

HORIZON PLAN



IREDELL COUNTY

September 18, 2023  
**STEERING COMMITTEE  
MEETING #8**

# AGENDA

1. Welcome
2. Overview of Steering Committee Meetings
3. Public Engagement Summary and Recommendations
4. Next Steps

Thank you for coming out to the open houses and spreading the word!

# PROGRESS



# STEERING COMMITTEE OVERVIEW

OUR 8 MEETINGS TOGETHER

# STEERING COMMITTEE OVERVIEW

## 1. Kickoff (SEPT 2022)

- Learned about comprehensive planning
- Identified key project objectives

## 2. DEC 2022

- Issues and opportunities

## 3. JAN 2023

- Factbook and public engagement previews

## 4. FEB 2023

- Development and Market Strategies Report
- Public engagement responses

# STEERING COMMITTEE OVERVIEW

## 5. MAR 2023

- Future Land Use Map Group Exercise

## 6. APR 2023

- Plan structural outline
- Module 1 of the plan
  - Vision + "Prepare for Oncoming Growth"

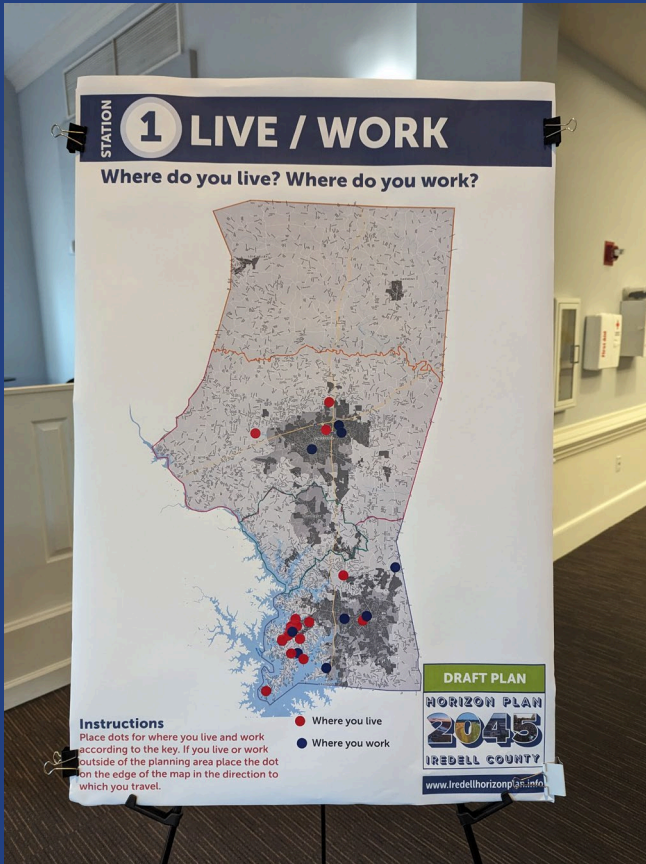
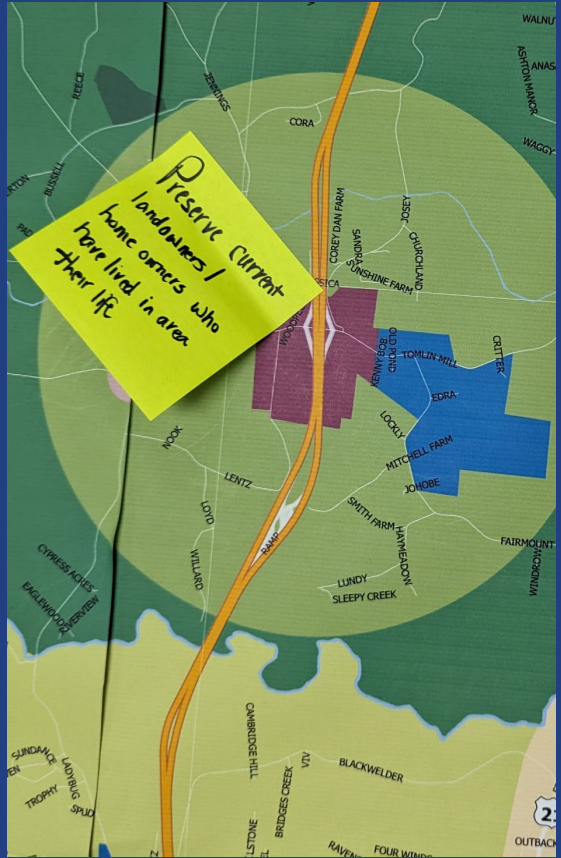
## 7. JUN 2023

- Module 1 of the plan
  - "Preserve Farmland and Agriculture" + "Coordinate Across the County"
- 2<sup>nd</sup> round of engagement strategy

## 8. Today

- Engagement results
- Draft revisions

# PUBLIC ENGAGEMENT SUMMARY & RECOMMENDATIONS



# REVIEW PERIOD AND PROMOTION

- 1) Four Open Houses
  - 1) All evening meetings
  - 2) New Mooresville Location
- 2) Comment period open July 17 to September 12
- 3) Email blasts, posts to community pages and shared with networks



