

HORIZON PLAN

2045



IREDELL COUNTY

June 22, 2023

**STEERING COMMITTEE
MEETING #7**

AGENDA

- 1. Welcome**
- 2. Horizon Plan Module 2 Draft**
 - Overview and final format
 - Module Content
 - Public Engagement Strategy
- 3. Next Steps**

Thank you for reviewing the
draft Plan!

PROGRESS



HORIZON PLAN MODULE 2

OVERVIEW AND FINAL FORMAT

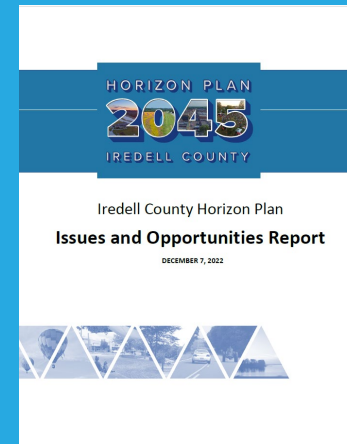
DRAFTING IN TWO STEPS

PLAN OUTLINE

- 1) About Iredell County and the 2045 Plan
 - How to use the plan, County description, Plan process, Vision for the future
- 2) Prepare for Oncoming Growth
 - Growth management, future land use, transportation
- 3) Preserve Farmland and Agriculture
 - Agricultural preservation
- 4) Coordinate Across the County
 - Economic development, natural resources, public services and utilities
- 5) Moving Toward the Horizon
 - Implementation and actions

INTRODUCTION

CORE SUBSTANTIVE CHAPTERS (Based on Issues and Opportunities)



NEXT STEPS

DRAFTING IN TWO STEPS

PLAN OUTLINE

- 1) About Iredell County and the 2045 Plan
 - How to use the plan, County description, Plan process, Vision for the future
- 2) Prepare for Oncoming Growth
 - Growth management, future land use, transportation
- 3) Preserve Farmland and Agriculture**
 - Agricultural preservation
- 4) Coordinate Across the County**
 - Economic development, natural resources, public services and utilities
- 5) Moving Toward the Horizon
 - Implementation and actions

**MODULE 2:
TODAY**

DRAFTING FORMAT

Plan content will be formatted with a layout and additional images that make for an engaging document.

Starting with the simpler word document makes it easier to adjust content based on Steering Committee feedback

CHAPTER

About Iredell County and the 2045 Horizon Plan

1



In this Chapter:

The Horizon Plan Vision

Balancing Growth and Opportunity

A Common Vision

HORIZON PLAN MODULE 2

MODULE CONTENT

CH 3: PRESERVE FARMLAND AND AGRICULTURE

Farmland and agriculture are a part of the core identity and economy of Iredell County. Preserving and protecting agricultural industries requires creativity and effort. This chapter describes the importance of farmland in the county and presents a collection of tools that can be used to ensure that farmland and agriculture continue to thrive.

TRENDS AND ISSUES: PRESERVE FARMLAND AND AGRICULTURE

- **Importance of Farmland and Agriculture:**
 - Agriculture and Farmland as Economic Assets
 - *Details about the economic sector, Farm Consolidation over time, and challenges passing on to the next generation*
 - Farmland and Rural Views as a Community Benefit
 - *Easy travel to rural land beneficial for city and town residents*

CONSERVATION TOOLKIT

- **Regulatory Tools**

- Farmland Protection Plan, VAD & EVAD, Farmland Preservation Board Conservation Subdivisions

- **Financial Tools**

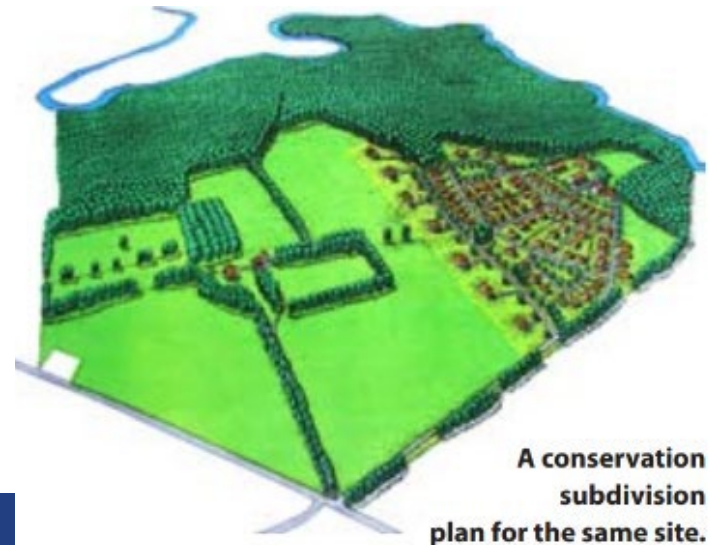
- Present-Use Value Taxation, Conservation Easements, Purchase of Development Rights (PDR)

- **Market-Based and Economic Incentive Tools**

- Real Estate Investment Trusts (REITs), Additional Private Partnerships, Agritourism

