

HORIZON PLAN

STATION

2

2045

The numbers 2045 are rendered in a large, white, outlined font. Each digit is filled with a different photograph: the '2' shows a sunset over a field; the '0' shows a green field with yellow flowers; the '4' shows an aerial view of a residential development; the '5' shows a large crowd of people at an outdoor event.

IREDELL COUNTY

DRAFT PLAN

OPEN HOUSES

AUGUST 14<sup>TH</sup> THROUGH 17<sup>TH</sup>

UNION GROVE COMMUNITY BUILDING | WILLIAMSON'S CHAPEL  
COOPERATIVE EXTENSION | CAREER ACADEMY & TECHNICAL SCHOOL

HORIZON PLAN

2045

IREDELL COUNTY

WELCOME

STATION

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PUBLIC REVIEW DRAFT - JULY 17, 2023

# AGENDA

- THE 2045 HORIZON PLAN PROCESS
- BUILDING ON PUBLIC INPUT
- STRUCTURE OF THE PLAN
- OPEN HOUSE STATIONS

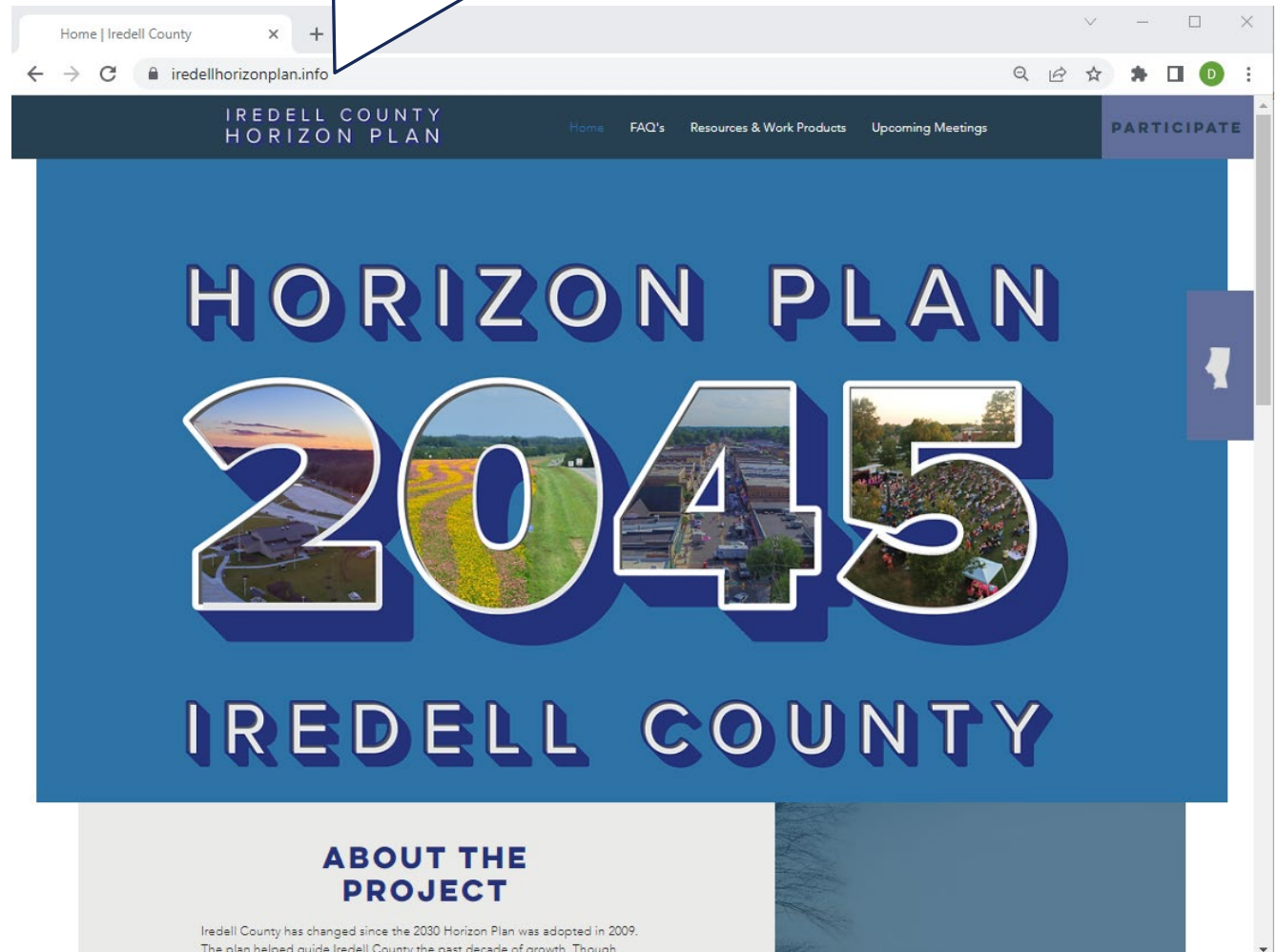
STATION



# WEBSITE:

IredellHorizonPlan.info

- Link to online participation
- Project updates
- Work products



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# THE 2045 HORIZON PLAN PROCESS