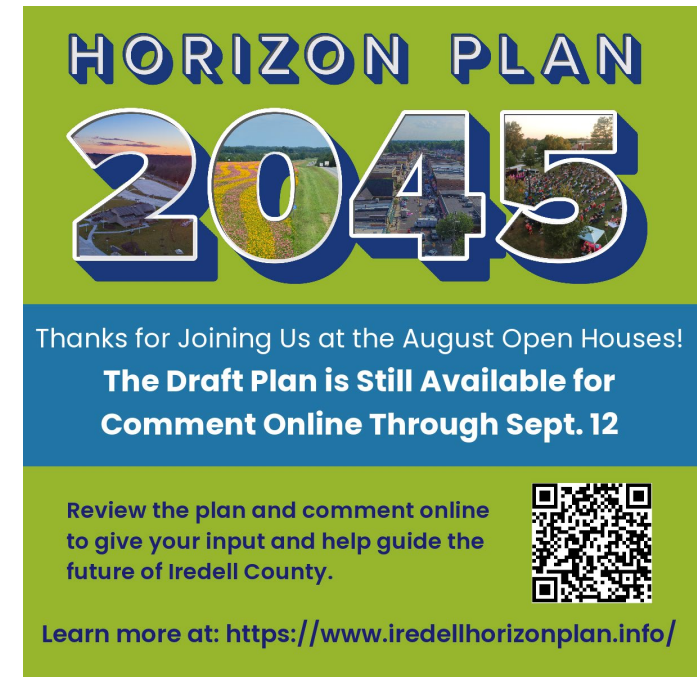
**HORIZON PLAN**  
**2045**

**Draft Plan Available For Comment July 17 - Sept. 12.**  
**Public Open Houses Aug. 14-17; 6-8PM**

Review the plan and comment online to give your input and help guide the future of Iredell County. You can also view and comment at open houses throughout Iredell County in August.




See caption below for meeting details. Learn more at:  
<https://www.iredellhorizonplan.info/>



**HORIZON PLAN**  
**2045**

Thanks for Joining Us at the August Open Houses!  
**The Draft Plan is Still Available for Comment Online Through Sept. 12**


Review the plan and comment online to give your input and help guide the future of Iredell County.




Learn more at: <https://www.iredellhorizonplan.info/>




# SPREAD THROUGH LOCAL NETWORKS -ONLINE

 **George Campbell** is with **Adrien Phillip Pharr** and **41 others**.  
6d · 🌐

The first draft of the Iredell County 2045 Horizon Plan is now available online for public comment. The draft will be available online through September 12. You may review and provide input via our dedicated website, or you may attend any of the four upcoming public open houses held throughout the County the week of August 14th. See details here... See more

 **Town of Mooresville NC** · Follow  
Jul 20 · 🌐

Want to voice your opinion on the future of Iredell County? The first draft of the Iredell County 2045 Horizon Plan is now live! You can give feed... See more



 **Iredell County Economic Development Corporation** · Follow  
Jul 20 · 🌐

Iredell County, growth is on the horizon! Review Horizon Plan 2045 now, <https://lnkd.in/eQcsQjuk...> See more



 **Iredell County Government** · Follow  
Aug 7 · 🌐

Iredell County has been hard at work updating the County's guiding planning document, The Iredell County 2045 Horizon Plan. The current 203... See more



[iredellcountync.gov](http://iredellcountync.gov)  
**View the Draft 2045 Horizon Plan & Provide Guidance, Or Come to the August Public Open Houses!**


Like Comment Share

 **Iredell County News** · Join  
Glenn Sullivan · Jul 18 · 🌐


The first draft of the [Iredell County 2045 Horizon Plan](#) is now available online for public comment. The draft will be available online through September 12. You may review and provide input via our dedicated website, or you may attend any of the four upcoming public open houses held throughout the County the week of August 14th. See details [here](#).  
... See more

[iredellhorizonplan.info](http://iredellhorizonplan.info)  
**Upcoming Meetings | Iredell County**

1 share

 **Discover Statesville, NC** · Follow  
Jul 20 · 🌐

The first draft of the *Iredell County 2045 Horizon Plan* is now available online for public comment... See more



4 2 shares

 **Gene Houpe**  
Aug 8 · 🌐

Please look over this plan and provide feedback at one of the sessions. Thank you!



