

TOWN OF McADENVILLE

Town Plan 2040

Comprehensive Land Use and Master Plan



DRAFT – May 10, 2022

Adopted: _____

Recommended by McAdenville Planning Board: May 5, 2022

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Town of McAdenville Town Plan 2040 Comprehensive Land Use and Master Plan

TOWN OF McADENVILLE

McAdenville Town Hall
163 Main Street
McAdenville, NC 28101

Adopted by the Town Council: _____

Town Council

Jim Robinette, Mayor
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Carrie Bailey, Council Member
Greg Richardson, Council Member
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Jay McCosh, Council Member

Planning Board

Kevin Lamp, Chair
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William Clark, Member
Vacant, ETJ Member
Sarah Gilbert-Kay, Alternate Member
(Vacant), Alternate Member
Kim Carver, Secretary

Administration Department

Lesley Dellinger, Town Administrator and Town Clerk
Kim Carver, Water/Sewer Senior Billing Specialist

Planning Department

Lesley Dellinger, Town Administrator and Town Clerk

Planning Team

Tom Weitnauer, AICP, Town Planner, Lead Author
F. Richard "Rick" Flowe, AICP, Principal Planner, Coauthor
Michael D. Harvey AICP, CFM, CZO, Senior Planner, Coauthor

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DRAFT April 21, 2022

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1. WHY PLAN OUR TOWN?

The purpose of the **Town of McAdenville Town Plan 2040 - Comprehensive Land Use and Master Plan** (“Town Plan”) is to provide information and perspective used to pinpoint and prioritize actions to support a resilient, self-sustaining community. The Town Plan must encourage economic opportunities, while at the same time maintaining the character and resources essential to McAdenville in a vibrant, growing urban region. An up-to-date plan balancing the changing trends, environmental mandates, and the Town’s vision is essential to the success of McAdenville and its inhabitants. Information contained in the Town Plan should serve as the basis for both investment and future development decisions.

McAdenville Town Plan has been designed for regular use by citizens, businesses, investors, leadership, and agencies in making decisions affecting the future of McAdenville. This Town Plan is vital to making informed decisions that will both account for current conditions while maintaining perspective about the future when doing so. A Town Plan is the foundation of almost all capital improvement and growth decisions. ***Adoption of Town Plan 2040 is not the end; it is a consensus on where to begin!***

1.1 About Town Planning

Long-term planning for the future of a community is vitally important. One tool to guide the future of a community is the planning process and adoption of a comprehensive land use plan. Part of a comprehensive land use plan is designed to provide an overview of a community’s existing conditions and physical development. The main function of the plan is to serve as a guide to a community’s future development policy. The goals of a comprehensive land use plan aim to:

- involve the community in developing a long-term vision,
- address what should be maintained or changed in the future to achieve that vision,
- identify future land uses in an overall community-wide context,
- identify and prioritize needed future infrastructure improvement aimed at supporting the vision, and
- provide implementation guidance as to the private and public investment strategies to realize the vision.

Part of the on-going planning process is monitoring the plan’s progress as a fluid document. [§N.C.G.S. 160D](#) does not set a specific time frame for updating the comprehensive plan, but it does call for plans to be “*reasonably maintained.*” As recommended by the UNC School of Government, “*factors determining reasonableness would include rate of growth and change as well as physical, economic, and social conditions so professional practice calls for comprehensive plans to be updated every 5-10 years. If the community has experienced rapid change, then an update every five years may be more defensible.*” ***Planning is an ongoing process!***

1.2 Official State Policy

The State of North Carolina requires local governments in NC General Statute 160D to adopt a plan to be eligible for certain funding, powers and authority by July 1, 2022. The plan is to be used as an assurance to the public that local decisions are made with a perspective on the future

implications of pending decisions, and to affirm that public accountability and fiscal responsibility are considered as part of the decision-making process.

Decisions made about public spending and growth can often appear centered around individuals involved and how they may benefit. When governing board decisions adhere to an adopted plan, those individual interests are balanced with others affected by the outcome of decisions, which include citizens, property owners, and businesses.

1.3 Statutory Reference

Town of McAdenville Town Plan 2040 - Comprehensive Land Use and Master Plan shall serve as the adopted plan pursuant to [§N.C.G.S. 160D](#) in the planning and regulation of development.

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2. ABOUT MCADENVILLE

2.1 McAdenville's Vision

McAdenville is committed to being a Town that cherishes its past while embracing its future with dignity, respect, and innovation.

2.2 Town of McAdenville Background

2.2.1 Location

McAdenville, North Carolina is located within Gaston County, north of US Highway 74. The Town's location is in an enviable position with excellent interstate access, proximity to Charlotte/Douglas International Airport, a variety of Charlotte's professional sports teams, and continuously growing urban center, surrounded by small towns, and active lifestyle outdoor amenities. The Town is bisected by Interstate 85 (west/east) and the South Fork of the Catawba River is located primarily along the eastern corporate limits. McAdenville is north of the Town of Cramerton and west of the Town of Belmont. Based on current Census data, the Town's corporate limits encompasses approximately 1.5 square miles, of which 4% is water.

There are several major medical facilities within a convenient distance of McAdenville including three full-service hospitals (CaroMont Regional Medical Center, Atrium Health Carolinas Medical Center, and Novant Health Medical Center), Atrium Health Levine Children's Specialty Center, Singh Surgical Associates, Internal Medical Associates of Gastonia, OrthoCarolina Urgent Care, and Carolinas Rehabilitation.

Census Statistical Area: The Town is in a region defined as the *Charlotte Metropolitan Area*, which is also a part of the *Charlotte-Concord Combined Statistical Area (CSA)*. Located in the Piedmont region of the state, the CSA includes urban/suburban areas in and around the City of Charlotte in both North and South Carolina, the largest in the Carolinas, is one of the fastest growing metropolitan areas in the United States (US) and the fourth largest in the Southeastern US.

According to 2020 census estimates, the CSA has:

- Total land area of approximately 3,200 sq. miles; and
- A population estimate of 2,636,883 (population 18% population increase from the 2010 Census)¹.

2.2.2 History

Gaston County: Gaston County, located in the southern Piedmont region of North Carolina, was formed from a portion of what was known as Lincoln County in 1846. The County:

- Ranks 73rd in size (out of 100 counties consisting of approximately 356.03 square miles;
- Is approximately 9th in population; and

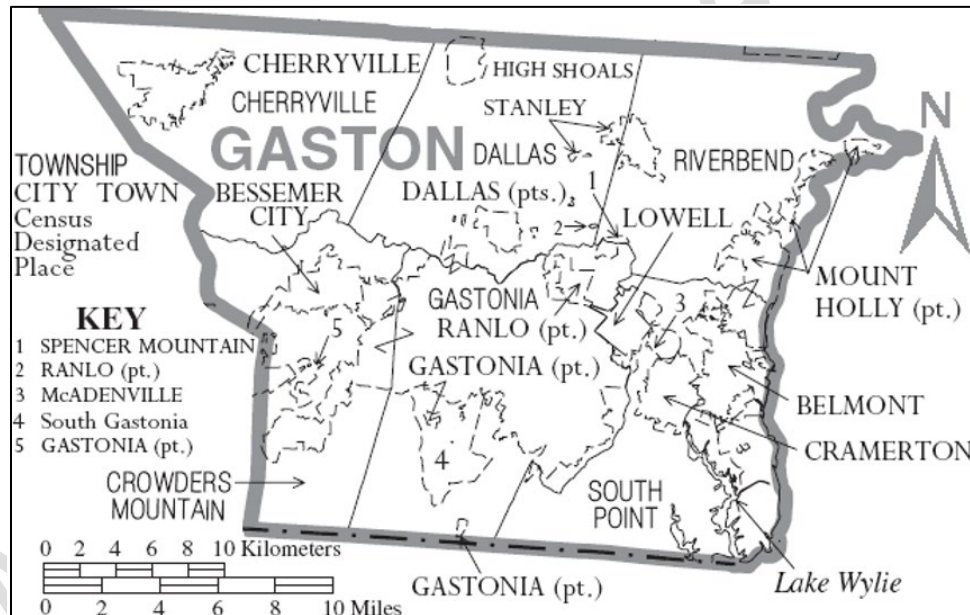
¹ The CSA has a slightly larger population of 2,797,636 as this area includes the City of Albemarle and Shelby.

- Has fifteen incorporated municipalities and several unincorporated communities (i.e. Hardin, Lucia, Crowders Mountain, Sunnyside, Alexis, Tryon, and North Belmont).

The county was named for William Gaston, member of the U.S. House of Representatives and justice of the Supreme Court of North Carolina. Early inhabitants of the area included the Catawba and Cherokee Indians followed by European colonists: Scotch / Irish; German (including Pennsylvania Dutch); and English.

