

HORIZON PLAN



IREDELL COUNTY

December 8, 2022

**STEERING COMMITTEE  
MEETING #2**

# AGENDA

- 1. Issues and Opportunities**
  1. Overview
- 2. Factbook**
  1. Preview
- 3. Public Engagement Discussion**
  - A. Feedback
  - B. Outreach
- 4. Website**
- 5. Next Steps**

# ISSUES AND OPPORTUNITIES

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- 1. Preserve Farmlands and Agriculture**
- 2. Prepare for Oncoming Growth**
- 3. Coordinate Varied Interests Across the County and with Partners**



# 1. PRESERVE FARMLANDS AND AGRICULTURE

## 1. Iredell is an Agricultural Powerhouse

- Leads the state in several categories including milk cows, beef cattle, corn silage
- Same production is consolidating onto fewer farms
- Challenges for new farmers to secure land, though strong culture of mentorship
- Possibility for agritourism to highlight the connection to agricultural and rural land
- EVAD and VAD programs

## 2. Well Water And Septic Systems Are Not a Strong Limit on Development in Agricultural or Rural Land

- Access to water and sewer is a development limit in many communities. Iredell has the right soil and water systems to develop at suburban intensities anyway
- Among highest well and septic permits in the state
- Nonprofit rural water suppliers bring new supplies online



# 2. PREPARE FOR ONCOMING GROWTH

## 1. County is composed of many contexts

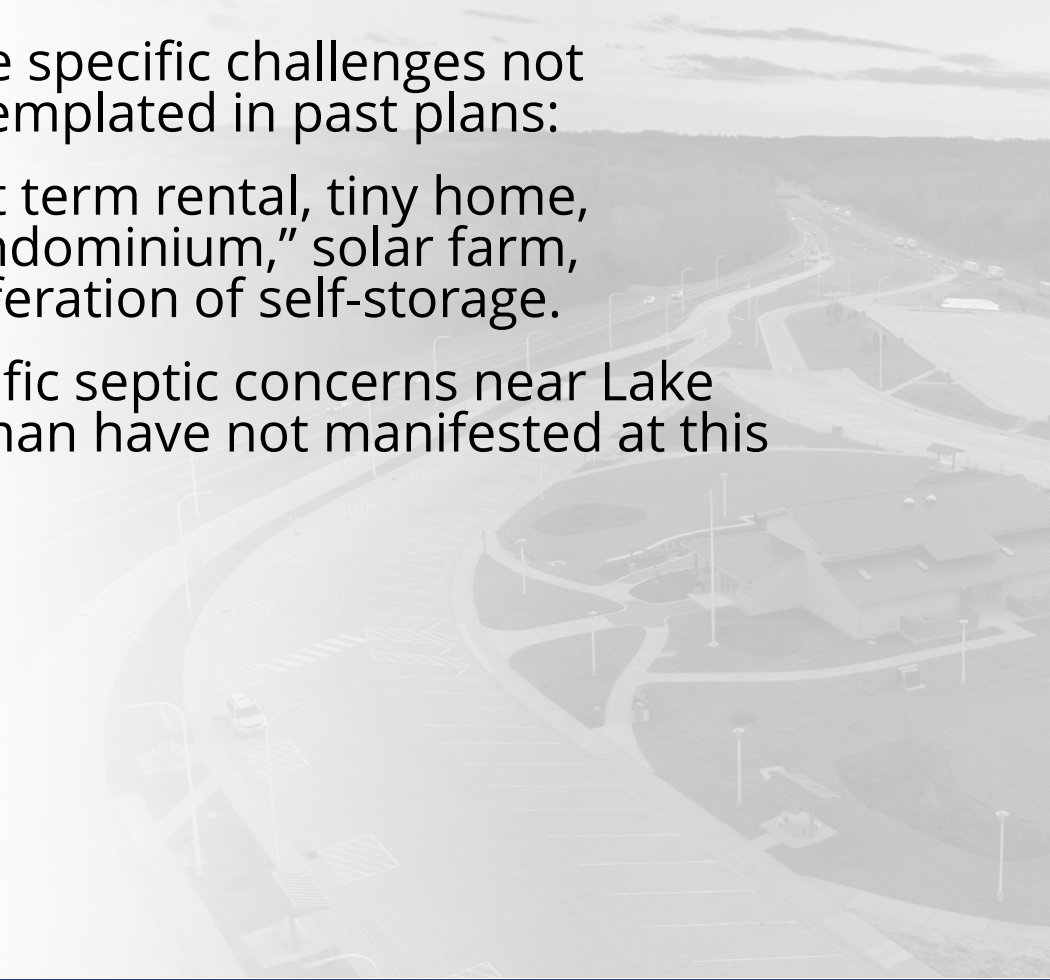
- Proximity to Charlotte growth pressure, rural/suburban, mountains/lake

## 2. Quality of life serves economic development

- Businesses need more than shovel ready sites and tax breaks
- School quality, park amenities, destinations, variety of housing
- Community assets that attract and keep the needed workforce
- Iredell EDC as coordinating experts
- New municipal plans also recognize Quality of Life importance

## 3. Growth of unexpected development types

- Some specific challenges not contemplated in past plans:
- Short term rental, tiny home, "Barndominium," solar farm, proliferation of self-storage.
- Specific septic concerns near Lake Norman have not manifested at this time



