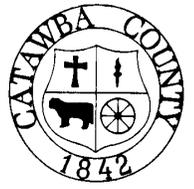




**BOARD OF COMMISSIONERS MEETING
MONDAY, MAY 18, 2015, 7 P.M.
ROBERT E. HIBBITTS MEETING ROOM
1924 COURTHOUSE, NEWTON, N.C.**



The Board received, and approved, a "State of the County" report from the standpoint of Planning and Parks.

You may scroll down to see the information presented to the Board.

CONTACT: DAVE HARDIN, PUBLIC INFORMATION OFFICER 465-8464



The State of Catawba County from a Planning & Parks Perspective

May 18, 2015

Why plan?

Alice asked the question, "which road should I take?"

The Cheifire of responded, "If you don't know where you are going, any road will get you there."

The Past - The Present - The Future



Present Status

- Demand for a more diverse economy
- Lack of matching skill sets to fill available jobs
- Lack of housing choice and locational opportunities
- Loss of CDOT funding
- Aging mask
- Increased demand for transportation options and reduced traffic congestion
- Population decline
- Averse growth rate-declining younger population
- Resources to develop new parks

Looking Forward 2050

How can we build on our strengths while improving on our weaknesses?

Transportation

- Create a stronger economy and educated workforce
- Provide a variety of housing choices and locational opportunities
- Create amenities and activities to attract and retain a younger population within our community
- Partner with the State to address the aging and deteriorating road and transit
- Create partnerships with local, regional, state and federal agencies along with non-profit and private organizations to achieve common goals within our community

Questions

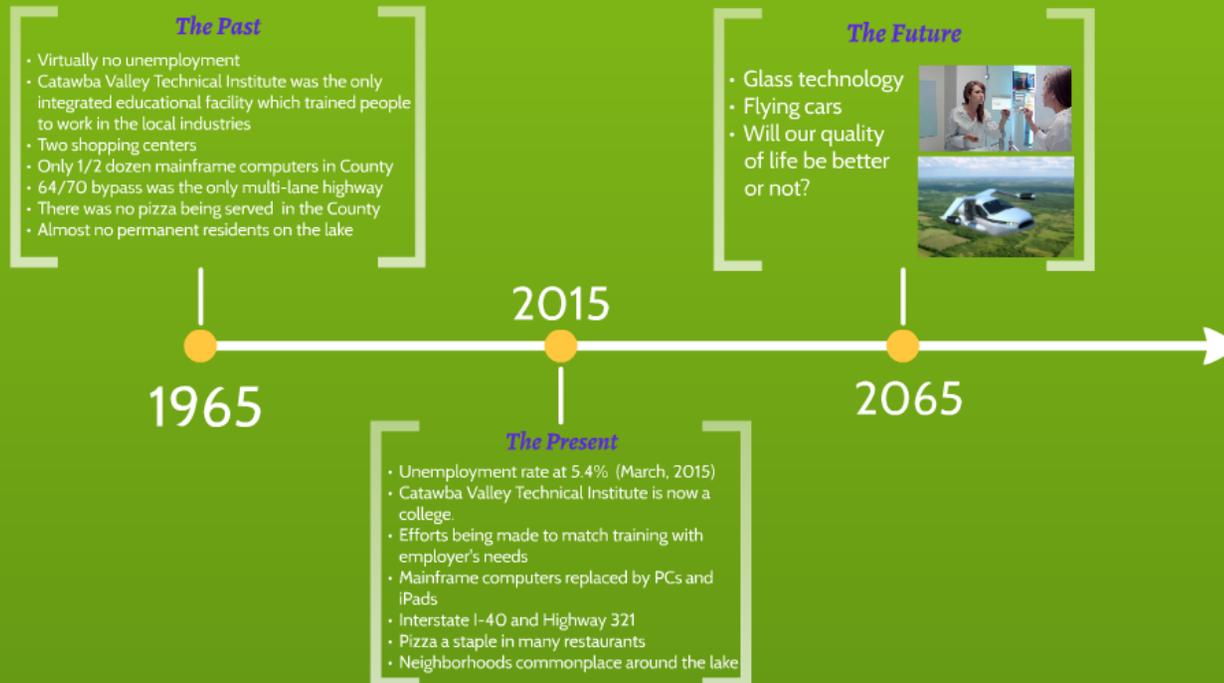
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The Past-the Present-the Future



The Past-the Present-the Future

The Past

- Virtually no unemployment
- Catawba Valley Technical Institute was the only integrated educational facility which trained people to work in the local industries
- Two shopping centers
- Only 1/2 dozen mainframe computers in County
- 64/70 bypass was the only multi-lane highway
- There was no pizza being served in the County
- Almost no permanent residents on the lake

The Future

- Glass technology
- Flying cars
- Will our quality of life be better or not?



2015

1965

2065

The Present

- Unemployment rate at 5.4% (March, 2015)
- Catawba Valley Technical Institute is now a college.
- Efforts being made to match training with employer's needs
- Mainframe computers replaced by PCs and iPads
- Interstate I-40 and Highway 321
- Pizza a staple in many restaurants
- Neighborhoods commonplace around the lake

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1965

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or

2015



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2065

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Quality of Life

What is it?

How do you measure it?

- economic opportunities-jobs
- housing;
- education;
- adequate transportation choices;
- clean environment-air and water;
- pleasant, safe, diverse communities; and
- health/wellness- parks and recreation

How Important is it?

Young Professionals Survey Results

What did 850 Young Professionals ages 18 to 44 say was important to them?

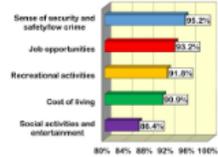


Young Professional Survey Results

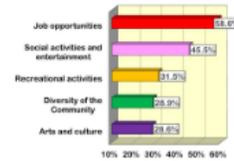
Taylor Dellinger
Data Analyst, WPCOG



Highest Percentage Rated as Important or Very Important



Top Five Items Listed as Poor or Fair in Catawba County (Weaknesses)



Open Response: What factors would motivate you to leave Catawba County?

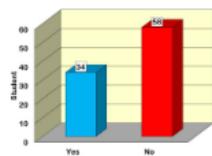
Job Opportunity/Career Advancement:
Mentioned by 441 respondents

Poor Quality of Life Factors:
Mentioned by 115 respondents

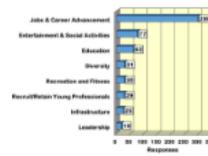
Family Reasons:
Mentioned by 55 respondents

Note: many responses included multiple reasons.

If you are a current college student, do you hope to reside in Catawba County after graduation?



What would you recommend as the number one priority for our community leaders to focus on?



Survey Conclusions

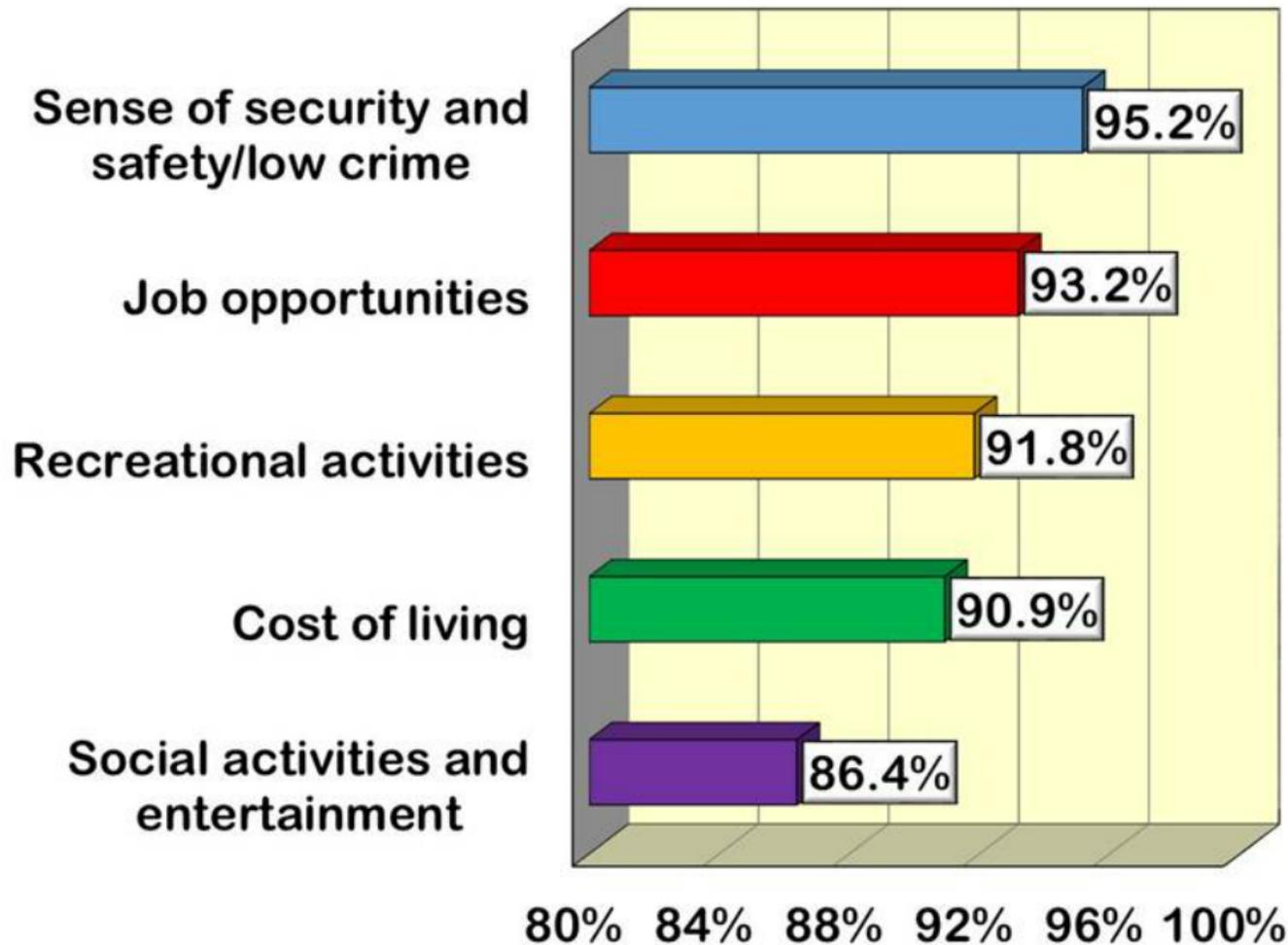
- Over 850 persons between ages 18 and 44 participated in the survey.
- Survey takers listed security, job opportunities, recreation, cost of living and social and entertainment activities as the most important to them.
- Survey takers listed as Catawba County's best strengths: weather and climate, family-friendly environment, safety/low crime, cost of living and proximity to family and friends.
- Survey takers listed as Catawba County's biggest weaknesses: lack of job opportunities, lack of social activities and entertainment, lack of recreational activities, lack of diversity of the community and lack of art and culture.