CONSERVATION TOOLKIT

- **Conservation Subdivisions**
 - A means of preserving open land
 - Sometimes themed as “Agri-hoods”
 - Related to ‘cluster development’
- **Purchase of Development Rights**
 - Existing program in Iredell but not funded



CONSERVATION TOOLKIT

- **Market-Based and Economic Incentive Tools**
 - Real Estate Investment Trusts (REITs)
 - *Large scale investment landholdings that produce income managed by a trust. No future guarantee for individual land*
 - Additional Private Partnerships
 - *Example: Conservation Fund's "Working Farm Fund" that assists purchase of at-risk farmland (Works near Atlanta but considering Charlotte)*
 - Agritourism
 - *Additional farm income and forges connection with the rest of the County residents*



GUIDANCE GOAL

GOAL: Agriculture and farmland will remain an integral part of the Iredell County's character, identity, and economy. The County will take action and assist partner efforts that allow farmers to protect the continued economic viability of agriculture and the continued integrity of rural open spaces.

GUIDANCE ACTIONS

Continue to implement the Farmland Protection Plan. Consider an update of appropriate tools in the plan.

Promote VAD and EVAD Programs to Farmers

Work with Partners to Support a Network of Agritourism Opportunities

Update Cluster Subdivision Ordinance to Incentivize Farmland Protection

Consider Funding the County's Purchase of Development Rights Program

COMMITTEE DISCUSSION

Focusing on this chapter (Preserve Farmland and Agriculture, are there comments or recommendations about the set of actions?

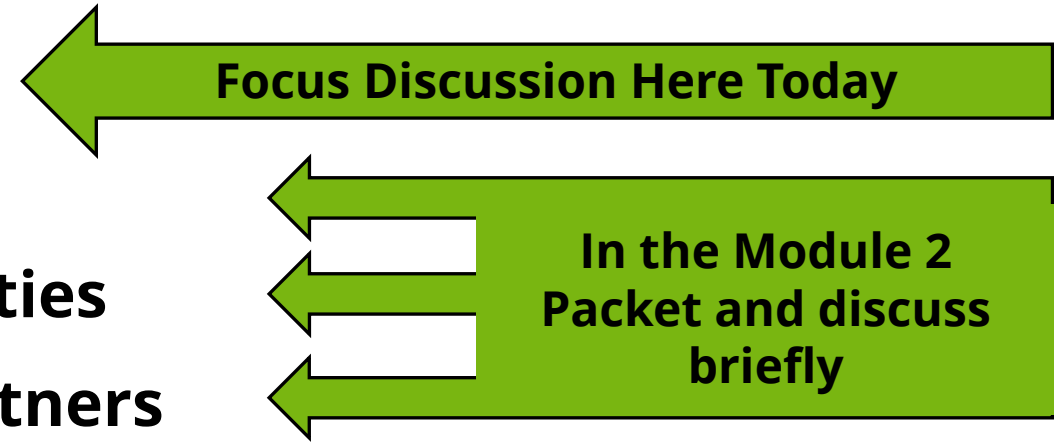
The actions are meant to help bring about the goals and changes we have discussed throughout this planning process

CH 4: COORDINATE ACROSS THE COUNTY

...Coordination is how the County can unlock the potential of its talented community. Economic development (including tourism) is one major aspect of the county that can be best promoted through collective effort. Natural resources that span across the county require coordination for protection and management, and public services and facilities work more efficiently when considered as a network of agencies and actors.

TRENDS AND ISSUES:

- **Economic Development**
- **Natural Resources**
- **Public Services and Facilities**
- **Working with County Partners**