# 3. VARIED INTERESTS ACROSS THE COUNTY AND WITH PARTNERS

## 1. A Clear Plan is an Opportunity for Coordination and Accountability

- The policies of the 2045 plan can continue to guide over time
- Convene regional partners on land use and future growth

## 2. Make the most of County assets

- Asset mapping and matching existing land and facilities to department needs
- Regional connections that put Iredell at the crossroads (including interstates and airport)

## 3. Tourism as unifying opportunity

- Visitors can become residents, employers, investors, etc.
- Many opportunities also could support local and regional tourism
- Natural beauty, destination parks, trails, festivals and fairgrounds, agritourism and farm to table, regional connections



# FACTBOOK PREVIEW



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## 1. Planning and Influences Report

- Population projections
- Land use and zoning
- Growth and annexation
- Building permit trends
- Agricultural census
- VAD and EVAD
- Utilities

## 2. Development and Market Strategies Report

- Demographic and economic analysis
- Discussion of highest and best use factors
- Economic base analysis (real estate demand and potential appropriate uses)
- Consideration of nodes, corridors, gateways

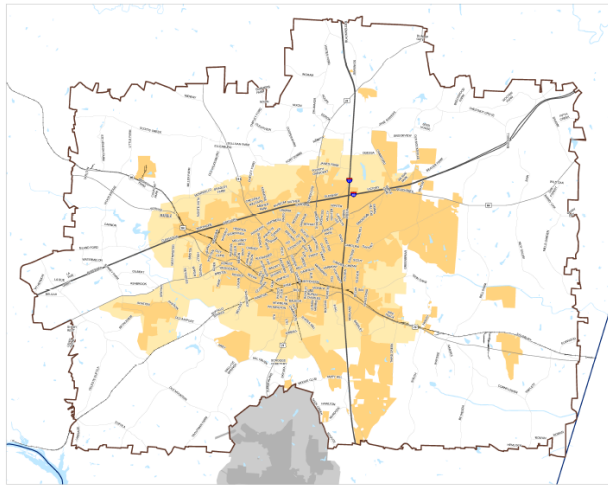
# **PUBLIC ENGAGEMENT DISCUSSION**

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## Upcoming “Community Engagement Window” in January

### STATION 1 Live/work

Where do you work? Where do you live?



LEGEND  
Planning Area — Railroads — Statesville — Troutman  
County Line — Water Bodies — Statesville ETJ — Troutman ETJ  
0 1 2 Miles N



# PUBLIC ENGAGEMENT DISCUSSION

**What feedback, questions, or guidance do we need from this engagement window?**

We will also share information from the issues and opportunities and factbook pieces with the public

# PUBLIC ENGAGEMENT DISCUSSION

**How can we best reach out to people about the meetings and online opportunities?**

We will need to work within available resources but want to hear ideas

**WEBSITE**

# IREDELLHORIZONPLAN.INFO

The screenshot shows a web browser window with the URL [iredellhorizonplan.info](http://iredellhorizonplan.info). The browser's address bar includes navigation icons (back, forward, refresh) and a lock icon. The website's navigation bar is dark blue and contains the text "IREDELL COUNTY HORIZON PLAN" on the left, and "Home", "FAQ's", "Resources & Work Products", "Upcoming Meetings", and "PARTICIPATE" on the right. The main content area features a large blue graphic with the text "HORIZON PLAN" at the top, "2045" in the center, and "IREDELL COUNTY" at the bottom. The numbers "2045" are large and white with a blue drop shadow, and each digit contains a different landscape or community scene. To the right of the graphic is a vertical sidebar with a map of North Carolina, a Facebook icon, and a Twitter icon.

# NEXT STEPS



# NEXT STEPS

## **“Factbook” Reports**

### **Next Steering Committee Meeting**

Early January, top target January 5th

### **Public Events/ Open Houses and Community Engagement Window**

Mid January

# **IREDELL COUNTY HORIZON PLAN**

DECEMBER 8, 2022

**STEERING COMMITTEE  
MEETING #2 RESPONSES**

# QUESTION 1: WHAT FEEDBACK, QUESTIONS, OR GUIDANCE DO WE NEED FROM THIS ENGAGEMENT WINDOW?

- 1) Induced demand → developer paying for individual demand (commercial or residential) (prorated into a fund) (fair or proportionate share)
- 2) Support for agricultural/rural preservation
- 3) Support for funding new policies
- 4) Where do you support development?
- 5) (In North) Where do you want commercial services?
- 6) Where is there interest in parks and recreation in the county?

## QUESTION 2: HOW CAN WE BEST REACH OUT TO PEOPLE ABOUT THE MEETINGS AND ONLINE OPPORTUNITIES??

- 1) Email and social media
- 2) Iredell Statesville Schools (PTA)
- 3) Media: Realtors (Charlotte regional is the main group but there is a Statesville area list, and Lake Norman Realty or Allen Tate could likely generate a list near Mooresville)
- 4) Farm Bureau
- 5) Food, Awards, Prizes, “Swag”
- 6) Agricultural extension newsletter
- 7) Churches
- 8) Posters around the County
- 9) Advertise the virtual option