STATION





# WHAT IS A COMPREHENSIVE PLAN?



Long-range policy  
guide



Helps direct future  
growth and  
conservation



Includes vision for  
the future and an  
action plan to  
achieve it

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# PROJECT TIMELINE



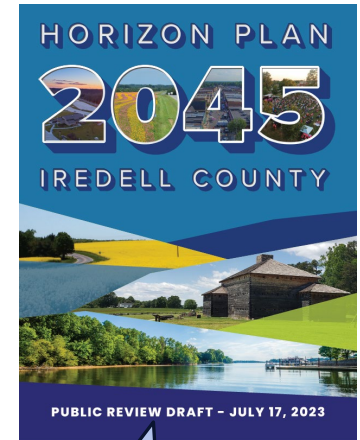
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# PARTICIPATION

- Stakeholder interviews
- Steering Committee appointed by Board of Commissioners
- January Open Houses & Online Participation
- August Open Houses & Online Participation



Described on  
pages 8&9

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# AVAILABLE SUPPORT MATERIAL

- Issues and Opportunity Report
- Development and Market Strategies Report
- Planning Influences Report
- Public Engagement Summary Report



All helped lead to the draft plan

**Available on [IredellHorizonPlan.info](http://IredellHorizonPlan.info)  
(under Resources & Work Products)**

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# BUILDING ON PUBLIC INPUT

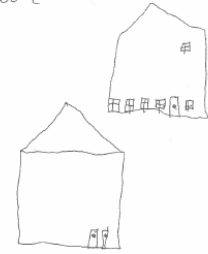
STATION



# JANUARY PUBLIC INPUT

IN 2045 I WOULD LIKE IREDELL COUNTY TO BE...

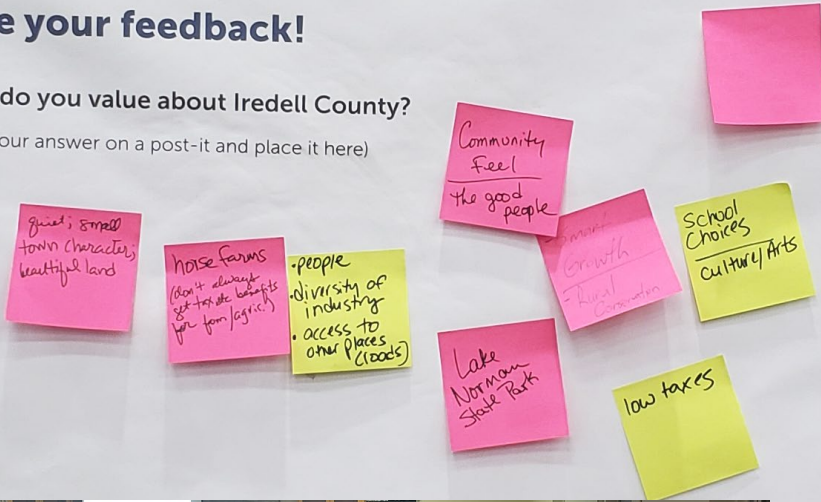
The Dairy Farm



## Give your feedback!

What do you value about Iredell County?

(Write your answer on a post-it and place it here)



STATION

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IN 2045 I WOULD LIKE IREDELL COUNTY TO BE...  
 Increase Regulations of Community Development + Industrialization structure → Increase Incentives for farmland Preservation

IN 2045 I WOULD LIKE IREDELL COUNTY TO BE...  
 Decrease Regulations - Regulate growth and farmland loss - Push enrollment for farmland preservation

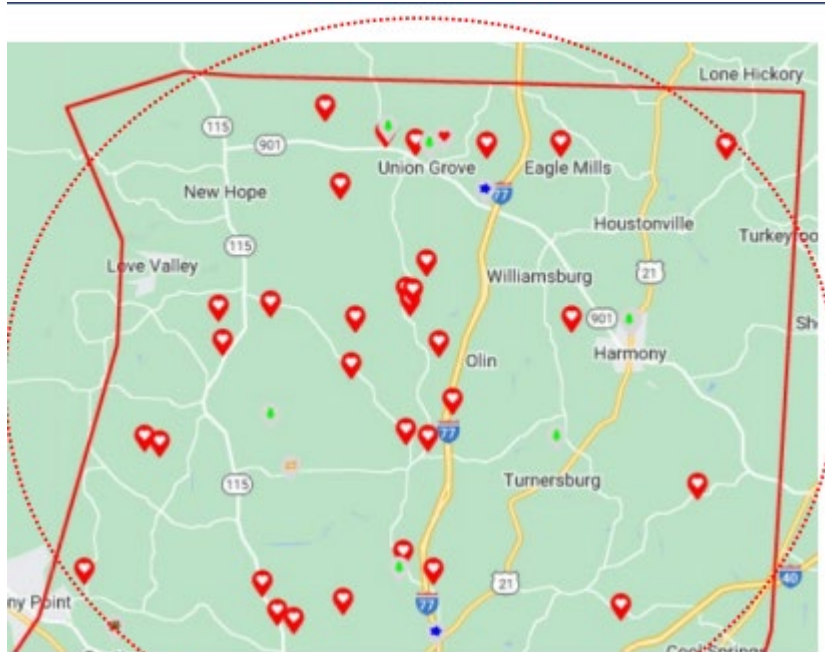
IN 2045 I WOULD LIKE IREDELL COUNTY TO BE...  
 Rural → Where farming can occur safely + profitably

IN 2045 I WOULD LIKE IREDELL COUNTY TO BE...  
 PROTECT ALL THE FARMLAND IN EXISTING THAT IS CURRENTLY ZONED R.A. ESPECIALLY THE TOMLIN HILL / JENN RD CORNER W.





