



IREDELL COUNTY HORIZON PLAN

**KICKOFF MEETING
SEPTEMBER 28/29, 2022**

**STEERING COMMITTEE
MEETING #1**

AGENDA

1. The Project

- A. Team
- B. Purpose of Comprehensive and Land Development Plans
- C. Project Process and Timeline
- D. Roles and Responsibilities

2. The Community

- A. Quick Context
- B. Exercises

3. Next Steps

THE PROJECT

TEAM



MATTHEW TODD,
DIRECTOR OF PLANNING
& DEVELOPMENT

JAKE LOWMAN
SENIOR PLANNER

CLARION



**LEIGH ANNE KING, AICP LEED
AP**
PROJECT DIRECTOR



DAVID HENNING, AICP, ESQ
ASSOCIATE PROJECT
PLANNER



EMILY GVINO, MCRP, MPH
ASSOCIATE PROJECT
PLANNER

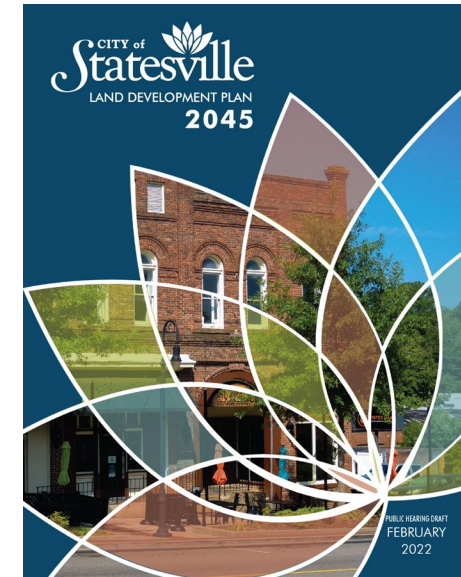
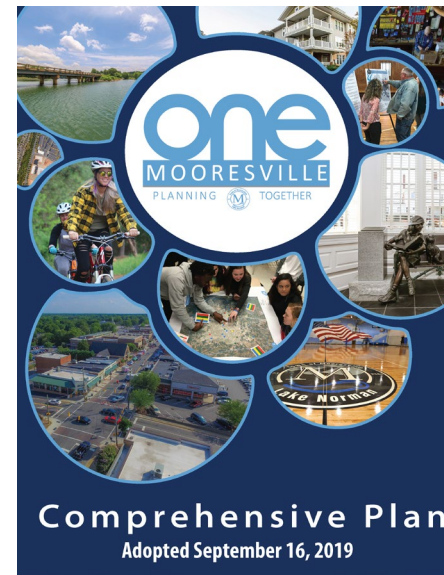
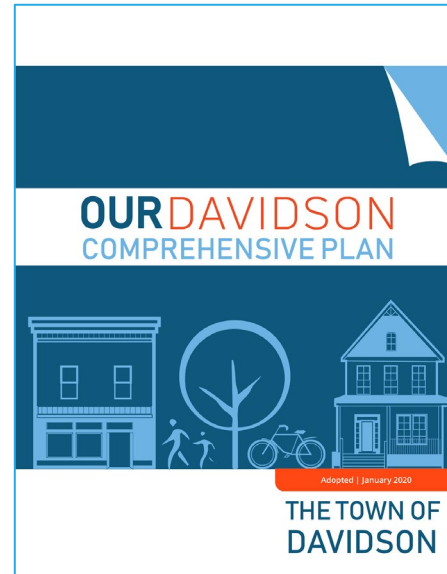
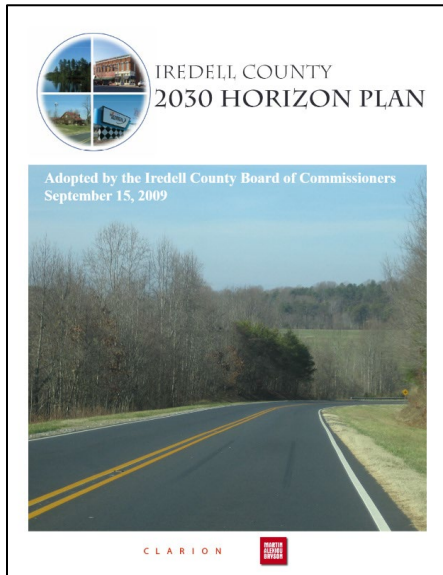


