

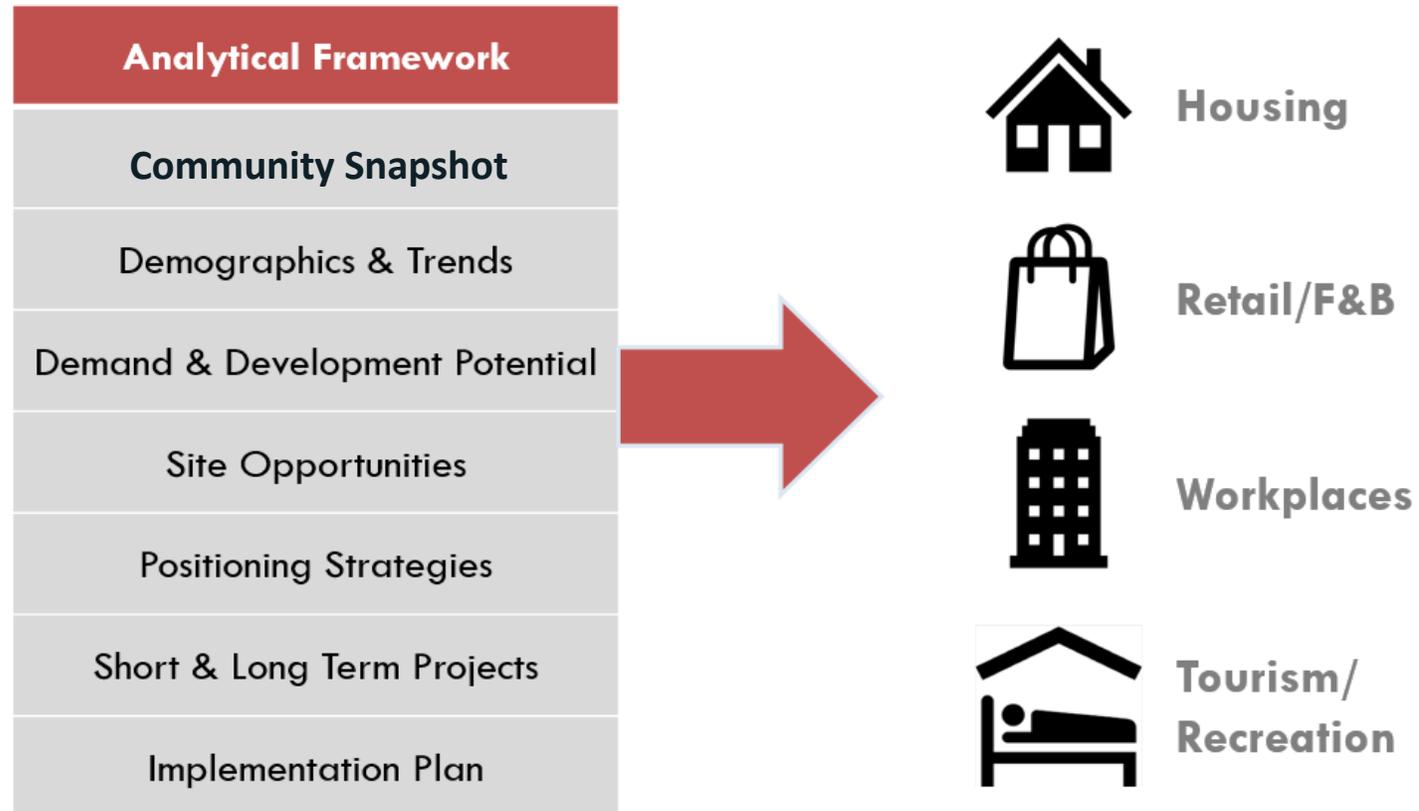


Market Analysis

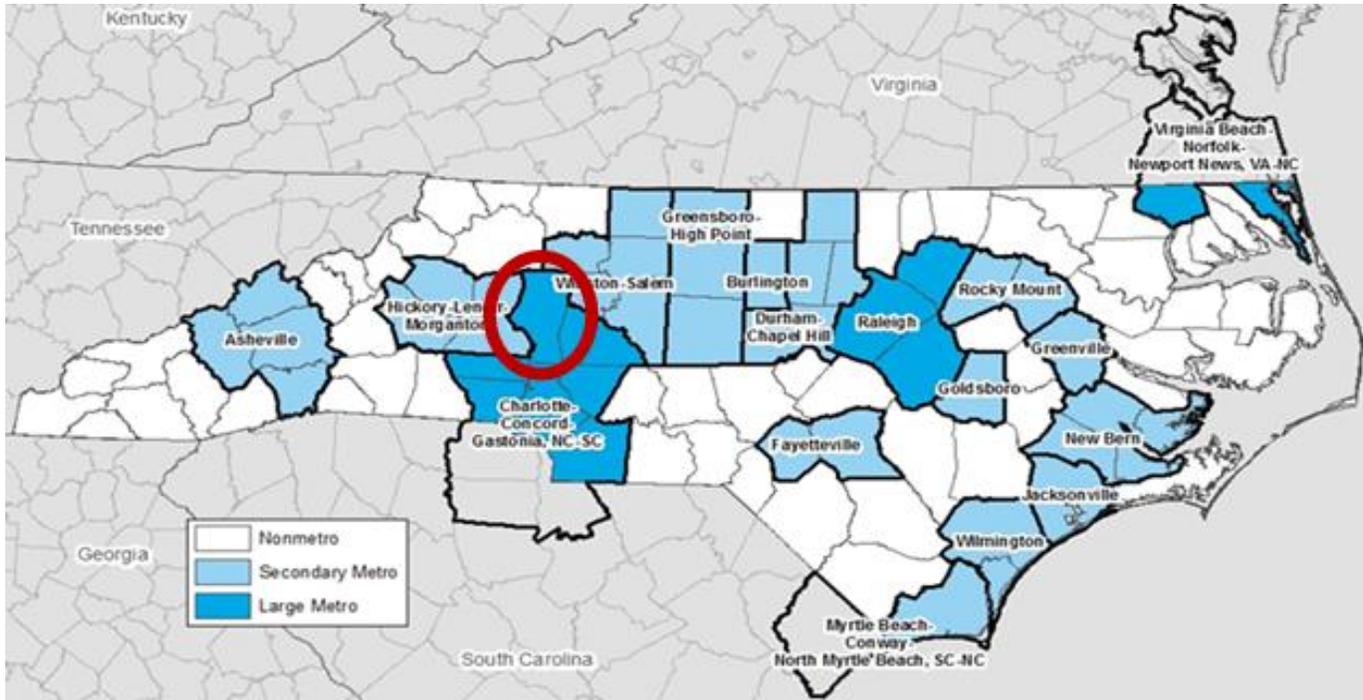
July 16, 2020



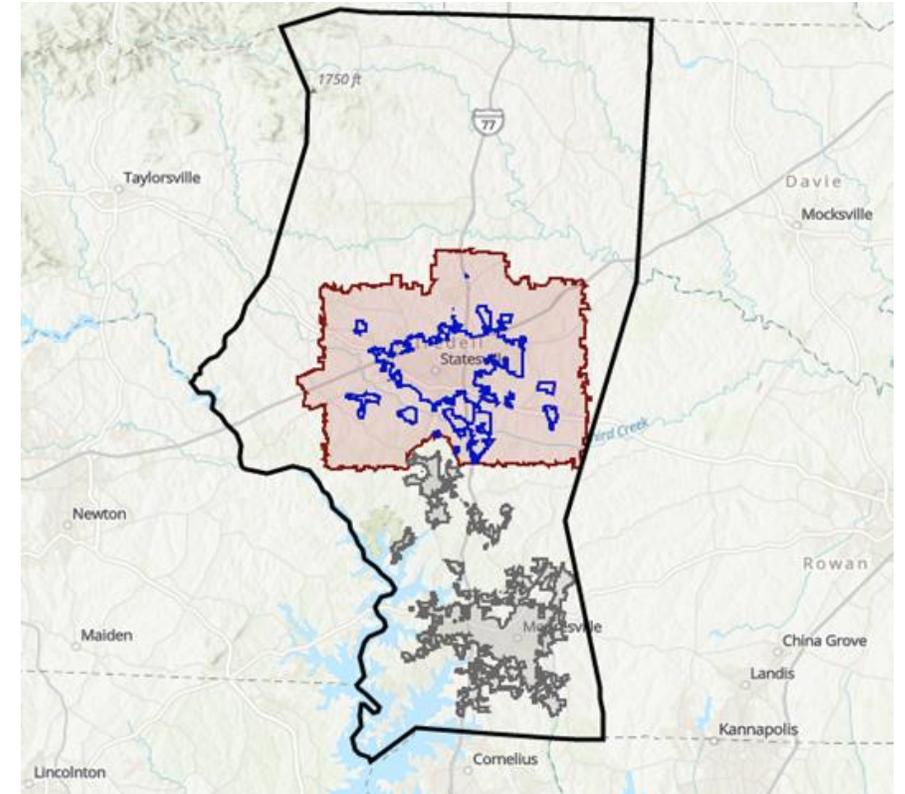
Our process



Community Snapshot - Context

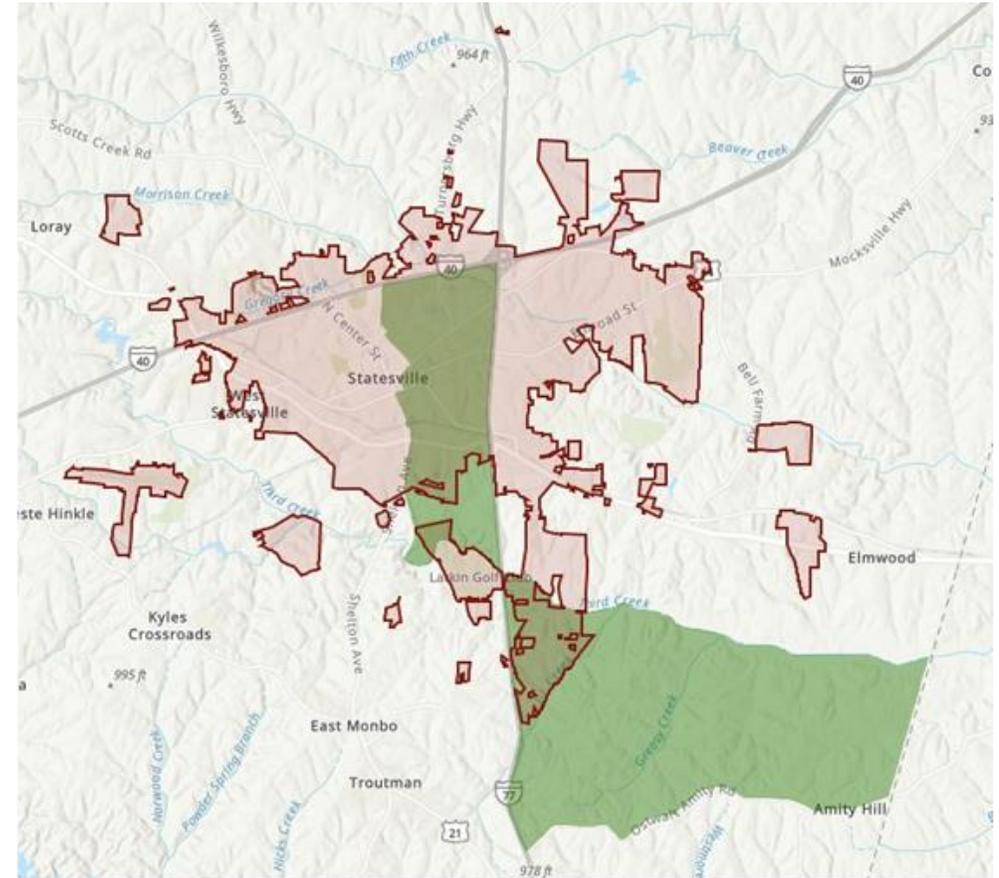


Source: Census Bureau MSA designations; July 2015 - NC



Community Snapshot - Assets

- Mitchell Community College
- Statesville Regional Airport
- Davis Regional Medical
- Iredell Hospital
- Statesville Business Parks
- Downtown Statesville
- Fort Dobbs
- Larkin, Lakewood & Statesville Golf
- Mac Anderson Park
- Statesville Park & Soccer Complex



Opportunity Zones (Green) - Statesville

SWOT Analysis



Strengths

- Interstate access
- Proximity to Charlotte, Winston-Salem, Hickory
- Regional airport
- Regional hospitals
- Historic character
- Lower cost of living / doing business
- Infrastructure “rich” (electricity, water, sewer, roads)
- Developable land / Employment development opportunities
- Downtown investment/growth
- Rail access
- Mitchell Community College
- Natural resources, addresses near Lake Norman

Weaknesses

- Lack of middle-priced housing
- Higher unemployment rate than neighboring communities
- Unclear community vision
- Substandard housing in some older neighborhoods
- Disinvestment in inner ring areas around Downtown
- Infrastructure not available for some developable areas
- Perception of lower performing schools
- Fewer QOL amenities than neighboring jurisdictions (perception)
- Limited resources for capital projects
- Blighted community gateways
- Lower wage jobs

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)
- Better marketing of community and strategic opportunity areas
- QOL investments – public safety, trails and parks, infrastructure, blight removal, etc.