# JANUARY PUBLIC INPUT



Comments for "protect" pins north of the I/77/US21 Interchange generally call for protection of working farms, quality farmland, and natural areas

IN 2045 I WOULD LIKE IREDELL COUNTY TO BE...

- preserved farmland
- better storm water mgmt.
- Proud of the way it has been developed. (Success = less regrets!)



IN 2045 I WOULD LIKE IREDELL COUNTY TO BE...

- Back to its roots
- Small business friendly
- Promoting Property Ownership over renting
- Lowering taxes

AFFORDABLE



IN 2045 I WOULD LIKE IREDELL COUNTY TO BE...

trails to hike and bike.

H



IN 2045 I WOULD LIKE IREDELL COUNTY TO BE...

subdivisions with old growth trees. (not all trees cut down)



# THEMES FROM RESIDENT OPEN HOUSES

**In 2045 I would like Iredell County to be a community...**

...with good or better planning

...that supports farming

...that controls growth

...that supports business

...that embraces nature

...where transportation is more effective

...that retains the feel of a small town or rural areas

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# a community...with good or better planning a community...that controls growth

- A hierarchy of vision and goals in the plan to guide implementation of community priorities
- Chapter focused on preparing for growth



**CHAPTER**  
Prepare for  
Oncoming  
Growth

**2**



# a community...with good or better planning a community...that controls growth

- Community desire for planning *before* growth written into the narrative
- Actions for additional key planning efforts
- Identification of other relevant plans

STATION

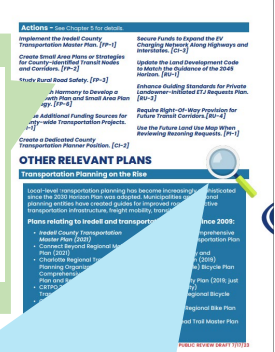
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**Community Preference for Planning Before Growth**

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

**Study Rural Road Safety. [FP-3]**



**Transportation Planner Position. [CI-2]**

**OTHER RELEVANT PLANS**

**Transportation Planning on the Rise**

Local-level transportation planning has become increasingly sophisticated since the 2030 Horizon Plan was adopted. Municipalities and regional

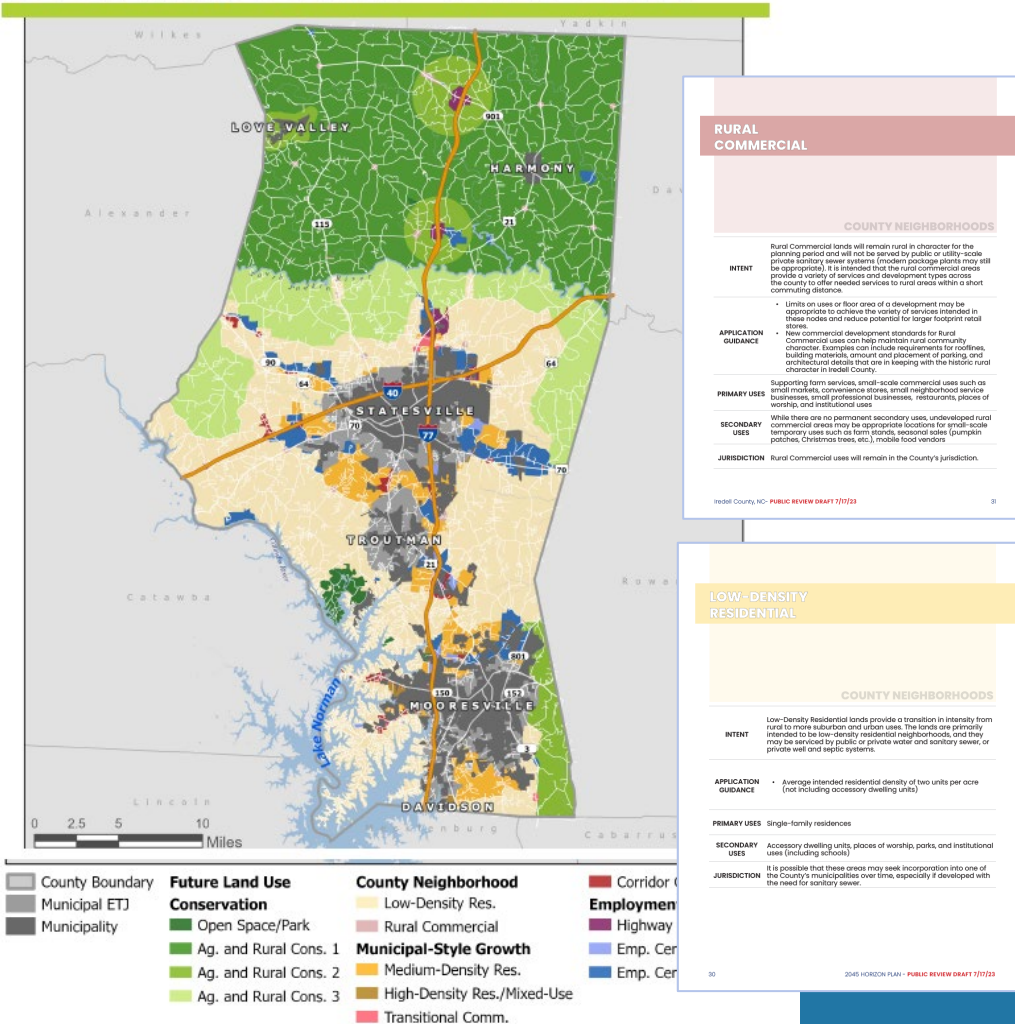
# a community...with good or better planning