ADDIE SHERMAN
GRAPHICS & MARKETING
COORDINATOR

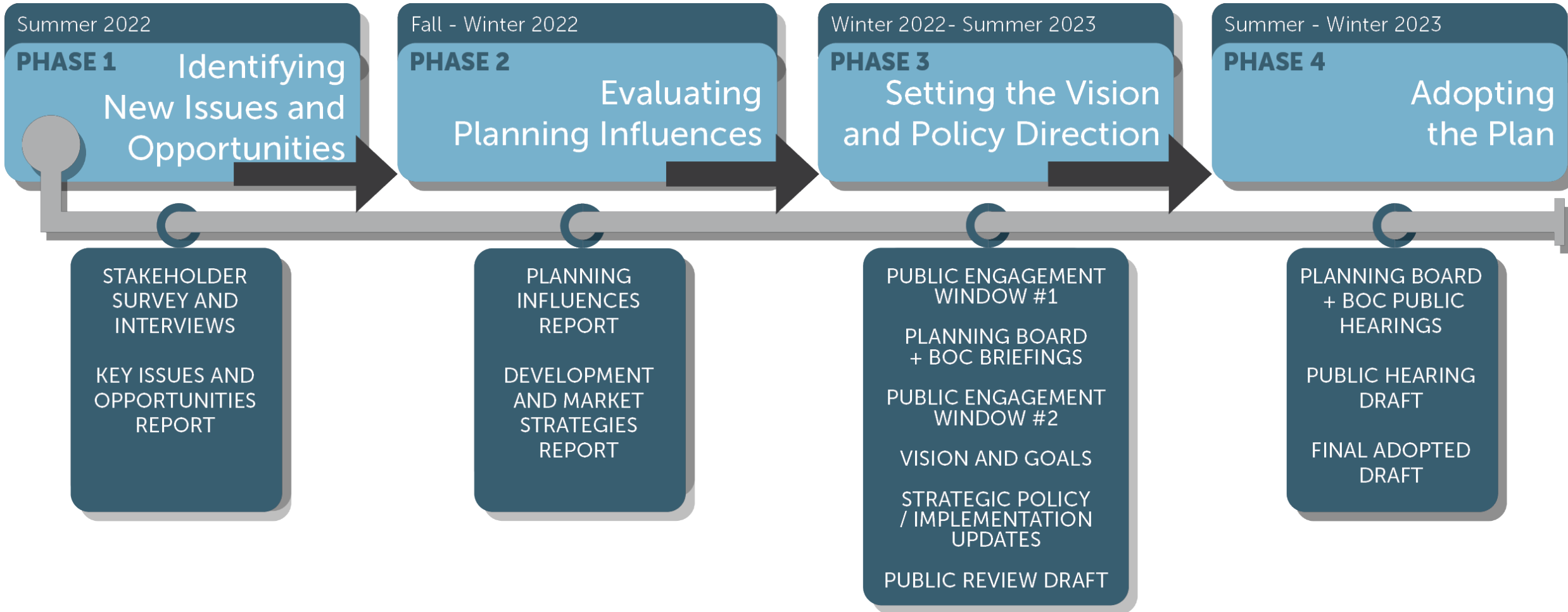


KATHLEEN ROSE, CCIM, CRE
REAL ESTATE AND MARKET
ANALYST AND STRATEGIST

OUR EXPERIENCE IN IREDELL



PROJECT PROCESS



Iredell County Residents

Community Stakeholders

Role

Provides Information and Inputs on Key Policy Issues

Responsibilities

- Provides accurate, up-to-date information to the Project Team
- Represents interests of affiliated organizations and agencies
- Encourages others to participate in the planning process

Steering Committee

Role

Guides Development of Horizon Plan

Responsibilities

- Reviews community input and data
- Works with Project Team to develop plan vision, values, policies, and action plan
- Members serve as plan ambassadors to broader community

Planning Board

Role

Reviews and Endorses Final Plan

Responsibilities

- Some members serve on **Steering Committee**
- Reviews final Comprehensive Plan and endorse adoption by County Council

County Council

Role

Final Adopters and Implementers of Plan

Responsibilities

- Confirmed the members of the **Steering Committee**
- Receives staff briefings on status and progress of plan
- Supports development of plan and participates at public events
- Adopts final plan
- Oversees and provides resources to implement final adopted plan

