

HORIZON PLAN




IREDELL COUNTY

February 16, 2023

**STEERING COMMITTEE  
MEETING #4**

# AGENDA

1. Welcome
2. Development and Market Strategies
3. Public Engagement Response Summary
4. Next Steps

A red starburst graphic with a blue outline, containing a thank-you message.

**THANK YOU** for attending, promoting and responding to the open house and online survey

# DEVELOPMENT AND MARKET STRATEGIES

# IREDELL COUNTY LAND USE PLAN

Rose & Associates SE, Inc.  
in conjunction with Clarion  
2022-2023



# DEVELOPMENT & MARKET STRATEGIES REPORT

## OUR PROCESS



Review



Input



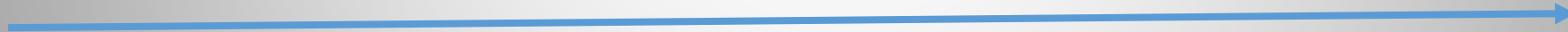
Analysis



Findings

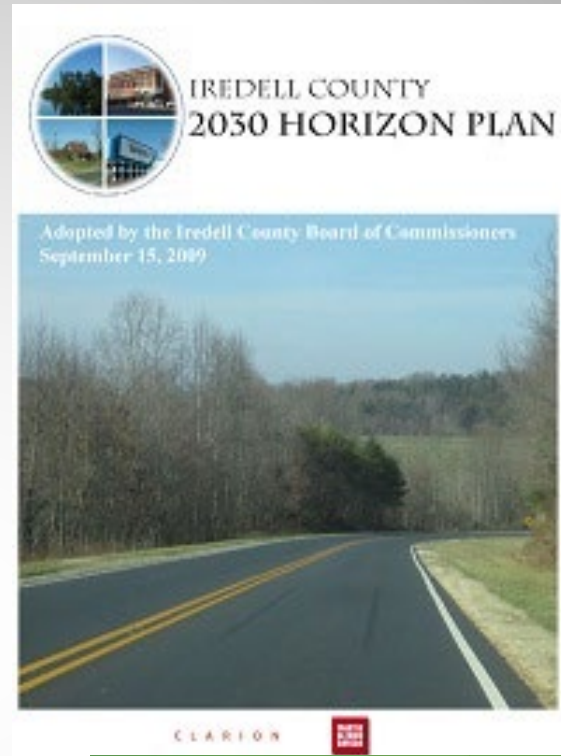


Actions



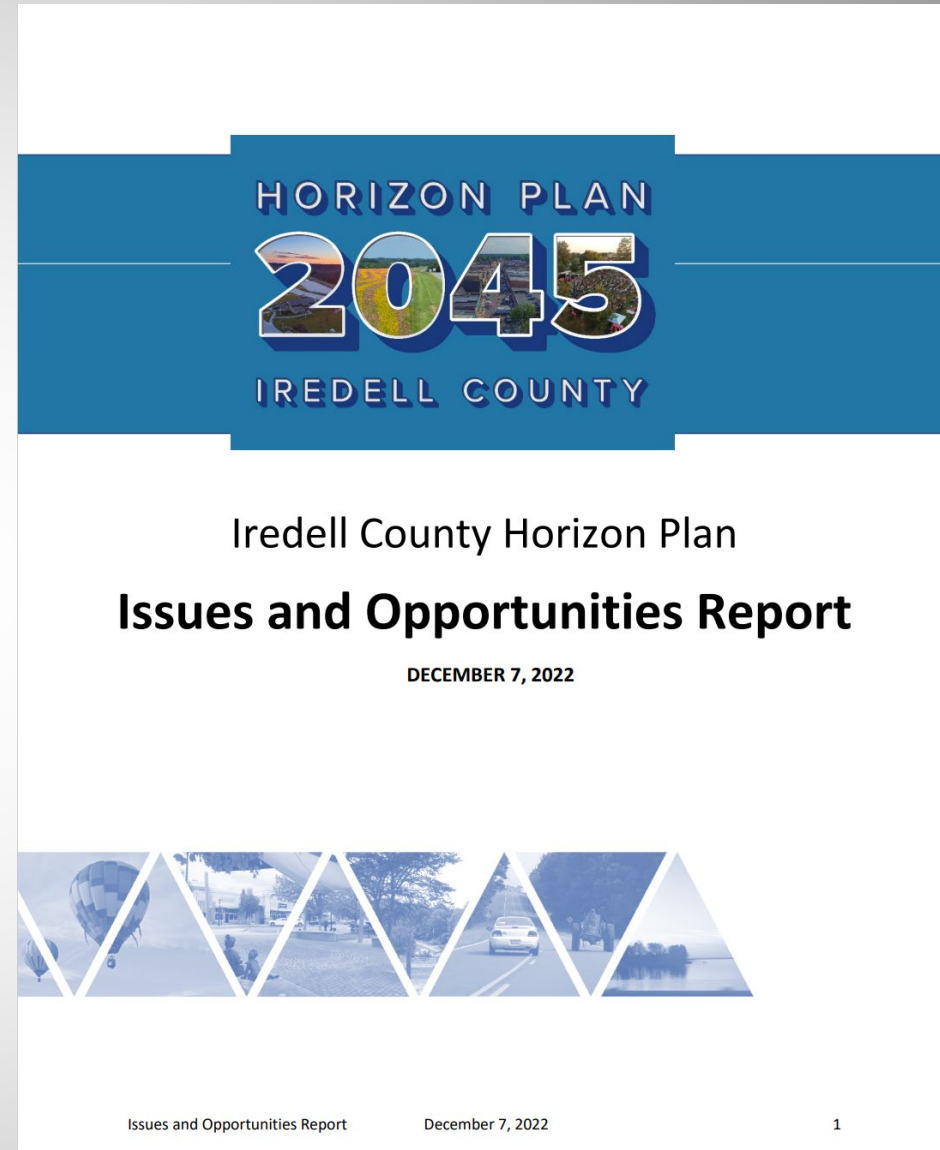
# REVIEW

## PRIOR PLANS/REPORTS



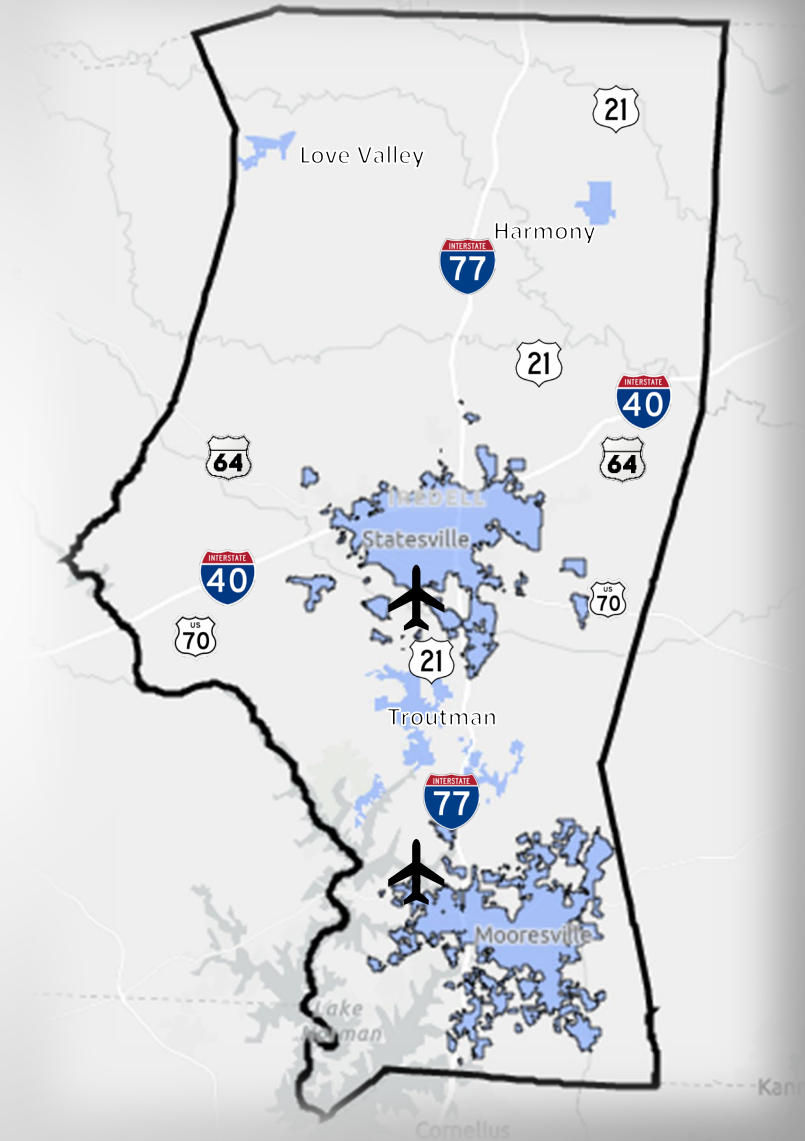
# INPUT

- Preserve Farmlands & Agriculture
- Prepare for Oncoming Growth
- Coordinate Varied Interests Across the County and with Partners



# ANALYSIS AT A GLANCE

- Northern-most county of the Charlotte-Concord-Gastonia MSA
- **597.32** square miles consisting of 5 incorporated municipalities (+ Union Grove)
- **23** square miles of water @ Lake Norman
- **2** Airports: Statesville Regional & Lake Norman Airpark
- **2** Major Interstates: I77 & I40 (Intersection)
- **3** Major Highways: US 70, US 64 & US 21
- Freight Rail





# 2022 DEMOGRAPHIC SUMMARY

Iredell County, NC



## KEY FACTS

193,427

Population



75,505

Households

40.9

Median Age

\$58,633

Median Disposable Income

## EDUCATION

9%

No High School Diploma



28%

High School Graduate



32%

Some College



31%

Bachelor's/Grad/Prof Degree

## INCOME



\$74,837

Median Household Income



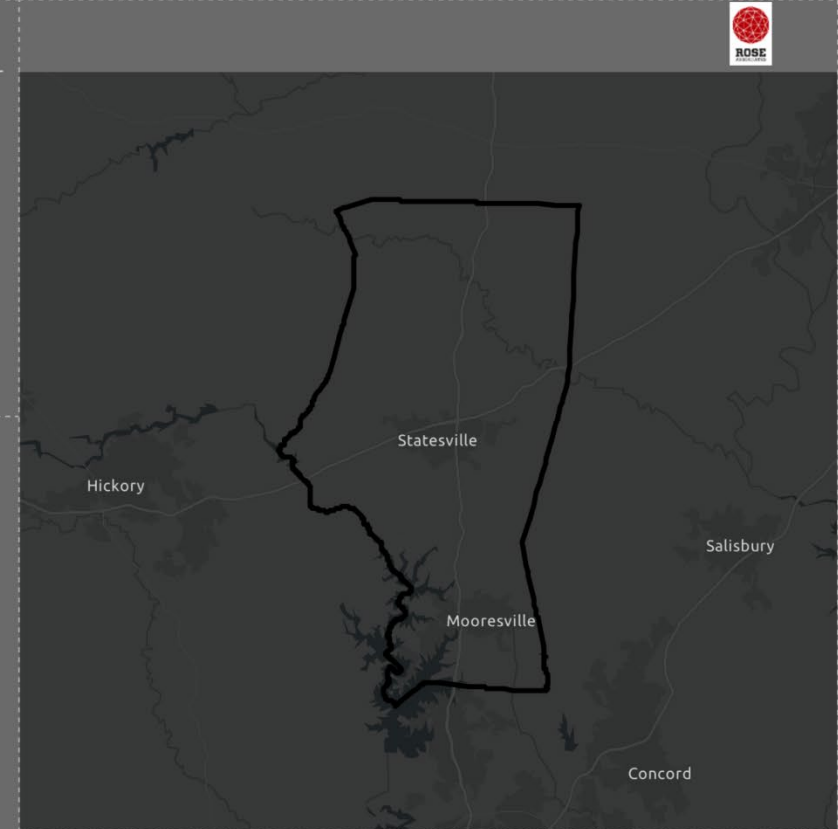
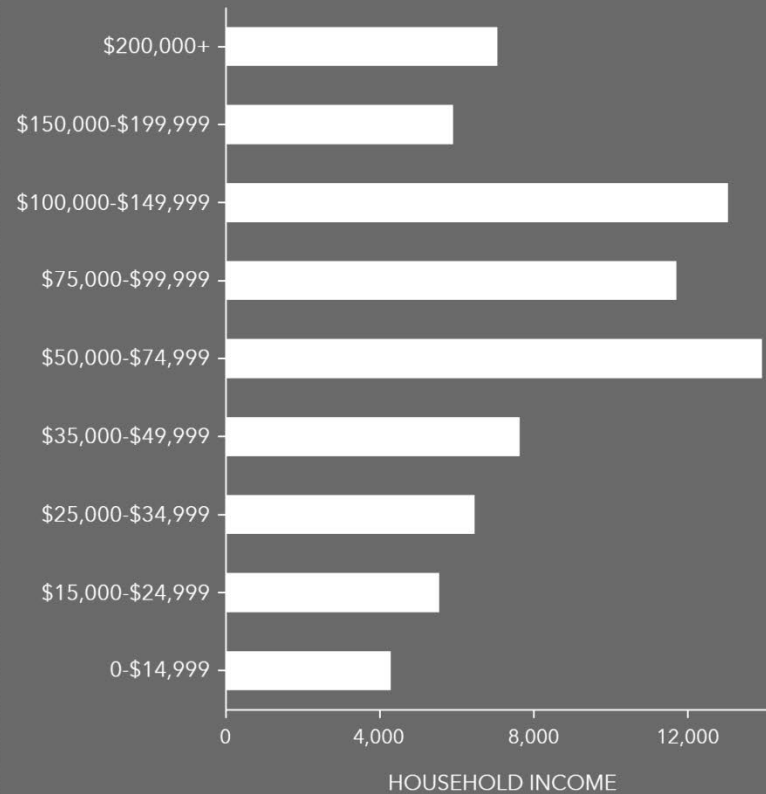
2.54

2022 Average Household Size (Esri)



\$104,021

2022 Average Household Income (Esri)



## EMPLOYMENT



61%

White Collar



28%

Blue Collar



14%

Services

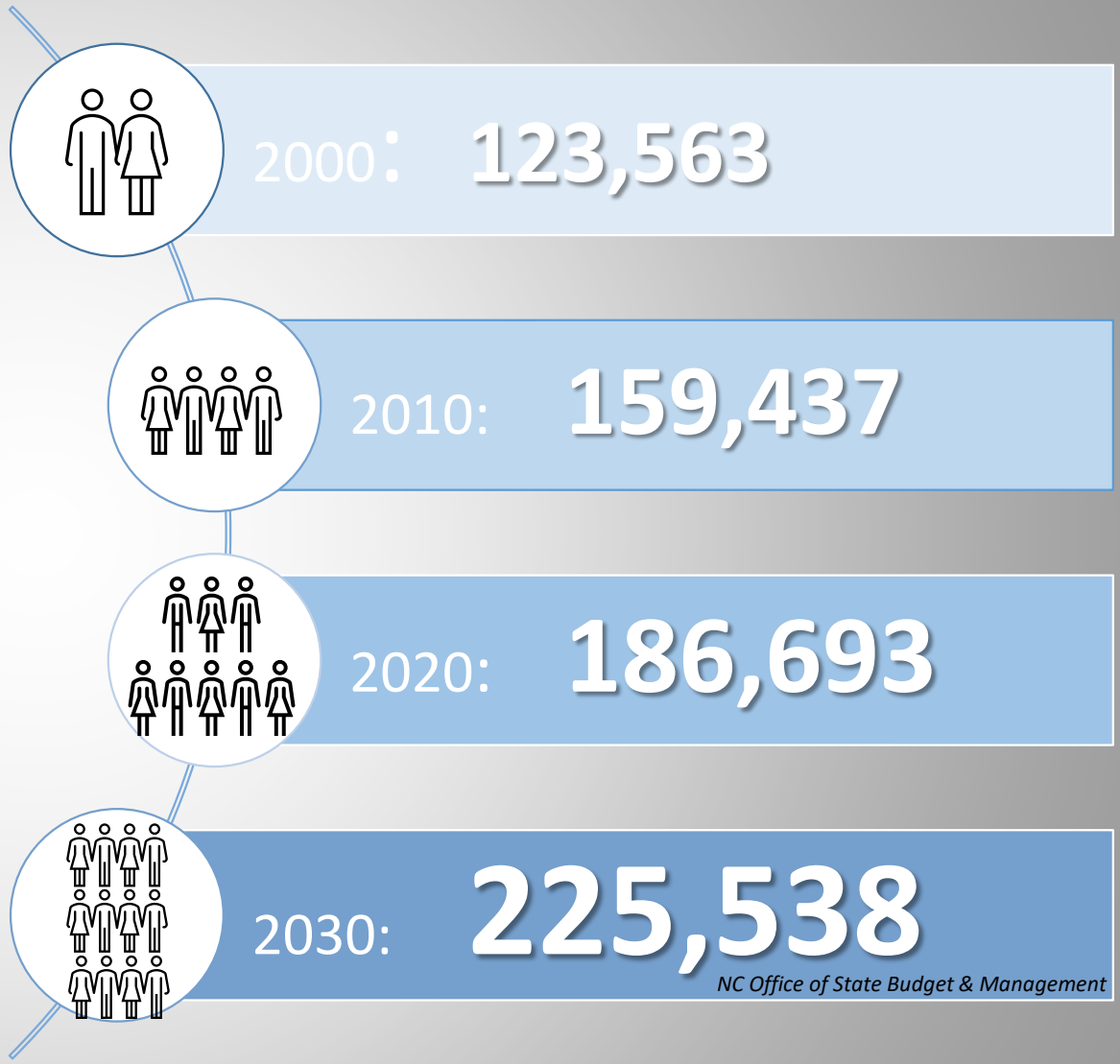
3.6%

Unemployment Rate



# COUNTY POPULATION

Over the past three decades the population has increased exponentially.