Originally the County seat was the Town of Dallas. In 1911, however, the seat was relocated to the City of Gastonia.

While early development focused primarily on agricultural land uses, notably corn production, and mining operations (i.e. gold, lime, sulfur, tin, and iron) beginning in 1845 the County experienced an industrial boom with the development of multiple cotton mills, which became vital to the county's early economic development efforts. Early economy was also supported by mining operations yielding.



Most of the county is in the drainage basin of the Catawba River, except for small areas along the western boundary located within the basin of the Broad River. Both the Catawba and Broad Rivers are in the greater Santee River basin. The Catawba forms the eastern border of the county and much of the central part of the county is in the drainage basin of the South Fork of the Catawba River. The highest point in Gaston County is King's Pinnacle, which rises approximately 800 feet above the city of Gastonia and 1,690 feet above sea level. The Pinnacle is part of Crowders Mountain State Park.

McAdenville: Incorporated in 1881, the Town was named after Rufus Yancey McAden who was president of the local textile mill, specifically McAden Mills. Mr. McAden served in the North Carolina House of Commons from 1862 to 1867 and was Speaker of the House in 1866.

The area in which the mill was developed, originally owned by James Henderson, was known as Henderson Shoals and then Spring Shoals when the mill was purchased by Adam Alexander Springs. In approximately 1840, the property was acquired by the Stowe brothers. In 1880, the brothers sold the river front site to McAden. Development in what would become McAdenville was bolstered in 1873 when the Atlanta-Charlotte Railroad began establishing rail line.

In 1881, McAden developed the Springs Shoals Manufacturing Company and began planning the town around the cotton mill, which included construction of a concrete dam along the river as well as housing for local workers. During this time period local agricultural processing operations (i.e. wheat and corn mills) began to develop and flourish as well. McAden Mills was the largest operation in Gaston County. Based on available information, sometime in 1883 Thomas Edison was hired to build a hydroelectric generator (i.e. No. 31 known as a dynamo) to provide power for both the mill operation and local community.

When the town was incorporated as McAdenville, the mill company became known as McAden Mills. While the original mill closed in 1935, in approximately 1940 the mill was purchased and became Stowe Mills. Since 1950 until the present day, Pharr Yarns has occupied the old mill site. McAdenville is one of the last company-owned mill villages in the region. This fact has helped contribute to many aspects of its present character.

McAdenville has gained national publicity/recognition as ["Christmas Town, USA"](#) with one of the largest holiday displays in the country. Starting in 1956, with advertising assistance from the Pharr Yarns corporation, the event features hundreds of illuminated trees and wreaths which attracts thousands of visitors annually. Christmas Town is possible through a public/private partnership with Pharr Yarns, which funds all the lights, and village residents who decorate and light up their homes as part of the celebration. Over 500,000 visitors attend the 25-day Christmas Town USA event each year.

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3. COMMUNITY PROFILE

The development of a Town Plan first requires that identification and analysis of certain key growth factors be performed. The intent of the analysis is to ensure that policies contained in the Town Plan address current problems, trends, and issues facing the community, including the immediate area. The key growth factors included for analysis are discussed in several subject areas within the Town Plan. Collectively, these key growth factors summarize past and present conditions, while providing the essential yardsticks for estimating future conditions.

The U.S. Census Bureau prepares a detailed statistical portrait for local governments, counties and states of their respective social, economic, housing, and demographic characteristics through the 5-year American Community Survey (ACS) products. The ACS 5-year estimates are constructed as period estimates and reflect the average characteristics over the five year period. In general, unless a user knows how the estimate for each characteristic is trending over time, it is not accurate to consider the 5-year estimate as an estimate at any given point within the 5 year period. However, under certain conditions, the ACS estimates can serve as a proxy. Figures from the U.S. Census Bureau *2015-2019 American Community Survey*, released on December 10, 2020, were used in several instances in developing the Community Profile for the Town of McAdenville, as detailed in this section. Rather than refer to the 5 year period (2015-2019) throughout the narrative in this section, the last year of 2019, will be used for brevity, but the full five year period will be noted as the source for tables and charts. On November 10, 2021, the U.S. Census issued a press release that the Bureau must delay the 2016-2020 ACS 5-year data release originally targeted for December 2021. Additional time is needed to continue refining their methodology so that they can minimize the impact of nonresponse bias due to the COVID-19 pandemic.

In their methodology of defining what is a current residence in the American Community Survey, the U.S. Census Bureau considers everyone who is currently living or staying at an address for more than two months is considered a current resident of that address. This means that their expected length of stay is more than two months, not that they have been staying in the housing unit for more than two months at the time when the survey is conducted. Persons away from their residence for two months or less, whether in the United States or overseas, on a vacation or on a business trip, are considered to still be a resident at the address, and the unit is classified as occupied and eligible for inclusion in the survey. Persons away from their residence for more than two months are considered not to be a resident. For the ACS, if no one is determined to be a current resident in the sampled housing unit, it is classified as vacant.

In summary, the demographic data contained with this element is derived from two (2) sources:

1. The 2020 Decennial Census; and
2. The 2015-2019 American Community Survey (ACS).

In those instances where actual Decennial Census data is still not yet available, this Document utilizes ACS data. It is important to understand the differences between these two data sources:

- Decennial Census data represents a ‘physical count’ of ‘all residents’ occurring every ten years; and
- American Community Survey (ACS) produces population, demographic and housing unit estimates based on data samples (i.e. does not represent a physical county of all residents).

Due to the COVID pandemic, the US Census Bureau experienced challenges in securing full participation in the Decennial Census. There are noticeable discrepancies in some data sets, most notably population, from Census and ACS data. In completing this Document, the best available data was utilized. In those cases where a disparity exists, steps have been taken to try and document those differences and provide an explanation.

3.1 Population

3.1.1 Population Growth

The U.S. Census Bureau estimated the Town of McAdenville's population in 2020 at 865 persons. The U.S. Census Bureau estimated there were 365 households in the Town with an average household size of 2.61 people (owner occupied housing). Households include related family members, non-related individuals and people living alone. The count of households excludes group quarters.

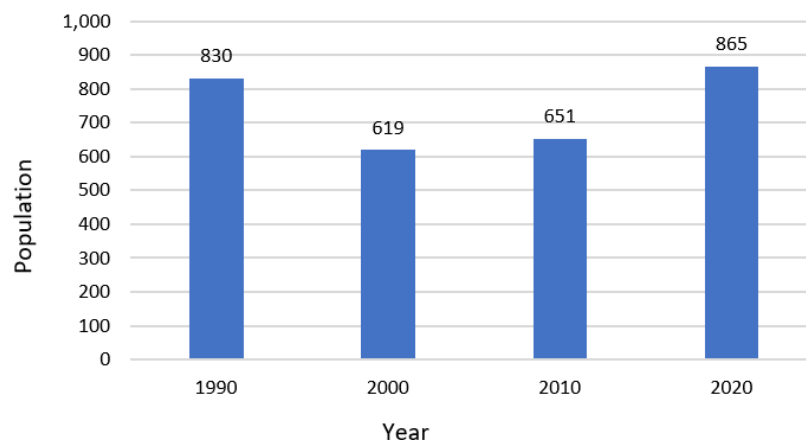
Section 3.1 provides figures within the Town of McAdenville town limits using U.S. Census Bureau figures. The population of the Town of McAdenville decreased between 1990 and 2000, and then increased between 2000 to 2020 as illustrated in Table 3.1.1A and Figure 3.1.1.A.

Table 3.1.1.A: Town of McAdenville Decennial Population Estimates and Growth Rates

Year	Town of McAdenville Population	McAdenville Population Annual Increases/Decreases	Between Years
1990	830		
2000	619	-25%	1990-2000
2010	651	0.5%	2000-2010
2020	865	33%	2010-2020

Source: U.S. Census Bureau – 2019 American Community Survey (ACS) data

Figure 3.1.1.A: Town of McAdenville Decennial Population Estimates



Source: U.S. Census Bureau – 2019 American Community Survey (ACS) data

Table 3.1.1.B illustrates the percentage of McAdenville population to the total population of Gaston County throughout the past 20 years has remained stable.