Young Professional Survey Results

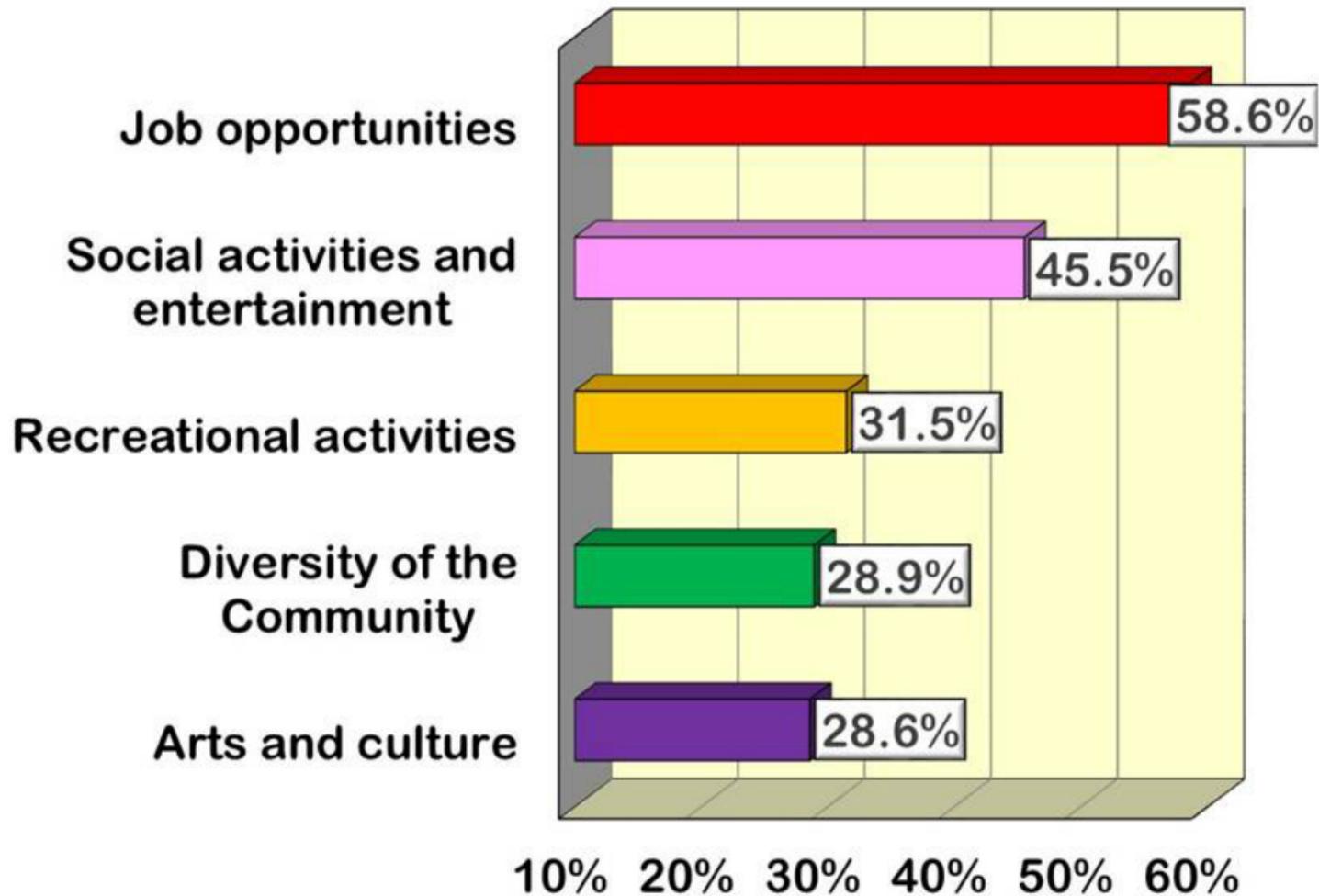
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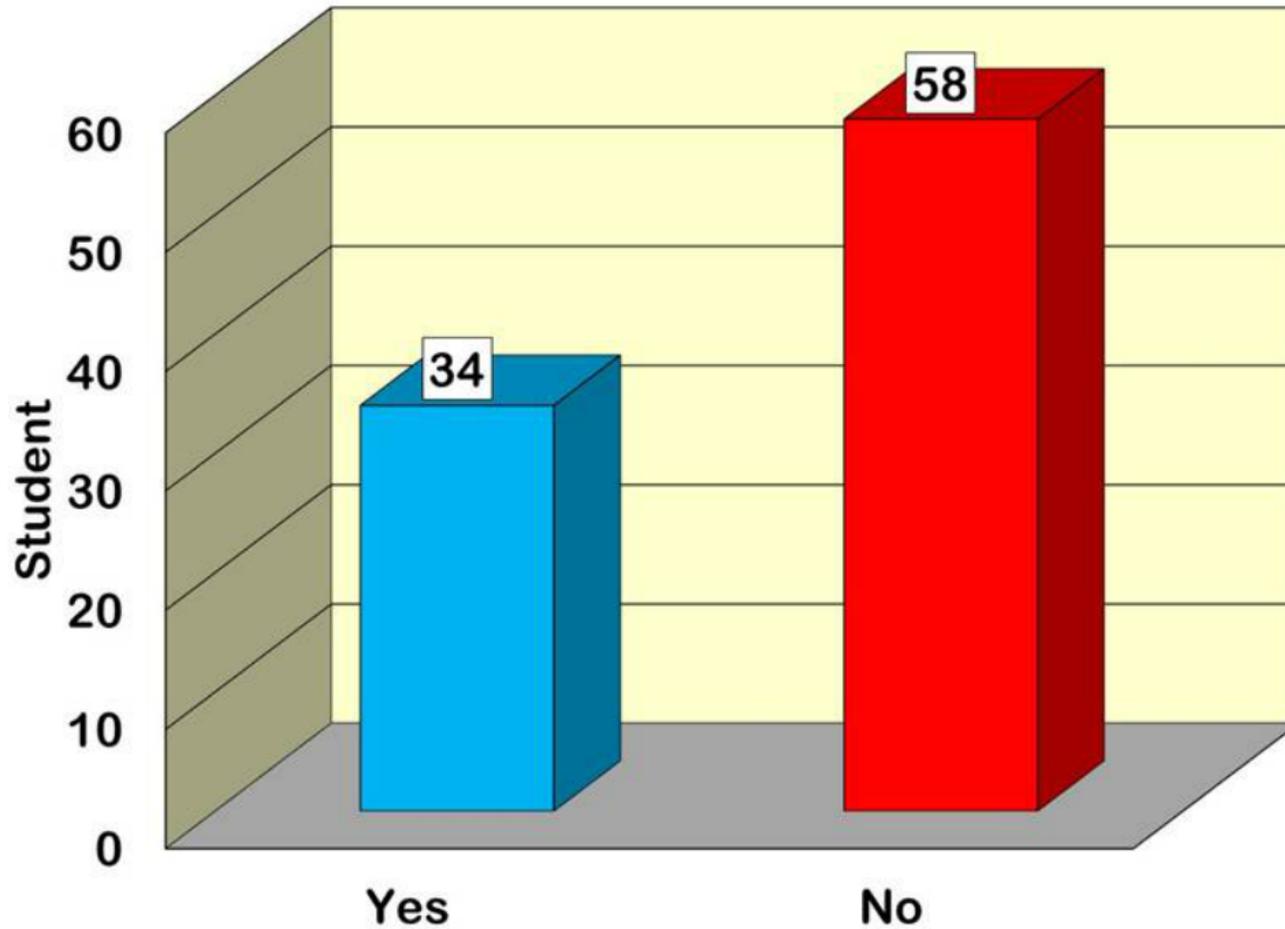
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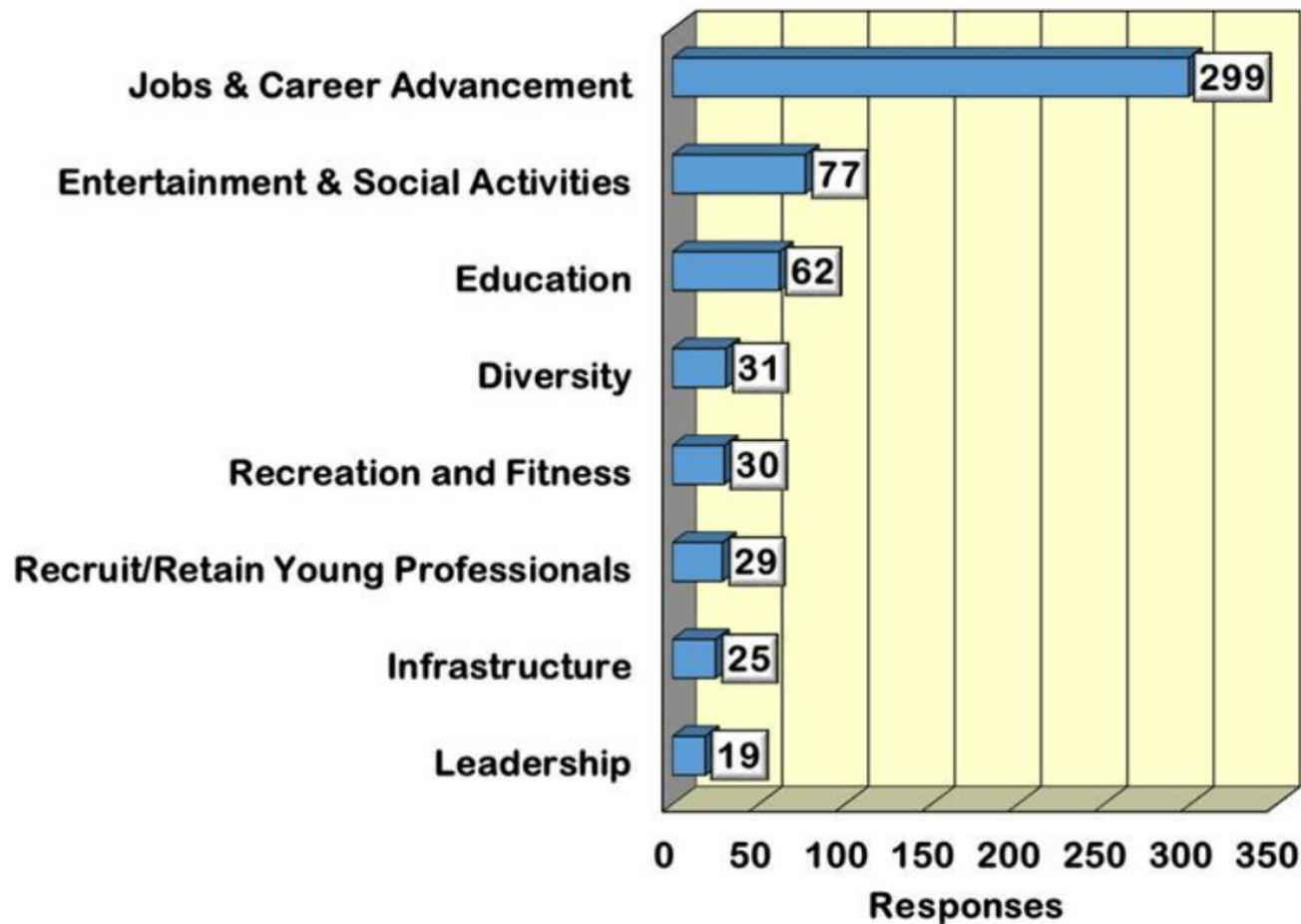
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Economic Development

