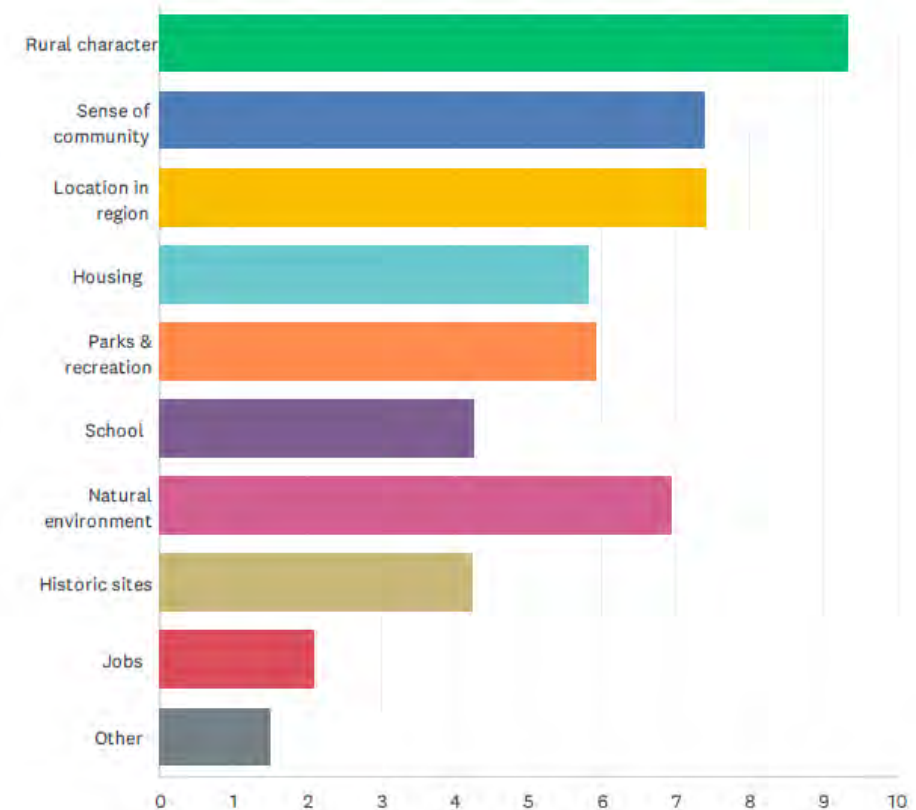


Figure 1. Survey Question Results – Q6

Respondents were asked to rank the top 3 things they like about the Moncure area.

Q7 Which of the following issues do you think apply to Moncure? (Rank all that apply with #1 being the most important to you.)

Answered: 42 Skipped: 2

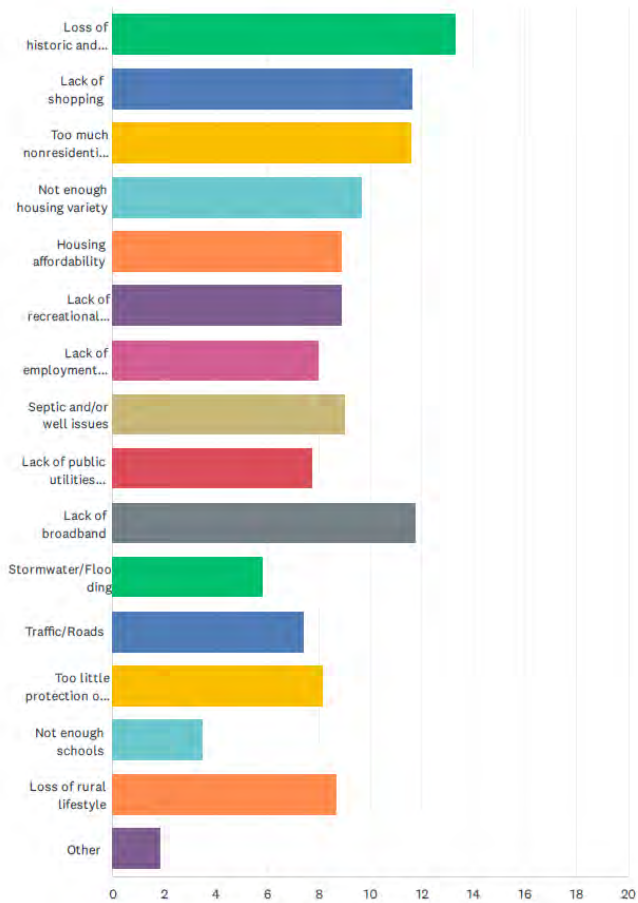


Figure 2. Survey Question Results – Q7

Respondents were asked to identify the top issues that apply the Moncure area.

