

HORIZON PLAN



IREDELL COUNTY

BRIEFING

MAY 2, 2023

**BOARD OF
COMMISSIONERS**

MAY 3, 2023

PLANNING BOARD

AGENDA

- 1. Welcome**
- 2. Horizon Plan Process**
- 3. Proposed Vision (DRAFT)**
- 4. Building Up to the Vision / Progress Made Since Project Launch**
- 5. Next Steps**

HORIZON PLAN PROCESS

TEAM



MATTHEW TODD,
DIRECTOR OF PLANNING
& DEVELOPMENT

JAKE LOWMAN
SENIOR PLANNER

CLARION

HERE TODAY



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



DAVID HENNING, AICP, ESQ
ASSOCIATE PROJECT
PLANNER

EMILY GVINO, MCRP, MPH
ASSOCIATE PROJECT
PLANNER

GORDY MOORE, MURP
ASSOCIATE PROJECT
PLANNER

MICHAEL EVERHART, MCRP
MAPPING SPECIALIST
PLANNER

ADDIE SHERMAN
GRAPHICS AND
MARKETING
COORDINATOR



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

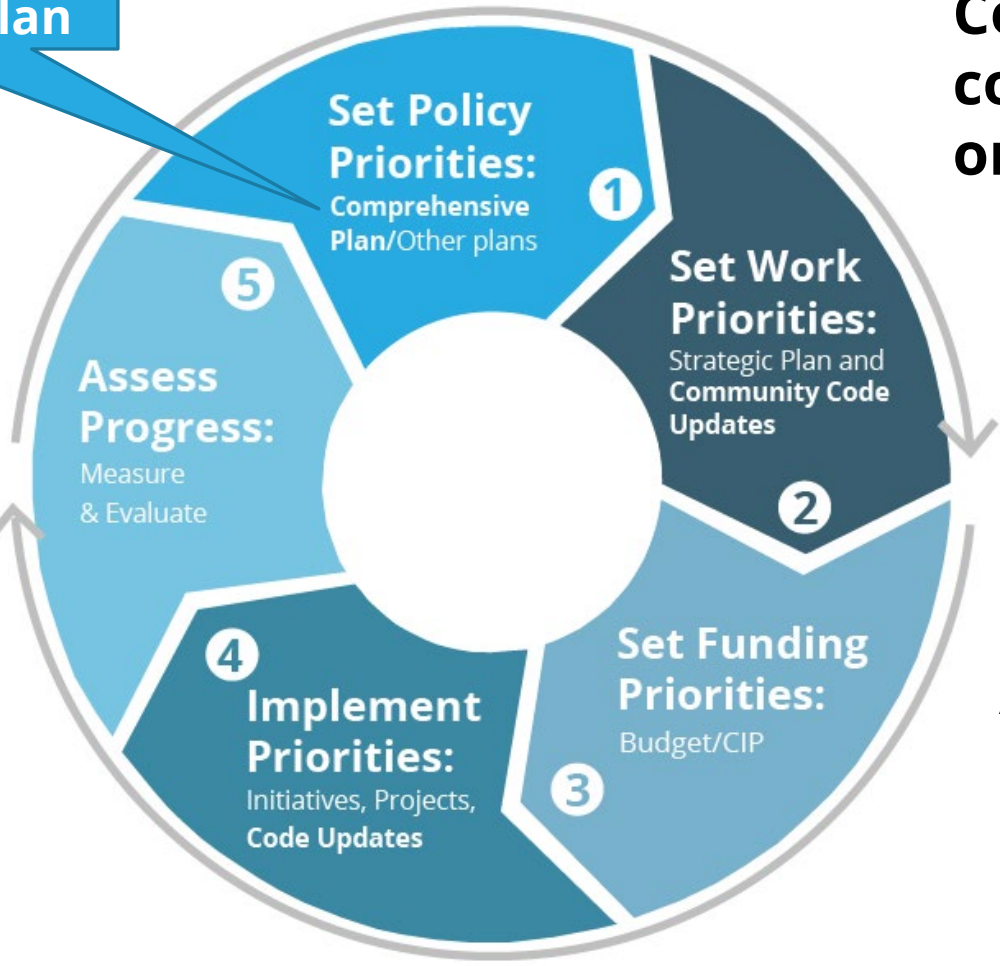


PROGRESS



PLANNING IS A CYCLE

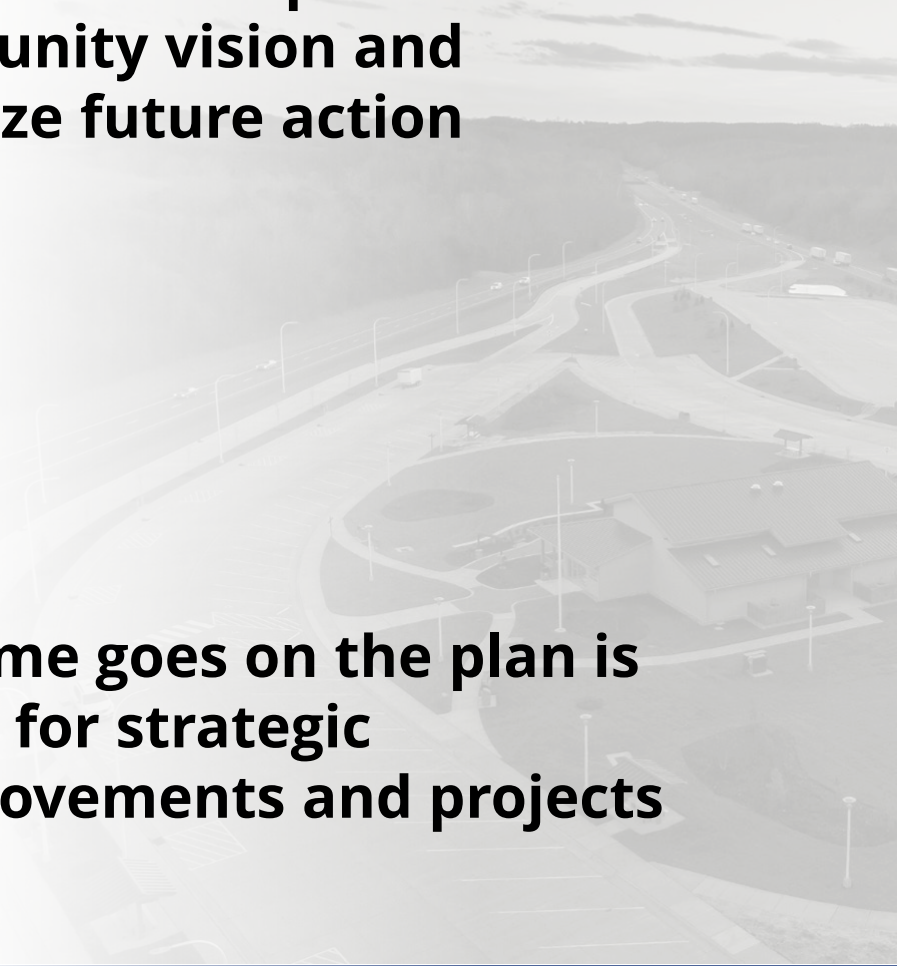
2045 Horizon Plan



Comprehensive plans set community vision and organize future action

Eventually changes from the last plan and changing conditions should be evaluated

As time goes on the plan is used for strategic improvements and projects



PROPOSED VISION (DRAFT)

DRAFT VISION HIGHLIGHTS

Draft vision for the 2045 Horizon Plan based on community input and technical analysis.