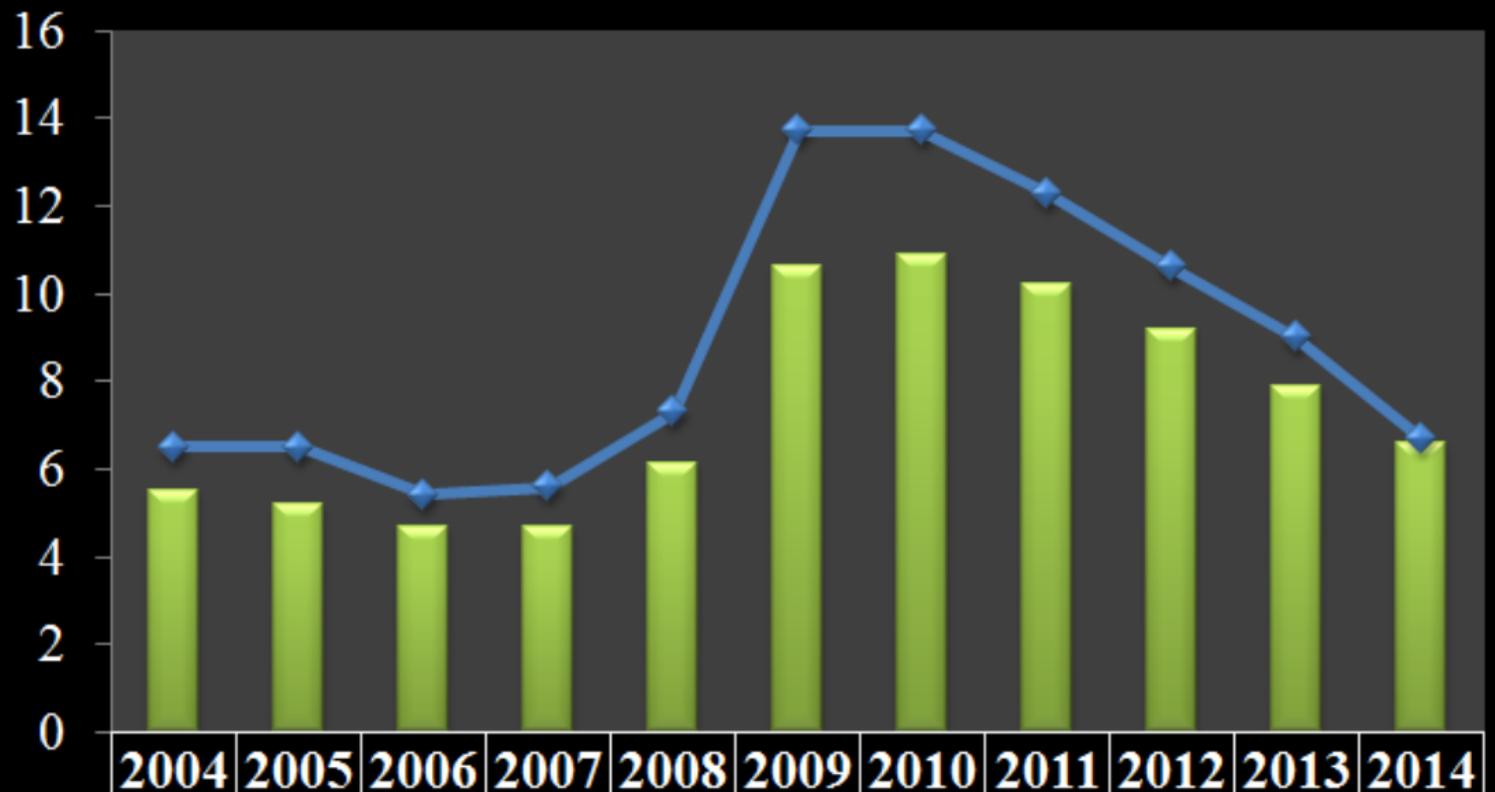


In every year since 2004, Catawba County has had an unemployment rate that is higher than the State's.



% of Population Unemployed, Catawba County vs. the State of North Carolina (2004-2014)

■ North Carolina ◆ Catawba County



	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
North Carolina	5.5	5.2	4.7	4.7	6.1	10.6	10.9	10.2	9.2	7.9	6.6
Catawba County	6.5	6.5	5.4	5.6	7.3	13.7	13.7	12.3	10.6	9	6.7

Source: NC Labor and Economic Analysis Division

Plans & Projects



- Park 1764
- Highway 321 Corridor Plan
- Highway 16 Corridor Plan
- Highway 150 Corridor Plan
- The Village at Sherrills Ford
- Parks Master Plan



THE VILLAGE AT SHERRILLS FORD

- LAND AREA A:** 95 ACTIVE ADULT
+/- 28ACRES
- LAND AREA B:** 80 SINGLE FAMILY UNITS
+/- 27ACRES
- LAND AREA C:** 150 ACTIVE ADULT PATIO UNITS
OR TOWNHOMES
+/- 34ACRES
- LAND AREA D:** 150,000SF MEDICAL OFFICE
(CVMC + CATAWBA COUNTY SITE)
+/- 7.5ACRES
- LAND AREA E:** NEIGHBORHOOD CENTER
165,000SF - COMMERCIAL/RETAIL
+/- 23ACRES
- LAND AREA F:** 450 ATTACHED MULTI-FAMILY UNITS
+/- 23ACRES
- LAND AREA G:** COMMUNITY RETAIL AREA
300,000SF RETAIL
50,000SF OFFICE
+/- 49ACRES

OVERALL MASTER PLAN
4.20.2015

Housing



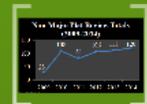
Residential building is down a total of 16% across the Hickory-Metro MSA since 2009.



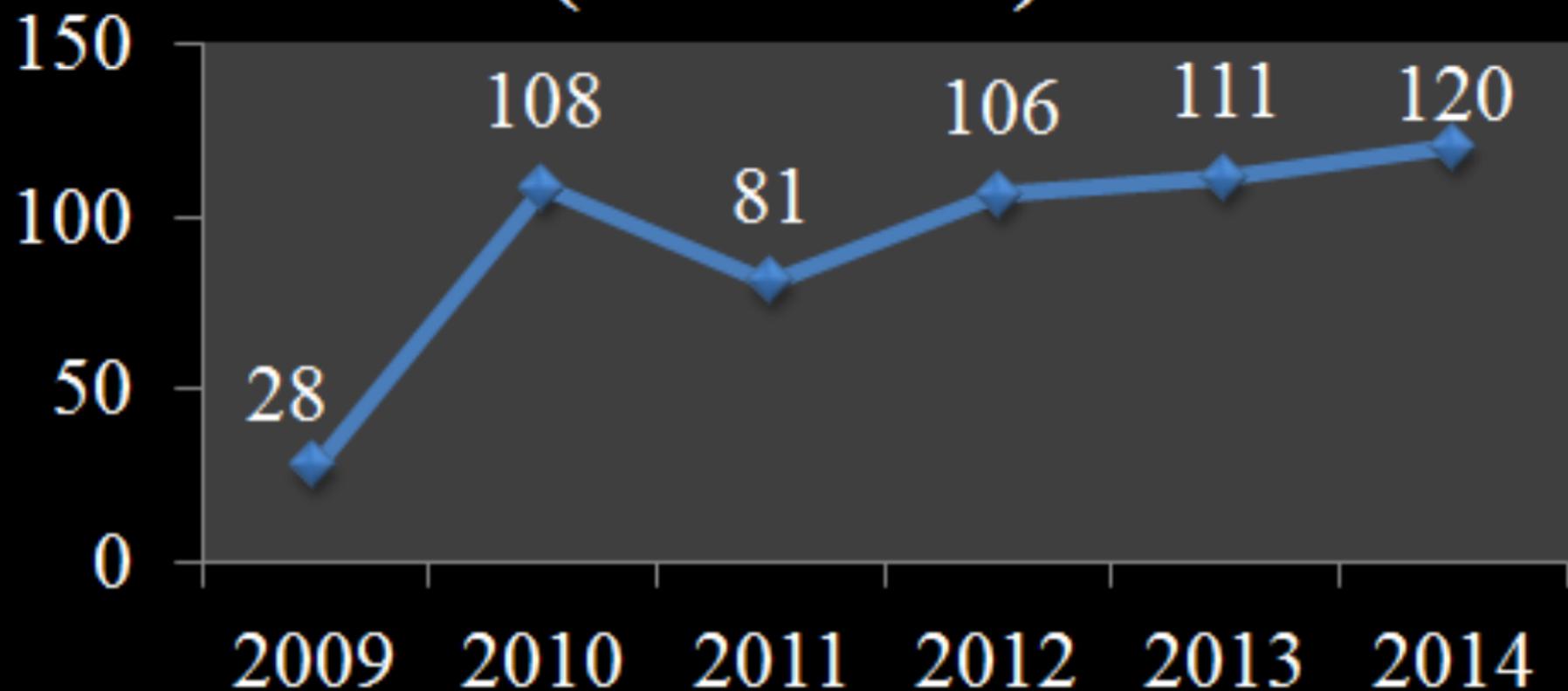
Plat Review Activity



- Non-major plat review is up a total of **329%** from 2009.