Q9 In the future, what types of uses should the County encourage? (Check all that apply)

Answered: 44 Skipped: 0

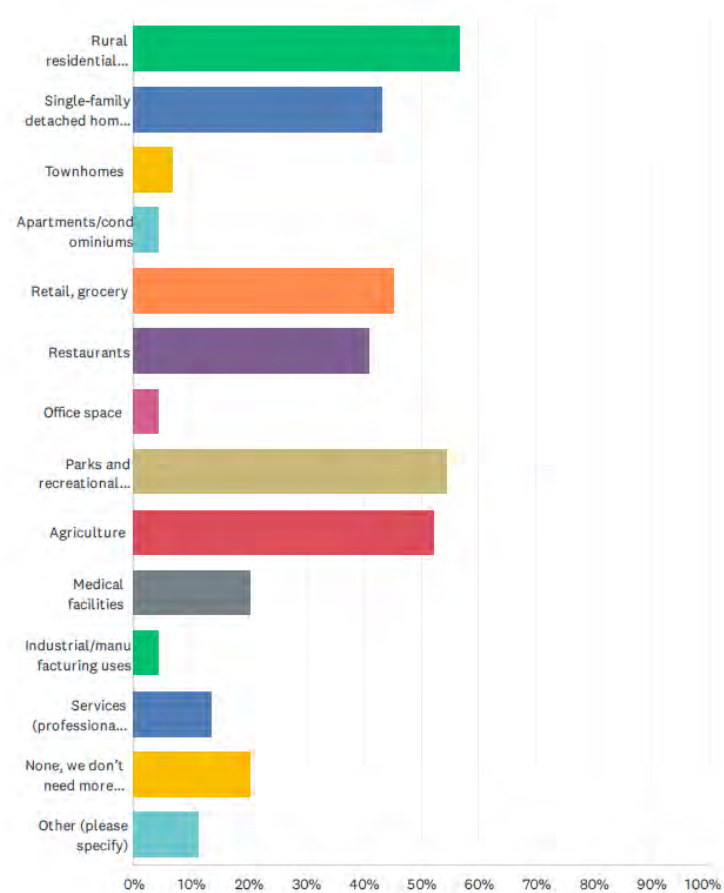


Figure 3. Survey Question Results – Q9

Respondents were asked to name land uses that would be appropriate for the Moncure area in the future.

The input received through the surveys addressed a wide variety of topics. Opinions about future development and conservation varied widely. However, there was agreement around protecting the rural character of the area while accommodating some amount of commercial development that is already attracted to the area, particularly community-serving uses like a grocery stores, pharmacies, and services. Community members recognized the growing interest in housing development and the need for affordable options, especially those that will meet demand created by the aging population in Moncure today as well as those moving to the area for the new jobs emerging. Conservation of cultural and natural assets as well as open space was identified as a key objective, and the community indicated interest in conservation achieved through land protection mechanisms along with limiting areas of change.

The information displayed on these pages are excerpts from the first survey results, communicating generally what the residents would like to keep as change occurs and features or circumstances the community would like to change.

WANT TO KEEP

- Rural character, charm
- Country lifestyle
- Sense of community, friendships, brotherhood, family
- History, heritage, historic buildings
- Nature
- Wildlife, and their habitats
- Quiet
- Churches
- Farms /agriculture
- Woods, trees, and fields
- Small businesses
- Large-lot neighborhoods



WANT TO CHANGE

- Public utilities
- Broadband, high-speed internet
- Grocery, pharmacy (add)
- Planned development (more)
- # of RV parks – too many
- Amount of industrial – too much
- Traffic
- Lack of protection
- Eminent domain (no longer possible)
- Road maintenance (trash, potholes)
- Property maintenance (buildings, landscaping, junk cars)

