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William P. Morgan, Jr., At Large
Steve Johnson, At Large
David Jones, Ward One
C.O. Johnson, Ward Two
Doris Allison, Ward Three
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Frederick Foster, Ward Six

Land Development Team

Jenn Bosser, Iredell Economic Development Corp.

Dr. Jeffrey James/Dr. Kenny Miller, Iredell Statesville Schools

Steve Johnson, Statesville City Council
Todd Lange, Statesville Planning Board
William P. Morgan, Jr., Statesville City Council
Bernard Robertson, Statesville Planning Board
Collin Santorine, Development Community Rep.
(Nandina Properties)
Shannon Viera, Statesville Chamber of
Commerce

Downtown Statesville

Marin Tomlin, Dir. of Downtown Statesville Development Corp.

Planning Board

Don Daniel, Vice Chair
Alisha Lane
Todd Lange, Chair
Charlotte Reid
Bernard Robertson
Mark Tart
Bo Walker, ETJ Rep.
Roseta Williams, Alternate
Tammy Wyatt, Alternate

City Staff

Ron Smith, City Manager
Ralph Staley, Asst. City Manager
Scott Harrell, Asst. City Manager
Sherry Ashley, Planning Director
George Berger, Asst. Planning Director
David Cole, Senior Planner
Richard Griggs, Dir. of Recreation &
Parks
John Maclaga, Dir. of Electric Utilities
William Vaughn, Dir. of Public Utilities
Mark Taylor, Dir. of Public Works
Nancy Davis, Dir. of Public Relations

Consultants

Clarion Associates
Rose & Associates Southeast, Inc.

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CHAPTER ONE INTRODUCTION

The city has a strong foundation to support new job growth, encourage redevelopment of aging neighborhoods and corridors, and provide greater quality of life amenities to its residents.

Inside this chapter:

About the Land Development Plan

Statesville Today: A Historic Community Building on Its Assets

A Vision For the Future Development of Land in Statesville

About the Plan and Process

About the Land Development Plan

This 2045 Land Development Plan (LDP) is the long range policy document that will guide Statesville's City Council, Planning Board, and City staff in making decisions related to land development, location-related capital investments, and community programs. In accordance with North Carolina State Statute 160D, this plan serves as a policy guide for the City's elected and appointed leaders and staff. This plan is not a law or regulatory document. The plan articulates the intensions for growth and investment over the next 20 years; however, City leaders have the flexibility to make decisions in the best interest of the City that may not align with plan guidance. This plan updates the 2004 Land Development Plan through the consideration of several inputs:

- More than 30 interviews with City staff and community stakeholders about current conditions and future considerations for Statesville.
- More than 150 individual responses from Statesville residents to public workshop questionnaires.
- An analysis of sociodemographics and the local real estate market, including future projections for real estate sectors and trade area assessments for development focus areas.
- An analysis of land use, development, land capacity, and other community planning efforts.
- Guidance provided by the City's nine member Land Development Team in engaging the community in planning discussions and drafting the overall Plan.

The 2045 LDP and subsequent plan implementation efforts were developed using a six phase planning process.



Analysis of Current Conditions and Future Planning Influences

Analyses conducted during the 2045 Land Development Plan process are summarized in two coordinated documents, a *Development and Future Land Use Profile* and a *Real Estate Market Analysis Report*. The findings of these reports were presented to the Land Development Team, shared on the City's project website, and summarized in a 15-minute video that was streamed at a community workshop held on September 15, 2020, and made available on the project website. These documents serve as the "Fact Book" for the planning process and helped inform policy direction included in this Plan.

The *Development and Future Land Use Profile* documents the city's current assets and conditions, infrastructure and land use plans, development trends, development capacity, and identifies key opportunities for development and redevelopment.

The Real Estate Market Analysis Report provides a locational and sociodemographic analysis of the city in comparison to the region, analysis of real estate sectors for future growth potential, trade area analysis of several key focus areas where new growth and reinvestment are anticipated in the future, and recommendations for advancing economic opportunities in Statesville.

These documents are available from the Statesville Planning Department. Resource boxes like the example below help guide where there is additional detailed information contained in these documents.



Statesville Today: A Historic Community Building on Its Assets

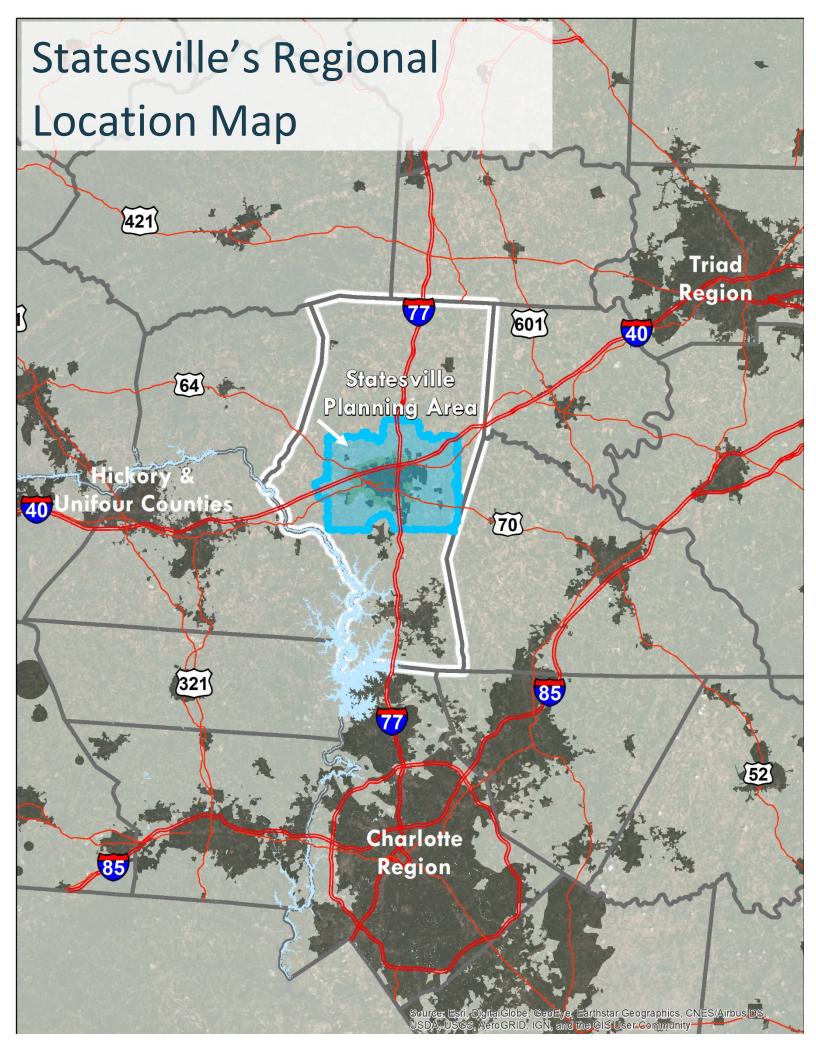
Statesville is a historic city located in Iredell County. With a population of approximately 27,000 residents, this mid-sized North Carolina city has several key assets that make Statesville a great place to move to and locate a business.

One of Statesville's greatest assets is its location at the crossroads of I-77 and I-40. The city's location provides strategic access to the greater Charlotte metro, Piedmont Triad, and Hickory/eastern foothills regions. It can also serve as a convenient home base for residents and visitors seeking to explore Lake Norman, the Yadkin Valley wine region, and the foothills of the Appalachian Mountains. Statesville truly is "where it all comes together."

Within and immediately around the city, Statesville has numerous assets that draw residents and visitors including:

- Historic downtown Statesville and surrounding historic neighborhoods
- Mitchell Community College
- Statesville Regional Airport
- Two Regional Medical Centers (Davis Regional and Iredell Hospital)
- Fort Dobbs State Historic Site
- Mac Anderson Park and the Statesville Park and Soccer Complex
- Twin Oaks, Larkin, Lakewood, and Statesville Golf Courses
- Cultural and community events such as the annual Statesville Balloon Festival





Statesville is also a growing economic center. As the Iredell County seat at the convergence of two U.S. interstates (i.e., I-40 and I-77), major corridors (i.e., US Highways 21, 64, 70 and NC Highways 90 and 115), Norfolk Southern Rail, and Alexander Railroad, Statesville is an attractive option for businesses looking to locate to one of the fastest growing regions in the nation. The city has numerous sites available for future businesses in the Statesville Business Park, the new Larkin Regional Commerce Park, other business development sites, and numerous opportunities to retrofit or rehab existing industrial and commercial sites. Many of these sites are currently served by utilities or are planned for future service.

Statesville is an "infrastructure rich" community. The Statesville Regional Airport, owned and operated by the City of Statesville and located less than a few miles from I-40 and I-77, lies outside of the Charlotte Douglas International Airport air space. This allows flights to depart and land much more rapidly than other nearby airports, providing a strategic logistical advantage for many industries. The City is an "ElectriCity" and owns and operates the municipal Statesville Electric Utility that serves as one of the major electric providers in the area. The City also operates its own public water and sewer utility that provides service within Statesville and adjacent areas.

Statesville has a strong foundation to support new job growth, encourage redevelopment of aging neighborhoods and corridors, and provide greater amenities to its residents, improving the overall quality of life.

Statesville's Position in the Charlotte Region

Statesville and Iredell County are located within the Charlotte-Concord-Gastonia Metropolitan Statistical Area (MSA). Located at the outer edges of the Charlotte MSA, Statesville has only recently experienced the same growth rates that other communities in the region have

experienced over the past decade. The *Real Estate Market Analysis Report* (2020) highlights that the city's growth rate has been slower than the Charlotte MSA as a whole. Between 2010 and 2019, the Charlotte Metro Area population increased by 18%, Iredell County increased by 16% and Statesville increased by 10%.

See Real Estate Market Analysis Report page 4 for Statesville's growth rate.

A "stagnant" housing supply may be limiting opportunities within Statesville to harness the region's growth. National and regional housing market research identifies that younger workers and people over the age of 65 alike desire a range of affordable housing types that support changing lifestyles, in walkable neighborhoods near workplaces and amenities. By comparison, much of Statesville's housing stock is older, and the overall inventory of new and existing housing offers limited choices beyond single family detached units.

It is also evident that the city needs to consider its market position within a very competitive region. While the city has numerous amenities, its perception as an aging community has

impacted its growth, as has community reluctance to support some new forms and types of growth. This 2045 LDP offers an opportunity to strategically guide efforts to realize the city's actual growth potential.

LDP 2045: A Focus on Land Use

The 2045 Land Development Plan is the culmination of several technical analyses, community engagement to identify future aspirations for the city, and a planning process engaging stakeholders and City leaders in discussions on issues facing the community, while building on Statesville's strengths and opportunities. This plan, by design, focuses on providing long-range

land use and development guidance that considers several critical issues and opportunities and provides a strategic approach to envision a more vibrant and economically successful Statesville.

Local and National Development Trends

Building permit data shows that for the last five years (2015-2019), non-residential development at the edges of Statesville comprised the majority of the actual land permitted. Most permits issued by the City during this same time were issued for single-family homes, also in edge areas of the community. While it is natural for mature communities to experience growth around the edges where new development opportunities exist, Statesville's growth patterns also suggest a lack of reinvestment in the core areas of the city, particularly those areas perceived as aging and suffering from blight. In contrast, most higher value properties in the city are located in historic downtown Statesville and surrounding neighborhoods. This suggests that the downtown reinvestments made by the City in recent decades, particularly widening sidewalks, streetscaping and marketing efforts, coupled with private business investments have produced significant results and an important return on investment for the community.

Data compiled in the *Land Use and Development Profile* highlights Statesville as a traditional suburban community that, outside of downtown and surrounding neighborhoods, offers a homogenous set of development types today. Predominant land uses in Statesville include:

- Neighborhoods consisting of single-family detached homes (28% of city),
- Mixture of industrial sites (23% of city),



Downtown streetscaping investments and marketing efforts, including widening sidewalks, new brick pavers, street furniture, and street trees, have enhanced the visual appearance and experience of downtown and resulted in significant private investment.

See Land Use and
Development Profile pages
14-15 for Statesville's
existing land uses.

- Various commercial centers, including the aging Signal Hill Mall (14% of city),
- Rural residential properties (10% of city), and
- Public and institutional uses such as churches, schools, healthcare facilities, and Mitchell College (9% of city).

The 16% of remaining lands include multifamily apartments (3%), miscellaneous uses and the municipal airport (5%), office (1.5%), townhomes and condos (0.6%), recreational areas (0.6%), and manufactured homes (0.3%).

Real estate market trends, both nationally and regionally, suggest that Statesville could benefit greatly through development of a broader array of land uses and development types that support 21st century lifestyles and workplace needs. Business site selection is no longer driven solely by site conditions, but also by the full community "package" that includes quality of life amenities for executives and workers, such as good housing options, recreational and entertainment opportunities, and quality shopping and restaurant experiences. Key among these are:

- A greater diversity of housing types and sizes in walkable settings that are affordable to
 a broad spectrum of households and support a variety of lifestyles. This can provide
 housing opportunities for retiring empty nesters, families in need of multigenerational
 housing options, younger workers and first-time homebuyers, and a variety of renters.
- Mixed use developments that blend multi-unit housing within "main street" or lifestyle center commercial developments and that support a more walkable and connected lifestyle.
- Amenity-focused office spaces that provide opportunities for workers to shop, eat, and
 recreate close to the office in a walkable setting. While the long-term outlook for the
 office market is still unknown, it is anticipated that office developments that offer
 amenities on site will continue to be preferred over traditional office only developments.
- New forms of industrial development that support logistics and distribution for growing
 e-commerce and other sectors, warehousing, and manufacturing. Statesville's existing
 and future business parks, particularly the new Larkin Reginal Commerce Park, provide
 opportunities for these uses.

Providing these new development opportunities can help to reignite the local economy and set the city on a more resilient path for the future. The *Statesville Real Estate Market Analysis Report* recommends a series of implementation strategies to build a more competitive real estate market advantage:

See Real Estate Market
Analysis Report page 46-48
for Statesville's strategies
for success.

 Address housing needs by providing a greater variety of housing product types and pricing;

- Support economic development of key sectors and real estate markets (medical, office, and industrial) through capital improvements and land use planning;
- Reinvest in aging areas by providing flexibility for redevelopment in strategic focus areas and enhancing infrastructure in these locations, particularly in gateway areas to the city; and
- Continue to add to the city's quality of life amenities, such as parks, greenways, and public spaces. These are the key strategies that can position the city to realize economic and growth potential.



Growth Context

As of 2020, slightly more than one third of the land in Statesville's planning area was undeveloped or rural land that could potentially be developed. Moreover, that supply of undeveloped land is three times the size of Statesville. The *Real Estate Market Analysis Report* identifies Statesville's market demand for new housing, office, industrial, and commercial development would require only a fraction of the undeveloped land inventory.

See Development and Land Use Profile Page 46-50 for potential development, and Real Estate Market Analysis Report page 22-39 for market demand.

The City should guide new growth to strategic focus areas to maximize economic development opportunities, increase return on public investments, and prevent a fragmented and sprawling development pattern. Reinvestment and redevelopment along several key corridors are equally important as a means to strengthen the economic position of the city.

Another important consideration is that the majority of land in the planning area is actually within Iredell County's Planning and Zoning jurisdiction. Coordinated planning between the City and County will be important to the city's success. This is especially important for the city's gateway corridors (such as US-70, US-21, US-64, and NC-115) where future growth pressures will likely result in new development within the County's jurisdiction. It will be important for the City and County to work together to create jointly agreed upon strategies to ensure that these corridors of common interest meet the land use, community character, and economic development goals of both jurisdictions.

This plan sets the course for building on the city's great assets by guiding new forms of growth and prioritizing community investments in several strategic focus areas. The City of Statesville will not be able to accomplish this alone, and will draw upon partnerships with Iredell County, neighboring communities, strategic partners such as the Iredell Economic Development Corporation (IEDC), and the private sector to achieve the community's vision for the future.

Statesville's Strengths, Weaknesses, Opportunities, and Threats

During the initial phases of the effort, interviews with stakeholders, City staff, and the Land Development Team members revealed a critical set of strengths, weaknesses, opportunities, and threats for Statesville. Commonly known as a SWOT analysis, these concepts served as the foundation for considering policies and actions to include in the Plan.

STRENGTHS

- Interstate access
- Proximity to Charlotte metro, Piedmont Triad and Hickory/eastern foothills
- Regional airport
- Regional hospitals
- Historic character
- Lower cost of living / doing business
- Infrastructure "rich" (electricity, water, sewer roads)
- Developable land for employment development opportunities
- Downtown investment/growth
- Rail access
- Mitchell Community College
- High quality civic center
- Natural resources, regionally proximate to Lake Norman

WEAKNESSES

- Lack of middle-priced housing
- Higher unemployment rate than neighboring communities
- Unclear community vision
- Substandard housing in some olde neighborhoods
- Disinvestment in inner ring areas around downtown
- Infrastructure not available for some developable areas
- Perception of lower performing schools
- Fewer quality of life amenities than neighboring jurisdictions (perception)
- Limited resources for capital projects
- Blighted community gateways
- Lower wage jobs
- Lack of direct access to Lake Norman
- Distance to Charlotte compared to other municipalities in the metropolitan area

OPPORTUNITIES

- 2nd wave of Charlotte growth (other communities have shrinking development options)
- Strategic development sites (Larkin Industrial Park, I-77 North Corridor, Airport, gateway corridors, others)
- Redevelopment areas where infrastructure exists (mall, neighborhoods, older industrial)
- Protection of corridors and historic areas
- Better marketing of community and strategic opportunity areas
- Quality of life investments public safety, trails and parks, infrastructure, blight removal, etc.
- Elevating vulnerable communities (better access to training and jobs, healthy food, and healthcare services)
- Interim development opportunities that make productive use of key areas

THREATS

- Growth goes elsewhere where quality of life is perceived to be better
- Continuing decline of inner ring, older neighborhoods in southern Statesville
- Public services that can't adequately serve new growth
- Limited capital planning and older infrastructure plans
- Growing population of people suffering from homelessness

This analysis revealed that the city has many great assets but hasn't adequately leveraged them. Until the recent wave of mainly residential growth, this has resulted in limited growth and a declining built environment, particularly for aging industrial and commercial areas. This analysis also revealed opportunities to better market the assets the city has, which has already begun through partnership efforts with Iredell County Economic Development Corporation (IEDC).

The SWOT analysis also underscored the economic importance of "quality of life" improvements. Expanded amenities like parks, greenways, and shopping and dining desitinations can make Statesville a more attractive place for visitors and prospective residents. Downtown Statesville is a great example of how community investments leverage private investments, creating a high-quality environment that attracts residents and visitors alike. Investing in community gateway corridors – the first impression of any city – will be an important step to improve perception of Statesville.

These SWOT factors were reinforced by public input provided at the September 15, 2020, public workshop and a corresponding online survey. Through these inputs, Statesville residents identified the following inputs:

- Land use planning to support attraction of new jobs and businesses was respondents'
 biggest concern and an action they would most like to achieve through the plan update.
 Respondents shared they would like to see more shops and restaurants, support
 redevelopment of older industrial and commercial areas, and have more higher paying
 jobs located in the city.
- Creating more walkable places in the community was also a priority, according to survey and workshop participants. This includes the provision of sidewalks, greenways, and destinations that are easy to walk to and within.
- Open spaces, trails, and parks were among the quality-of-life amenities that respondents would most like to see more of in the city. The city's new parks and recreation plan creates an action plan for improving access to natural spaces and parks in the community.

A Vision for the Future Development of Land in Statesville

This Land Development Plan tackles the need for strategic prioritization and embodies a vision for Statesville's future, looking out from 2020 and projecting forward for the next 25 years to 2045. Planning for the future is an ongoing process with opportunities to recalibrate or update this vision over time. An example is the previous Land Development Plan adopted in 2004 that was built with a 2020 planning horizon. This 2045 Plan sets out strategies to address not just immediate needs, but the long-term success of the community.

Statesville's Vision

The vision for the Statesville Land Development Plan is a unifying set of values that the City wishes to embody in its growth over the next 25 years. The vision for the future of Statesville was developed through analysis of local planning trends, shaped by input from residents, and informed by insights from the Land Development Team and community stakeholders. The vision consists of three distinct, yet interconnected, elements reflecting the core principles driving Statesville's growth and investment.

Prioritize Growth and Reinvestment

• Statesville will leverage its current civic assets and development patterns as it continues to grow. New development and reinvestment in currently developed areas will be located in strategic focus areas.

Support Expansion of the Local Economy

 The local economy of Statesville will grow and diversify providing new opportunities for its residents and workers. The City will build its reputation as a center of economic growth in the region through the consistent application of clear goals and policies that support economic development.

Enhance Quality of Life

• Investments in quality-of-life amenities will help the City remain competitive and attract economic development, sparking a virtuous cycle of growth and improvement in Statesville.

Why these vision elements?

Statesville is at important point in its history. With this new Land Development Plan, the City declares a strategic approach to guiding growth and community investments that takes advantage of Statesville's unique strengths and opportunities and address its weaknesses and threats. This LDP was developed with consideration of national, regional, and local development trends that show critical shifts where successful communities are modernizing the way they invest today for economic success tomorrow. The three vision elements identify the critical strategies the City will undertake to harness its unique strengths and become a more economically successful and vibrant community in the future.

The cornerstone of the City's strategic vision is the understanding that Statesville's physical attractiveness, quality of life, and sense of place are critical to attracting new talented workers and the businesses that want to hire them.

The Economic Development Business Partnership for North Carolina (EDPNC) recognizes this growing importance and lists "Quality of Life" as one of five core reasons why businesses looking for a new location should choose North Carolina. They define quality of life as including a moderate climate, low cost of living, access to good healthcare, quality education systems, arts and culture, and outdoor and sports recreation.

While having the right site and infrastructure to serve it is still important to businesses, so is attracting quality workers. In fact, a study by Area Development (the country's leading corporate site selection and facility planning resource firm) shows that...

"Nearly all the executives (95.1 percent) surveyed by Area Development in its 28th annual Corporate Survey rated availability of skilled labor as "very important" or "important" in their site selection factors. This factor is now considered more important than highway accessibility (93.5 percent) and labor costs (90.8 percent)."

The study continues that "...quality of place and the availability of skilled labor are expressly linked. Though provision of necessary and sufficient infrastructure is unquestionably important, place is more than highways, telecommunications capacity, and land. It transcends a pleasant climate, low crime rates, and quality public schools. Place is the physical and social fabric the binds residents together - it is the focal point of community. It instills a sense of belonging and provokes attachment."

Another study, The Soul of the Community Survey - a partnership between the James L. Knight Foundation and Gallup – identified a positive relationship between community attachment and local gross domestic product (GDP) growth in its 2010 survey of 26 participating communities.

Communities with the strongest attachment to their community enjoyed local GDP growth of 6.9 percent, while those reporting the lowest attachment levels grew by just 0.3 percent.

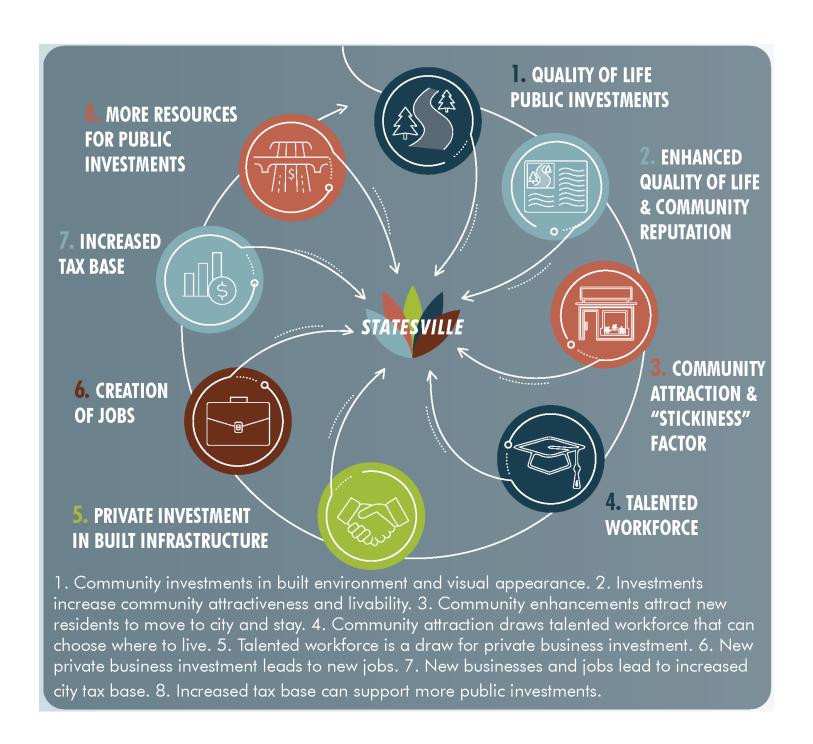
To create the "stickiness" factor that attracts and retains a talented workforce, communities have to provide a quality environment that offers amenities that the workforce demands – such as parks and greenways, interesting destinations to shop and visit, complete neighborhoods that offer convenience and healthy options for recreating close to home, and educational, arts, and cultural amenities. The City of Wilson, North Carolina has learned about the benefits of enhancing quality of life to expand economic development opportunities and improve conditions for residents. In a concerted effort to recover from the downturn in the tobacco and textile industries, the City adopted a comprehensive plan in 2010 and made initial community investments to reclaim its vacant and blighted downtown. It continued on this path, making direct investments to downtown over the next 10 fiscal years, serving as a catalyst for private investment.

These initial local investments by the City of Wilson, totaling approximately \$5 million over the ten year period, resulted in more than \$55 million of private investment in downtown Wilson. This means that approximately for every \$1 that Wilson invested in downtown, the private sector invested \$11.

The City of Hickory saw a similar \$50 million in private investment attached to the first phase of their "Hickory Trail" program. Case studies on both cities are highlighted later in this plan.

Through this plan, Statesville is embracing the concept that public investments are the catalysts for economic development, particularly for communities that have a history of stagnant or slow growth. The expectation is that investments to improve blighted industrial and commercial corridors, create new parks and recreational amenities, and create more destinations and quality communities to attract residents will result in a substantial return on public investments. This return will take the form of new jobs, an enhanced tax base, and a renewed reputation as a high quality place to live and work, as illustrated on the diagram on the following page. This LDP provides the next steps for setting this vision into action.

Quality of Life Public Investments Help Kickstart Many Benefits



Strategic Focus Areas

Statesville has many opportunities for new development and reinvestment of existing developed areas. A comparison of historical growth trends and land capacity analysis reveals that demand for future growth is likely a fraction of the land in Statesville's planning area available for development. To implement the vision for the community, the city will take a strategic approach to guide community investments and land development decisions.

This plan identifies eleven areas for future growth and reinvestment. Community residents identified their support for prioritizing the development and reinvestments in the six strategic focus areas listed below.

New Development Strategic Focus Areas

- Airport/I-40
- Jane Sowers North
- Larkin Regional Commerce Park

Redevelopment Strategic Focus Areas

- Broad Street/Signal Hill Mall
- Front Street/US-64
- Shelton Avenue/Southern Neighborhoods

Strategic Implementation Actions

Chapter 5: Implement the Plan includes a matrix of actions to be undertaken over time to fully implement the vision and goals of this Land Development Plan. During development of the LDP, eight priority actions were identified as the most critical to be initiating in the short-term. These eight actions were selected for their importance in taking the first steps to:

- Redevelop and revitalize critical areas of the city, including Broad Street/Signal Hill Mall area and gateway corridors (Actions 6, 7, 8, 22),
- Strengthen the city's Capital Improvement Program to support future quality of life investments (Action 16),
- Secure necessary assistance to support local brownfields cleanup efforts (Action 19), and
- Develop a more detailed strategy for addressing affordable and workforce housing needs (Action 27).

While priorities and opportunities may shift over time, these actions are elevated as strategically important and should be considered annually as part of the Council's annual retreat and budget development. More details about these actions are in Chapter 5: Implement the Plan.