- **Balance Growth and Preservation**
“...New growth opportunities and time-honored agricultural traditions can exist in balance.”
- **Act as Convenor in the County**
“...Iredell County Government can be the convenor that facilitates these groups [*municipalities, partner agencies, utilities*] working together toward a common future.”
- **Make Variety a Strength**
“...Having so many different kinds of areas within the County’s borders makes for more opportunities for the residents and workers here...”

BUILDING UP TO THE VISION

**PROGRESS LEADING TO
DRAFT VISION**

PHASES 1-3 PROGRESS

Accomplishments that provide a foundation for plan drafting

Community Engagement

- Stakeholder interviews
- Steering Committee meetings (6)
- Public engagement meetings (4) and online activities

Reports on Project Website:

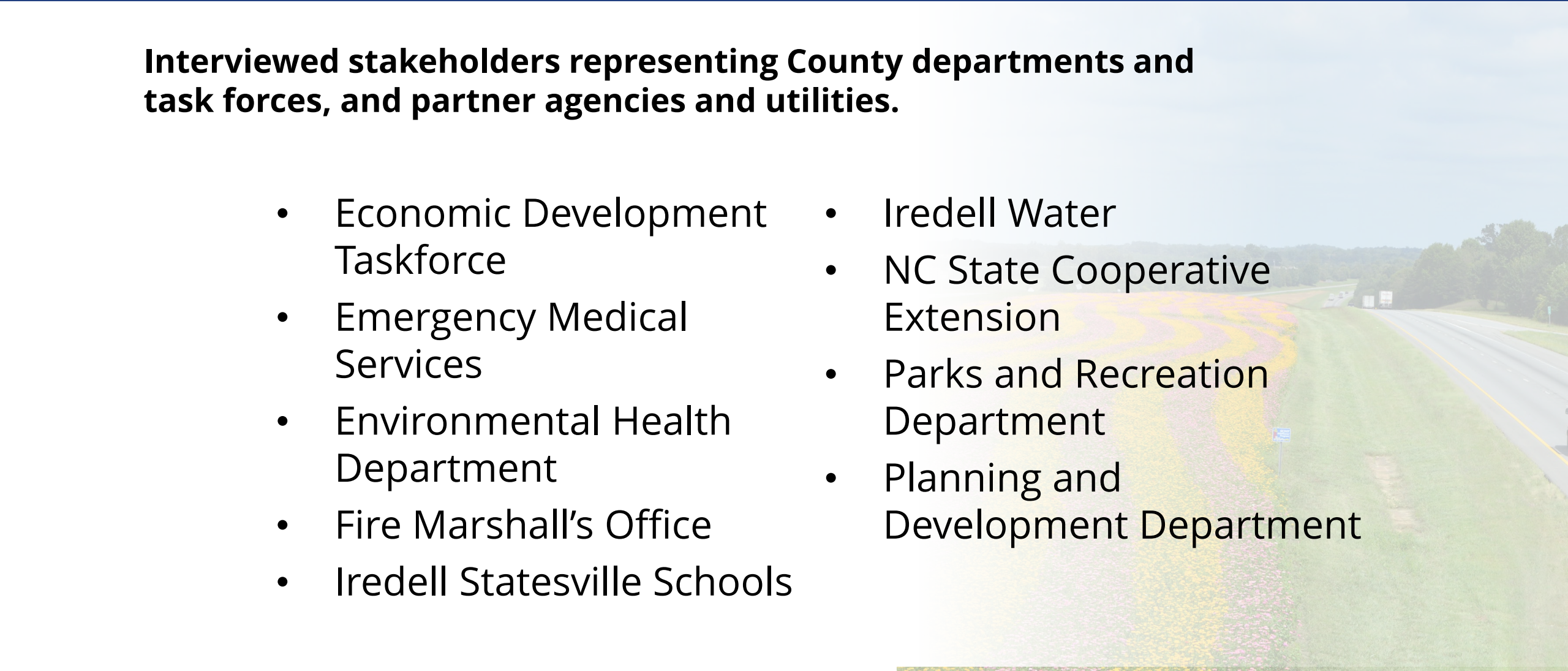
- Issues and Opportunities
- Public Engagement Round #1 Summary
- Outcomes from Steering Committee Meetings

Technical Analysis Reports

- Planning Influences (shared at workshops)
- Development and Market Strategies Report

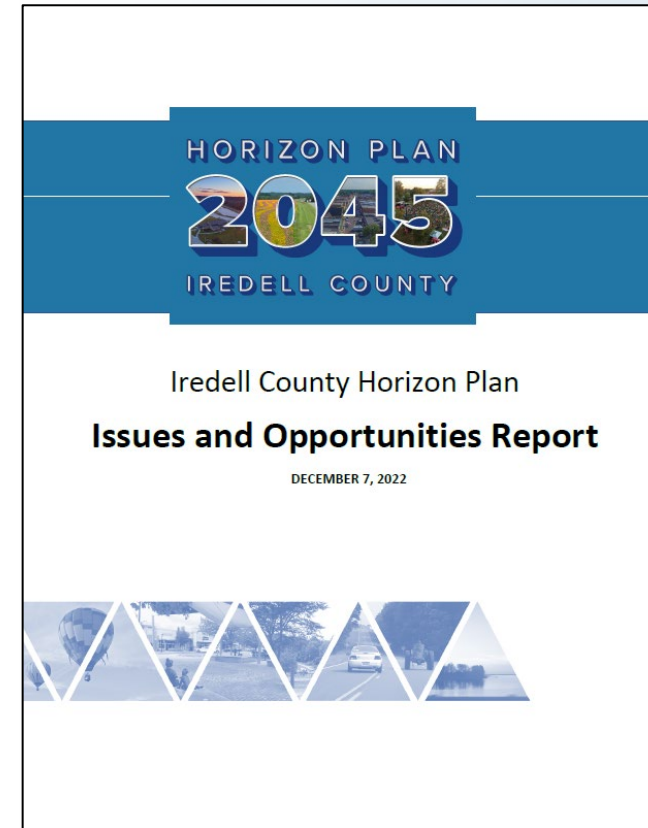
ISSUES AND OPPORTUNITIES

Interviewed stakeholders representing County departments and task forces, and partner agencies and utilities.