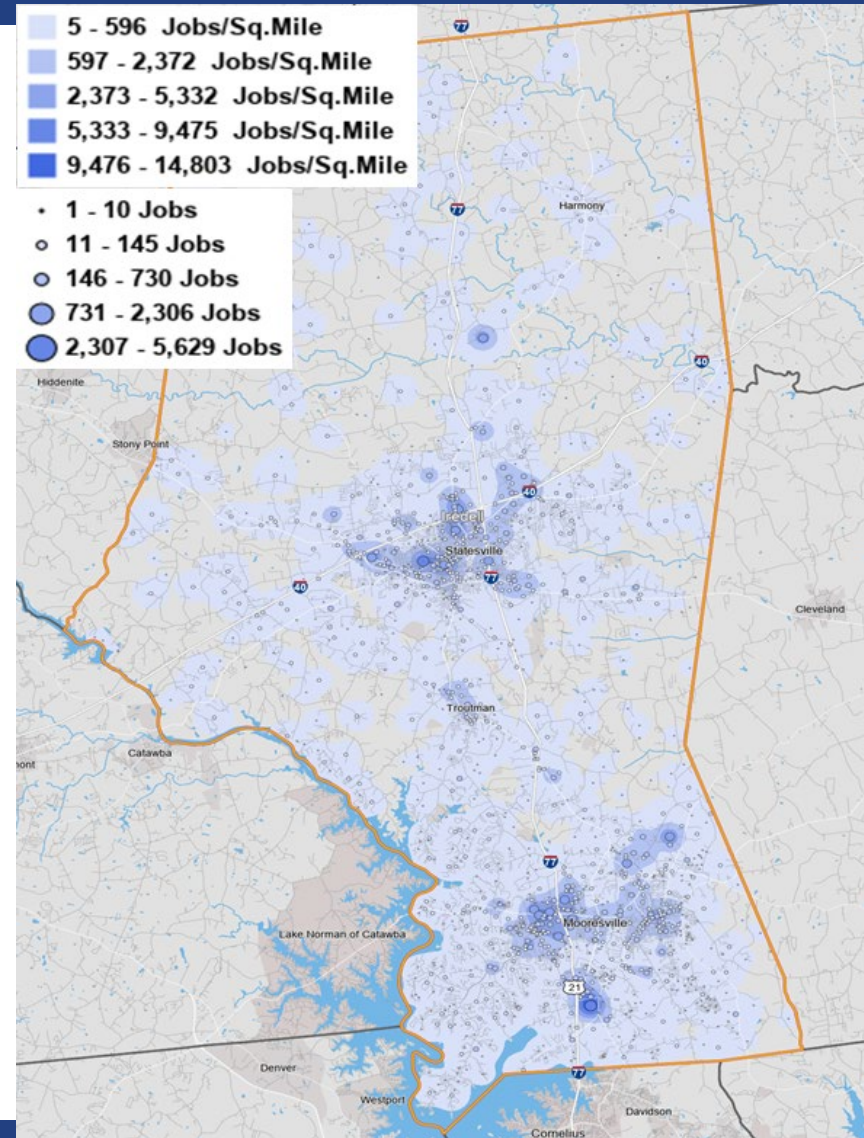
TRENDS AND ISSUES: ECONOMIC DEVELOPMENT PRIMER

- **Economic Development**



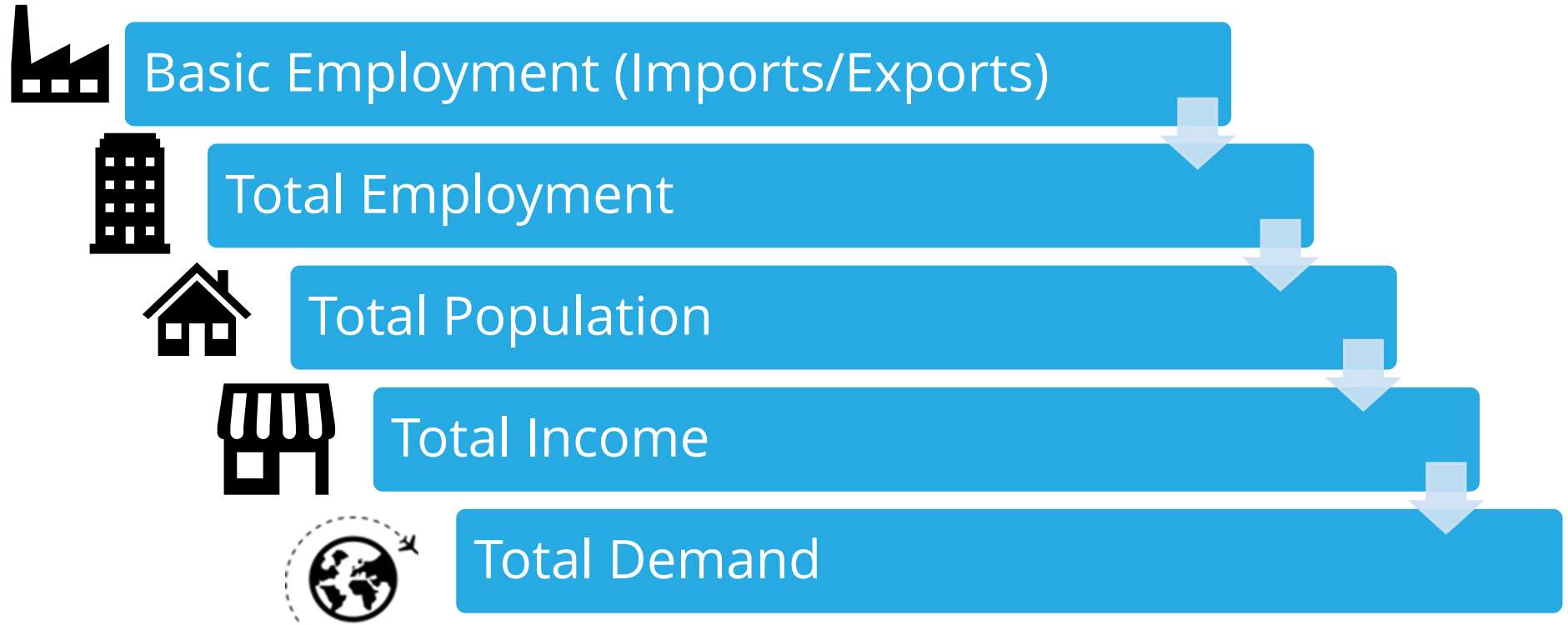
TRENDS AND ISSUES: ECONOMIC DEVELOPMENT PRIMER

- **Centers of Employment**
- (in the Market Influences Report)