Table 3.1.1.B: Town of McAdenville to Gaston County Population Comparison

Year	McAdenville	Gaston County	McAdenville's Population to Gaston County's Population
2000	619	190,365	0.003%
2010	651	206,086	0.003%
2020	865	227,943	0.004%

Source: U.S. Census Bureau – 2019 American Community Survey (ACS) data

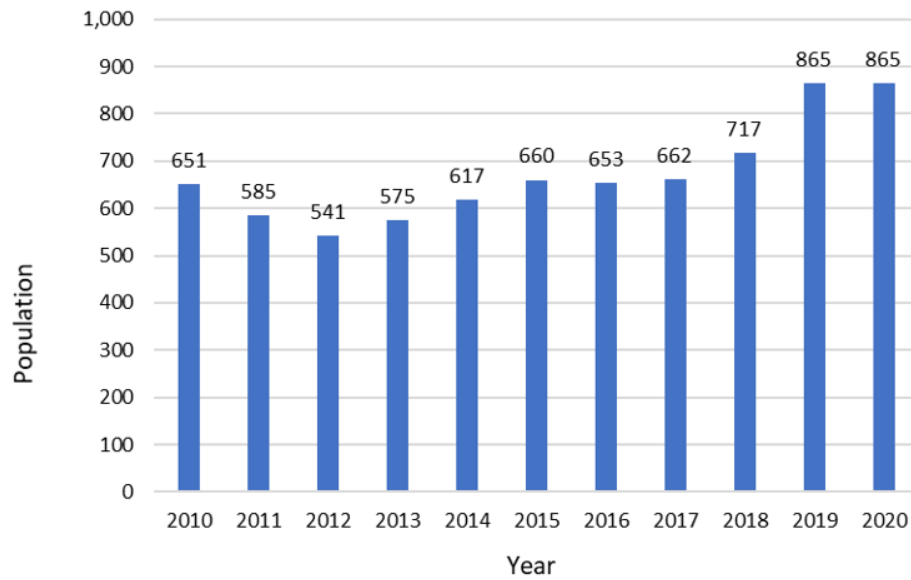
The population estimates for each year between 2010 to 2020 have been estimated annually by the U.S. Census Bureau. As illustrated in Table 3.1.1.B and Figure 3.1.1.C, the population has increased every year from 2017 to 2020 recovering from a decrease in population in 2010, 2012, and 2016. According to available Census data, there was a significant population increase (20%) from 2018 to 2019. The average rate of population growth between 2010 and 2020, as estimated by the U.S. Census Bureau, was 3.22%.

Table 3.1.1.C: Town of McAdenville Population - Annual Estimates and Growth Rates

Year	Population	Growth Rates
2010	651	
2011	585	-10.14%
2012	541	-7.52%
2013	575	6.28%
2014	617	7.30%
2015	660	6.97%
2016	653	-1.06%
2017	662	1.38%
2018	717	8.31%
2019	865	20.64%
2020	865	0.00%
	Average Growth Rate	3.22%

Source: U.S. Census Bureau – 2019 American Community Survey (ACS) data

Figure 3.1.1.C: Town of McAdenville Population - Annual Estimates



Source: U.S. Census Bureau, Annual Estimates

3.1.2 Population Projections

Rather than apply an average 2010 through 2020 growth rate of (3.22%) to the 2020 U.S. Census Bureau's population estimate of 865 and subsequent years to forecast McAdenville's population in 2030 and 2040, which may lead to an unrealistic projection, considering development plans in McAdenville, another method was used.

The North Carolina Office of State Budget and Management (OSBM) State Demographer publishes population projections annually for each county using complex methodology tailored to each county's birth, death, and migration rates. Since the Town of McAdenville population has remained approximately 0.4% of Gaston County's total population for two decades, 0.4% was applied to the State Demographer population projections for 2030 and 2040 to forecast projections of population. This results in a population projection for the Town of McAdenville of 905 persons in year for 2030 and 970 persons in year 2040 as illustrated in Table 3.1.2 and Figure 3.1.2.

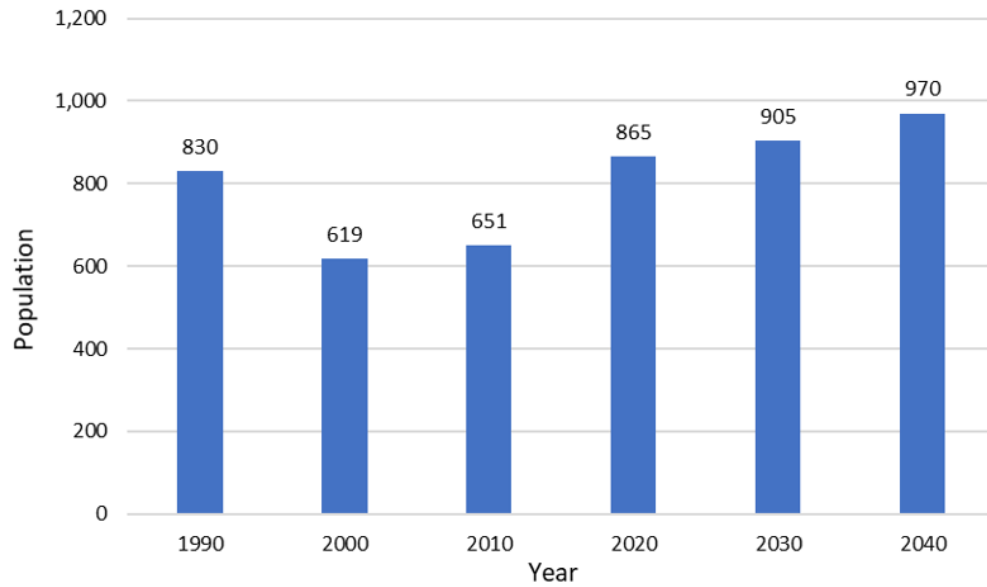
Table 3.1.2: Town of McAdenville Population – Estimates and Projections

Year	Population Estimates and Projections
1990	830
2000	619
2010	651
2020	865
2030	905
2040	970

Sources: 2020 Estimate: US Census

2030 & 2040 Projections: Average population percentage of McAdenville to Gaston County's population (1.4%) using the NC OSBM population projections for Gaston County

Figure 3.1.2: Town of McAdenville Population Estimates and Projections



Sources: 2020 Estimate: US Census

2030 & 2040 Projections: Average population percentage of McAdenville to Gaston County's population (0.3%) using the NC OSBM population projections for Gaston County

3.1.3 Diversity

Within the Town, for residents reporting one race alone, the U.S. Census Bureau's 2019 American Community Survey and Decennial Census data estimates:

- 90.4% of residents identified themselves as White;
- 3.9% identified themselves as Black or African American;
- 2.48% were Asian; and
- Approximately 3.19% identified as some other race.

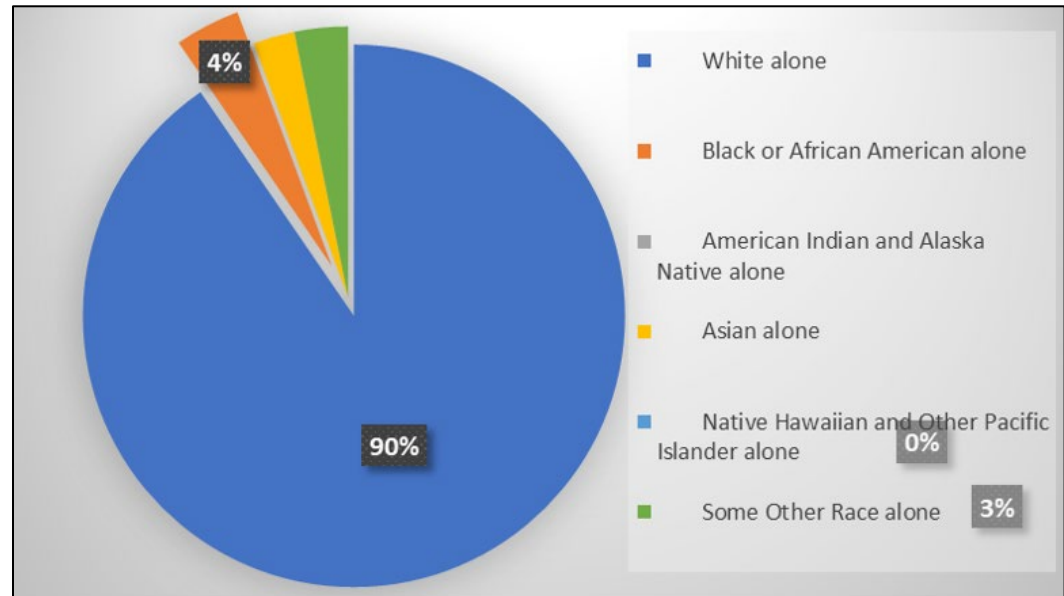
Approximately 44 residents identified themselves as being two or more races.

Table 3.1.3.A: Town of McAdenville Population by Race Alone

Race or Ethnicity	Number of residents (1 race alone)	Percent of Total Population
White	765	90.43%
African American	33	3.90%
American Indian and Alaska Native	0	0.00%
Asian	21	2.48%

Native Hawaiian and Other Pacific Islander	0	0.00%
Some Other Race	27	3.19%

Source: U.S. Census Bureau, 2019 American Community Survey, Margin of error does not always equal 100%



Figures from the *American Community Survey* shown in Table 3.1.3.B indicate an estimated 94.6% of people in McAdenville were White non-Hispanic. People of Hispanic origin may be of any race.