- Elevating vulnerable communities (better access to training and jobs, healthy food, and healthcare services)
- Intermediate development opportunities (before market ready for development as zoned)

Threats

- Growth goes elsewhere where QOL is perceived to be better
- Continuing decline of South Side
- Public services that can't adequately serve new growth
- Limited capital planning and older infrastructure plans
- Growing population of people suffering from homelessness
- Development code restricting redevelopment opportunities

Quality of Life

Subjective – Many Variables:

- **Character – Population**
- **Economy – Job Opportunities**
- **Land Use & Infrastructure – People and place focused**
- **Transportation - Multimodal**
- **Housing – Attainable for a variety of incomes**
- **Education – Job readiness**
- **Health & Safety - Access to parks, food, housing**



Demographics & Trends

Housing

- Walkable Amenities
- Affordability
- Smaller Homes/Lots
- Multigenerational & Aging in Place



Office

- Co-working
- Amenity Focused
- Flexible
- Shrinking Footprints



Retail

- Smaller Formats
- Omnichannel (online)
- Experiential
- Main Street & Mixed-Use



Industrial

- AI/Technology
- Workforce Proximity
- Logistics/Distribution



“If employers can choose to live wherever they want, does that mean economic development groups focus more on convincing people to their cities? Even if their employer is sitting halfway across the country, if that employee lives in your community, they are buying a home or renting an apartment and spending all of their disposable income in that area. That is an infusion of economic activity that wouldn’t happen otherwise if that person weren’t living there.