# ANALYSIS

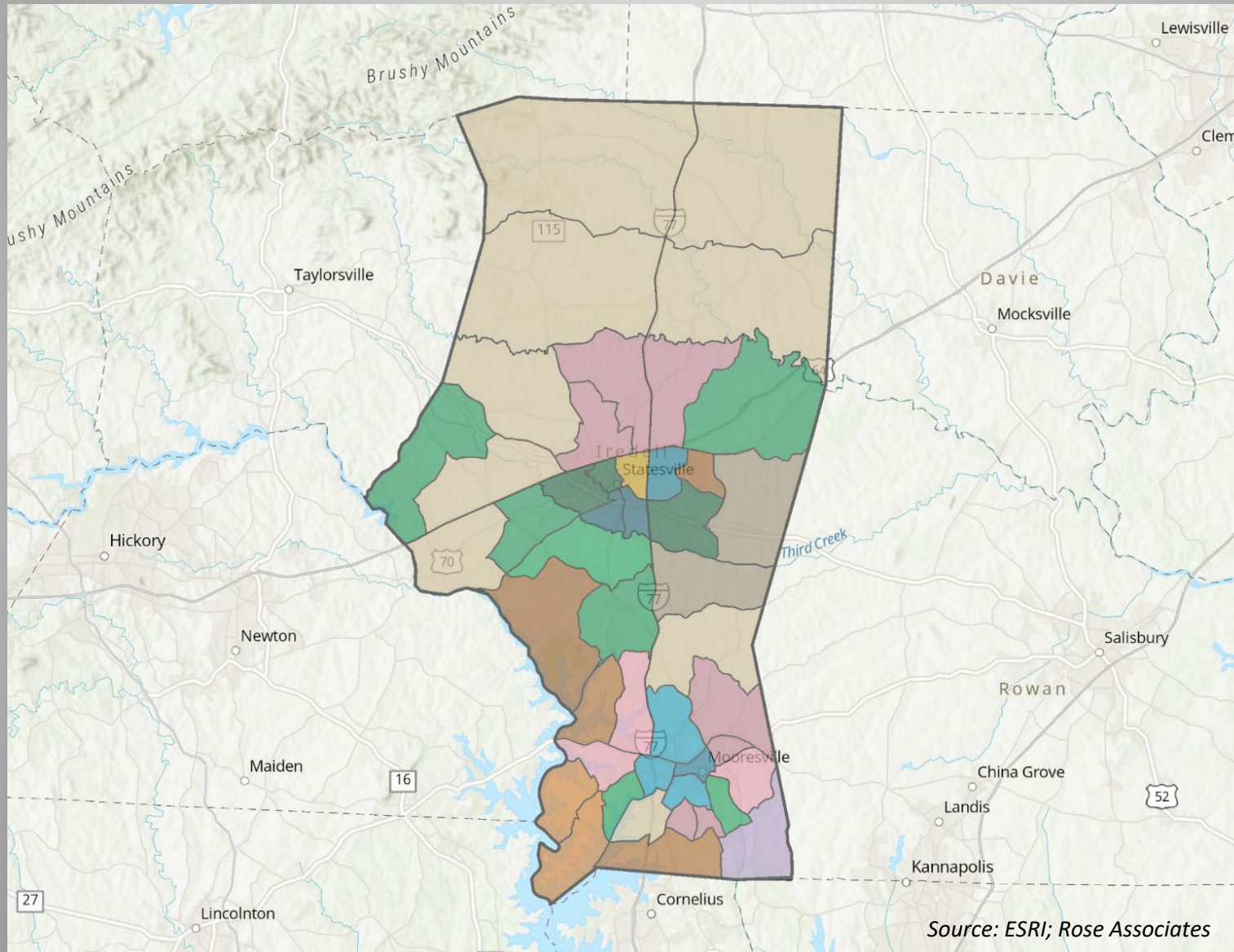
|   | Iredell County, NC | Statesville City, NC | Mooresville Town, NC | Troutman Town, NC | Harmony Town, NC | Love Valley Town, NC |
|---|--------------------|----------------------|----------------------|-------------------|------------------|----------------------|
| 2022 Total Population                                 | 193,427            | 29,193               | 53,185               | 4,189             | 538              | 160                  |
| 2022 Median Age                                       | 40.9               | 40.0                 | 37.5                 | 42.1              | 42.7             | 49.6                 |
| 2022 Average Household Size                           | 2.54               | 2.40                 | 2.55                 | 2.72              | 2.57             | 1.86                 |
| 2022 Total Housing Units                              | 82,569             | 12,701               | 22,219               | 1,646             | 218              | 201                  |
| 2022 Owner Occupied Housing Units                     | 54,394             | 6,739                | 12,593               | 1,258             | 183              | 75                   |
| 2022 Renter Occupied Housing Units                    | 21,111             | 4,993                | 8,106                | 279               | 23               | 10                   |
| 2022 Median Household Income                          | \$74,837           | \$49,005             | \$80,403             | \$72,731          | \$52,860         | \$62,791             |
| 2022 Average Household Income                         | \$104,021          | \$68,255             | \$106,091            | \$97,053          | \$72,388         | \$80,797             |
| 2022 Total Daytime Population                         | 188,997            | 44,140               | 59,019               | 4,696             | 486              | 116                  |
| 2022 Population Age 25+: Bachelor's Degree            | 29,247             | 3,345                | 9,989                | 533               | 29               | 15                   |
| 2022 Population Age 25+: Graduate/Professional Degree | 12,701             | 1,459                | 4,044                | 223               | 6                | 0                    |
| 2022 Percentage of Population Age 25+ with Degree     | 21.69%             | 16.46%               | 26.39%               | 18.05%            | 6.51%            | 9.38%                |

Source: ESRI; Rose Associates

- The estimated 2022 Total Population in unincorporated areas of the county is **106,162**.
- Mooresville + Troutman are fastest growing, with younger families.
- The estimated 2022 Daytime Population in unincorporated areas of the county is **80,540**.
- Mooresville + Statesville are the employment centers.

# TAPESTRY SEGMENTATION

## CONSUMER BEHAVIOR PATTERNS – LIFEMODE GROUPS




Source: ESRI; Rose Associates

- 1 Affluent Estates
- 2 Upscale Avenues
- 3 Uptown Individuals
- 4 Family Landscapes
- 5 GenXurban
- 6 Cozy Country Living
- 7 Sprouting Explorers
- 8 Middle Ground
- 9 Senior Styles
- 10 Rustic Outposts
- 11 Midtown Singles
- 12 Hometown
- 13 Next Wave
- 14 Scholars and Patriots

# TAPESTRY SEGMENTATION

## LIFEMODE GROUPS + SEGMENTS




LifeMode Group: Rustic Outposts  
**Southern Satellites** 10A

Households: 3,856,800 **18.1% of Households**

Average Household Size: 2.67

Median Age: 40.3

Median Household Income: \$47,800




LifeMode Group: Family Landscapes  
**Middleburg** 4C

Households: 3,511,200 **15.1% of Households**

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: \$59,800




LifeMode Group: Family Landscapes  
**Workday Drive** 4A

Households: 3,541,300 **8.9% of Households**

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500




LifeMode Group: Cozy Country Living  
**Salt of the Earth** 6B

Households: 3,545,800 **7.5% of Households**

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: \$56,300



LifeMode Group: Cozy Country Living  
**Green Acres** 6A

Households: 3,923,400 **6.3% of Households**

Average Household Size: 2.70

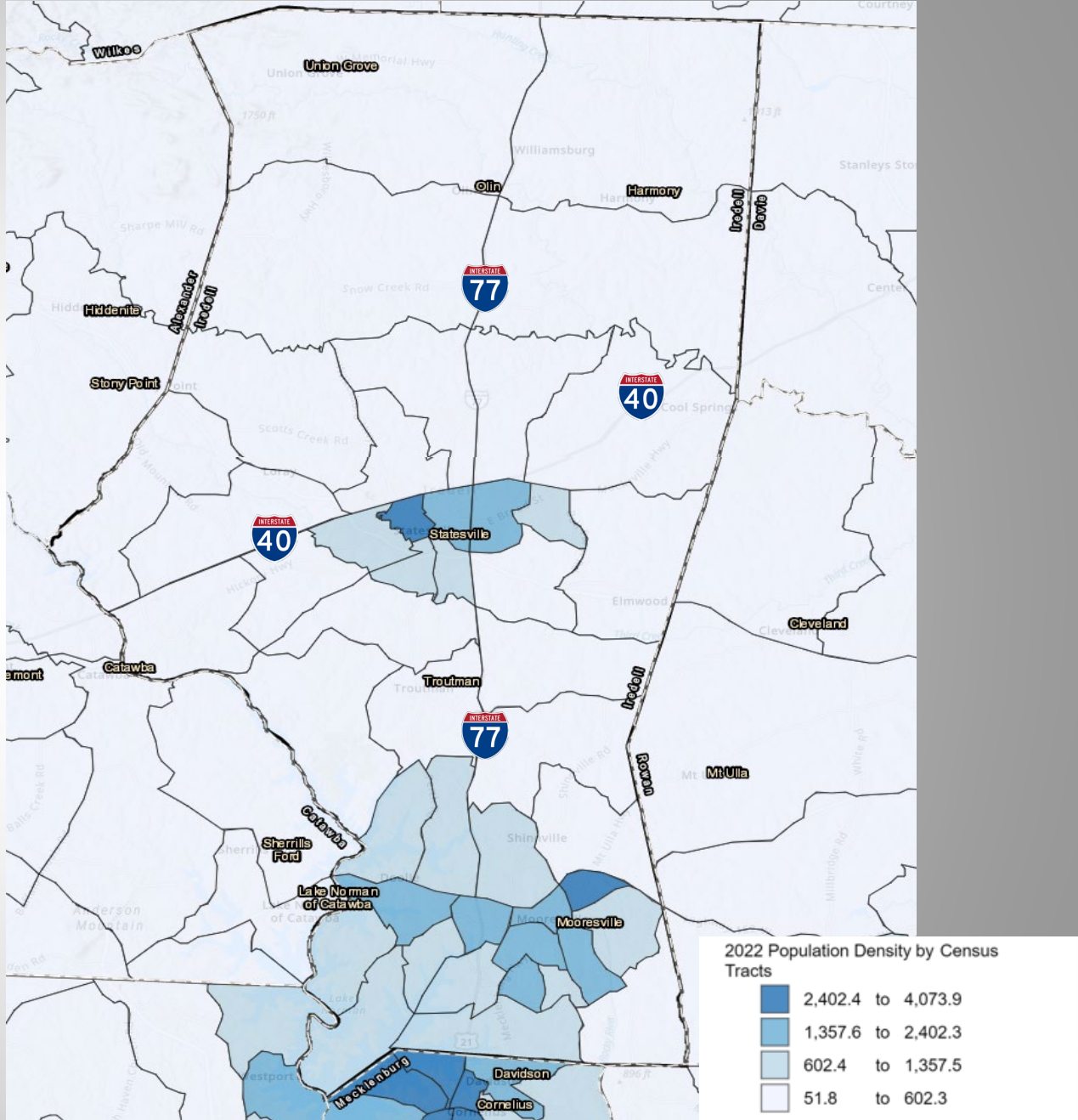
Median Age: 43.9

Median Household Income: \$76,800

# POPULATION DENSITY

Rural vs. Urban

North vs. South of I-40



Source: ESRI; Rose Associates

# PARCELS & TAX ASSESSMENTS

Density & Values

## 2022 Iredell County – including all municipalities

- 101,018 Total Parcels
- 92,726 Residential
- 8,292 Commercial
  
- \$24,798,539,790 Total Assessed Value
- \$17,936,103,600 Residential (72%)
- \$6,862,436,190 Commercial (28%)
  
- 25,366 Vacant Residential Parcels (163,973 Acres)
- 3,253 Vacant Commercial Parcels (14,383 Acres)
  
- 67,360 Improved Residential Parcels
- 5,039 Improved Commercial Parcels

Source: Iredell County Finance Department

# TAX RATES

County vs. City & Towns

|                           | 2022  | 2021  | 2020  |
|---------------------------|-------|-------|-------|
| <b>Iredell County, NC</b> | .5375 | .5375 | .5375 |
| <b>Statesville, NC</b>    | .5478 | .5478 | .5478 |
| <b> Mooresville, NC</b>   | .58   | .58   | .58   |
| <b>Troutman, NC</b>       | .52   | .52   | .52   |
| <b>Harmony, NC</b>        | .14   | .12   | .10   |
| <b>Love Valley, NC</b>    | .25   | .25   | .25   |

*Source: Iredell County EDC*



# EMPLOYMENT

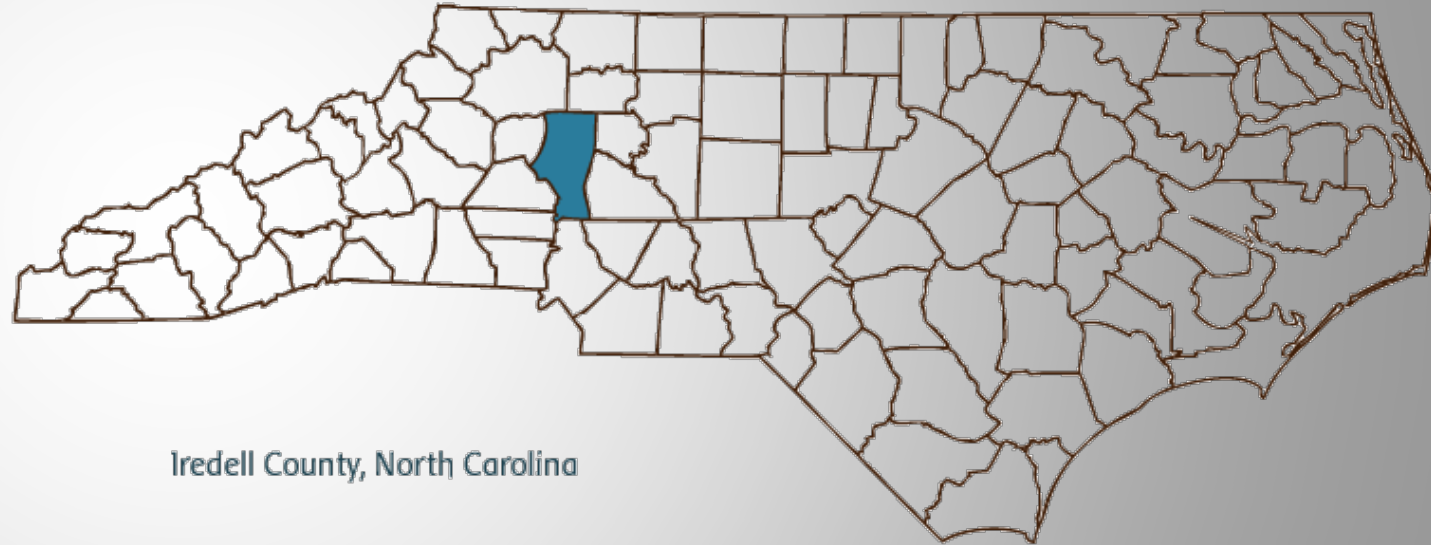
*Among the 356 largest counties in the nation, Iredell County in North Carolina saw the second-largest percentage wage increase, 14.5%, to \$1,237 a week, from 2Q 2021 to 2Q 2022.*

*Iredell has attracted a number of manufacturing plants in the past few years.*

Daily Digest – Business North Carolina

**4,944,068** NC Employees (September 2022)

**402,168** NC Business Establishments (September 2022)



Iredell County, North Carolina

**91,013** Iredell County Employees (September 2022)

**7,531** Iredell County Business Establishments (September 2022)

# COMMUTING REPORT

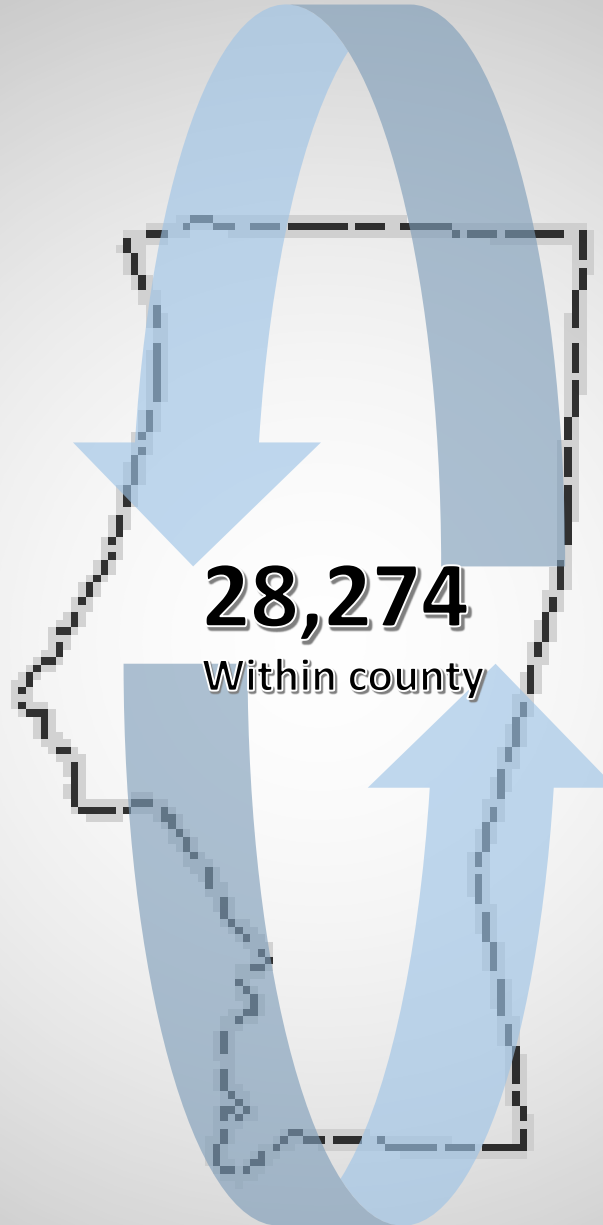
INFLOW

37,269



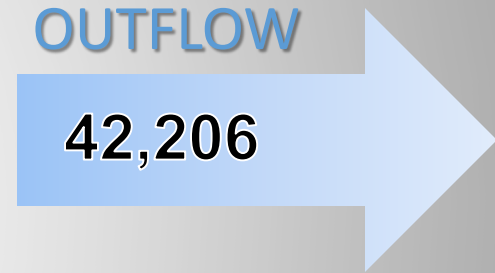
Where workers are coming from:

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



OUTFLOW

42,206



Where workers are going to:

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

# TOP LARGE EMPLOYERS

| Company                            | Employee's       | Industry                    |
|------------------------------------|------------------|-----------------------------|
| Lowes                              | 4,000+           | Retail, Distribution        |
| Case Foods                         | 3,100            | Agriculture                 |
| Iredell-Statesville Schools        | 2,000+           | Education                   |
| Pink Energy*                       | <del>2,100</del> | Manufacturing; Green Energy |
| Iredell Health System              | 1,000+           | Healthcare                  |
| Iredell County                     | 1,000+           | Administrative              |
| Trane Technologies                 | 1,000+           | Manufacturing               |
| Walmart                            | 1,000+           | Retail, Distribution        |
| Piedmont HealthCare                | 1,000+           | Healthcare                  |
| NGK Ceramics USA                   | 750-999          | Manufacturing               |
| Lake Norman Regional               | 750-999          | Healthcare                  |
| Mooresville Graded School District | 500-749          | Education                   |
| BestCo                             | 500-749          | Manufacturing               |
| Kewaunee Scientific Corporation    | 500-749          | Health Science              |
| Practiv LLC                        | 500-749          | Technology; IT              |

\*Pink Energy has filed for bankruptcy and closed its locations as of October 2022.