Non-Major Plat Review Totals (2009-2014)

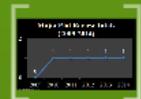


Source: Catawba County Records

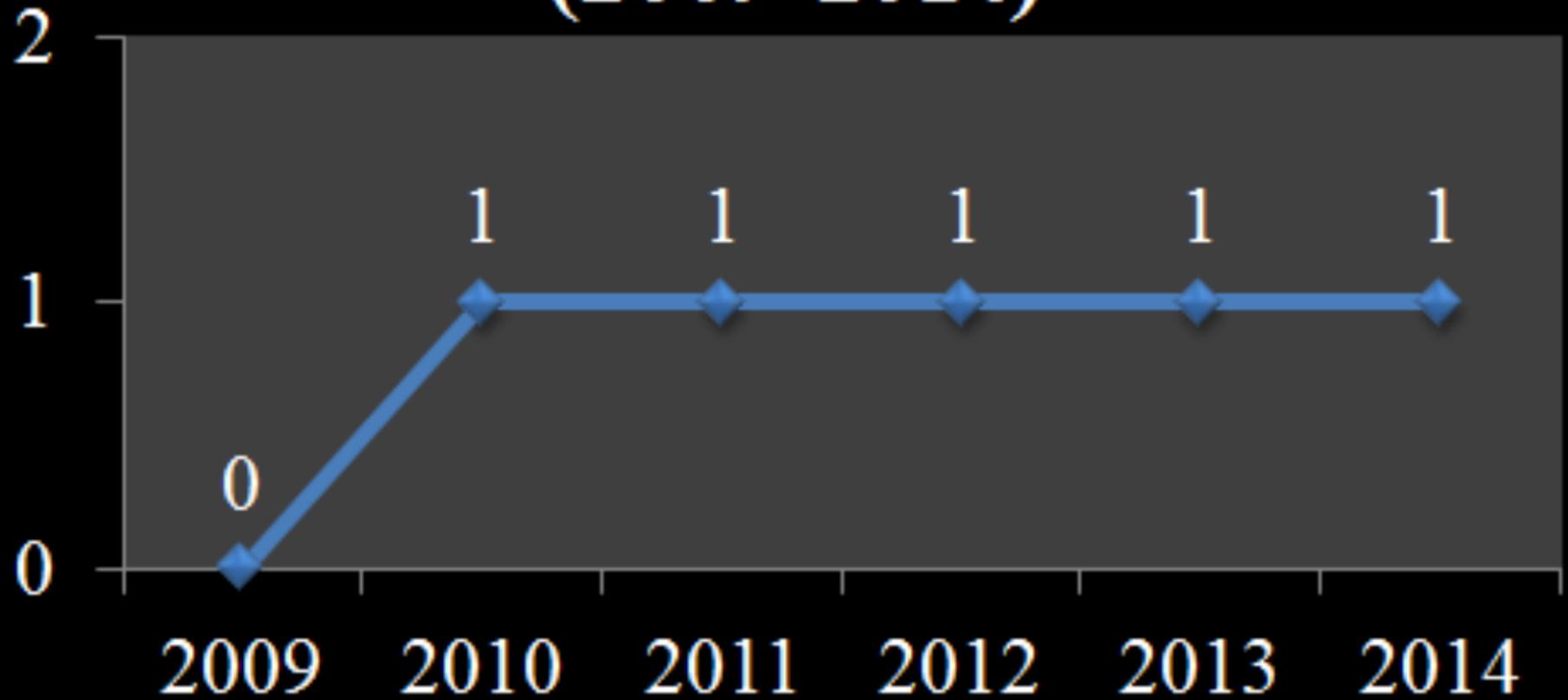
Major Subdivisions



- Typically defined as one parcel divided into three (3) or more lots; and
- are often characterized as higher density, patterned developments.

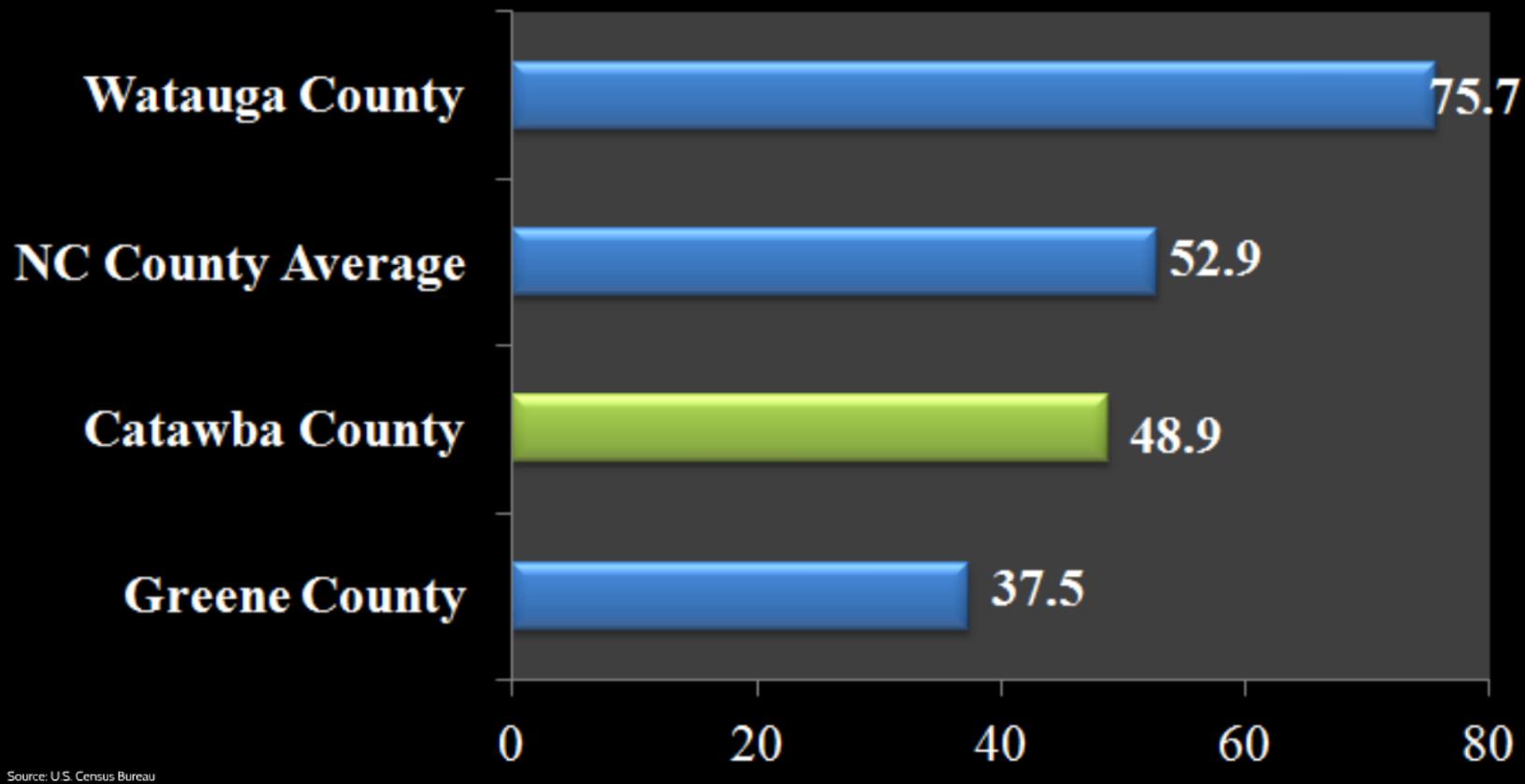


Major Plat Review Totals (2009-2014)



Source: Catawba County Records

Mean Annual Rent as a % of Household Income (2009-2013)



A person spending more than **30%** of their annual income on housing is considered to be cost burdened (HUD).

Community Development



- CDBG grants- major housing repairs
- NC Housing Finance Agency- minor housing repairs