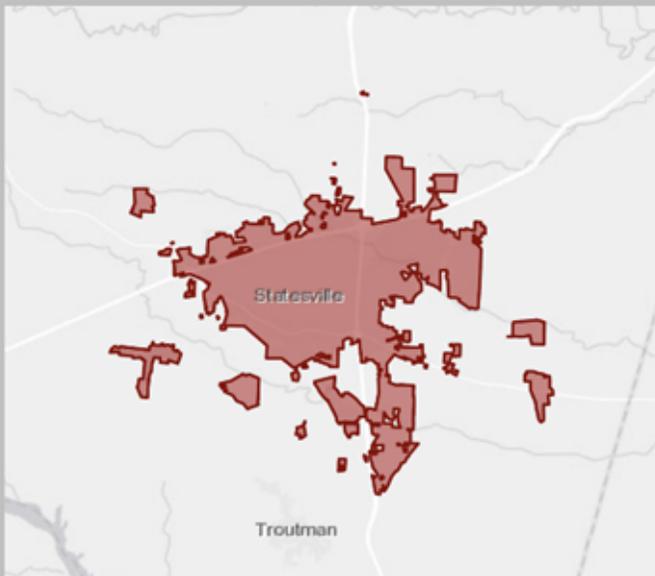
Does economic development pivot to being a talent-attraction industry versus attraction of the corporate facility? That would be a very different look for economic development – in some ways its going to resemble tourism marketing, where you’re selling the quality of place to an individual who has that choice of where he or she chooses to live. That could be a really fundamental change.”

~ Chris Chung, CEO of the Economic Development Partnership of North Carolina, June 2020 interview with the Charlotte Business Journal



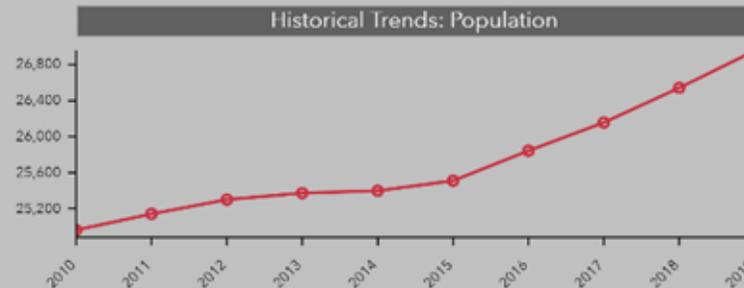
POPULATION TRENDS AND KEY INDICATORS

Statesville City, NC

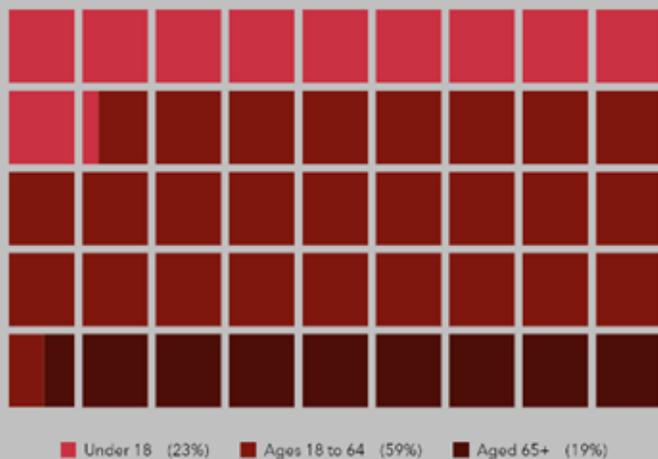


26,954	10,945	2.39	39.2	\$36,111	\$149,846	1.01%	11,512	1.02%
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	2010-2019 Households: Annual Growth Rate	2024 Total Households	2019-2024 Households: Annual Growth Rate