Table 3.1.3.B: Town of McAdenville Population by Hispanic or Latino Not Hispanic or Latino

Race or Ethnicity	Percent of Total Population
Not Hispanic or Latino	94.61%
Hispanic or Latino (any race)	5.39%

Source: U.S. Census Bureau, 2015-2019 American Community Survey

3.1.4 Population by Age and Sex

As previously indicated, the Town has a total population of 865 persons of which 51.45% were females and 48.55% were males.

This distribution is consistent with Gaston County population figures, as reported by the U.S. Census in 2020, which estimates the overall breakdown of the local population as 52% female and 48% male.

Median age is defined by the U.S. Census Bureau as the measure that divides the age distribution into two equal parts: one-half of the cases falling below the median value;

and one-half of the cases falling above the median value. The median age of McAdenville residents is 41.9 years.

An estimated 21.4% of the population was under 18 years of age. 39.9% of the population falls between the ages of 18 to 44 years and 10.8% was 65 years and older.

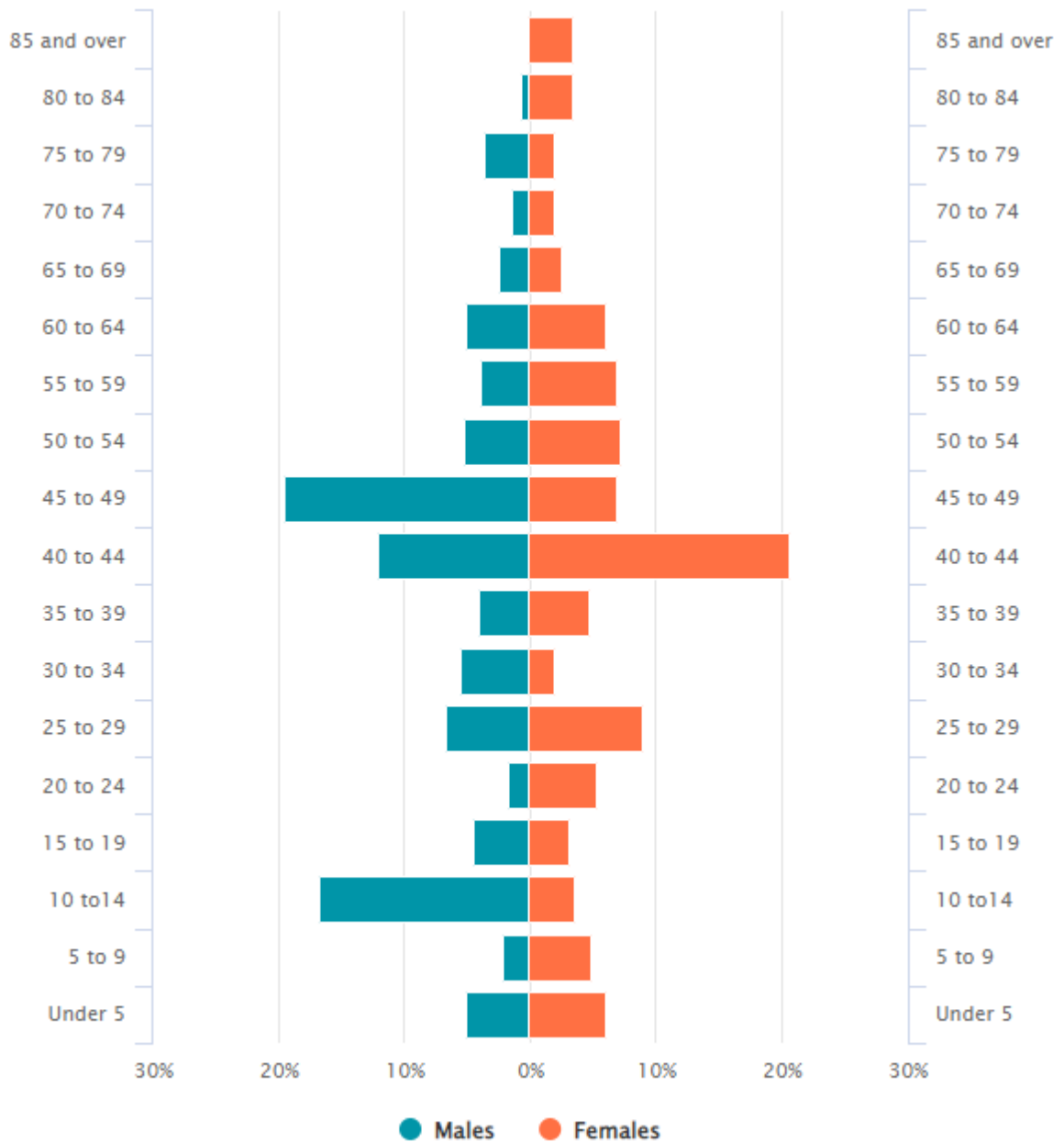
Table 3.1.4: Town of McAdenville Population by Age and Sex

Age	Percent Male	Percent Female
Under 5	5.0%	6.1%
5 to 9	2.1%	4.9%
10 to 14	16.7%	3.6%
15 to 19	4.5%	3.1%
20 to 24	1.7%	5.4%
25 to 29	6.7%	9.0%
30 to 34	5.5%	2.0%
35 to 39	4.0%	4.7%
40 to 44	12.1%	20.7%
45 to 49	19.5%	7.0%
50 to 54	5.2%	7.25
55 to 59	3.8%	7.0%
60 to 64	5.0%	6.1%
65 to 69	2.4%	2.5%
70 to 74	1.4%	2.0%
75 to 79	3.6%	2.0%
80 to 84	0.7%	3.4%
85 and over	0.0%	3.4%

Source: U.S. Census Bureau, 2019 American Community Survey

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Town of McAdenville Population by Age and Sex



Source: U.S. Census Bureau, 2019 American Community Survey

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3.2 Housing

3.2.1 Occupied Housing Characteristics

As previously indicated, the Town of McAdenville has approximately 365 total housing units of which 330 units were occupied (90.4%) or had people living in them while the remaining 35 units (9.5%) were unoccupied/vacant.

Of the occupied housing units, the percentage occupied by owners (also known as the homeownership rate) was 77% (254 units) while renters occupied 23% (76 units). The average household size of owner-occupied houses was 2.61 and in renter-occupied houses it was 2.64.

In comparing occupancy data, Table 3.2.1.A denotes the Town is above average when compared to both Gaston County and the State of North Carolina with respect to number of owner-occupied housing units.

Table 3.2.1.A: Homeownership Rates

Jurisdiction	% of Owner Occupied Units	Percentage of Renter Occupied Units
Town of McAdenville	77%	23%
Gaston County	64.5%	35.5%
State of North Carolina	65.2%	34.8%

Source: U.S. Census Bureau, 2019 American Community Survey

In 2019, the median property value for owner-occupied houses in McAdenville was \$289,500.00.

Of the owner-occupied households (330 units) 63.3% or 209 units had a mortgage while 13.6% (45 units) were owned free and clear, that is without a mortgage or loan on the house. It should be noted there are approximately 76 total housing units for which mortgage data was not provided to the Census bureau out of the total 365 available housing units. The median monthly housing costs for owners with a mortgage was \$1,591.00 and for owners without a mortgage it was \$263.00.

For renter-occupied houses, the median gross rent for McAdenville was \$958.00. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Households that pay 30% or more of their income on housing costs are considered cost-burdened. As illustrated in Table 3.2.1.B cost-burdened households in McAdenville accounted for only 9% of owners with a mortgage (209 units), 1.1% of owners without a mortgage (5 units), and 1.9% of renters (69 units) in 2019.

Table 3.2.1.B: McAdenville Occupants with a Housing Burden

House Value	Percentage of Housing
Owners with mortgage	9%
Owners without mortgage	1.1%
Renters	1.9%

Source: U.S. Census Bureau, 2019 American Community Survey

3.2.2 Housing Stock

Available Census data indicates approximately 183 (50.1%) of existing occupied residential structures have been constructed since 2000. These figures do not account for houses built since 2019.

Table 3.2.2: Town of McAdenville Occupied Housing Units by Age in 2019

Year Built	Number Structures	Percentage of Structures built
Built 2014 or later	93	26.3%
Built 2010 to 2013	11	3.1%
Built 2000 to 2009	79	22.3%
Built 1990 to 1999	11	3.1%
Built 1980 to 1989	4	1.1%
Built 1970 to 1979	47	13.3%
Built 1960 to 1969	38	10.7%
Built 1950 to 1959	28	7.9%
Built 1940 to 1949	11	3.1%
Built 1939 or earlier	32	9.0%

Source: U.S. Census Bureau, 2019 American Community Survey

3.2.3 Housing Types

Of the 365 existing housing units, approximately 96% were single-family houses (approximately 344 units); 2% were multi-family structures (i.e. buildings that contained two or more units) (6 units); and 1.4% (5 units) were mobile/manufactured homes.