- Economic Development Taskforce
 - Emergency Medical Services
 - Environmental Health Department
 - Fire Marshall's Office
 - Iredell Statesville Schools
 - Iredell Water
 - NC State Cooperative Extension
 - Parks and Recreation Department
 - Planning and Development Department
- 

ISSUES AND OPPORTUNITIES

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



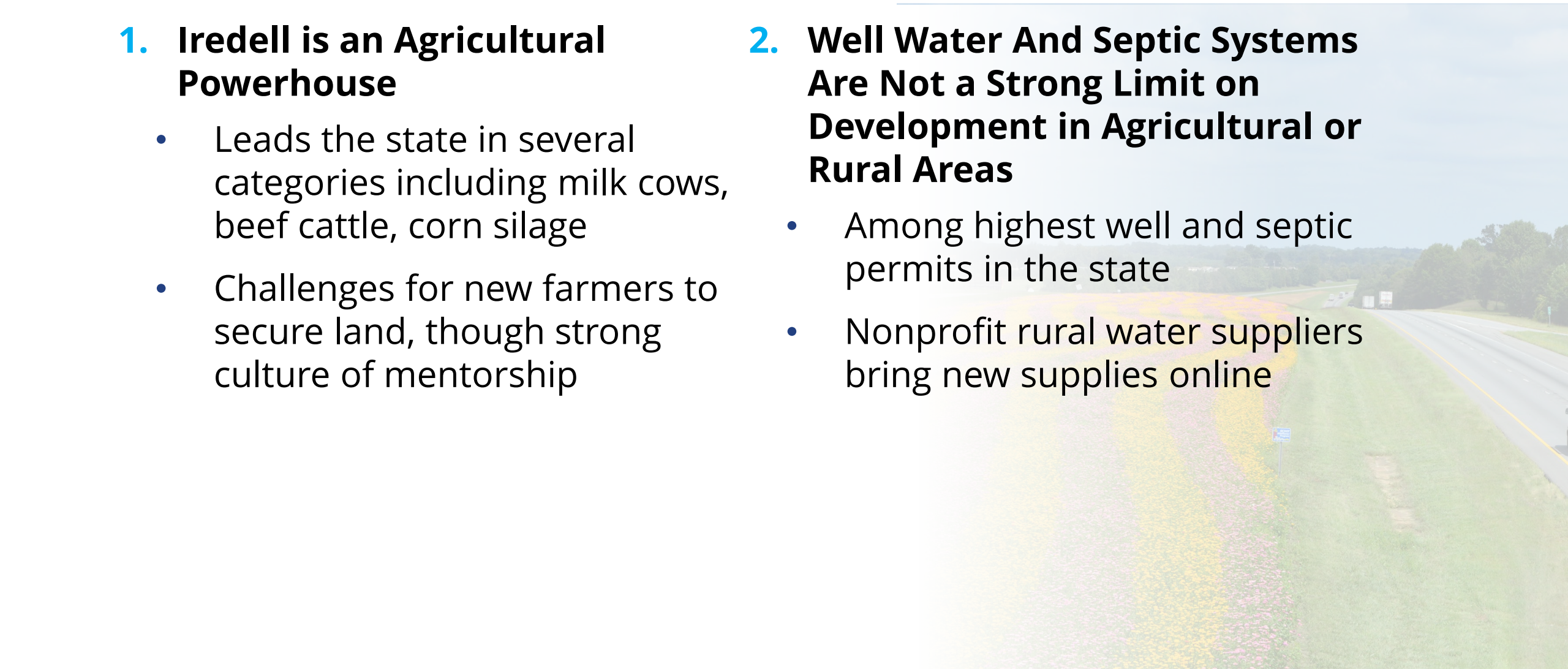
1. PRESERVE FARMLANDS AND AGRICULTURE

1. Iredell is an Agricultural Powerhouse

- Leads the state in several categories including milk cows, beef cattle, corn silage
- Challenges for new farmers to secure land, though strong culture of mentorship

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

- Among highest well and septic permits in the state
- Nonprofit rural water suppliers bring new supplies online



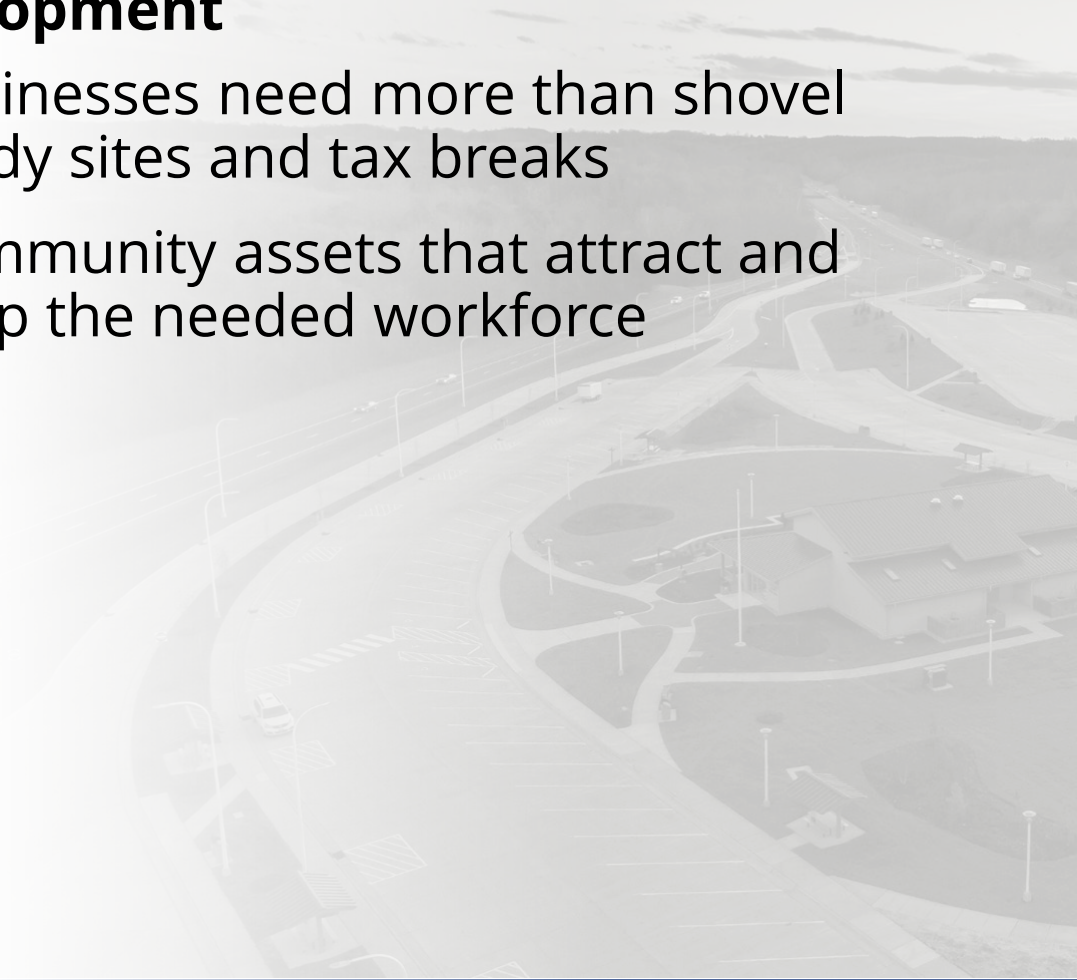
2. PREPARE FOR ONCOMING GROWTH

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
- Community assets that attract and keep the needed workforce



3. VARIED INTERESTS ACROSS THE COUNTY AND WITH PARTNERS

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

- Convene regional partners on land use and future growth

2. Make the most of County assets

- 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



TECHNICAL ANALYSES

Technical evaluations of existing conditions and future projected growth in County

- Sociodemographic Trends
- Land Use and Development
- Agriculture and Farmland
- Transportation and Commuting Trends
- Natural Features and Resources
- Workforce and Local Economy
- Market Opportunities (Residential and Nonresidential)



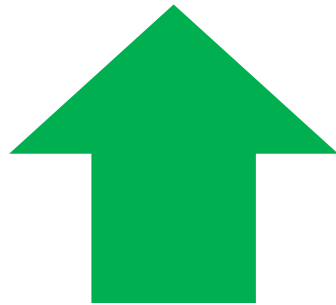
HOW MUCH GROWTH IS EXPECTED?