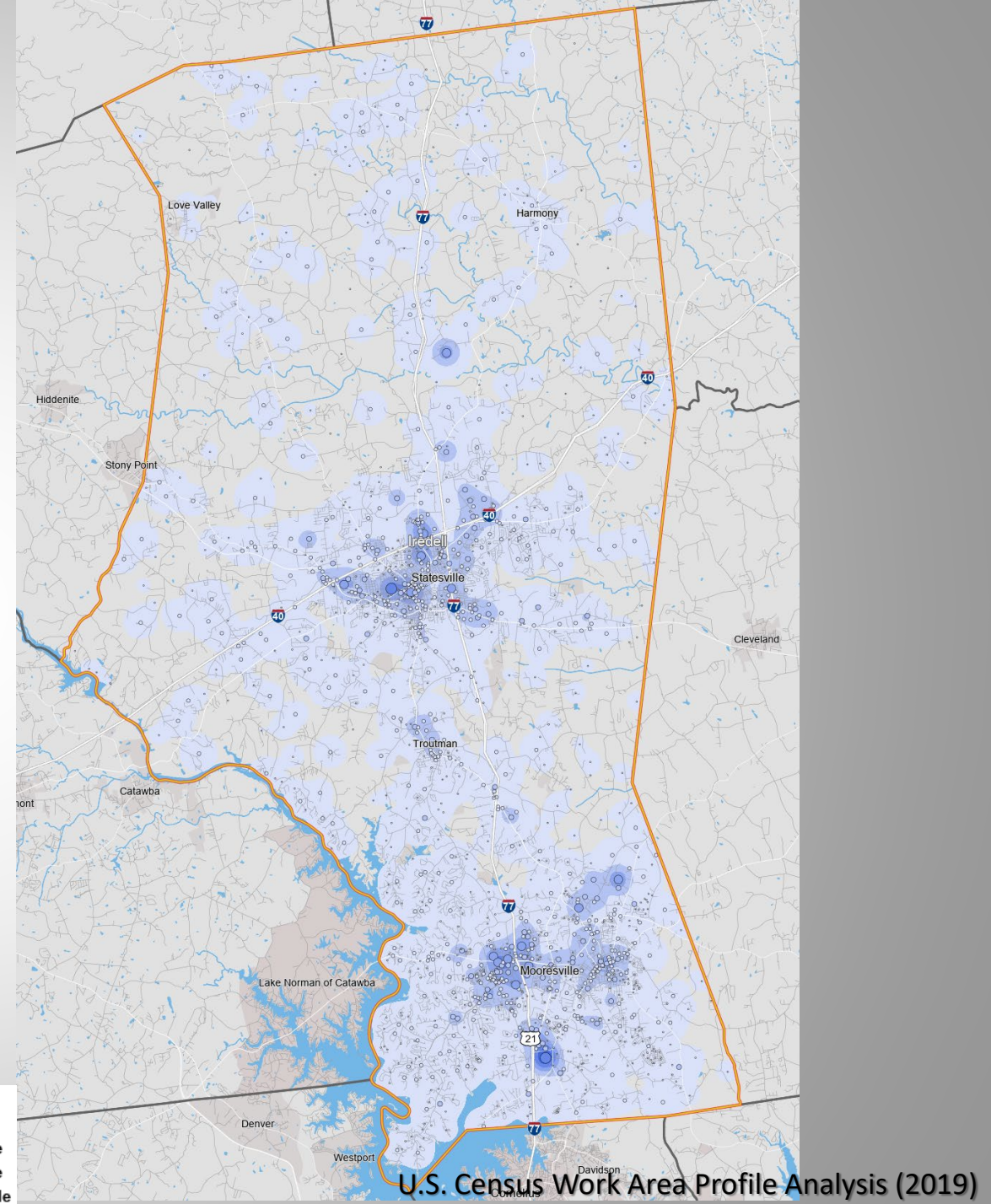
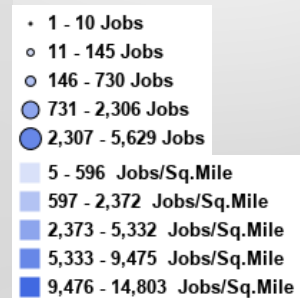
# 2019 EMPLOYMENT DENSITY MAP

*The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.*

## Top Industries (NAICS):

- Manufacturing
- Retail Trade
- Healthcare & Social Assistance
- Accommodation & Food Services
- Construction

These 5 employment sectors made up **69.6%** of the average employment for **2021**.



# ECONOMIC BASE

## ECONOMIC DRIVERS BY CATEGORY

*Economic Base includes those industry sectors whose good/service is EXPORTED outside the local economy.*

*The location quotient (LQ) shows the sectors share of an area's employment relative to the national average of 1.0*

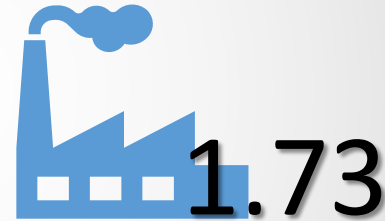
*Values >1.0 indicates a share greater than the national average, which provides additional job creation – to increase overall total employment.*

*This is the basis for estimating demand for real estate in various categories.*

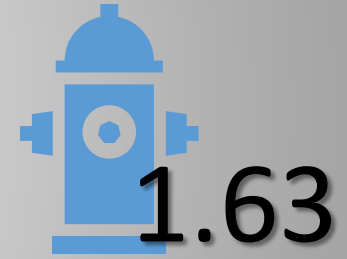
## 2021 Iredell County Industries that drive the economy (as derived by LQ)



Arts, Entertainment  
and Recreation



Manufacturing



Utilities



Construction



Retail Trade

# A NOTE ON TOURISM

ARTS, ENTERTAINMENT & RECREATION IS A PRIMARY ECONOMIC DRIVER IN IREDELL COUNTY, THIS INCLUDES:



- Lake Norman
- **NASCAR related venues**
- Recreational, historic and cultural assets

IREDELL COUNTY RANKED 20<sup>TH</sup> AMONG 100 NC COUNTIES IN 2021 TOTAL SPENDING:

**\$326.18 million in total spending:**

| Millions in Spending | Category                                 |
|----------------------|--|
| \$114.31             | Food & Beverage (retail)                 |
| \$68.42              | Air & Ground Transport                   |
| \$66.80              | Lodging, including 2 <sup>nd</sup> homes |
| \$50.49              | Recreation                               |
| \$26.16              | Retail                                   |

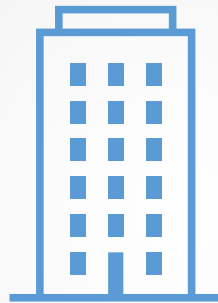
# COMMERCIAL DEMAND ESTIMATES

(OVER A 10-YEAR PERIOD BASED ON CURRENT JOB GROWTH)\*



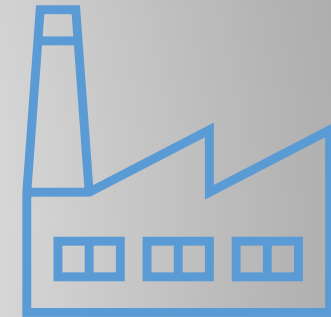
Retail

2,288,490 SF



Workspace/Office

114,307 SF



Industrial/Flex/Warehousing

4,344,790 SF

*\* Based on economic base (LQ), 2020-2021 average job growth and % of market capture. Excludes hotels and other single purpose assets.*

# MARKET SUPPLY COMPARISON

## YEAR OVER YEAR (YoY) OCTOBER 2021-2022

| October 2022 Metrics   | Iredell County Submarket | Costar Charlotte Market |
|------------------------|--------------------------|-------------------------|
| Office Inventory       | 5,300,000 SF             | 131,000,000 SF          |
| Office Vacancy         | 3.9% (-0.36%)            | 11.2% (-0.02%)          |
| Office Market Rent     | \$23.67/SF (+3.0%)       | \$30.35/SF (+2.7%)      |
| Retail Inventory       | 12,300,000 SF            | 150,000,000 SF          |
| Retail Vacancy         | 5.8% (+0.4%)             | 3.7% (-0.55%)           |
| Retail Market Rent     | \$19.96/SF (+9.5%)       | \$22.74/SF (+9.72%)     |
| Industrial Inventory   | 34,400,000 SF            | 353,000,000 SF          |
| Industrial Vacancy     | 2.7% (-0.8%)             | 5% (-1.01%)             |
| Industrial Market Rent | \$7.31/SF (+15.8%)       | \$8.06/SF (+15.9%)      |

Source: CoStar; Rose Associates



# COMMERCIAL REAL ESTATE SUPPLY

## IREDELL COUNTY: YEAR OVER YEAR (YoY) OCTOBER 2021-2022

| October 2022 Metrics | Office   | Retail   | Industrial   |
|----------------------|--|--|--|
| Inventory            | 5,300,000 SF   | 12,300,000 SF  | 34,400,000 SF  |
| 12 mo Net Absorption | 3,200 SF   | 2,100 SF   | 326,000 SF   |
| Vacancy Rate         | 3.9% (-0.36%)  | 5.8% (+0.4%)   | 2.7% (-0.8%)   |
| Market Rent/unit     | \$23.67/SF (+3.0%)   | \$19.96/SF (+9.5%)   | \$7.31/SF (+15.8%)   |
| Market Sale/unit     | \$173/SF   | \$187/SF   | \$83.00/SF   |
| Market Cap Rate      | 7.30%  | 7.00%  | 6.10%  |
| Under Construction   | 45,000 SF (0%)<br>CoStar CLT market +11.9% increase<br>in under construction | 27,700 SF (-26.5%)<br>CoStar CLT market +71.5%<br>increase in under construction | 2,200,000 SF (+1,929%)<br>CoStar CLT market 152% increase in<br>under construction |

Source: CoStar, Rose Associates

# SUPPLY: VACANT + NEW (2021-2022)

## New Pipeline Development



9,281,637<sub>SF</sub>

 215<sub>jobs</sub>

\$782,888,900

## Expanding Business



987,823<sub>SF</sub>

 706<sub>jobs</sub>

\$264,375,000

# PIPELINE COMMERCIAL DEVELOPMENT



**NC Park 40/77**

- 427.3 Acres
- 3.2 Million SF Class A Industrial/Logistics by 2029

**Statesville Logistic Center**

- 185 Acres
- 1-1.4 Million SF Class A Industrial/Logistics



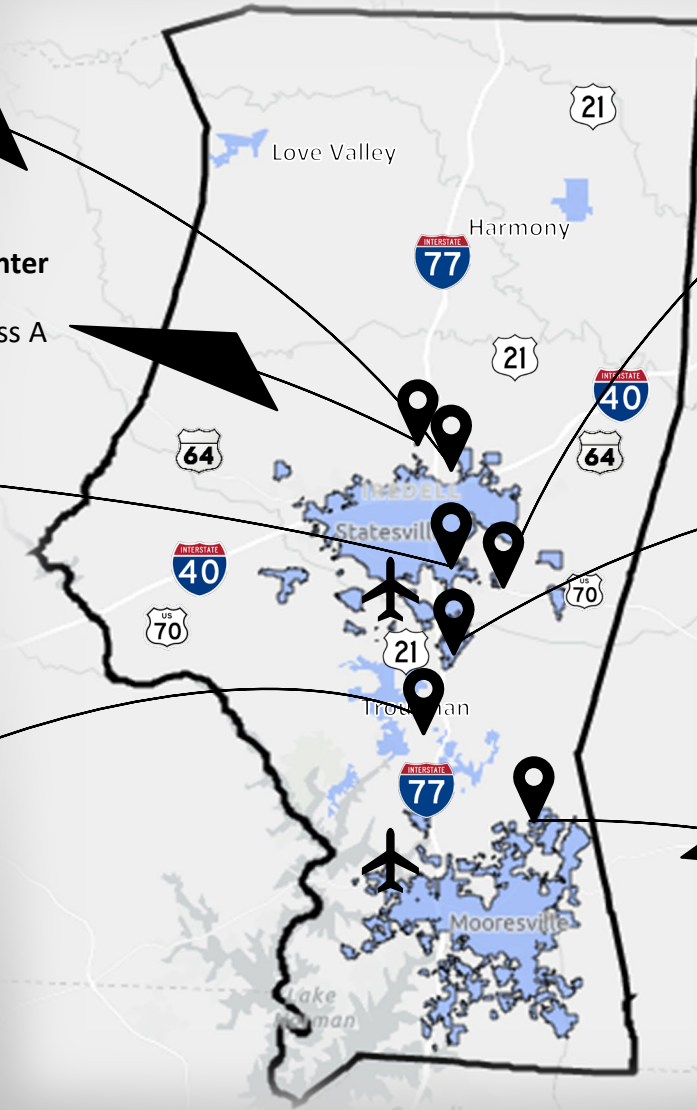
**Statesville Commerce Center**

- 70 Acres
- 633,837 SF Class A Industrial



**Troutman Logistics Park**

- 159 Acres
- 1.7 Million Class A Industrial/Distribution



**Warehousing & Distribution**

- 100 Acres
- 12k SF Class A Buildings



**Larkin Regional Commerce Park**

- 1,025 Acres
- 5 Million SF Industrial
- 750,000 SF Commercial Mixed Use



836,000 SF New distribution center.  
180+ New jobs.



**Bestco LLC**  
445,000 SF Industrial Manufacturing; 400 +/- Jobs

# HOUSING DEMAND

## Annual County Unit Demand

| Employment to Resident Housing Summary     | Iredell County |
|--|----------------|
| Total Businesses:                          | 7,531          |
| Total Employees:                           | 91,031         |
| Total Resident Population:                 | 193,427        |
| Employee/Resident Population Ratio:        | 0.47           |
| Annual Estimated Average Employment Growth | 2,804          |
| Average Annual Estimated Housing Demand    | <b>2,243</b>   |



Based on Average Employment  
Growth Projections:

2,243



Based on Population Growth  
Projections:

784

| Estimated Population Growth to Resident Housing | Iredell County |
|---|----------------|
| 2022 Total Population                           | 193,427        |
| 2027 Estimated Total Population                 | 203,388        |
| Projected Added Population                      | 9,961          |
| 2022 - 2027 Average HH Size                     | 2.54           |
| Estimated Housing Unit Demand (2022 – 2027)     | 3,922          |
| Average Annual Estimated Housing Demand         | <b>784</b>     |

Source: Rose Associates; ESRI

# HOUSING MARKET SNAPSHOT

| HOUSING UNITS BY YEAR STRUCTURE BUILT |        |        |
|---------------------------------------|--------|--------|
| Total                                 | 75,619 | 100.0% |
| Built 2014 or later                   | 4,285  | 5.7%   |
| Built 2010 to 2013                    | 3,481  | 4.6%   |
| Built 2000 to 2009                    | 18,646 | 24.7%  |
| Built 1990 to 1999                    | 16,833 | 22.3%  |
| Built 1980 to 1989                    | 8,565  | 11.3%  |
| Built 1970 to 1979                    | 7,713  | 10.2%  |
| Built 1960 to 1969                    | 5,902  | 7.8%   |
| Built 1950 to 1959                    | 4,117  | 5.4%   |
| Built 1940 to 1949                    | 2,032  | 2.7%   |
| Built 1939 or earlier                 | 4,045  | 5.3%   |
| Median Year Structure Built           | 1993   |        |

*American Community Survey (ACS) reports **57.3%** of housing units in Iredell County were built since 1990.*



25.6% of occupied housing units are renters.



65.9% of occupied housing units are owners.