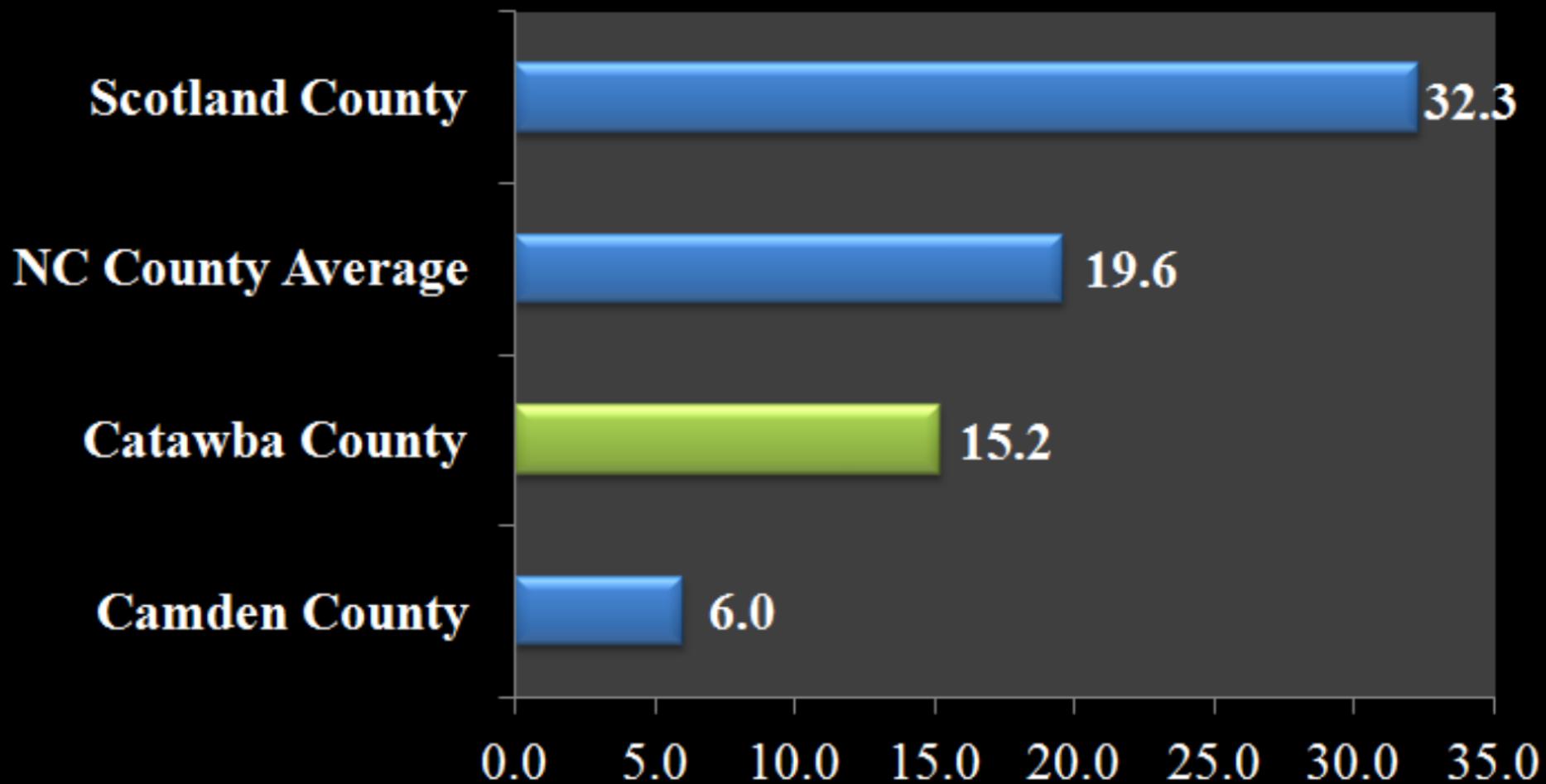
Education & Income



- **15.2%** of County residents live below the poverty level; however,
- fewer residents live below the poverty level than the average NC county resident.

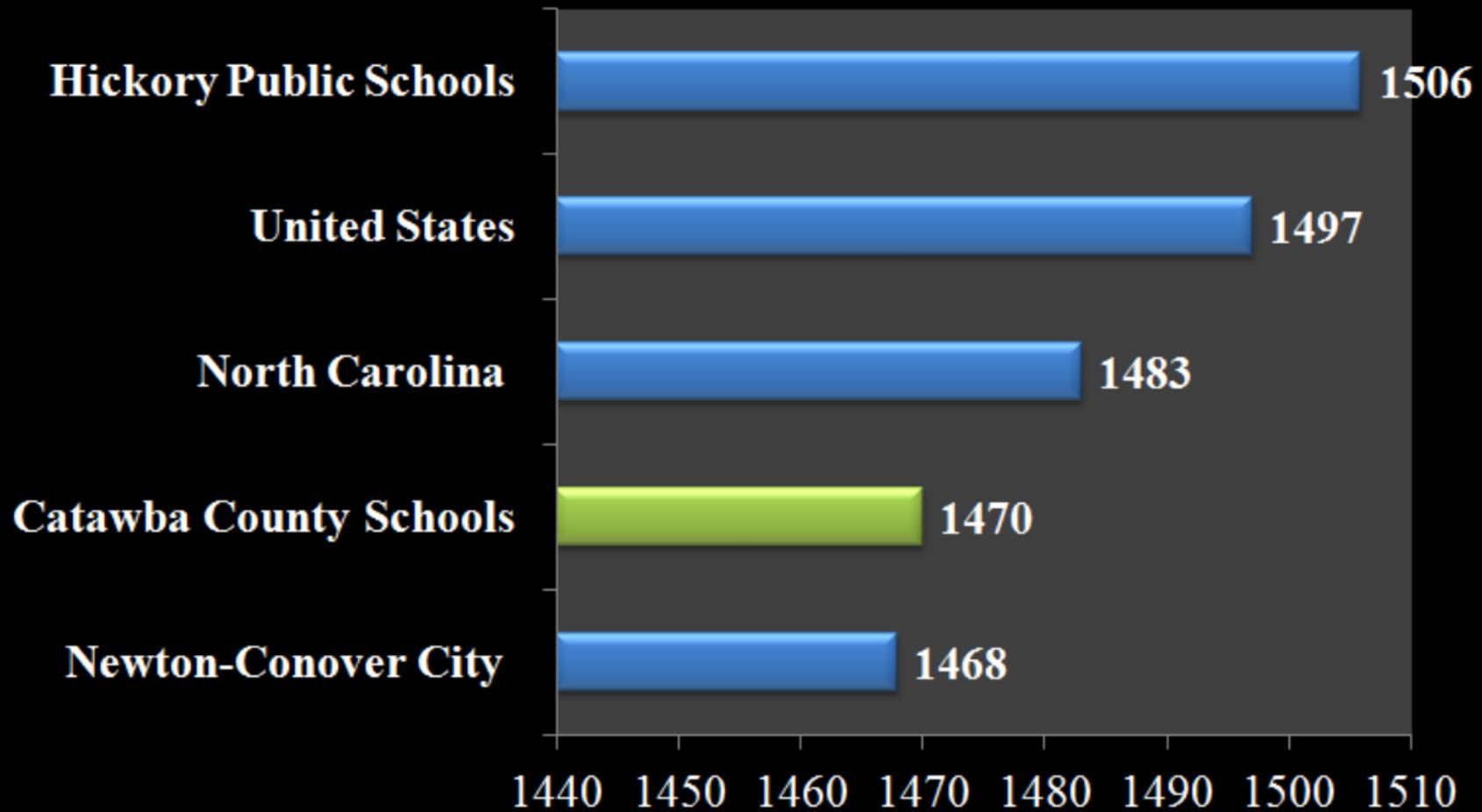


% of Population Below the Poverty Level (2009-2013)



Source: U.S. Census Bureau

Average SAT Score (out of 2,400 possible points)



Source: NC Dept. of Public Instruction

Out of 115 school districts, Catawba County schools are ranked *31st* in the State of North Carolina, Hickory Public Schools are ranked *13th* and Newton-Conover Schools are ranked *33rd*.

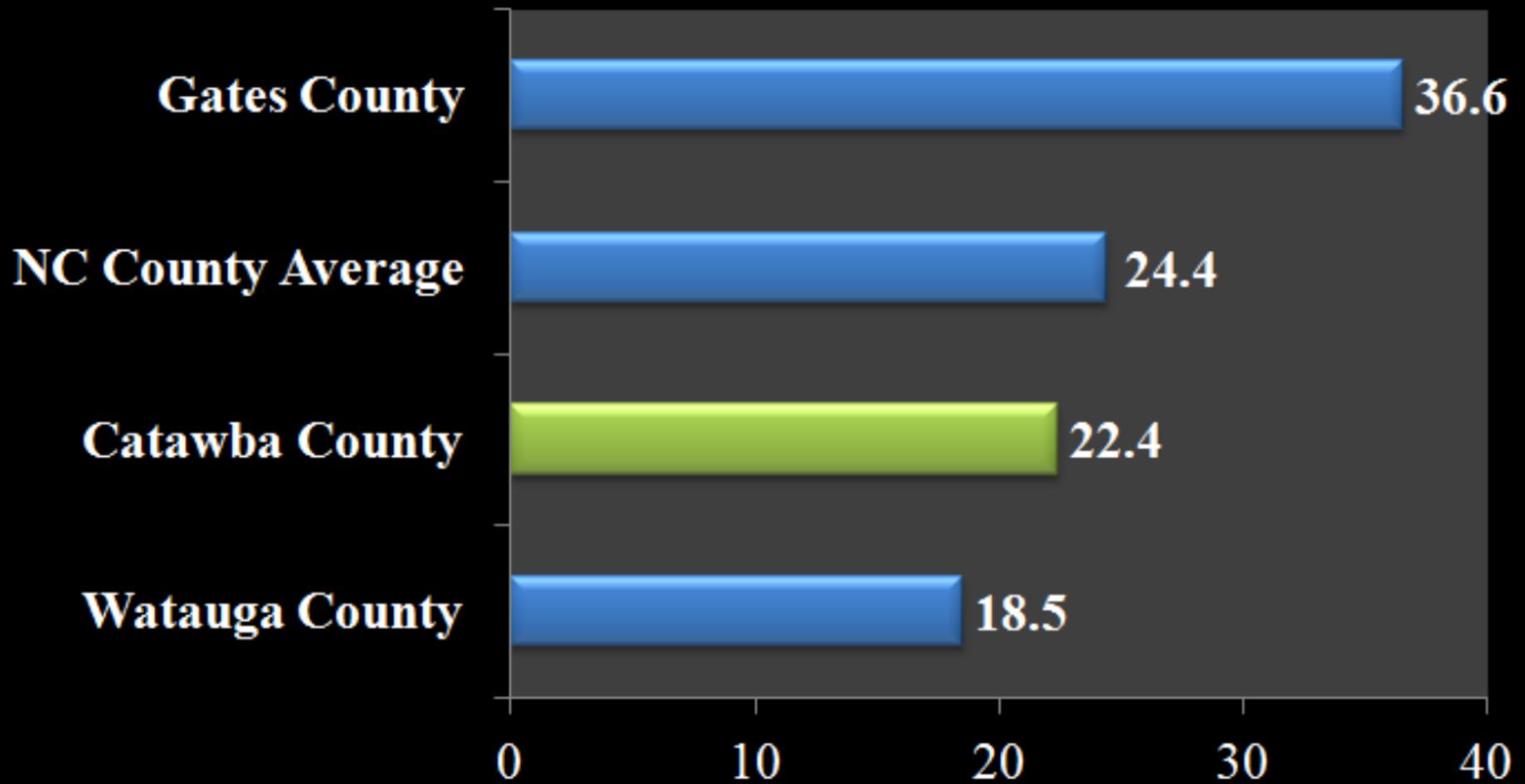
Transportation



Catawba County residents experience lesser travel to work times than the average North Carolina worker.