PREPARE FOR ONCOMING GROWTH

2045 Population Projection Range for
entirety of Iredell County:

283,108 (NC Demographer)

254,505 (Woods & Poole)



66,000-95,000

new residents projected by 2045

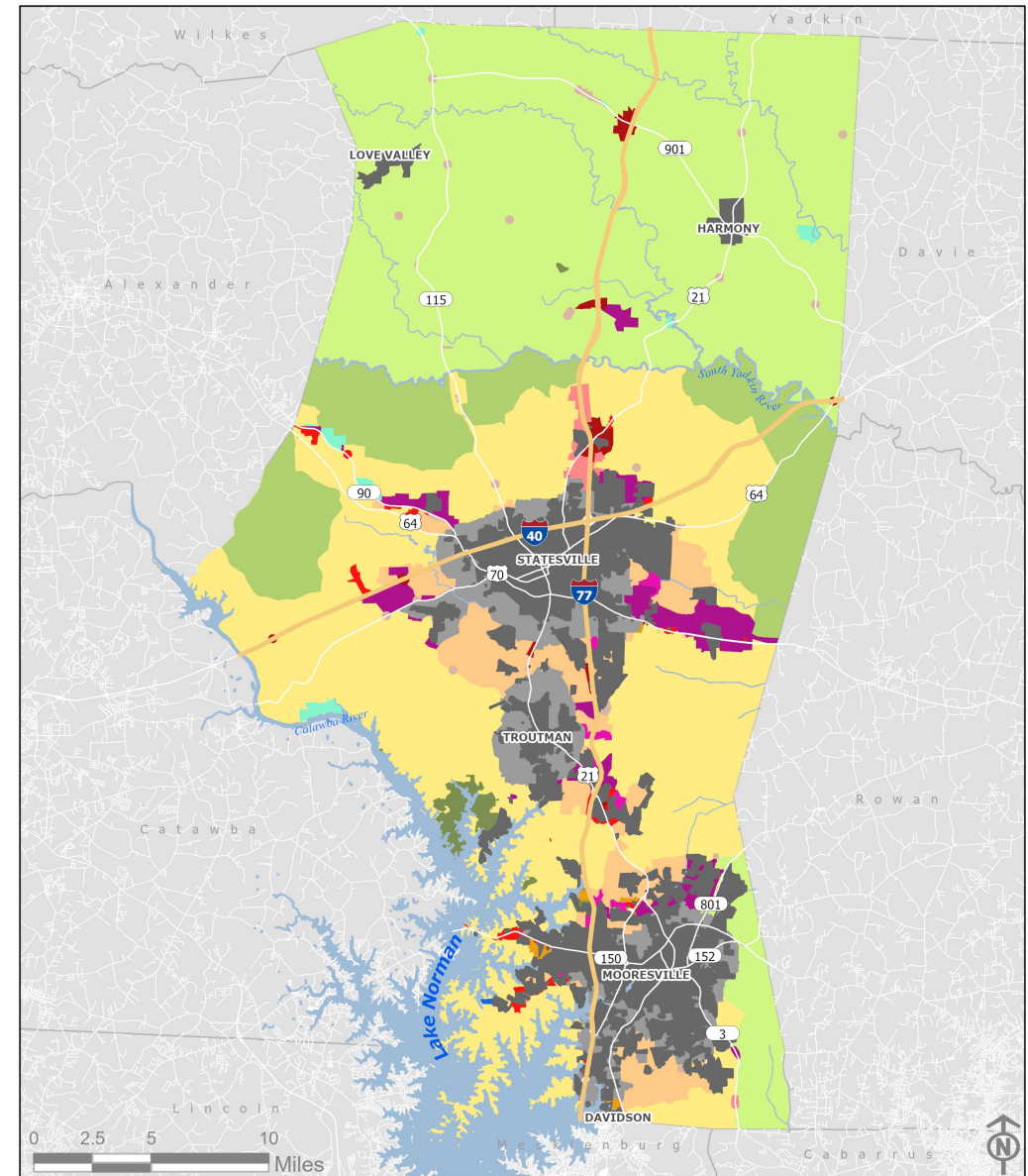
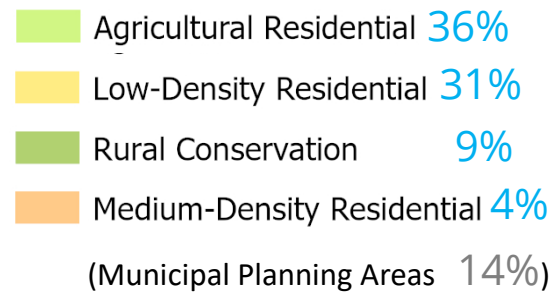
**If current proportions continue, that could result in
36,000-52,000 new residents in unincorporated Iredell.**

FUTURE LAND USE

PREPARE FOR ONCOMING GROWTH

2030 Horizon Plan

- Majority of land **Agricultural Residential** and **Low-Density Residential**
- **Rural Conservation** is a transition between the previous 2 categories
- **Medium-Density Residential** around municipalities
- Commercial and Employment categories along major corridors