TRENDS AND ISSUES: ECONOMIC DEVELOPMENT PRIMER

Economic Base
Demand
Drivers = Real
Estate Product



TRENDS AND ISSUES: ECONOMIC DEVELOPMENT PRIMER

- **Building Economic Wealth**



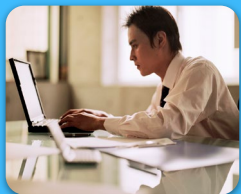
Residential Migration



Tourism



Community Capital



Imports/Exports



TRENDS AND ISSUES ECONOMIC DEVELOPMENT:

- **Leading Industrial Indicators**
- **Iredell's Share of the Charlotte Area Market**
- **Housing Growth Pressure**
- **Attracting and expanding County Businesses**
- **Employment Potential**
- **Tourism Opportunities**

TRENDS AND ISSUES ECONOMIC DEVELOPMENT:

- **Attracting and expanding County Businesses**
 - **Infrastructure and Land**
 - Shovel-ready space, basic utilities, broadband/fiberoptic,
 - Regional airport and highway connections
 - **Workforce Training**
 - Countywide education, Mitchell CC, technical schools
 - **Housing the Workforce**
 - Employee preference and affordability
 - **Quality of Life**
 - Parks, schools, healthcare, entertainment, restaurants
 - **Professional recruitment**
 - EDC as promoter and recruiter

TRENDS AND ISSUES ECONOMIC DEVELOPMENT:

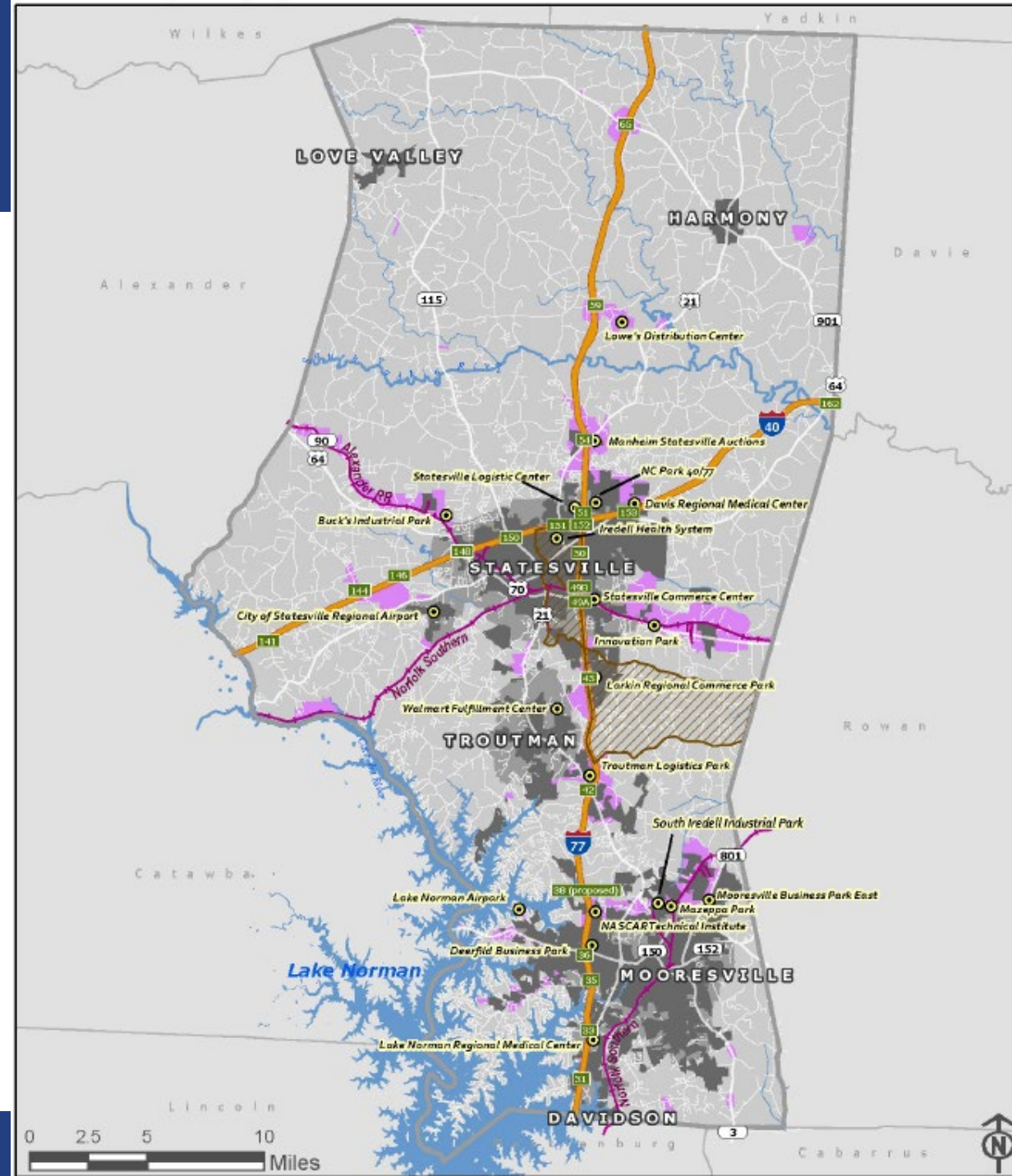
- **Employment Potential**

Legend

- County Boundary
- Municipal ETJ
- Municipality
- Opportunity Zone
- 3 Interstate Interchange
- Railroad (with labels)
- Large Employment Site

Employment Focused Area

Future Land Use OR Zoning District is a significant employment category



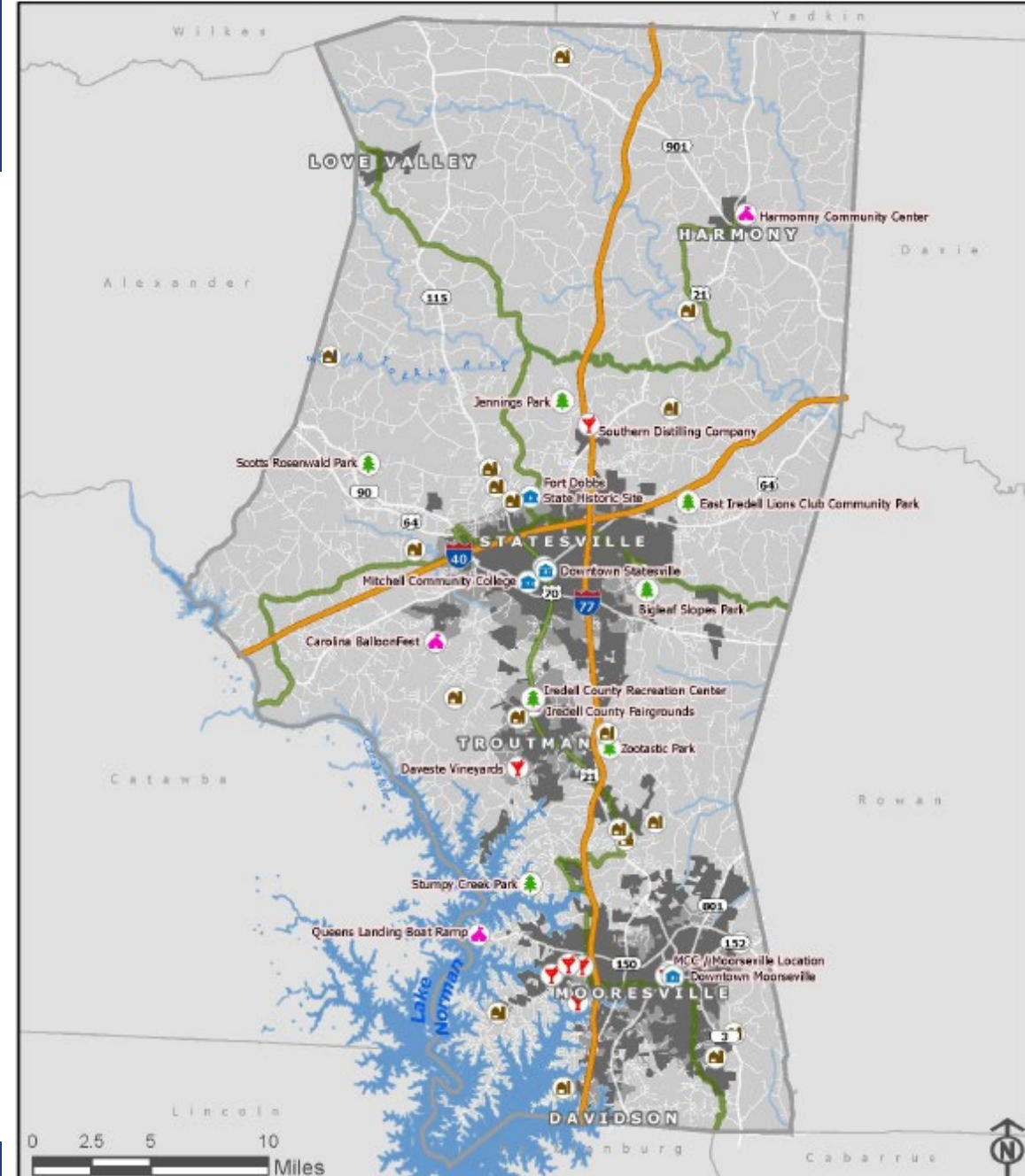
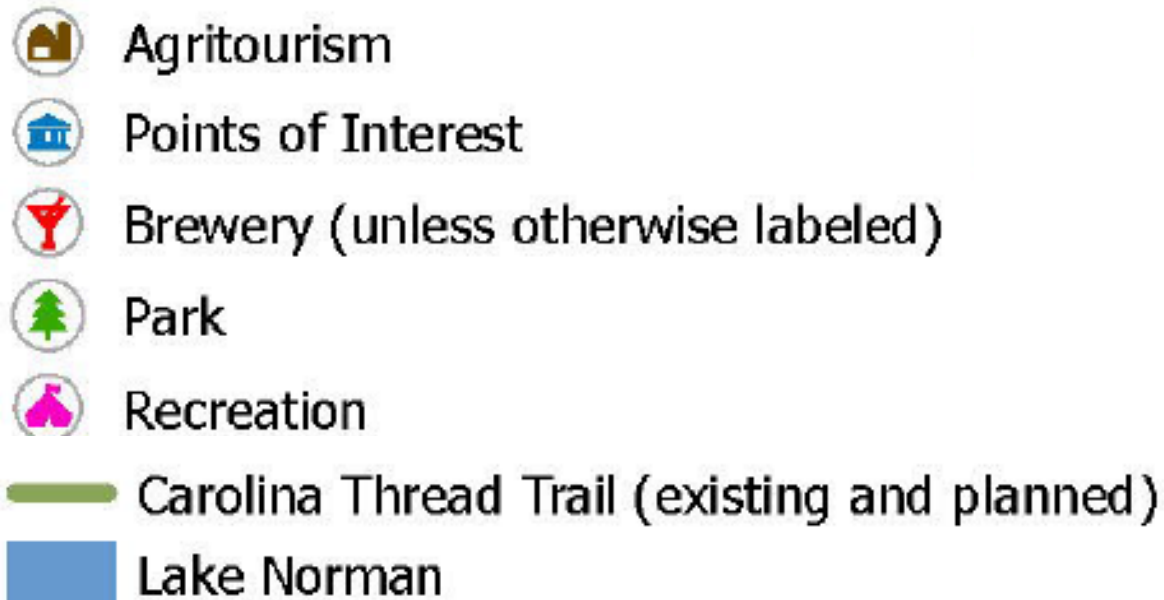
TRENDS AND ISSUES ECONOMIC DEVELOPMENT:

- **Tourism Opportunities**
 - **Access to Nature, Recreation, and the Outdoors**
 - Lake Norman, scenic views, and boating activities
 - Greenways, trails, and parks
 - Agritourism
 - **Events Help Build the Tourism Economy**
 - Attraction of visitors that bring money to Iredell business
 - Balloon festival, municipal downtown events, amateur sports competitions
 - **Other Cultural and Recreation Opportunities**
 - Fort Dobbs, Vineyard & Distillery, Food or drink trails



TRENDS AND ISSUES ECONOMIC DEVELOPMENT

- **Potential tourism assets.**
Building a complete map could be the task of County tourism organizations.



GUIDANCE ACTIONS (ECONOMIC DEVELOPMENT)

Continue Countywide Economic Development Recruitment

- Countywide marketing, digital infrastructure map, quality of life and workforce development, analyzing industries

Merge Travel and Tourism Organizations to create one Iredell County Travel and Tourism Board

Coordinate with Municipalities on Sports and Parks

Create a Strategic Plan for the Outdoor Recreation Economy

COMMITTEE DISCUSSION

Focusing on the economic development portion of this chapter (Connecting the Community), are there comments or recommendations about the set of actions?

The actions are meant to help bring about the goals and changes we have discussed throughout this planning process

GUIDANCE ACTIONS (ECONOMIC DEVELOPMENT)

Develop a Strategic Housing Plan

1. Find ways to develop new affordable housing and maintain the affordable housing that already exists.
2. Look at housing alternatives for all income levels and socioeconomic groups as the demand for new housing expands.
3. Protect the current agricultural and rural land uses in the northern part of the county to avoid continued sprawl.

Not currently in the plan

Consistent with market forces but we have not heard much public comment in favor of any pushes toward housing production

COMMITTEE DISCUSSION

Should we include the action “Develop a Strategic Housing Plan” in the Public Review Draft?

What are your thoughts, ideas, or concerns?