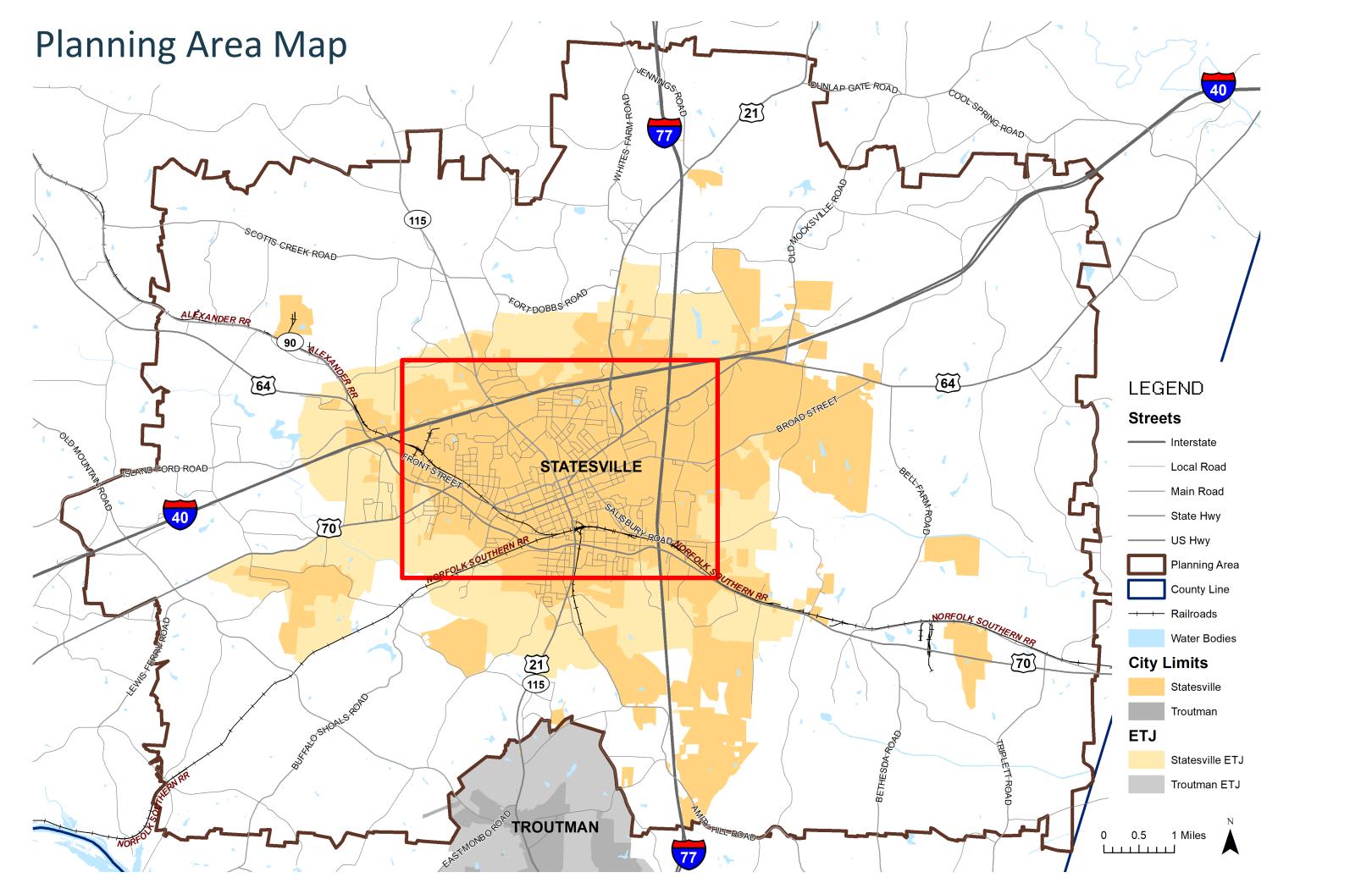
About the Plan and Process

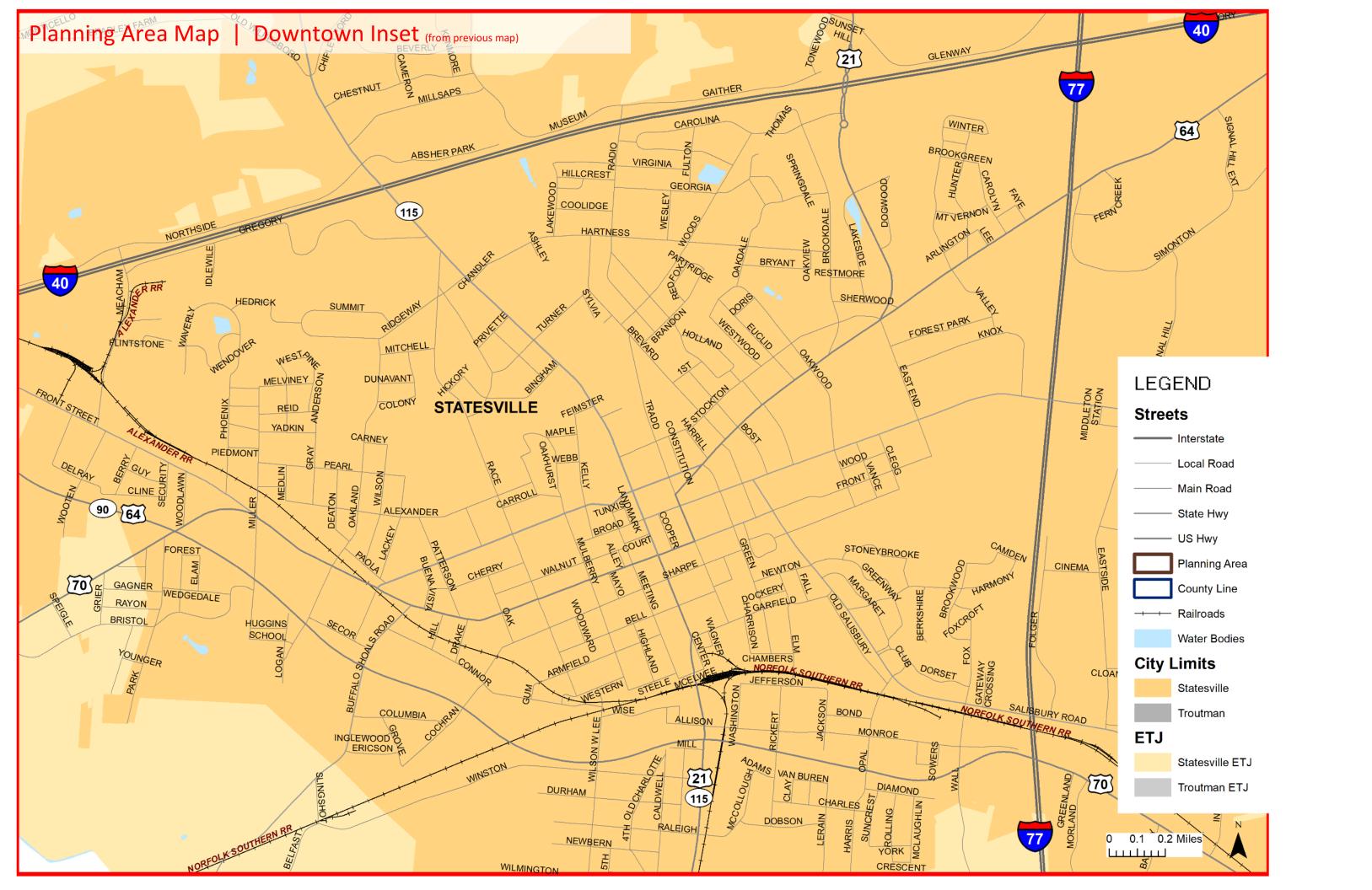
The Planning Area

Prudent plans consider their surroundings, and this Land Development Plan incorporates several important areas where growth and change may occur in the future. The geography for this plan includes three main areas:

- **Statesville's Corporate Limits** includes all land, structures, and open spaces that are annexed into the City.
- Statesville's Extraterritorial Jurisdiction (ETJ) includes land outside of the City's corporate limits where growth and change are expected. ETJs are special planning areas granted jointly by Statesville and Iredell County as permitted by the State of North Carolina. The purpose of ETJ in North Carolina is to allow municipalities to plan for areas that may become part of a community's corporate limits in the foreseeable future via annexation and that may require public utility services, such as potable water and sanitary sewer. NC G.S. § 160D-202 identifies that incorporated communities with a population of more than 25,000 may have ETJ areas that extend no more than three miles beyond its corporate limits.
- Longer Range Planning Areas that may become part of the City in the long-range future. The northern, eastern, and western boundaries were established during the 2004 LDP process and reaffirmed during the *Statesville Mobility and Development Plan* process. Prior to this plan, Statesville had negotiated an annexation agreement area with the Town of Troutman. That boundary, established after the 2004 LDP was adopted, was used to identify the southern boundary of Statesville's long range planning area. These boundaries have been revised to better reflect current conditions during the development of this plan. In particular, land between Statesville and Troutman has been identified to reflect the expiration of the annexation agreement with the Town of Troutman and minor extensions to the north along I-77 and to the west along I-40. Boundary lines may appear jagged, as whole existing parcels of land were used as boundaries whenever possible.

The Planning Area map shown on the next page identifies the planning area used to develop the 2045 LDP. As the annexation agreement boundary with Troutman is no longer active, future Troutman ETJ extensions and voluntary land annexations could potentially occur within the LDP 2045 planning area.





Land Development Team and Public Guidance

This 2045 LDP was developed with guidance from city residents and business and property owners. At all stages in the planning process, serving the public interest was the guiding force and many opportunities were leveraged to understand the values and aspirations of community stakeholders.

- (1) The project was initiated by the elected City Council in 2019.
- (2) A local Land Development Team helped to steer the plan's trajectory, vetted public engagement materials and activities, and aided in reviewing and revising plan language. The Land Development Team included representatives from City Council, the Planning Board, Iredell County Economic Development Corporation, Iredell Statesville Schools, Statesville Chamber of Commerce, and a representative of the development community.
- (3) Key stakeholders were interviewed early in the process to understand community needs and concerns. These stakeholders included environmental and conservation advocates, healthcare advocates, historic preservationists, members of government, representatives from large employers, small business owners, nonprofit and housing advocates, planning and infrastructure experts, public safety officials, and the real estate community.



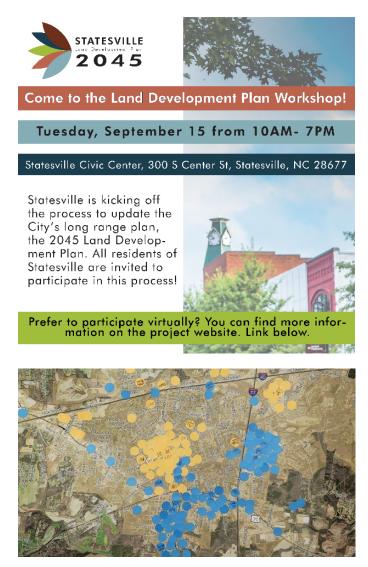
Shown above, residents attended a public workshop hosted at the Statesville Civic Center on September 15, 2020 and shared their ideas about changes they would like to see in different parts of the community. Shown below, the workshop was conducted during the pandemic and offered safely distanced stations and a project video to attendees. An

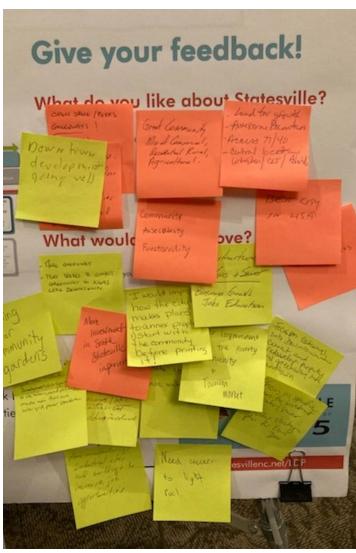
online survey provided another

opportunity to provide input.



- (4) Members of the general public attended two major engagement events. The first was an all-day drop-in open house, formatted to be sensitive to COVID-19 concerns. This open house displayed key information about Statesville, the region, and the market and allowed the public to help steer priorities. All materials were also available and public inputs were collected online. The second was an early evening open house. It invited the public to delve into the full content of the draft plan including plan chapters, maps, and actions. Like the first event, all materials were also available and public inputs were collected online..
- (5) The 2045 Land Development Plan was adopted on June 6, 2022 by the Statesville City Council.





Relationship to Other Plans and Efforts

The Land Development Plan serves several important functions:

- It is a **blueprint** for the city's future describing the intended vision, outcomes, and actions guiding growth.
- It is a **compass** that guides direction for local decision-making, with the policies needed to pursue long-term objectives.
- It is a **playbook** to assist incorporating capital projects into future capital improvement plans (CIPs) or pursuing additional planning or funding.
- It is a **marketing tool** to articulate the community's vision, how the private sector can support that vision, and how residents, businesses, and developers can depend on and benefit from the vision.

Land development planning on the scale of a city is not a process that is ever complete. It is a continuing evaluation of past goals, an inspection of changing conditions, and a search for new opportunities. A key aspect of this ongoing process is identifying how planning for the future aligns with previous efforts. This plan was created in part by leveraging guidance provided in other recent Statesville plans, while also identifying new strategies to achieve the Vision Framework. Plans reviewed and considered as part of this effort include:

- Statesville Land Development Plan (2004)
- Mobility and Development Plan (2019)
- Brookdale Drive, Oakdale Road, Hartness Road Small Area Plan (2011)
- Downtown & NC-115 Streetscape and Land Use Master Plan (2009)
- Old Wilkesboro Road Small Area Plan (2004 completion, not formally adopted)
- Eastside Drive Small Area Plan (1996)
- Bristol Drive/Westminster Road Small Area Plan (1989)
- East Broad Street Extension Small Area Plan (1987)

Statesville The Mobility Development Plan, created in 2019, is the most recent city-wide planning effort in Statesville that precedes the development of this new 2045 LDP. It highlights the critical connections between transportation and land use, providing detailed recommendations infrastructure improvements along with development scenarios. The strategic corridors and focus areas identified in the Mobility and Development Plan receive additional consideration in this LDP.

Relationship to City Regulations

As stated in North Carolina General Statutes Chapter 160D, the plan is "advisory in nature without independent regulatory effect." This means that the plan is a policy document that guides decision-making for City investments and land development proposals, but it is not law and it does not mandate the recommendations included within.

Many aspects of land development are governed by the City's Unified Development Code and other adopted ordinances. Achieving the vision in this plan will likely require adjustments or additions to these laws. Potential changes are discussed more completely in Chapter 5, Implement the Plan, in the section on regulatory updates. (See Page 112.)

The City's Unified Development Code and Zoning Map are the regulatory documents that determine what types of development can locate in different areas in the City's planning and zoning jurisdiction (i.e., corporate limits and ETJ) and specify requirements that those developments must achieve. Zoning maps (in the City's ordinance) and land use and character maps (in land development plans) are often mistakenly perceived to be identical. Although they are related, each serves a different purpose. The land use and character map is a policy guide that depicts a long-term vision of uses and development types. The zoning map is law that refers to regulations that apply to areas today, specifically how land can be used and what can be built on a given property.

North Carolina municipal zoning enabling statutes, the state regulations that empower local governments to zone land, require that zoning be "in accordance with a comprehensive plan." In Statesville, this 2045 LDP serves that purpose. Though the general requirement is nearly 100 years old dating back to the first zoning authorization in 1923, the law was updated in 2005, shortly after Statesville's last LDP was adopted, to require that local governments make statements of consistency when making a rezoning decision on a development application. In 2020, the relevant laws were reorganized and recodified into North Carolina General Statutes Chapter 160D. The requirement as currently codified includes that rezonings that are inconsistent with the comprehensive plan be appended to the future land use map. This plan recommends tracking inconsistencies with the plan by establishing that at specified pre-determined intervals (e.g., annually), a plan amendment will be presented to the City Council that will amend all inconsistencies that have been created through the rezoning process. Doing this annually will allow staff the opportunity to evaluate trends related to inconsistencies and help to identify holistic plan fixes that can address these trends. This is discussed further in Chapter 5: Implement the Plan.

How to Use the Plan

Plan Users

This plan is designed to be a living document for residents, property owners, developers, business owners, workers employed within the City, as well as elected and appointed officials and City staff. It describes a future vision of Statesville and how the City plans to get there. The plan clearly articulates the shared values of the City and its residents and provides strategies for demonstrating these values in future development and redevelopment.

A variety of residents are a key part of plan development, and may reference the goals, policies, actions, and maps within the plan when addressing issues with proposed development. Developers and landowners should consult the 2045 Land Development Plan when considering new development proposals. For elected officials, policymakers, and City staff, the plan includes policy direction to guide decision-making. For regional partners, the plan includes priorities that can help to coordinate other plans and initiatives that contribute to the long-term success of Statesville.

LAND DEVELOPMENT PLAN USERS



Four main groups of LDP users interact with the document in different ways.

Plan Organization

The Statesville Land Development Plan is organized by the three components of the **vision framework**. Chapters include the introduction, each of the vision statements, goals and policy guidance, and actions are followed by an implementation plan:

Chapter 1: Introduction

Chapter 2: Prioritize Growth and Redevelopment

Chapter 3: Support Expansion of the Local Economy

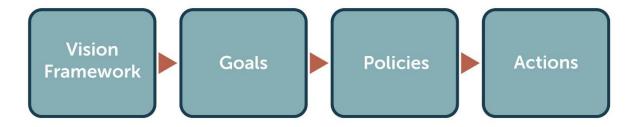
Chapter 4: Enhance Quality of Life

Chapter 5: Implement the Plan

Chapters 2-4 include **Goals** and **Policies**, while Chapter 5 includes **Actions**.

- Goals identify the end conditions the plan is setting out to achieve.
- **Policies** are detailed descriptions of guiding principles that provide guidance for day-to-day decisions.
- Actions, located in Chapter 5 (see page 112) are tangible initiatives or projects that implement the Goals and Policies.

The four levels of guidance work together to describe where Statesville is going, declare the reasoning used, and chart a specific path to get there.





PRIORITIZE GROWTH AND REINVESTMENT

By focusing resources on targeted corridors and areas, the City can help steer development and redevelopment, generating momentum for additional future growth that benefits current and future residents.

Inside this chapter:

Working Strategically

Gateway Corridors

Infill, Redevelopment, and Adaptive Reuse

Priority Development and Reinvestment Opportunities

Land Use and Character

Guidance for Decisions

Prioritize Growth and Reinvestment

Statesville will leverage its current civic assets and development patterns as it continues to grow. New development and reinvestment in currently developed areas will be located in strategic focus areas.

Working Strategically

Statesville has many opportunities for growth in the next 25 years. By focusing resources on targeted corridors and areas, the City can help steer development and redevelopment. This can generate momentum for additional future growth and benefit current and future residents.

The plan outlines general timeframes and priorities for action and investment but does not set specific dates. This allows City officials to make investment decisions based on available resources and adapt future actions to changing conditions. This strategy ensures the appropriateness and effectiveness of development now and in the future.

Key Factors in Prioritizing Growth and Reinvestment

Key factors that are relevant to prioritizing growth and reinvestment include:

- Previous planning efforts have identified many development opportunities but did not identify priorities among them. Identifying priorities for growth and strategic investments can maximize the City's return on public investments and serve as a catalyst for private development efforts.
- Gateways are critical areas for prioritizing aesthetic improvements as they provide the first impression of the City.
- The city has many infrastructure rich areas that can support redevelopment opportunities. Future investments should be prioritized for Redevelopment Strategic Focus Areas to maximize return on investments.
- There is more than ample land in the City's planning area to accommodate future growth. The City should steer growth to New Development Strategic Focus Areas to maximize public investments and reduce sprawl.

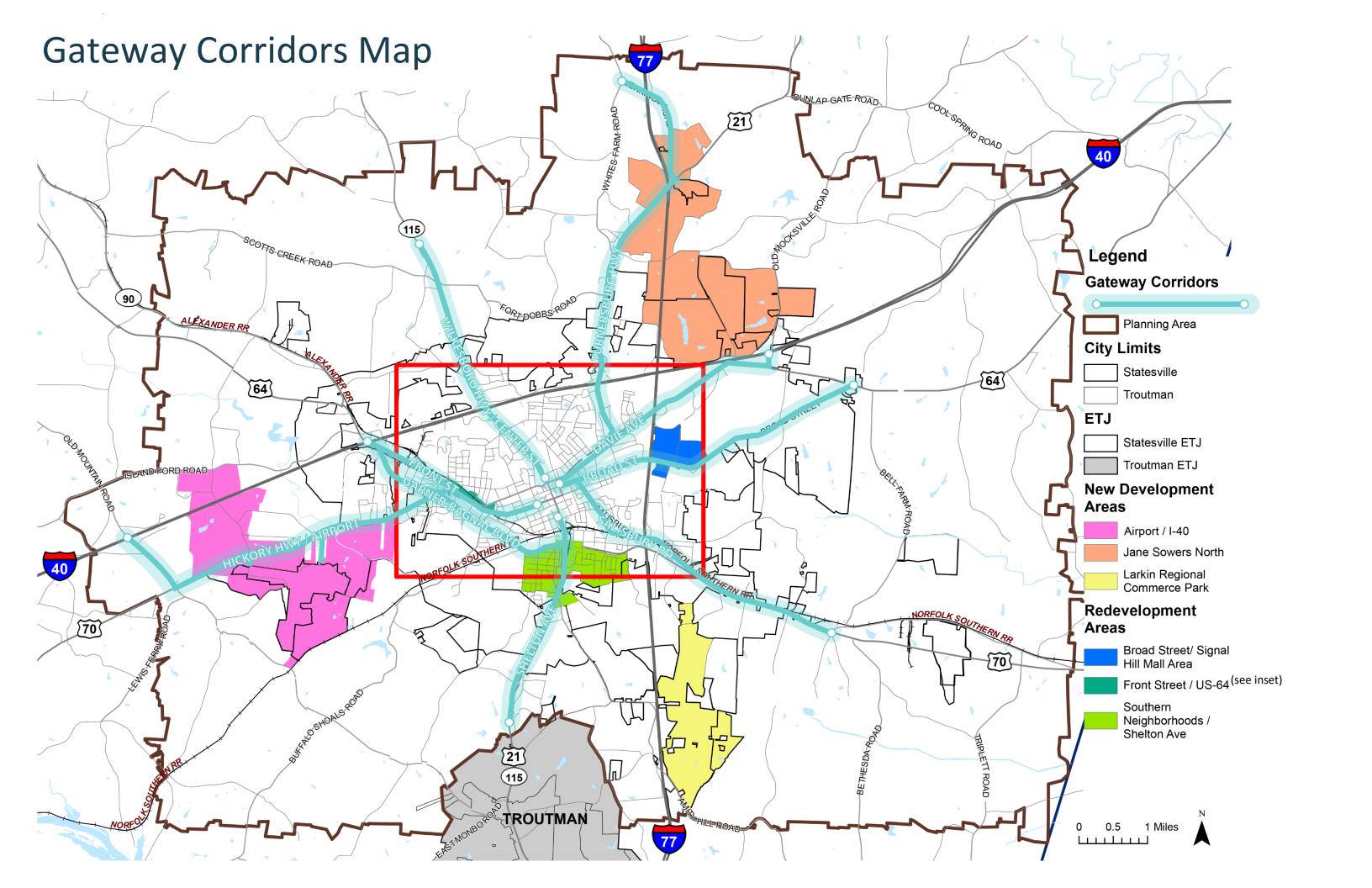
Gateway Corridors

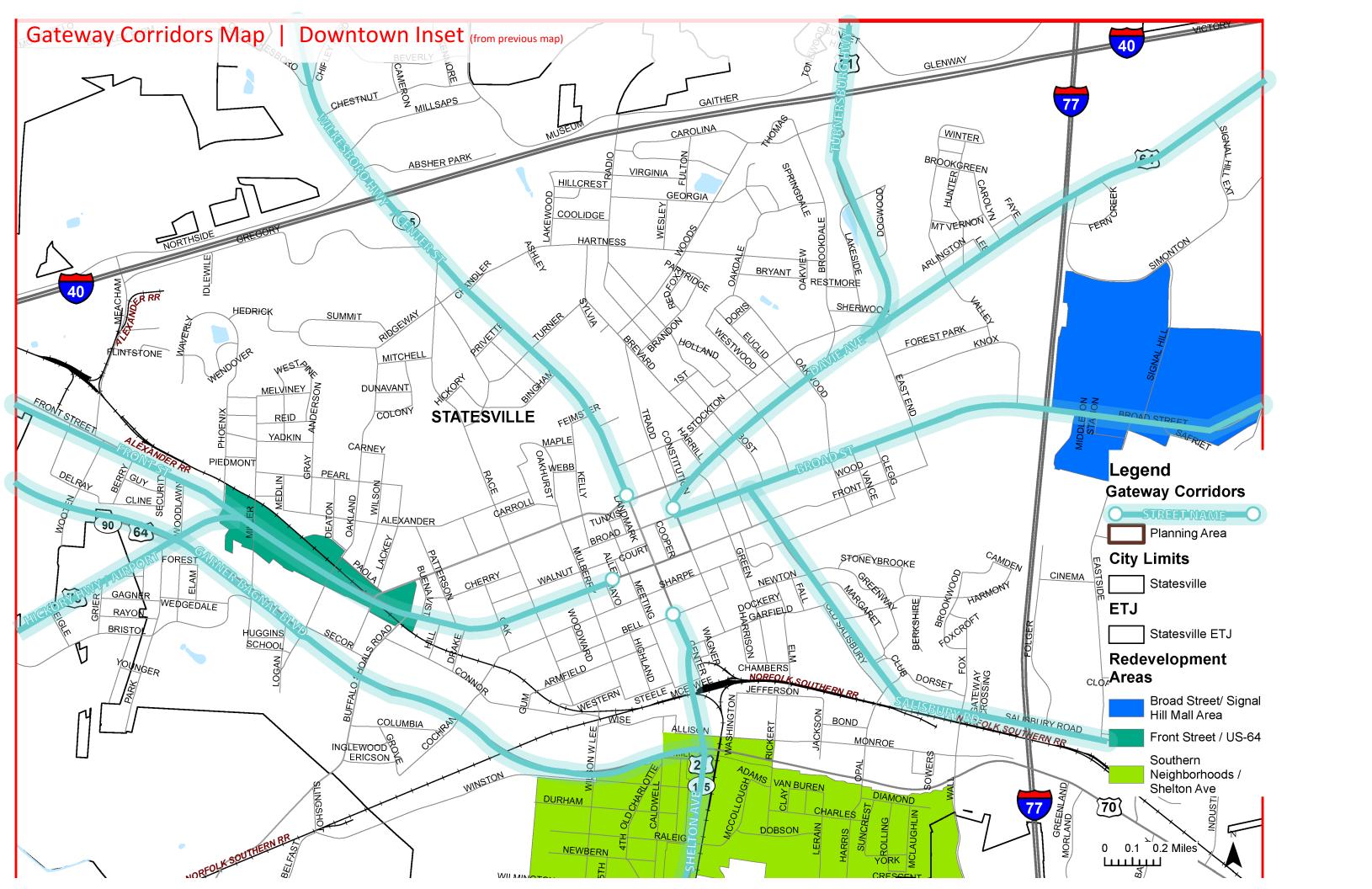
Gateway corridors are the major roadways that drivers use when entering or leaving Statesville. These corridors serve as an important first impression, indicating to travelers what to expect as they come into Statesville. Through strategic use of the built environment, landscaping, public art, and open spaces, the gateway corridors in Statesville can cultivate a sense of place, welcoming residents and visitors alike. The primary gateways to Statesville are:

- Broad Street (eastern gateway)
- Davie Avenue/US-64 (eastern gateway)
- Front Street/US-70 (western gateway)
- Garner Bagnal Boulevard/US-70 (western gateway)
- Hickory Highway/US-70/Airport (western and airport gateway)
- North Center Street/Wilkesboro Highway/NC-115 (northern gateway)
- Salisbury Road/US-70 (eastern gateway)
- Shelton Avenue/US-21(southern gateway)
- Taylorsville Road/US-64 (western gateway)
- Turnersburg Highway/US-21(northern gateway)

These corridors, located on the maps on the next two pages, can also generate economic development. By concentrating improvements and supporting businesses along key gateway corridors located within the Strategic Focus Areas, Statesville can generate private investment, while improving the overall image of the city.

Redevelopment of existing built areas located along key corridors can be a costly endeavor. The City should investigate opportunities to support private redevelopment in areas that will generate public benefit, particularly in Strategic Focus Areas located in gateway areas. The City should also work with Iredell County to make sure the vision set out in this Plan's Land Use and Character Map is implemented through County planning and zoning decisions. Corridors may be addressed through a combination of strategies for all corridors, and strategic action or planning for specific corridors.





Infill, Redevelopment, and Adaptive Reuse

The aging of a neighborhood brings many things: vegetation and trees become mature, families grow up, and a community feels "established." Employment and commercial centers also go through cycles where new developments become established locations and over time become fully embedded within a community. As neighborhoods, commercial centers, and industrial developments age, challenges can arise. Issues can include property disinvestment, property vacancies, blight, and reduction in property values. Blighted and vacant properties are tracked nationally through the Housing Vacancy Survey and feed into a variety of studies from entities including the Joint Center for Housing Studies, and the National Vacant Properties Campaign, a precursor to the Center for Community Progress. While these organizations are hopeful about turning these properties into an opportunity, their effect if unaddressed is a net negative fiscally for communities as they reduce tax property revenues and cost more to serve on average due to increasing needs for public safety services (fire and police). These areas are also prone to experience health, safety, and nuisance issues such as buildings not meeting safety codes and overgrown vegetation on properties.

Aging areas are opportunities for the next phase in the development cycle - reinvestment through infill, redevelopment, and adaptive reuse. Infill describes development occurring on an undeveloped parcel of land that is surrounded by development and has full access to community services. Redevelopment refers to the removal of an existing development and replacement with new construction. Adaptive reuse is the repurposing of an existing building or structure to a new land use. All three options take a challenged development and convert it to a productive property that can have positive impacts on adjacent properties and the surrounding area. These developments maximize return on public investments by utilizing existing utilities and roadways.