residents family change leaves RV parks
development Addhousing

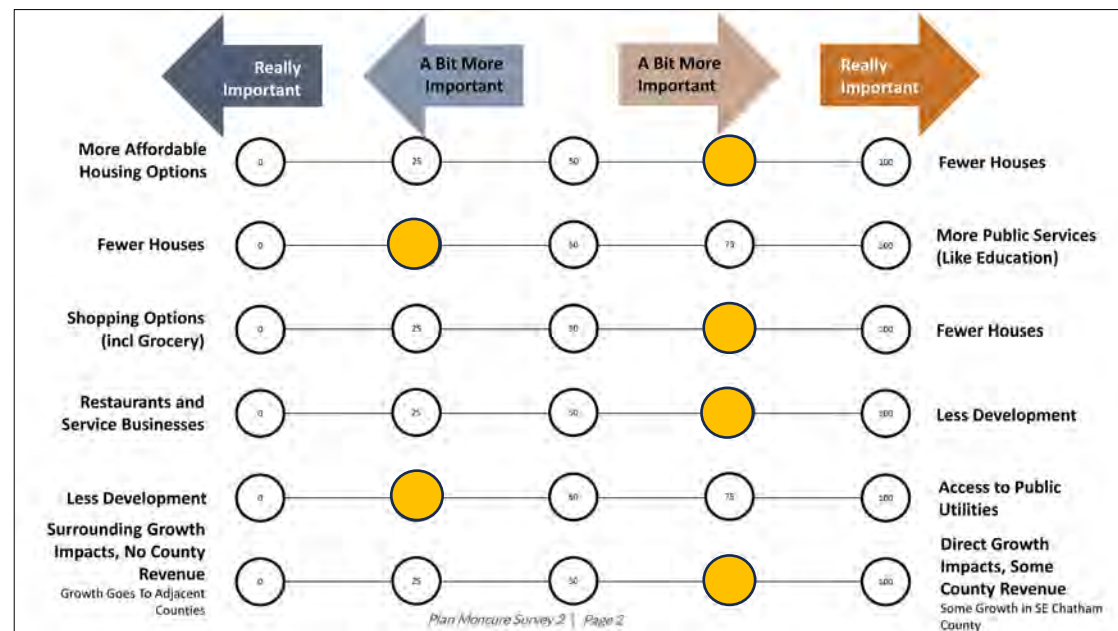
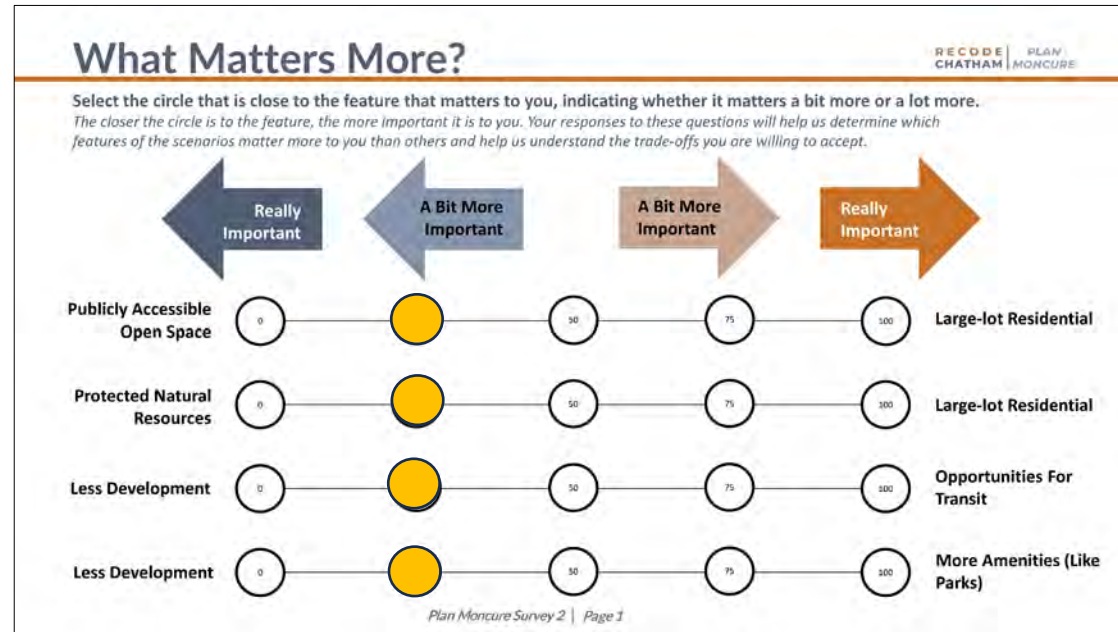
services **Moncure** Needs

lack **Better** land park planning
grocery store see high speed internet



Survey #2 asked stakeholders about their preferences for land use characteristics that are potentially in tension with each other in the conservation and development scenarios. For example, what matters more, **publicly accessible open space or large-lot residential development?** Shopping options (including a grocery), or fewer houses?