Mean Travel to Work Time in Minutes (2009-2013)



Source: U.S. Census Bureau

Infrastructure Improvements



- **NC 150 Widening**- NC DOT proposes to improve approximately 15 miles of NC 150 from the NC Bypass in Catawba County to just west of the US 21/ NC 150 interchange in Mooresville
- **NC 16 Widening**- NC DOT proposes to improve approximately 8 miles of NC 16 South

Environmental Sustainability

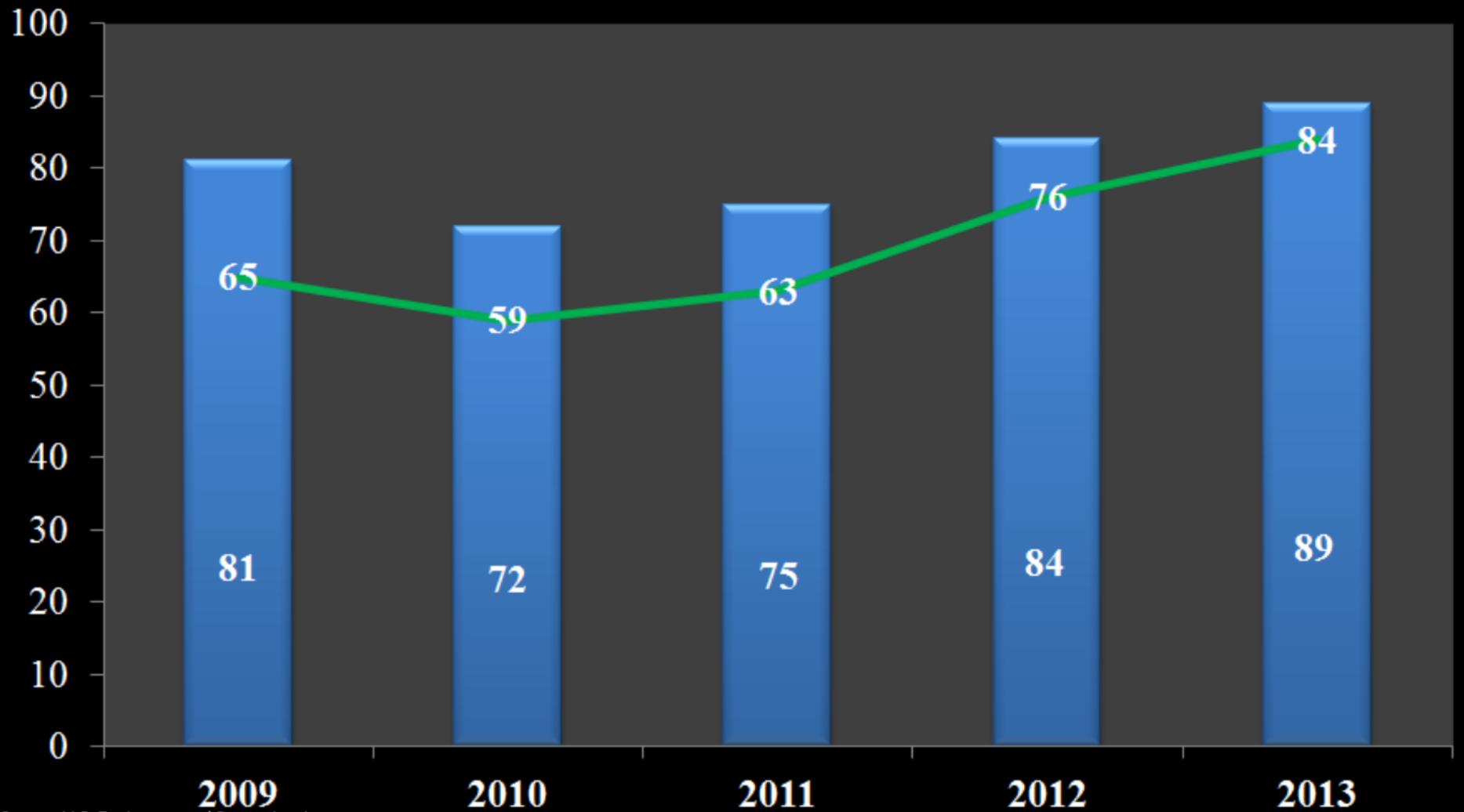


The County has improved its
air quality by a total of **29%**
since 2009.



% of Good Air Quality Days (2009-2013)

■ N.C. County Average — Catawba County



Source: U.S. Environmental Protection Agency

Hazard Mitigation



- In February 2014, the Unifour Hazard Mitigation Plan Draft was finalized.
- The Plan is a collaborative effort between the Catawba County Planning and Emergency Services Departments and three area counties (Alexander, Burke & Caldwell) including over 25 cities and towns.

Population Growth

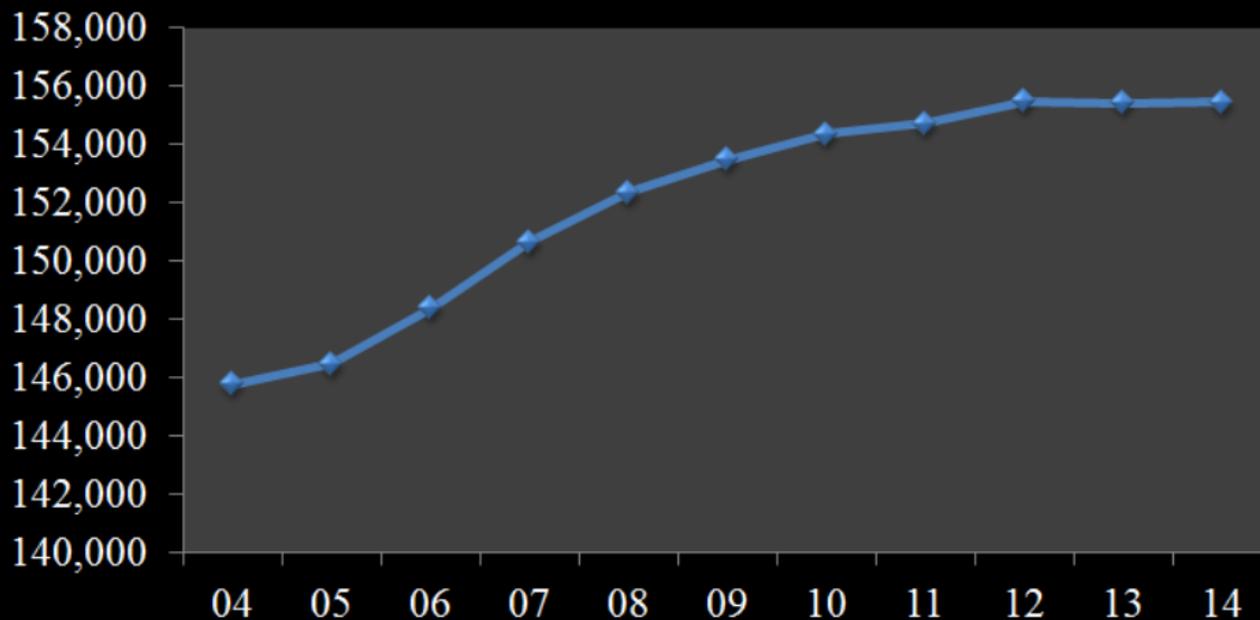


Catawba County added less than 10,000 residents to its population base between 2004 and 2014 for an average growth rate of **0.6%** per year.



Population Trends & Projections

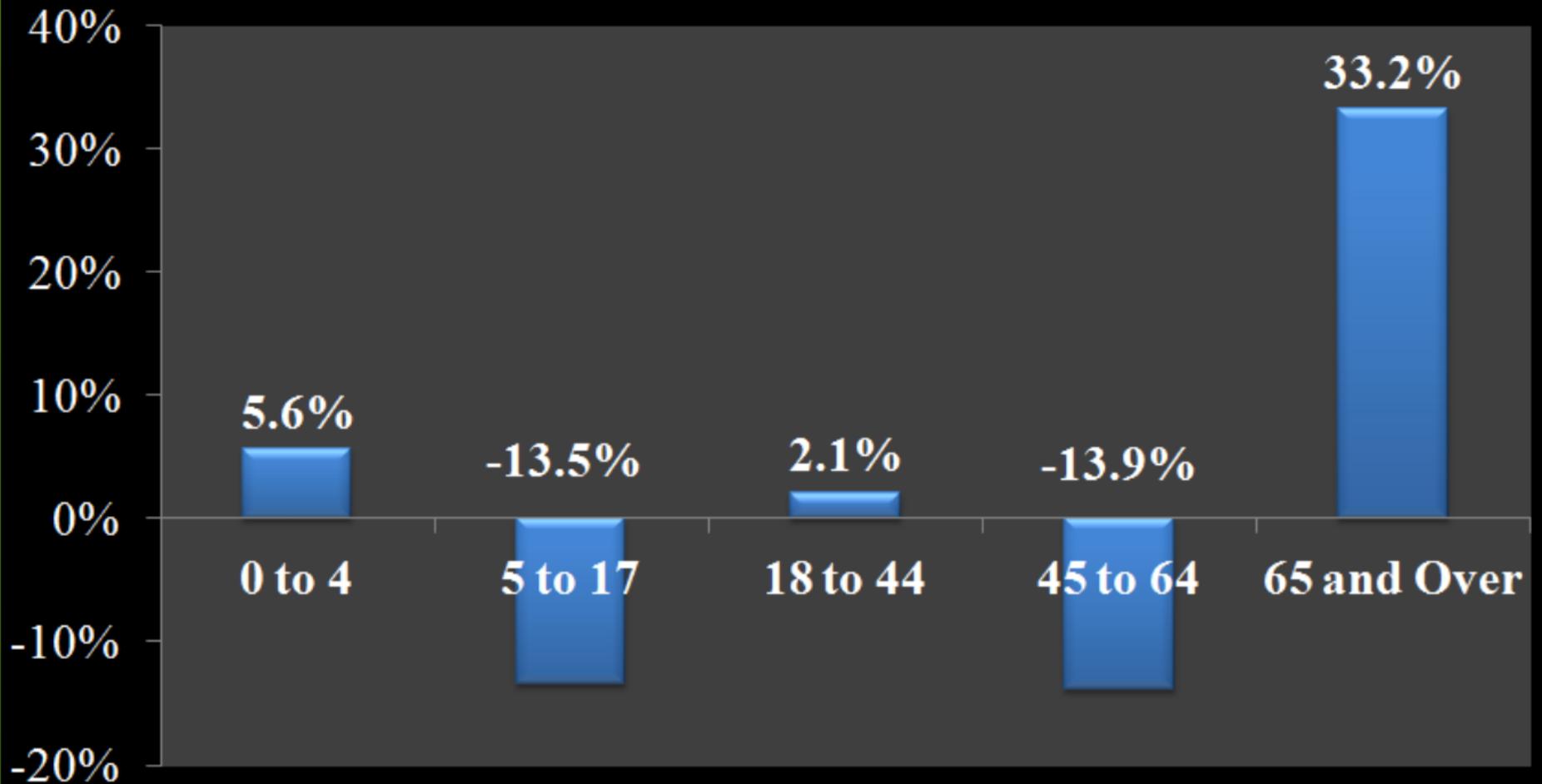
Decennial County Population Growth (2004-2014)