Statesville has many opportunities for infill, redevelopment, and adaptive reuse. This Plan identifies three Redevelopment Strategic Focus Areas where these types of property conversions are prioritized. Any activity within existing developed areas should consider the surrounding area and use context-sensitive development designs to ensure compatibility with the established neighborhood or commercial area. This type of development is supported through the Strategic Focus Area recommendations and the Land Use and Character Area Map and descriptions in this plan. The next page identifies a critical opportunity in Statesville – increasing the diversity of housing in the community through allowing a variety of housing type choices that are designed to fit within the context of existing neighborhoods (see next page). These new units can occur as infill or redevelopment within the city's older neighborhoods.

Housing Type Choices

This section defines and provides examples of housing type choices referenced in the Land Use and Character classifications. Additional land use type definitions are provided in the Appendix.

What are housing type choices? This is an umbrella term that describes smaller footprint, multiunit structures that fit into a single-family neighborhood context, including what is sometimes known as the "missing middle" housing that includes types or forms that were often developed as part of traditional neighborhoods built before World War II. Newer traditional or New Urbanist residential developments often include these types of homes as part of a larger master planned development.



What are the benefits of planning for housing type choices? Part of the nation's affordable housing crisis has been caused by limited housing choices available to households. For decades, new residential development has been limited to single-family neighborhoods and large-footprint apartment complexes, with few options in between. Statesville and other older communities have examples of thriving and vibrant historic neighborhoods built before World War II that include a mix of housing types. The benefits of planning for housing type choice include:

- Adding tax base to the city when utilizing existing infrastructure in core areas.
- Providing a diversity of housing types that contribute to affordability, increasing the ability for residents to age in place, and creating more housing choices for families.
- Increasing the trade market for downtown businesses.
- Creating safer environments through increased foot traffic between neighborhoods and adjacent commercial areas.





A **patio home** (also known as a **garden home**) is a small attached unit that combines features of a single family detached house and a townhome. Many are single-story but they may be one and a half to two stories. Their layout may be similar to a single family detached home, but they are often built connected to adjacent units, like townhomes.



A **townhome development** refers to single-family attached units built traditionally in a row. The units are separate, but they share a common wall or walls with adjacent units. Townhome developments can include small garages, often accessed to the rear of the unit through a shared alleyway.



A duplex, tri-plex, or four-plex/quadplex contains a specific number of units (two, three, or four, respectively) in a building that looks like a stereotypical single family detached house. These units may be stacked in multiple stories, or placed side-by-side, with separate exterior entrances. Design features like unified massing, pitched roofs, and front and back yards allow these buildings to blend into existing residential neighborhoods. The division of existing historic homes into multiple units is discouraged when incompatible with their historic use.



An accessory dwelling unit (ADU) is a small independent unit constructed in the rear or to the side of an existing home. ADUs may be standalone accessory structures or constructed above detached garages. ADUs can provide property owners with supplementary rental income or allow older generations the opportunity to maintain independence while living with the care of family members.

This plan also considers that apartments can come in a diversity of formats and development sizes that provide additional variety.

Priority New Development and Redevelopment Opportunities

The City's new development and redevelopment opportunities are identified and prioritized in this Plan. These priority development opportunities were drawn from a longer list of potential areas of interest, including the focus areas of the 2019 *Mobility and Development Plan*.

Prioritizing these opportunities will catalyze noticeable transformation. These focus areas have been confirmed as the top priority areas by the public. Targeting these specific areas for future public investments and planning assistance will provide significant returns to the City and its residents.

Statesville's Strategic Focus Areas

The map on the following page identifies the locations of the two types of Strategic Focus Areas: New Development Areas and Redevelopment Areas. Following the map, each of these areas and the intended land use vision for these areas is described.

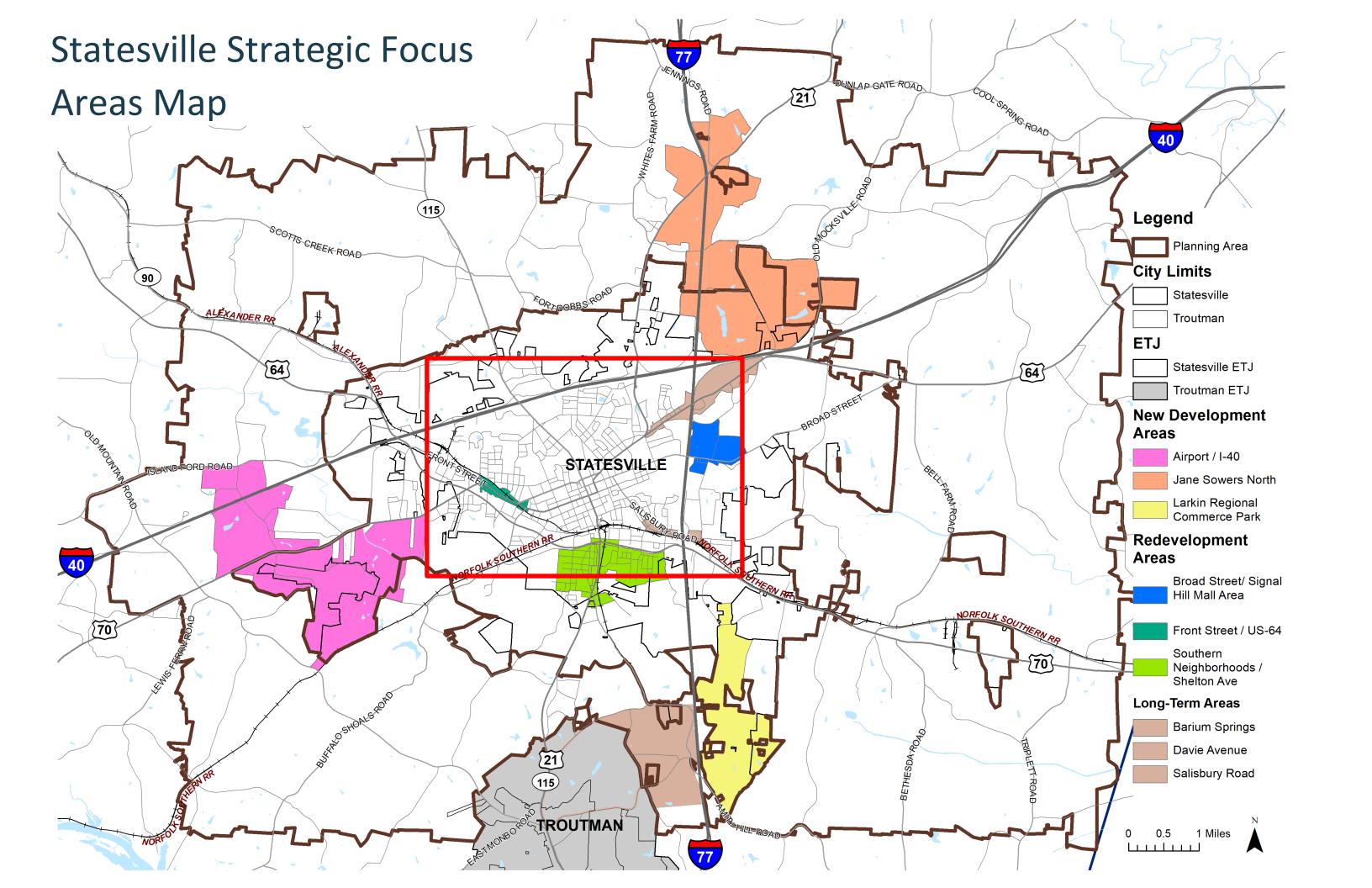
See Development and Land Use Profile pages 51-60

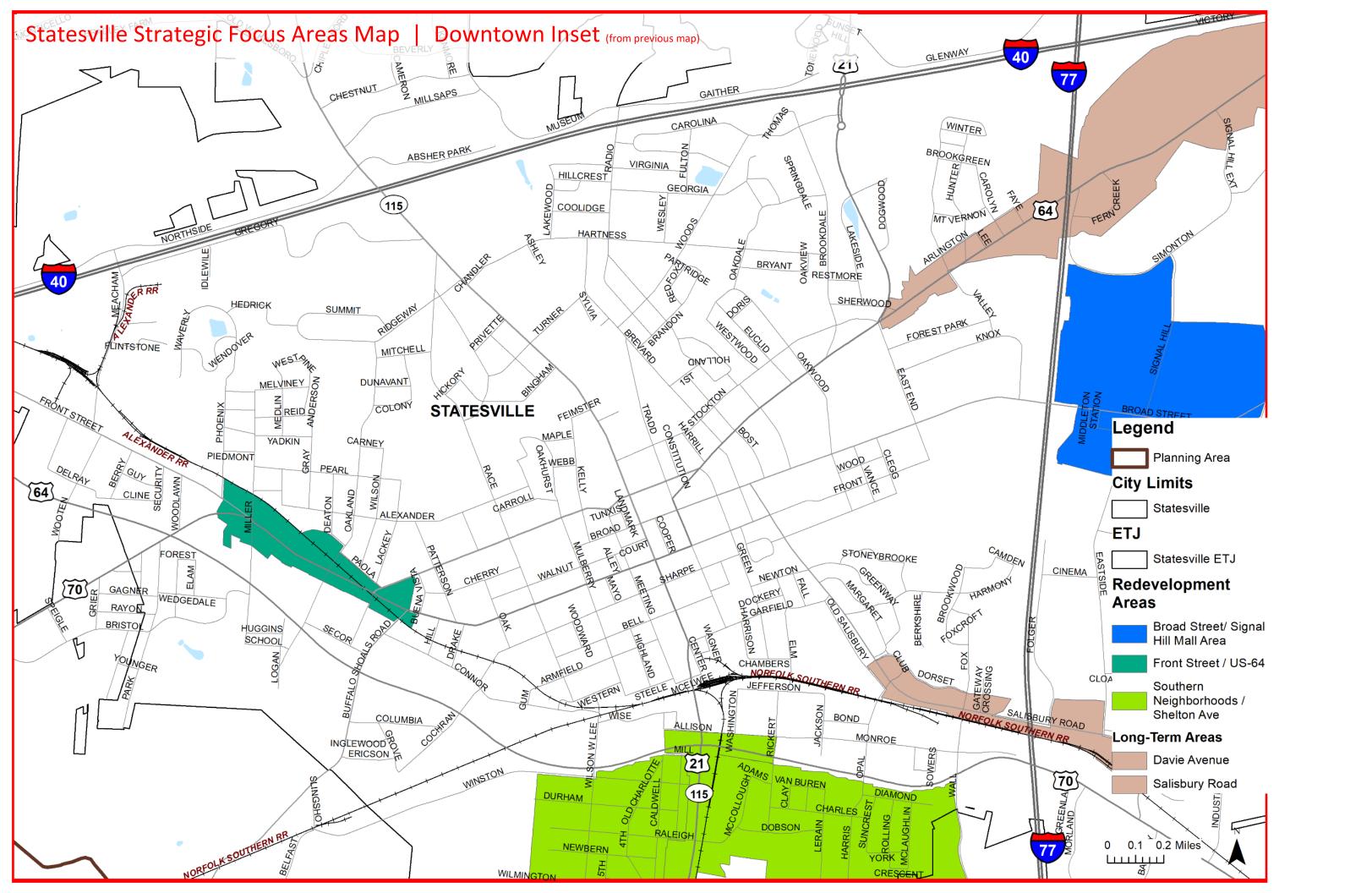
Additional Long-Term New Development and Redevelopment Focus Areas for Future Plan Updates

This Plan identifies six Strategic Focus Areas that are priorities for future investment and development. In addition to these six Strategic Focus Areas, additional focus areas were identified during the planning process:

- New Development Focus Areas: Barium Springs
- Redevelopment Focus Areas: Davie Avenue and Salisbury Road

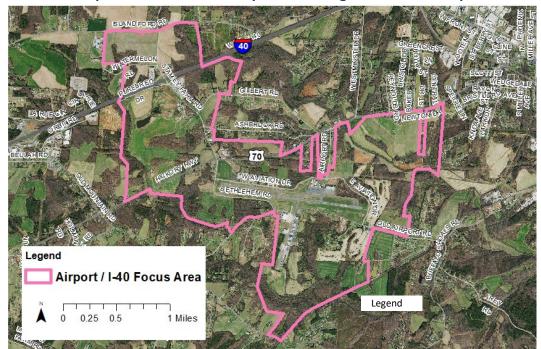
While important, these additional focus areas are more long term priorities for new development or redevelopment given known conditions and lack of utilities. Planners examined these areas during the planning process and determined that limited resources should be focused on the Strategic Focus Areas. Some of these other four future focus areas have been identified in other long range planning efforts such as the Statesville Mobility and Development Plan. These areas are identified here for potential future analysis and implementation. If new opportunities arise for employment development in these locations, these areas could be opportunities for public investment in the near-term.





Airport / I-40

New Development Strategic Focus Area



Airport & I-40 New Development Strategic Focus Area Map

Background

Anchored by the Statesville Regional Airport and the Interstate 40 / Stamey Farm Road interchange, the Airport / I-40 Focus Area encompasses a key connection to Statesville from points west or by air. The western portion of the area from the interchange to Hickory Highway was considered in the Mobility and Development Plan as the Stamey Farm Area. The Mobility and Development Plan considered the unified control and ownership of that area as a positive opportunity. The Airport / I-40 Area is over twice the size and includes the airport itself and additional open land to the south and east. Though not controlled by a single owner, the new larger area still contains large parcels that are attractive to developers. The area includes some large scale warehouses and production facilities between the interchange and the airport, corporate hangars in the airport itself, and the Lakewood Golf Couse just east of the runway. It is expected the Lakewood Golf Course may become a different use over time and that takes advantage of the airport location. Some large parcels are unimproved, and some are agricultural farmlands. There is one pocket of existing residential homes between the Lakewood Golf Course and the airport.

Airport administrators often seek to preempt any conflict between the airport and nearby residents by promoting nonresidential uses, especially underneath flight paths. This can limit noise complaints and other concerns that otherwise could eventually lead to limiting the hours and operations of the airport. Some residences are already near to the airport, though notably the alignment of the existing runway is such that the residences are not directly underneath routine takeoff and landings. The nearest schools are outside the area, with an elementary school to the west and middle and high schools north of I-40.

Recommendations

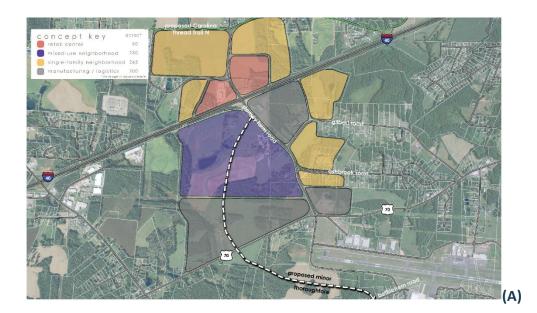
This area is included to best take advantage of the connection to both Statesville Regional Airport and I-40. Industrial and commercial areas would be most likely to gain value from this location, especially for companies and firms associated with logistics and manufacturing. Since the full extent of this area was not contemplated in the Mobility and Development Plan, consider that where other types of land uses are nearby, care should be taken to make sure the areas are adequately buffered. Development in the area is likely to see an increase in traffic, especially the associated heavy and large vehicles. This would likely require substantial improvements to the existing transportation infrastructure. Improvements to state roads will require coordination with the NCDOT. The City may seek developer contributions toward these improvements wherever applicable, through frontage requirements or other regulatory tools.

The Mobility and Development Plan included two concept diagrams for the Stamey Farm area. In both concepts there was retail north of I-40, surrounded by some single family neighborhoods. Single family neighborhoods were also considered along roads where similar development already exists. Concept A devotes a large portion of the land south of I-40 to mixed use neighborhoods, with industrial further away from the interchange. Concept B did not include mixed use neighborhoods, instead designating the area as additional industrial. Eventually, Concept A may lead to more residents near to the airport, though both concepts keep residents from beneath the direct flightpath to the runway. If the Airport / I-40 area as a whole develops successfully, there will be many more jobs, and a desire for homes easily accessible for these new workers. Additional residential development may be expected to occur outside the area.

No similar small area planning has been done in depth by other planning efforts for the rest of the Airport / I-40 Area. With a guiding directive to make the most use of improving airport facilities, more manufacturers and logistics space could be expected, along with corporate offices for firms that value the easy access to the airport.

The Airport Layout Plan describes specific improvements to the Statesville municipal airport to generally improve service and make the airport more attractive to additional airport or area tenants. These improvements are a part of what is driving the potential for additional growth and development in the surrounding area.

Mobility and Development Plan Stamey Farm Concept Diagrams A & B

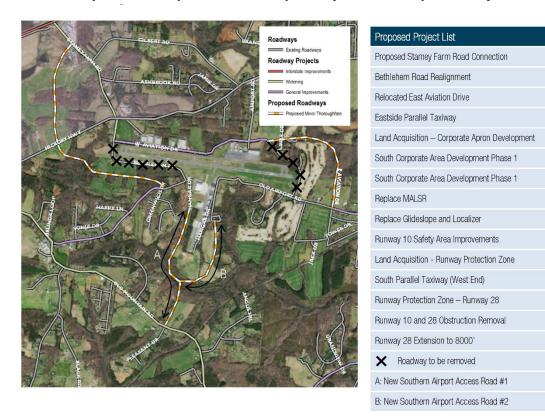


Concept Diagram A
Largely keeps retail and residences to the north and manufacturing and logistics to the south, closer to the airport, with a large area of mixed-use neighborhood on the south side of the interchange.



Concept Diagram B includes a larger maunfacturing and logistics area in place of the mixed use neighborhood in Concept Diagram A.

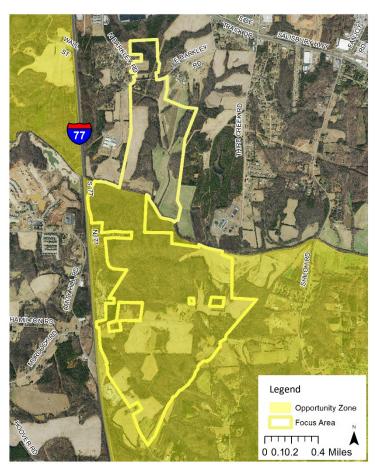
Mobility and Development Plan - Airport Layout Plan Proposed Project List



Larkin Regional Commerce Park

New Development Strategic Focus Area

Larkin Regional Commerce Park New Development Strategic Focus Area Map



Background

The Larkin Regional Commerce Park Focus Area, southeast of downtown Statesville, is roughly 1,010 acres in size and the site of a planned industrial and commercial development. In September 2019, the City Council approved an initial development agreement for Phase 1 of the Larkin Regional Commerce Park, consisting of approximately \$30 million of new construction including 5 million square feet of industrial and 750,000 square feet of commercial uses. At full build-out, the commerce park will host industrial, advanced manufacturing and e-commerce with supporting amenities along Amity Hill Road like retail, restaurants, and hotels. The City is currently extending water, sewer, and electricity infrastructure to serve the site.

The Larkin Regional Commerce Park has already generated interest from area manufacturers. During the 2019-2020 fiscal year, the Iredell Economic Development Corporation issued two

grants to companies seeking to develop in the Larkin area. Direct access to I-77, a relatively small number of individual properties required for consolidation, and a Federal Opportunity Zone designation further incentivize development in this area.

Recommendations

The Real Estate and Market Analysis Report suggests that Statesville is prime for industrial expansion, particularly in logistics, warehousing, and distribution. Its competitive advantage with transportation linkages, land costs, and local taxes positions it well as compared to Mecklenburg and surrounding counties, particularly Cabarrus County which recently changed its industrial zoning to discourage additional warehouse or distribution development. Industrial trends in tracking and technology render many of the existing industrial building offerings in the region obsolete. Undeveloped land with direct access to major interstate routes are prime locations for new industrial development. This makes the Larkin Regional Commerce Park a critical opportunity for the city.

The Real Estate and Market Analysis Report also suggests that Larkin is an important gateway to Statesville and given its location, access to I-77 and current plans, it should serve as a premier employment campus in the city. While there may be a slowing of industrial growth in the region following numerous speculative projects in the Charlotte market, this area provides an important economic development opportunity and the vision for this area should be maintained for use as industrial, flex, distribution, office, and supporting retail uses near major road

See the Real Estate and Market Analysis Report page 39-40 and 42 for information on Larkin Regional Commerce Park's market analysis.

interchanges. This is further supported by the presence of a Federal Opportunity zone over the southern half of the Strategic Focus Area. This designation incentivizes private investment in this location by providing up to three tax benefits to private investors.

The Larkin Regional Commerce Park has the potential to draw new and dynamic housing growth to other parts of southern Statesville. The Barium Springs property and the Larkin property along with the development that has occurred around the Larkin Golf Club can create new opportunities for higher end housing with the requisite amenities. However, for this housing development to take root, investments in areas to the north are needed, particularly Shelton Avenue and Southern neighborhoods.

Jane Sowers North

New Development Strategic Focus Area



Jane Sowers North New Development Strategic Focus Area Map

Background

The Jane Sowers North Strategic Focus Area is located along the I-77 corridor to the north of I-40. Encompassing 2,700 acres, this is one of the few remaining undeveloped tracts at the intersection of two interstates in North Carolina. Currently, this area is a mix of uses with the majority of the land in an undeveloped state. A cluster of industrial uses are located east of I-77 along Crawford Road. A few limited convenience commercial uses are located nearby that support the surrounding industries and the Davis Regional Medical Center to the east. To the west of I-77 is the Cloverleaf Elementary International Baccalaureate World School and a church. A large tract on the northern end of the area is an active auto auction. The Jane Sowers North Strategic Focus Area is adjacent to single-family neighborhoods particularly along Jane Sowers Road east and west of I-77.

The largest barriers for growth in Jane Sowers North are currently the limited access points to and across the Interstate highways, and access to municipal utilities in some areas. Environmental and topographical constraints are also a challenge in some areas.

Investment in utility and transportation infrastructure can transform Jane Sowers North into a new activity node and northern gateway to the city. At present, a portion of the area has sewer service, and the City recently extended full utility service along Turnersburg Highway to I-77. The

Mobility and Development Plan calls for improvements to the Turnersburg/I-77 interchange (Exit 54), and a new interchange at Jane Sowers Road. A study to determine the feasibility of a new interchange at Jane Sowers Road is currently underway.

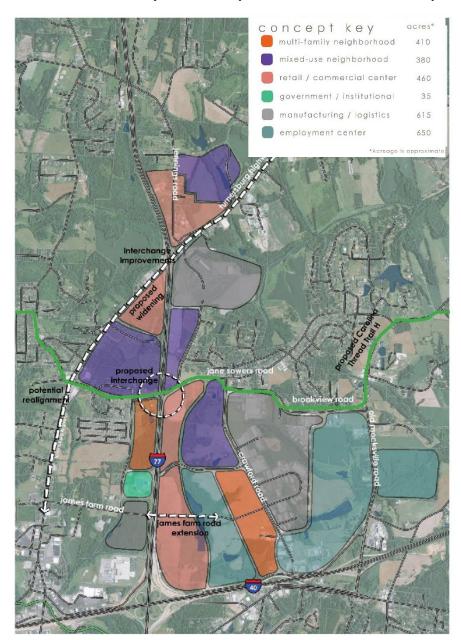
Recommendations

The 2019 Mobility and Development Plan identifies this area as a viable location for a mix of uses, including retail commercial centers near the interchanges, and manufacturing and logistics and other employment uses located east of I-77. The plan also calls for multifamily and mixed density neighborhoods that create transitions between the employment uses and existing single-family neighborhoods. Due to the primary market draw for development in the southern end of the planning area closer to Charlotte, it is expected that Jane Sowers North will have less market draw in the near term. The plan suggests a phasing of the area's development, beginning with the areas in the north closest to I-77 Exit 54 to take advantage of the utility expansion to the US-21/I-77 interchange, then south toward the I-77/I-40 interchange. If plans to create a new I-77 interchange at Jane Sowers Road come to fruition, this phasing plan may need to be reconsidered.

Jane Sowers North is the northern gateway to the city and offers significant opportunities to create a new district that could provide new employment and housing options. The *Real Estate Market Study* identifies the Strategic Focus Area as a prime opportunity for gateway employment uses, supported by multifamily housing and service-oriented retail to support the surrounding uses. Development standards applied in this area should create high quality gateway entrances into the city and maximize development potential within this area.

See the Real Estate and Market Analysis Report pages 39-40 and 44 for information on the Jane Sowers North market analysis.

Mobility and Developent Plan Jane Sowers Concept Diagram



The 2019 Mobility and
Development Plan's Concept
Design for Jane Sowers North
recommends a mix of
multifamily and mixed use
neighborhoods, retail
commercial centers,
manufacturing and logistics
parks and several mixed
employment centers.

Shelton Avenue and Southern Neighborhoods

Redevelopment Strategic Focus Area

Shelton Avenue and Southern Neighborhoods Strategic Focus Area Map



Background

Shelton Avenue (US-21) and the Southern Neighborhoods are in the central portion of the planning area, South of downtown Statesville and Garner Bagnal Boulevard (US-70). This area is home to multiple older inner-ring neighborhoods – the Southern Neighborhoods – located either side of Shelton Avenue. These neighborhoods are characterized mainly by small-lot single-family homes built in a traditional, small block, gridded pattern. Several churches and community centers are located within these neighborhoods.

The Shelton Avenue/US-21 corridor is a gateway into the city and downtown Statesville that bisects these neighborhoods. Currently, the 4-lane divided road provides limited pedestrian and bicycle access across and through the corridor. This limits opportunities to connect the neighborhoods and creates an unsafe environment for persons traveling on foot or by bike. The corridor is lined primarily with neighborhood-scale retail and commercial establishments built on separate lots with parking located in front and to the sides of buildings. An additional important corridor to the area is Wilson W Lee Boulevard. This corridor is predominantly residential as it

passes through the area, and it is used as a path through the neighborhoods by both neighborhood residents and as an alternative to Shelton Avenue.

These Southern Neighborhoods have some of the highest poverty rates within Statesville, and residents lack access to many of the opportunities afforded elsewhere. A low rate of vehicle ownership combined with the lack of transit, pedestrian, and bike accessibility limits access to education, employment, and job training for residents living in the area. Additionally, most residents lack convenient access to supermarkets or grocery stores, an issue compounded by low vehicle ownership rates. The challenge for the City is to help improve conditions within the area without displacing some of the city's most economically vulnerable residents. Support programs for existing residents can counter the displacement that can come with rising property values and redevelopment.

Shelton Avenue is the natural gateway into downtown Statesville from Troutman and other areas to the south. Taking advantage of this gateway access, the City is working to develop a multi-use path that will run the length of the section of Shelton Avenue included in the Strategic Focus Area. Future plans also call for streetscape improvements to Shelton Avenue, including a central median, sidewalks, on-street parking, and street trees. This corridor is also bracketed by two intersections ready for significant investment and planning for redevelopment.

- To the north, centered on the intersection with Shelton Avenue, Garner Bagnal Boulevard and the railroad line separate the Southern Neighborhoods and the Shelton Avenue corridor from downtown Statesville. Better bicycle and pedestrian connections are needed to cross the public rights-of-way to make downtown more accessible.
- To the south, Amity Hill Road, Fayetteville Avenue, and Old Charlotte Road intersect Shelton Avenue at a complicated five-way intersection. While the road itself is the target of realignment from NCDOT, the area immediately surrounding the intersection is an opportunity to create a visually appealing gateway to serve as a first view of the City from visitors to the south and from the residents and workers expected in the Larkin and Barium Springs Area.

By investing in this corridor and encouraging further development, the City can create an attractive gateway that supports the downtown, expands employment opportunities for residents, and improves accessibility to services. A portion of this Strategic Focus Area is designated as a Federal Opportunity Zone, which can support redevelopment plans by making the area more attractive to private investors.

Recommendations

The entirety of the area is served by adequate utilities, making this a highly advantageous area for revitalization that can maximize existing public infrastructure and provide a higher return on investment for the community. The *Real Estate Market Analysis Report* identifies this area as prime for redevelopment with a mix of small-scale single and multi-family housing uses and neighborhood-scale retail. Redevelopment in the area should focus on underutilized sites and adaptive reuse or redevelopment of obsolete buildings to retain the character of the corridor while creating a safe, aesthetically pleasing connection to downtown. Appropriate uses along the Shelton Avenue corridor include service-oriented retail, small-scale office and institutional uses that support the surrounding

See the Real
Estate and
Market Analysis
Report pages 3940 and 41 for
information on
the Southern
Neighborhoods
and Shelton
Avenue Corridor.

neighborhoods, small business infill development, and moderately sized multifamily housing. Infill and redevelopment within the corridor should be monitored to ensure that newer design standards regulating development through the corridor are balancing the need to create a more visually appealing gateway corridor with flexibility required to encourage redevelopment and reinvestment.