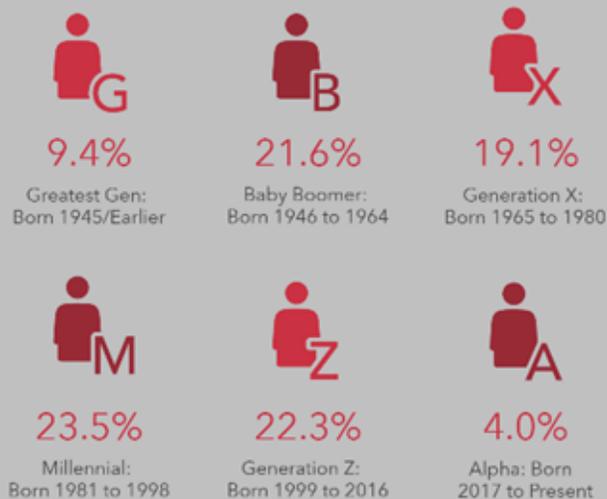
MORTGAGE INDICATORS



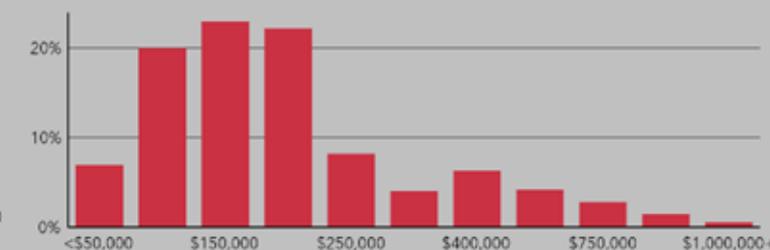
POPULATION BY AGE



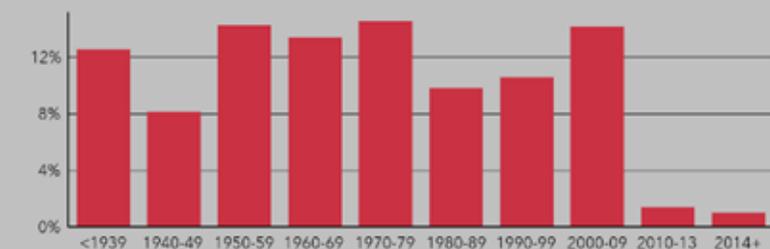
POPULATION BY GENERATION



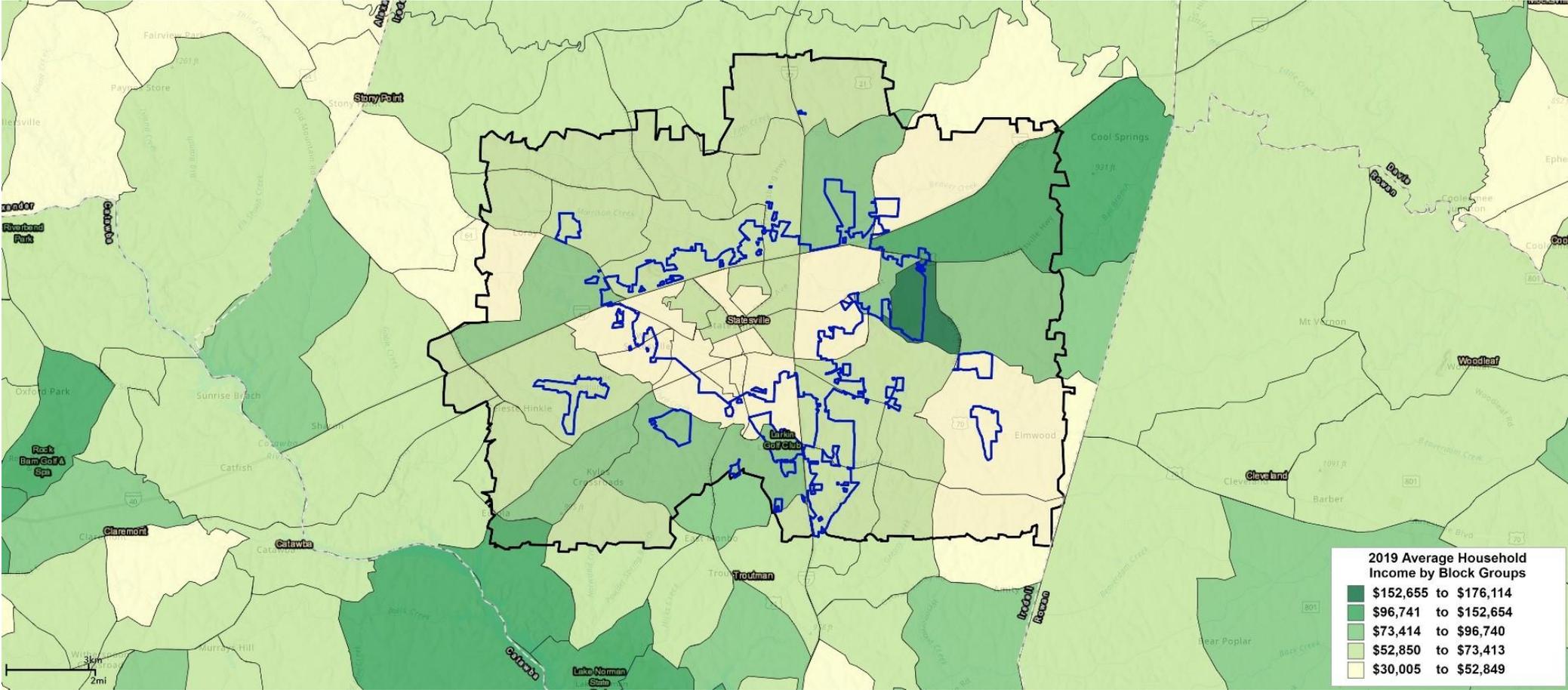
Home Value



Housing: Year Built

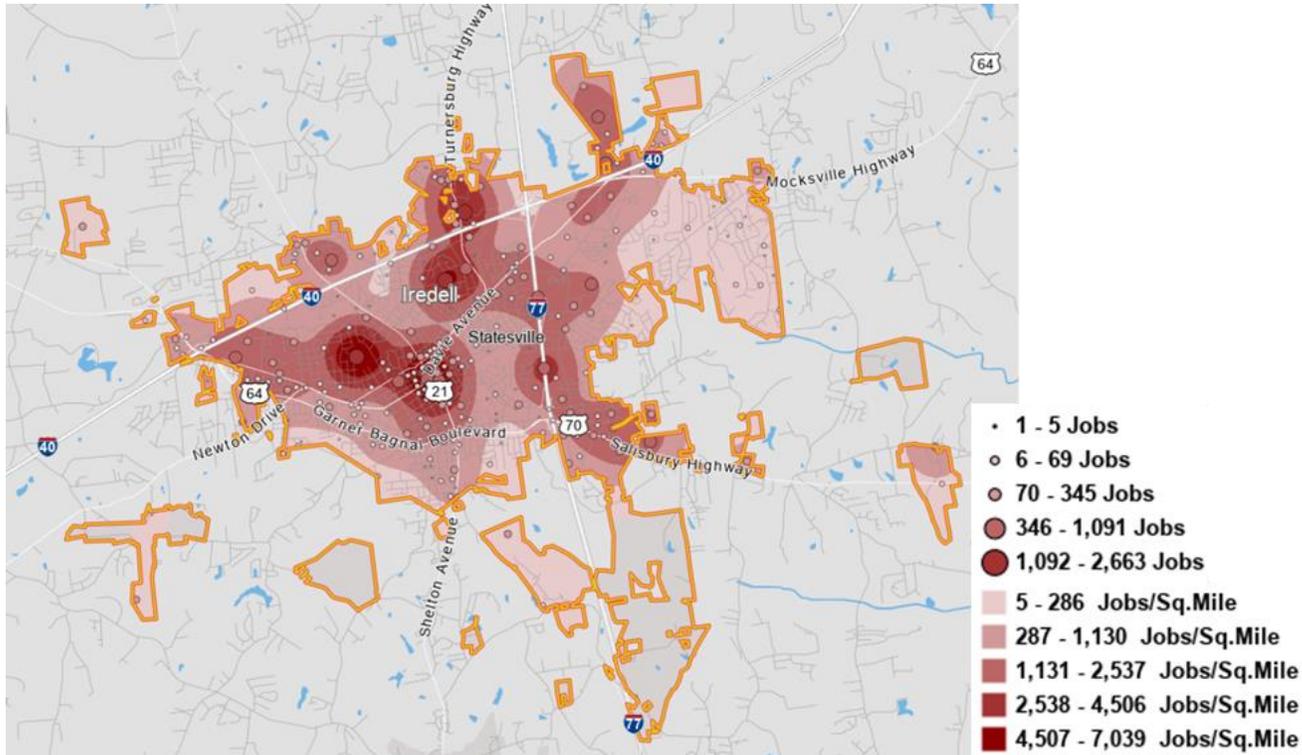


Demographics & Trends



Demand & Development Potential

- Agricultural
- Industrial
- Retail



Source: OnTheMap 2017 – US Census

Economic Base Industry Key Sectors (NAICS)	LQ	% Annual Average Employment	Land Use Type
Iredell County 2018			
Total Annual Average Employment: 58,547			
Agriculture, forestry, fishing and hunting (11)			
Animal production and aquaculture (112)	2.42	0.55%	Agricultural
Utilities (22)			
Utilities (221)	1.46	0.69%	Industrial
Construction (23)	1.16	7.03%	Industrial
Heavy and civil engineering construction (237)	1.11	0.98%	Industrial
Specialty trade contractors (238)	1.29	5.09%	Industrial
Manufacturing (31-33)	1.80	19.63%	Industrial
Textile mills (313)	14.28	1.37%	Industrial
Textile product mills (314)	5.50	0.55%	Industrial
Paper manufacturing (322)	3.24	1.02%	Industrial
Chemical manufacturing (325)	1.89	1.36%	Industrial
Plastics and rubber products manufacturing (326)	3.49	2.20%	Industrial
Nonmetallic mineral product manufacturing (327)	2.84	1.02%	Industrial
Primary metal manufacturing (331)	2.07	0.68%	Industrial
Fabricated metal product manufacturing (332)	1.46	1.85%	Industrial
Machinery manufacturing (333)	2.90	2.78%	Industrial
Electrical equipment and appliance mfg. (335)	3.11	1.07%	Industrial
Transportation equipment manufacturing (336)	1.63	2.39%	Industrial
Furniture and related product manufacturing (337)	1.66	0.56%	Industrial
Wholesale Trade (42)	1.18	5.96%	Industrial
Merchant wholesalers, durable goods (423)	1.14	3.09%	Industrial
Electronic markets and agents and brokers (425)	3.00	1.41%	Industrial
Retail Trade (44-45)	1.25	17.01%	Retail
Motor vehicle and parts dealers (441)	1.57	2.73%	Retail
Building material and garden supply stores (444)	2.37	2.67%	Retail
Food and beverage stores (445)	1.16	3.06%	Retail
Health and personal care stores (446)	1.12	1.02%	Retail
Gasoline stations (447)	1.38	1.11%	Retail
Sports, hobby, music instrument, book stores (487)	1.04	0.83%	Retail
General merchandise stores (452)	1.28	3.43%	Retail
Miscellaneous store retailers (453)	1.33	0.96%	Retail
Transportation and Warehousing (48-49)			
Warehousing and storage (493)	2.13	2.10%	Industrial
Administrative and Waste Services (56)	1.04	8.29%	Office
Administrative and support services (561)	1.02	7.78%	Office
Waste management and remediation services (562)	1.40	0.52%	Other
Arts, Entertainment and Recreation (71)	1.89	3.85%	Other
Performing arts and spectator sports (711)	4.99	2.16%	Other
Accommodation and Food Services (72)	1.02	12.16%	Retail
Food services and drinking places (722)	1.08	11.02%	Retail
Other Services, Except Public Administration (81)			
Repair and maintenance (811)	1.25	1.43%	Other