[iredellfreenews.com](http://iredellfreenews.com)  
Iredell County staff to host open houses for 2045 Horizon Plan

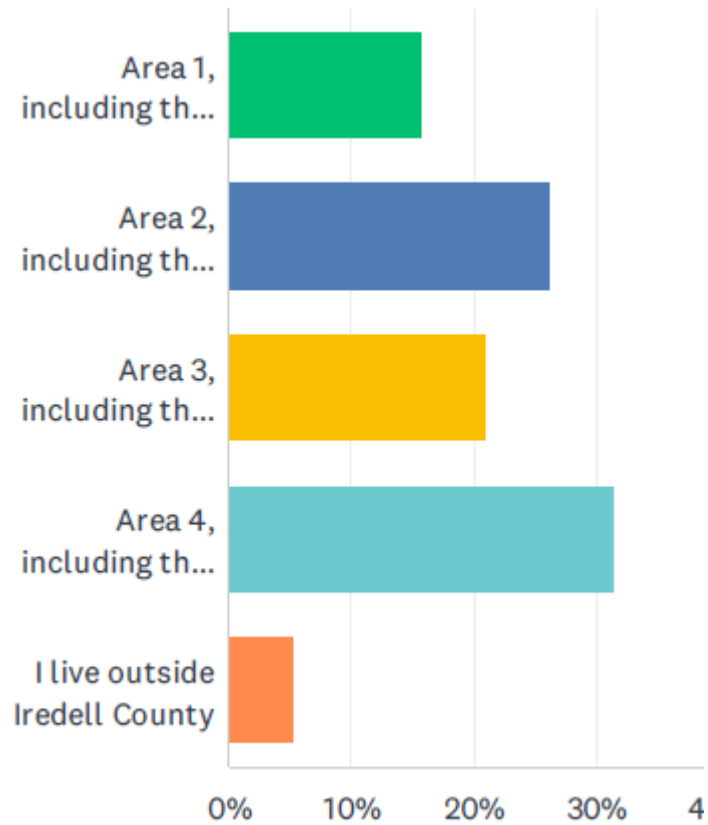
Like Share

# SPREAD THROUGH LOCAL NETWORKS - FLYERS

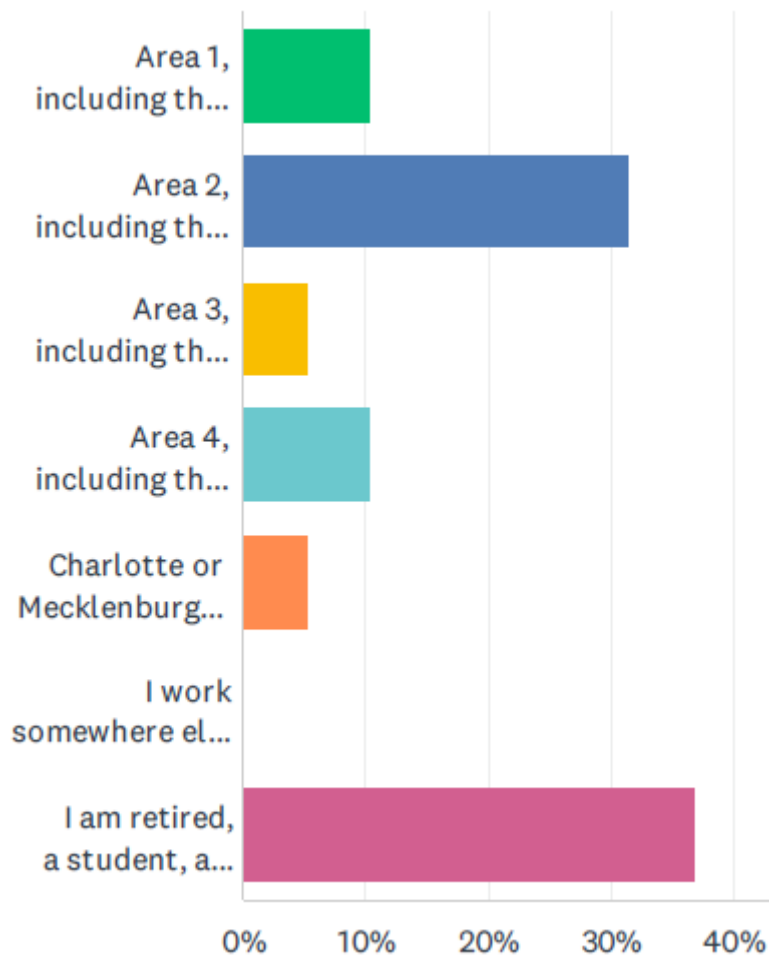


# ONLINE RESPONDENTS

## Live



## Work



19 total + 1 using the extra comment option

# IN PERSON ATTENDEES

- Union Grove - 17
- Statesville - 22
- Troutman - 3
- Mooresville - 16
- TOTAL IN-PERSON - 58
- (totals from sign in sheets)



**STATION 1 LIVE / WORK**

● Where do you live? Where do you work? ●

**Instructions**  
Place dots for where you live and work according to the key. If you live or work outside of the planning area place the dot on the edge of the map in the direction to which you travel.

- Where you live
- Where you work

**DRAFT PLAN**  
**HORIZON PLAN 2045**  
**IREDELL COUNTY**  
[www.iredellhorizonplan.info](http://www.iredellhorizonplan.info)

**Chapter 2** is called **“Prepare for Oncoming Growth.”** Which of the following plan actions are most important to help Iredell County prepare for oncoming growth? Select up to three answers per chapter and place a dot.