Within the Southern Neighborhoods, infill and redevelopment should provide new single-family homes and small-scale multifamily (up to 4 units) options with some neighborhood-scale retail and office uses at key neighborhood road intersections. Sidewalks along the corridor and crosswalks across key intersections are important transportation improvements and should be prioritized in future capital planning efforts. Transportation improvements include better connectivity across Garner Bagnal Boulevard. An assessment of other safety needs, such as additional streetlights and Crime Prevention Through Environmental Design standards (CPTED) for new development should be considered for this area.

Wilson W Lee Boulevard may include some properties that would benefit from renovation or redevelopment, and the corridor could benefit from continued maintenance to ensure it remains an attractive route for the community as growth to the south leads to more potential traffic through the corridor.

As the southern portions of Statesville grow and redevelop, there will be an increase in public school enrollment. The City should work with Iredell-Statesville Schools and property owners in the Southern Neighborhoods to identify new school site opportunities. A new school in the Southern Neighborhoods would provide multiple benefits to the area. These benefits could include new parks and recreational facilities, new jobs for area residents, and after school programs for students. Community investments, like new schools, are often catalysts for private reinvestments in established neighborhoods and could spur investment in residential properties and incentivize infill development in the neighborhoods.

Broad Street / Signal Hill Mall

Redevelopment Strategic Focus Area



Broad Street / Signal Hill Mall Strategic Focus Area Map

Background

The Broad Street/Signal Hill Mall Strategic Focus Area is east of downtown across I-77 along Broad Street. The aging, enclosed mall is bordered by strip commercial developments with both fast-food and sit-down restaurants, as well as various types of retail, a hotel, and grocery stores. Apartment complexes are within the northern edge of the strategic focus area. Most of the area is already developed but is under-utilized, with high vacancy rates. These vacancies reflect changing market preferences generally, not a low demand for development in the city. National trends show that traditional malls of yesteryear are closing at record rates. In some areas, traditional enclosed malls are losing market share to lifestyle centers and other walkable forms of retail that integrate residential, office, and/or institutional uses.

The area is already served by utilities, making it an attractive option for reinvestment and infill development. Redevelopment of underutilized sites and new use for the mall property can provide expanded living and employment opportunities.

Several major infrastructure improvements are being made in this area as part of the I-40/I-77 interchange project that will support reinvestment efforts. These improvements include the conversion of Broad Street to a median divided roadway with reduced driveway access,

replacement of the Broad Street bridge, development of new sidewalks through the corridor connecting surrounding properties, and the realignment of Eastside Drive with Signal Hill Drive. The Fourth Creek Greenway passes through the northern edge of the study area creating recreational access to areas north of the site.

Recommendations

The Broad Street/ Signal Hill Mall area can become a thriving center and an attractive gateway into Downtown Statesville once again. The *Retail and Market Study* identifies this area as part of the northern Statesville submarket that can provide new employment and housing options. The report suggests that new multifamily housing, retail, and a mix of employment uses that can capitalize on access to I-77 are good opportunities. There are many opportunities for this area, meaning that area specific, or even site specific guidance should be developed as part

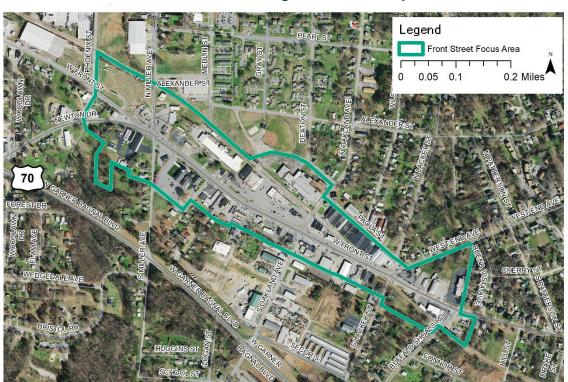
See the Real Estate and Market Analysis Report pages 39-40 and 44 for information on the Broad Street/Signal Hill Mall area.

of a small area planning exercise developed in partnership with the City, property owners, and relevant stakeholders. Redevelopment of this focus area will also spur compatible and supportive redevelopment in areas around it.

The Land Use and Character Map identifies the Broad Street/Signal Hill Mall Strategic Focus Area as an Activity Center. This designation is in keeping with the original guidance provided in the Mobility and Development Plan. This plan maintains that designation but also allows for flexibility in uses, particularly for the central main mall portion of the site to other more employment focused uses.

Front Street

Redevelopment Strategic Focus Area



Front Street Strategic Focus Area Map

Background

The Front Street corridor is the western gateway to downtown Statesville as defined by the *Mobility and Development Plan*. It is the first view of the city for those coming from Statesville Regional Airport or west along I-40. The corridor has many personal service establishments and restaurants, interspersed with industrial supply stores serving the industrial district to the northwest. The corridor is bordered by small-lot residential and heavy commercial uses. Access to the residential neighborhood to the north is limited by the Alexander Railroad running parallel to Front Street along the corridor with two at-grade crossings. The railroad plays a role in the industrial character of the area, and the railroad's intersection with Front Street marks a transition to more residential uses closer to downtown.

Recommendations

The 2019 Mobility and Development Plan recommends adaptive reuse of existing buildings and improvements to pedestrian and bicycle infrastructure to help revitalize this corridor. The Mobility and Development Plan also recommends that redevelopment along Front Street should target underutilized sites to provide new employment and housing opportunities through small-scale multifamily housing and lifestyle-oriented retail development. Streetscape improvements leading from the I-40 interchange to Front Street can guide visitors towards Front Street and provide a transition into the downtown area.

See the Real Estate and Market Analysis Report pages 39-40 and 41 for information on the Front Street market analysis.

The Real Estate and Market Analysis Report confirms these recommendations and identifies the Front Street Strategic Focus Area as a critical gateway corridor prime for reinvestment to single-family and small-scale multifamily developments, service-oriented retail, and mixed-use workspaces. The residential development may be appropriate as a part of larger redevelopments that extend out from the strategic focus area into the surrounding neighborhoods. Design along the corridor should prioritize pedestrian connections, including linkages to adjacent neighborhoods. New buildings should frame the corridor by locating parking to the side or rear of buildings. Landscaping improvements and design of signage should be enhanced to create a more visually appealing gateway corridor.

Land Use and Character

Land Use and Character Areas reflect the intended future use, building patterns, form, and character of future development and redevelopment within the Statesville planning jurisdiction. These future land use and character areas will provide policy guidance for decision-makers as they evaluate the appropriateness of development proposals like subdivisions, site plans, and rezonings. The following map was developed to provide general guidance regarding land development, annexation, and capital planning decisions. To best interpret which category should apply to a property located in an edge condition between categories, discretion should be used to identify the most appropriate fit given the site conditions and surrounding context.

The Land Use and Character Map designates 14 land use and character areas that are envisioned for the future of Statesville's planning area grouped in six categories. These include:

- Activity Areas
- Downtown and Core Neighborhoods
- City Neighborhoods
- Rural Areas
- Employment Areas
- Special Areas and Institutions

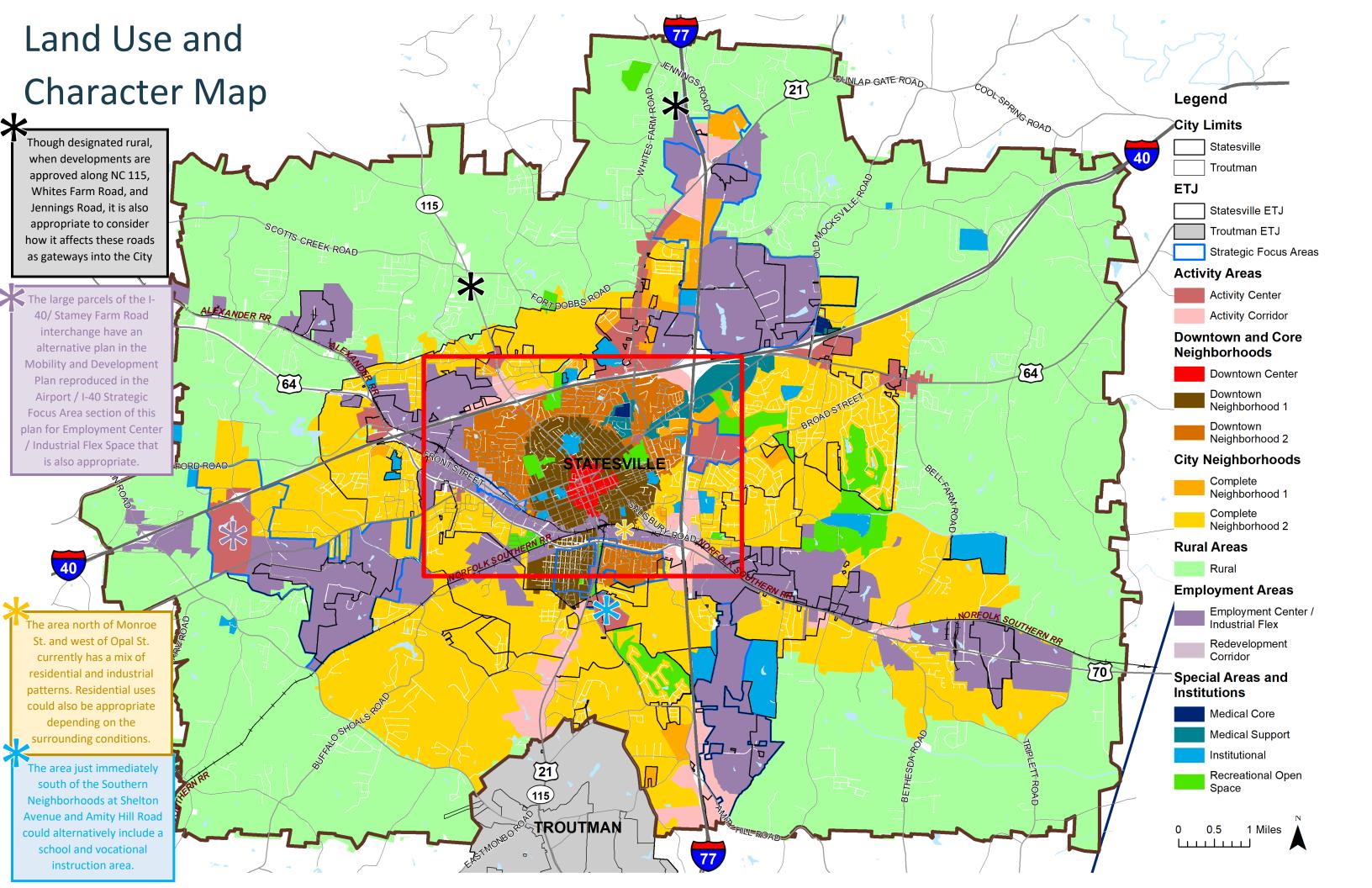
The Appendix includes examples of land uses and definitions of terms used in the following Land Use and Character categories.

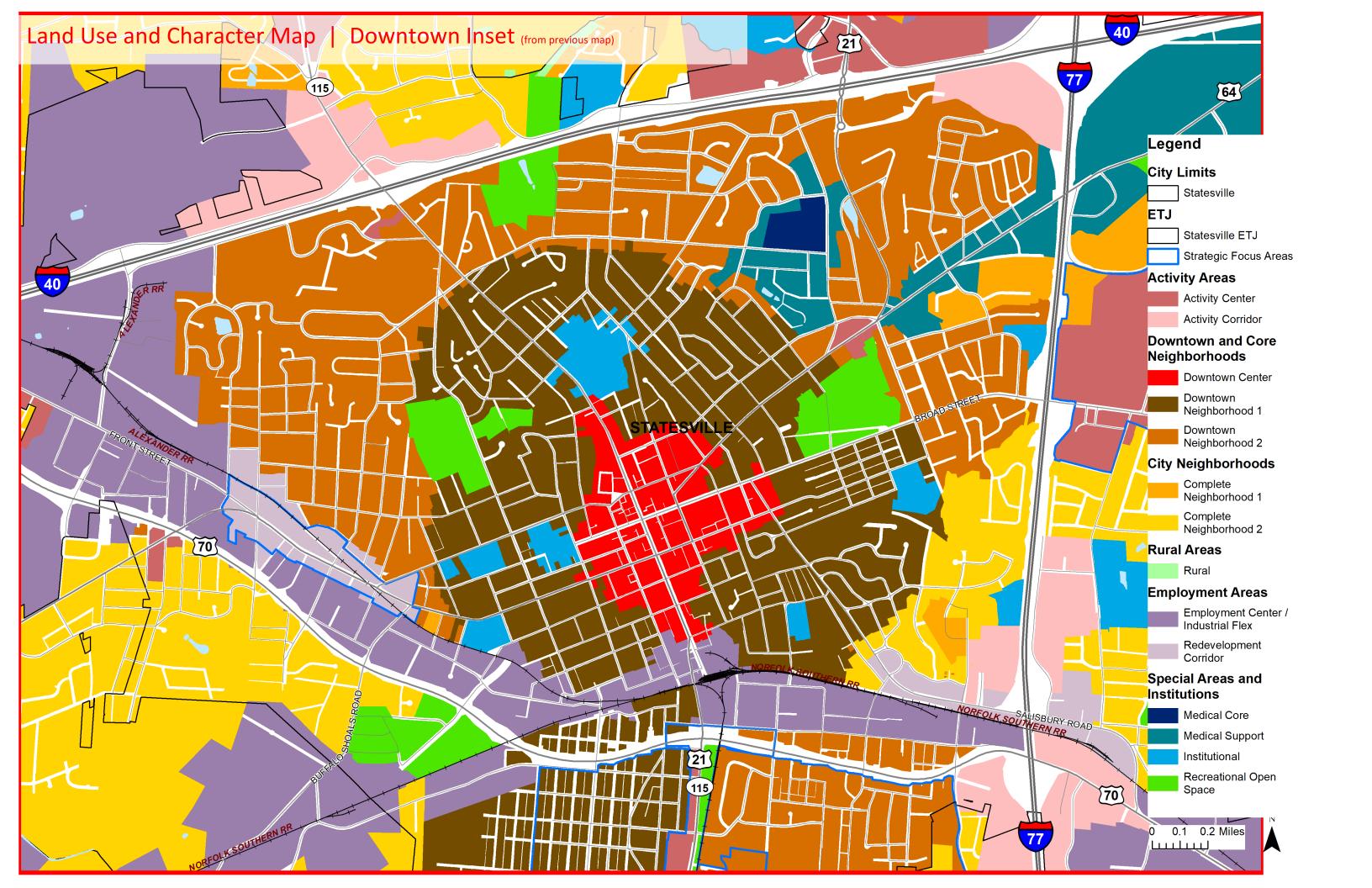
Addressing Land Use and Character of Places

The 2004 Land Development Plan established a Land Use Map with a series of briefly described land use types. In the intervening years, the planning field has evolved to consider land uses as part of a larger design context of different places or "character areas" in communities. Character areas are places that have similar block patterns, building forms, street networks, and land uses.

Where communities have chosen to shift from just land use to land use and character, much of the choice is to increase flexibility of use to be more responsive to changing market dynamics and to guide design of places.

Mixed use developments have become more prevalent both nationally and within the region, and best practices have rediscovered the benefits of different uses in close proximity (the neighborhood corner store, light manufacturing with offices onsite, housing units on upper levels of downtown storefronts, adaptive reuse of old buildings to new purposes in existing districts). This flexibility becomes an option when you ease control on land use, while guiding design and character of places.





Activity Center

Character Intent

The Activity Center land use and character area provides community and regional scale commerce. It includes opportunities for large format retail commercial establishments. It also includes opportunities for smaller commercial businesses within a walkable environment or organized around a civic space (such as a plaza) that promotes users parking once and accessing multiple entertainment, eating, and shopping experiences on foot. Multifamily residential on upper stories of commercial uses, or in adjacent blocks to commercial areas, is encouraged. Activity Centers should be designed to emphasize walkability through highly connected pedestrian facilities between parking and storefronts, between individual establishments, and as appropriate, to adjacent surrounding uses and streets. Master planning of multi-parcel Activity Centers is preferred to maximize design cohesion, connectivity, and use of land. Major street frontages should be reserved for anchors or commercial uses for high visibility. Activity Centers include both existing traditional, suburban style commercial centers that can evolve and be redeveloped over time, as well as undeveloped sites that will be developed as determined by the real estate market. Though a variety of housing type choices are encouraged in this area, tracts of new single family detached homes are not aligned with this character intent.

Pattern & Form

Large footprint mixed use commercial centers that prioritize pedestrian connectivity between uses and are organized around public spaces or using a traditional main street format.

Opportunities

Redevelopment of existing commercial centers into mixed-use centers, multimodal street redevelopment, new public spaces.

Primary Uses

Retail, entertainment, hotel/hospitality, restaurants and bars, personal services, office, breweries and distilleries, residential.

Secondary Uses

institutional, public spaces, small park or open space.

Building Height	One to four stories
Building Orientation	Buildings oriented around public space or fronting internal streets in traditional main street style format, 0-30 ft setbacks
Building Types	Large and small footprint commercial and multifamily residential, upper story residential and office, and a variety of housing type choices (see page 37).
Street Character	Arterial streets and access streets along edges; smaller internal streets provide pedestrian networks for circulation
Parking Character	Parking at individual buildings or in a central location, with large parking lots divided into "pods" to side or rear of development



Activity Corridor

Character Intent

Activity Corridors provide opportunities for a mix of retail commercial and office uses along several of the city's main commercial corridors. Activity Corridors are opportunities to develop new commercial spaces within strategic focus areas or redevelop existing strip commercial centers that serve as gateways into Statesville. The unifying characteristic of future uses within this area is an attractive frontage toward the primary street and connectivity between adjacent uses through sidewalks or internal walkways. Joint planning of adjacent sites along corridors is recommended to achieve design cohesion, connectivity, and to maximize use of land. Developments should face the primary gateway street and present an attractive facade or landscaping with parking located to the side or rear. Driveways and parking lots should be consolidated with adjacent uses and maximize shared parking opportunities. Residential uses are not preferred for this character area.

Pattern & Form

Mid-length blocks of commercial uses separated by parking or side streets.

Opportunities

Redevelopment of strip commercial centers, new office and commercial space; improved visual quality of city gateway streets, transit supportive designs.

Primary Uses

Retail, restaurants and bars, breweries and distilleries, hotels, entertainment, personal services, and office.

Building Height	One to three stories
Building Orientation	Front of buildings oriented to the gateway street, setbacks allow for sidewalks and necessary driveways, 5-30 ft setbacks
Building Types	Large and small footprint office or commercial
Street Character	Arterial and access streets, with pedestrian facilities along the main frontage
Parking Character	Parking to the side or rear of buildings, street parking on side streets as appropriate





Downtown Center

Character Intent

Downtown Center includes the historic center of the city. It is the commercial heart of the city and building and streetscape design should reflect this prominence. It is also the primary destination for the city, as well as a home for residents who prefer downtown living. The Downtown Center offers a place to shop and dine and engage in civic life. Buildings are predominantly brick construction or brick-clad facades, which should be encouraged for new construction or renovations. New building designs should incorporate architectural articulation between buildings. Main streets are framed by street side parking, street trees, wide pedestrian paths, and retail storefronts. Pedestrian areas, especially on the major streets, also include benches and café tables. Secondary streets should have pedestrian walking paths to facilitate safe pedestrian access throughout the area. The ground floors of buildings should have a high degree of transparency with large storefront windows or glass display cases. Where possible, buildings on Front and Center Streets should prioritize retail and commercial service uses at the storefront level to generate higher levels of foot traffic. Use of upper floors should be a mix of office space and residences. New construction and renovations are encouraged to include iconic architectural features or frontages at corners of major intersections. Individual large-footprint multifamily buildings may be appropriate when matching the surrounding form, placement, and design language of the downtown area, and only when incorporating some form of first-floor commercial space. Additional parking for buildings in this character area is located off the main streets and behind buildings. Generally, parking requirements should be minimized in the Downtown Center area. New single-story development and redevelopment is discouraged, except in certain fringe areas.

Pattern & Form

Traditional downtown main street blocks with multistory buildings.

Opportunities

Renovation and reuse of existing historic downtown buildings, context-sensitive infill, preservation of historic anchor buildings.

Primary Uses

Retail, restaurants and bars, breweries and distilleries, hotels/hospitality, entertainment, personal services, office, institutional, residential

Building Height	Two to six stories
Building Orientation	Buildings facing street and build-to line of the block
Building Types	Historic commercial buildings incorporating upper-floor office or residential (standalone or buildings with shared walls and architectural articulation), 0-20 ft setbacks; a variety of housing type choices (see page 37), large-footprint residential in multi-story buildings incorporating first-floor commercial, and institutional buildings
Street Character	Traditional main streets with parallel parking, street trees, and wide sidewalks on both sides; secondary streets with pedestrian paths, and access alleys
Parking Character	Parking minimized through a combination of on-street parking, rear parking, and centralized parking lots or structured parking



Downtown Traditional Neighborhood 1

Character Intent

Surrounding the Downtown Center are Downtown Traditional Neighborhood 1 areas. These areas include established older neighborhoods, including the City's four historic districts, proximate to the central business district. The grid street pattern of development is established and redevelopment and infill development should fit compatibly within the surrounding neighborhood fabric. These traditionally designed neighborhoods include single family detached homes, multiunit residences, such as duplexes and smaller footprint mansion apartments, and some community institutional uses such as churches and schools. Homes sit on individual lots with narrow side yards and street setbacks. Porches front neighborhood sidewalks and street trees line neighborhood streets. Sidewalks connect the neighborhoods to the downtown core making this an inherently walkable area. New construction of a variety of housing type choices such as new duplexes and small-footprint apartments that mimic adjacent residential building forms are encouraged at neighborhood intersections and near downtown. Historic district standards inform changes to individual homes and structures, and historic structures should not be divided into more units than their historic use. Neighborhood scale commercial uses, such as small coffee shops or bakeries are also appropriate at key intersections.

Pattern & Form

Continuation of downtown neighborhood block structure with short block lengths and defined setbacks.

Opportunities

Preservation of historic homes, accessory dwelling units, context-sensitive infill development and redevelopment.

Primary Uses

Residential

Secondary Uses

Institutional, neighborhood-scale corner retail/office.

Building Height	One to three stories
Building Orientation	Residences oriented towards the primary street, 5-20 ft setbacks
Building Types	Single family detached homes, especially historic multistory homes with prominent porches; and a variety of housing type choices (see page 37), neighborhood-scale commercial buildings at street corners, institutional buildings.
Street Character	Local streets with sidewalks on both sides and street trees where space is available
Parking Character	Driveway parking to the rear of properties and in back alleys, some on-street parking



Downtown Traditional Neighborhood 2

Character Intent

Downtown Traditional Neighborhood 2 areas include established inner ring neighborhoods that surround the Downtown Center and Downtown Traditional Neighborhood 1 areas. These are older neighborhoods that do not currently have a historic designation and have a more varied pattern of development than Downtown Traditional Neighborhoods 1 and a modified grid street pattern. Downtown Traditional Neighborhoods 2 are predominantly residential with some community uses such as churches and schools. Single family detached homes are the most common residential building type with secondary uses including smaller multiplex apartments and duplexes. Design of residential uses are varied and include small lot single family homes and cottages, larger homes with wraparound porches, and many intermediate styles. Street and side yard setbacks are varied. New infill and redevelopment should consider the block length, footprints of neighboring adjacent residential uses and building setbacks to create cohesion between old and new development. Downtown Transition Neighborhoods located south of Garner Bagnal are opportunities for reinvestment in individual properties and neighborhood improvement efforts. Neighborhood scale corner store uses are appropriate new uses. The area is unified by a common style of homes, connected sidewalks, and street trees.

Pattern & Form

Modified grid pattern with curvilinear streets and a variety of block lengths and setbacks.

Opportunities

Accessory dwelling units, a variety of housing type choices (see page 37); context-sensitive infill, neighborhood aesthetic and connectivity improvements.

Primary Uses

Residential

Secondary Uses

Institutional, neighborhood-scale corner commercial/office, pocket parks.

Building Height	One to three stories
Building Orientation	Residences oriented towards the primary street, 5-30 ft setbacks.
Building Types	Single family detached homes, a variety of housing type choices (see page 37), neighborhood scale commercial buildings at street corners, institutional buildings
Street Character	Local streets with sidewalks on both sides and street trees where space is available
Parking Character	Driveway parking to the rear of properties and in back alleys, some on-street parking



Complete Neighborhood 1

Character Intent

Complete Neighborhoods 1 include existing and new opportunities for compact and walkable multifamily neighborhoods located along major city corridors with potential for multimodal transportation options. These neighborhoods are designed to accommodate various forms of housing type choices (see page 37) and larger apartment complexes and condominiums. Residential uses should be designed to prioritize pedestrian circulation and frame the streetscape along the primary access street. Developments should create internal connectivity and access to adjacent uses through sidewalks, bike lanes, and multiuse paths. Master planned projects that include a variety of unit types designed around a common space are preferred. Building layouts should also create multimodal connections to common residential amenities and required services such as clubhouses and parks. Limited neighborhood-serving retail and commercial uses are also appropriate, preferably at prominent central locations near common space and incorporated into development as live/work units and mixed use buildings. These neighborhoods should be designed to buffer adjacent uses to reduce visual impacts on neighboring properties.

Pattern & Form

Modified grid design, mid to long block lengths framed by pedestrian and street connections.

Opportunities

New multifamily residential and multimodal connections.

Primary Uses

Residential

Secondary Uses

Clubhouses and recreation centers, neighborhood scale commercial/office, daycare, institutional.

Building Height	One to four stories
Building Orientation	Residences oriented towards the primary street or designed around common space, 5-20 ft setbacks.
Building Types	Apartments, townhomes, other multifamily residential forms and a variety of housing type choices (see page 37)
Street Character	Connected neighborhood streets with sidewalks on both sides and street trees, off-street pedestrian and bike circulation connections (trails and paths)
Parking Character	Small surface parking lots shared by many residences, on-street parking, or alleyways, individual driveways should be avoided



Complete Neighborhood 2

Character Intent

Complete Neighborhoods 2 are opportunities for new neighborhoods built using traditional neighborhood designs that provide a mix of residential uses. These neighborhoods are best designed as master planned neighborhoods that use a traditional grid or modified grid network, shorter block lengths, and pedestrian pathways connecting residences to internal and external destinations. Typically, a larger portion of neighborhoods will be dedicated to single-family detached homes. Predominantly single family neighborhoods may be supplemented with a variety of housing type choices (see page 36) and multifamily development, provided that sites are adjacent to commercial centers or nodes that can adequately provide basic retail goods and services, and/or along central thoroughfares that can accommodate the significant traffic impacts associated with the higher density residential development. Supplemental housing type choices and multifamily development may also be appropriate when part of a live-work or mixed-use cluster within a larger planned neighborhood or community, or as a part of a planned effort to build the demand that can bring basic retail goods and services to an area or neighborhood that lacks them where increased services and some multifamily is the goal. Sidewalks, multi-use paths, on-street parking, and narrow street designs prioritize walking and biking through neighborhoods and accommodate connections to adjacent uses. These neighborhoods should also include parks and community open spaces accessible to neighborhood residents and preferably to the public. Pockets of community-serving institutional uses like schools, community centers and churches are also appropriate. Limited use of neighborhood-scale, multistory commercial and office centers is appropriate in this character area when clustered along major thoroughfares and street corners.

Pattern & Form

Grid or modified grid network with short and medium block lengths.

Opportunities

New master planned developments organized around community gathering spaces (commercial or open space).

Primary Uses

Residential

Secondary Uses

Clubhouses and recreation centers, neighborhood scale corner commercial/offices, institutional, park and open space, daycare.

Building Height	One to three stories
Building Orientation	Residences oriented towards the primary street, 0-30 ft setbacks
Building Types	Single family detached homes, limited use of a variety of housing type choices (see page 37), and multifamily in centralized locations, limited use of neighborhood-scale and multistory commercial or office centers in centralized locations, and institutional buildings.
Street Character	Local streets with sidewalks on both sides and street trees, off-street pedestrian and bike circulation connections (trails and paths)
Parking Character	Alley parking preferred for residential, some on-street parking, neighborhood nonresidential uses share small surface lots



Rural

Character Intent

On the edges of the planning area outside of the City's corporate limits and ETJ are areas of undeveloped land, farmhouses, agricultural uses, forests, large rural homesteads, and lower density residential neighborhoods built in the county. Some rural commercial uses that support residents and farming operations are appropriate at rural crossroad intersections. Properties in the Rural Character Area are not expected to be a target of growth over the horizon of this Plan; City extension of water and sewer infrastructure is not planned. Some areas may be developed at higher intensity in the future and some may be retained as rural indefinitely, providing a rural band of land surrounding the city. Where utilities become available sooner than anticipated, a land use and character change to Complete Neighborhood 2 is appropriate. The City and County should develop strategies to plan for areas of common interest on the edges of jurisdictional boundaries. This collaboration is particularly important to ensure that future development in these areas fits the context of the surrounding communities and meets the vision of this Plan.

Pattern & Form

Large rural lots with private drives along rural roads and open space.

Opportunities

Rural-style residences and farms, voluntary conservation of private open space, new rural economic uses.

Primary Uses

Rural residential, agricultural development, and undeveloped property.

Secondary Uses

Rural commercial, institutions.