AGRICULTURE IN IREDELL

PRESERVE FARMLANDS AND AGRICULTURE

- #1 in NC in beef and dairy COWS
- #1 in corn silage



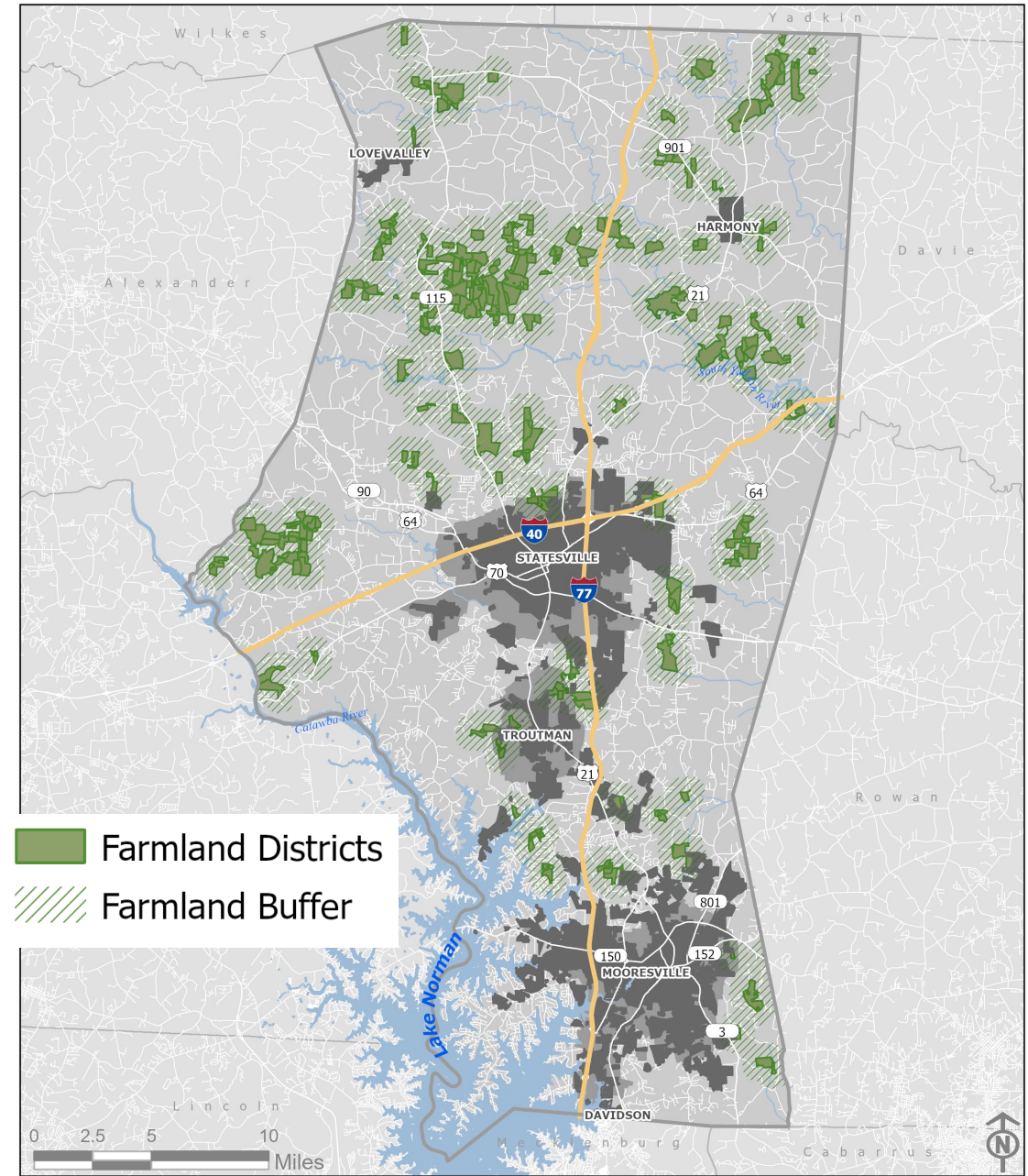
	2017	% change since 2012
Number of farms	1,055	-12
Land in farms (acres)	133,346	-12
Percent of farms that:		
Have internet access	70	Sell directly to consumers
		4
Farm organically	1	Hire farm labor
		22
		Are family farms
		97

PROTECTED FARMLAND

PRESERVE FARMLANDS AND AGRICULTURE

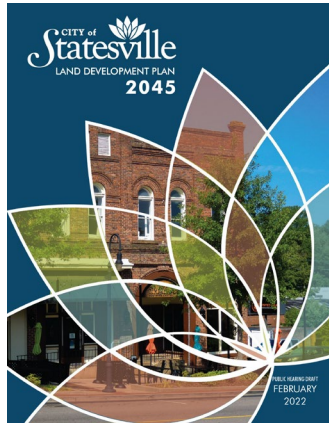
Using voluntary and enhanced voluntary agricultural districts (VAD & EVAD) some farmland has been protected for farm use

- 19,700 acres in Farmland Districts (5.6% of all land)
- 17,100 acres of Farmland Districts are taxed by Present Use Value (PUV)
- 165,000 acres of the county are taxed by PUV (47.1% of all land)

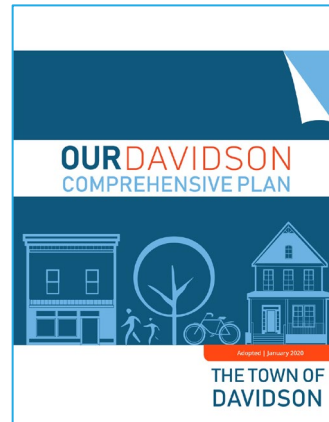


UPDATES ACROSS THE COUNTY

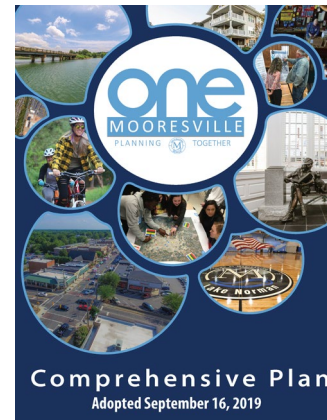
COORDINATE VARIED INTERESTS ACROSS THE COUNTY AND WITH PARTNERS



Statesville
Land Development Plan
2022



Davidson
Comprehensive Plan
2020



Mooresville
Comprehensive Plan
2019



Troutman
Strategic Plan
2018

EXAMINE DEVELOPMENT & MARKET STRATEGIES



Iredell County Land Use Plan
Development & Market Strategies Report



WHO WORKS IN IREDELL COUNTY?

37,269

INFLOW



- Mecklenburg County
- Rowan County
- Catawba County
- Cabarrus County
- Gaston County



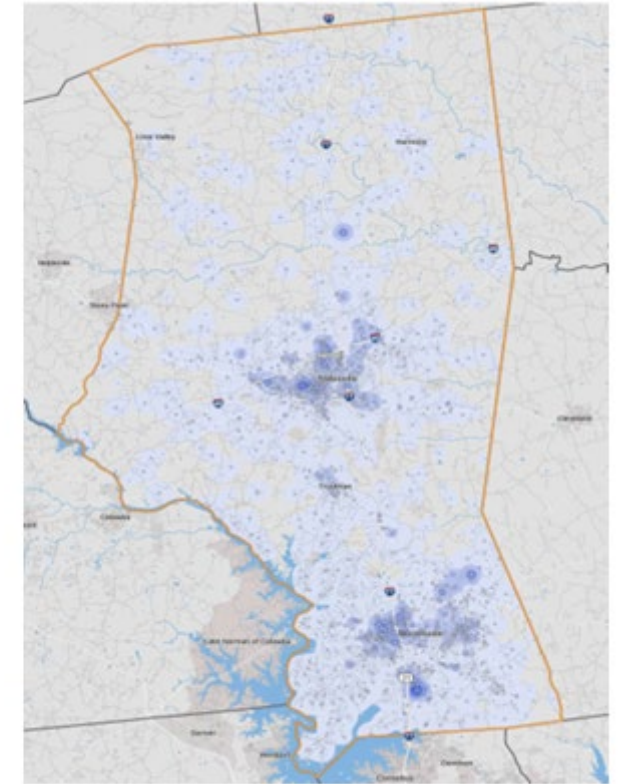
42,206

OUTFLOW



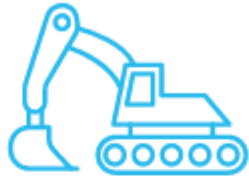
- Mecklenburg County
- Catawba County
- Cabarrus County
- Rowan County
- Forsyth County

Source: US Census; NC Commerce; Rose Asso



Source: U.S. Census Work Area Profile Analysis (2019)

RECENT GROWTH



NEW PIPELINE DEVELOPMENT

9,281,637 SF | 215 JOBS | \$782,888,900



EXPANDING BUSINESS

987,823 SF | 706 JOBS | \$264,375,000

Source: Iredell County EDC Annual Report (2022)

In addition to its work soliciting attraction of major projects, the Iredell County Economic Development Corporation has a robust business retention and expansion program and assists small business and entrepreneurs with its Business Resource Guide. All its efforts are outlined in its Annual Report and Strategic Plan.