TRENDS AND ISSUES NATURAL RESOURCES & PUBLIC SERVICES AND FACILITIES:

- **Water Resources**
- **Environmental Considerations**
 - Wetlands, floodplains, air quality, brownfields
- **County Facilities**
- **County Sites and Landowners**
- **Connection to Growth and Development**
- **Comparative Cost of Services**

TRENDS AND ISSUES NATURAL RESOURCES & PUBLIC SERVICES AND FACILITIES:

- **Comparative Cost of Services** Educational Component
 - Tourism / Commercial & Industrial / Housing
 - ←Less Expenditure of County Funds More→
- Higher expenditure items are still important. Its about balance

TRENDS AND ISSUES WORKING WITH COUNTY PARTNERS:

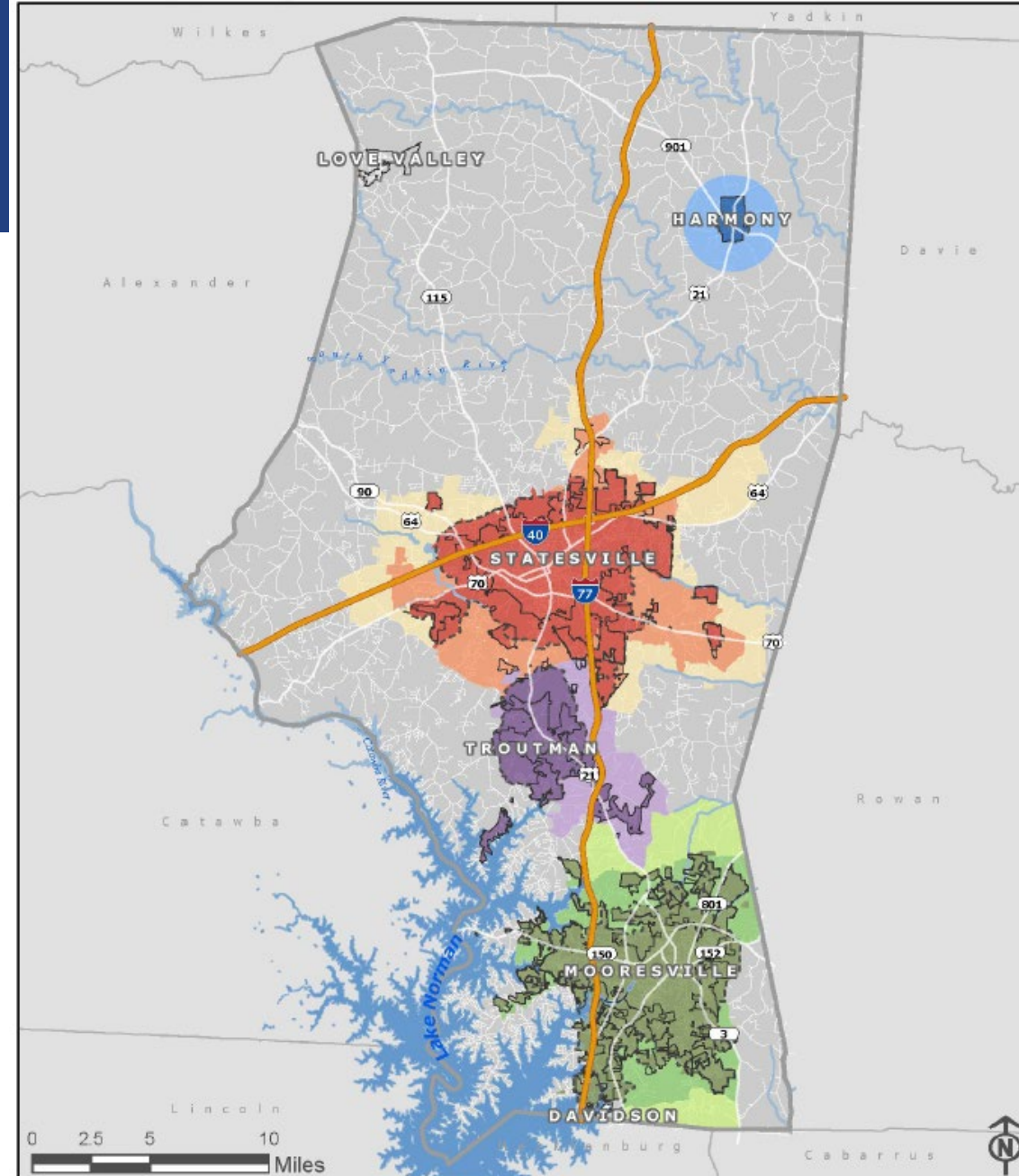
- **Governments and Utilities**
- **Institutions and Business Organizations**
- **Residents, Workers, Employers, Landowners**

GUIDANCE UTILITY TIERS

Recognize municipal plans and future land use designations that identify and potentially limit expected areas of expanded services

Legend

 County Boundary	 Statesville Tier 1	 Mooresville Tier 1
 Municipal ETJ	 Statesville Tier 2	 Mooresville Tier 2
 Municipality	 Statesville Tier 3	 Mooresville Tier 3
	 Troutman Tier 1	 Harmony Tier 1
	 Troutman Tier 3	 Harmony Tier 3



Legend

 County Boundary	 Statesville Tier 1	 Mooresville Tier 1	 Troutman Tier 1	 Harmony Tier 1
 Municipal ETJ	 Statesville Tier 2	 Mooresville Tier 2	 Troutman Tier 3	 Harmony Tier 3
Municipality	Statesville Tier 3	Mooresville Tier 3		