Building Height	One to three stories, excluding specific agricultural uses (i.e., silos)
Building Orientation	Residences and other uses oriented towards the primary street, 15-40 ft setbacks
Building Types	Single family detached homes, manufactured homes, farm and agricultural buildings, small-scale commercial convenience buildings at crossroads
Street Character	Paved rural streets, generally without curb and gutter in the County, and with curb and gutter if annexed prior to development
Parking Character	Driveway parking for residences, small surface lots for businesses



Redevelopment Corridor

Character Intent

The Redevelopment Corridor character and land use area encompasses older industrial and heavy commercial properties that are prime for redevelopment. The Salisbury Road corridor from Opal Street to Salisbury Highway, the Front Street corridor from Buffalo Shoals Road to Garner Bagnal Boulevard, and the area between Monroe Street and Gardner Bagnal Boulevard are included within this designation. These corridors are important gateways into the city and into downtown Statesville and are prime targets for improving visual character and maximizing use of vacant and underdeveloped properties. These corridors have water, wastewater and electrical utility service, direct access to railroad lines, and are proximate to major roads and interchanges, creating many opportunities for future uses. Due to some of the previous heavy industrial uses on sites, some of the parcels in these corridors may be designated brownfields in need of remediation prior to redevelopment or reuse. To encourage revitalization and facilitate brownfields mitigation efforts, the City could provide technical assistance to property owners through federal grant programs and coordination with neighboring property owners to create uniform development approaches. Adaptive reuse of older buildings is encouraged as feasible. Redevelopment and infill development should transition these corridors into new destinations providing a mix of commercial, hospitality, dining, and entertainment uses in an evolving industrial context activating important gateways into the city.

Pattern & Form

Moderate length blocks separated by side streets, mid-size to larger footprint buildings and heights dependent on surroundings.

Opportunities

Brownfields remediation, reuse of old structures, gateway enhancements, new destination uses, new pedestrian connectivity.

Primary Uses

Retail, hotel/hospitality, restaurants and bars, entertainment, breweries and distilleries.

Secondary Uses

Office, light industrial, heavy commercial, and public spaces.

Building Height	One to three stories for the majority of the site, greater heights allowed as transitioned away from lower height uses
Building Orientation	Buildings oriented toward primary street, 0-30 ft setbacks
Building Types	Varied size footprints and heights for destination and other uses
Street Character	Combined driveway access to arterial streets with sidewalk on both side of streets
Parking Character	Parking located to the side or rear of developments, shared parking that serves multiple sites is preferred



Employment Center / Industrial Flex

Character Intent

This character area serves as an engine of employment for the city including business parks, corporate campuses, flex space, as well as heavy manufacturing, warehousing, logistics and distribution, research and development and other industrial uses. These areas are located along major road corridors that provide adequate truck access. The market for employment space is changing and requires flexibility to cater to new production models, employee preferences, and customers. Production facilities may include public-facing show rooms, test kitchens, or tour spaces. This character area allows for such diversification while maintaining a focus

For information about the changing market for employment space, See Real Estate Market Analysis Report, page 36.

on industrial and manufacturing uses. Restaurants and convenience commercial are appropriate uses in these areas to reduce worker commutes and enhance productivity. Uses and loading areas should be buffered from adjacent lower intensity uses with landscaping and other transitions. Developments fronting gateway corridors should have enhanced landscaping and buffering to maximize visual quality along the corridor. Corporate campuses should be master planned to maximize pedestrian access between buildings and create a visually appealing entranceway through landscaping and signage.

Pattern & Form

Large format buildings on mid-size to longer block lengths.

Opportunities

New industries and employers.

Primary Uses

Heavy and light industrial, office, office – corporate campus, heavy commercial, entrepreneurial incubator spaces.

Secondary Uses

Convenience retail, restaurants and bars.

Building Height	One to five stories
Building Orientation	Buildings oriented toward primary street, complexes may be designed around common space or service streets, 20-50 ft setbacks
Building Types	Large and mid-size format production facilities, offices, and small format retail and service uses
Street Character	Streets capable of accommodating regular truck traffic, sidewalks connecting sites encouraged
Parking Character	Surface lots that serve development sites, shared parking preferred, parking includes adequate loading, maneuvering, and equipment parking, parking located to side or rear



Medical Core

Character Intent

Medical Core areas include Statesville's existing healthcare institutions — Iredell Memorial Hospital and Davis Regional Medical. Healthcare and the medical employment sector require special development flexibility and needs to grow and evolve as healthcare approaches and facility needs change. All large-scale hospital and healthcare facilities, along with supporting uses within the same structure, are appropriate for the medical core area. The Medical Core area developments may utilize campus-style settings or individual medical office buildings. Centralized parking including parking structures is appropriate for larger facilities and clusters of facilities. Green space at entryways is required, as are landscaped buffers adjacent to healthcare facility campuses. Existing incompatible uses on adjacent lands and nonmedical principal uses may be appropriate in limited quantities but are better suited to the Medical Support character and land use area.

Pattern & Form

Campus style design pattern prioritizing emergency vehicle access and egress between buildings and parking areas.

Opportunities

Expansion of existing or new hospitals and healthcare facilities.

Primary Uses

Hospital.

Secondary Uses

Limited restaurants and bars, medical office and suppliers; labs, clinics, pharmacies.

Building Height	One to ten stories
Building Orientation	Main medical buildings or campuses oriented to the site entrance, smaller facilities oriented toward the primary street with clear patient or visitor entrances
Building Types	Hospitals, medical office buildings, lab facilities
Street Character	May have a hierarchy of streets with entrances to primary or emergency facilities on arterials, sidewalks, and plantings on both sides of streets
Parking Character	Centralized parking and parking structures



Medical Support

Character Intent

The Medical Support character and land use area helps to support a medical sector ecosystem and is located adjacent to Medical Core, including an emerging healthcare services area southeast of the I-40/I-77 interchange. Additional medical office facilities, satellite labs and clinics, pharmacies, and medical sector offices for suppliers and services to the industry are appropriately located in this area. A large hospital is also a large workplace and a significant hub for patients in need of care and their families. Limited restaurants and hotels are appropriate in this area to serve employee and patient needs. Design guidance provided in the Brookdale Drive, Oakdale Drive, and Hartness Road Corridors Small Area Plan should be adhered, including the addition of sidewalks, landscaping, and low keystone walls located along Oakdale Drive and Springdale Road. Sidewalks should be on both sides of thoroughfares, and on at least one side of side streets. Where the Medical Support area is adjacent to residences, height should be used as a transition where necessary, with no elevation higher than 40 feet for the portions of buildings closest to the residential areas.

Pattern & Form

Mid to large block pattern with smaller buildings, complexes, or campuses with prominent patient or visitor entrances facing the street and parking areas.

Opportunities

Recruitment of services that support the medical sector.

Primary Uses

Medical office and suppliers, labs, clinics, pharmacies.

Secondary Uses

Restaurants and bars; hotel/hospitality.

Building Height	One to five stories
Building Orientation	Buildings oriented toward primary street with clear patient or visitor entrances, 5-30 ft setbacks
Building Types	Offices, lab buildings, small supply warehouses, clinics
Street Character	Local service streets with sidewalks connected to main arterials
Parking Character	Centralized parking and parking structures for patient care facilities, accommodation for delivery vehicles and regularly used support vehicles



Institutional

Character Intent

Institutional areas include Mitchell Community College campus, school campuses, City and County facilities, traditional office buildings, smaller residential to office conversions, and other institutional uses located throughout the city. Institutional developments should be designed to prioritize pedestrian access from the office use to adjacent supportive uses (restaurants, commercial areas, public spaces) and to parking areas using traditional urban forms that site buildings close to primary streets. Institutional areas designed as campuses, like Mitchell Community College, should be designed to create internal connectivity organized around common open spaces and public spaces that create an active public realm. Site planning should orient buildings to create iconic views of prominent buildings. Special institutional uses, such as police and fire stations should be in areas that provide supportive street facilities to accommodate public safety vehicles. Schools should be sited in a manner to encourage walking and cycling to schools, to limit student drop-off and pick-up transportation impacts on adjacent neighborhoods and provide neighborhood-accessible play fields and open space. The development quality of public institutions should reflect a sense of civic identity and community pride. Vegetative buffers and other attractive screening may be necessary to make Institutional areas compatible with surrounding developments.

Pattern & Form

Small to mid-length blocks with small to mid-size buildings or master planned campuses.

Opportunities

Improve quality of streetscape and connectivity to adjacent uses.

Primary Uses

Institutional, office.

Secondary Uses

Small-scale retail commercial, restaurants and bars.

Form Characteristics

	1 OTTH CHARACTERISTICS
Building Height	One to four stories
Building Orientation	Single buildings oriented toward primary street, campuses are oriented around common public spaces, 5-30 ft setbacks
Building Types	Purpose-built institutional and office buildings
Street Character	Variety of street classifications support these uses, sidewalks connect office institutional uses to adjacent areas and parking
Parking Character	Consolidated buffered parking for large offices and campuses, some street parking, individual small lots or driveways for smaller uses



Recreational Open Space

Character Intent

Most future land use and character areas, particularly the residential areas, include amenities like playgrounds, tot lots, and pocket parks. The Recreational Open Space future land use and character area identifies the recreational facilities and protected open spaces that can grow into a connected network of open spaces and parks throughout the city. Sports facilities, walking trails, nature reserves, community parks, and golf courses are all included within this designation. Trailheads or key portions of greenways are appropriate, though many greenways will pass through other character and land use areas.

Pattern & Form

A mix of natural and active open spaces with some built features including ballparks and parking areas.

Opportunities

Additional city-owned parks, large sports facilities, neighborhood parks, walking trails, connections or nodes on a greenway network.

Primary Uses

Sports facilities, park or open space, golf course, trails and greenways.

Secondary Uses

Minor office or facilities management spaces.

Form Characteristics:

Dependent on programmatic needs



Guidance for Decisions

Prioritizing growth and redevelopment in Statesville will be guided by the following set of goals and policy statements and will be implemented by actions listed in Chapter 5: Implement the Plan. These goals, strategies, and actions, exist to help implement the narrative described in the rest of the chapter. They may be referenced both during development approval process and in the ongoing strategic decisions of City staff and elected officials.

Chapter 2 Goals

- Goal 2-A Maintain a sustainable mix of land uses in and around the city through effective, coordinated growth management.
- Goal 2-B Growth in the Redevelopment Strategic Focus Areas will be prioritized through development incentives, such as fast-track permitting or fee waivers, and public investments.
- Goal 2-C Compatible redevelopment, brownfields mitigation, revitalization, and changes of use that preserve existing character will be supported in alignment with priority reinvestment opportunities, particularly those located in Strategic Focus Areas. Revitalized areas will support surrounding neighborhoods while preserving neighborhood character, increase the fiscal return on investments to the City, and mitigate any hazards.
- Goal 2-D Attractive gateway corridors (see Gateway Corridor Map on page 34) will welcome visitors, residents, and workers into the community from common entryways.

Chapter 2 Policies

Future Land Use and Character

- 2-1 Use the characteristics of the Future Land Use and Character Areas and their application on the Future Land Use and Character Map as a guide toward future land use planning, including rezonings and changes to the Unified Development Code.
- 2-2 Accommodate projected residential and nonresidential development in areas that have or can readily be provided with adequate services and are compatible with the Land Use and Character Map.
- 2-3 Prior to amending the Character and Land Use Map, the City should consider the following criteria and address these within required Comprehensive Plan consistency statements:
 - o Will the project be consistent with the Plan's Vision Framework, goals, and policies?
 - o Will the project be compatible with existing and future land uses for surrounding areas of the city?
 - o Will the project not create a shortage for a type of residential or nonresidential land that is in limited supply?
 - o Will the project enhance the overall quality of life in the city?
 - o Will the project allow for the reasonable growth of private businesses that are dependent on specific geographic features or existing investments?
- 2-4 Support and seek public and private assistance in the cleanup of environmentally degraded industrial sites and properties in Statesville. Place the highest priority on brownfield sites that are in Redevelopment Strategic Focus Areas

Compatible Development Forms

- 2-5 Allow a variety of residential dwelling types (see page 37) in appropriate areas defined by the Land Use and Character Map by encouraging planned developments, making changes to the Unified Development Ordinance, and providing design guidance for infill and redevelopment contexts. Applicants for such developments must demonstrate compatibility with adjacent uses and neighborhood character.
- 2-6 Protect neighborhoods from encroachment of incompatible land uses by ensuring that zoning is consistent with the Land Use and Character Map, by developing and implementing area plans, and by enforcing compatibility standards that address noise, traffic, and aesthetics.
- 2-7 Allow density above and beyond the recommendation for the Land Use and Character Map through the use of planned developments. Planned developments or master planned developments that allow greater density should require specified community benefits (e.g., compatible infill, amenities, affordable housing, community parks, trails, or open

space). Develop specific bonuses and bonus caps in the Unified Development Code or other regulatory ordinance for Planned Developments.

- 2-8 Permit the development of limited compatible neighborhood service and retail uses when well-integrated into a planned development. These neighborhood service and retail uses may be allowed without a planned development as well, if the Unified Development Code is revised to include standards that ensure compatibility.
- 2-9 Establish standards to ensure that non-residential development occurs at appropriate scales and locations. Standards should ensure that uses (including home occupations) within or adjacent to residential areas are compatible with adjacent residential uses.
- 2-10 Maintain context-sensitive architectural design standards currently in the Unified Development Ordinance. Update as necessary to encourage creative site planning and architecture and implementing the design standards from the *Downtown & NC-115 Streetscape and Land Use Master Plan*. Develop new multifamily design standards to be applied to a variety of housing type choices (see page 37) and large footprint multifamily apartments.
- 2-11 Ensure that redevelopment or expansion projects increase the compatibility of commercial developments with adjacent neighborhoods through architectural, land use, or natural buffering techniques.
- 2-12 Design and maintain governmental and civic facilities to serve as examples for the development community of the City's commitment to high quality development.

Community Gateways

- 2-13 Improve the visual quality of community gateway corridors (see Gateway Corridors Map on page 34) through landscaping, streetscaping, and design of signage. Partner with Iredell County to improve corridors that cross jurisdictions. As necessary, coordinate with NCDOT and adjacent property owners to develop attractive community gateways. Consider prioritizing particular gateways for action.
- 2-14 Support the provision of public art in conjunction with public and private development along entry corridors and in the downtown area.
- 2-15 Maintain appropriate landscaping, setback, and design standards for development along entry corridors and gateways. Protect these corridors and work with Iredell County to ensure these gateways are developed with standards that support their eventual inclusion in the City. Require open space areas and street frontages that are visually attractive.
- 2-16 Maintain current requirements in the UDC that ensure landscaping and screening of large parking lots, outdoor storage areas and outdoor operations areas visible from arterial streets.

- 2-17 Require the provision of attractive public spaces within major retail center development and redevelopment.
- 2-18 Encourage the updating of existing, auto-dominated strip commercial areas located along major corridors into more modern commercial forms, or mixed-use places that maintain significant commercial footprints. Enhanced walking connections between destinations can be a part of the updated development. Access management best practices and master planning of adjoining sites is recommended to improve mobility and improve the aesthetic quality of these areas. Drive through facilities may still be consistent with the updated development where the facilities respect pedestrian safety and aesthetic considerations.

Neighborhood Protection

- 2-19 Protect stable single-family neighborhoods from the impact of incompatible or blighting uses, such as higher intensity commercial uses and incompatible developments as defined by multifamily design standards to be developed in the future. This policy is not intended to preclude development of a variety of housing type choices (see page 37), neighborhood commercial centers, or community services within neighborhoods if these uses can be designed and maintained in a manner that enhances neighborhood stability, or further development of existing facilities of employment uses that are dependent on a particular geographic location.
- 2-20 Target unstable or declining neighborhoods for revitalization through partnerships between the City, housing and development agencies, and private property owners; and by implementing new programs for housing and redevelopment assistance.
- 2-21 Include flexibility in local ordinances to facilitate conversion of nonresidential uses within existing vacant and blighted uses in Statesville's downtown and historic districts to other nonresidential uses, while safeguarding future residents and visitors from incompatible development.



SUPPORT THE EXPANSION OF THE LOCAL ECONOMY

The provision of utilities and services is one of the main actions the city can take to support economic development, alongside planning and zoning.

Inside this chapter:

Services that Enable Economic Development

Tiered Growth Map

Influencing Other **Factors Economic Development**

Guidance for Decisions

Support Expansion of the Local Economy:

The local economy of Statesville will grow and diversify providing new opportunities for its residents and workers. The City will build its reputation as a center of economic growth in the region through the consistent application of clear goals and policies.

City's Role in Supporting Economic Development

The City's main mission is to deliver a complete range of services and infrastructure and to devise and enforce laws that regulate development and the health and wellbeing of residents. This mission includes supporting expansion of the local economy through tools available to local governments in North Carolina. Planning, zoning, the provision of infrastructure and public amenities, financial grants, and public-private-partnership efforts are key among these tools.

Supporting expansion of the local economy is the leading component of this Plans' vision framework and the City should leverage available tools to ensure future economic success.

Key Factors in Supporting Expansion of the Local Economy

Statesville has several opportunities to assist in expansion of the local economy.

- The city is "infrastructure rich" in terms of transportation (air, interstate, rail), utilities (water, sewer, electricity), and land and can leverage its proximity to the Charlotte metro, Piedmont Triad, and Hickory/eastern foothills to secure new economic growth.
- Expanding housing choices for new executives and workers will make the city a more appealing choice for businesses looking for a new site.
- Improving quality of life amenities and the visual appearance of the city, particularly community gateway corridors, is an important part of improving the city's economic competitiveness.
- The City will need to be strategic as it makes land use decisions, investments in capital improvements, and community programs to maximize return on investments in the Strategic Focus Areas.

Services that Support Economic Development

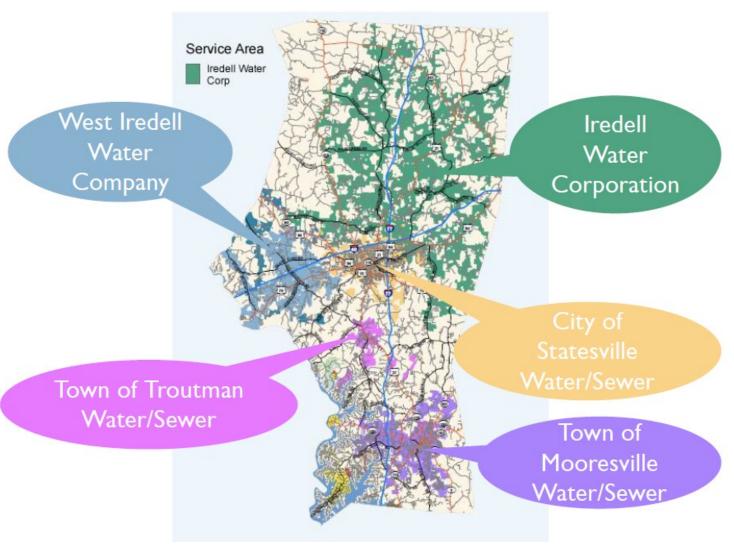
The public services provided by Statesville are an important consideration for both prospective and current business owners. Service provision is one of the main actions the City can take to support economic development, alongside planning and zoning. Statesville is in a unique "infrastructure rich" position through its provision of water and sewer utilities, electricity, public safety services and transportation network. There is additional untapped infrastructure capacity within the city, particularly in the Strategic Focus Areas, that could be utilized. New development and redevelopment can utilize this infrastructure, resulting in new jobs and businesses and an increase in the City's tax base. The City should prioritize investments to support the Strategic Focus Areas identified in Chapter 1.

Utility Services

Multiple utility (water, sewer, and electricity) providers serve Statesville's planning area. The Cityowned service providers are well-positioned to provide services within the planning area augmented by utilities provided by private providers. For water service, the City and partnering utilities need to collaborate through interconnection agreements to provide a more resilient network, and to make plans for servicing future growth areas, including the US 21 North / and US 21 South/Troutman area.

Statesville operates a municipal electric utility service, which is not common among North Carolina Municipalities. Through this service, the City is a member of "ElectriCities," an advocacy and administrative support provider for municipally owned electric utilities. With this control over utilities, the City can accomplish targeted development goals by highlighting marketable areas with existing utility service and planning for strategic extensions of service within the Strategic Focus Areas.

Iredell County Water / Sewer Utility Provider Service Areas



Utility provision is an act of coordination in Iredell County. In addition to the three municipalities, there are two additional water providers in the planning area, as discussed on page 26 of the *Development and Future Land Use Profile*.

Public Safety Services

Police, fire, and emergency medical services are essential services for protecting the health, safety and welfare of residents, the business community, and visitors. Statesville has maintained a high level of these services that the community and businesses have come to depend on. The City will need to expand public safety services to fully support new businesses and residents. This plan considers these services and the needs for future growth. A detailed assessment of future public safety facility maintenance and expansion needs should be conducted and should consider future growth implications. The following Tiered Growth Map is an important guide for considering where new growth should occur and where new services will need to be provided in the future.

Service Provision and Annexation

The City of Statesville requires that any new developments receiving either public water or sewer service voluntary annex into the City. The orderly extension of services and growth of the city can limit the expenses of providing new lines of service. It also limits the risk of the City overextending itself by providing services to areas outside of Strategic Focus Areas. The **Tiered Growth Map** helps visualize the intended growth patterns for Statesville and the areas where municipal services are expected to be provided in the future. The Tiered Growth Map was developed from guidance provided by the City's Planning, Public Works, and Electric Utilities Departments. This map can be a shared tool for Statesville and its utility partners.

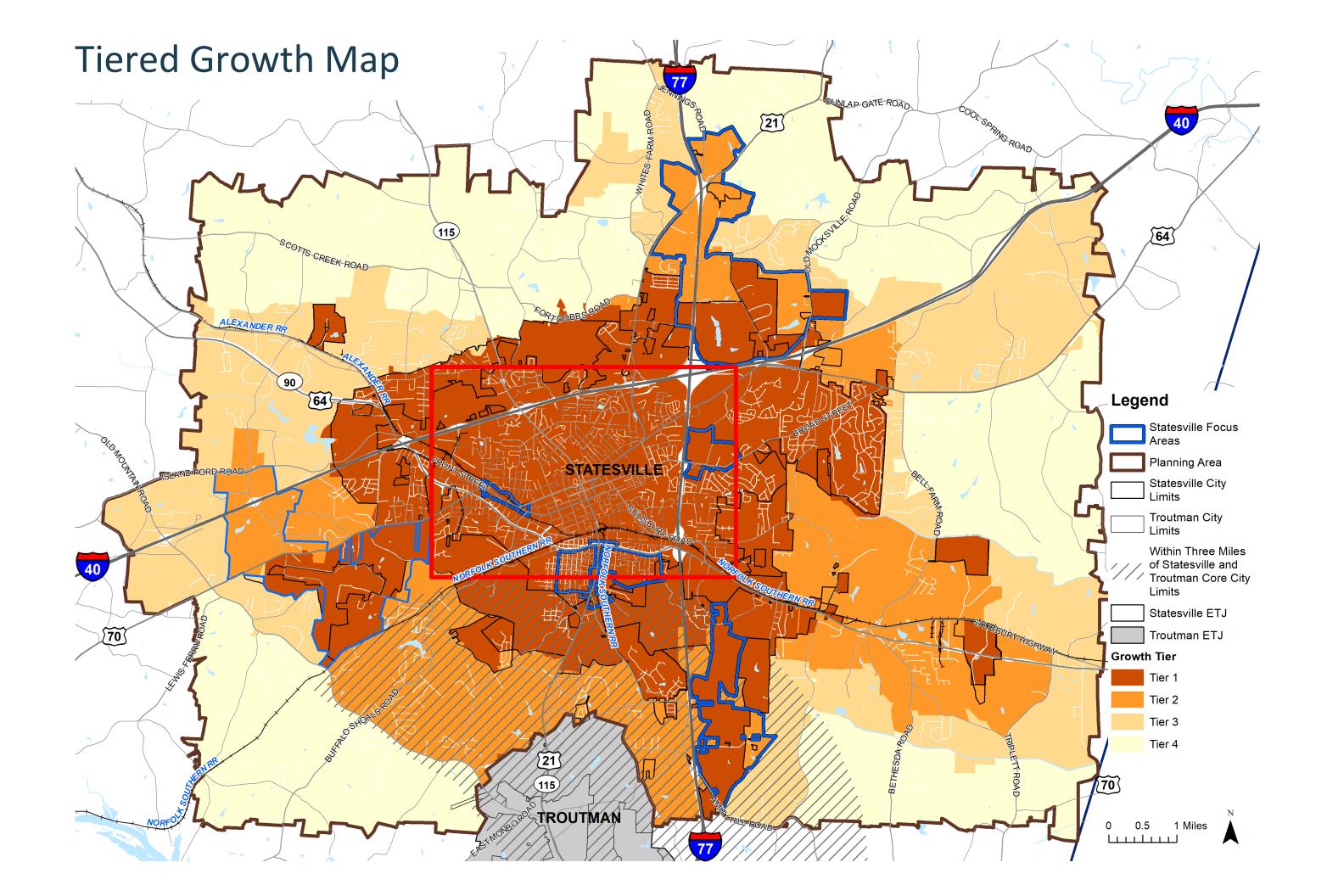
Tiered Growth Map

The Tiered Growth Map is comprised of four tiers that help identify anticipated areas of future growth, service extension and annexation. The tiers are shown on the map on the following page.

- Tier 1: <u>City Services and ETJ</u> includes areas currently within the City limits or within the City's extra-territorial jurisdiction (ETJ).
- Tier 2: <u>Utility and Services Growth Area</u> includes preferred areas for utility and service extension, where expansion is expected within the planning horizon. Tier 2 fills in gaps from the current ETJ and extends into new, high-opportunity areas, including the six Strategic Focus Areas.
- Tier 3: Long Term Utility Growth includes areas where utilities and services are eventually expected and where they may occur within the planning horizon (25 years), but that are not priorities for growth.

Tier 4: <u>Low Priority Utility Provision</u> includes areas where future utilities and services are not specifically planned for at this time, and where expansion is not expected within the planning horizon (25 years).

The following maps identify the locations of these four public service tiers. City leaders and staff should refer to these maps and associated Plan policies when making decisions about public infrastructure investments. The City should prioritize investment in the six Strategic Focus Areas, while also considering the value of other unique opportunities that may arise.



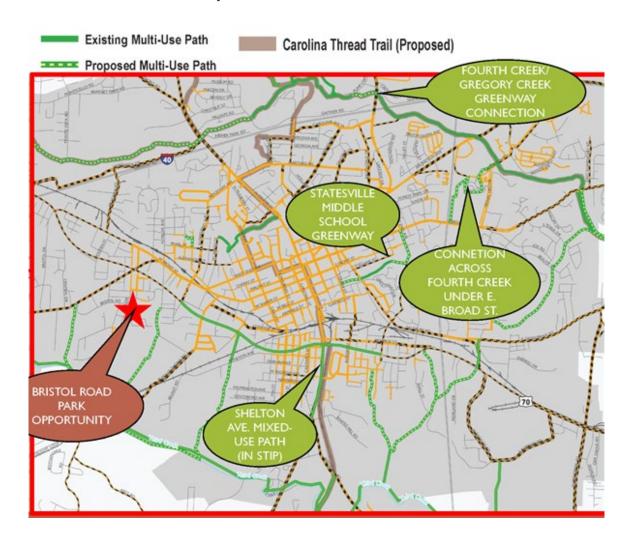
Transportation Services

Statesville's *Mobility and Development Plan* (2019) outlines a vision for an integrated network of multi-modal transportation infrastructure that results in improved traffic flow and enhanced safety for a variety of travel mode choices (air, rail, road, bus, bike, walking). The policies of the *Mobility and Development Plan* serve as a guide for City leaders and staff. They use these policies to secure funding for planning and design of new transportation improvements that support economic development strategies and overall quality of life in the city. This is critically important as the Charlotte Regional Transportation Planning Organization (CRTPO) updates its *Comprehensive Transportation Plan*.

Statesville has been able to utilize the long-range transportation planning process to secure several ongoing and future improvements to its transportation network, including widening of NC-115/Wilkesboro Highway, US-64/US-21 roundabout, Brookdale/US-21 connector, US 21 North widening and bicycle/pedestrian improvements, Broad Street access management and bicycle/pedestrian improvements, the Statesville Greenway connector, and the Shelton Avenue multi-use path.

Continuing to utilize the *Mobility and Development Plan*, this Land Development Plan will promote transportation investments and policies that support economic growth and enhance quality of life. This includes opportunities to expand services, such as public transportation opportunities, as well as expansions and additions of infrastructure. Multi-use paths are one example where economic growth and quality of life are supported through a new or expanded transportation facility.

Multi-use Paths (Greenways) & Thread Trail from the MDP Map



The *Mobility and Development Plan* includes a set of proposed multi-use paths to make a more comprehensive network, as summarized in the *Development and Future Land Use Profile* on page 18. These community amenities will increase opportunities for recreation and improve the overall quality of life in the city making it a more attractive environment for investment.