Table 3.2.3: Town of McAdenville Housing Types

Housing Types	Percentage of Housing Types
Single Family (Site Built)	96%
Mobile Homes	2%
Multi-family	1.4%

Source: U.S. Census Bureau, 2019 American Community Survey

Available Census data indicates the average number of bedrooms within these residences can further broken down as follows.:

- 1 bedroom: 2 units;
- 2 bedrooms: 70 units;
- 3 bedrooms: 172 units;
- 4 bedrooms: 94 units; and
- 5 + bedrooms: 16 units.

3.3 Economy

3.3.1 Household Income

Household income calculations consist of the income of all individuals aged 16 years and older in the household. When analyzing the distribution of household income in the Town of McAdenville, the largest percentage of households (28.5%) falls into the \$100,000 to \$149,999 income range followed by the \$50,000 to \$74,999 (16.4%) range.

In terms of the gross percentage of income, approximately 77.9% of households in the Town earn \$50,000 or more a year. Refer to Table 3.3.1 below for more detailed information. Approximately 11.8% of households earn less than \$24,999 a year.

Median household income divides the household income distribution with one-half of the cases falling below the median and one-half of the cases falling above the median.

For households, the median income is based on the distribution of the total number of households, including those with no income. The median household income in the Town is \$99,167.00 per year.

Table 3.3.1: Town of McAdenville Household Income by Range

Income Range	Percentage of Total Population
Less than \$10,000	3.0%
\$10,000 to \$14,999	2.4%
\$15,000 to \$24,999	6.4%
\$25,000 to \$34,999	3.0%
\$35,000 to \$49,999	7.3%
\$50,000 to \$74,999	16.4%
\$75,000 to \$99,999	12.4%
\$100,000 to \$149,999	28.5%
\$150,000 to \$199,999	14.8%
\$200,000 or more	5.8%

Source: U.S. Census Bureau, 2019 American Community Survey

3.3.2 Median Household Income

Median income is defined by the U.S. Census Bureau as the amount obtained by dividing the total income of a particular statistical universe by the number of units in that universe. The median income is the amount that divides the income distribution into two equal groups, half having income above that amount, and half having income below that amount.

Mean income is the amount obtained by dividing the total aggregate income of a group by the number of units in that group. The mean or average income is higher than median income. The Town of McAdenville's median household income is well above that of both Gaston County and the State of North Carolina.

Table 3.3.2: Median Income Comparison

Jurisdiction	Median Household Income
Town of McAdenville	\$99,167.00
Gaston County	\$52,835.00
State of North Carolina	\$56,595.00

Source: U.S. Census Bureau, 2019 American Community Survey

3.3.3 Poverty Rates

The U.S. Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If the total income for a family, or unrelated individual, falls below the relevant poverty threshold, then the family (and every individual in it) or unrelated individual is considered in poverty. Since poverty is determined by the circumstances of individual families (e.g., family size, income thresholds and income), there is no single poverty rate for an entire jurisdiction or geographic area.

As Table 3.3.3 illustrates, the Town of McAdenville's percentage of people in poverty is comparable to Gaston County, while lower than the State figure. The percentage of children in poverty, based on available Census data, is dramatically lower in McAdenville than those in Gaston County and the State.

Table 3.3.3: Poverty Level Comparison

Jurisdiction	% of People in Poverty	% of Children in Poverty
Town of McAdenville	10.1%	1.6%
Gaston County	10.4%	13.5%
State of North Carolina	13.6%	19.5%

Source: U.S. Census Bureau, 2019 American Community Survey

3.4 Education

3.4.1 Educational Attainment

Of McAdenville residents 25 years and older, an estimated 21.1% of residents have a least a high school education or equivalent. An estimated 10.3% of residents did not complete high school (i.e. did not graduate and/or did not obtain a high school equivalency certification).

The total school enrollment in McAdenville was 195 in 2019. Nursery school enrollment was 17 and kindergarten through 12th grade enrollment was 140. College or graduate school enrollment was 38.

Table 3.4.1: Educational Attainment Comparison for Population Aged 25 and Over

Educational Attainment	Town of McAdenville	Gaston County	State of North Carolina
Less than High school diploma	10.3% ²	10.4%	11.4%
High school diploma or equivalency	21.1%	29.7%	25.6%
Some college, no degree	11.5%	22.9%	20.6%
Associate's degree	8.2%	9.2%	10.1%
Bachelor's degree	31.3%	16.6%	20.5%
Graduate or Professional degree	17.8%	6.9%	11.8%

Source: U.S. Census Bureau, 2015-2019 American Community Survey

3.4.2 Public Schools

Residents within the Town are served by the Gaston County School System, the tenth largest district in the State serving approximately 30,000 students (i.e. pre-kindergarten through high school) through 56 institutions including:

- 29 Elementary/Primary schools;
- 1 Intermediate school;
- 11 Middle schools;
- 12 High schools;
- 1 Special Needs school;
- 1 Alternative school; and
- A virtual school.

According to the Gaston County School District website, the *graduation rate for the Class of 2021 was 86.5% with 6 schools having a graduation rate exceeding 90% and 3 schools with a perfect graduation rate of 100%.*

² Per the US Census data, this includes 2 separate data cohorts, specifically individuals who have less than a 9th grade education and individuals who attended school beyond the 9th grade but did not graduate or receive an equivalency degree.

The District offers career and technical education (CTE) programs at all high and middle schools and has established an early college program serving approximately 235 children as well as a new school choice/magnet program entitled the Gaston Early College of Medical Sciences (GECMS). The campus, located in Dallas North Carolina, is healthcare-focused high school designed especially for students interested in careers in the medical/healthcare industry. Students have an opportunity to earn a high school diploma and an associate degree in preparation for a career in the medical/healthcare field.

The County has a total of 4 charter schools operating within its boundaries:

1. Piedmont Community Charter (Gastonia) serving Kindergarten through 8th grade – 1,200 enrolled students;
2. Mountain Island Charter (Mt. Holly) serving Kindergarten through 12th grade – 810 enrolled students;
3. Ridgeview Charter School (Gastonia) serving Kindergarten through 8th grade – 520 enrolled students; and
4. Community Public Charter School (Stanley) serving Kindergarten through 4th grade– 485 students enrolled.

McAdenville is in close proximity to the following private schools:

- Gaston Christian School, a private faith-based school serving Kindergarten through 12th grade (i.e. approximately 900 students enrolled);
- Gaston Day School, a private nonsectarian college-preparatory school for grades Preschool through 12th grade (i.e. approximately 500 students enrolled).

Depending on where children reside, McAdenville residents may attend the following schools:

- McAdenville Elementary School - 275 Wesleyan Dr, McAdenville, NC³;
- Holbrook Middle School - 418 S Church St, Lowell, NC;
- Belmont Middle School – 1020 S Point Rd, Belmont, NC; and
- Stuart W. Cramer Highschool - 101 Lakewood Road Belmont, NC.

3.4.3 Colleges and Universities

The Town is conveniently located to several colleges, university, and technical schools:

College / University	City	Distance From Town of McAdenville
Belmont Abbey College	Gastonia, NC	3 miles
Gaston College - Kimbrell Campus and Textile Technology Center	Belmont, NC	4.2 miles
Gaston College Community College Campus	Dallas, NC	9.1 miles
ECPI University	Charlotte, NC	12.5 miles

³ Some elementary age children from the northern part of McAdenville attend Lowell Elementary School in Lowell

College / University	City	Distance From McAdenville
DeVry University	Charlotte NC	15.1 miles
Johnson C. Smith University	Charlotte, NC	15.6 miles
Central Piedmont Community College	Charlotte, NC	18 miles
Pfeiffer University – Charlotte Campus	Charlotte, NC	18miles
Gardner-Webb University	Charlotte, NC	19 miles
UNC – Charlotte	Charlotte, NC	23 miles
Wingate University	Charlotte, NC	25 miles
Davidson College	Davidson, NC	31 miles
Lenoir-Rhyne University	Hickory, NC	43 miles
North Carolina Research Campus	Kannapolis, NC	42 miles
Appalachian State University	Boone, NC	85 miles
Winston Salem University	Winston Salem, NC	90 miles
UNC – Greensboro	Greensboro NC	103 miles
Duke University	Durham, NC	152 miles
NC State University	Raleigh, NC	175 miles

As the region continues to grow, more educational and specialized job training opportunities will become available.