Source: NC Office of State Budget & Management

Period	Change
2004-2005	0.5%
2005-2006	1.3%
2006-2007	1.5%
2007-2008	1.1%
2008-2009	0.7%
2009-2010	0.6%
2010-2011	0.2%
2011-2012	0.5%
2012-2013	-0.05%
2013-2014	0.02%

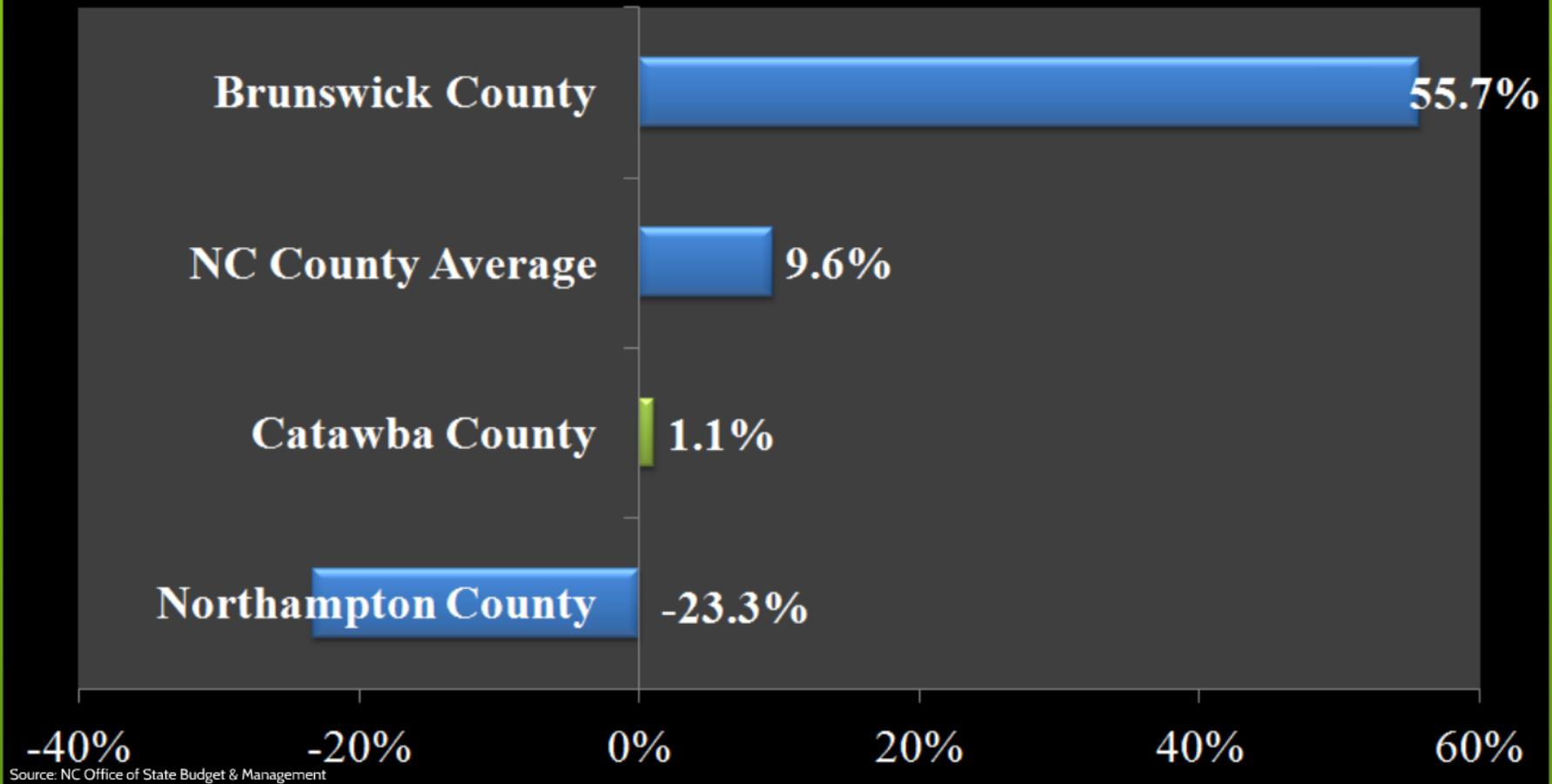
Population Projections by Age Group (through year 2030)



Source: NC Office of State Budget & Management

Catawba County is projected to see a loss in its *5 to 17* and *45 to 64* year old age group, and an increase in those ages *65 and over*.

Comparative Population Growth Projections (through year 2030)



The average North Carolina county is expected to grow by a total of **9.6%** by the year 2030. Catawba County is expected to grow just over **1%**.

Health & Wellness

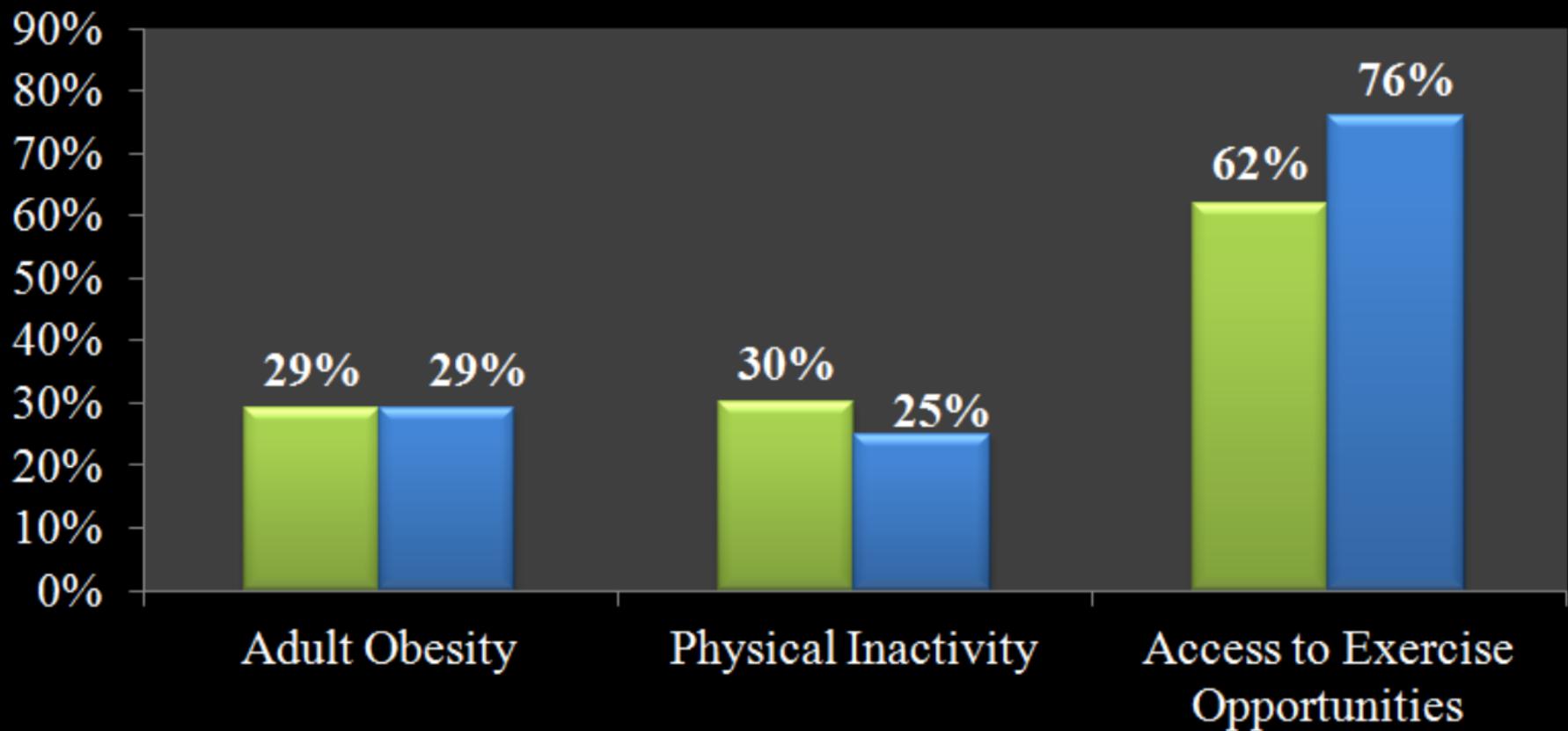


At 18%, Catawba County's residents with poor or fair health is the same as the State's .