# a community...that controls growth

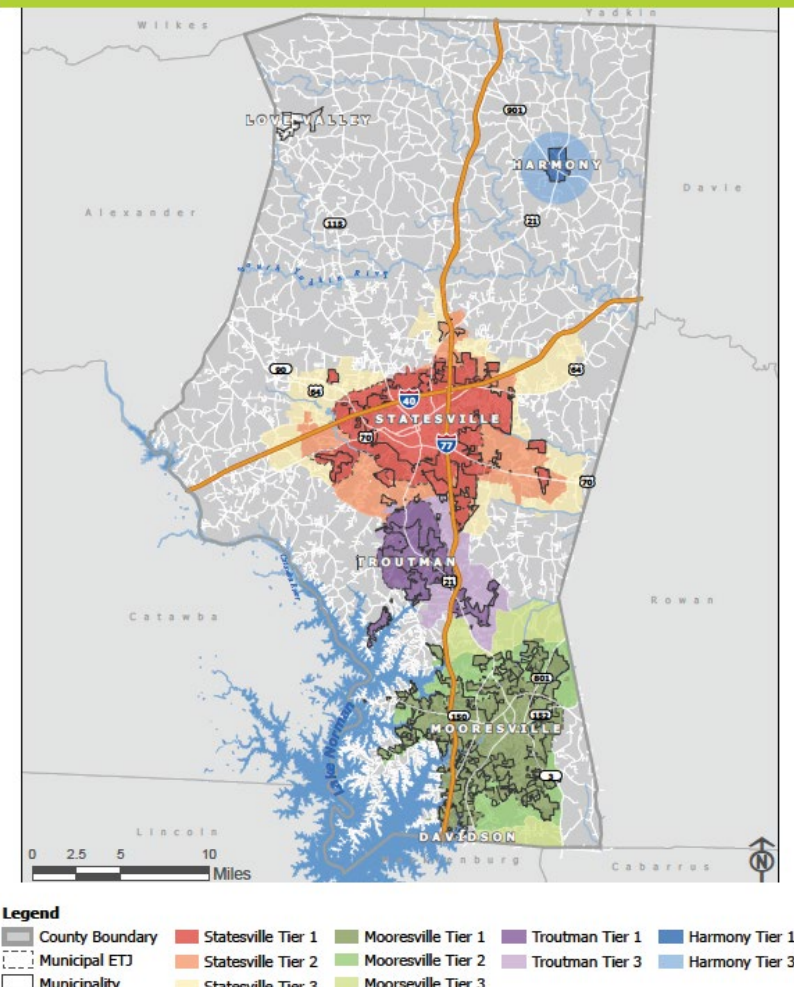
Future Land Use Map describing the County's future growth pattern

Municipal Tiered Growth Map acknowledging the growth expectations of those jurisdictions

## FUTURE LAND USE MAP - FULL COUNTY



## MUNICIPAL TIERED GROWTH





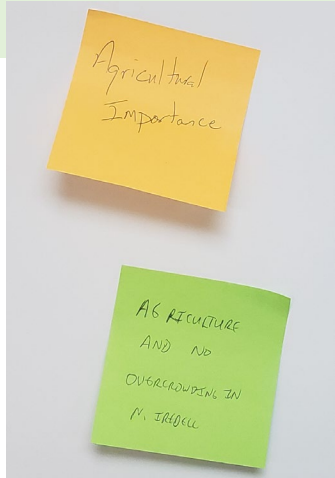
# a community...that supports farming a community...that embraces nature

- Chapter focused on preserving farmland and agriculture
- Conservation toolkit
  - Includes descriptions of tools used across the region, including:
  - Regulatory tools
  - Financial tools
  - Economic incentive tools