3.5 Workforce

3.5.1 Employment

According to 2019 U.S. Census data, there were approximately:

- 695 residents over the age of 16;
- 448 of these residents (64.5%) are employed;
- 39 residents (5.6%) are unemployed/not employed; and
- 247 residents (35.5%) are identified as not being within the labor force.

An estimated 383 residents (94.1%) were identified as being employed as private wage/salary workers; 22 residents (5.4%) were identified as federal, state, or local government workers; and zero residents identified themselves as being self-employed in their own (not incorporated) business.

As presented in Table 3.5.1 A below, the largest number of the Town's citizens in the workforce (aged 16+) are employed in *the Management, business, sciences, and arts*

occupations production (184 people or 45.21% of the 448-member workforce) with the second largest number employed within *Service* occupations (22.11%) followed closely by *production, transportation, and material moving* occupations (17.44%)

Table 3.5.1.A: Occupations for Civilian Employed Population 16 Years and Over

Occupation	Number of Employees	Percentage of employees (407 people)
Management, business, sciences, and arts occupations	184	45.21%
Service occupations	90	22.11%
Sales and office occupations	45	11.06%
Natural resources, construction, and maintenance occupations	17	4.18%
Production, transportation, and material moving occupations	71	17.44%

Source: U.S. Census Bureau, 2015-2019 American Community Survey

In 2019, the civilian employed population in McAdenville, aged 16 years and older, worked in the following industries.

Table 3.5.1.B: Employment by Industry

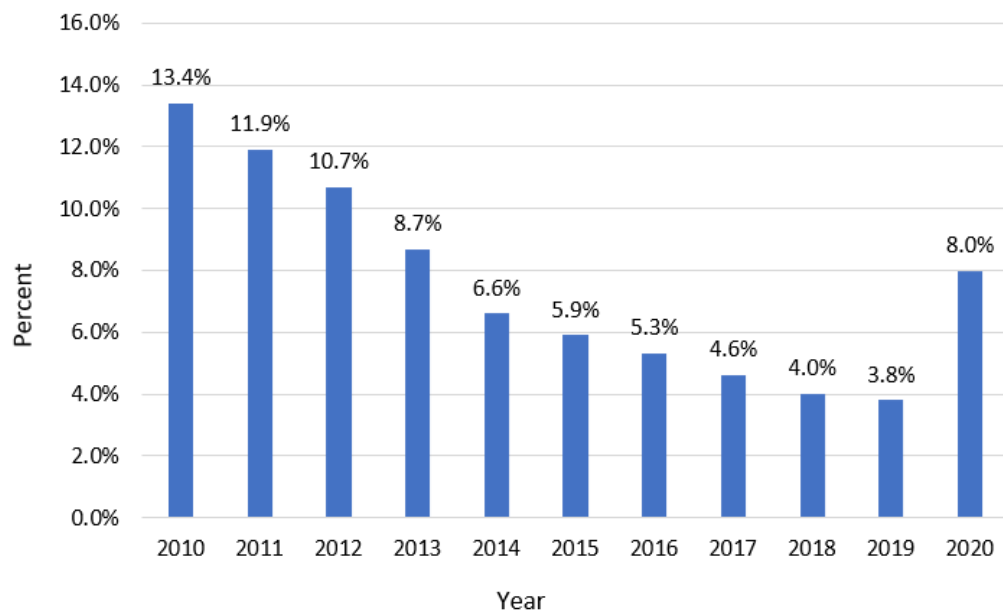
Industry	Number of Employees	Percentage
Agriculture, forestry, fishing and hunting, & mining	4	0.98%
Construction	6	1.47%
Manufacturing	66	16.22%
Wholesale trade	9	2.21%
Retail trade	17	4.18%
Transportation & warehousing, & utilities	32	7.86%
Information	3	0.74%
Finance & insurance, & real estate & rental & leasing	37	9.09%
Professional, scientific, & management, & admin. & waste management svcs.	94	23.10%
Educational services, & health care & social assistance	88	21.62%
Arts, entertainment, & recreation, & accommodation, & food services	18	4.42%
Other Services, except public administration	27	6.63%
Public administration	6	1.47%

Source: U.S. Census Bureau, 2019 American Community Survey

3.5.2 Unemployment

Unemployment rates in Gaston County have shown a steady downward trend from 13.4% in 2010 to 3.8% in 2019, but then jumped up to 8.0% in 2020, likely due to the impacts of the COVID global pandemic. These improvements demonstrate Gaston County managed to rebound from the great recession, up until the COVID impacts. Labor statistics specifically for McAdenville are not available through the U.S. Bureau of Labor Statistics.

Table 3.5.2: Unemployment in Gaston County, 2010-2020



Source: U.S. Bureau of Labor Statistics

3.5.3 Commuting Patterns

As reported by the U.S. Census Bureau, an estimated 89.9% of McAdenville workers drove to work alone and only 5.4% carpool. Among those who commuted to work, it took them on average 30 minutes to get to work. Table 3.5.3 presents McAdenville workers' modes of travel to work.

Table 3.5.3: Town of McAdenville Commuters' Methods of Transportation

Transportation Method	Percentage of All Workers
Drive Alone	89.9%
Carpool	5.4%
Public Transportation	0%
Walk	0.5%
Worked at Home	3.5%

Source: U.S. Census Bureau, 2019 American Community Survey

3.6 Future Trends Projection - *How does McAdenville prepare?*

Recognizing trends and how market dynamics can and do change, will enable McAdenville to position itself as a welcoming community for multiple generations looking at buying or renting a home, starting or growing a business, and finding McAdenville a good place to visit. This approach to planning reinforces the community's desire to create a place where younger people will desire to locate, while aging community members will choose to remain. A vibrant and sustainable community is one where both the new and existing home markets are attractive to future generations and allow for aging members of the community to remain in the community by offering a variety of housing products near jobs, services and events.

According to contemporary real estate experts, the "50+" real estate market is changing. In these next few years, Generation X (those born between the years 1964 and 1977) will be joining the Boomers (born between 1946 and 1963) and Matures (between 1927 and 1945), making serving the age 50+ market both a challenging puzzle as well as an opportunity for both communities and the real estate industry itself.

A recent insightful online posting on RISmedia.com (a real estate trade site) states, "For the **Mature** buyers, those born between the years 1927 and 1945, the decision to move can be an emotional and complicated process. The sense of obligation to the family home may be a burden and a comfort at the same time." The posting goes on to state, "**Baby Boomers** are savvy home buyers. They approach the transaction with high expectations and confidence. They consider the home a reflection of their lifestyle, so image and status are important. Whether they are downsizing, upsizing, or purchasing a second home, vacation home, or investment property, they know what they want and how to tell you about it." And finally, the post states, "Newbies to the 50+ group, **Generation X** stands out because of their strong need for independence and practical yet cautious approach. They take on the responsibility of gathering information and rely strongly on facts and documentation. They ask a lot of questions and don't want to get burned. They expect their home to complement their lifestyle and not the other way around."

Preparations to embrace current and projected trends are a partnership of land development and real estate industries with local government leadership. New housing construction should address gaps in the market product offering; therefore, land development specifications appearing in the Town's ordinances must be adequate to accommodate these trends. Replacing the town's antiquated zoning ordinance, adding specifications for land development which creates new streets and supporting infrastructure, and maintaining quality control over the implementation of these standards must be prioritized to protect property rights of all parties while creating common-sense opportunities that don't setup for failures in the future.

As with the housing markets, ever changing trends in consumption, product development, technology and generational shifts in personal choices/values must be considered when making decisions about commercial and other non-residential growth. This approach to planning reinforces the community's desire to create a place where younger people will desire to locate, while aging members will choose to remain. A community, where traditional values accompany craftsmanship must embrace the presence of technology in everyday life, commerce, and business. Innovation is an ever-increasing component of the economy at all levels; therefore, it must be considered in the formation of growth policy serving these innovators if we are to adapt and survive global influence on everyday life. *(Also see Sections 6 and 8 of this document).*