# HOUSING SUPPLY – EXISTING SINGLE FAMILY

| Key Metrics                              | October   |                  |                | Year to Date |                  |                |
|--|-----------|------------------|----------------|--------------|------------------|----------------|
|  | 2021      | 2022             | Percent Change | Thru 10-2021 | Thru 10-2022     | Percent Change |
| New Listings                             | 396       | <b>282</b>       | - 28.8%        | 3,963        | <b>3,735</b>     | - 5.8%         |
| Pending Sales                            | 362       | <b>266</b>       | - 26.5%        | 3,643        | <b>2,954</b>     | - 18.9%        |
| Closed Sales                             | 386       | <b>252</b>       | - 34.7%        | 3,584        | <b>2,916</b>     | - 18.6%        |
| Median Sales Price*                      | \$355,000 | <b>\$381,425</b> | + 7.4%         | \$335,311    | <b>\$380,000</b> | + 13.3%        |
| Average Sales Price*                     | \$438,470 | <b>\$553,333</b> | + 26.2%        | \$413,932    | <b>\$487,993</b> | + 17.9%        |
| Percent of Original List Price Received* | 99.5%     | <b>96.3%</b>     | - 3.2%         | 100.7%       | <b>99.3%</b>     | - 1.4%         |
| List to Close                            | 62        | <b>94</b>        | + 51.6%        | 73           | <b>72</b>        | - 1.4%         |
| Days on Market Until Sale                | 17        | <b>30</b>        | + 76.5%        | 22           | <b>22</b>        | 0.0%           |
| Cumulative Days on Market Until Sale     | 16        | <b>32</b>        | + 100.0%       | 21           | <b>21</b>        | 0.0%           |
| Average List Price                       | \$453,309 | <b>\$465,543</b> | + 2.7%         | \$445,417    | <b>\$515,713</b> | + 15.8%        |
| Inventory of Homes for Sale              | 424       | <b>616</b>       | + 45.3%        | --           | --               | --             |
| Months Supply of Inventory               | 1.2       | <b>2.1</b>       | + 75.0%        | --           | --               | --             |

\* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

- Representing over  $\frac{1}{3}$  of new listings, Statesville saw 46.3% less in average sales prices compared to the County, while increasing its inventory by almost half since October 2021.
- Mooresville however, representing almost  $\frac{1}{2}$  of new listings, saw 41.7% more in average sales prices compared to the County, and a smaller increase in inventory for the same period.



# EXISTING HOUSING SUPPLY – MULTI FAMILY

## YEAR OVER YEAR (YoY) OCTOBER 2021-2022

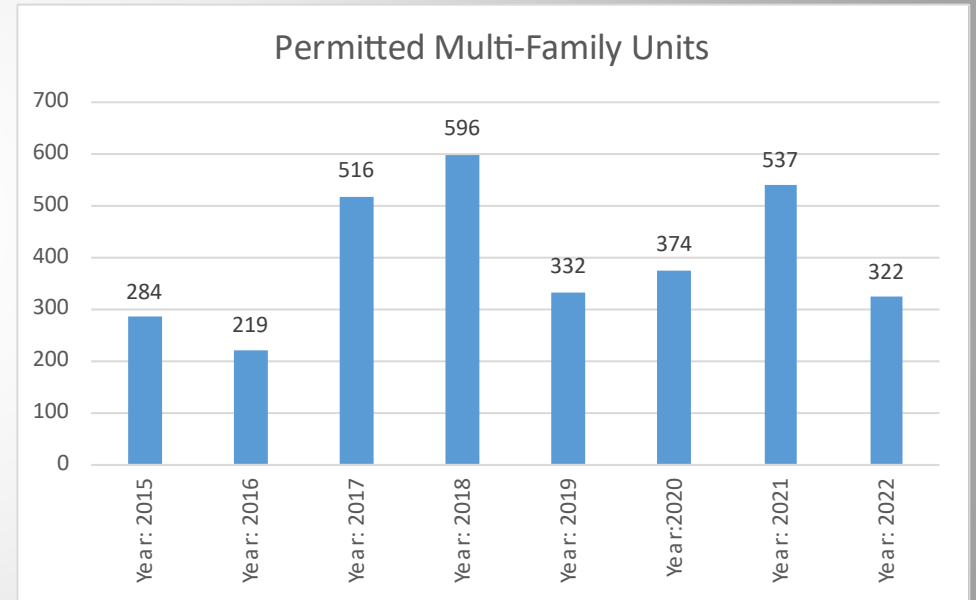
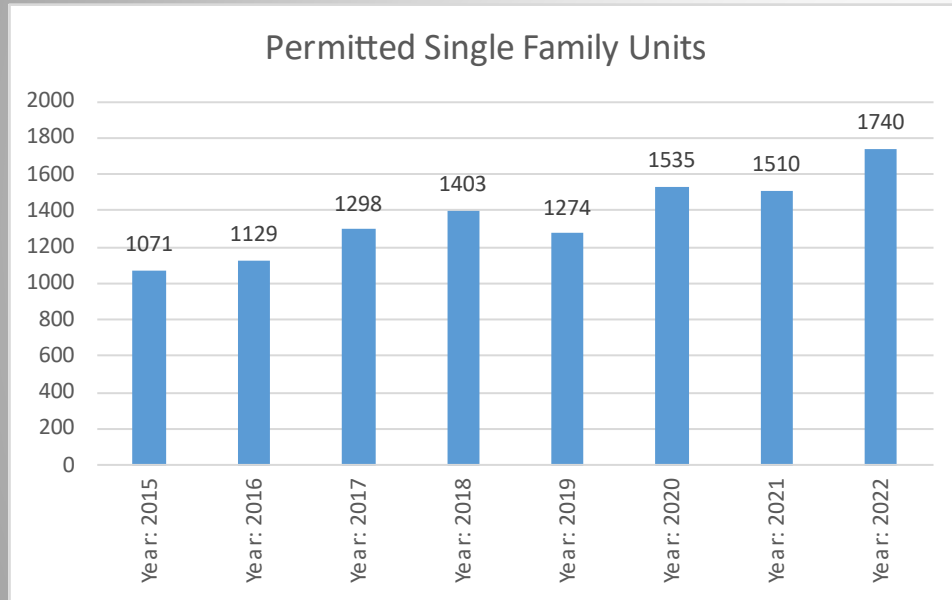
| Metrics              | Multifamily  |
|----------------------|--|
| Inventory            | 7,812 Units  |
| 12 mo Net Absorption | 220 Units  |
| Vacancy Rate         | 4.8% (+0.4%)   |
| Market Rent/unit     | \$1,474/unit (+9.1%)   |
| Market Sale/unit     | \$260,000/unit   |
| Market Cap Rate      | 4.10%  |
| Under Construction   | 1,789 units (+188%)<br>CoStar CLT market +56.9% increase in under construction |



| Metrics                        | Iredell County Submarket    | Costar Charlotte Market     |
|--------------------------------|-----------------------------|-----------------------------|
| <b>Multifamily Inventory</b>   | <b>7,812 units</b>          | <b>199,618 units</b>        |
| <b>Multifamily Vacancy</b>     | <b>4.8% (+0.4%)</b>         | <b>7.1% (+0.56%)</b>        |
| <b>Multifamily Market Rent</b> | <b>\$1,474/unit (+9.1%)</b> | <b>\$1,569/unit (+7.8%)</b> |

Source: CoStar October 2022 ; Rose Associates

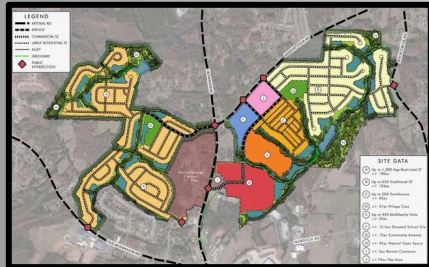
# NEW CONSTRUCTION PERMITS IREDELL COUNTY



Source: Iredell County Permitting & GIS

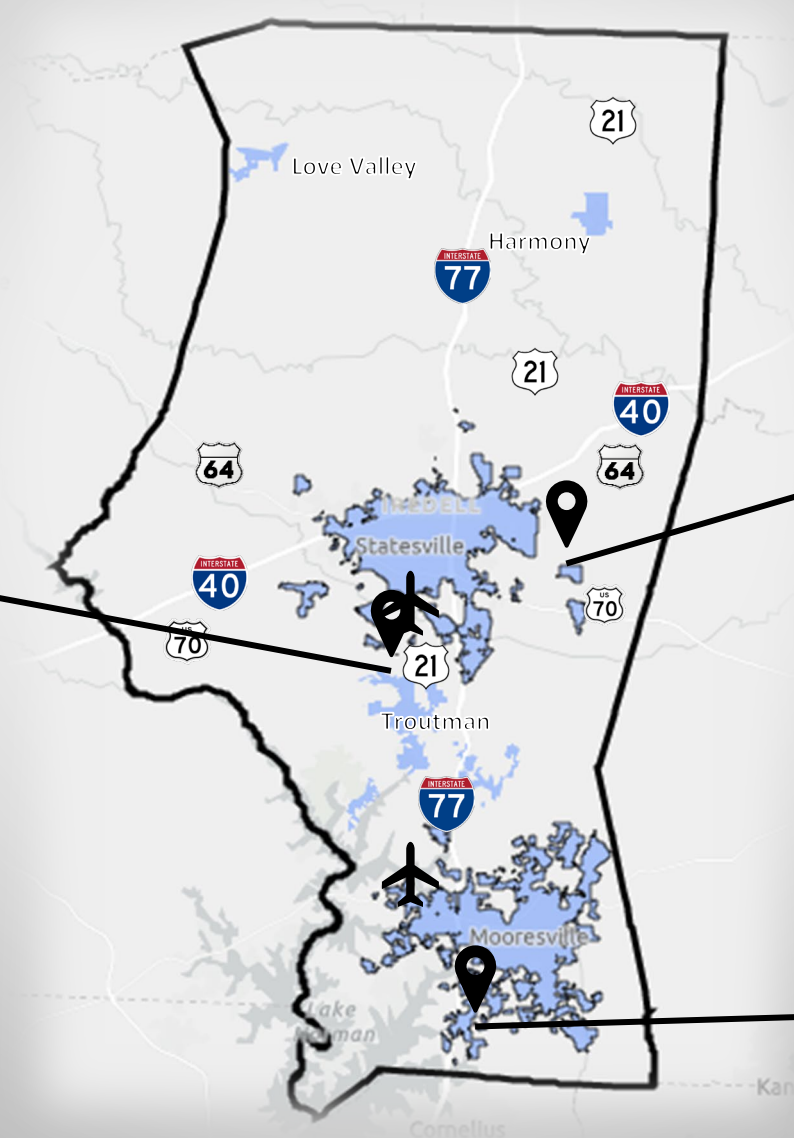


# NEW HOUSING DEVELOPMENTS



## Prestige Corporate Development - Residential Mixed Use

- 800 Acres
- 2,500 residential units, including up to 1,000 age-restricted single-family homes,
- 650 traditional single-family homes
- up to 500 townhomes
- up to 450 multi-family units



**Statesville, NC**  
 4,000 Units in Pipeline including:  
**Bell Farm Rd**

- 570 Single Family
- 270 Attached



**Land South Development**

- 126 Acres
- 260 Single Family
- 300 multi-family units
- 4 acre outparcel park/recreation

# FINDINGS

## Balancing Preservation & Growth

- Housing & Industrial development is driving growth
- Sprawl takes priority over redevelopment of underutilized property
- Housing affordability a key concern as growth expands to rural areas

## Tourism as a Unifying Force

- Several key assets throughout the county
- Various efforts by municipalities
- Lacks a “central command” and plan to leverage all county tourism assets

## Quality of Life as a Marketing Proposition

- No cohesive Branding + Marketing Plan
- Messaging between agencies creates market conflict & confusion
- Limited collaboration between agencies to promote unique QOL features

# FINDINGS

## KEY CONSIDERATIONS

### Balancing Preservation & Growth

- Consider Development Constraints
- Preserve Cultural Heritage
- Incentivize Redevelopment as a priority over Greenfield/Infrastructure Expansion

### Tourism as a Unifying Force

- Identify Assets
- Consider Visitors as Future Residents & Businesses
- Create joint marketing opportunities
- Identify and promote Tourism ecosystem

### Quality of Life as a Marketing Proposition

- Create Brand via a Marketing Plan
- Community Building in a digital era
- Link QOL & Workforce development
- Support Economic Development goals and incorporate ESG guidelines

# GOVERNANCE

County  
Government

- Planning
  - Land Use & Infrastructure
- Economic Development
  - Attraction, Expansion & Tourism

Local  
Municipalities

- Planning
  - Land Use & Infrastructure
- Chambers of Commerce
  - Small Business & Downtown Development

# **PUBLIC ENGAGEMENT RESPONSE SUMMARY**

# OPEN HOUSES

**January 17<sup>th</sup> 5-7PM**

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

**January 18<sup>th</sup> 2-4PM**

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

**January 18<sup>th</sup> 6-8PM**

Iredell County Cooperative Extension  
444 Bristol Dr, Statesville NC 28677

**January 19<sup>th</sup> 3-5PM**

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

**Through February 9<sup>th</sup>**  
Online

## HORIZON PLAN



### Upcoming Public Open Houses

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

**January 17th, 5-7 PM**

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

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350 Old Murdock Rd Troutman, NC 28166

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



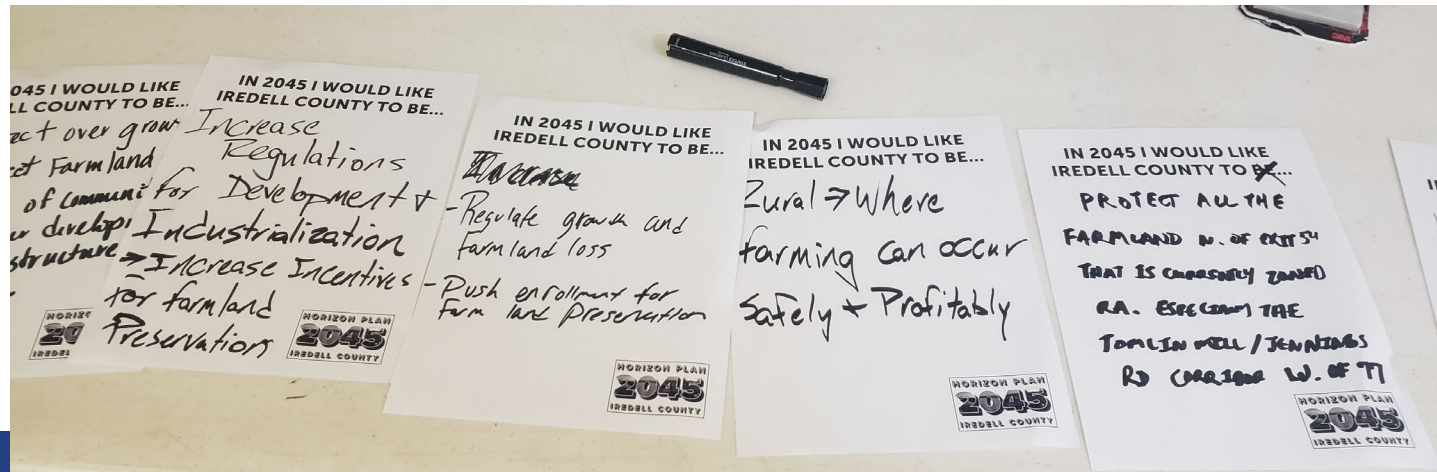
**STATION 1 LIVE / WORK**  
 Where do you live? Where do you work?

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](http://www.iredellhorizonplan.info)



# OPEN HOUSES: MOORESVILLE



**STATION 1 LIVE / WORK**

Where do you live? Where do you work?