FINDINGS FROM THE DEVELOPMENT & MARKET STRATEGIES REPORT

Findings

The results of our data collection, interviews and analysis can be summarized in three areas:

BALANCING PRESERVATION & GROWTH

Housing & Industrial development is driving growth.

Sprawl is a concern in the undeveloped rural areas of the county.

Housing affordability and preservation is a key concern as growth expands to rural areas.

TOURISM AS A UNIFYING FORCE

Several key assets are located throughout the county.

There are various tourism organizations throughout in multiple municipalities.

The county lacks a “central command” and plan to market and leverage all county tourism assets.

QUALITY OF LIFE AS A MARKETING PROPOSITION

Appears to be no cohesive Branding + Marketing Plan.

Messaging between local agencies creates market conflict & confusion.

There is limited collaboration between agencies to promote unique Quality of Life (QOL) features.

OPEN HOUSES

January 17th 5-7PM

Union Grove Community Building
1869 W Memorial Hwy, Harmony NC 28634

January 18th 2-4PM

South Iredell Volunteer Fire Department
651 Brumley Rd, Mooresville NC 28115

January 18th 6-8PM

Iredell County Cooperative Extension
444 Bristol Dr, Statesville NC 28677

January 19th 3-5PM

Career Academy & Technical School
350 Old Murdock Rd Troutman, NC 28166

Through February 9th
Online

HORIZON PLAN



Upcoming Public Open Houses

Attend in person or respond online to give your input to guide the future of Iredell County!

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Learn more at:

<https://www.iredellhorizonplan.info/>



HORIZON PLAN



Upcoming Public Open Houses

January 17-19, 2022.

Meetings in Union Grove,
Mooresville, Statesville,
and Troutman



Attend in person or respond online to give your input to guide the future of Iredell County!
Learn more at: <https://www.iredellhorizonplan.info/>

OPEN HOUSES: NORTHERN/UNION GROVE



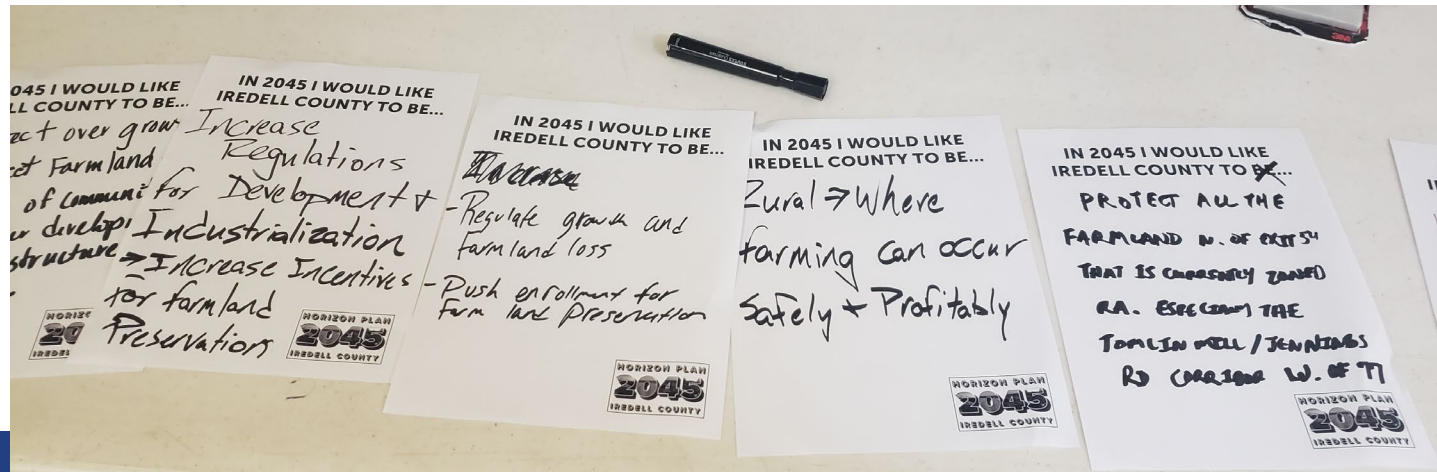
STATION 1 LIVE / WORK
 Where do you live? Where do you work?

NORTHERN / UNION GROVE

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

HORIZON PLAN 2045 IREDELL COUNTY
www.iredellhorizonplan.info



OPEN HOUSES: MOORESVILLE



STATION 1 LIVE / WORK

Where do you live? Where do you work?

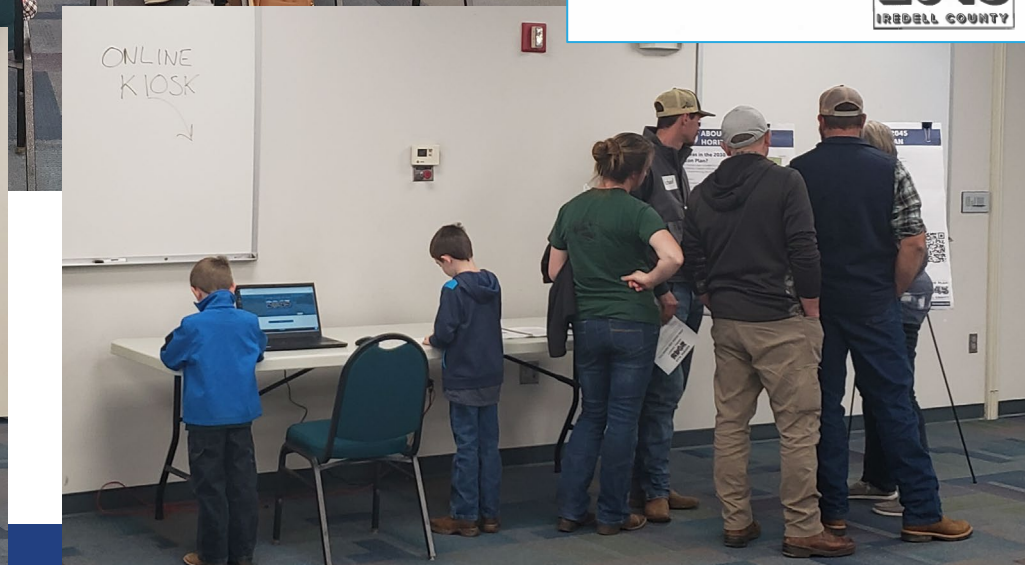
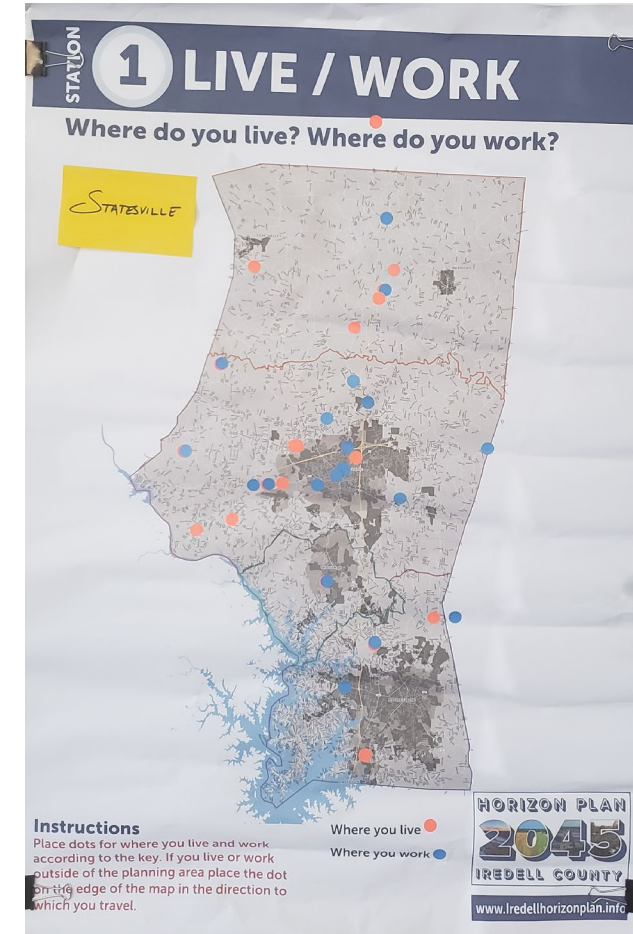
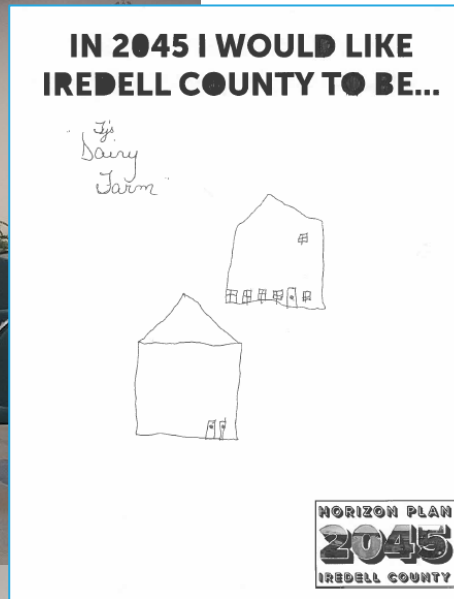
MOORESVILLE