Implement the Iredell County Transportation Master Plan. <b>Mostly MVL</b>	15
Create Small Area Plans or Strategies for County-Identified Transit Nodes and Corridors.	4
Study Rural Road Safety.	5
Partner with Harmony to Develop a Utility Growth Plan and Small Area Plan or Strategy. <b>Mostly UG/N</b>	4
Pursue Additional Funding Sources for County-wide Transportation Projects. <b>Mostly MVL</b>	13
Create a Dedicated County Transportation Planner Position.	12

Secure Funds to Expand the EV Charging Network Along Highways and Interstates.	1
Update the Land Development Code to Match the Guidance of the 2045 Horizon Plan.	8
Enhance Guiding Standards for Private Landowner-Initiated ETJ Requests Plan.	3
Require Right-Of-Way Provision for Future Transit Corridors.	1
Use the Future Land Use Map When Reviewing Rezoning Requests.	11
None of these	3

**Chapter 3** is called **“Preserve Farmland and Agriculture.”** Which of the following plan actions are most important to help Iredell County preserve farmland and agriculture? Select up to three answers per chapter and place a dot.

Continue to implement the Farmland Protection Plan. Consider an Update of Appropriate Tools in the Plan.	19
Update the Land Development Code to Match the Guidance of the 2045 Horizon Plan.	2
Update the Cluster Subdivision Ordinance to Incentivize Farmland Protection.	23
Advertise Options for Preservation Designations to Landowners	6
Promote VAD and EVAD Programs to Farmers.	6
Work with Partners to Support a Network of Agritourism Opportunities.	13
Consider Funding the County’s Purchase of Development Rights Program.	5
None of these	2

Mostly SVL & TMN

Mostly UG/N

Mostly MVL

Low here but many chose as a priority in the next chapter

General interest in preservation tools, but identifying with different individual tools

### Conservation Toolkit

Tools for conserving farmland and agricultural are described in this section. This list includes known available tools that could be utilized as a part of conservation in Iredell County. Implementing the right tool or collection of tools is an exercise in reviewing effectiveness and balancing resources. It may be the case that additional tools that are not listed here, or that have not yet been created, are a part of a successful program. Tools are organized by how the program operates. Regulatory tools confer a benefit to the landowner or a restriction on the land that includes formal rules about what can occur on the land, based on County ordinance or State or Federal law. Financial tools convey a specific lessening of tax burden or payment for conserving land. Market-based and economic incentive tools include different business and investment structures that make farmland and agriculture more economically competitive with other alternative land uses.

**Chapter 4 is called “Coordinate Across the County.”** It is about effectively partnering with other entities, like municipalities, regional organizations, schools, institutions, and more. Which of the following plan actions are most important to help Iredell County coordinate with its many potential partners? Select up to three answers per chapter and place a dot.

Develop a County Strategic Housing Plan.	8
Create a Strategic Plan for the Outdoor Recreation Economy.	7
Build Capacity For Community Communication.	2
Update the Land Development Code to Match the Guidance of the 2045 Horizon Plan.	13
Provide Courtesy Notification or Review of Development near Statesville, Troutman, and Mooresville.	3
Convene Countywide Discussions with Local and Regional Partners to Address Areas of Common Benefit and Concern.	6
Continue Countywide Economic Development Recruitment.	6

**Mostly SVL**

Coordinate Travel and Tourism Organizations to Create Unified or Complementary Promotion of the Area	6
Coordinate with County Water Providers to Facilitate a Voluntary Monitoring of Countywide Capacity.	3
Develop a Countywide Facilities Asset Map and Database.	5
Coordinate with Municipalities on Sports and Parks.	7
Coordinate with Duke Energy on Supporting Lakefront Recreation and Lake Access.	9
None of these	3

**Mostly SVL**  
**Mostly Online**  
**Mostly MVL**

# CONCERN OVER MUNICIPAL GROWTH

pt Overall feel the plan is good. Wish there was a way to slow down the Annexation Process. Once the Town of Mooresville annexes a property all the work the County has done with this plan will be flushed by the Town.

page #, section, map, or area

**PI-7** Convene Countywide Discussions with Local and Regional Partners to Address Areas of Common Benefit and Concern.

PI-1 Any future annexation requests from municipalities should maintain the land use designation or transfer should not be allowed. Too many times the land is annexed and re-zoned for high density or manufacturing. The infrastructure is beyond the breaking point and the count should take a stand and disapprove any annexations without living up to the current land use.

I know the county does not have a say in how municipalities manage their growth however - there are SO MANY new houses being built and 21 is the only road through Troutman. It gets very backed up. If there is a wreck on 77, forget about going through Troutman. 21 turns into a parking lot. This issue already exists. How much worse is it going to get?

## VOLUNTARY ANNEXATION



PETITIONS





# TRANSPORTATION

Mooresville City and Iredell County are allowing apartments and developments to be thrown up everyway making such a traffic disaster out of our area. Stop the growth until the roads catch up! Brawley School Rd. traffic is becoming backed up similar to pre August 2011 when the road widened to 4 lanes!