MOORESVILLE

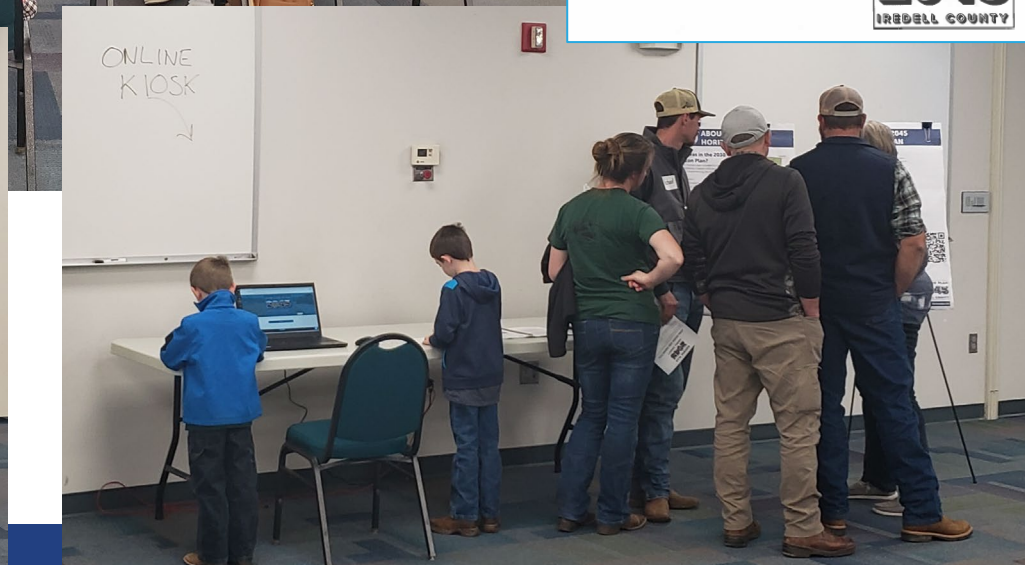
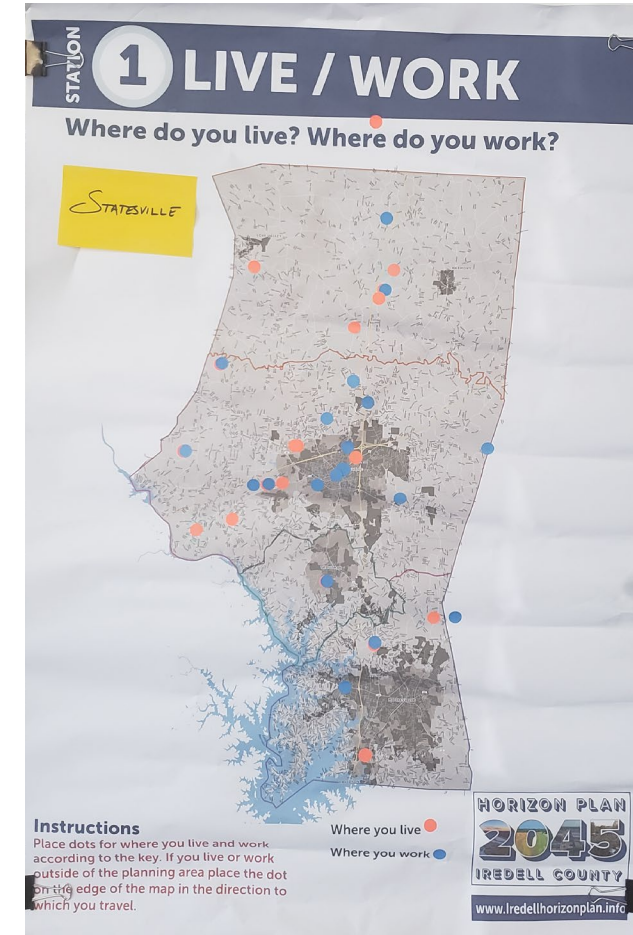
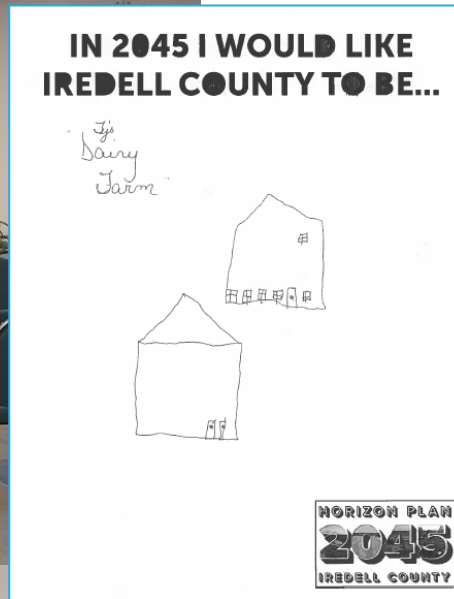
**Instructions**  
Place dots for where you live and work according to the key. If you live or work outside of the planning area place the dot on the edge of the map in the direction to which you travel.

Where you live ●  
Where you work ●

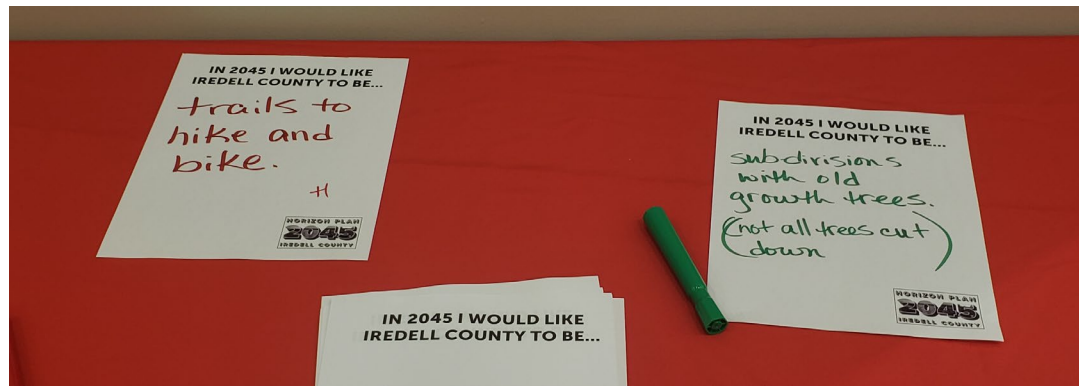
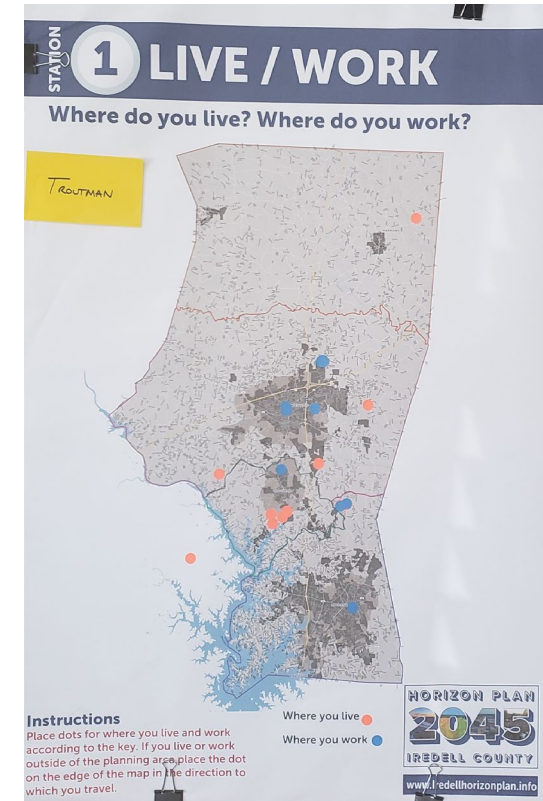
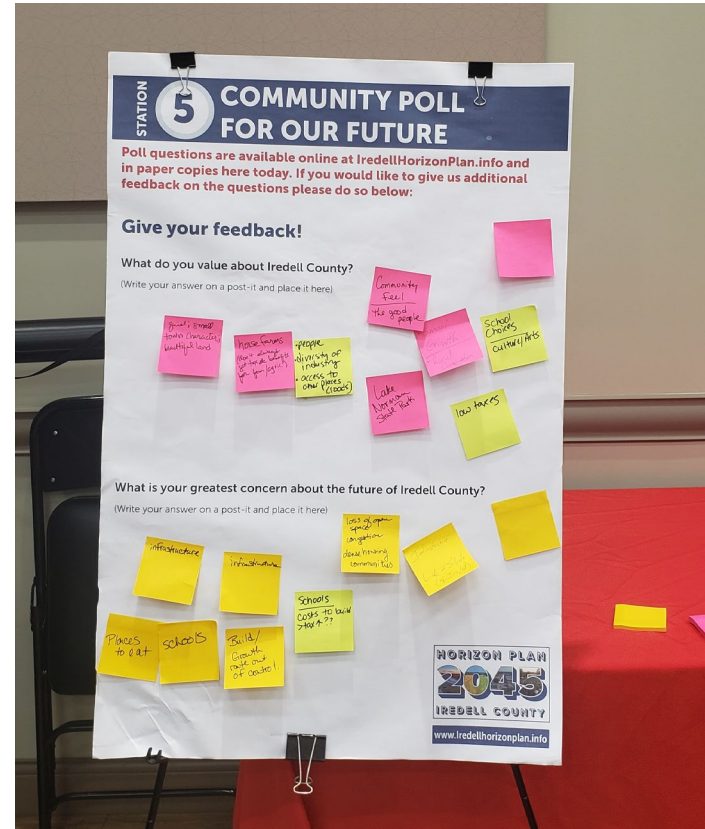
**HORIZON PLAN 2045 IREDELL COUNTY**  
[www.iredellhorizonplan.it](http://www.iredellhorizonplan.it)



# OPEN HOUSES: STATESVILLE



# OPEN HOUSES: TROUTMAN



# POST WORKSHOPS ADVERTISING

## Groups That Shared Link to Online Polling

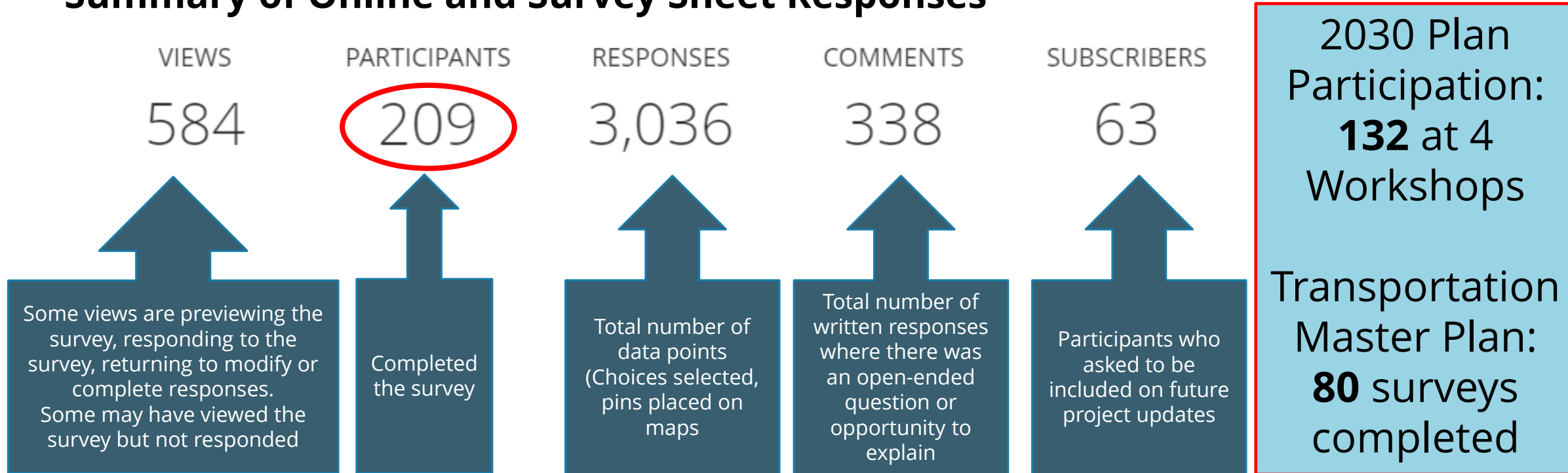
1. [Chamber of Commerce](#) – Shannon Viera
2. [Statesville Housing Authority](#) – Torian Johnson
3. [St. Therese Catholic Church](#) – Nancy Broderick
4. [Iredell County News](#) – Posted news flash on 01-25-23 thanking all who attended open houses. They also shared link/QR code inviting public to provide input by February 9th, 2023.
5. [1400 WSIC Statesville Radio \(News\)](#) - Provided tab on their website for the Iredell County 2045 Horizon Plan and also shared link/QR code inviting public to provide input by February 9th, 2023.
6. [Mooresvillenc.gov](#) - Advertised open houses & provided link to Iredell County 2045 Horizon Plan
7. [Iredell County Government Email List](#)

## Additional Groups We Worked to Contact But Did Not Receive Confirmed Responses

1. [Fifth Street Ministries](#)
2. [Iredell County Community Engagement Librarian](#)
3. [Iredell County Interfaith Council](#)
4. [Iredell Clergy for Healing and Justice](#)

# PARTICIPANTS

## Summary of Online and Survey Sheet Responses

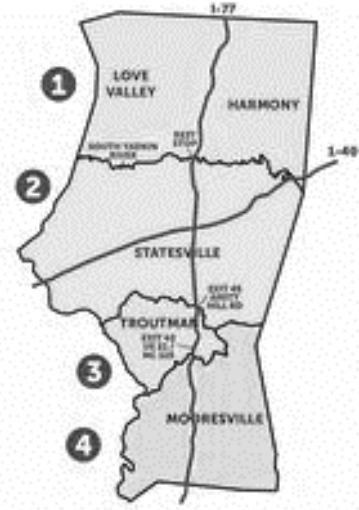


## Summary of Open House Attendees (That signed in at the front station)

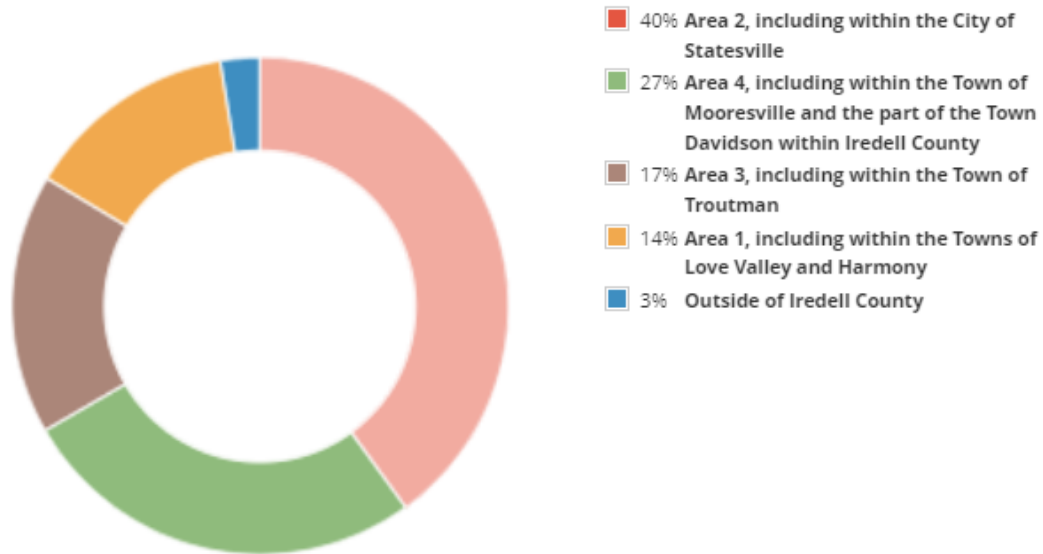
Northern/Union Grove: 42   Statesville: 20   Troutman:16   Mooresville: 3   Total: 81

# PARTICIPANTS

## Summary of Online and Survey Sheet Responses

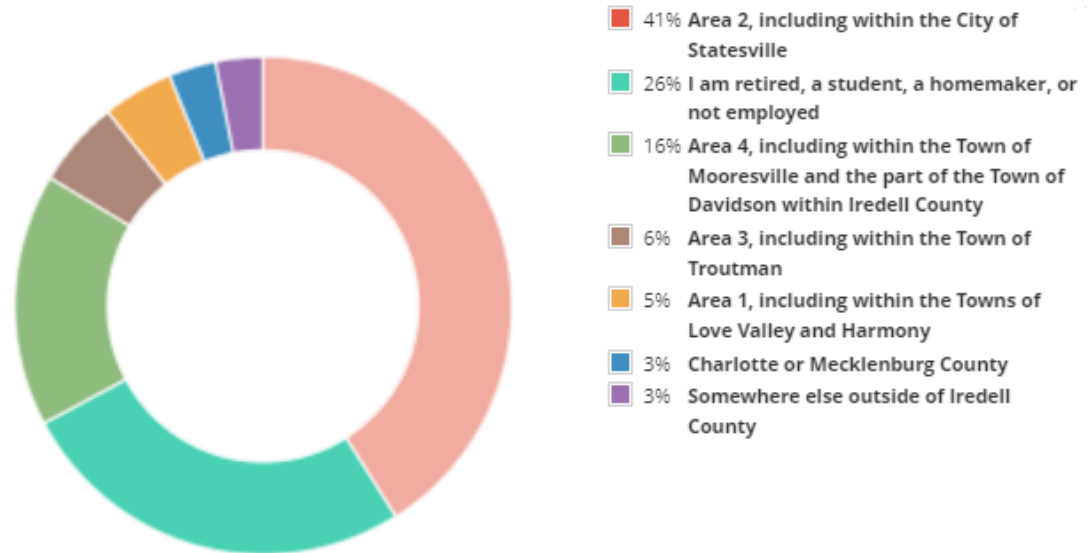


Where do you live? Select the closest area listed on the map.



195 respondents

Where do you work? Select the closest area listed on the map.



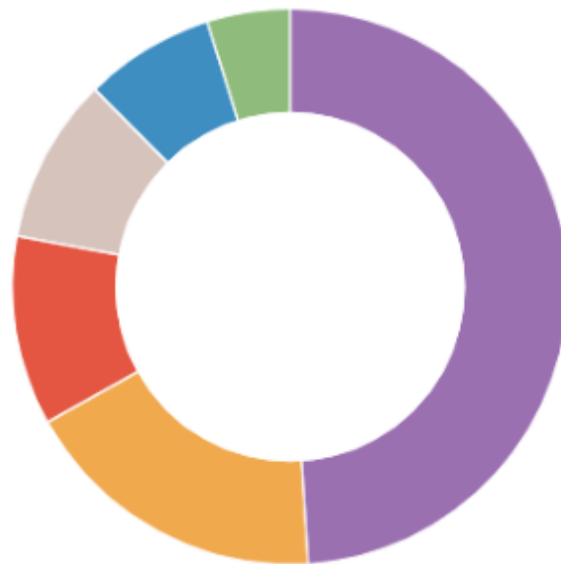
195 respondents

**Checking in on response modes:** Though the Mooresville Area Open House had light attendance, the Mooresville area was the second most common place for “live” and third most common for “work”

# PARTICIPANTS

## Summary of Online and Survey Sheet Responses

How long have you lived in Iredell County?



145 respondents

- 49% More than 25 years
- 18% 0-5 years
- 11% 6-10 years
- 10% 11 to 15 years
- 8% 21 to 25 years
- 5% 16 to 20 years

Have you been involved in Iredell County planning efforts before? Select all that apply.