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DRAFT April 21, 2022

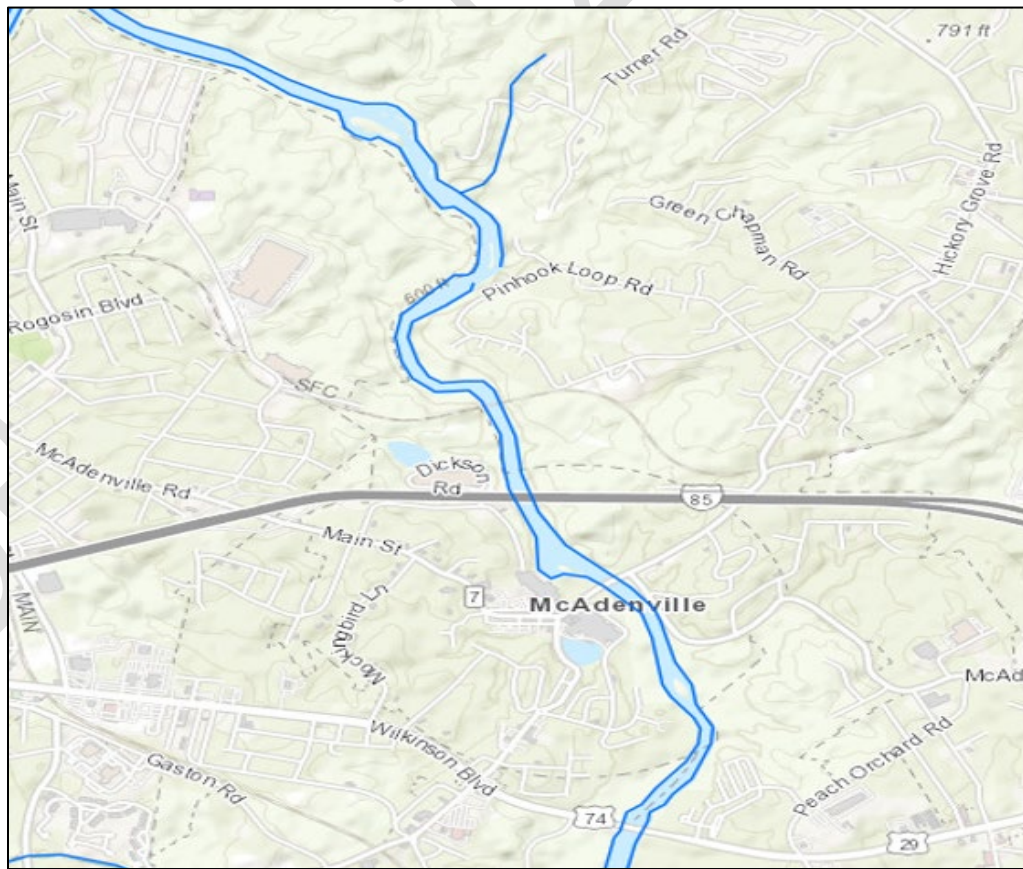
4. NATURAL, CULTURAL AND HISTORIC RESOURCES

4.1 Natural Resources

4.1.1 Water Resources

Water provides both recreational and life sustaining resources for the Town and the region as a whole. The Town and its extraterritorial jurisdiction (ETJ) boundary are encumbered by, and adjacent to, the following waterways:

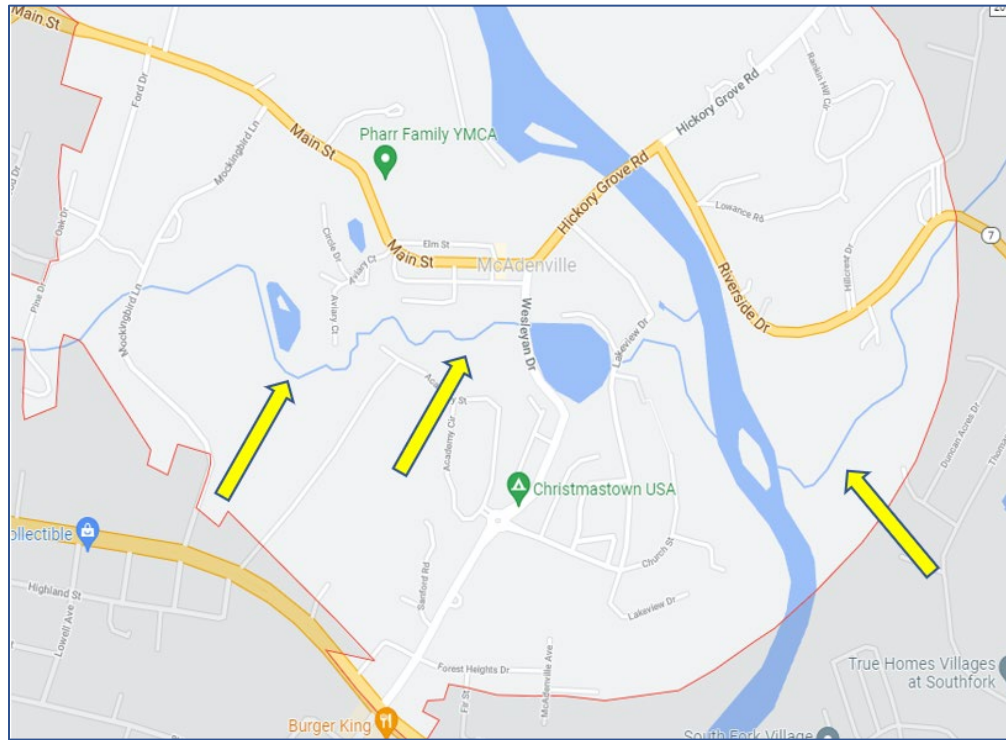
Waterway Name	General Location	State Classification	State Description
South Fork Catawba River	East of Town of McAdenville ; west of Hickory Grove Road and Lowell-Spencer Mountain Road	WS-V	From a point 0.4 mile upstream of Long Creek to Cramerton Dam and Lake Wylie at Upper Armstrong Bridge (mouth of South Fork Catawba River).



Source: State of NC Division of Water Resources (DWR)

Duharts Creek, flowing through the City of Gastonia to the southwest of McAdenville, also has a WS-V classification from the State. Fortunately, none of the water features in and around the Town appear to be classified as Nutrient Sensitive Waters (NSW) by the State.

Several available maps denote the location of streams/water features/ponds south of Riverside Drive and Main Street within the corporate limits of the Town:



Source: Google Maps

These streams, however, do not appear in the State's Division of Water Resources mapping database. As such, they are not subject to the State's classification system described below but are subject to applicable Town land use regulations governing waterway protection and buffer maintenance.

Identified waterways are predominately Class C waters with the South Fork Catawba River classified as a WS-V waterway, defined by the State of North Carolina Division of Water Resources (DWR) as:

- Class C waterways: *Waters protected for uses such as secondary recreation, fishing, wildlife, fish consumption, aquatic life including propagation, survival and maintenance of biological integrity, and agriculture. Secondary recreation includes wading, boating, and other uses involving human body contact with water where such activities take place in an infrequent, unorganized, or incidental manner; and*
- Water Supply Five (WS-V): *Waters protected as water supplies which are generally upstream and draining to Class WS-IV waters or waters used by industry to supply their employees with drinking water or as waters formerly used as water supply. These waters are also protected for Class C uses.*

The Town and Gaston County are located within the Catawba River Basin (hereafter ‘the Basin’), which begins on the eastern slopes of the Blue Ridge Mountains in McDowell County flowing east then south into Lake Wylie on the North Carolina-South Carolina border. The Basin is approximately 3,285 sq. miles in area containing:

- A total of 9,389 miles of streams/ivers;
- 50,764 acres of lakes; and
- 11 individual counties and 64 incorporated municipalities.

Major tributaries of the Catawba River traverse the County and provide a range of benefits to local residents, most notably: recreation; fishing, drinking water supply; and as permitted by the State, wastewater discharge.

Catawba River Basin within North Carolina



Source: N.C. Environmental Education

The Basin is composed of 19 watershed sub-basins, 13 of which are designated by the State as water supply watersheds (i.e. serves as public drinking water sources). Within the water supply sub-basins, the areas closest to public water supply intakes are further regulated to limit the density of development and minimize the potential for polluted runoff to reach the intakes.

Certain water bodies in the County are classified by the State as ‘High Quality Waters’ or ‘HQW’, a supplemental classification intended to identify and protect waters which are rated excellent based on biological and physical/chemical characteristics through Division monitoring or special studies, primary nursery areas designated by the Marine Fisheries Commission, and other functional nursery areas designated by the Marine Fisheries Commission. The following waters are HQW by definition:

- WS-I (Water Supply I – Natural);
- WS-II (Water Supply II – Undeveloped);
- SA (Market Shellfishing, Salt Water);
- ORW (Outstanding Resource Waters);
- PNA (Primary nursery areas or other functional nursery areas designated by the Marine Fisheries Commission); and/or

- Waters for which DWR has received a petition for reclassification to either WS-I or WS-II.

HQW designated waters typically have development limitations designed to reduce the overall impact of development activity, including cumulative limits on the total acreage that can be disturbed (i.e. unstabalized) at any one time.

There are several local waterways within the County subject to both State and Federal recognition:

- The 23-mile-long Wilson Creek, which flows through the Pisgah National Forest and Wilson Creek Gorge before joining the Johns River, was designated a *National Wild and Scenic River* by the US Congress in 2000; and
- The lower 13 miles of the Linville River is designated by the State as a *Natural and Scenic River*.