Horizon Plan Project Team

Role

Facilitator of Process and Technical Advisors

Core Project Team Responsibilities

- Analyzes information and data and presents findings
- Publicizes events and conducts outreach activities
- Prepares for and conducts project meetings
- Drafts Plan

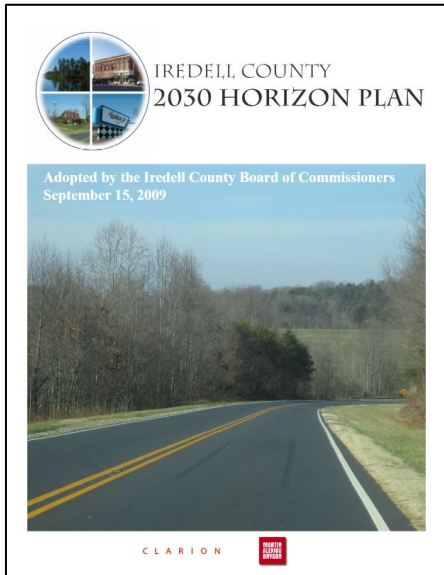
Additional Partner Departments

- Assists with acquiring appropriate data for analysis
- Facilitates conversations with stakeholders and departments as needed
- Reviews analyses
- Provides guidance on key policy issues and directions
- Provides comments on relevant sections of work products and final plan

WHAT IS IN A PLAN?

Horizons 2030 (Existing) Plan – Policy Topics

- **Growth Management and Future Land Use**
- **Agricultural Preservation**
- **Transportation**
- **Economic Development**
- **Cultural, Environmental, and Water Resources**
- **Public Services and Facilities**



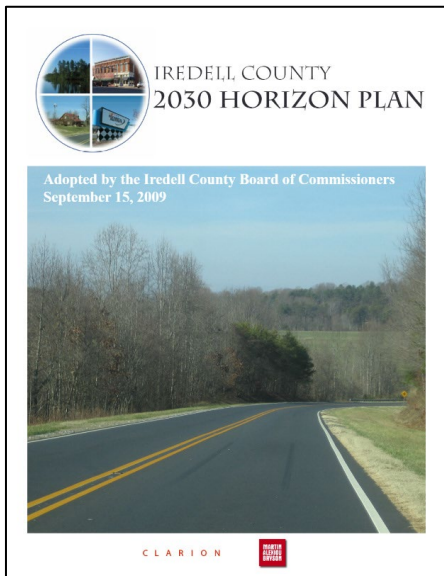
WHAT IS IN A PLAN?

Horizons 2030 (Existing) Plan – Path to Action

Goals are statements about what the county aims to achieve over the next 20 years. Goals give decision-makers and citizens a clear idea about the county's intended direction