Other Factors Influencing Economic Development

Chris Chung, the CEO of the Economic Development Partnership of North Carolina, sees a change in the way communities may need to position themselves to attract economic development.

"If employers can choose to live wherever they want, does that mean economic development groups focus more on convincing people to come to their cities?... That would be a very different look for economic development – in some ways it's going to resemble tourism marketing, where you're selling the quality of place to an individual who has that choice of where he or she chooses to live. That could be a really fundamental change."

-June 2020 interview with the Charlotte Businesses Journal

Communities need to consider their competitive position within the region and market to prospective businesses and workers in terms of the overall community package of assets. Creating more local housing options, enhancing local educational institutions, and improving overall quality of life are three key factors for improving Statesville's attractiveness to businesses, workers, and their families. The City can utilize its planning and zoning and public infrastructure tools to support these efforts.

Housing Opportunity

The availability and affordability of housing affects economic development in three distinct ways. First, businesses looking to locate in any of the three regional markets near Statesville (Charlotte metro, Piedmont Triad, and Hickory/eastern foothills) may consider calling Statesville home. Many will compare nearby locations and look for a supply of adequate and affordable housing for its executive staff and employees. This is increasingly becoming an important consideration, especially for industries trying to attract talented workers. Second, the property tax from new and existing properties contributes to the City's ability to fund infrastructure improvements and generate further economic development. If new housing and redevelopment meets the type and quantity of housing demanded, the City will see increased property tax revenue, which can fund initiatives to provide more greenways, support economic efforts, and make other important community investments. Third, housing affordability directly affects household expendable income. When households are not cost-burdened (i.e., do not spend more than 30% of the household income on housing expenditures), there are more opportunities to spend more of the household income at local businesses.

Both the availability and affordability of housing affect the decisions of prospective residents to live in Statesville and current residents to remain in Statesville. By planning and zoning to facilitate the development of a range of housing opportunities and adapting to changing market

conditions, the City helps secure an inventory of housing to support new workers and provides more housing choices to current residents as their needs change over time. Developing a comprehensive housing strategy is discussed as a potential action in Chapter 5.

Importance of Education

Both K-12 and post-secondary education are important tools for economic development. When attracting prospective residents, a strong school system and quality private/charter school options can be a dealmaker as well as an important factor for strong property values. A strong post-secondary education provides residents with the skills needed to find gainful employment. It is also an attractor for employers interested in workforce development training opportunities for the local workforce.

In March 2020, voters in Iredell County approved a \$115 million bond referendum for the Iredell-Statesville School District to alleviate overcrowding in the system's schools. Iredell voters approved a separate \$10 million bond in March 2020 for expanded programs and facilities at Mitchell Community College in downtown Statesville. Continued support of education in Statesville will generate dividends for the City and its residents.

The City can support economic development efforts by working with Iredell-Statesville Schools (ISS) to identify the most appropriate locations for and design of new schools. The City can also work with ISS on plans for redesigning existing schools. School siting and design considerations include:

- Locating schools in places already served by public utilities where possible to maximize return on public investments.
- Design of new schools or redeveloped schools to better support the goals of this Plan, including creating walkable and vibrant places.
- Benefit disadvantaged and lower income neighborhoods by providing proximate public fields and recreational programs, particularly in South Statesville Neighborhoods.
- Avoid large burdens on roads serving the school, particularly during peak school drop-off and pick-up hours.
- Designing the school to encourage students to walk to school from nearby neighborhoods.
- Find opportunities for joint use of school and parks and recreation facilities, or other joint uses such as a library.

The City should also work with Iredell County Economic Development Corporation to develop a marketing effort aimed at publicizing the strongest selling points of the school district to prospective businesses and residents, as well as identifying charter and private school options available in the city.

Enhancing Quality of Life

Enhancing quality of life is the subject of Chapter 4, however there are key aspects connected to supporting expansion of the local economy. Some of the most important quality of life amenities to Statesville's residents include:

- Maintaining quality, walkable neighborhoods, including the ability to walk easily between residential areas and destinations and creating new mixed use developments;
- Providing recreation and leisure opportunities;
- Providing bicycling and walking opportunities through trails and greenways;
- Supporting high-performing schools; and
- Facilitating community and cultural events.

The provision of these amenities is critical to establishing Statesville as a vibrant community that is attractive to new businesses and residents across the region. This Plan will create a vision for the development of new neighborhoods and improvement of existing neighborhoods while retaining the small-town charm that makes Statesville a great place.

Statesville's location, at the crossroads of I-77 and I-40, makes it a strategic regional growth area for economic development, and also increasingly desirable for residents, with easy access to Charlotte metro, Piedmont Triad, Hickory/eastern foothills, as well as the myriad recreational opportunities of western North Carolina. The City should supplement the regional connectivity offered by Statesville's location with first-rate parks, greenways, schools, and other amenities to ensure long-term economic success.







Cultural events occur in and near Statesville yearround, including the Carolina Balloonfest, the Full Bloom Film Festival, and pumpkin or art crawl festivals.

Guidance for Decisions

Supporting expansion of the local economy in Statesville will be guided by the following set of goals and policy statements and will be implemented by actions listed in Chapter 5: Implement the Plan. These goals, strategies, and actions, exist to help implement the narrative described in the rest of the chapter. They may be referenced both during development approval process and in the ongoing strategic decisions of City staff and elected officials.

Chapter 3 Goals

- Goal 3-A The City will facilitate orderly development along major thoroughfares or rapidly changing areas by requesting ETJ expansion or establishing a Municipal Growth Overlay (MGO) or Urban Service Area (USA) where utilities are likely to be extended. The City will seek to cooperate with Iredell County to establish mutually agreed upon standards in the MGO or USA.
- Goal 3-B Residents will enjoy appropriate levels of services throughout the city.
- Goal 3-C The City will partner with area utility providers to support expansion of employment areas, particularly within the six Strategic Focus Areas.
- Goal 3-D Wastewater service will efficiently serve long-term urban development needs within the City's planning area.
- Goal 3-E Fire protection, EMS and law enforcement services will remain responsive and efficient to enhance public safety.
- Goal 3-F A diverse array of quality employment opportunities will be available in Statesville through partnerships with the Iredell County Economic Development Corporation.
- Goal 3-G The City will establish community development and housing programs to partner with property owners and tenants to maintain or enhance the existing housing stock.
- Goal 3-H The City will monitor areas where redevelopment or transitional development is occurring and perform a small area focused study to expedite such development.

Chapter 3 Policies

Statesville Coordination with Iredell County and Other Partners

- 3-1 Develop and maintain a coordinated intergovernmental planning and development review process with Iredell County and Troutman to foster efficient city growth patterns.
- 3-2 Coordinate with Iredell County and Troutman to ensure that governmental decisions about the type and intensity of future development are consistent with the Land Use and Character Map.
- 3-3 Coordinate with Iredell County and Troutman to ensure that residential development reliance on wells and or on-site wastewater systems will be discouraged and limited where centralized water and wastewater systems are in place.
- 3-4 Seek common standards for public facilities and services with Iredell County to ensure that services can be provided relatively seamlessly across jurisdictional boundaries. While service standards should be the same for similar types of development along growth corridors, regardless of the location of development, they should differentiate the type of planned development (urban, suburban, or rural).
- 3-5 Coordinate the City's capital improvement plans with those of the County, school districts, and other service providers to more efficiently serve the community.
- 3-6 Establish and maintain an annexation program that is fiscally responsible, that serves the needs of Statesville's existing and future residents. Evaluate and consider the fiscal impacts of proposed annexations.
- 3-7 Pursue an intergovernmental agreement with Iredell County to direct land use, development, and utility extensions within areas of common interest.
- 3-8 Pursue an intergovernmental agreement with Troutman to direct land use, development, and utility extensions within areas of common interest.
- 3-9 Work with Iredell County to implement rural conservation/low intensity development strategies where the following conditions exist:
 - o Lack of adequate drainage
 - o Lack of adequate water supply
 - o Lack of adequate streets to serve the subdivision
 - o Lack of adequate waste disposal systems
 - o Lack of, or poor access to public facilities, such as recreational facilities, schools, fire protection and other facilities which must be provided at public expense
 - o Inconsistency with adopted land use or capital improvement plans.

- 3-10 As major industrial development and redevelopment occurs, re-evaluate the supply of industrial and commercial/industrial land designated in the Land Use and Character Map to ensure that there is at least a 20-year supply of vacant land that can be readily served by adequate public facilities. Include evaluation of the redevelopment potential of existing industrial and commercial/industrial facilities.
- 3-11 The City should coordinate with the Statesville Chamber of Commerce, Greater Statesville Development Corporation, Iredell County Economic Development Corporation, and the Downtown Statesville Development Corporation to create a positive climate for both existing and new businesses by assisting in retention and expansion efforts. Partners should keep the City appraised of group efforts and how the City can assist. Closer coordination to tackle infill development sites, redevelopment and brownfield sites that have unique constraints should also be considered.
- 3-12 Participate in public private partnerships for economic development initiatives through investment in infrastructure and/or other development assistance. Link economic development incentives to measurable community benefits, such as wage and job production targets.

Housing in Statesville

- 3-13 Develop a City Housing Strategy with sufficient staff and funding resources to implement it.
- 3-14 Maintain or enhance the condition of the existing housing stock, particularly focusing on older neighborhoods where economically disadvantaged residents live.
- 3-15 Leverage partnerships with local affordable housing nonprofits and the Statesville Public Housing Authority, provide education for homeowners on the benefits of home maintenance and resources available to assist homeowners.
- 3-16 Continue to provide assistance for maintenance of housing for moderate-, low and very low-income households through the Statesville Public Housing Authority and other agencies and programs.
- 3-17 Continue to monitor housing conditions and require repair of substandard housing. Review and maintain minimum housing codes that retain flexibility to avoid removing fundamentally safe and habitable housing from the market. The City recognizes that some required repairs may result in increased housing costs.
- 3-18 Support programs to improve the energy efficiency of housing to moderate energy consumption and reduce long-term energy costs for residents.
- 3-19 Produce or provide incentives to produce high quality affordable housing as long-term assets to the city and neighborhood in which it is located. Specific incentives should be determined through development of the Statesville Housing Strategy (see 3-13) but could include provision of City-owned land provided at a discount for affordable housing

development, reduced or waived development fees, or other financial incentives. Housing affordability should not be achieved at the expense of neighborhood amenities such as parkland, sidewalks and other features that contribute to the integrity, desirability, and stability of a neighborhood.

- 3-20 Consider encouraging the development of mixed-density projects that provide the opportunity for varied housing choices in a range of housing prices in parts of the City Neighborhood Character and Land Use Areas while respecting existing neighborhoods.
- 3-21 Ensure that adequate opportunities are provided for development of housing for seniors and other populations with special needs.
- Assist housing agencies in the provision of affordable housing and other needed housing services. City assistance may include technical or other support for grant applications, fee subsidies, property consolidation, coordination of agency efforts, funding programs or other direct or indirect assistance.
- 3-23 Prior to sale of publicly owned properties, evaluate potential for development of affordable housing units in partnership with the private sector, the Housing Authority and/or other housing agencies.
- 3-24 Support efforts to develop a housing strategy aimed at alleviating affordable housing challenges for the City and the larger Iredell County region, in partnership with the Statesville Housing Authority. As the city grows, consider applying for community development funding from the Federal government to support housing initiatives.
- 3-25 As noted in the Shelton Avenue and Southern Neighborhoods Redevelopment Strategic Focus Area (page 51), monitor displacement of existing neighborhood residents and work with the neighborhood to identify solutions to protect residents from being displaced as the areas redevelops.

Transportation and Mobility

- 3-26 Integrate multimodal transportation planning with land use planning through the goals, policy, and direction of the Statesville *Mobility and Development Plan*.
- 3-27 Evaluate traffic impacts of major development projects to identify improvements required to maintain safe and efficient traffic patterns. Coordinate with NCDOT to schedule improvements required to maintain acceptable levels of service throughout the city and planning area.
- 3-28 Establish a continuous network of safe and convenient pedestrian ways, greenways, bicycle trails, and bike lanes throughout the city.
- 3-29 Enhance pedestrian circulation that connects neighborhoods and commercial areas to the existing streetscape improvements in the downtown area, to greenways throughout the city, and to nearby commercial and shopping destinations. Enhance the pedestrian network in employment and industrial areas as well with a focus on employee commuting and through-connections for other users.

- 3-30 Maintain regulations that ensure new streets provide adequate connectivity to support the efficient provision of public and emergency services and minimize average vehicle miles traveled by residents.
- 3-31 To the greatest practical extent, secure rights-of-way required to serve planned development before development occurs.
- 3-32 Encourage alternatives to private streets and cul-de-sacs that reduce neighborhood connectivity or the city's ability to provide safe and efficient public services.
- 3-33 Maintain the existing street system to ensure long term safety and convenience, while minimizing long-term maintenance costs by:
 - Placing a high priority on maintenance expenditures that will reduce life cycle costs for streets;
 - Maintaining a pavement management program that minimizes long-term costs and retains safe streets and bridges;
 - o Maximizing state and federal funding of the roadway system and transportation system enhancements;
 - o Maintaining an up-to-date capital improvements program that is consistent with the Future Land Use Plan; and
 - o Ensuring that streets are designed and constructed for projected traffic loads.
- 3-34 Require new development to fund its proportional share of the costs of transportation systems.

Statesville Service Standards

- 3-35 Establish specific adequate public facility standards as part of the city's land development regulations and in conjunction with the development of a capital improvements program for affected facilities.
- 3-36 Maintain a regular interval capital improvement planning process that incorporates projected capital projects as identified through efforts to identify facilities maintenance and new facility needs.
- 3-37 Prepare regular assessments and schedule estimates for public facility maintenance improvements and for projected public facility expansion or new development needs.
- 3-38 Require new development to comply with minimum levels of service standards for the water, wastewater, and stormwater systems within its service area.
- 3-39 Maintain adequate police and fire protection response times for all development within the city.
- 3-40 Provide other services in accordance with specific standards in accordance with this Plan and included in other adopted documents.

- 3-41 Provide high quality, cost-effective water, wastewater, and stormwater utility services throughout the city's planned service area (see Tiered Growth Map on page 85).
- 3-42 New development shall fund its proportional share of costs for capital facilities for on- and off-site capital improvements required to serve new development.
- 3-43 The City may fund a greater proportional share of improvements required for economic development, revitalization, affordable housing, system enhancements, or other purposes benefiting the community at large in a redevelopment context.
- 3-44 Require facilities to be extended through new developments to provide for future growth. Facilities may be required to be over-sized to serve future development with provisions for reimbursement for facilities that benefit other properties. The City shall periodically review its standards for reimbursement when an applicant over-sizes facilities to serve future development to ensure that they are equitable.
- 3-45 Secure adequate water rights and construct conveyances and treatment capacity to serve projected demands within the city and throughout its planning area.
- 3-46 Ensure that extraterritorial water sales are subservient to municipal service and tied to the Tiered Growth Map.
- 3-47 Ensure that water systems within the city and as identified in Tiers 1 and 2 of the Tiered Growth Map are designed and constructed to meet normal demands and provide adequate fire flow for planned land uses.
- 3-48 Require new development to fund its proportional share of the costs of water distribution and treatment capacity.
- 3-49 Limit wastewater service to areas within or planned to be located within the City of Statesville and as identified in Tiers 1 and 2 of the Tiered Growth Map, except:
 - When extensions are necessary to remedy public health and safety problems and the extensions are funded by the development creating the need or some other external source; or
 - o When the City finds that the economic benefits of extending services justify extraterritorial service.
- 3-50 Require new development to fund its fair share of the costs of wastewater collection and treatment facilities.
- 3-51 Require connection of new development within the City limits to municipal or regional utility infrastructure system providers.
- 3-52 Maintain mutual aid agreements with surrounding service providers, monitor the costs and benefits of mutual aid services, and modify agreements as necessary to maintain equitable costs of services.

CHAPTER FOUR

ENHANCE QUALITY OF LIFE

Quality of life is increasingly seen and directly tied to the economic success of communities. Enhancing quality of life creates a cycle that leads to economic activity generating new fiscal resources for both the City and the private sector. This generates new revenues to invest into additional quality of life improvements that continue to enhance competitiveness.

Inside this chapter:

Improving Quality of Life and Economic Prospects

Improving Existing Neighborhoods

Valuing Historic Resources

Facilitating Community Events

Providing Greenways, Parks, and Recreation Needs

Connecting Hazard Mitigation and Greenways

Coordinating with Civic Partners

Guidance for Decisions

Enhance Quality of Life:

Investments in quality of life amenities will help the City remain competitive and attract economic development, sparking a cycle of growth and improvement in Statesville.

Improving Quality of Life and Economic Prospects

As companies chase talent, communities are doing their part to enhance the local quality of life in workplaces, neighborhoods, and public spaces to compete for jobs and businesses. Strategic quality of life investments such as new streetscapes, pedestrian amenities, parks, and public places are a critical marketing tool for sustaining growth and economic development. In addition, enhanced amenities will benefit new workers, residents, and visitors.

This cycle of quality of life investment can build opportunities. Economic activity generates new fiscal resources for both the City and partners to invest into additional quality of life improvements that continue to enhance competitiveness. Contributors to this cycle can reap the quality of life and fiscal benefits of these investments. Many quality of life investments provide multiple community benefits. Green spaces provide recreation space while also limiting the City's exposure to development at risk of flood or other natural hazard. High-profile community events can showcase the City's historic downtown and generate economic activity. Investments in

Key Factors to Enhancing Quality of Life

Statesville will benefit from investments that improve quality of life and community identity.

- Enhancements to community gateways will make the city a more attractive and inviting place for potential residents and businesses.
- Strategic improvements to existing neighborhoods can promote an improved quality of life for current residents and attract new residents.
- Investments in Statesville's rich history, historic districts, sites, and buildings can support local tourism and commerce. The City's investment in downtown streetscape improvements is an example of this effect.
- Providing new greenways, parks, and recreation amenities can improve health outcomes for residents, create better connectivity within the City, and protect important natural areas.
- The City will need to cooperate with other partners such as Iredell County, Iredell County Economic Development Corporation, and Iredell Statesville Schools to secure and market quality of life amenities.

bicycle and pedestrian facilities create opportunities to improve the health outcomes of residents, provide mobility options, reduce congestion, and attract tourism.

Improving Existing Neighborhoods

While the City has a large degree of influence on new development, existing neighborhoods are also important to protect and improve. Land use regulations can protect neighborhoods from incompatible uses, require appropriate pedestrian and vehicular connections between neighborhoods, and require buffers between different land uses to reduce impacts on neighborhoods. Throughout Statesville's history, inconsistent development standards have resulted in an inconsistency of neighborhood amenities throughout the city. Older, traditional neighborhoods close to downtown include sidewalks on both sides of the street, neighborhood parks or common open spaces, street trees, and walkable and safe access to local shops and services. Automobile-oriented neighborhoods of the mid- to late-twentieth century lack some or all of these amenities. These later-developed existing neighborhoods and their residents would benefit from the addition or expansion of the kinds of amenities available in the older traditional neighborhoods when resources for expansion are available.

Valuing Historic Resources

Statesville's unique historical character sets it apart from the surrounding area, a point of pride for Statesville in the region. Preserving and recognizing the value of these historic resources can contribute to the city's "sense of place," or identity, helping residents new and old feel more at home in Statesville. The City has already taken steps to preserve the historic built infrastructure within downtown, with four distinct Historic Districts encompassing a total of 505 parcels and 446 structures. Through preservation initiatives and design standards that complement the existing historic fabric, Statesville can celebrate its unique architectural and cultural history.



Historic Districts

Designation of local historic districts is one way the community officially recognizes the value of built history. The district may be used to protect or promote certain architectural features. Historic District designation can also be a requirement for grants that the City, individuals, or non-profit organizations may pursue to keep structures in good repair, such as grants distributed through the North Carolina State Historic Preservation Office. Statesville's four local historic districts include Academy Hill, Davie Avenue/Broad Street, Mitchell College, and South Race Street.

Academy Hill

The Academy Hill District is the smallest of Statesville's historic districts. It is a mixed-use neighborhood that developed primarily during the late nineteenth and early twentieth century. Its focal points are Mulberry Street School and the Statesville Male Academy which was constructed in 1874 and served as a private school for more than a quarter of a century. A brick manufacturing plant, foundry, machine shop, and mirror manufacturing plant contributed to the neighborhood's vitality in the early twentieth century. Historically, the schools, industries, and residential components of the neighborhood were closely intertwined. Generally, the houses are modest buildings often with late Victorian or simple Queen Anne detailing.

East Broad Street / Davie Avenue

The East Broad Street/Davie Avenue District is a linear neighborhood located just east of the commercial downtown. It includes a high number of architecturally significant residences that reflect Statesville's increased prosperity between 1880 and 1918. Along the tree-lined streets of this well-preserved district, are many fine local interpretations of nationally popular styles of the period including: The Queen Anne, the Craftsman bungalow, and a diverse assortment of revival styles including Colonial Revival, Elizabethan, and Tudor Revival.

Mitchell College

The largest of Statesville's historic districts, the Mitchell College District, is located just west of Statesville's central business district. The neighborhood surrounds Mitchell Community College, originally chartered in 1852, and also includes several historic churches, a historic synagogue, and one of the oldest cemeteries in Iredell County. A number of architecturally significant houses dating from the late nineteenth and early twentieth centuries reflect the local prosperity and the popular architectural styles of the period. While a diverse range of revival styles and bungalows can be found, the most prevalent styles in the neighborhood are the Queen Anne and Colonial Revival.

South Race Street

The South Race Street District is a densely developed community of houses, churches, and neighborhood stores associated with the manufacturing and rail corridor, which skirts the southern edge of town. The district occupies most of eight city blocks. It consists primarily of both large, two story houses and smaller worker class houses built between 1894 and the 1930s to house the skilled and white-collar workers employed in nearby industries. The architecture reflects traditional house forms, including the I-house, double-pile, and cottages with hip or side gable roofs, as well as national styles popular during the period, such as Queen Anne, Colonia Revival and bungaloid.

Statesville Historic Districts



Other Historic Resources

Outside of the locally designated historic districts, there are historically significant residences, churches, and commercial buildings, including the Statesville Depot, Center Street AME Zion Church, the McClelland-Davis House, Oakwood Cemetery, and Fort Dobbs. These and other significant buildings help to tell the story of Statesville, giving context to the past and providing inspiration for future development.

Historic Downtown

The Statesville Commercial Historic District is listed on the National Register of Historic Places for its architectural significance. The district consists of commercial and institutional buildings that form a robust base for the city's historic character. The majority of buildings in the district were constructed between the late nineteenth and early twentieth century. Both the quantity and quality of historic buildings in downtown are greater than similarly situated North Carolina cities. While other cities may try to establish a new downtown or main street environment, Statesville has inherited one. Statesville's downtown is the city's primary walkable destination for local shopping, eating, people watching, and viewing architecture. This makes downtown one of the city's most marketable quality of life amenities. Having a large cohesive district multiplies the possibilities for creative business and community event programming to offer more choices for people to visit downtown and spend dollars at local businesses.

First National Bank Building and Alliance Clock Tower

The distinctive design of the Alliance Clock Tower, atop the historic First National Bank Building, presides over the intersection of Center Street and Broad Street in the heart of downtown. It serves as a visual landmark for pedestrians and motorists alike entering the area and has been considered as a treasured symbol in some tourism initiatives.

Vance Hotel

The Vance Hotel, located in downtown Statesville, was completed in 1922 and is listed on the National Register of Historic Buildings. The hotel occupies a prominent spot in the city's downtown, at the corner of Front and Center Streets and across the street from the Statesville Civic Center. The building has both historic and economic significance for the rest of downtown Statesville. The City purchased the building in 2012. Private investors have proposed a full restoration of the building into a boutique hotel or mixed-use facility.



Fourth Creek Cemetery

Dating back to 1758, the Fourth Creek Cemetery is a part of the city's original charter that established Statesville in 1789. The local heritage on the site traces from the revolutionary era until well after the Civil War. It has been municipally owned and managed for nearly ninety years. The cemetery serves as an important connection to the past.

Fort Dobbs

The State Historic Site at Fort Dobbs offers a unique view into the history of the French and Indian War as the only state historic site associated with this period. The site programming includes educational experiences for children and adults, giving perspective on daily life through historical reenactments. The grounds include the fort site from 1756 and surrounding archaeological excavations.



As time passes, the City should consider recognizing other

important areas, sites, buildings, and residences that are historically significant. Over time, redevelopment will occur and pose risks to historic assets. Quality of life can be enhanced in Statesville by ensuring that tools are available to protect important historic assets as redevelopment and change occurs.

Facilitating Community Events

The City of Statesville has a wealth of exciting events which contribute to tourism as well as the sense of pride that Statesville residents have for their home. The area is home to events such as the Carolina Balloon Fest, the Statesville Pumpkin Fest, and the Full Bloom Film Festival. The lively arts scene in Statesville is supported in part by the Iredell Arts Council, which organizes events

throughout the year and supports Theatre Statesville, the local community theater, and the annual Full Bloom Film Festival. In the heart of downtown, the Statesville Civic Center is home to one of the longestrunning bridal shows in the state and provides meeting space for a variety of major events each year.

The City's support for community events draws visitors and new residents to Statesville and improves the quality of life for current residents. Continuing to support these important Statesville institutions and expanding the cultural offerings to serve a diverse range of



interests will ensure that Statesville remains a vibrant hub of activity year-round.

Providing Greenways, Parks, and Recreation Needs

Greenways, parks, and recreation facilities are some of the most visible amenities in the community. Providing these features enhances the quality of life for residents and visitors of Statesville and contributes positively to the overall community experience. According to the Trust for Public Land's Parks core metric, only 50% of Statesville residents live within a 10-minute walk of a park. This is lower than the national average of 55%. Easy access to a park for fresh air, physical exercise, and social connections has been recognized as important for community health and as a desirable amenity.

50% of residents live within a 10 minute walk of a park.



National average 55%

Land Use Profile pages 17 through 19 for more about greenway and park

Studies have shown that people who spend time in nature have reduced blood pressure and stress levels, and those who live close to parks are more likely to be physically active. Even in the absence of physical activity, exposure to nature can have positive health impacts.

As part of a recreation and parks program, greenway systems provide safe connections between parks, destinations, and neighborhoods. Connection to a greenway improves the livability of an area for residents both young and old and is consistently tied to higher property values. The City currently maintains a greenway along Fourth Creek to the northeast of downtown, with plans to expand the greenway network to serve more residents. Some of the existing and proposed greenways in Statesville may become integral pieces within the proposed Carolina Thread Trail, which would create active recreation connections between cities and major destinations throughout the Greater Charlotte area.



As Statesville develops over the next twenty years, the network of parks and active recreation facilities will be expanded to serve a greater proportion of Statesville, allowing more residents to access the benefits of parks and physical activity through walking, biking, and passive recreation. To support these efforts, the City is developing a Comprehensive Recreation and Parks Master Plan called "Route 2 Recreation" or "R2", which identifies the current and future parks and recreation needs within the city. This LDP will complement the efforts of the Recreation and Parks Department to ensure that development in Statesville supports the needs and goals for recreation and parks facilities. When parks and land development planning are coordinated, everyone benefits.

Connecting Hazard Mitigation and Greenways

By including land vulnerable to flooding within the city's greenway network, Statesville gains two public benefits: the greenway and natural lands for recreational use and visual appeal to passersby, and the reduction of property damage and loss due to flooding or severe storms.

Protecting land in its natural state along streams and within the floodplain can have a significant impact on a city's resilience to heavy storms and flooding, especially as intense weather events become more frequent due to climate change. This type of "green infrastructure" offers significant cost savings in construction and maintenance when compared to traditional "gray" stormwater infrastructure. The conservation of these important lands can improve water quality and reduce the chance for repetitive loss that often occurs when development is built within the floodplain.

In addition to the ecological and fiscal benefits of floodplain and riparian area conservation, the development of a greenway on conservation land can supplement community connectivity goals and provide recreation opportunities that generate higher-value development and enhance Statesville's quality of life.

A Proactive Role for the City: Peer Examples

PRIORITIZING GREENWAYS AND URBAN TRAILS TO SPARK DEVELOPMENT IN HICKORY, NC





(Top) Downtown Hickory City Walk Conceptual Art;

Planning for greenways and urban trails can be the first step in developing a robust network that residents, workers, and visitors can all enjoy. The City of Hickory adopted a *Sidewalk, Bikeway, Greenway, and Trail Master Plan* in 2000. Hickory's greenway development goal is to give the public access to natural settings without having to drive outside the city. The City focuses resources and planning efforts on existing corridors such as utility easements, existing and abandoned railroad rights-of-way, and environmentally sensitive areas such as wetlands and floodplains. This strategy reduces conflict with private land holdings and provides broad ecosystem benefits by reducing development intensity near sensitive areas.

In addition, urban trails have been planned where buildings prevent greenway construction, using existing sidewalks as links when needed. Landscaping and signage throughout the system create a cohesive identity, and mark locations for public art, recognition of historical sites, and educational opportunities.