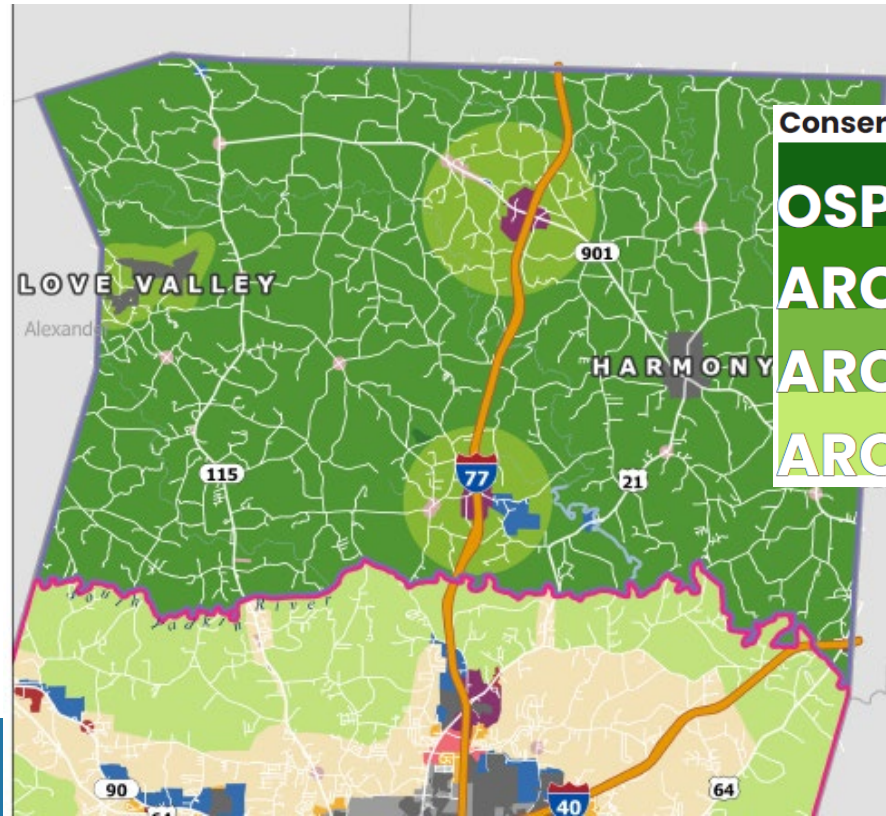
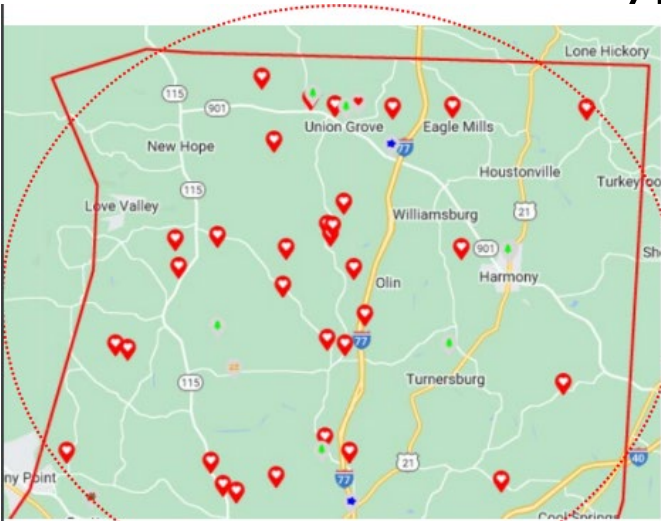


# a community...that supports farming

# a community...that embraces nature



- The community identified broad support for farm and natural land protection, especially in the north.
- The future land use map enhances the call for protection in those areas.
- Including reorganizing the future land use area types so they are easy to understand



Conservation	
<b>OSP</b>	Open Space & Parkland
<b>ARC1</b>	Agricultural and Rural Conservation Tier 1
<b>ARC2</b>	Agricultural and Rural Conservation Tier 2
<b>ARC3</b>	Agricultural and Rural Conservation Tier 3

Comments for "protect" pins north of the I/77/US21 Interchange generally call for protection of working farms, quality farmland, and natural areas





# a community...that supports business

- Narrative explaining features that help attract and expand businesses including workforce training and quality of life amenities
- Actions coordinating business recruitment and retention
- New organizing ideas including the potential for tourism generally including sports and agritourism
- Opportunity potential maps

**Attracting and Expanding County Businesses**

New, relocating and expanding businesses consider whether the incentives for that business success can be used in other ways to attract other potential competing locations. The specific considerations are unique for each business, but in general recent trends have shown the importance of flexible considerations as a means of attracting and retaining labor and talent. While considerations about the strategy depend on the specific jurisdiction with authority over land, community-wide considerations may be met through a combination of programs including the County and its agencies.

**Infrastructure and Land**

Of the elements needed for business, there is a long history of economic development professionals focusing on infrastructure to attract exemplified by the traditional

Stokesville Regional Airport presents an additional structure opportunity in Iredell County. Many businesses are in the low 20 program, including a newly redeveloped maintenance facility in Stokesville, increasing use of the airport.

**Workforce Training**

Workforce training has been a critical component of economic development in the community as a whole. Business loss or relocation placement needs in the workforce, reports on industry employment, and local training programs when determining which areas to focus within. Higher skilled workforce are more attractive to prospective businesses and provide a competitive advantage over other communities.

Iredell County is home to training programs developed by several colleges in the county with local facilities. It also employs a skilled workforce in certain high-tech industries building on the high-performance building on the high-performance building theme.

Additional workforce training programs are a part of the local Stokesville School system including the specialized Career Academy and Technical School (CATS) near Troutman. CATS has a wide array of

**Attracting and Expanding County Businesses**

2048 HORIZON PLAN - PUBLIC REVIEW DRAFT 1/1/23

**PI-8 Continue Countywide Economic Development Recruitment.**

The County should consider taking action to land and retain action through the established Purchase of Development Rights program. This could include applying for grants for local or state funding programs including considering a self-funded program.

The County can also consider whether the program could include provisions with different time increments that still protect the land for decades.

**Timing:** Within 5 years  
**Agency or Partner:** Farm Preservation Board, Planning & Development Department, NC State Agricultural Extension

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

Iredell County should act as convener to bring community partners together to engage in regional discussions of importance. This should occur on many potential topics including elected officials, planning and development and public works staff and public safety officials.

Initial discussions should be informative, helping partners updated on the strategic thinking and actions of each other. Where possible they should progress to coordination, especially where there are opportunities for County commitments to serve as inputs into other efforts, including transportation and infrastructure priorities.

**Timing:** Within 3 years  
**Agency or Partner:** Board of Commissioners, County Management and staff of various levels, municipalities, and other regional stakeholders

**PI-6 Consider Funding the County's Purchase of Development Rights Program.**

The County should consider taking action to land and retain action through the established Purchase of Development Rights program. This could include applying for grants for local or state funding programs including considering a self-funded program.