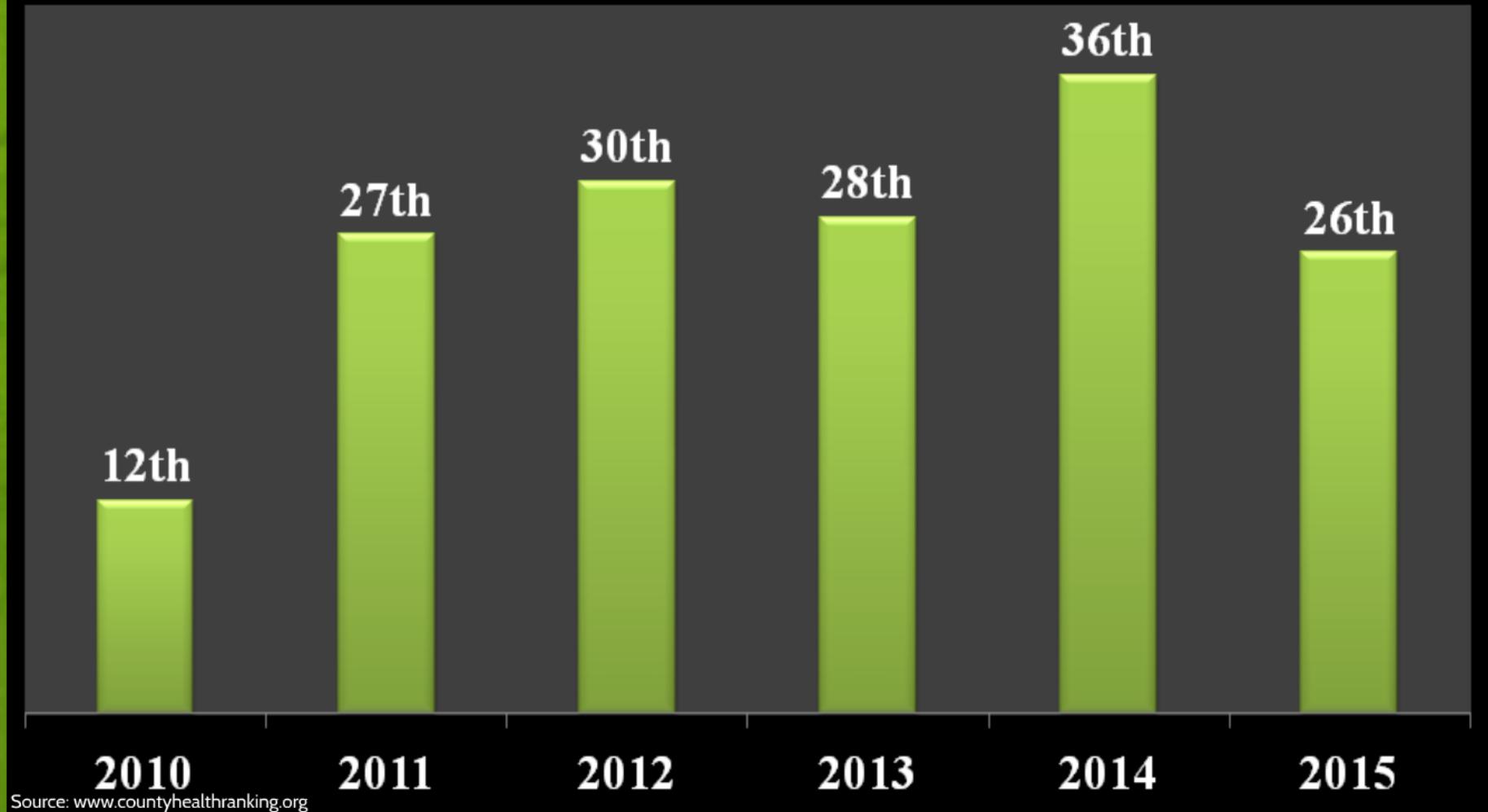
Health Behaviors Catawba County vs. the State of NC (2015)

■ Catawba County ■ North Carolina



Source: www.countyhealthrankings.org

Catawba County Health Ranking out of 100 NC Counties (2010-2015)



Parks & Recreation

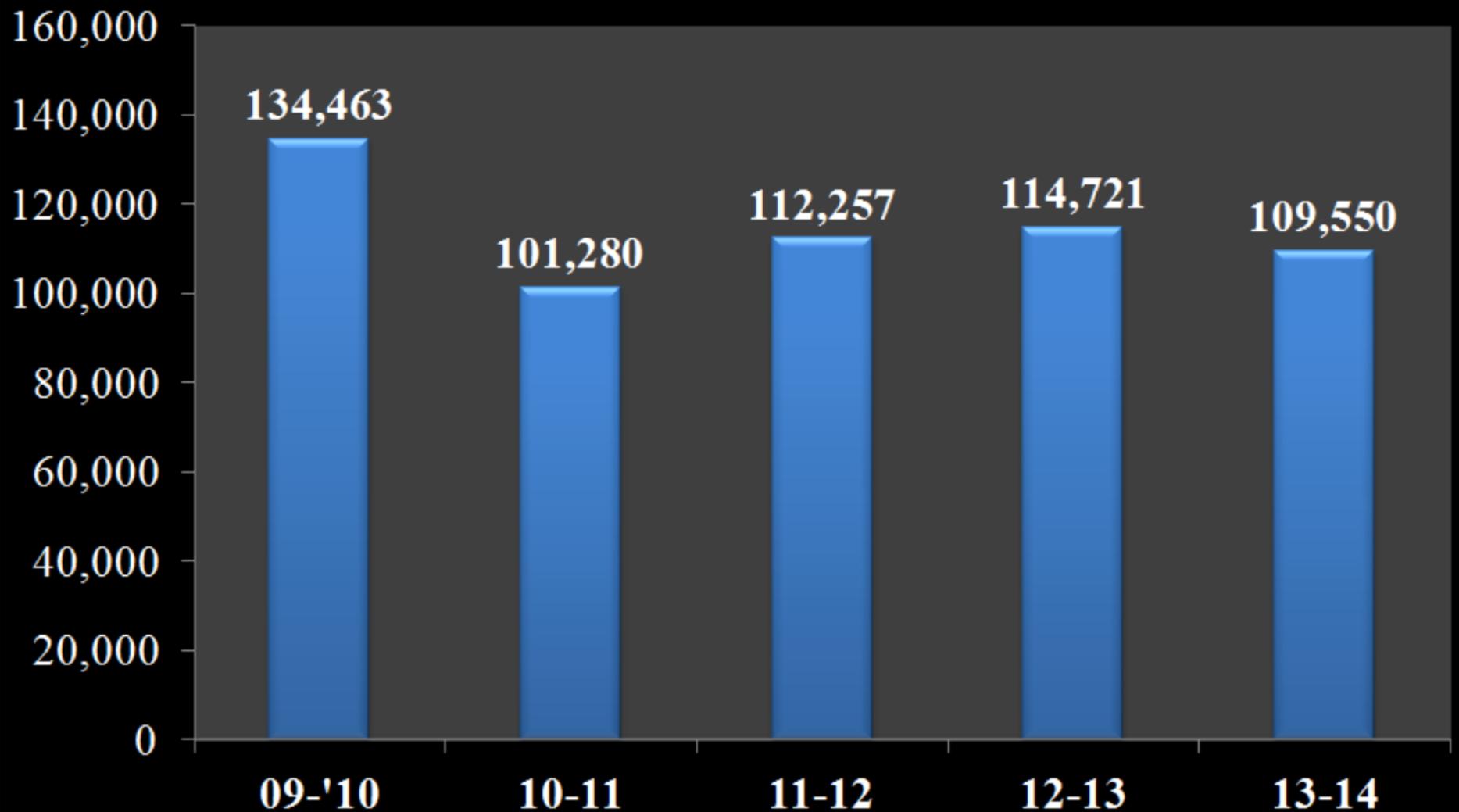


648 acres of parks space
Over 18 miles of trails



Visitation Trends

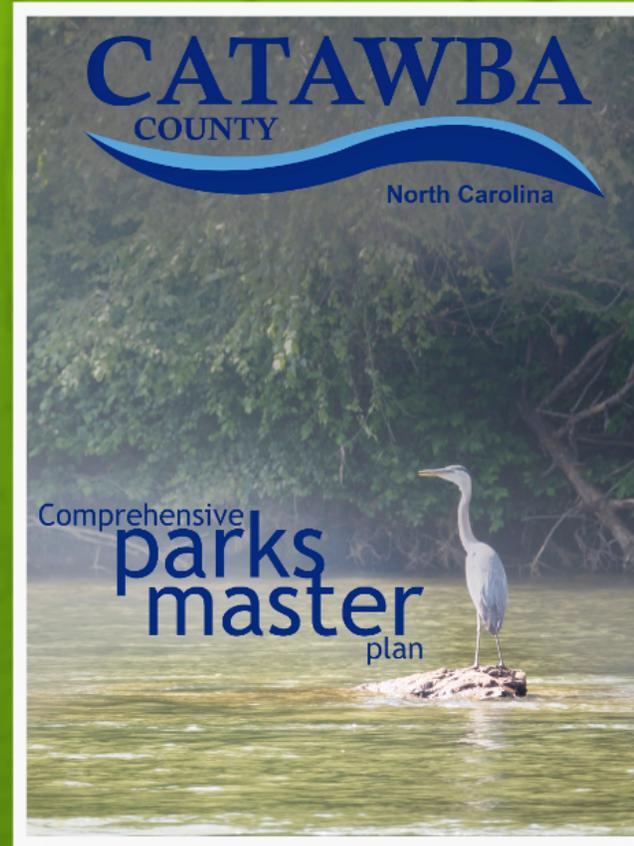
**# of Parks Visitors
(FY '09-'10 through FY '13-'14)**



Parks and Trails



Carolina Thread Trail



Parks Master Plan

Pressure Points

Economic Development

- Demand for a more diverse economy
- Lack of matching skill-sets to fill available jobs

Housing

- Lack of housing choices and locational opportunities
- Loss of CDBG funding

Transportation

- Aging roads
- Increased demand for transportation options and reduced traffic congestion

Population

- Anemic growth rate-declining younger population

Parks

- Resources to develop new parks

Moving Forward-2065

How can we build on our accomplishments while improving in areas where we've fallen behind?

By keeping an active approach...

- **foster** a stronger economy and educated workforce
- **promote** a variety of housing choices and locational opportunities
- **develop** amenities and activities to attract and retain a younger population within our community
- **collaborate** with the State to address the aging and deteriorating road conditions
- **enhance** partnerships with local, regional, state and federal agencies along with non-profit and private organizations to achieve common goals within our community



Questions