With the over development in the southern areas of the county, commercial infrastructure such as grocery stores, hospitals, doctors offices, pharmacies, etc. are insufficient for current residents and the surge of more residents. Roadways are becoming completely congested at more and more times of day. This leads to inability to get services as well as adding to the pollution with stop and go traffic. The county should take a role in ensuring residents have sufficient medical and food availability since municipalities do not seem to be concerned with future shortfalls.

The time horizon on actions for transportation seem to be too far out, especially transit nodes and corridors. Action is needed ASAP, not in 10 years.

I like industrial areas staying accessible to the interstates. However, some are being built further off the interstate on two-lane roads that are not quite ready for tractor trailers. For example the turn at Amity Hill onto Murdock Road.

Add language about nodes and corridors and protecting for employment

**FP-1** *Implement the Iredell County Transportation Master Plan.*

**FP-2** *Create Small Area Plans or Strategies for County-Identified Transit Nodes and Corridors.*

*Timing: Within 10 years  
Agency or Partner: Planning and Development Department; municipalities, ICATS*

**CI-1** *Pursue Additional Funding Sources for County-wide Transportation Projects.*

**CI-2** *Create a Dedicated County Transportation Planner Position.*

**PI-7** *Convene Countywide Discussions with Local and Regional Partners to Address Areas of Common Benefit and Concern.*

# SHORT TERM RENTALS

**PI-9** Coordinate Travel and Tourism Organizations to Create Unified or Complementary Promotion of the Area.

comment

Thank you for all of this complicated, challenging efforts! I'm impressed!

page #, section,  
map, or area

South  
Brawley  
Peninsula

- my biggest concern is the out of control VRBO, Air B+B rentals - Our zoning is residential, but it has turned into a business community for the VRBO <sup>+ Air B+B</sup> companies. Why is this allowed - especially for short-term rentals? It affects our neighborhood in so many ways. Traffic, loud noises, police calls, etc. my biggest concerns:

- 1) neighbors are moving out - because they can't deal with the constant traffic/noise
- 2) investors buy up property so they can make more money making it harder for families to buy these homes
- 3) Boat access is given at many of these without qualifying the boat experience. They don't know the lake and it makes it dangerous for all

Can we enforce only long term rentals? or punish those who don't respect their neighbors

Add language about considering how to support tourists beyond short-term rentals

Travel and tourism organizations, including existing convention and visitors bureaus, should pursue unified or complimentary branding and promotion of Iredell County. The organizations should consider opportunities for a shared website that serves as a landing page for potential visitors, across the county.

The coordinated organizations can share duties as facilitators for the North Carolina Tourism Extension, which would build on the success and support the Agricultural extension already enjoys in Iredell County.

Even if a single unified marketing effort is not pursued, smaller steps that ensure greater coordination between the existing entities (or even with a new unincorporated area entity) are also beneficial.

The coordinated travel and tourism organizations could create agri-tourism strategies that support economic development efforts in the rural areas while bringing visitors to these areas to appreciate the cultural heritage and recreational assets. This could include wineries, breweries, distilleries and other food and beverage related products (e.g. farm stands, farmers markets).

**Timing:** Within 5 years

**Agency or Partner:** Convention and Visitors Bureaus

# RAILS TO TRAILS

Promote eco tourism Rails to trails

**Access to Nature, Recreation and the Outdoors**

Add language in description

## **Tourism Opportunities**

Generally, the tourism industry is comprised of various sectors that house, feed, transport, and entertain visitors. Each sector covers a broad range, providing a distinct variety of goods and services. There are five primary sectors within the tourism industry: 1) lodging; 2) transportation; 3) entertainment, recreation and activities; 4) food & beverage; and 5) retail. While separate from one another, they can often overlap and work in conjunction to create one complete and comprehensive hospitality experience.

Iredell County is home to a growing number of tourism assets that could be leveraged together if the County had an overall marketing and promotions strategy. These assets generally center around access to nature and recreation, events, and other cultural and recreation opportunities, though that theme has not been extensively promoted or linked to the county's rich agricultural history. A particular event may bring someone to Iredell County, be it a regional sports competition, a balloon rally, or a barbecue or craft beer trail, but the collective opportunities are what will keep them longer and coming back for more.

The economic impacts of tourism strategies also bring future residents and businesses, including vendors who first come to the region for personal or business trips.

### **Access to Nature, Recreation and the Outdoors**

Many of the tourism assets either already available or ready to be nurtured are those associated with outdoor recreation. Chief among

those assets is Lake Norman, beloved for scenic views and boating activities. The lake is also accessible from Lake Norman State Park with a visitor center, beach access, boat ramps, and 38 miles of trails. The lake and the park are regional destinations and the site of relaxation and sports, and can also be the center of a broader network of destinations in Iredell County.

Iredell County has identified greenway and trail corridors that help organize the separate greenway networks of the municipalities and tie them to a broader regional network. This includes segments of the Carolina Thread trail, a network that stretches across 15 counties in both North and South Carolina. Iredell County maintains six parks and recreation facilities, and municipalities have their own parks as well. Collectively these park systems include natural lands, trails, and active sport facilities.