The County can also consider whether the program could include provisions with different time increments that still protect the land for decades.

**Timing:** Within 5 years  
**Agency or Partner:** Farm Preservation Board, Planning & Development Department, NC State Agricultural Extension

**PI-5 Continue Countywide Economic Development Recruitment.**

Iredell Countywide recruitment of new businesses and expansion of existing businesses through the local IDC efforts that could be pursued or continued by the IDC include:

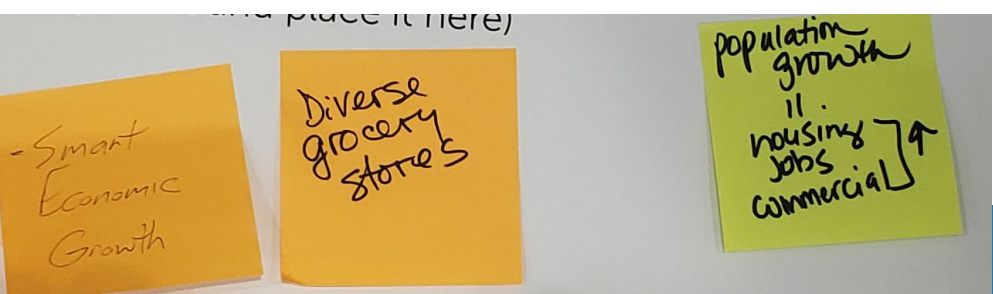
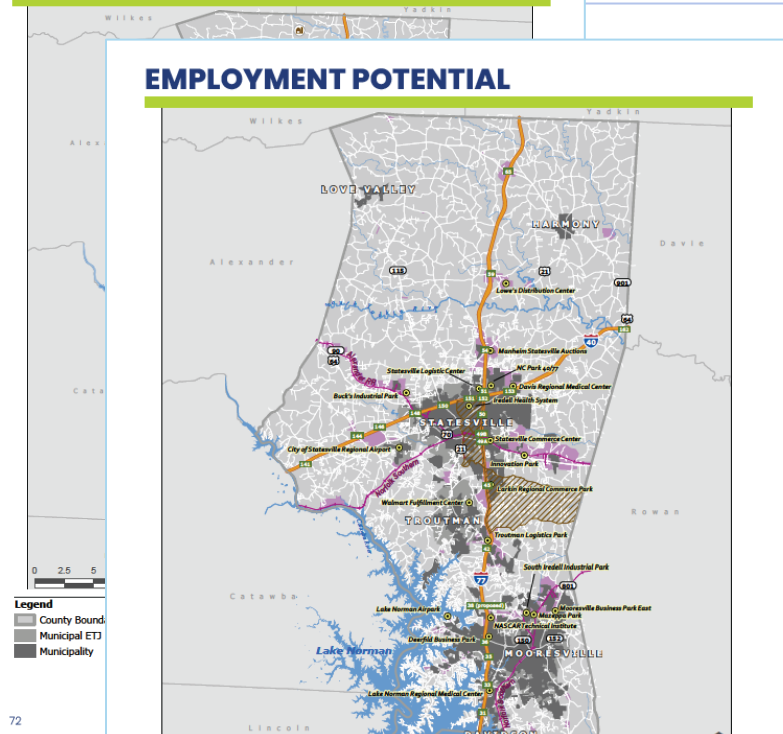
- creating a marketing firm to create a professional county-wide marketing plan to illustrate the various Quality of Life characteristics noted above that are located throughout the county
- creating a digital infrastructure map that highlights the existence of facilities throughout the county, including the providers (IDC, Spectrum, Verizon, AT&T, etc.)
- building on quality of life and workforce development programs (including the new "Tireell" body collaboration between public and non-public organizations)
- developing a cluster analysis to include industry segments and occupational skills to fill the needs of existing business and industry, as well as identifying those sectors where skills exist and are transferable - for those diversification and expansion.

**Timing:** Ongoing  
**Agency or Partner:** Iredell County Economic Development Corporation

2048 HORIZON PLAN - PUBLIC REVIEW DRAFT 1/1/23

## TOURISM POTENTIAL

## EMPLOYMENT POTENTIAL



# STRUCTURE OF THE PLAN

STATION



# STRUCTURE

Components across **five chapters**

**Ch. 1 About Iredell County and the 2045 Horizon Plan** including the structure, the process, and the Horizon Plan Vision

## 2045 HORIZON PLAN VISION



*The 2045 Horizon Plan Vision provides a guiding direction for the future of Iredell County.*

**Balance Growth and Preservation.**

**Act as Convenor in the County.**

**Make Variety a Strength.**

STATION



# STRUCTURE

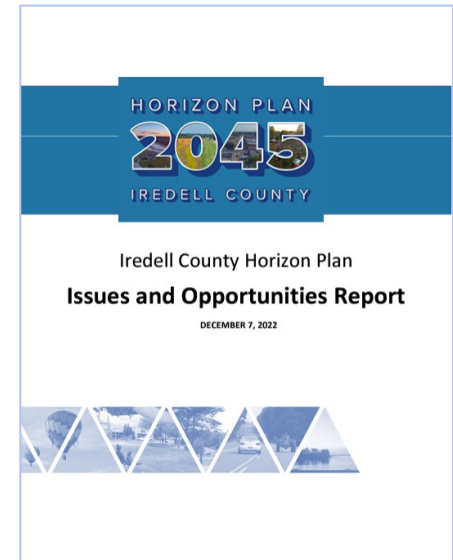
Components across **five chapters**

**Three Chapters Structured around  
Community Issues and Opportunities**

**Ch.2 Prepare for Oncoming Growth**

**Ch.3 Preserve Farmland and Agriculture**

**Ch.4 Coordinate Across the County**



STATION



# STRUCTURE

Components across **five chapters**

**Ch. 5 Moving Toward the Horizon** including performance metrics and detailed implementation actions, organized by type:

- **Further Planning**
- **Capital Investments**
- **Regulatory Updates**
- **Programs and Initiatives**

## Detailed Actions

### FURTHER PLANNING

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

Through existing partnerships with the CRTPO, NC-DOT, and municipalities in Iredell County, work to implement the recommendations included within the Iredell County Transportation Master Plan.

*Timing: Ongoing*

*Agency or Partner: Planning and Development Department; CRTPO, NC-DOT, municipalities*

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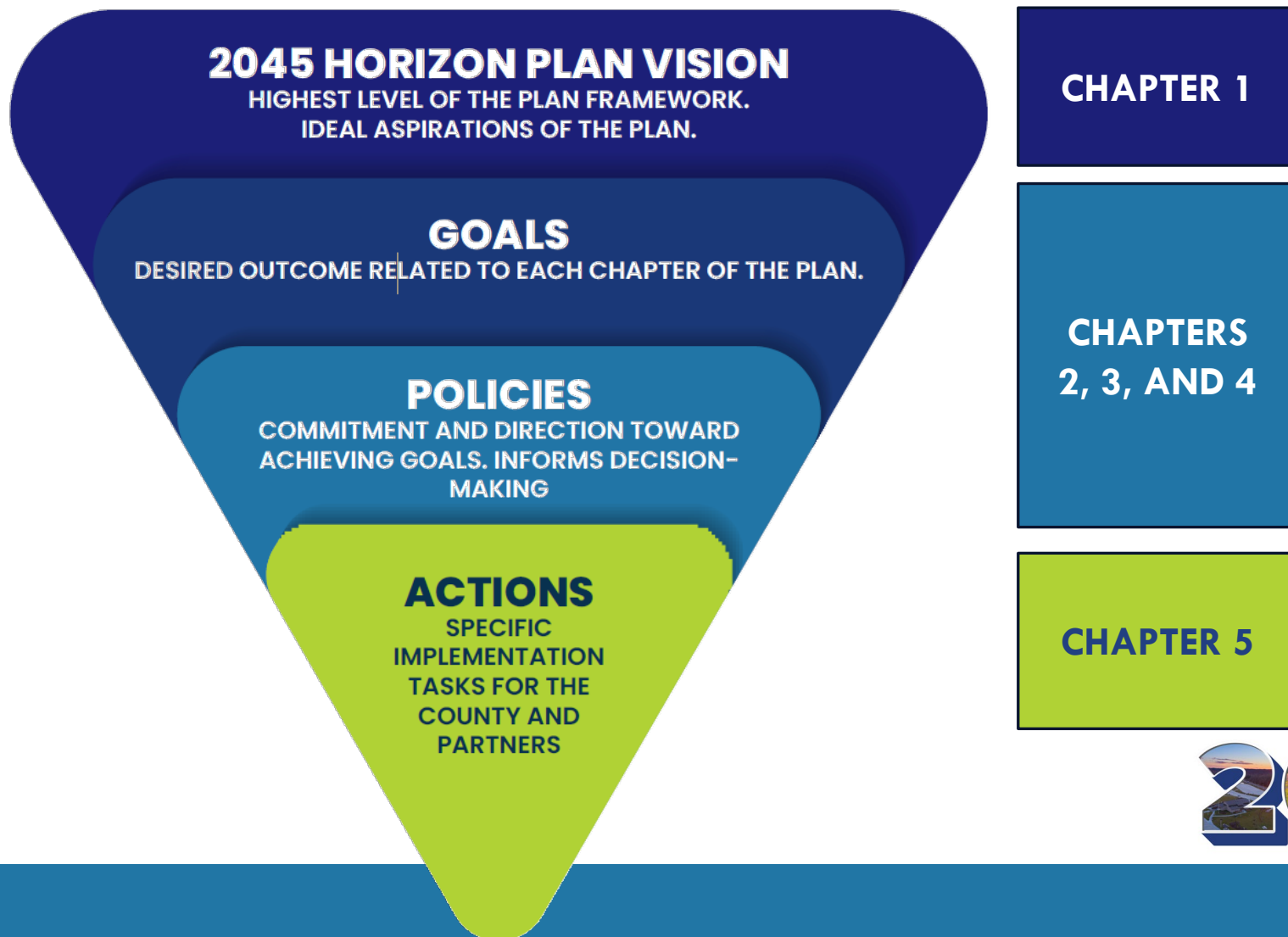
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2045



# STRUCTURE

## Guidance in the plan



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# STRUCTURE

Additional ideas and education are shown in light blue boxes, with a magnifying glass icon