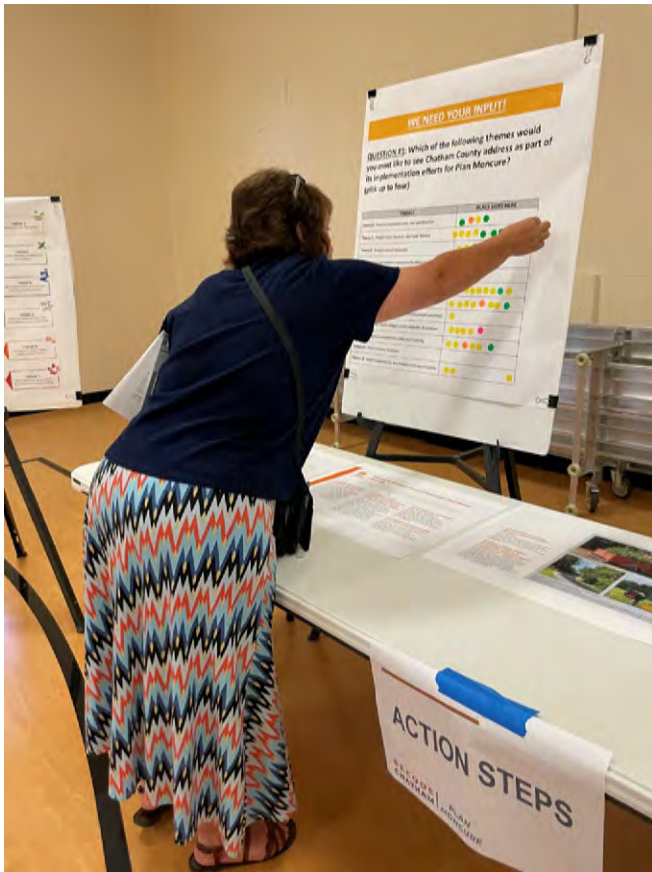
145 respondents took this survey. Many of the questions received a wide range of answers. The average response for each question is displayed on the right in yellow. A strong theme was the preference for more open space and less development.



Input on Implementation

Public Input Received at Community Open House #3 & Survey #3

Question: Which of the following themes would you most like to see Chatham County address as part of its implementation efforts for Plan Moncure? (Pick up to 4) (Note: Survey data as of 9/20/23)

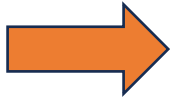


PLAN MONCURE IMPLEMENTATION THEMES	VOTES AT MEETING	VOTES IN SURVEY	TOTAL
Theme 1: Improve communication and coordination	4	8	12
Theme 2: Protect rural character and rural lifestyle	14	38	52
Theme 3: Protect natural resources	12	29	41
Theme 4: Provide needed community facilities and services	3	13	16
Theme 5: Provide needed recreational amenities	6	9	15
Theme 6: Add important community-serving infrastructure	9	13	22
Theme 7: Maintain affordability	13	17	30
Theme 8: Support desired land uses and development amenities	1	5	6
Theme 9: Enhance historic villages, create walkable downtown	5	3	8
Theme 10: Improve transportation safety and mobility	7	7	14
Theme 11: Protect historic resources	1	19	20
Theme 12: Help residents access new employment opportunities	3	2	5

Public Input Received at Community Open House #3 & Survey #3

Question: Which of the following Short-Term Implementation Projects would you like to see Chatham County prioritize for action? (Note: Survey data as of 9/20/23)

Top Ten Projects



PLAN MONCURE SHORT-TERM IMPLEMENTATION MEASURES	VOTES AT MEETING	VOTES IN SURVEY	TOTAL
Project 6.1 – Continue Working to Partner with Internet Service Providers to Provide Affordable Broadband Service, within Resources and Authority Available	20	25	45
Project 8.1 – Work with Property Owners and/or Retailers and Restaurants to Consider Locating Stores in Moncure Area	13	24	37
Project 2.2 – Update Unified Development Ordinance to Implement Plan Moncure Zoning Strategy to Protect Rural Character and Lifestyle	16	16	32
Project 5.1 – Build Parkers Ridge Park	10	22	32
Project 12.1 – Continue Working with CCCC on Job Skills Development Partnership to Help Train Local Residents	5	25	30
Project 9.1 – Evaluate Zoning Designations in Historic Villages such as Historic Moncure as Part of UDO to Help Facilitate Appropriate Infill	5	23	28
Project 6.2 – Collaborate with Partners to Identify Wastewater Service Needs and Feasibility	13	11	24
Project 10.2 – Continue to Facilitate Communication Between Residents and NCDOT Regarding Transportation Concerns	5	18	23
Project 5.2 – Work to Develop New Walking, Hiking, and Biking Trails	9	7	16
Project 7.1 – Work with Non-Profit Organizations to Continue Providing Home Repair and Weatherization Assistance to Residents in Need	7	9	16