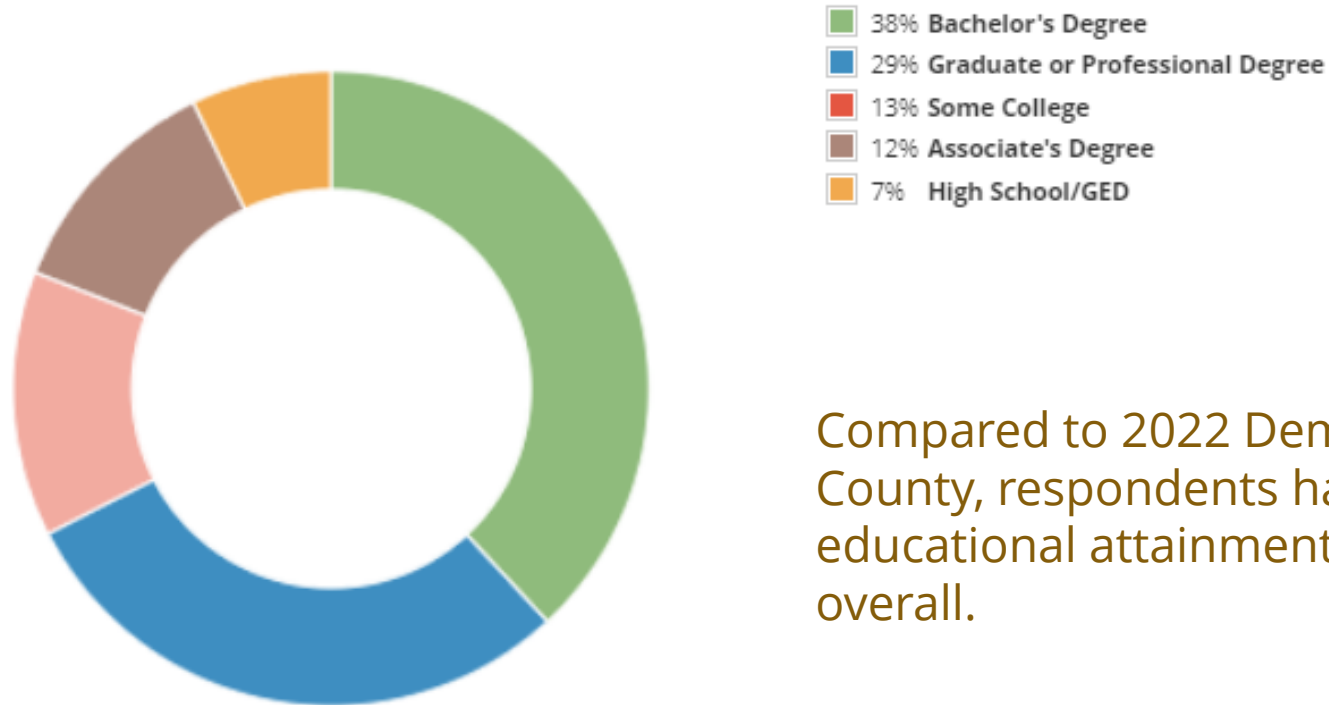
|     |  |       |
|-----|--|-------|
| 77% | None. This is my first time participating in planning efforts in Iredell County  | 105 ✓ |
| 13% | Iredell County Board of Commissioners or Planning Board meetings related to individual properties                      | 18 ✓  |
| 6%  | The Horizon Plan 2030, completed in 2009 (The current version of the plan being updated now)                           | 8 ✓   |
| 5%  | The Transportation Master Plan, completed in 2021  | 7 ✓   |
| 5%  | Similar plans for a municipality in the County (Davidson, Harmony, Love Valley, Mooresville, Statesville, or Troutman) | 7 ✓   |
| 4%  | The Comprehensive Recreation Master Plan, completed in 2020  | 6 ✓   |
| 4%  | Other:   | 6 ✓   |

136 Respondents

# PARTICIPANTS

## Summary of Online and Survey Sheet Responses

What is your highest formal education level?



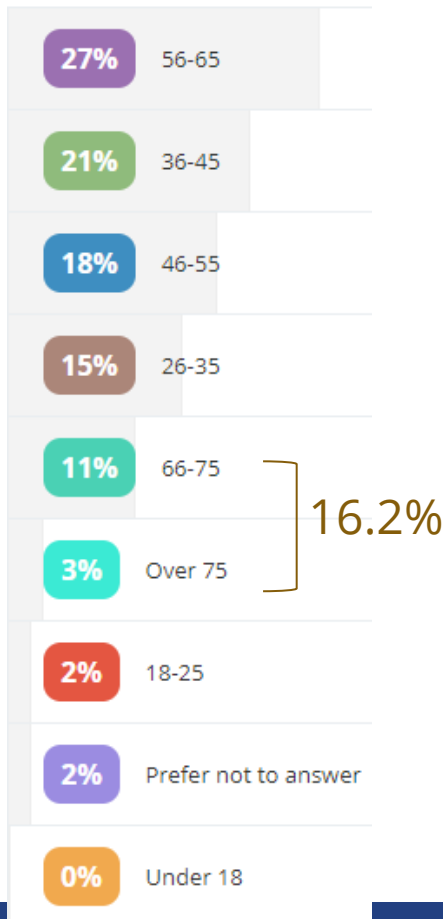
126 respondents

Compared to 2022 Demographics for County, respondents have higher educational attainment than County overall.

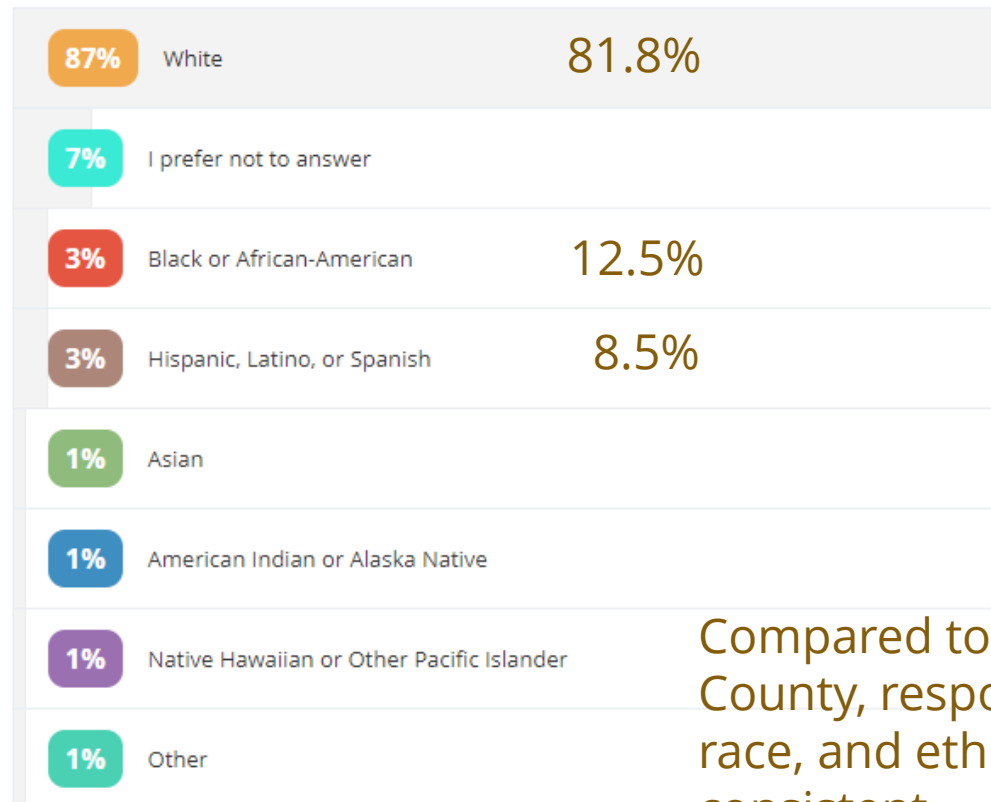
# PARTICIPANTS

## Summary of Online and Survey Sheet Responses

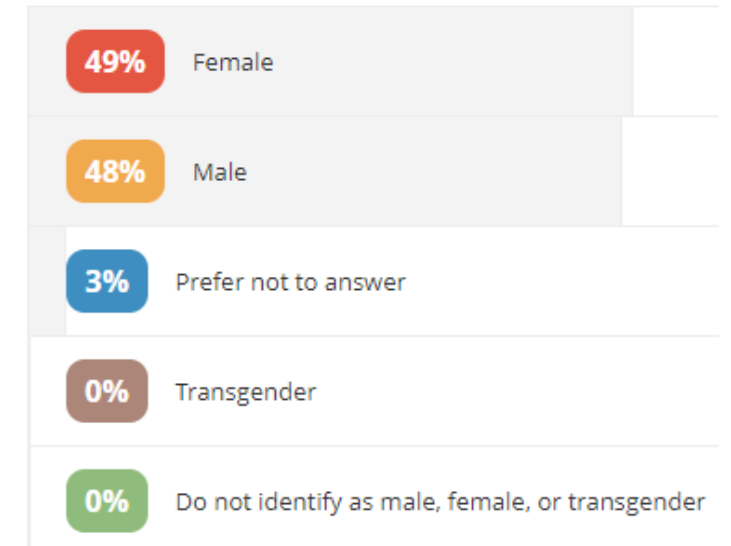
### AGE



### RACE/ETHNICITY



### GENDER



Compared to 2021 & 2022 Demographics for County, respondents have slightly different age, race, and ethnicity profiles, but are generally consistent.

*\*American Community Survey, 2021 & 2022*



# WHAT DO YOU VALUE ABOUT IREDELL COUNTY?

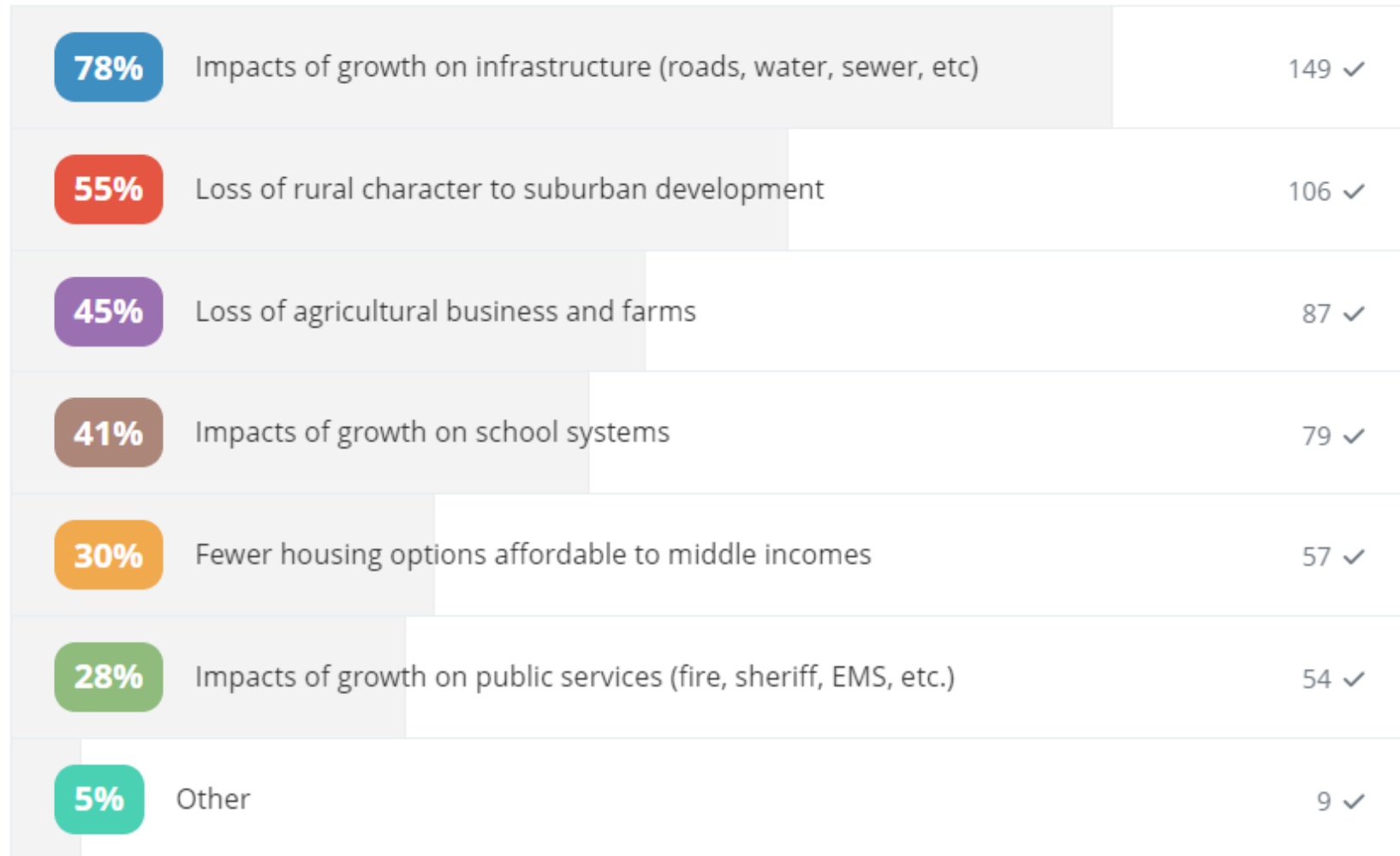
## Top 6 Responses

|     |   |      |
|-----|---|------|
| 41% | Access to nature (including parks and trails, Lake Norman, the Brushy Mountains, or other natural features) | 77 ✓ |
| 40% | Rural views and drives  | 76 ✓ |
| 40% | Your neighbors and community (the people and organizations)   | 75 ✓ |
| 34% | The character of your home or neighborhood (the look and feel of the place)                                 | 65 ✓ |
| 33% | Productive working farmland   | 62 ✓ |
| 24% | Schools and educational opportunities (K-12, Mitchell Community College, and technical schools)             | 45 ✓ |

|     |   |      |
|-----|---|------|
| 41% | Access to nature (including parks and trails, Lake Norman, the Brushy Mountains, or other natural features) | 77 ✓ |
| 40% | Rural views and drives  | 76 ✓ |
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| 34% | The character of your home or neighborhood (the look and feel of the place)                                 | 65 ✓ |
| 33% | Productive working farmland   | 62 ✓ |
| 24% | Schools and educational opportunities (K-12, Mitchell Community College, and technical schools)             | 45 ✓ |
| 20% | Homes that the workforce can afford   | 37 ✓ |
| 17% | Job opportunities in Iredell County (including the cities and towns)  | 33 ✓ |
| 15% | Entertainment and amenities in Iredell County (including the cities and towns)                              | 29 ✓ |
| 11% | Access to entertainment and amenities in nearby commercial centers (Charlotte, Winston-Salem, Hickory, etc) | 21 ✓ |
| 4%  | Access to job opportunities in nearby commercial centers (Charlotte, Winston-Salem, Hickory, etc)           | 7 ✓  |
| 2%  | Other   | 3 ✓  |

189 Respondents

# WHAT ARE YOUR GREATEST CONCERNS ABOUT THE FUTURE OF IREDELL COUNTY?



192 Respondents

# WHAT OPPORTUNITIES SHOULD BE EXPLORED DURING THIS PLANNING EFFORT?

## Top 6 Responses

|     |   |      |
|-----|---|------|
| 50% | Ways to protect the unique character areas found in Iredell (south, central, and north) | 96 ✓ |
| 49% | Ways to protect farms and farming   | 94 ✓ |
| 40% | Opportunities for new development to pay for infrastructure it will require             | 77 ✓ |
| 39% | Partnerships with municipalities, schools, and utilities to jointly plan for growth     | 74 ✓ |
| 34% | Ways to direct growth to targeted areas   | 66 ✓ |
| 31% | Potential for expanding parks and greenways   | 59 ✓ |

|     |   |      |
|-----|---|------|
| 50% | Ways to protect the unique character areas found in Iredell (south, central, and north) | 96 ✓ |
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| 39% | Partnerships with municipalities, schools, and utilities to jointly plan for growth     | 74 ✓ |
| 34% | Ways to direct growth to targeted areas   | 66 ✓ |
| 31% | Potential for expanding parks and greenways   | 59 ✓ |
| 22% | Ways to expand business and job growth  | 42 ✓ |
| 11% | Ways to leverage tourism assets for economic development                                | 22 ✓ |
| 5%  | Other   | 10 ✓ |