## 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.

CH. 3

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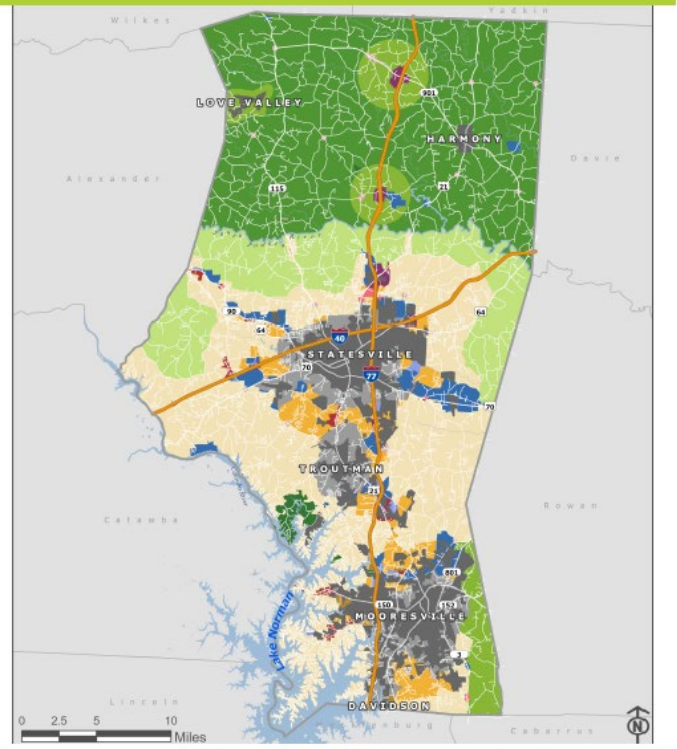
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# STRUCTURE

Maps provide additional key information

## CH. 2

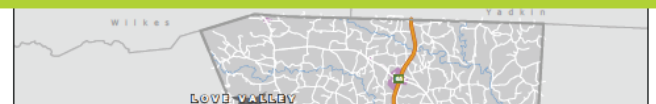
### FUTURE LAND USE MAP - FULL COUNTY



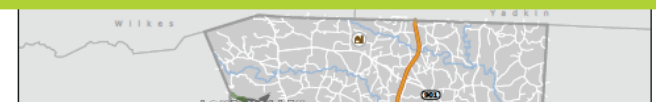
<ul style="list-style-type: none"> <li>County Boundary</li> <li>Municipal ETJ</li> <li>Municipality</li> </ul>	<b>Future Land Use</b> <b>Conservation</b> <ul style="list-style-type: none"> <li>Open Space/Park</li> <li>Ag. and Rural Cons. 1</li> <li>Ag. and Rural Cons. 2</li> <li>Ag. and Rural Cons. 3</li> </ul>	<b>County Neighborhood</b> <ul style="list-style-type: none"> <li>Low-Density Res.</li> <li>Rural Commercial</li> </ul> <b>Municipal-Style Growth</b> <ul style="list-style-type: none"> <li>Medium-Density Res.</li> <li>High-Density Res./Mixed-Use</li> <li>Transitional Comm.</li> </ul>	<ul style="list-style-type: none"> <li>Corridor Comm.</li> </ul> <b>Employment Focus</b> <ul style="list-style-type: none"> <li>Highway Destination Cor</li> <li>Emp. Center - Off./Inst.</li> <li>Emp. Center - Ind./Flex</li> </ul>
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## CH. 4

### EMPLOYMENT POTENTIAL



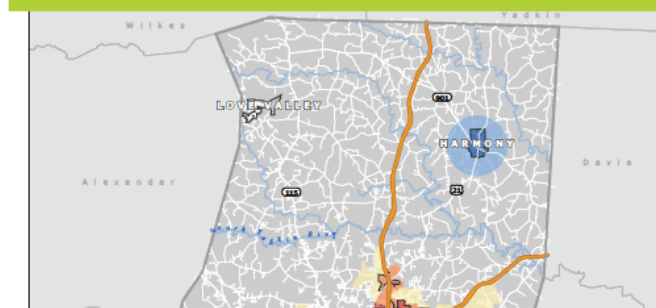
### TOURISM POTENTIAL



### WATERSHEDS



### MUNICIPAL TIERED GROWTH



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# OPEN HOUSE STATIONS AND FEEDBACK

STATION

2



# OPEN HOUSE STATIONS

(1) Live/Work and Sign-in

PLACE DOTS

(2) Presentation space

(3) About the 2045 Horizon Plan

(4) Action Preferences

PLACE DOTS

(5) Future Land Use Map

COMMENT ON FORM OR ONLINE

(6) Draft Plan Text

COMMENT ON FORM OR ONLINE

STATION

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# ONLINE SURVEYS



## THE DRAFT IREDELL COUNTY 2045 HORIZON PLAN IS AVAILABLE FOR PUBLIC COMMENT!

Your voice can still help improve the plan.

Read the plan [here](#).

Provide feedback [here](#).

The plan is available online from July 17 through September 12. Open Houses will be held throughout the County the week of August 14th. See details [here](#).

Did you find more you wanted to share as you reviewed the plan? Share additional written comments [here](#).

**OPEN  
THROUGH  
SEPTEMBER 12**

Live/Work, Action Preferences, Comments on the draft plan or maps

Quick way to add additional comments later

STATION



USE THE COMBINATION OF ONLINE AND LIVE TOOLS THAT MAKES YOU FEEL MOST COMFORTABLE.

JOIN US AT THE OPEN HOUSE STATIONS TO PROVIDE FEEDBACK.

SEND YOUR NEIGHBORS WHO COULDN'T JOIN TODAY TO **IREDELLHORIZONPLAN.INFO** TO SHARE THEIR THOUGHTS.

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