Additionally, there are many privately held destinations including a planned waterfront hotel, waterfront dining, and sightseeing boat tours including one from Queen's Landing in Mooresville. Agritourism, discussed in greater depth in Chapter 3, adds additional outdoor destinations from wedding and meeting event spaces to u-pick facilities and seasonal harvest events.

### **Events Help Build the Tourism Economy**

Events large and small help build the tourism economy. They bring visitors in who then may stay or

# EDUCATE THE PUBLIC

comment

Need educated consumers.

page #, section,  
map, or area

General Public  
is blind to how  
Zoning - EM - CP - BS  
work separately with  
different requirements  
especially in conjunction  
with AHJ's & EHJ's  
(State) (DHHS)

comment

page #, section,  
map, or area

Need Farmer  
education - Farm  
proposals help people w/ money  
keep their land or help  
general public w/ buffers.  
Need funds to help small  
farmers & family land stay  
in families as farmland  
without pigeon-holing them into  
not being able to sell if can't  
pay bills. USE <sup>FARM</sup> is not as valuable <sup>Real Estate</sup> Wise



# POSITIVE SENTIMENTS

Glad you are including Greenspaces and farm land

omment  
Thank you for all of this complicated,  
challenging efforts! I'm impressed!

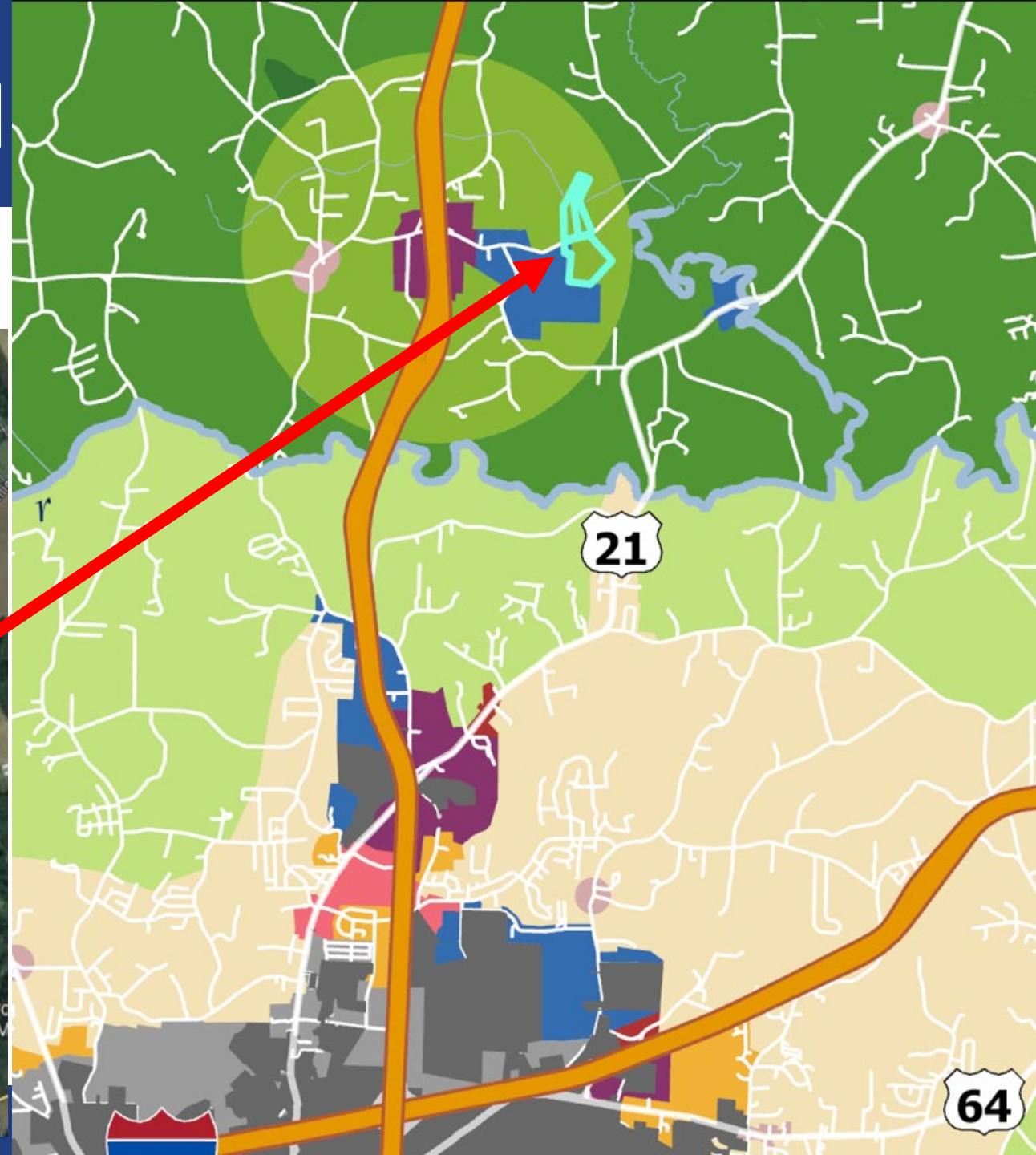
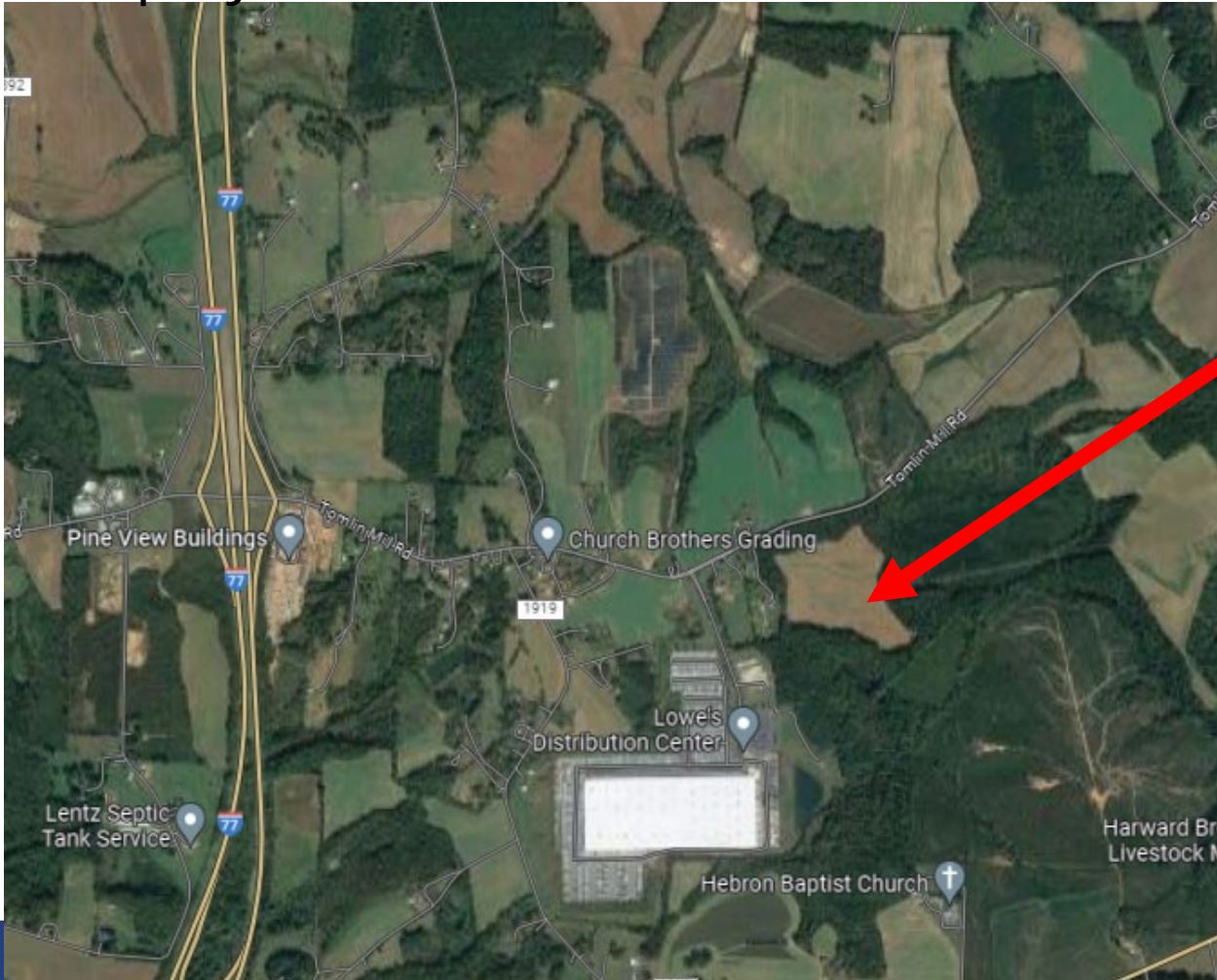
Thank you for the work that went into this. I hope you will listen to the input from the community.