Instructions
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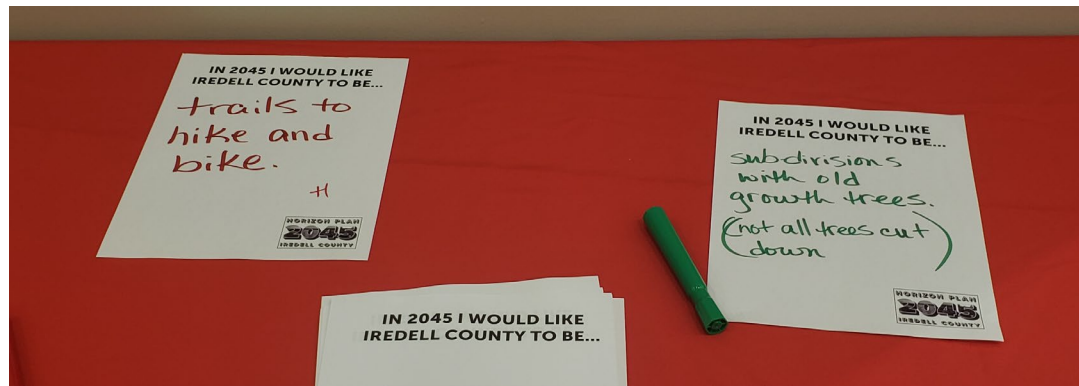
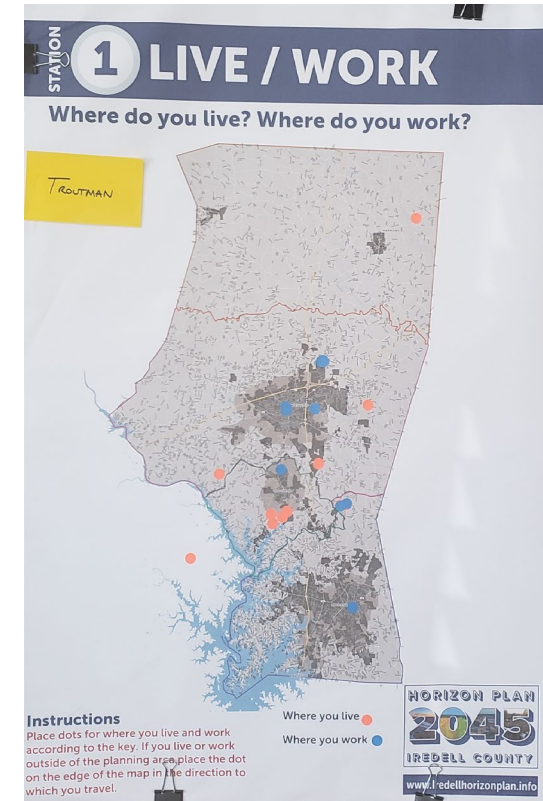
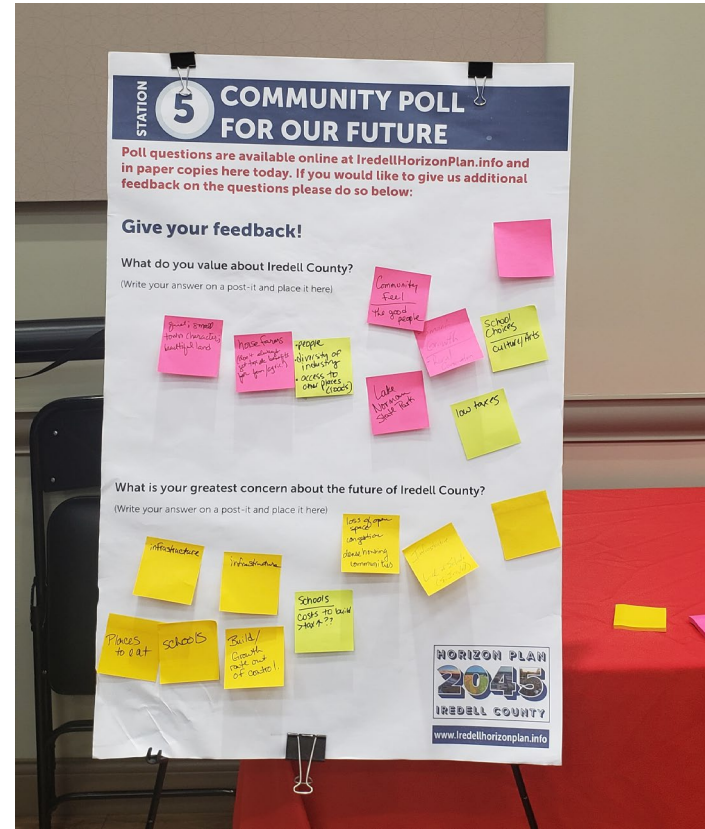
Where you live ●
Where you work ●