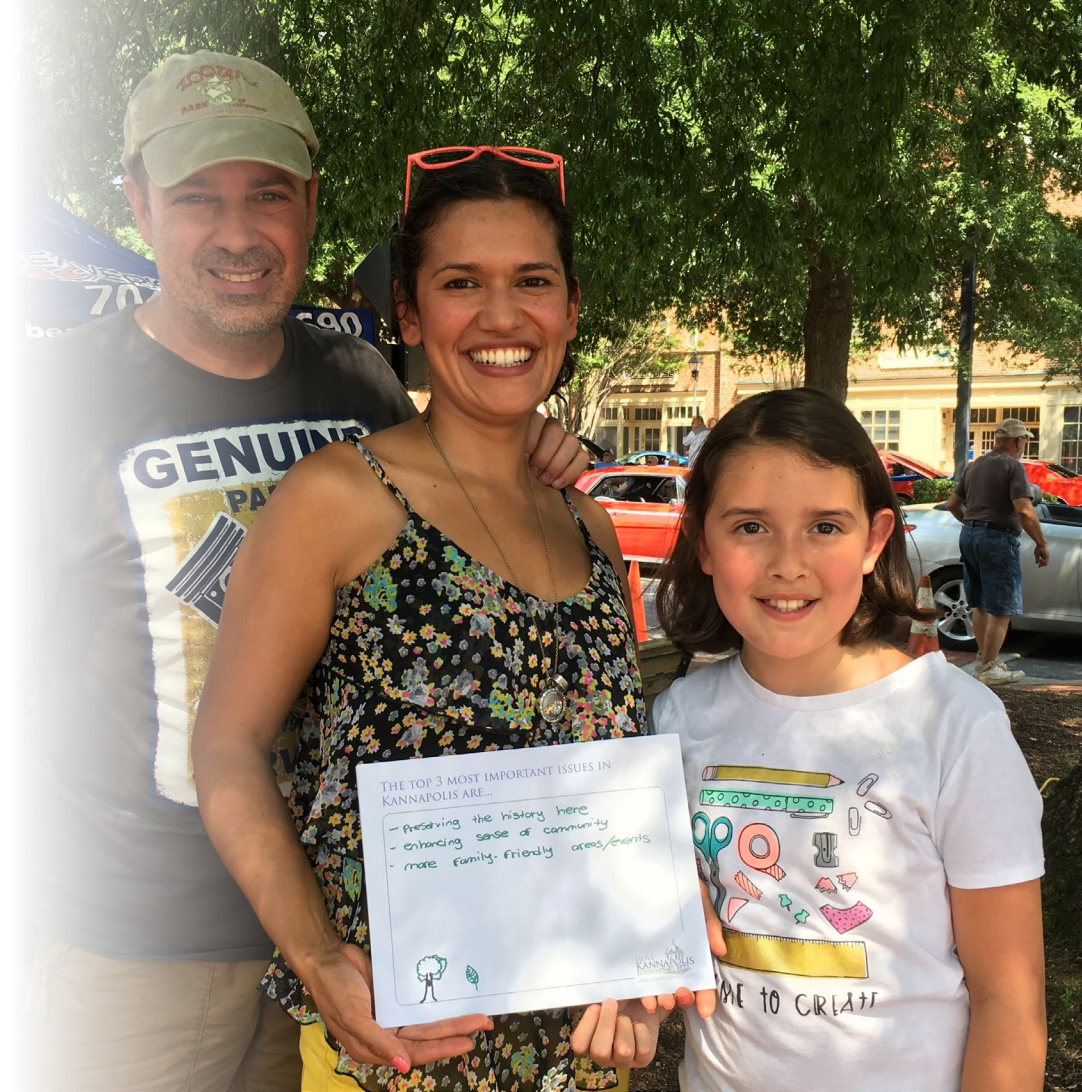
Policies provide ongoing guidance for elected and appointed officials, community leaders, staff, and administrators as they make decisions about development, programs, and capital investments in the county

Strategies outline the **actions** to be taken to achieve the county's goals



KEYS TO SUCCESSFUL ENGAGEMENT

- Build on local culture of engagement
- Identify marginalized communities early and trusted leaders to help engage them
- Representation on committee
- Make engagement accessible **and fun!**
- Build trust through process
- Plain language/translation
- Ask relevant questions
- Track and report participation
- Document community inputs (verbatim)
- Demonstrate how inputs are being used



CHOICES FOR ENGAGEMENT



THE COMMUNITY

WHERE WE START: TODAY

■ **Demographics**

- Population 187,000
- 22.5% under 18 years old
- 16.2% 65+ years old
- Race: 81.8% White, 12.5% Black, 2.7% Asian, 2.3% Two or more, 0.7% other categories
- Ethnicity: Hispanic or Latino 8.5%

■ **Education**

- 90.3% High school or higher
- 29.7% Bachelor's degree or higher

■ **Housing**

- 82,000 Housing Units
- 71.9% Owner occupied
- Median cost, owner occupied: \$200,000
- Median rent: \$913/month