NOTE: While Health care and social assistance (62) was not a primary driver, the employment figures for this sector was 11.94% of the average annual employment for 2018.

Housing



Housing Profile 2014-2018 ACS Estimates	Iredell County	City of Statesville	Land Plan Area
Total Housing Units (ACS Estimate)	72,834	11,474	23,762
Single Family Detached	72.8%	66.8%	71.6%
Single Family Attached (1-4 units)	5.5%	13.9%	7.2%
Multifamily Attached (5+ units)	8.0%	17.5%	8.8%
Mobile Home	13.6%	1.6%	12.4%
Median Year Built	1992	1972	1980
Built 2010 or later	6.3%	3.1%	2.8%
Built 2000 to 2009	25.8%	16.3%	17.8%
Built 1990 to 1999	22.7%	9.0%	17.1%
Built 1980 to 1989	11.2%	9.6%	12.1%
Built 1970 to 1979	11.2%	14.3%	14.9%
Built 1960 to 1969	8.0%	12.5%	11.1%
Built 1950 to 1959	6.4%	15.0%	10.6%
Built prior to 1949	8.4%	20.3%	13.7%
Majority Housing Built:	2000 - 2009	Prior to 1949	2000 - 2009

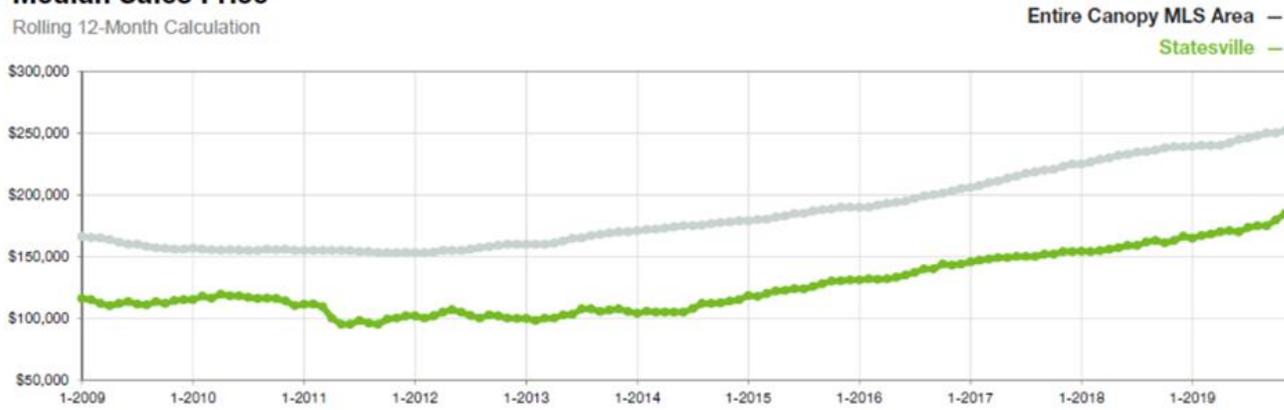
Source: ACS Housing Summary; ESRI; Rose Associates

Sector	# of Jobs	Median Income
Manufacturing	2,477	\$32,837
Educational Services, Health Care, Social Assistance	2,402	\$27,825
Retail Trade	1,676	\$19,541
Arts, Entertainment, Recreation and Accommodation/Food Service	1,305	\$12,676
Professional, scientific and management and Administrative and Waste Services	928	\$22,330
Finance, Insurance and Real Estate	500	\$42,500
Public Administration	272	\$41,912
Wholesale Trade	111	\$52,188

Housing

Median Sales Price

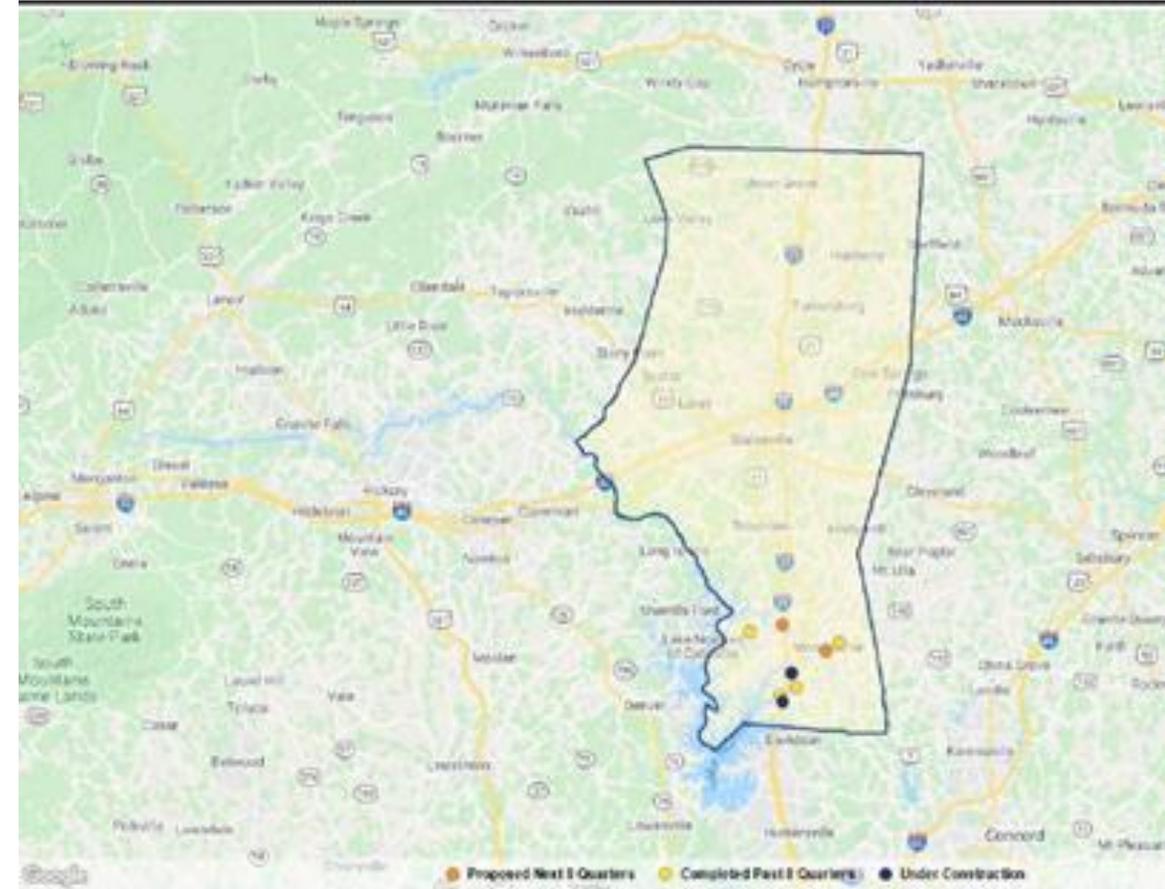
Rolling 12-Month Calculation



Current as of January 5, 2020. All data from Canopy MLS, Inc. Report provided by the Charlotte Regional Realtor® Association. Report © 2020 Showing