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OPEN HOUSES: STATESVILLE

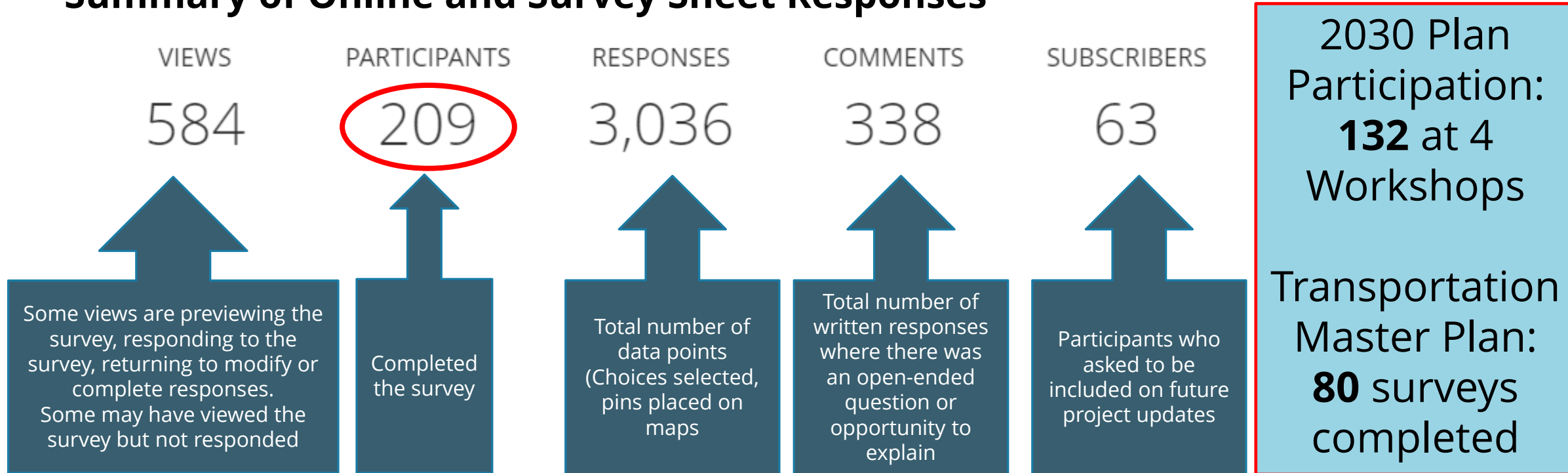


OPEN HOUSES: TROUTMAN



PARTICIPANTS

Summary of Online and Survey Sheet Responses



Summary of Open House Attendees (That signed in at the front station)

Northern/Union Grove: 42 Statesville: 20 Troutman:16 Mooresville: 3 Total: 81

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

Most responses touched on many themes. Themes touched by at least 20 comments:

1. **A community with good or better planning.**
 - Most often in the sense of growth near existing infrastructure capacity and in targeted locations, but also occasionally with a mix of growth sectors.
 - The phrase “live work and play” is used multiple times.
2. **A community that supports farming.**
 - Most often preserving farmland as open space and the economic viability of farms
3. **A community that controls growth.**
 - Sometimes limiting it to municipalities or the southern end of the county
 - Sometimes limiting the type of development (especially apartments)
 - Sometimes slowing development speed
4. **A community that supports business.**
 - Most often with reference to small or local businesses, or new jobs
 - A few that specify large businesses and big box stores.
 - Often paired with jobs for County residents or as a source of tax revenue
5. **A community that embraces nature.**
 - Through open spaces, parks, and greenways; and support for trees and wildlife
6. **A community where transportation is more effective**
 - Most often in the sense of improving traffic
 - Sometimes including walking or regional transportation
7. **A community that retains the feel of a small town or rural area.**
 - In the sense the look, feel, and character of the community
 - Comments often also express support for farming (#2)

PROJECT WEBSITE: IREDELLHORIZONPLAN.INFO

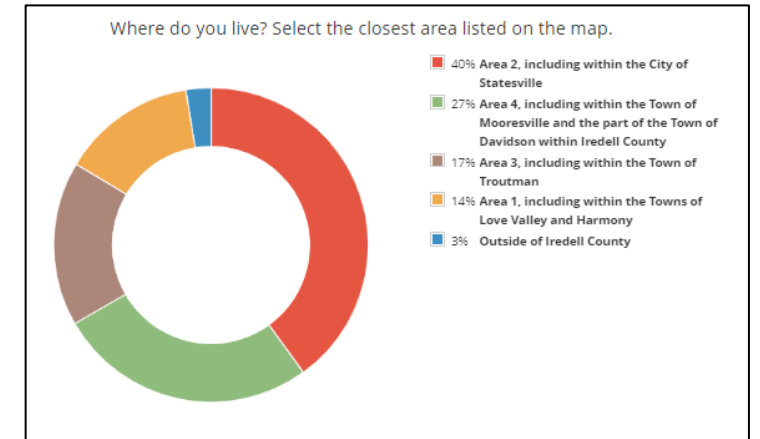
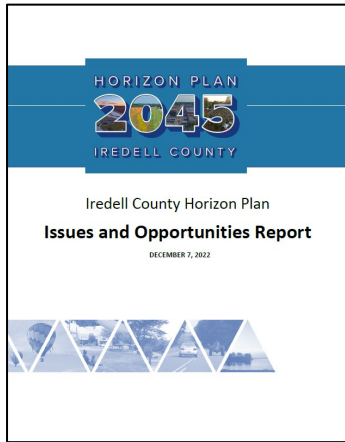
The screenshot shows a web browser window with the URL iredellhorizonplan.info/resources-work-products. The page features a dark blue header with the text "IREDELL COUNTY HORIZON PLAN" on the left and navigation links for "Home", "FAQ's", "Resources & Work Products", and "Upcoming Meetings" in the center. A "PARTICIPATE" button is located on the right side of the header. The main content area is white and contains a large blue graphic on the left with the text "HORIZON PLAN 2045 IREDELL COUNTY". To the right of this graphic is a list of resources and work products under the heading "RESOURCES & WORK PRODUCTS".

RESOURCES & WORK PRODUCTS



- Building the 2045 Horizon Plan**
 - [Issues and Opportunity Report \(December 7, 2022\)](#)
 - [Development and Market Strategies Report \(March 15, 2023\)](#)
- Public Engagement**
 - [Open House Slides \(January 17-19, 2023\)](#)
 - [Enlarged Maps from Open House Slides](#)
 - [Public Engagement Summary Report](#)
 - [Public Engagement Detailed Results Summary Report](#)
- Steering Committee Meeting Presentations**
 - [Steering Committee Meeting #1 Kickoff \(September 29, 2022\)](#)
 - [Steering Committee Meeting #2 \(December 8, 2022\)](#)

PROJECT WEBSITE DETAILED RESOURCES



Issues & Opportunities

Development & Market Strategies

Open House Presentation Slides

Public Engagement Online Results Summary

NEXT STEPS

NEXT STEPS

With the Steering Committee (Spring-Summer 2023)

- Draft the plan in two modules

With the Public (Summer 2023)

- Summer public engagement to unveil Public Review Draft of Plan

With the Board Of Commissioners and Planning Board (Fall 2023)

- Revised Public Hearing Draft presented for formal adoption