GUIDANCE ACTIONS

Convene Countywide Discussions

Build Capacity for Community Communication

Partner with Harmony to Develop a Utility Growth Plan

Develop a Countywide Facilities Asset Map and Database

CH 5: MOVING TOWARD THE HORIZON (IMPLEMENTATION)

Performance Metrics

- **Ch 2:** % approvals “in conformance with the comprehensive plan
- **Ch 3:** Acres of farmland protected by VAD, EVAD, and other conservation tools
- **Ch 4:** # of meetings/year by coordination groups

Detailed Actions

- Actions from the chapters categorized as:
 - *Further planning*
 - *Capital investment*
 - *Regulatory Updates*
 - *Programs and Incentives*

NEXT STEPS

NEXT STEPS

- Summer Public Engagement
- Targeting July 17th through September 12th
- Open Houses Week of August 14th
 - 14th & 15th Mooresville (new venue) & Union Grove
 - 16th Statesville
 - 17th Troutman
- Will provide digital materials and flyers, but not until we have the draft to release

LATER STEPS

- One more steering committee meeting to discuss results of the engagement and moving toward adoption

DISCUSSION RESULTS

COMMITTEE DISCUSSION

Focusing on this chapter (Preserve Farmland and Agriculture, are there comments or recommendations about the set of actions?)

The actions are meant to help bring about the goals and changes we have discussed throughout this planning process

- **Conservation Subdivisions**

- Concern the style of farming does not match the way Iredell County is farmed today
- Need guidelines for the utilities that support this style of development
- Could be a great tool near Harmony

- **Purchase of Development Rights**

- Need to revise and fund the existing program
- The program could work better with time increments (20 or 40 years) instead of permanency. This could be related to proximity to municipalities with further out closer to permanent.
- When first created, there was discussion that the funding would come from developers, or that it might never be funded

- **Agrihoods**

- Could the county limit these to single family only in places? Could the Agrihood developer limit these to not allow rentals?
- Shenandoah- Example of industry and farmland side by side with single family apartments at crossroads that supports what people can afford and nearby jobs. Is this a tool that can help with affordable housing?

COMMITTEE DISCUSSION

Focusing on the economic development portion of this chapter (Connecting the Community), are there comments or recommendations about the set of actions?

The actions are meant to help bring about the goals and changes we have discussed throughout this planning process

- **Tourism**

- Missed opportunities in the past, including in the 90s when the state offered funding toward a dairy exhibition center behind the agricultural center, but it was never developed.
- State grants are available to support tourism, or tourism and agriculture together (agritourism)
- Iredell Parks and Recreation, including turf fields is an opportunity for sports-centric tourism. Mooresville has been focused on this strategy, and there has recently been more of a focus in Statesville.
- An asset map for all sports would be helpful
- Increase focus on tourism and around farmers markets
- Fairground: County-owned land, some in Troutman, and falls under parks and recreation. Add the fairground to the discussion or action on working with municipalities on sports and parks.
- Farm tour opportunity: ICEDC – need to sit down and talk about the story of the agricultural industry and how to tell the story
- There is another story to tell around the distillery and the history in Statesville, and brewery and moonshine trails that can be tapped into
- Amish Country and Love Valley are other potential destinations.

- County could be a part of providing public access to the lake. There are programs to lease Duke lands on the lake with small passive camp grounds etc. Private operators can pursue but County support helps
- Add Carrigan Farms; Add State Park (to Tourism Map)

- **Parks and Recreation**

- Parks and Recreation leaders in the county should be promoters and marketers
- Libraries and parks and recreation can be targets for cuts in lean times. It is important to make the connection of these items to tourism, quality of life, and economic development.
- The County has a Greenway Plan shown on adopted maps and now requires dedication of easements if it is on the plan.
- Example of successful trail network: Rocky Face in Alexander
- Trail development needs to be owned or spearheaded by a specific person or position.
- A regional take on recreation may be more effective.

COMMITTEE DISCUSSION

Should we include the action “Develop a Strategic Housing Plan” in the Public Review Draft?

What are your thoughts, ideas, or concerns?

- General support to include this action, committing to the importance of developing a housing plan and suggesting some of the types that could be considered
- There needs to be a deeper dive into housing inventory
- Could be one of the most important follow-ups to the project
- ADUs are currently allowed in the County
- Manufactured housing parks are currently limited. There could be consideration of allowing them to be bigger, with restrictions.
- Tiny home parks could be allowed widely with standards for clustering or buffering. In some examples outside the County the land is subdivided
- A homesteader village is another possible type.

COMMITTEE DISCUSSION

Additional comment on the overall module provided during discussion

- Watersheds map: Appears to miss the portion of the South Yadkin going east to the county line
- P.29: Mislabeled, should be the Catawba-Santee Watershed
- P.32: list Mitchell Community College alongside the school systems
- P.35: May be more accurate to say “some” receiving rural water instead of “much” receiving rural water.
- P.36: List CATS program from within ISS and development and vocational programs at some high schools that provide paths to skilled trades.
- When it comes to public engagement, August 14th is the first day of school.