Land Plan Area Estimates	Housing (all types)
Estimated Annual Demand (units)	230-650 units
Current Pipeline Supply (units)	762 units
Estimated Absorption (years)	2+ years

PAST 8 QUARTERS DELIVERIES, UNDER CONSTRUCTION, & PROPOSED



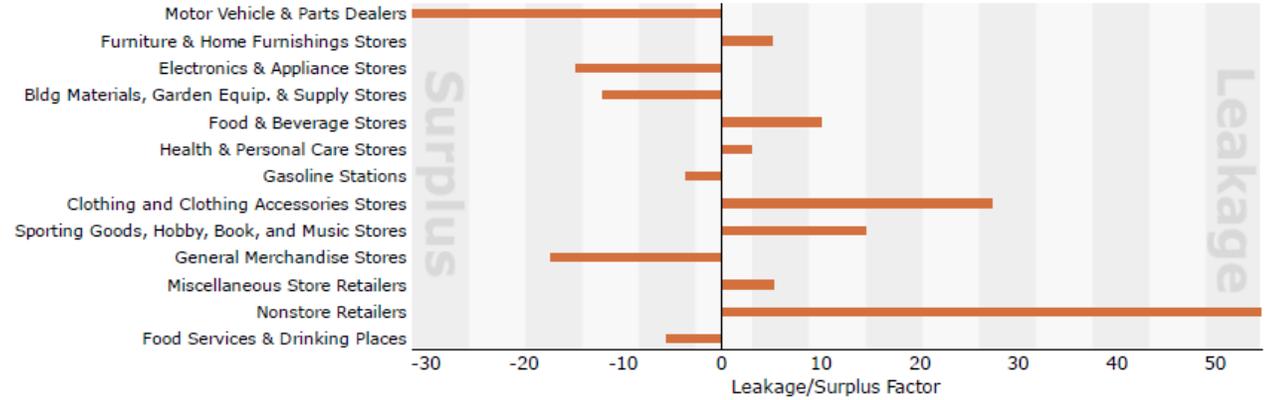
Iredell County Multi Family Development

Retail

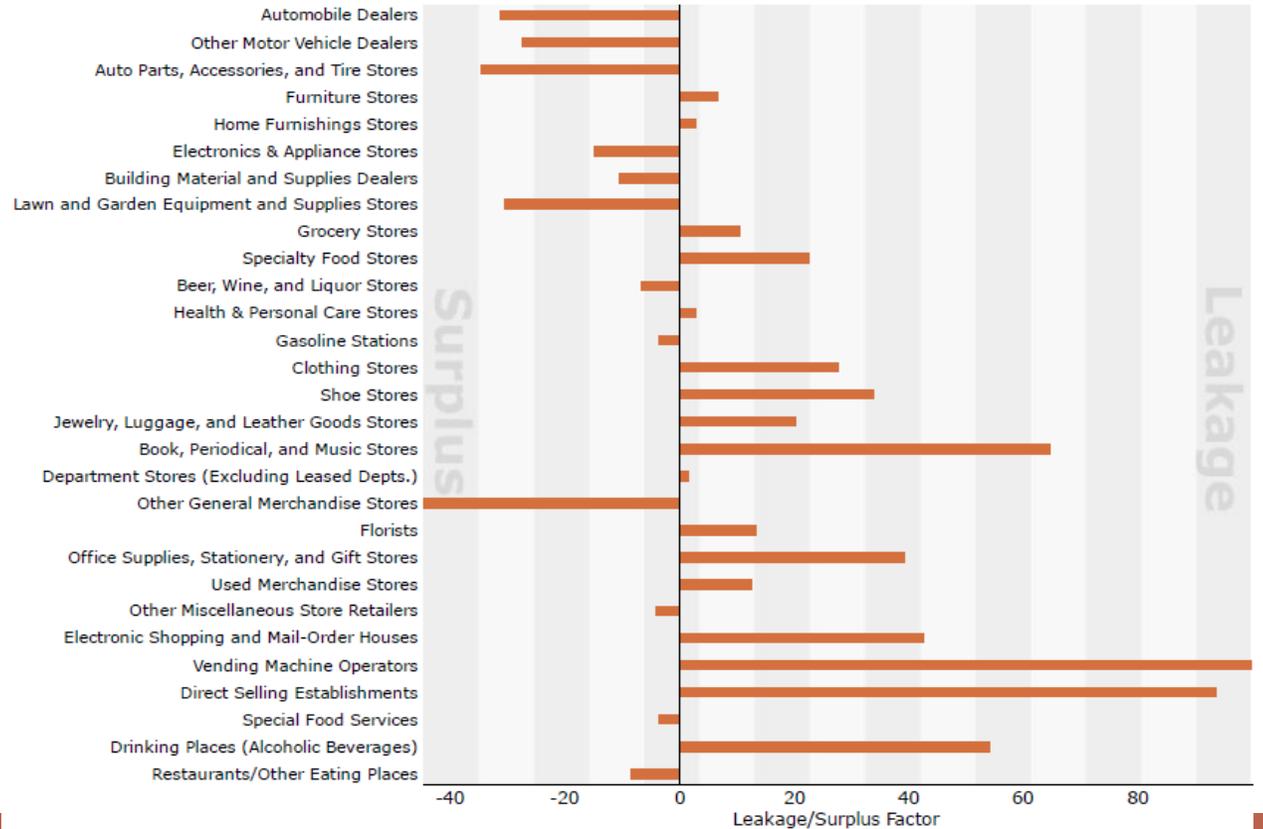


Plan Area Estimates	Retail/Restaurant
Estimated Submarket Capture	10%
Estimated Annual Demand (sq. ft.)	15,750 +/- sq. ft.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Work Places