■ **Connectivity**

- Median work commute: 25.6 min
- Broadband access: 87.1%

WHERE WE START:GROWTH

Table 3-1 CRTPO Population Projections

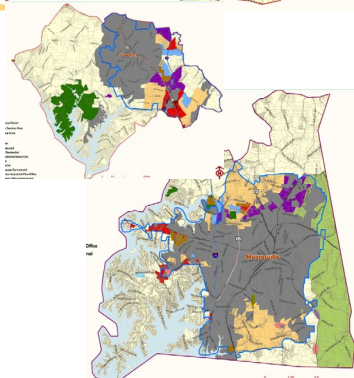
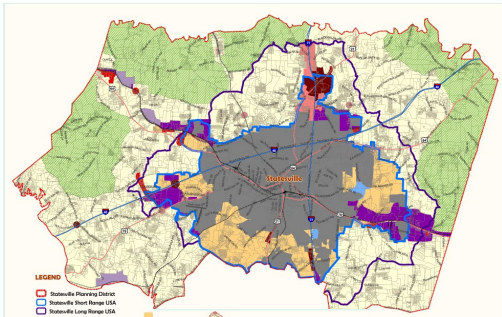
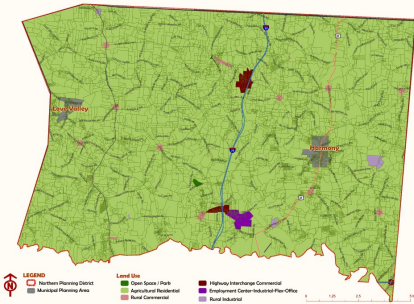
Location	2018	2050	Absolute Growth (2018-2050)	% Growth (2018-2050)
CRTPO Planning Area*	1,530,900	2,516,600	985,700	64%
Iredell County	182,300	274,500	92,200	51%
Mecklenburg County	1,117,600	1,849,500	731,900	65%
Union County*	231,000	392,600	161,600	70%

Source: MRM

Note: The numbers in this table are rounded to the nearest 100s.