# COMMITTEE DISCUSSION

**Are there any other changes related to these comments you would like to consider?**

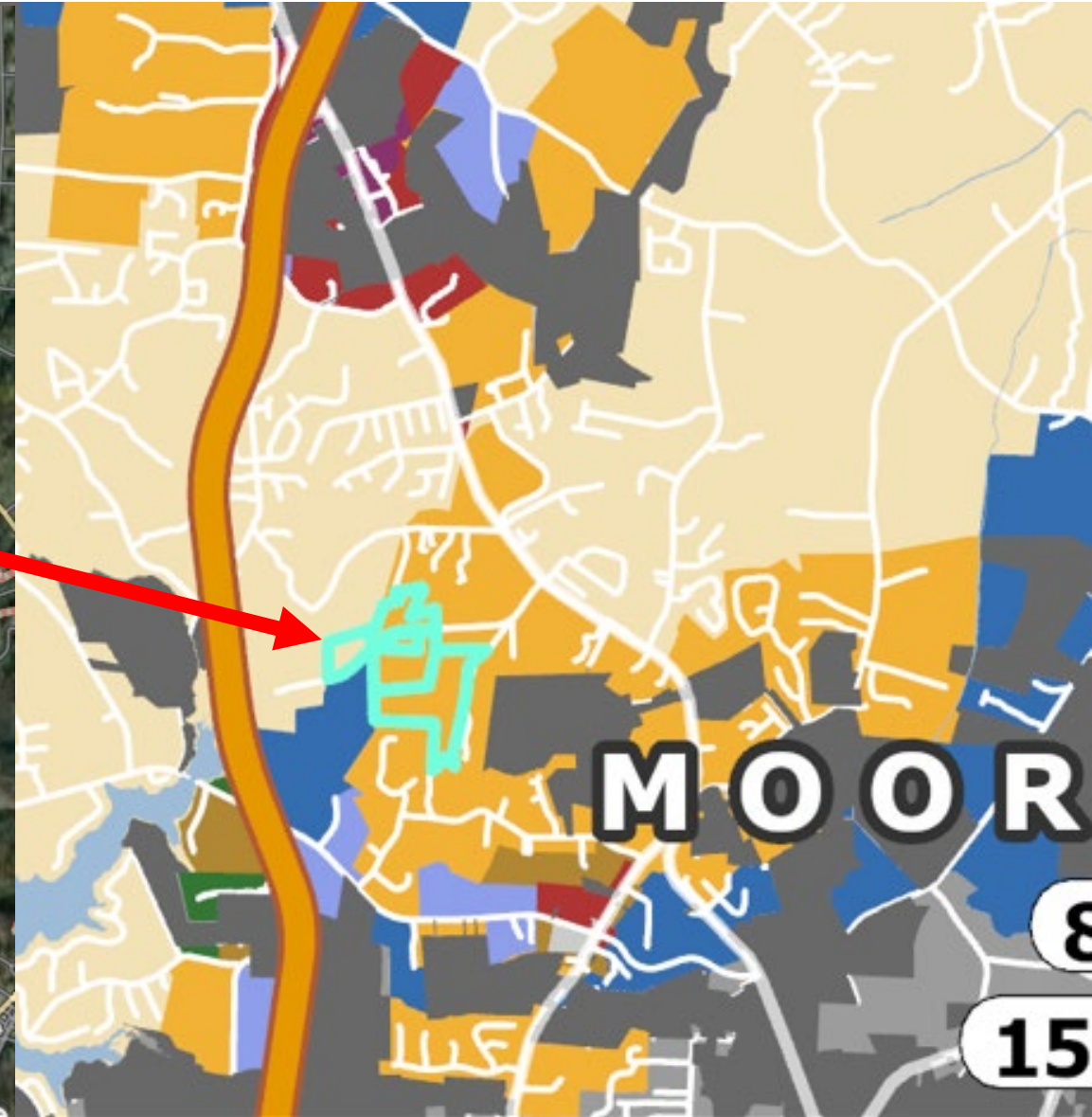
# MAP CONSIDERATION

Request at meeting for additional employment land uses



# MAP CONSIDERATIONS

Request at meeting for additional employment land uses





# COMMITTEE DISCUSSION

**Should the map change in response to requests in these areas?**

NEXT STEPS

# NEXT STEPS

## Target Adoption Process Meetings

(will seek to place on agendas for existing meetings)

- Planning Board > November 1st
- Board of Commissioners > December 5<sup>th</sup> or 19<sup>th</sup>

## LATER STEPS

- Changes accumulated during adoption will be listed in a memo. The plan document will be finalized and delivered with any changes directed during adoption

# DISCUSSION RESULTS

## COMMITTEE DISCUSSION

Are there any other changes related to these comments you would like to consider?

- **County as Convenor**
  - Confirmed importance of this feature of the plan
  - Concern expressed that there isn't much that can be done to stop municipal growth in the County plan (e.g., Mooresville's moratorium idea not allowed) unless its in partnership with the municipalities
  - Other options to control growth revisited in discussion generally
    - Downzoning which can be challenging with property rights
    - Conservation easements which are included as a tool in the plan
  - Concern about ETJ not allowing the representation of landowners. Confirmed the importance of not relying on ETJ use in plan strategies
  - Inequities in lobbying of municipalities and homebuilders over time created limits as to the tools the state legislature allows counties to use.
- Shared the idea of having joint planning agreements or future planning efforts; needs a champion
- Comfortable with the call to protect nodes and corridors for employment
- Comfortable with additional language clarifying support for tourism options that could accommodate demand without relying on short term rentals

## COMMITTEE DISCUSSION

Should the map change in response to requests in these areas?

### General Cleanup

- OK with general cleanup based on existing conditions

### Change to employment near Lowe's distribution center

- Change not supported as a part of this process

### Employment in Mooresville on northwest side of planning area

- Agree that it may make sense, but it would be a good location for joint area planning
- No change on map as a part of this process