The plan highlights the economic impact of trail development for tourism and downtown revitalization purposes. Trail development is prioritized where it has the potential to provide a diverse range of economic, environmental, transportation, and recreation benefits

The vision laid out in the plan culminates in the creation of the Hickory Trail, a 10-mile multiuse path currently under construction. The first phase, called the City Walk, is an urban trail running from Lenoir-Rhyne University through downtown, generating an estimated nearly \$50 million in new development

REIMAGINING AND INVESTING IN A CHALLENGED CITY - WILSON, NC

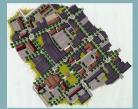
Wilson had lost much of its industry with the decline of tobacco and textiles in North Carolina. Its recent rejuvenation is a product of sound planning and seizing opportunities. With a large downtown area and more potential projects than initial resources, Wilson engaged in both comprehensive and targeted planning to be prepared for private investment and community investment funding opportunities that came available.

Among the many recommendations of the plan was an objective to build a large urban park not far from the center of downtown. That park, coupled with the local spark of a homegrown folk artist – Vollis Simpson – whose massive whirligig sculptures needed a new home, became a catalytic project for the town. The notable park both brought visitors and served as a destination for locals. It sparked breweries and arcades and restaurants on its edges and served as proof that planning could deliver.

Wilson then built on that success using the trust and good will to continue to plan other challenging districts including the 301 corridor and the Tobacco Warehouse District. Between FY 2010 and FY 2020, these efforts resulted in more than \$61 million in private and public investment in downtown Wilson, with approximately \$55 million from private investment.







(Top) Whirligig Park (*image author Beyond My Ken via Wikimedia Commons*)

(Bottom) (L) 301 Corridor and (R) Historic Tobacco Warehouse District planning documents

Coordinating with Civic Partners

In any municipality, there is some overlap between the services provided by the local government and the county or other public or public-serving entities. This overlap may take the form of utility provision, school administration, coordination of economic development, as well as other government functions. This duality is especially apparent in Statesville, which serves as the Iredell County seat, home to both County and City administrative buildings. Because the City's resources are limited, it is important to ensure that City and County governments cooperate where possible to maximize benefits for the entire community.

Iredell County Government

As Statesville grows, the City limits will push into the land currently under County jurisdiction. In order to ensure development that is consistent with Statesville's goals, the City must coordinate its standards with County planning administration. By necessity this will include coordination with neighboring municipalities within the County as well.

Coordination could take the form of joint planning or coordinated zoning overlays for gateway corridors, expansion of extraterritorial jurisdiction (ETJ) so Statesville may plan and zone for future growth areas and maintaining strong working relationships for both staff and elected officials.

Iredell-Statesville Schools

A quality school system is a critical resource to any community and a strong draw for prospective residents. Coordination of new housing development with school system capacity is important to avoid overcrowding. Perceptions of the quality of schools can influence business decisions on where to locate. Communicating the full breadth of educational opportunities in the district is a key aspect of economic development. Securing new school sites can respond to neighborhood needs both in newly developing areas such as Barium Springs, and in existing neighborhoods such as the Southern Statesville neighborhoods that would benefit from new school investment in their neighborhood. Schools may serve as neighborhood anchors, and nationally there is a growing interest in the integration of school recreation areas into the network of parks and recreation.

Iredell County Economic Devleopment Corporation (ICEDC)

The unified Iredell County Economic Development Corporation (ICEDC) was formed in 2017, joining smaller area entities, including Statesville Regional Development, into one countywide organization. The ICEDC promotes economic growth and stability through supporting the creation of new jobs and encouraging investment. It is a key partner in attracting industries to Statesville and Iredell County and building the local workforce.

Statesville Housing Authority

The Statesville Housing Authority provides low-income citizens with safe, clean, and affordable housing to help improve their quality of life. It administers public housing units and housing choice vouchers, collaborates with public agencies and private organizations to support residents, and manages programs to further fair housing. The Housing Authority can respond to housing needs with a detailed and practiced eye and is a critical partner in helping the City identify resources or decisions that could help provide an adequate stock of housing.

Additional Partners

Additional coordination with a broad range of partners helps keep the City focused on evolving issues and conditions. Statesville Downtown Development Corporation, the Greater Statesville Chamber of Commerce, civic and nonprofit advocacy organizations, neighborhood organizations, and professional organizations all help guide private investment within the city and can be partners in implementing the goals of this plan.

Guidance for Decisions

Enhancing Quality of Life in Statesville will be guided by the following set of goals and policy statements and will be implemented by actions listed in Chapter 5: Implement the Plan. These goals, strategies, and actions, exist to help implement the narrative described in the rest of the chapter. They may be referenced both during development approval process and in the ongoing strategic decisions of City staff and elected officials.

Chapter 4 Goals

- Goal 4-A Stable neighborhoods will form the backbone of Statesville. Residents will enjoy widespread public amenities and safe, context-appropriate development.
- Goal 4-B Historic resources will be preserved and recognized for the economic and cultural benefits they provide.
- Goal 4-C A superior system of parks and recreational facilities and programs will serve neighborhood and community recreational needs.
- Goal 4-D Cultural opportunities will enhance the life of residents and help attract employers.
- Goal 4-E A system of greenways will serve the community's recreational and mobility goals and protect water quality and property from degradation or damage due to stormwater runoff and frequent flooding.
- Goal 4-F The development of neighborhoods, parks and recreational facilities and transportation improvements will be coordinated with the development of schools to meet the needs of the City's increasing population.

Chapter 4 Policies

Neighborhood Enhancement

- 4-1 Maintain the safety and integrity of residences through effective enforcement of zoning, building, and housing codes. Enhance standards and enforcement for maintenance of vacant properties to prevent negative impacts on neighbors, such as requirements for keeping the property in good repair and modifying the time to comply, as necessary.
- 4-2 Allow for development of housing choices and a compatible mix of unit types and neighborhood scale services that are set out in the Land Use and Character map and categories. Maintain compatible transitions between different land uses and housing types through effective land use and site design regulations, such as architectural, land use, and natural transitions and buffering.
- 4-3 Encourage walkability through well-designed and safe connections between residential and nonresidential areas or through the encouragement of mixed use districts that allow residents to access more services without their car.
- 4-4 Develop a plan to maintain and improve areas used for public pathways, including sidewalks, rights-of-way, and street trees to enhance safety and preserve neighborhood conditions, especially along, across, and adjacent to gateway corridors.
- 4-5 Clean and maintain existing sidewalks, and fill-in gaps in the sidewalk network.

Preserve Historic Resources

- 4-6 Encourage, and where appropriate, support the preservation and enhancement of historic resources, including supporting the protection of historic sites and protecting the physical character within historic districts through design regulations.
- 4-7 Maintain and update historic resource inventories through the Historic Preservation Commission.
- 4-8 Continue to preserve historic structures through partnerships with property owners, historic preservation interest groups, and the North Carolina State Historic Preservation Office.
- 4-9 Coordinate property maintenance assistance with historic preservation efforts. The City should ensure that financial assistance, such as historic district tax credits, for maintenance or redevelopment does not result in a change in historic character, or the teardown or damage of historic resources.
- 4-10 Provide technical assistance to individuals and agencies seeking state or federal funding for the preservation of significant historic resources.

- 4-11 Consider establishing a downtown façade improvement program including façade grants, loans, or other mechanisms as an incentive for owners to improve facades of historic areas. This program may be administered by the Downtown Statesville Development Corporation and may be consistent with existing Main Street programs. Façade improvements shall comply with the Downtown Statesville Design Guidelines.
- 4-12 Tell Statesville's unique history story in the public open spaces and streetscape. Coordination with a recommended branding strategy should explore Statesville's historic themes and traditions. Enhance the visual awareness and historic interpretation of Settlers cemetery as part of the open space system in Statesville.



Connection to Parks and Recreation

- 4-13 Implement the "Route 2 Recreation" Parks and Trails Master Plan. Design parks and recreation facilities to meet standards established in the plan.
- 4-14 Identify the changing recreational needs of the City's residents over time through regular surveys and assessments.
- 4-15 Require new developments of a certain size to include development of neighborhood and community park facilities and to identify a long-term maintenance program for maintaining these facilities.
- 4-16 Ensure that neighborhood and community parks have safe and efficient linkages to surrounding neighborhoods for pedestrians and bicyclists.
- 4-17 Explore opportunities for joint use of school sites for recreational, as well as educational purposes.

Resilience and Conservation

- 4-18 Credit dedications of critical environmentally sensitive lands, such as riparian buffers, and greenways or parks that occupy potential flood zones towards park dedication requirements.
- 4-19 Prohibit future development of buildings in floodplains, on wetlands and other natural and manmade hazards that are known to be vulnerable to repetitive flooding.

Cultural Attractions

- 4-20 Continue to promote downtown as the city's main cultural center through implementation of the downtown master plan.
- 4-21 Promote the creation of new or continuation of existing local celebrations or cultural events including street festivals, cultural heritage events, major civic anniversaries, large festivals, and fairs.



Downtown Statesville, Friday After Five

CHAPTER FIVE

IMPLEMENT THE PLAN

The preceding chapters of this Plan outline the vision for land development in Statesville and identify specific outcomes and policies to shape growth patterns over the next 25 years. This chapter identifies the action plan to implement those goals.

Inside this chapter:

Implementation Framework

Implementation Categories and Actions

Future Planning Efforts and Planning Tools

Capital Investments

Regulatory Updates

Programs and Initiatives

Implementation Framework

The preceding chapters of this Plan outline the vision for land development in Statesville and identify specific outcomes and policies to shape growth patterns over the next 25 years. This chapter identifies the action plan to implement those goals, by highlighting key areas of focus and priority actions for incorporation into annual funding considerations. In addition, this chapter provides guidance for monitoring, amending, and updating the plan.

Monitoring the Plan

Plan monitoring helps to ensure that the City is making progress towards its stated goals – verifying that the plan is working as intended. This includes evaluating the completion of specific actions as well as tracking performance of key indicators. A list of LDP actions should be supplied to the City Council for regular review as a part of strategic planning efforts or annual retreats. The City Council can identify priorities for implementation based on available resources and community priorities.

Amending the Plan

In North Carolina, municipal zoning enabling statutes require that zoning be "in accordance with a comprehensive plan." North Carolina planning and zoning statutes require that local governments make statements of consistency when delivering a rezoning decision on a development application. Though approval of an *inconsistent* amendment is deemed to have automatically adjusted the future land use map, maintaining a consistent updated document over time is best achieved by following up with Comprehensive Plan Amendments to be presented to the City Council at specified pre-determined intervals (e.g., annually). These amendments would account for all inconsistencies that have been created through the rezoning process. Doing this annually will ensure that the plan remains relevant, allowing staff to evaluate and adapt to new trends while guiding the City's development toward a cohesive vision.

Updating the Plan

While this Plan provides a vision for Statesville's growth over the next 25 years, much can change over that time. In addition to the annual plan reviews that incorporate zoning and land use amendments, the Plan should be reviewed and refined by minor updates every five years to reflect changes in the community, and to address new concerns. It is also recommended that the Land Development Plan should be formally and comprehensively updated every ten years.

Implementing the Plan

The following list of plan actions are priorities for implementing the vision and goals laid out in this Land Development Plan. Each year the Statesville City Council can review this list to identify and reaffirm priorities, taking into consideration the following key factors:

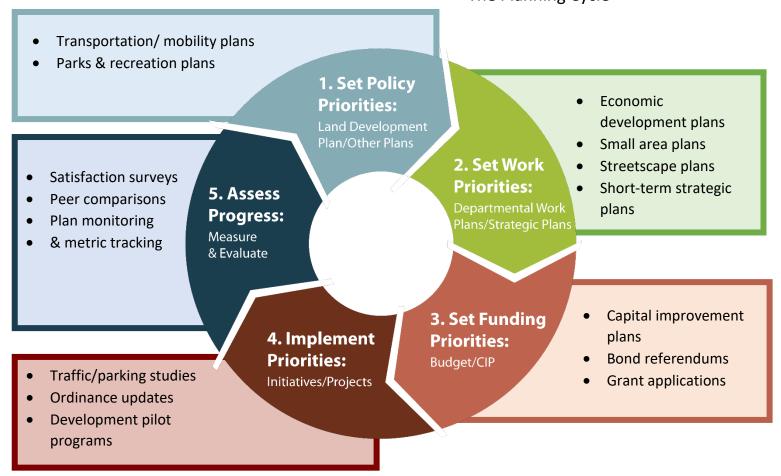
- Is the action a natural next step for advancing community goals?
- Is it important to begin implementation of the action in preparation for future conditions?
- Are there resources available (staff capacity and financial resources) to implement the program?
- Are there partnership opportunities to leverage available resources?

The review of implementation items should be coordinated with the annual budgeting and Capital Improvement Plan (CIP) process to ensure alignment between short- and long-term goals. This assessment will help to generate work plans for City departments and identify responsible parties associated with each item.

Opportunities to Expand and Refine

The Land Development Plan uses a wide lens to consider the future of Statesville. There are many additional types of plans and tools that can help implement the vision described in this plan and refine the details on a particular topic or a more focused area. That possibility is why one of the implementation categories is "Future Planning Efforts and Planning Tools." Though there are 14 actions in the category, they represent just a portion of the types of plans and planning efforts that are possible. In the pursuit of other actions, Statesville may choose to consider additional plans or studies to confirm sufficient details to act.

How Additional Plans and Efforts Can Fit The Planning Cycle



Implementation Categories and Actions

LDP implementation actions are divided into four main categories: Future Planning Efforts and Planning Tools, Capital Investments, Regulatory Updates, and Programs and Initiatives. The actions are then set out in matrices that identify related goals and policies that each action helps to achieve, and related SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis components that the action addresses. Eight actions are identified as short-term priorities for implementation. These actions are identified in the following matrices and should be prioritized when considering future budgetary and departmental work plans.

Future Planning Efforts and Planning Tools

Further planning actions include implementation of key existing plans and the creation of new plans and planning tools.

Continue to Implement Key Existing Plans

Goal 2-C: Maintain a sustainable mix of land uses in and around the city through effective, coordinated growth management.

Action-1

Support Implementation of the 2018 Airport Layout Plan

Policies: 2-12; 3-2; 3-26	SWOT Opportunity: Strategic development sites (Larkin
	Industrial Park, I-77 North Corridor, Airport, gateway
	corridors, others)

Preserve the potential for future growth of the airport and its surrounding environs. Promote and develop the significant interests of the area surrounding the Statesville Airport, without compromising operations. Some physical improvements to the airport and immediate area have been planned, and further development will require coordination with Iredell County, with land acquisition and development regulation required to maintain appropriate land use mixtures.



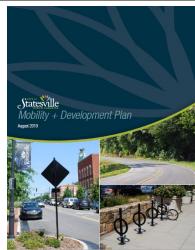
Goal 3-B: Residents will enjoy appropriate levels of services throughout the city.

Action-2

Implement the Mobility and Development Plan

Policies: 2-2; 3-26; 3-27; 3-28;	SWOT Opportunity: quality of life investments - public
3-29; 3-30; 3-31; 3-32; 3-334-	safety, trails and parks, infrastructure, blight removal, etc.
3; 4-4; 4-5; 4-16	

The Statesville Mobility and Development Plan (MDP) was created in 2019 to establish multimodal transportation priorities for the City and surrounding areas. The initiatives and recommendations from the MDP should be implemented and monitored to improve the movement of people and goods throughout Statesville. These efforts should be coordinated with NCDOT and the Charlotte Regional Transportation Planning Organization (CRTPO) to leverage funding partnerships and enhance regional connectivity. In addition to standard roadway improvement recommendations, the focus areas for implementation of the MDP are broken down according transportation mode:



Bicycle/Pedestrian

Bicycle and pedestrian improvements will improve the accessibility, mobility, and safety of Statesville residents. The City should pursue funding for sidewalk improvements through State and Federal grant programs, betterments through NCDOT projects, and similar opportunities. Significant improvements along corridors like Shelton Avenue will catalyze reinvestment and highlight the City's commitment to bicycle and pedestrian infrastructure. The City should also prioritize on-road bicycle improvements like appropriate signage, striping, and wide outside lanes. The City should continue to develop and connect existing greenway systems along Fourth Creek, Third Creek, Gregory Creek, and Statesville Middle School. In this process, trail and greenway acquisitions should be coordinated with the City's development review process to ensure equitable funding.

Transit

Statesville is focused on improving access (frequency of service and additional transit stops) to link South Statesville, downtown, and future park and ride stations into Charlotte. There are opportunities to provide better connections to the South Statesville Neighborhoods Strategic Focus Area. Coordination with the Charlotte Area Transit System (CATS) and Iredell County Area Transit System (iCATS) is critical to establishing alternative transportation options for Statesville's residents that commute to Charlotte and destinations internal to the city. The City should explore partnership options and evaluate locations for park-and-ride lots to develop quick and cost-effective access to employment centers. Park-and-ride lots should be located proximate to high-density residential and employment areas.

The City should continue to participate in discussions for the Western North Carolina Passenger Rail Service or other inter-city rail projects. As this service becomes a reality, the City should explore the option to provide direct transit service between the historic Statesville train station and downtown.

Freight

In order to promote efficient freight movement and preserve the downtown area, the City should work with NCDOT to identify and enforce appropriate truck routes within the City. The City should seek improvements along these routes to accommodate freight traffic.

Other Considerations

The City should continue efforts to emphasize safety through targeted transportation improvements along I-77 and I-40, and at other high crash locations using the Governor's Highway Safety Program. These and other improvements should be coordinated with the impacts of new development to maintain safe and efficient traffic patterns.

Implement the Comprehensive Recreation and Parks Master Plan

Policies: 3-1; 3-2; 3-28; 3-294-12; 4-18; 4-19; 4-13; 4-14; 4-15; 4-16; 4-17; 4-18 SWOT Opportunity: quality of life investments - public safety, trails and parks, infrastructure, blight removal, etc.

The Comprehensive Recreation and Parks Master Plan should be coordinated with the goals outlined in this LDP as well as the Mobility and Development Plan. Key opportunities include coordinating with the development of the Carolina Thread Trail, developing an interjurisdictional Bicycle and Pedestrian Plan



with Iredell County and surrounding municipalities, and identifying easements or rights-of-way that are appropriate for greenway and park development.

Goal 4-D: Cultural opportunities will enhance the life of residents and help attract employers.

Action-4

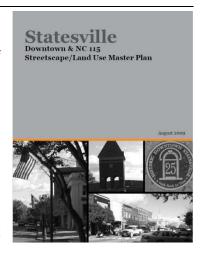
Implement the Downtown & NC-115 Streetscape/Land Use Master Plan

Policies: 2-1; 2-2; 2-5; 2-10; 2-12. 2-14; 2-21;3-2; 3-11; 3-27; 3-28; 3-29; 3-31; 3-43; 4-3; 4-

6; 4-11; 4-12; 4-20

SWOT Strength: downtown investment/growth

The Downtown & NC-115 Streetscape and Land Use Master Plan was developed in 2009 with the goal to enhance the economic vitality and visitor experience of downtown. Goals outlined within the plan are still relevant today, and the continued work to revitalize downtown is a major focus of this LDP. Downtown revitalization focuses on updates to infrastructure as well as marketing initiatives. The plan should be implemented, and updated as necessary with a form-based approach as it applies to the Shelton Avenue gateway corridor. The form-based approach should be used to allow more uses provided they meet design standards that match the character of the area.



The City should continue efforts to implement branding programs that contribute to the visibility and vibrancy of Downtown Statesville, including wayfinding, signage, and streetscape improvements. The City should also collaborate with Mitchell Community College to highlight its function as an anchor institution in downtown and plan improvements to the campus and surrounding areas. Key downtown landmarks should be redeveloped to highlight their historic significance.

Develop New Plans and Planning Tools

Goal 2-A: Maintain a sustainable mix of land uses in and around the city through effective, coordinated growth management.

Action-5

Continue to refine and implement the fiscal impact model to assist with efficient land use decisions

Policies: 2-1; 2-23-6; 3-34;	SWOT Weakness: Infrastructure not available for some
3-42; 3-43	developable areas
	SWOT Threat: public services that can't adequately serve
	new growth

Continue to refine and implement the fiscal impact model to have more complete information for reviewing land development applications and for considering extension of public utilities. The model could be used when deviation from the Land Use and Character Map is being considered, when edge developments along different designations are considered, and when the timing of extension of infrastructure or utilities is considered. The model can help City staff and leaders by providing a modeled projection of the fiscal impacts of proposed annexations and rezoning cases.

Goal 2-C: Compatible redevelopment, brownfields mitigation, revitalization, and changes of use that preserve existing character will be supported in alignment with priority reinvestment opportunities, particularly those located in Strategic Focus Areas. Revitalized areas will support surrounding neighborhoods while preserving neighborhood character, increase the fiscal return on investments to the City, and mitigate any hazards.

Action -6 Priority

Develop a small area plan for the Broad Street /Signal Hill Mall area

Policies: 2-1; 2-5; 2-17; 2-	SWOT Opportunities: redevelopment areas where
213-2; 3-28; 3-30	infrastructure exists (mall, neighborhoods, older industrial)

As described in this LDP, the Broad Street / Signal Hill Mall area is a challenge requiring flexibility of land uses and coordination between the City and landowners to undergo a transformation back into more productive use. Work with landowners to identify the best options to retrofit this area into a more vibrant destination, employment hub, and/or mixed use urban center. A small area plan will allow for the thoughtful consideration of opportunities that respects existing residential neighborhoods, the prominence of other commercial centers, and the desire to maximize connectivity throughout the area.

Action-7 Priority

Develop plans for gateway corridors

Policies: 2-1; 2-5; 2-11; 2-13; 2-14; 2-15; 2-18; 2-213-1; 3-2; 3-26; 3-27; 3-28; 3-29; 3-30; 3-31; 3-33; 4-4

SWOT Weaknesses: blighted community gateways; fewer quality of life amenities than neighboring jurisdictions (perception)

SWOT Opportunities: strategic development sites (Larkin Industrial Park, I-77 North; protection of corridors and historic areas Corridor, Airport, gateway corridors, others); protection of corridors and historic areas

Produce studies and small area plans for the individual gateway corridors identified in Chapter 2, prioritizing corridor planning efforts for those gateways that pass through and serve strategic focus areas (Broad Street, Salisbury Road, Front Street, Shelton Avenue, Turnersburg Highway). Use Salisbury Road as a primary test case to develop a more detailed action plan to serve corridor needs. Consider the need to prepare gateway corridor overlay districts, particularly for priority commercial corridors designated as Activity Corridors on the Land Use and Character map. Work with Iredell County to protect the commercial character of corridors that cross jurisdictional boundaries through ETJ extensions or coordinated City & County overlay districts.

Action -8 Priority

Develop a unified identity for gateway corridors

Policies: 2-13; 2-14; 2-15; 2-18; 2-21; 3-1; 3-2; 4-4

SWOT Weaknesses: unclear community vision; blighted community gateways; fewer quality of life amenities than neighboring jurisdictions (perception)
SWOT Opportunities: protection of corridors and historic greas

Develop general design standards for City signage, wayfinding, and landscaping along the gateway corridors. The identity should be replicable as a consistent identity across all gateway corridors and should apply the unified design language already developed for Statesville-wide branding.

Develop a small area plan for Shelton Avenue and the Southern Neighborhoods focus area.

Policies: 2-1; 2-2; 2-13; 328; 3-29; 3-30; 3-33; 3-36

SWOT Weakness: blighted community gateways
SWOT Opportunity: strategic development sites (Larkin
Industrial Park, I-77 North Corridor, Airport, gateway
corridors, others)
SWOT Threat: continuing decline of inner ring, older
neighborhoods in southern Statesville

Develop a small area plan of the Shelton Avenue / Southern Neighborhoods focus area. The two key intersections on either end of Shelton Avenue in this area should be included in the small area plan: The connection to downtown at Garner Bagnal Boulevard, and the southern gateway to the city at the intersection with Amity Hill Road / Fayetteville Avenue / Old Charlotte Road, which sits at a crucial junction of expected commercial, industrial, and residential development, and planned greenways. The small area plan should identify an appropriate detailed vision for land uses, public amenities, connectivity within the area, and opportunities for investment, including opportunities to bring in additional businesses that improve access to goods and services to the existing residents of the neighborhood and support for additional multifamily uses to provide needed housing in the area. It should encourage continued maintenance of Wilson W. Lee Boulevard as growth further south potentially increases traffic, and it should consider and reinforce the recommendations of the Downtown & NC 115 Streetscape/Land Use Master Plan and ongoing Housing Authority planning efforts within this area.

Develop a small area plan for Airport / I-40 focus area

Policies: 2-1; 2-2; 2-6; 2- SWOT Opportunity: strategic development sites (Larkin 13; 3-6; 3-10; 3-26 Industrial Park, I-77 North Corridor, Airport, gateway corridors, others)

Develop a small area plan of the Airport / I-40 focus area. The plan should include the I-40 / Stamey Farm Road interchange, and the land around the airport, and consider the latest plans for upgrades and development of the airport property. The small area plan should consider the recommendations of the Mobility and Development Plan for Stamey Farm that comprises part of this focus area, but should review the area as a whole. The small area plan will help the City plan for the key connection from Statesville to the airport and I-40. Given the value of the airport to the community and its potential as an engine of economic growth, the Federal Aviation Administration (FAA's) Airport Compliance Manual (Order 5190.6B) which includes Part IV: Land Use should be respected by the small area plan, as should additional FAA guides referenced in Part IV or otherwise available from the FAA. The small area plan should identify an appropriate detailed vision for land uses, public amenities, connectivity within the area, and opportunities for investment.

Coordinate Growth and Annexation

Goal 2-A: Maintain a sustainable mix of land uses in and around the city through effective, coordinated growth management.

Action -11

Partner with Troutman and Iredell County on a coordinated small area plan and annexation agreement for Barium Springs

Policies: 2-1; 2-2; 2-4; 2-15; 3-1; 3-2; 3-7; 3-8; 3-30

SWOT Opportunity: 2nd wave of Charlotte growth (other communities have shrinking development options)

Clarify future annexation opportunities through the development of an annexation agreement with Troutman and Iredell County to defining the southern annexation boundary of the City. Jointly pursue a small area plan that encompasses the Barium Springs long term focus area to create a comprehensive plan for the area, particularly if development will occur across the two municipal jurisdictions. The statutory rules on annexation are not likely to lead to orderly development in this area. The thoughtful and coordinated planning of the Barium Springs area will benefit both communities and the County.

Goal 3-A: The City will coordinate development within the extraterritorial jurisdiction (ETJ) and corridors outside of City limits with Iredell County, as well as Iredell water and other utility providers, to facilitate long-term growth as set out in this plan, provide equity for property owners, and protect existing property owners from bearing undue costs of new growth

ction -12

Develop a long-term annexation policy and criteria to evaluate annexations based on the Tiered Growth Map

Policies: 2-2; 3-1; 3-2; 3-3; 3-4; 3-6; 3-7; 3-8; 3-41; 3-45; 3-46; 3-47; 3-48; 3-49; 3-50; 3-51

SWOT Weakness: Infrastructure not available for some developable areas

SWOT Opportunity: 2nd wave of Charlotte growth (other communities have shrinking development options)
SWOT Threat: public services that can't adequately serve new growth

Develop a formal annexation policy and criteria that utilizes the Tiered Growth Map. Tier Growth 2 areas should be prioritized for annexation and Tier Growth 3 areas should be considered. Annexation criteria also should include factors such as fiscal impact, impact on long-term growth potential, and the phasing of development with the City's CIP. In outlying areas that are not relatively contiguous with existing development, the City may defer approval of the development or agree to a phased development plan that is tied to provision and full funding of all public facilities. Relative contiguity, which should be defined in the City's development regulations, is not intended to preclude development of a parcel that does not directly abut existing development. The City recognizes that environmental conditions, property ownership patterns and other factors will create situations where development is desirable, even though the property does not abut an existing development.

Action -15

Coordinate development with neighboring utilities

Policies: 2-2; 3-3; 3-4; 3-10; 3-31; 3-45; 3-46; 3-47; 3-48; 3-49; 3-50; 3-51; 3-52

SWOT Weakness: Infrastructure not available for some developable areas

SWOT Opportunity: 2nd wave of Charlotte growth (other communities have shrinking development options) SWOT Threat: public services that can't adequately serve new growth

Coordinate growth policies and monitor area-wide utility capacities in partnership with neighboring utility providers in the County, including Iredell Water Corporation and West Iredell Water Corporation, to ensure available capacity can serve expected eventual land use and to identify needs for utility expansion.

Develop an intergovernmental agreement with Iredell County

3-2; 3-3; 3-4; 3-5; 3-7

Policies: 2-1; 2-2; 2-13; 2-15; 3-1; SWOT Opportunity: 2nd wave of Charlotte growth (other communities have shrinking development options)

Enter into an Intergovernmental Agreement with Iredell County to establish mutually acceptable standards and procedures for development within Tiers 2, 3, and 4 of the Tiered Growth Map, or within the Municipal Growth Overlay (MGA) recognized by the county. This may include reserving land for commercial development on the portion of gateway corridors that do not annex into the city upon development. In discussing an appropriate intergovernmental agreement, expansion of Statesville's extraterritorial jurisdiction (ETJ) should be considered targeting land that is in Tiers 2 and 3 or that connects the primary city limits to previous or expected satellite annexations. Joint small area planning may also be beneficial to developing common support for land uses and development standards applied within areas of common interest. It should be understood that any municipal provision of utility services to properties will require annexation of the property into the City of Statesville.