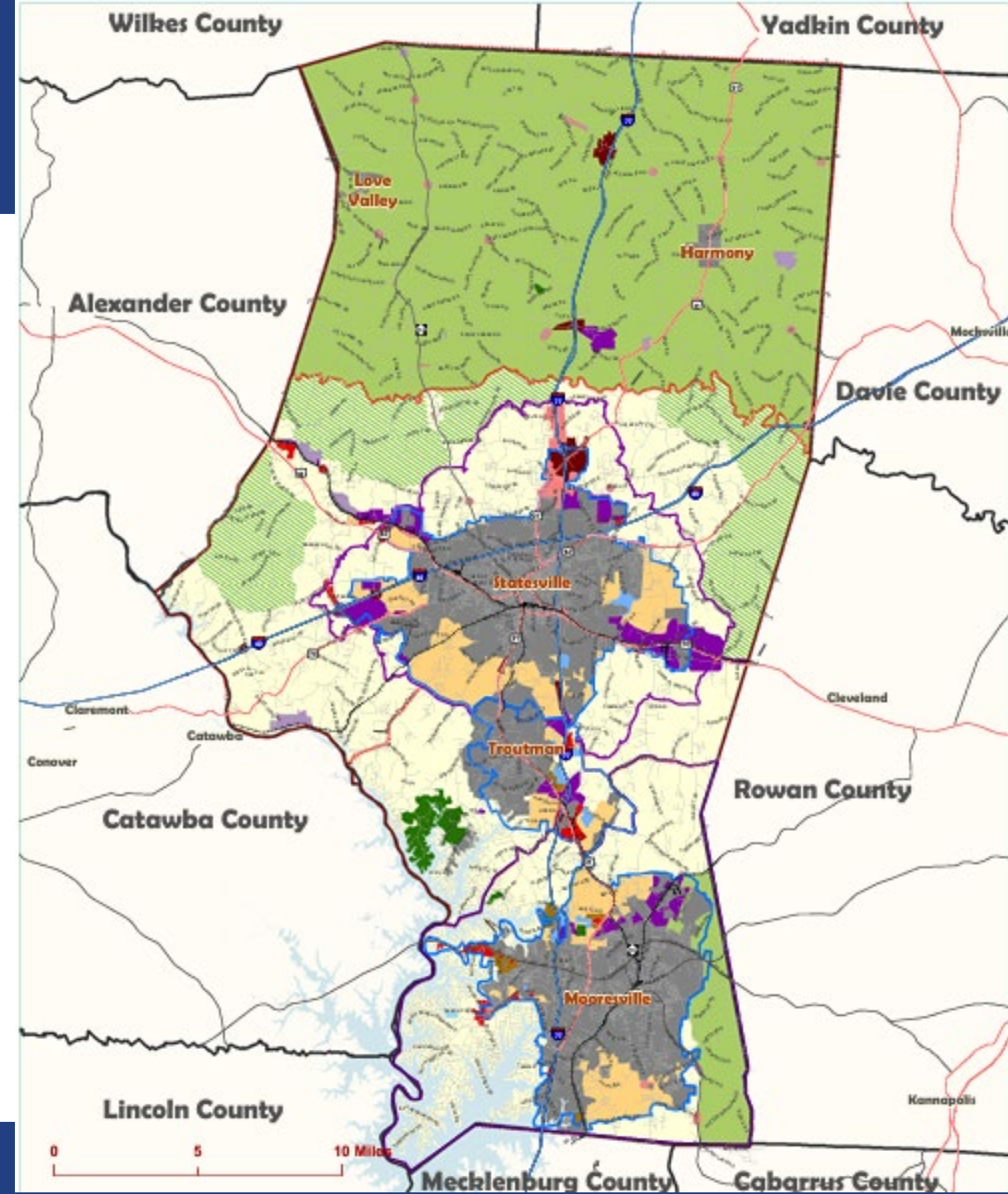
*Includes all of Union County

WHERE WE START: MAPPING



Future Land Use Classifications August 26, 2009

- Open Space/Park
- Rural Conservation
- Agricultural Residential
- Low-Density Residential
- Medium-Density Residential
- High-Density Residential / Mixed-Use
- Transitional Commercial
- Rural Commercial
- Corridor Commercial
- Highway Interchange Commercial
- Employment Center - Industrial/Flex/Office
- Rural Industrial
- Employment Center - Office/Institutional
- Institutional



IREDELL'S ISSUES & OPPORTUNITIES

Developers have discovered Iredell County

- Logistics, warehousing, manufacturing
- Residential development

Need to coordinate infrastructure investments to support economic development

- Roads
- Water/sewer

Protection of prime agricultural lands

- EVAD
- Use value
- Other tools?

Multijurisdictional coordination

- Municipalities
- Utility providers

Economic development vision for county

- Target industries
- Target land uses

Guiding growth for ROI

- Coordination with towns for housing development
- Barium Springs
- Other target areas

STEERING COMMITTEE EXERCISES

KEY PROJECT OBJECTIVES EXERCISE

Discussion:

1. Introduce yourself and tell us about your history or interest with Iredell County
2. What are the **key project objectives** that this process needs to achieve to make the Horizon Plan a success?

PLANNING PROCESS EXERCISE

Questions:

- 1. What is the appropriate **target year** for the new **Horizon Plan (2045 or 2050?)****
Charlotte Regional Transportation Planning Organization recently released a 2050 Transportation Plan
- 2. What are the best ways to **reach out to the public** when we seek their feedback later in the process? What existing networks can help us?**
- 3. What does the **public need to understand** about planning and development in this process?**



NEXT STEPS

NEXT STEPS

This Kickoff Trip (9/28 & 9/29)

- Reconnaissance Tour
- Stakeholder Interviews
- Steering Committee Kickoff

Future Work

- Confirm Branding
- Launch Website
- Inventory of Issues and Opportunities
- Planning Influences Report

Future Steering Committee Meetings

- What days of the week or times of the day are more convenient when we schedule future meetings?

IREDELL COUNTY HORIZON PLAN

KICKOFF MEETING
SEPTEMBER 28/29, 2022

**STEERING COMMITTEE
MEETING #1 RESPONSES**

QUESTION 1: WHAT IS YOUR INTEREST WITH IREDELL COUNTY?

- 1) Traffic and infrastructure
- 2) Convening decision makers
 - a. No more silos for utilities, schools, water, sewer, etc.
- 3) Grow where infrastructure already exists
- 4) View farming community, farm land, and farmer transportation as essential
- 5) Help young and existing farmers and local production
- 6) Direct growth to strategic places (nodes)
- 7) Tourism is a draw
- 8) Parks and recreation; greenways
- 9) Build development in in coordination with infrastructure
- 10) Public education and understanding
- 11) Plan with emergency services
- 12) Agriculture as an economic engine
- 13) Bring in different backgrounds (diversity and inclusion)
- 14) Smart growth.

QUESTION 2: WHAT ARE THE KEY PROJECT OBJECTIVES THAT THIS PROCESS NEEDS TO ACHIEVE TO MAKE THE HORIZON PLAN A SUCCESS?

- 1) **Consensus**
 - a. Honor agriculture / proper guardrails
- 2) **Blending with municipalities**
- 3) **One county. Make it all work together**
- 4) **Educate the public**
- 5) **More internet availability**
 - a. Especially in the north.
- 6) **Community outreach**
- 7) **Understand opportunity cost**
- 8) **Understand zoning and finance should reflect goals**
- 9) **Bring in good information and discuss it with reasonable people**
- 10) **Transparency and communication**
- 11) **Get ahold of the oncoming growth**
- 12) **No simple fixes, understand the complexity**
- 13) **Address changes from the 2030 plan.**