# WOULD YOU SUPPORT THE COUNTY GOVERNMENT FUNDING EFFORTS TO ADDRESS THE LAST TWO QUESTIONS?

- 61% Yes
- 34% Maybe, or I am not sure
- 5% No

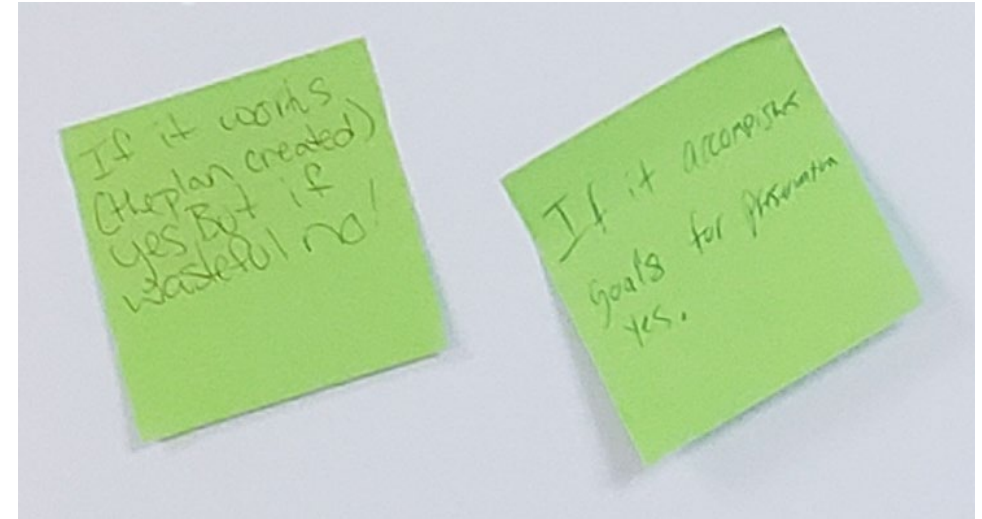


188 respondents

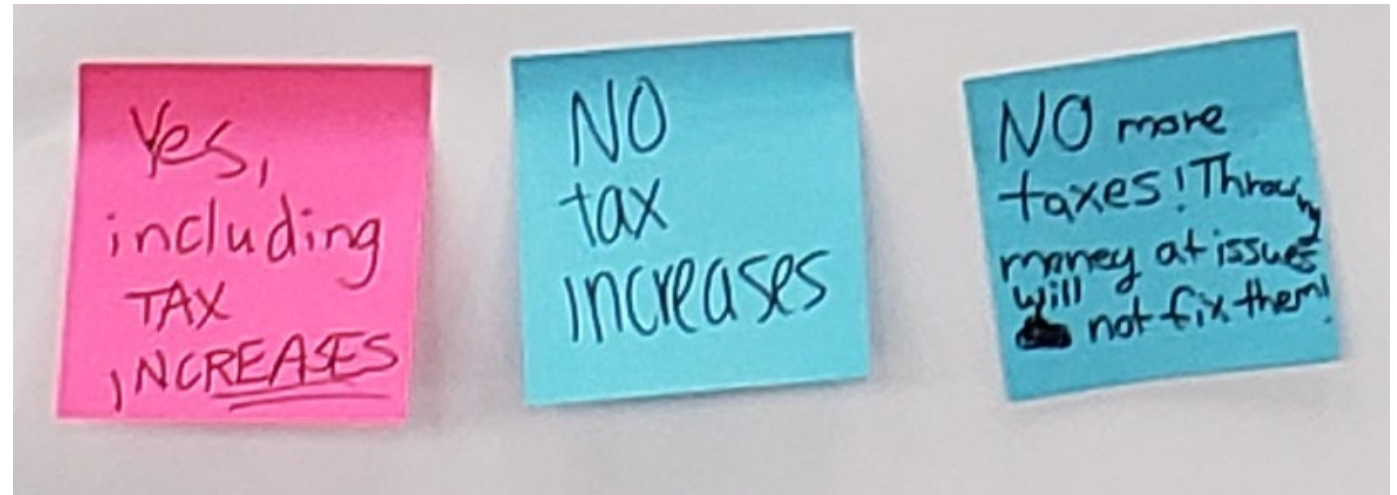
## Details of that support are complex

- Concern about effectiveness
- Disagreement on tools

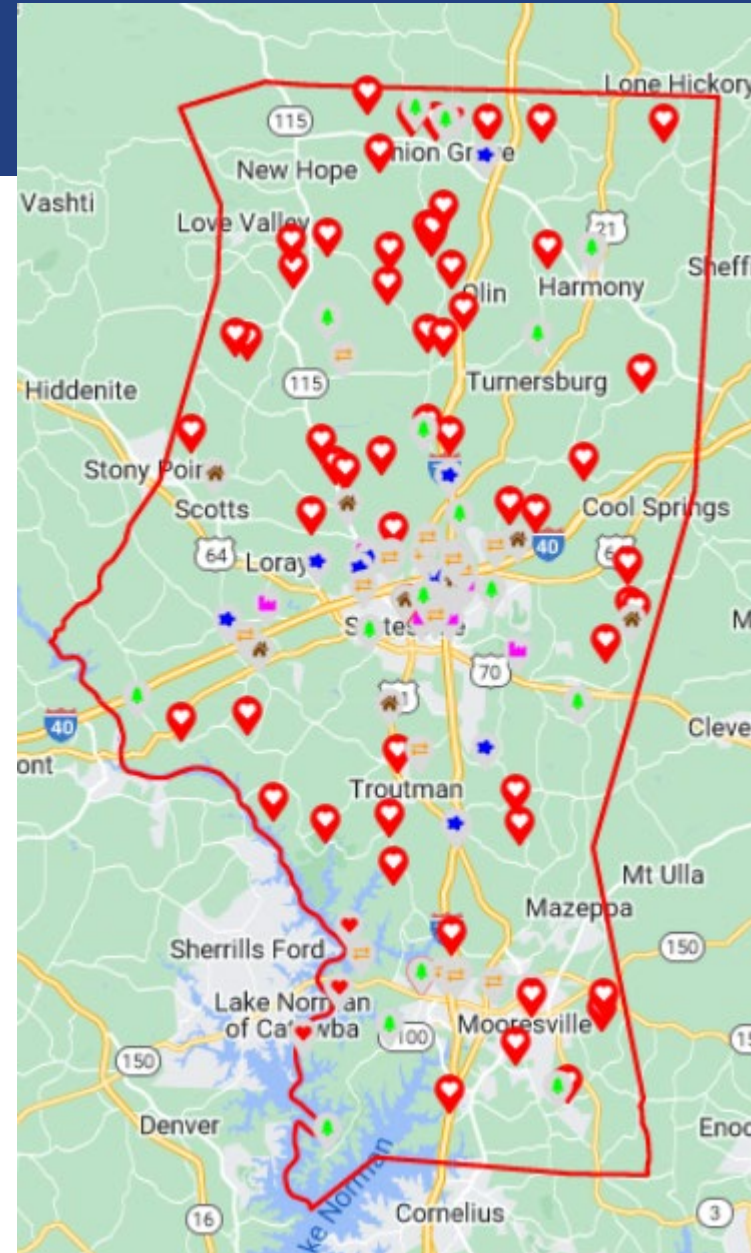
## Northern/Union Grove



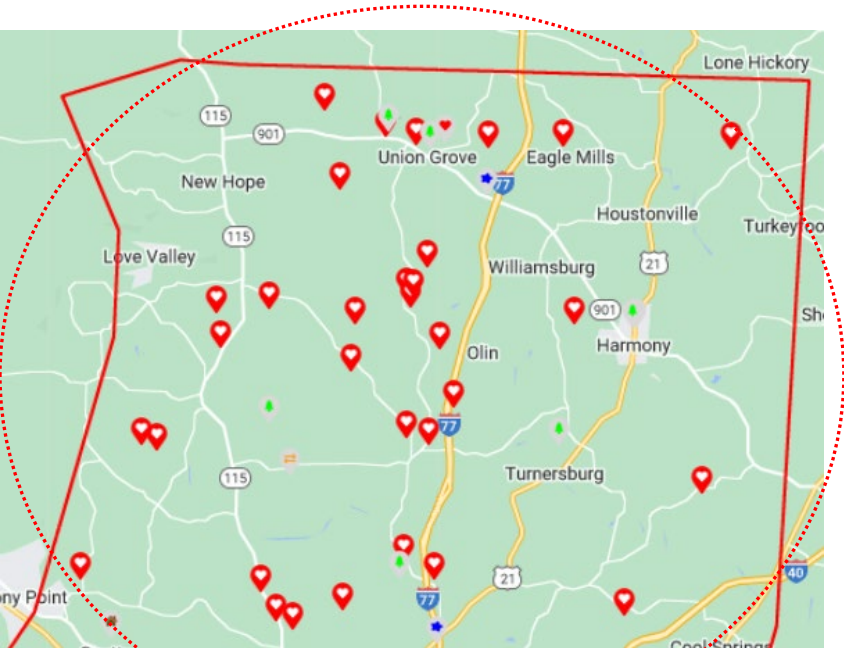
## Statesville



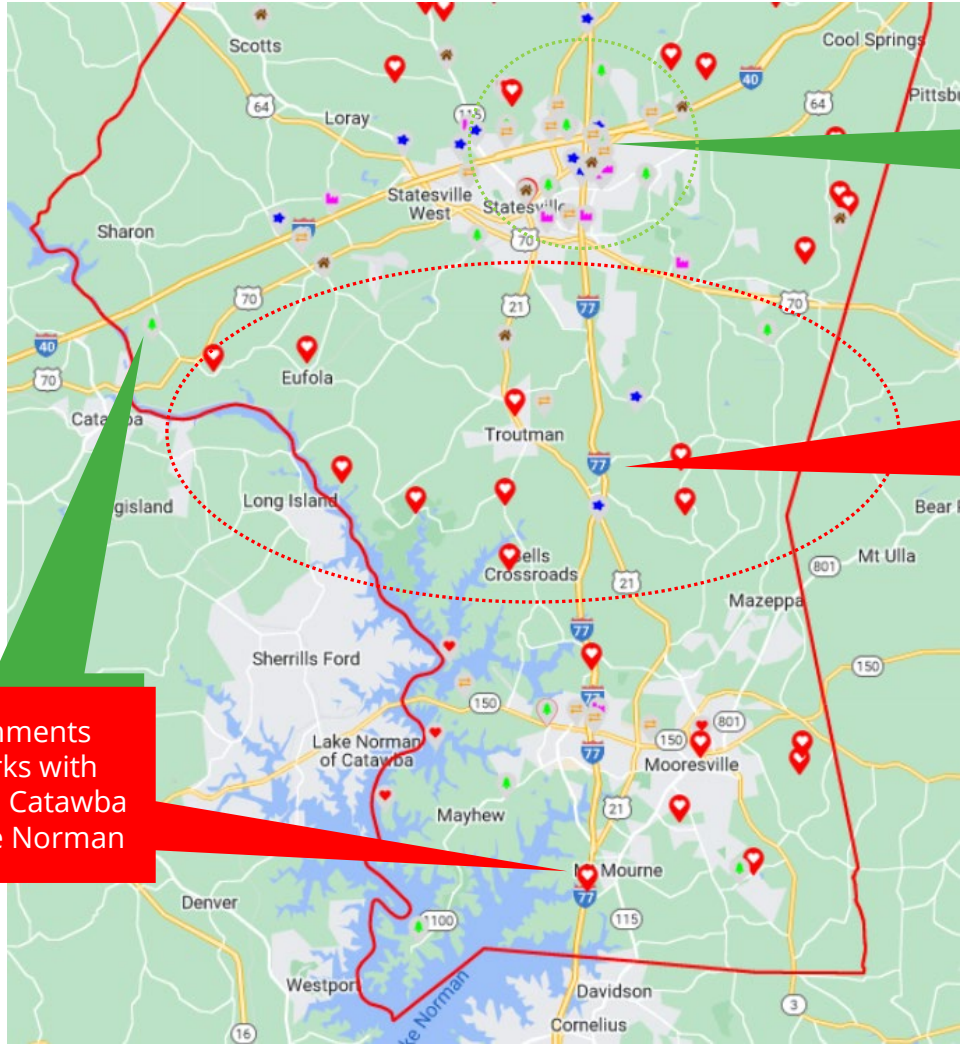
# MAPPING FOR THE FUTURE



# PROTECT OR PRESERVE & OPPORTUNITIES FOR PARKS & TRAILS



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



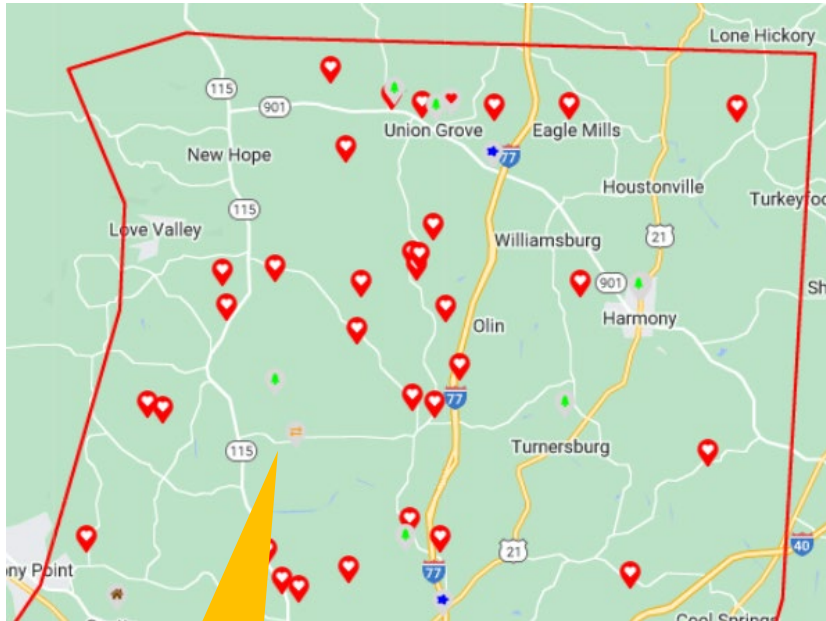
Some comments specify parks with access to the Catawba River or Lake Norman

Specific park and greenway requests related to greenway trails and the 4<sup>th</sup> Creek watershed

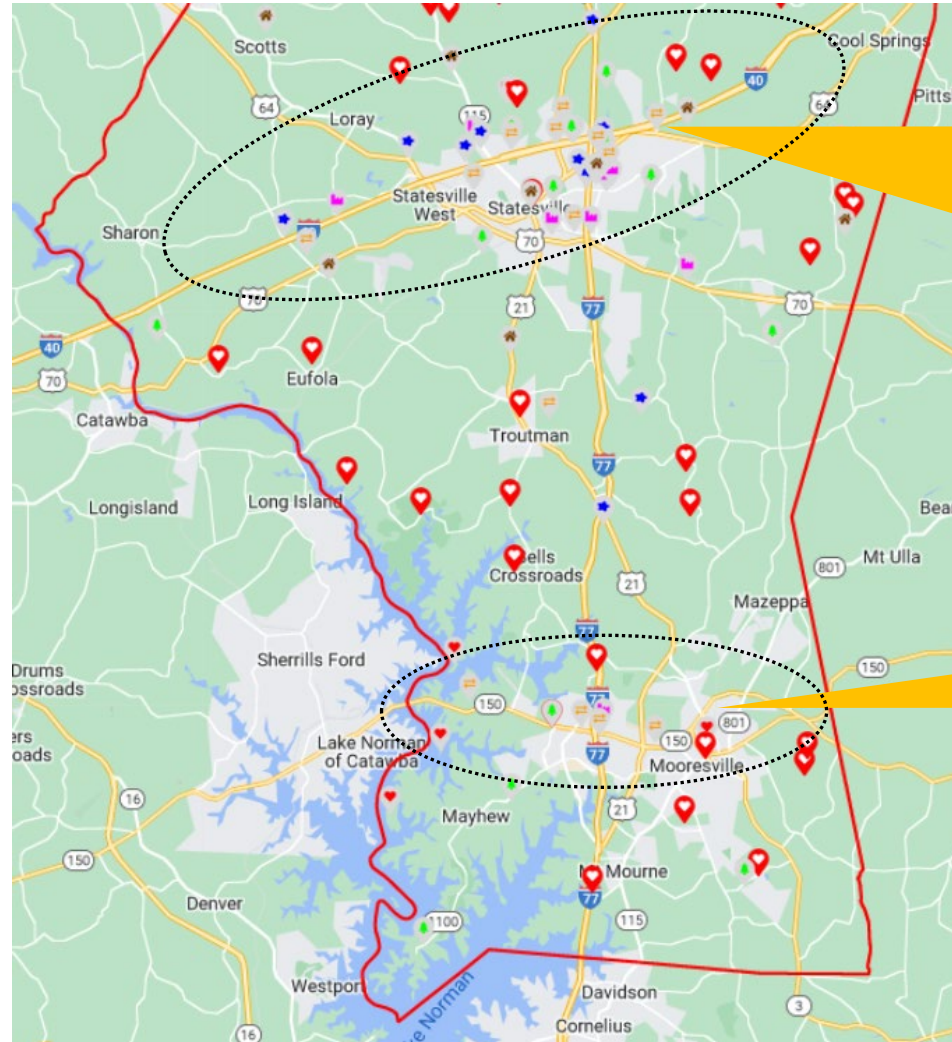
Comments attached to "protect" pins near Troutman discuss the speed and amount of development overwhelming capacity or existing character

Many pins mark the category clearly but do not include additional comment

# CHANGE



No written explanation for "change" pin along Snow Creek Road. Project team will investigate

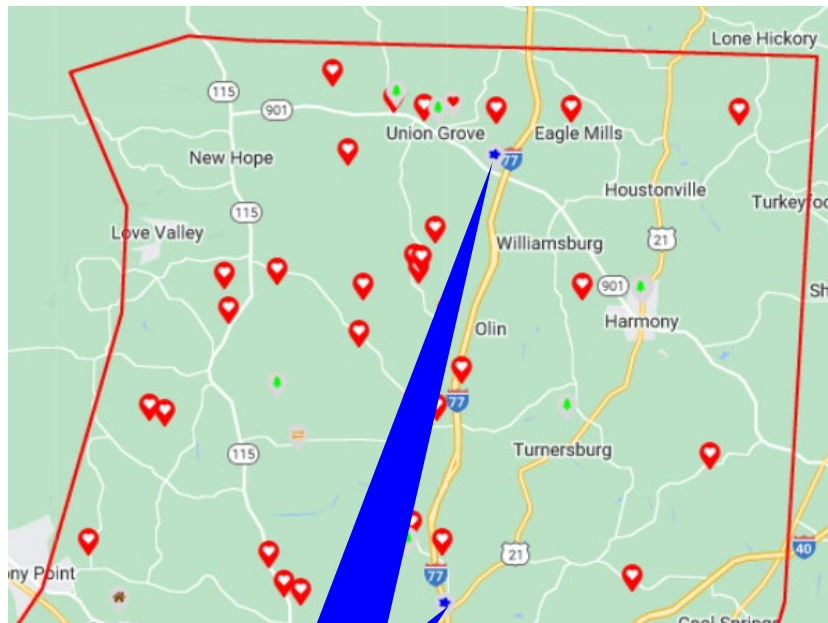


Comments attached to "change" pins along I40 and interchanges are a combination of concerns about traffic pattern, about the image it presents to those entering the community from the interstate, and about flooding and impervious surfaces