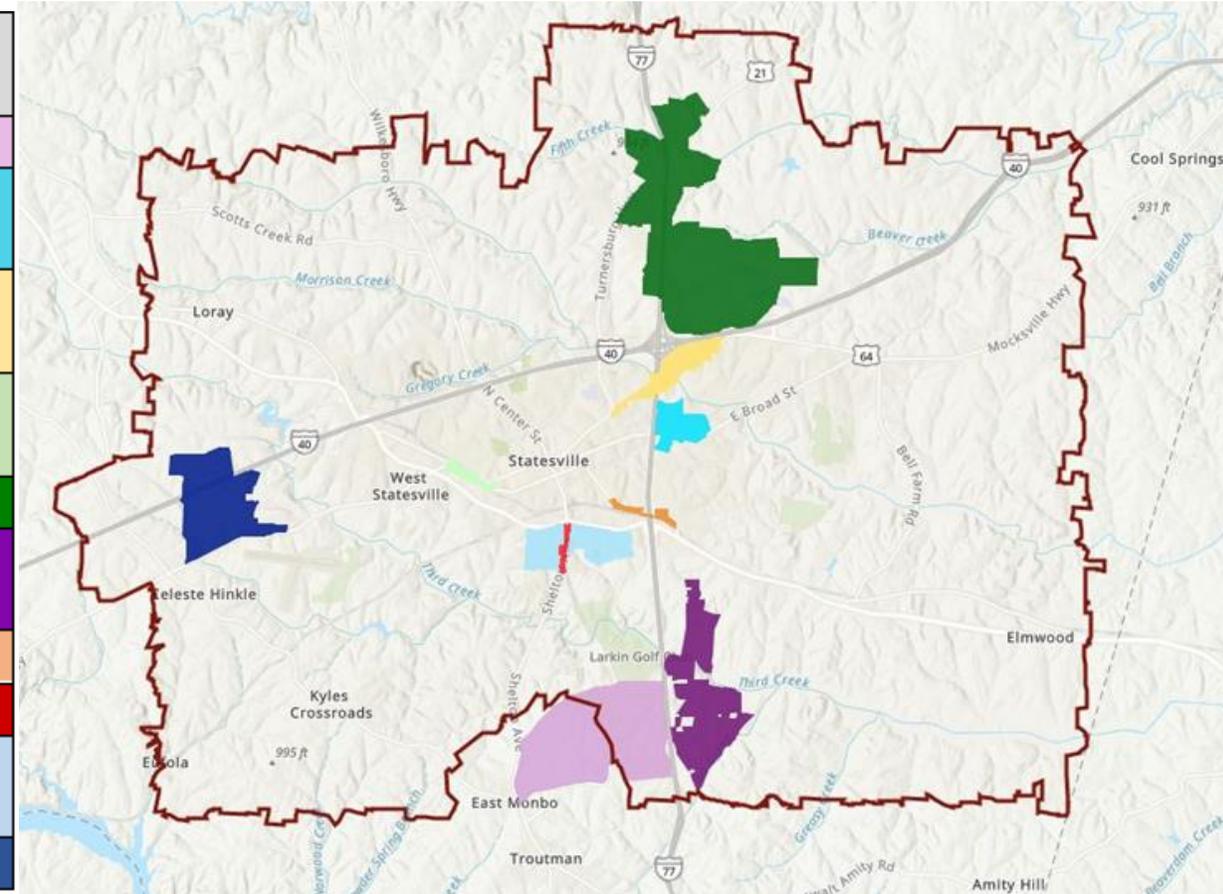


Product Type	Square Feet	Vacancy Rate	Market Rent	Under Construction
Logistics	17,420,891	3.4%	\$5.09	1,082,000 SF
Specialized Industrial	9,975,547	1.4%	\$4.57	0
Flex	3,100,654	5.6%	\$11.83	0
Submarket Total	30,497,092	3%	\$5.58	1,082,000 SF

Plan Area Estimates	Office	Industrial (Flex)
Estimated Submarket Capture	10%	20%
Estimated Annual Demand (sq. ft.)	4,200 +/- sq. ft.	51,300 +/- sq. ft.

Site Opportunities - Focus Areas

Focus Area	Existing Uses	Interstate Access
Barium Springs	Institutional/Vacant	Y
Broad St/Signal Hill Mall	High Density Retail/Commercial	Y
Davie Avenue/US 64	Low Density Residential/Retail	N
Front St/US 64	Commercial & Industrial	N
Jane Sowers North	Industrial/Agricultural	Y
Larkin Regional Commerce Park	Rural/Vacant	Y
Salisbury Road	Commercial/Industrial	Y
Shelton Avenue	Service Commercial	N
Southside Neighborhoods	Low Density Housing	N
Stamey Farm Road	Industrial/Vacant	Y

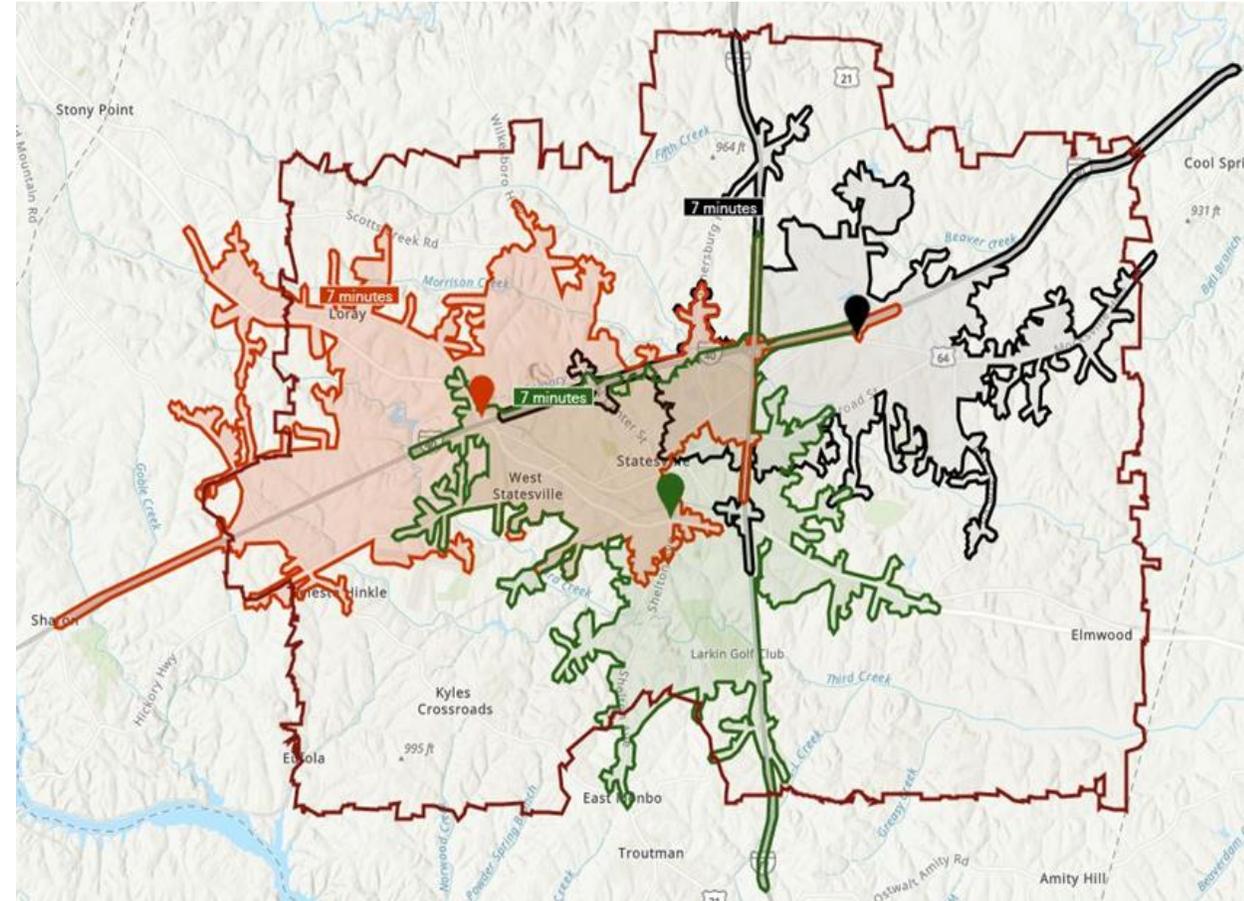


Site Opportunities - Trade Areas

Trade Area 1 - Revitalization	
Population	21,820
Median Household Income	\$33,848
# Housing Units	8,869
# Businesses	1,355
Employee to Resident Ratio	.83