Goal 4-F: The development of neighborhoods, parks and recreational facilities and transportation improvements will be coordinated with the development of schools to meet the needs of the City's increasing population.

Coordinate with Iredell-Statesville Schools

Policies: 3-5; 3-7; 3-9; 4-17

SWOT Weakness: perception of lower performing schools

Coordinate with Iredell-Statesville Schools to identify high growth areas that require new school capacity; and to consider leveraging existing capacity when residential infill development and redevelopment occurs. Work with ISS to consider land banking for future school needs and locating new schools in neighborhoods that would benefit from public investment such as the Southern Neighborhoods near Shelton Avenue, the area south of Whites Mill Road and east of Amity Hill Road, within the Barium Springs long term focus area, and as a part of the Signal Hill Mall/ Broad Street redevelopment. Coordinate by sharing information with ISS on new residential development projects and learn from ISS about future projections for student generation and impacts on school capacity. Help preserve school sites in areas of need. Continue to coordinate on recreation and cultural programing.

Goal 3-A: The City will coordinate development within the extraterritorial jurisdiction (ETJ) and corridors outside of City limits with Iredell County, as well as Iredell Water and other utility providers, to facilitate long-term growth as set out in this plan, provide equity for property owners, and protect existing property owners from bearing undue costs of new growth.

Evaluate enhanced subdivision and development requirements or impact fees to provide adequate services and facilities.

Policies: 3-28; 3-30; 3-31; 3-32; 3-34; 3-35; 3-38; 3-40; 3-41; 3-42; 3-43; 3-44; 3-48; 3-49; 3-50; 3-514-18; 4-19

SWOT Weaknesses: limited resources for capital projects; infrastructure not available for some developable areas SWOT Threat: public services that can't adequately serve new growth

Evaluate enhanced subdivision and development requirements related to the provision of park and recreation services, development of sidewalks and greenways, expansion of water/wastewater utilities, and road improvements. Consider the use of new development or subdivision exactions, impact fees, facility benefit assessments, and other techniques that are linked to the CIP and ensure that development provides its proportional share of public facilities.

Goal 3-B: Residents will enjoy appropriate levels of services throughout the city.

Action-17 Priority

Strengthen the Capital Improvement Program (CIP)

Policies: 3-5; 3-27; 3-33; 3-35; 3-36; 3-37; 3-39; 3-40; 3-41; 3-44; 3-45; 3-46; 3-47; 3-48; 3-49; 3-50; 3-51; 3-52

SWOT Weakness: limited resources for capital projects SWOT Threat: public services that can't adequately serve new growth

In updating both a short-term (5 years) and long-range (10 years) capital improvement program:

- Establish level of service standards and maintain adequate levels of services in a cost-effective manner.
- Identify existing service deficiencies and include plans to resolve existing service deficiencies within 5 years of adoption of the plan and to accommodate demands from new development.
- Distinguish between costs for resolving existing deficiencies and providing new capacity.
- Prioritize capital investment opportunities within the strategic focus areas of this LDP.

Use the program to coordinate capital Improvements with Iredell County, the Iredell-Statesville School District and other service providers. Share information on planned improvements with these agencies to efficiently coordinate the timing of construction.

Plan for utility infrastructure improvements in partnership with service providers.

Policies: 3-3; 3-4; 3-5; 3-10; 3-29; 3-31; 3-35; 3-41; 3-44; 3-45; 3-46; 3-47; 3-48; 3-49; 3-50; 3-51; 3-52

SWOT Weakness: limited resources for capital projects SWOT Threat: public services that can't adequately serve new growth

Study and plan for infrastructure improvements during the design process of transportation and streetscape improvements to ensure capacity for future growth and continued functionality (water, sewer, electricity, and wired and wireless communication). Secure adequate water rights and construct conveyances and treatment capacity to serve projected demands within the City and throughout its planning area. Require all new public and private utilities be placed underground or relocated away from the street frontage in new residential neighborhood projects, and when new construction occurs.

Goal 4-D: Cultural opportunities will enhance the life of residents and help attract employers.

ction-19

Maintain and grow the improved streetscape

Policies: 2-13; 2-15; 2-16; 2-183-28; 3-29; 3-30; 3-31; 3-324-3; 4-4; 4-5; 4-12

SWOT Weakness: Fewer quality of life amenities than neighboring jurisdictions (perception)

Extend and maintain pedestrian, cultural, and artistic amenities (e.g., streetscape, public art, public buildings, etc.) to attract residents and visitors to the downtown area. Provide enhanced pedestrian amenities and streetscape improvements and maintain comprehensive design standards for the downtown area, and priority gateway corridors set out in Action-7, and Activity Centers, Activity Corridors, and Traditional Neighborhood 1 Land Use and Character categories. Enhance pedestrian connections between downtown commercial areas, Mitchell College, activity centers, gateway corridors, and adjacent neighborhoods.

Staff Capacity

Goal 2-C: Compatible redevelopment, brownfields mitigation, revitalization, and changes of use that preserve existing character will be supported in alignment with priority reinvestment opportunities, particularly those located in Strategic Focus Areas. Revitalized areas will support surrounding neighborhoods while preserving neighborhood character, increase the fiscal return on investments to the City, and mitigate any hazards.

Action-20 **Priority**

Secure capacity for brownfields technical assistance

1 /	
Policies: 2-1; 3-10; 3-11	SWOT Weakness: disinvestment in inner ring areas around
	downtown
	SWOT Opportunity: redevelopment areas where
	infrastructure exists (mall_neighborhoods_older industrial_

Incentivizing and administering permits for redevelopment of brownfields requires specialized knowledge to account for the challenging conditions on the brownfield sites. This effort could be achieved by a coordinator at the City, a consultant, or, if a mutual understanding is reached, ICEDC staff. Through the coordinator, the City can build capacity to pursue federal, state, and private grants for brownfields remediation and revitalization and to recruit projects as catalysts for revitalization.

Goal 3-G: The City will establish community development and housing programs to partner with property owners and tenants to maintain or enhance the existing housing stock

Secure capacity for professional services to support community development and housing efforts

	<u> </u>
Policies: 2-20; 3-3; 3-12; 3-	SWOT Weakness: substandard housing in some older
13; 3-16; 3-21; 3-22; 3-23;	neighborhoods
3-24; 3-25; 4-8; 4-10; 4-14;	SWOT Opportunity: better marketing of community and
4-21	strategic opportunity areas; elevating vulnerable
	communities (better access to training and jobs, healthy
	food, and healthcare services

Evaluate City staff capacity to administer existing programs and standards as well as ongoing improvements that are a result of the actions in this LDP, such as development of a housing strategy and supporting future planning efforts for Redevelopment Strategic Focus Areas. Consider adding an additional full-time staff member to oversee community development and housing actions, including administering minimum housing regulations; facilitating private redevelopment efforts that achieve plan goals through ombudsman services in partnership with property owners, the Statesville Public Housing Authority, and ICEDC; applying for redevelopment related grants and funding sources for neighborhood improvement projects; maintaining an accurate inventory of vacant properties for reinvestment; and promoting economic development at a more local scale than the recruitment activities that the ICEDC may undertake. This staff member could be a liaison between zoning and code enforcement and private redevelopment interests to proactively advocate for better design on particular projects, could help maintain a

list of available existing properties available for infill and redevelopment, and could keep track of federal, state, or private grant opportunities to assist in their efforts.

Regulatory Updates

Goal 2-B: Growth in the Redevelopment Strategic Focus Areas will be prioritized through development incentives, such as fast-track permitting or fee waivers, and public investments.

Update the Unified Development Code (UDC) consistent with this plan

Policies: 2-1; 2-2; 2-3; 2-4; 2-5; 2-6; 2-7; 2-8; 2-9; 2-10; 2-11; 2-13; 2-14; 2-15; 2-16; 2-17; 2-18; 2-19; 2-213-4; 3-18; 3-19; 3-20; 3-28; 3-29; 3-30; 3-31; 3-32; 3-34; 3-35; 3-38; 3-40; 3-42; 3-43; 3-44; 3-47; 3-48; 3-49; 3-50; 3-514-1; 4-2; 4-3; 4-6; 4-7; 4-11; 4-13; 4-15; 4-16; 4-18; 4-19

SWOT Weakness: unclear community vision SWOT Opportunity: redevelopment areas where infrastructure exists (mall, neighborhoods, older industrial); protection of corridors and historic areas

The Land Development Plan (LDP) and Unified Development Code (UDC) work best to help guide development when they are consistent. As a part of this LDC process a Code Assessment will be produced to identify areas of the UDC that need adjustment to conform to the guidance of the LDP. The City can use the assessment and the goals and policies of this LDP to adopt UDC amendments that are consistent with this plan, including:

- Update the zoning districts of the UDC to achieve the intended character of the Land Use and Character section of this plan.
- To provide more clarity for development applicants, develop user-friendly flow charts that depict each step required for each of the various development review processes.
- Formally Include Policy 2-3 as guidelines for staff's assessment of rezoning cases within the text of the UDC. Prior to amending the Land Use and Character Map, the City should consider the following criteria and address these within required comprehensive plan consistency statements:
 - Will the project be consistent with the Plan's Vision Framework, goals, and policies?
 - Will the project be compatible with existing and future land uses for surrounding areas of the city?
 - Will the project enhance the overall quality of life in the city?
 - Will the project allow for the reasonable growth of private businesses that are dependent on specific geographic features or existing investments?
- Codify design standards for apartment buildings or complexes, mixed use buildings, and accessory dwellings. The standards should be sufficiently

- detailed to ensure a quality addition to the housing stock without being overly prescriptive. Consider connectivity standards as a part of this.
- Improve multifamily design standards, including elevating design standards for Low Income Housing Tax Credit (LIHTC)-eligible developments to make them a more attractive and successful product.
- Add guidelines and standards for quality infill development. Standards may include neighborhood compatibility requirements such as matching the dimensional features of adjacent developments (setbacks, building height, massing, etc.)
- Create incentives for redevelopment within Strategic Redevelopment Focus
 Areas, such as a reduction or waiver of development fees, reduction in
 development review procedural requirements, preferred placement in the
 order of reviewed applications, or reducing development standards (e.g.,
 landscaping or parking requirements)
- Consider creating form-based overlay districts for the gateway corridors listed in Action-7.
- Add guidelines or standards for transitions between different development intensities or use categories such as buffers, transitions in height, land use transitions illustrated in the Transect model, and shared architectural features.

Programs and Initiatives

Redevelopment

Goal 2-B: Growth in the Redevelopment Strategic Focus Areas will be prioritized through development incentives, such as fast-track permitting or fee waivers, and public investments.

ction-23

Provide incentives for development of compatible redevelopment projects, including on brownfields; and investigate programs to encourage development in gateways

Policies: 2-1; 2-4; 2-7; 2-9; 2-10; 2-12; 3-10; 3-11; 3-19; 3-32; 3-43; 4-2; 4-3; 4-9; 4-10

SWOT Weakness: infrastructure not available for some developable areas; fewer quality of life amenities than neighboring jurisdictions (perception)
SWOT Opportunity: 2nd wave of Charlotte growth (other communities have shrinking development options); redevelopment areas where infrastructure exists (mall, neighborhoods, older industrial)

Redevelopment and adaptive reuse projects may be located in any developed area of the city. Incentives should be applicable where existing development, parcel configurations, infrastructure, a history of pollution from past uses, or other constraints create economic obstacles to the development or redevelopment of land for planned uses. Incentives may include expedited permitting; relaxation of certain development standards such as setbacks, parking, or landscaping; waiver of development fees; and available bonus densities. These incentives should be prioritized for developments within the Redevelopment Strategic Focus Areas. Targeted programs such as tax incentives or special rules for the area may also be considered. Gateways are another priority for redevelopment. While reserving flexibility of standards for the more difficult redevelopment projects, there is still room to investigate other programs that can steer growth to gateways, such as programs that support minority and women-owned businesses, technical development assistance for startups and first-time business owners, and clear accessible information about development review procedures.

Protect historic resources with appropriate permitting and maintenance

Policies: 2-10; 2-12; 4-6; 4-7; 4-8; 4-9; 4-10; 4-11; 4-12; 4-19; 4-21

SWOT Opportunity: protection of corridors and historic areas

The City of Statesville should work with Iredell County to consider coordination on downtown and historic district properties, including calibrating inspections to the North Carolina Rehabilitation Code or standards specifically designed for historic structures. Funding options should be explored, including revenue sharing (e.g., obtained using application fees) between the City and Iredell County for this specific purpose. Coordinate property maintenance assistance with historic preservation efforts. The City should ensure that financial assistance for maintenance or redevelopment does not result in the damage to or loss of significant historic properties.

Neighborhood Maintenance

Goal 3-G: The City will establish community development and housing programs to partner with property owners and tenants to maintain or enhance the existing housing stock.

ction-25

Work with the Statesville Housing Authority to study and identify neighborhoods that would benefit from state or federal housing programs

<u> </u>	
Policies: 2-20; 3-13; 3-14; 3-	SWOT Weakness: substandard housing in some older
15; 3-16; 3-17; 3-19; 3-20; 3-	neighborhoods
22; 3-23; 3-24; 3-25	SWOT Threat: continuing decline of inner ring, older
	neighborhoods in southern Statesville

Working with the Statesville Housing Authority, conduct necessary demographic and property studies to qualify target neighborhoods for State and Federal housing and development grants that increase homeownership, improve housing conditions, redevelop blighted properties and fund needed infrastructure improvements.

Provide active assistance in securing partners for neighborhood revitalization.

Policies: 2-20; 3-13; 3-14; 3-	SWOT Weaknesses: substandard housing in some older
16; 3-17; 3-20; 3-22; 3-23; 3-	neighborhoods; lack of middle priced housing
	SWOT Threat: continuing decline of inner ring, older
	neighborhoods in southern Statesville

As a part of increased community development and housing assistance capacity, target unstable or declining neighborhoods for revitalization through partnerships between the City, housing and development agencies, and private property owners. Involve community outreach, education, and code compliance initiatives. Provide or ensure partners provide education for homeowners on the benefits of home maintenance and technical assistance to educate and assist homeowners in accessing financial and other tools to improve their properties.

Goal 4-A: Stable neighborhoods will form the backbone of Statesville. Residents will enjoy widespread public amenities and safe, context-appropriate development.

Protect residential neighborhoods through enforcement

Policies: 2-11; 2-18; 2-20; 3-	SWOT Weakness: substandard housing in some older
13; 3-14; 3-15; 3-16; 3-17; 3-	neighborhoods
32; 4-1; 4-2; 4-3; 4-9; 4-15	SWOT Threat: continuing decline of inner ring, older
	neighborhoods in southern Statesville

With input from citizens, inventory existing development for code violations, non-conforming situations and derelict sites and develop priorities for action. Increase neighborhood stability through collaborative code enforcement, provision of public amenities (e.g., sidewalks, green-space, streetscaping), and effective compatibility standards, such as setbacks, building height, massing that align with adjacent properties. Consider enhancing standards and enforcement for maintenance of vacant properties if it proves necessary to prevent blight. Ensure that new development and redevelopment projects within and near neighborhoods are designed to protect residents from unsafe or congested streets, noise, and other impacts that reduce neighborhood stability.

Action-27

Goal 3-G: The City will establish community development and housing programs to partner with property owners and tenants to maintain or enhance the existing housing stock.

Action-28 Priority

Track the need for the provision of affordable or workforce housing and prepare a strategy to achieve needed supply

Policies: 2-18; 2-20; 2-21; 3-12; 3-13; 3-22; 3-23; 3-24; 3-25

SWOT Weakness: substandard housing in some older neighborhoods; lack of middle priced housing SWOT Threat: continuing decline of inner ring, older neighborhoods in southern Statesville

The continued health of the Statesville economy and strength of the community is contingent on the ability of community members to find housing within the community that does not overburden their income. The City will track the need for affordable or workforce housing including census statistics on cost-burdened households and existing available supply for both dedicated affordable units and naturally occurring affordable housing. Dedicated units may be recorded as their development is approved. Monitor the expiration of affordable housing deed restrictions or agreements to stay ahead of future supply issues. Estimation of naturally occurring affordable housing may need to be projected from census or tax data. As a part of increased community development and housing assistance capacity, develop an affordable housing strategy to determine how an adequate supply will be achieved. Strategies may include assisting housing agencies, assisting private sector developers with appropriate incentives, pursuit of grants, and ensuring availability of low interest loans, as appropriate.

ction-29

Support the development of housing for seniors and other populations with special needs

Policies: 2-5; 2-18; 2-21; 3-14; 3-15; 3-19; 3-20; 3-21; 3-22; 3-23

SWOT Weaknesses: substandard housing in some older neighborhoods; lack of middle priced housing SWOT Opportunity: elevate vulnerable communities (better access to training and jobs, healthy food, and health care services)

Ensure that adequate opportunities support development of housing for seniors and other populations with special needs. Prior to sale of publicly owned properties, evaluate potential for development of age restricted housing or other special needs housing in partnership with the private sector, the Housing Authority and/or other housing agencies.

Support affordability through energy efficiency programs

	<u> </u>
Policies: 3-15; 3-16; 3-18; 3-	SWOT Weakness: higher unemployment rate than
21; 3-22; 3-25	neighboring communities
	SWOT Opportunity: elevate vulnerable communities (better
	access to training and jobs, healthy food, and health care
	services); quality of life investments - public safety, trails
	and parks, infrastructure, blight removal, etc.

Develop standards or assist residents in accessing utility-run programs to improve the energy efficiency of housing, to moderate energy consumption, and to reduce long-term energy costs for residents. Utility-run programs may include provision of efficient light bulbs, assistance securing energy star appliances, guidance on efficient weather-proofing, disseminating information about habits that can reduce energy bills, or any similar program run by the utility.

Appendix A: Land Use Types & Definitions

This Appendix provides examples and descriptions of land use types that are referenced in the Land Use and Character categories within Chapter 1. This information is intended to serve as an example of how these land use types may look on the ground. This information is for policy guidance purposes only and does not serve as direct design guidance. Other examples of these land use types may also be appropriate. The three sets of land use type examples include:

- Nonresidential land use examples
- Residential land use examples
- Natural lands and park use examples

This Appendix also includes definitions of terms used throughout the Land Development Plan.

General Nonresidential Land Use Examples

Non-Residential Uses	Examples	Associated Land Use & Character Classifications
Heavy commercial includes wholesale establishments, lawn and garden supply, automotive service, and other repair services	il fly lube	 Redevelopment Corridor Employment Center/Industrial Flex Activity Corridor
Heavy industrial including high-intensity manufacturing, processing		Employment Center/Industrial Flex
Institutional City and County government; religious centers; educational – standalone or campus; civic facilities; public safety facilities		 Activity Center Downtown Center Downtown Traditional Neighborhood 1 Downtown Traditional Neighborhood 2 Complete Neighborhood 1 Complete Neighborhood 2 Institutional
Light industrial low-impact manufacturing uses, warehousing		Redevelopment Corridor

General Nonresidential Land Use Examples

Non-Residential Uses Examples

Neighborhood-scale corner commercial/office

Incorporates small-scale retail, office, medical, and personal services uses into smaller footprint buildings intended to serve a neighborhood-specific base of users and customers.





Associated Land Use & Character Classifications

- Downtown Traditional Neighborhood 1
- Downtown Traditional Neighborhood 2
- Complete Neighborhood 1
- Complete Neighborhood 2

Office

Including traditional office, flex office, or entrepreneurial incubator space; can be designed as a residential conversion, smaller footprint office use, or larger office development





- **Activity Center**
- **Activity Corridor**
- **Downtown Center**
- Redevelopment Corridor
- Institutional
- Employment Center/Industrial Flex

Personal Services

including, but not limited to, hair or nail salons, pet grooming, laundry services, tailors, or minor repair services





- **Activity Center**
- **Activity Corridor**
- Downtown Center

General Nonresidential Land Use Examples

Non-Residential Uses Examples Associated Land Use & Character Classifications Retail Activity Center **Activity Corridor**

chain or independent businesses where the primary purpose is the sale of goods, products, or merchandise directly to the consumer. Includes, but not limited to, groceries, clothing, furniture and home furnishings, hardware, dry goods, coffee, and bakeries.





- Downtown Center
- Redevelopment Corridor

Specialty Nonresidential Land Use Examples

Non-Residential Uses Examples Associated Land Use & Character Classifications **Breweries and distilleries Activity Center** small-scale production facilities, **Activity Corridor** with tap- and/or tasting rooms. This Downtown Center specific use overlaps with retail and Redevelopment Corridor restaurant uses. **Entertainment and events Activity Center** including various uses such as **Activity Corridor** movie theaters, music or other **Downtown Center** performance arts venues, art Redevelopment Corridor galleries, or bowling alleys. Hospital Medical Core major medical center and supporting campus facilities

Specialty Nonresidential Land Use Examples

Non-Residential Uses Examples Associated Land Use & Character Classifications Hotel/hospitality **Activity Center** boutique or chain establishment **Activity Corridor** providing lodging or hospitality **Downtown Center** uses; stand-alone or with mixed-use Redevelopment Corridor commercial/ restaurant uses Medical Support Medical office and suppliers -Medical Core outpatient facilities, medical supply Medical Support stores and other related uses **Activity Center Restaurants and bars** chain or independent eating and **Activity Corridor** drinking establishments, often **Downtown Center** identified as a form of retail; a Redevelopment Corridor secondary use within hotel, Employment medical, or institutional uses; can Center/Industrial Flex also be integrated within Medical Core employment or residential mixed-Medical Support use areas Institutional

Specialty Nonresidential Land Use Examples

Non-Residential Uses	Examples	Associated Land Use & Character Classifications
Rural commercial agricultural support businesses and convenience retail or grocery, primarily located at crossroads areas, as well as U-pick produce, pumpkin patches, tasting rooms and other "agritourism"		• Rural

Residential Land Use and Building Type Examples

Residential Uses	Examples	Associated Land Use & Character Classifications
Single-family detached house incorporates one primary unit per lot. Currently the most common type of housing in Statesville.		 Downtown Traditional Neighborhood 1 Downtown Traditional Neighborhood 2 Complete Neighborhood 2 Rural

Residential Land Use and Building Type Examples

Residential Uses	Examples	Associated Land Use & Character Classifications
Duplex/Triplex/Quadplex Incorporates multiple units in a building that takes the form of a single-family detached house (see also housing type choices on page 37).		 Activity Center Downtown Center Downtown Traditional Neighborhood 1 Downtown Traditional Neighborhood 2 Complete Neighborhood 1 Complete Neighborhood 2
Patio home Small attached units that combine features of a single family detached house and a townhouse (see also housing type choices on page 37).		 Activity Center Downtown Center Downtown Traditional Neighborhood 1 Downtown Traditional Neighborhood 2 Complete Neighborhood 1 Complete Neighborhood 2
Townhouse Single-family attached units built in row format (see also housing type choices on page 37).		 Activity Center Downtown Center Downtown Traditional Neighborhood 1 Downtown Traditional Neighborhood 2 Complete Neighborhood 1 Complete Neighborhood 2
Small-footprint multifamily Incorporates multiple units in a small-scale building, designed to fit in a variety of residential and mixed-use contexts (see also housing type choices on page 37).		 Activity Center Downtown Center Downtown Traditional Neighborhood 1 Downtown Traditional Neighborhood 2 Complete Neighborhood 1 Complete Neighborhood 2

Residential Land Use and Building Type Examples

Residential Uses	Examples	Associated Land Use & Character Classifications
Large-footprint multifamily Incorporates a larger amount of apartment or condominium units in a larger-scale building.		 Activity Center Downtown Center Complete Neighborhood 1
Mixed use/upper story residential Residential units located above storefront commercial spaces.		Downtown CenterActivity Center
Accessory dwelling unit A small independent unit constructed in the rear or to the side of an existing home. May be standalone accessory structures or constructed above detached garages (see also housing type choices on page 37).		 Activity Center Downtown Center Downtown Traditional Neighborhood 1 Downtown Traditional Neighborhood 2 Complete Neighborhood 1 Complete Neighborhood 2 Rural

Natural Lands and Park Land Use Examples

Natural Lands and Parks Uses	Examples	Associated Land Use & Character Classifications
Agricultural development crop land or pasture and supportive structures/uses		• Rural
Golf Course publicly or privately maintained		Recreational Open Space
Park or open space passive or active recreation uses, conservation areas		 Activity Center Complete Neighborhood 2 Recreational Open Space
Pocket park publicly accessible; publicly or privately maintained; integrated within neighborhood		Downtown Traditional Neighborhood 2

Natural Lands and Park Land Use Examples

Natural Lands and Parks Uses	Examples	Associated Land Use & Character Classifications
Public spaces plaza or gathering space, coordinated with redevelopment		Redevelopment Corridor
Recreation and community activity centers publicly or privately maintained; integrated within neighborhood		 Complete Neighborhood 1 Complete Neighborhood 2
Sports facilities publicly or privately maintained		Recreational Open Space
Trails and Greenways integrated throughout or alongside other uses		Recreational Open Space

Natural Lands and Park Land Use Examples

Natural Lands and Parks Uses	Examples	Associated Land Use & Character Classifications
Undeveloped property Undeveloped natural land		• Rural

Definitions

- Adaptive Reuse: process of taking an existing building or structure and repurposing it to serve as a new land use.
- **Brownfields:** property with the presence or potential presence of hazardous substances, pollutants, or contaminants that requires mitigation efforts prior to expansion or redevelopment of structures.
- Infill Development: The process of building on vacant or under-used parcels within existing urban areas that are already largely developed. Infill development generally has access to existing public utilities.
- Master Planned Development/Planned Development: any community, neighborhood, or mixed use development in which all components of the development were comprehensively planned from its inception.
- Master Planning: The technique of comprehensively planning the design and layout of development, generally for a large-scale new neighborhood, mixed-use community, or commercial/industrial campus, to include land uses and amenities for the occupants.
- Neighborhood-scale: a scale of development intended to align with surrounding neighborhood context in terms of building height, building setbacks, massing of structures, and designs developed at a scale that are pedestrian-friendly.
- **Redevelopment:** any new construction on a site that has pre-existing land uses; generally also requires demolition of existing structures prior to rebuilding.
- Traditional Main Street: describes a type of street that resembles or serves as a primary retail street of a village, town, or small city; typically part of a street grid pattern, and generally with buildings fronting the street and connected through sidewalks and pedestrian ways to side streets, rear-loaded parking, and other downtown land uses.

Appendix B: More Jurisdictional Considerations

The lapse of the Statesville-Troutman Annexation Agreement (in January 2021) raises jurisdictional considerations relating to how land use decisions in both communities are made. Without an agreed-upon annexation boundary, the land area available for annexation into Statesville and Troutman is fluid—changing as land is annexed into each municipality. Per current state law, this plan assumes all annexation petitions will be voluntary; though a few special situations for municipality-initiated annexations exist.

Primary and Satellite Corporate Limits

Many of the rules for annexation are measured from the municipality's "primary corporate limits." This is the area defined in the municipality's founding charter along with all additional "contiguous" property that has since been annexed. For example, the Larkin Regional Commerce Park is part of Statesville's primary corporate limits because it is possible to move from the area originally chartered to Larkin without leaving the City's corporate jurisdiction. However, the Statesville Regional Airport is within the "satellite corporate limits" because there is unincorporated land between the primary corporate limits and the airport. Property originally annexed as satellite jurisdiction often become a part of the primary corporate jurisdiction as additional annexations connect that property to the primary corporate limits.

Contiguous or Noncontiguous (Satellite) Annexation

Annexations into Statesville are characterized by being either a 'contiguous' or 'noncontiguous' (satellite) annexation, determined by whether the annexation is adjacent to the primary corporate limits.

For properties contiguous to the primary corporate limits of either municipality, property owners may seek annexation into the municipality. As additional land is annexed by each municipality, it is possible that a single potential contiguous annexation petition could be in a position to choose which of the two municipalities to approach seeking annexation.

Municipalities may also annex noncontiguous land upon request, provided the land is within three miles of the primary corporate limits, and is not closer to another jurisdiction's primary corporate limits. This means there exists a functional line between Statesville and Troutman, that must be redrawn each time city limits change. It is this line that indicates into which municipality a request for satellite annexation may be made. Municipalities may use a formal annexation agreement to substitute a fixed line. Such a line was included in the recently-expired Annexation Agreement between Statesville and Troutman.

Extraterritorial Jurisdiction

Extraterritorial jurisdiction is an independent power from annexation but serves a related purpose. It extends the ability to zone property outside the municipality to areas that are likely to be annexed in the future so that they are developed in line with municipal standards.

Summary

There are statutes that help manage the competing interests of adjacent municipalities in contested land. All of it is more predictable and more orderly if achieved through agreements instead of the default rules. Current relevant boundaries are shown on the following page, including areas where Statesville could pursue satellite annexation, Troutman could pursue satellite annexation, and where the two intersect and are regulated by the default rules.

(See NC G.S. § 160A, Article 4A for more detail)