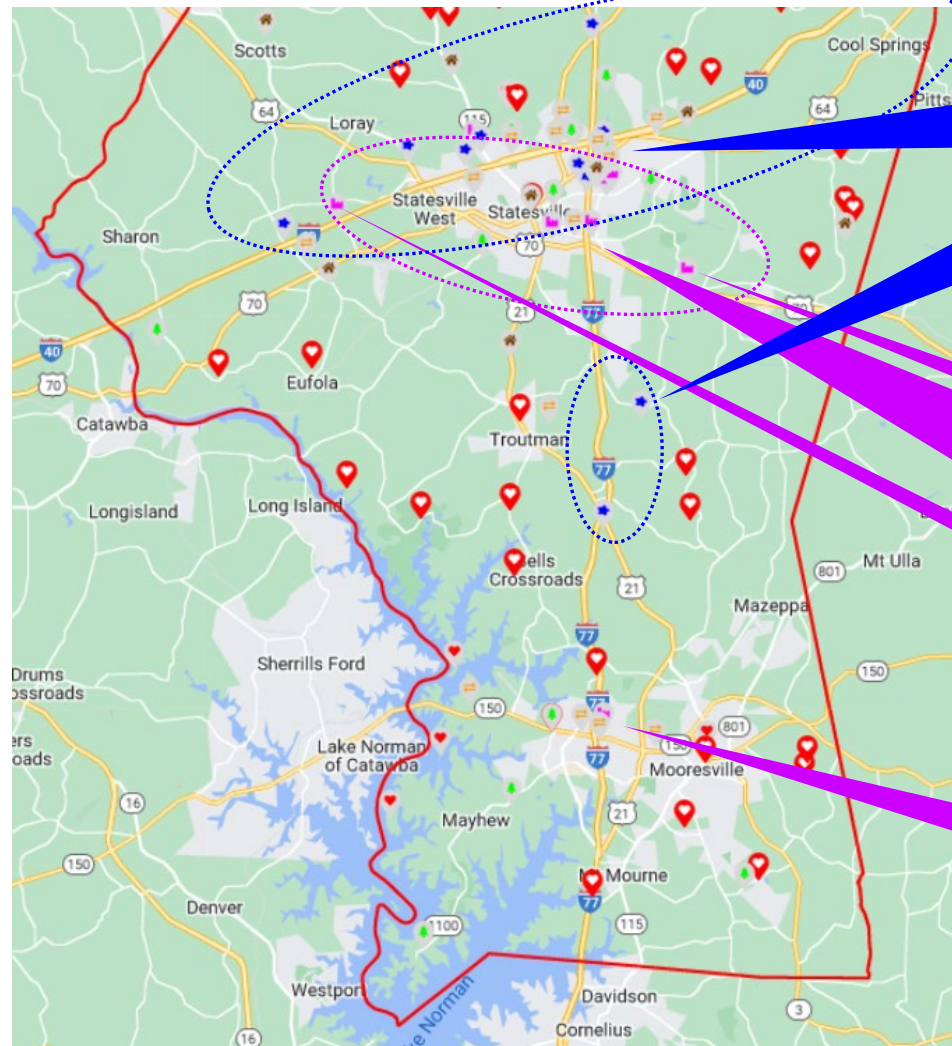
Comments attached to "change" pins along NC150 are generally related to traffic

# OPPORTUNITIES FOR

# COMMERCIAL SERVICES & EMPLOYMENT SITES



“Opportunity for commercial services” pins placed at I77 interchanges with US 21 and NC901



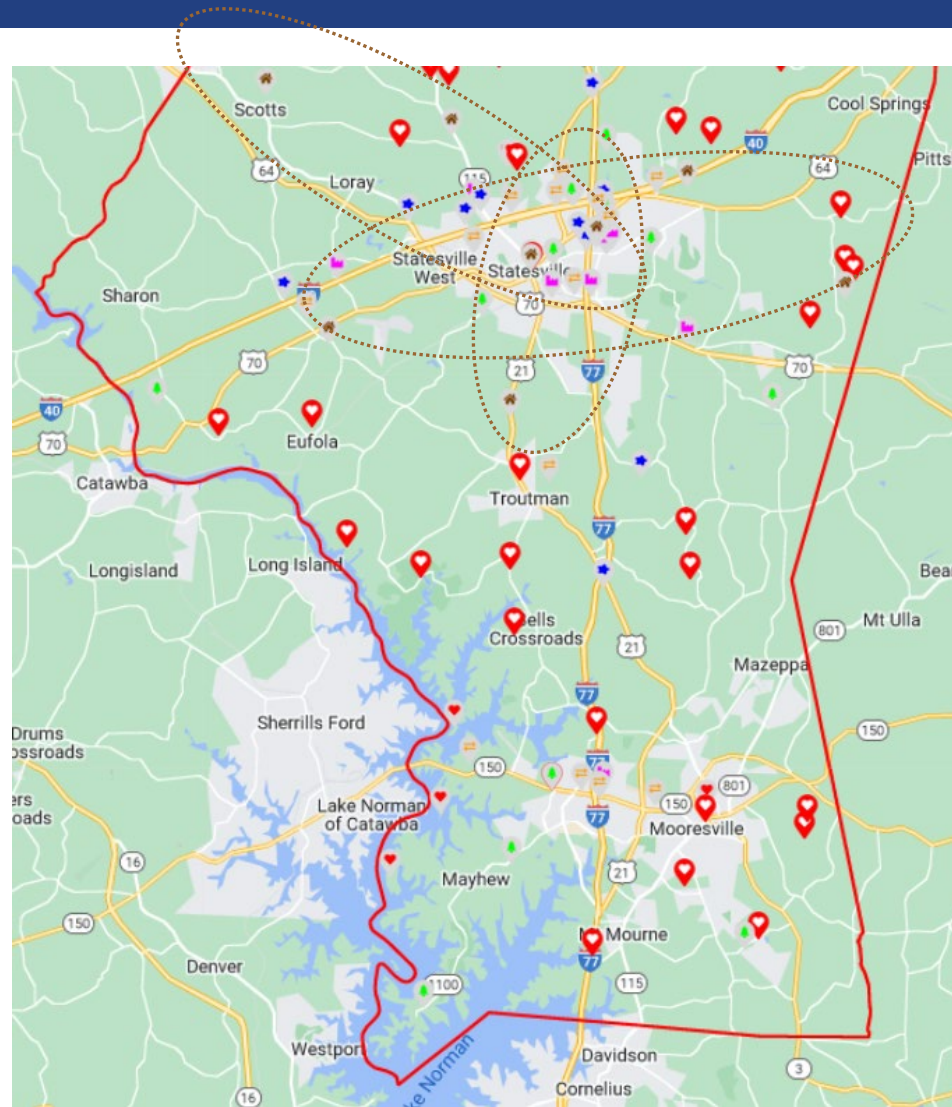
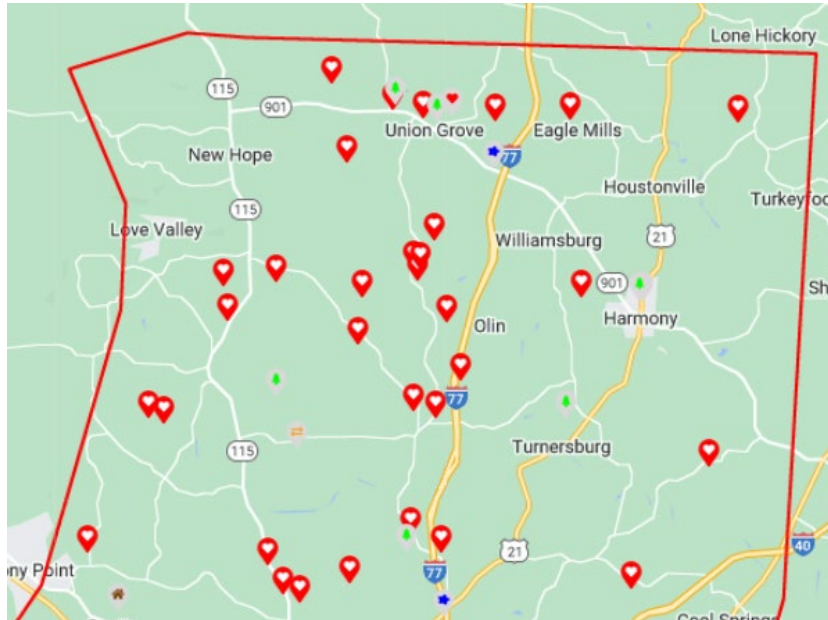
“Opportunities for commercial services” pins mostly along Interstate corridors and interchanges

“Opportunities for employment sites” pins mostly in Statesville and along corridors connected to Statesville including US70 to the southeast and the Airport to the west

“Opportunities for employment sites” pins on new Cornelius Road interchange



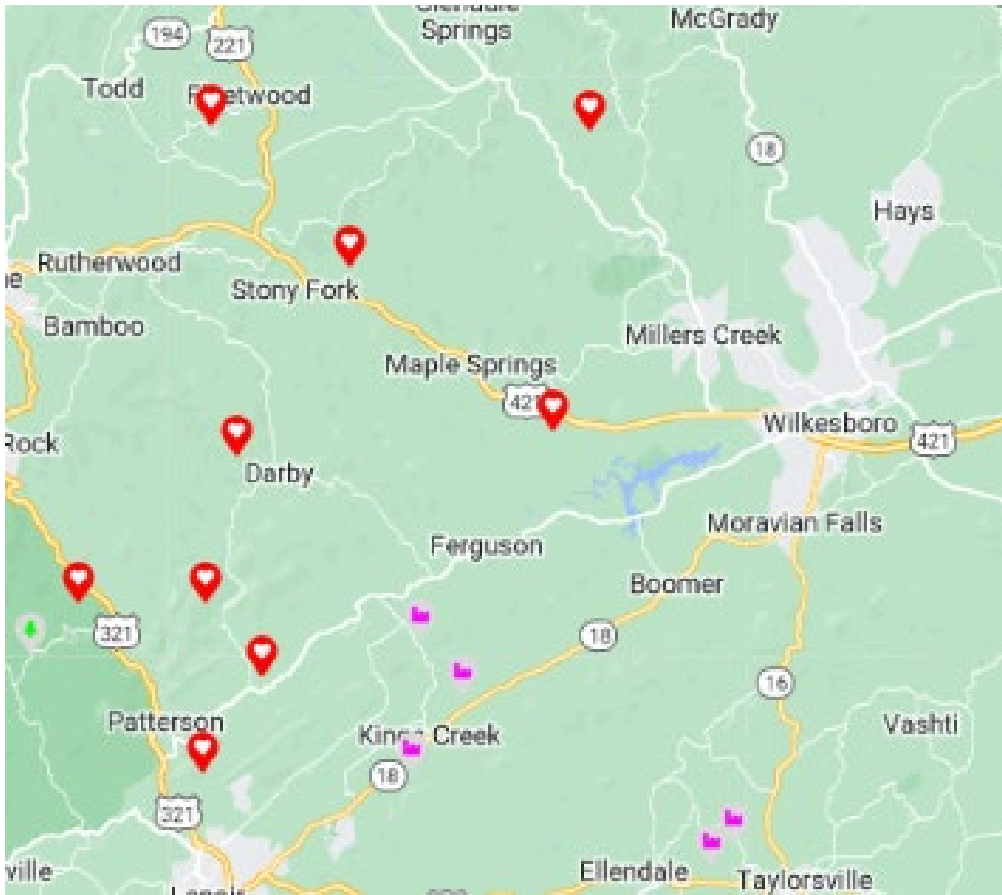
# OPPORTUNITIES FOR HOMES



“Opportunities for homes” pins along corridors leading from Statesville and in Statesville

No pins of this type in online comments or paper surveys south of Statesville’s Larkin area

# OUT OF AREA PINS



**For a brief period before the first Open House began, an error on PublicInput.com allowed participants to place pins outside of the County.**

- This plan will not make recommendations for Wilkes County.
- These pins will be treated as a general comment supporting employment sites on corridors between municipalities and protection of rural agricultural and natural lands

# IMPORTANT PLACES AROUND THE COUNTY

Residents care about the County **beyond their immediate residence**. When prompted at the Open House most selected specific destinations, farming areas, or natural lands

## Northern/Union Grove Meeting

- N.1: Big Leaf Slope Bike Trail
- N.2: Statesville Airport
- N.3: Lake Norman
- N.4: Fort Dobbs State Park

## Statesville Meeting

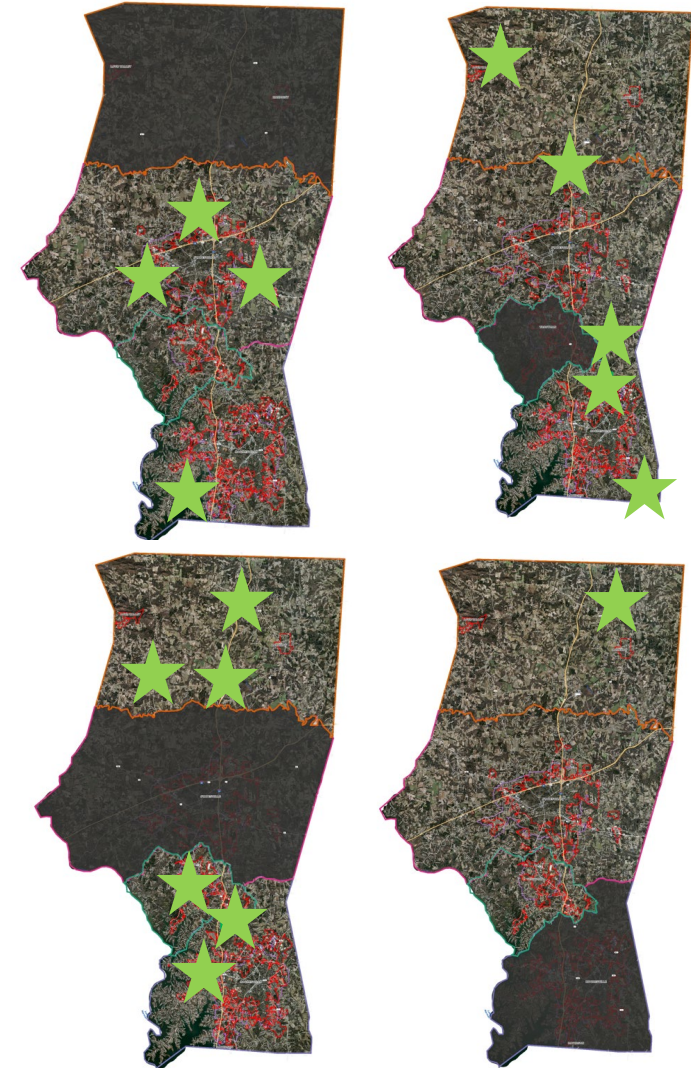
- S.1: I-77/901 Intersection
- S.2: 1-77/Tomlin Road. Potential for Development
- S.3 Old Family Land Flowerhouse LP
- S.4: Pockets of Rural Communities. Schools/Churches/Community Building
- S.5 Shopping Center
- S.6 Vineyards

## Troutman Meeting

- T.1: Preservation of open land for equestrian private activity
- T.2: Preservation or addition of greenspaces for outdoor activities, trails, dog parks, etc. Not just sporting centers
- T.3: Trails + Greenways. Greenspace to get away from all the development
- T.4: Preserve Love Valley
- T.5: More signs for Jennings Park (directional)

## Mooreville Meeting

- M.1: Farmland County Wide



# 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)

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

**Most responses touched on many themes. Additional themes occurring in multiple comments:**

1. A community with **quality educational** opportunities.
2. A community with available **activities and arts and cultural options**.
3. A community where residents have a high **quality of life**.
4. A community that is **affordable to its residents and workers** (often paired with housing, job availability, or both)
5. A community with **efficient and effective government services** (often paired with a desire for safety)
6. A community with a **variety of places** and characters across it (i.e. something for everybody)
7. A community that is a good place to **raise a family**.
8. A community in close **proximity to other areas** of the region.
9. A community that is **welcoming**.

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

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

A VIBRANT COMMUNITY, WITH GREAT EDUCATION JOBS, AN ARRAY OF HOUSING, AND SHOPPING, INTERESTING ACTIVITIES FOR FAMILIES AND ELDERLY



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

- better traffic (more efficient)
- preserved farmland (reduced rate of loss)



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

- Well managed with control of land development/population control
- 75% of road/highway improvements completed
- Farmland/Trees - preserved/protected
- Increased business
- Have roads that reflect the amount of tax money it brings in! Roads in the 50's were better and there was less tax \$.



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...

One cohesive community and the top suburb of Charlotte



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

green - known for beautiful, preserved land



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

a horse/equestrian mecca. Let's build out <sup>our</sup> businesses @ horse & equestrian businesses.



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

trails to hike and bike.



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

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



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

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

Keep development controlled.  
Services can't keep up!



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

Lots of farms & land with little traffic



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

- Understanding of the Iredell County's contribution to Ag industry



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

Protect over growth  
Protect farmland - heritage of communities  
No further development until infrastructure is in place



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

Increase Regulations for Development & Industrialization  
→ Increase Incentives for farmland Preservation



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

~~Increase~~  
- 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 N. OF EXIT 54 THAT IS CURRENTLY ZONED RA. ESPECIALLY THE TOMLIN HILL / JENNINGS RD CORNER W. OF TT



# NEXT STEPS



# NEXT STEPS

## **NEXT MEETING**

- March 2<sup>nd</sup>, 2022
- 2-hour meeting for Future Land Use Map exercise
- 5:00 to 7:00 or 6:00 to 8:00?

## **LATER STEPS**

- Public Review Draft of Plan Engagement Window  
(Summer)