Trade Area 2 - Growth	
Population	20,361
Median Household Income	\$36,381
# Housing Units	8,278
# Businesses	1,221
Employee to Resident Ratio	.76

Trade Area 3 - Redevelopment & Growth	
Population	13,608
Median Household Income	\$42,657
# Housing Units	5,396
# Businesses	835
Employee to Resident Ratio	.83



Positioning Strategies

- Housing – diversify both product & consumer
- Tourism – expand & market offerings
- Economic Development –
expand targeted clusters
for office & industrial growth



Source: Carolina Balloon Fest

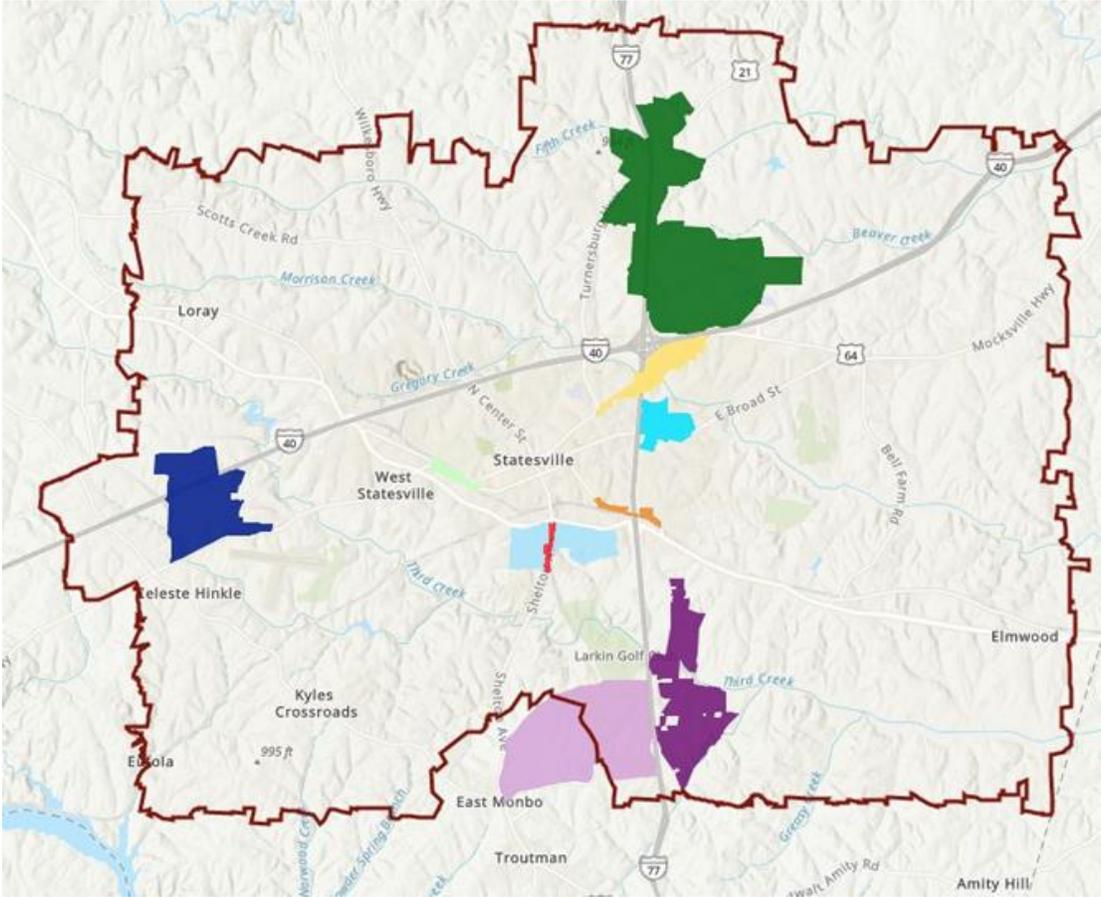


Short Term & Long Term Project

Trade Area 1 Shelton Avenue (115) & E Garner Bagnal Blvd (70)	Focus Area	Housing	Retail	Workspace
	Front St/ US 64	1-4 Family	Service Oriented	Mixed-Use
	Salisbury Road	-	Destination Oriented	Gateway Infill
	Shelton Avenue	Multifamily	Service Oriented	Infill - Local
	Southside Neighborhoods	1-4 Family	Neighborhood	-
Trade Area 1 Shelton Avenue (115) & E Garner Bagnal Blvd (70)	Focus Area	Housing	Retail	Workspace
	Barium Springs	1-4 Family; Multifamily	Lifestyle Destination Oriented	Mixed-Use
	Larkin Regional Commerce Park	-	Service Oriented	Gateway Employment Campus

Trade Area 2 W Front St. (64) & I- 40 Intersection	Focus Area	Housing	Retail	Workplace
	Front St/US 64	1-4 Family	Lifestyle Destination Oriented	Mixed Use
	Stamey Farm Road	1-4 Family	Convenience Oriented	Gateway Airport/Industrial

Trade Area 3 Mocksville Highway & I-40 Intersection	Focus Area	Housing	Retail	Workspace
	Broad St/Signal Hill Mall	Multifamily	Convenience Oriented	Flex/Industrial/Medical
	Davie Avenue	1-4 Family	Lifestyle Destination Oriented	Mixed-Use Infill
	Jane Sowers North	Multifamily	Service Oriented	Gateway Employment



Implementation Plan

- **Focus** on **Community Development** to improve Quality of Life
- **Create** an **Enabling Environment** to drive public & private investment
- **Maximize** **Locational Advantages** through marketing & ambassadors
- **Utilize** **Existing Infrastructure Investments** to prioritize development

Q & A ...

Strengths

Weaknesses

Opportunities

Threats

Project Timeline



- PROJECT MANAGEMENT PLAN
- MEMORANDUM ON STAKEHOLDER INTERVIEW THEMES
- LAND DEVELOPMENT TEAM KICK OFF
- STAKEHOLDER INTERVIEWS

- DEVELOPMENT AND FUTURE LAND USE PROFILE
- COMMUNITY POLICIES SUMMARY AND ASSESSMENT
- REAL ESTATE MARKET ANALYSIS REPORT
- TWO LAND DEVELOPMENT TEAM TRIPS TO PRESENT ANALYSIS REPORTS

- PUBLIC ENGAGEMENT INPUT REPORT
- DRAFT PLAN GOALS
- ENVISION STATESVILLE PUBLIC ENGAGEMENT EVENT AND LAND DEVELOPMENT TEAM MEETINGS

- FUTURE LAND USE DRAFT WORK SESSION
- DRAFT LAND DEVELOPMENT PLAN
- DRAFT PLAN UNVEIL PUBLIC INPUT
- STAFF AND LAND DEVELOPMENT TEAM MEETINGS

- PUBLIC HEARING DRAFT PLAN
- FINAL ADOPTED PLAN
- ADOPTION HEARINGS

- CODE EVALUATION REPORT
- PRESENTATION OF CODE EVALUATION REPORTS

We are here.

Next Steps

- **August 24 Land Development Team Meeting (2-4pm)**
 - Wilson, NC Presentation (Focus on Community Revitalization)
 - LDT Discussion of Focus Area Priorities for LDP
 - Discuss Public Engagement Approach for Fall 2020
- **Fall (post Labor Day) Public Kickoff Activities**
 - Focus on Goal and Direction Setting
 - Critical Policy Direction Questions