4.1.1.1 Water Sports

McAdenville is home to an existing outdoor kayak rental hub and river access point, specifically the Catawba Riverkeeper Foundation's facility called *The Boathouse*.



The facility, located at 115 Willow Drive next to the parking lot of the South Fork River Trail and the R.Y. McAden Canoe and Kayak Launch ramp, allows individuals to rent kayaks and access the South Fork of the Catawba River.

The Foundation hosts eco-tourism events and tours of the river as well. The facility has a retail outlet and restroom amenities. There are several locations along the greenway trail within McAdenville with kayak/small boat launching points for public use.

There are additional regional facilities offering additional water sport amenities:

Facility	Distance from McAdenville	Water Sport Services Offered
Goat Island Park & Greenway, Cramerton, NC	2 miles	- Fishing Pier - River Access
Riverside Park, Cramerton, NC	2 miles	- Fishing Pier - River Access
George Poston Park, Gaston County, NC	3 miles	- Fishing; - Paved ADA accessible walkway around lake
South Fork River Park, Gaston County, NC	4 miles	- Natural surface trails around water bodies; - Access areas for canoeing, kayaking, and fishing.
Rankin Lake Park, Gastonia, NC	8 miles	- Fishing piers and one viewing pier; - River access/boating including boat rentals (including canoes, kayaks, and pedal boats)
Mountain Island Park, Mount Holly, NC	9 miles	- Fishing, - Kayaking and canoeing
Dallas Park	10 miles	Fishing
Whitewater Center, Charlotte, NC	13 miles	Kayaking, whitewater rafting, etc.
Crowders Mountain State Park, Kings Mountain, NC	14 miles	Boating and fishing access

4.1.1.2 Water Supply

Gastonia served as a regional provider of wholesale water and wastewater services to surrounding municipalities for more than three decades. In 2011, the merger of Gastonia's and the Town of Cramerton's wastewater systems initiated the formation of a formal regional utility, named Two Rivers Utilities.

The Town purchases water from Two Rivers Utilities. The utility corporation processes approximately 5 billion gallons of water per year in its service to local clients (i.e. Gastonia,

Bessemer City, High Shoals, Stanley, Cramerton, McAdenville, Ranlo, Clover, S.C. and portions of Lowell, Belmont, Dallas, and Kings Mountain).

The utility corporation's water treatment plant uses a high-tech membrane filtration system and is the first in North Carolina to use membrane filters as the primary method of treating drinking water. The water treatment plant has also attained ISO 14001 certification and Environmental Steward designation.

4.1.2 Land Resources and Geography

The Town has multiple elevation changes and several high points ranging anywhere from:

- 700 ft. above mean sea level (msl) near Wesleyan Drive and the McAdenville Elementary school campus;
- 714 ft. msl off Main Street near the intersection with Interstate 85; and
- 708 ft. msl near the Lowell Elementary school campus.

There are several areas with steep slopes going towards the South Fork of the Catawba River along the eastern boundary of the Town. Elevations along the shore of the river range from 608 ft. to 574 ft. msl.

The main thoroughfare through Town, Main Street/Hickory Grove Road, has significant elevation changes ranging from:

- 696 ft. msl (east end of Town);
- 600 ft. msl (where Hickory Grove Road becomes Main Street) approximately 2,800 ft. west; and
- Going back up to 714 ft. msl at the intersection with Interstate 85, approximately 3,900 ft.

From a regional perspective, the county is gently rolling to hilly with several pronounced ridges including:

- Kings Mountain Pinnacle;
- Spencer Mountain;
- Jackson 's Knob;
- Paysour Mountain; and
- Crowders Mountain.

Elevations above sea-level in Gaston County range from 587 feet in the southeast corner to 1,705 feet at the Pinnacle of the Kings Mountain ridge in the southwest. The average elevation is estimated at 825 feet.

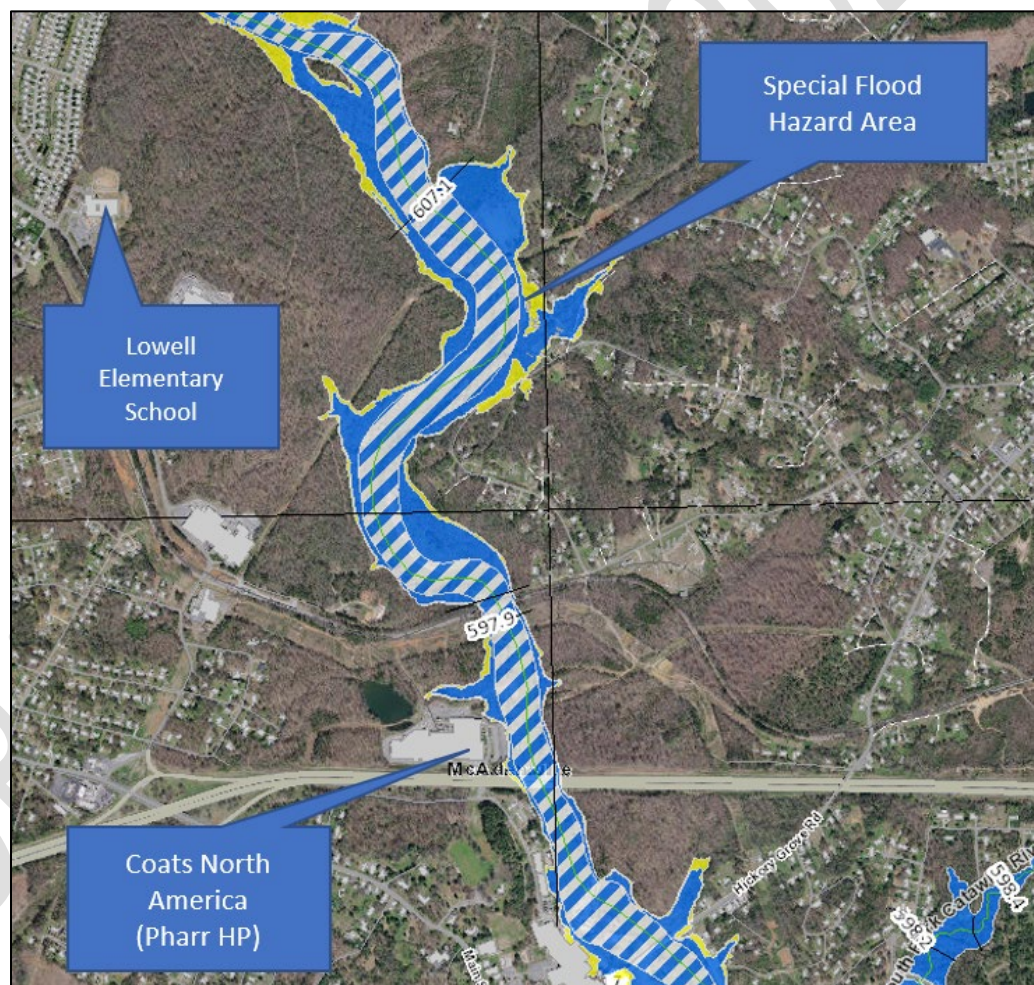
According to the Soil Survey Geographic (SSURGO) by the U.S. Department of Agriculture's Natural Resources Conservation Service dataset published in 1994, as well as Gaston County GIS data, indicates the Town is composed on the following groups of soils:

- Cecil Sandy Clay Loam;
- Chewacla Loam;
- Congaree Loam;
- Gaston Loam and Gaston Sandy Clay Loam;

- Pacolet Sandy Loam;
- Tatum Gravelly Loam; and
- Wilkes Loam.

In general, soils within the community contain significant levels of nutrients and moisture and are characterized as having good drainage and infiltration of water. They are easy to till in support of agricultural operations and for growing most plant species. Soils with clay deposits will, generally, have poor drainage.

There are areas within the Town encumbered by special flood hazard areas, primarily along the South Fork of the Catawba River. Soils in these areas have marginal or poor drainage characteristics. Copies of the FIRM (Flood Insurance Rate Map) data for the Town is provided for illustrative purposes. The source is the NC Flood Risk Information System (FRIS) website at www.fris.nc.gov.



4.1.2.1 **Agricultural**

The County as a whole, as well as local communities, have a rich farming heritage. Agricultural operations in the region, however, are declining due to rising land prices and pressures for urban style development and amenities. On both a local and County level,

residents are engaging in efforts to protect agricultural lands and preserve a semblance of the area's historical agricultural economy.

As indicated in Section 4.1.2, the majority of soils in the Town are suitable to support agricultural operations. Streams connected to the Catawba water system provide a ready source of water for irrigation as well.

Despite the urbanization of the County, approximately 40% of the land area remains in woods or forest, the highest percentage of any of its neighboring North Carolina counties.

4.1.2.2 Recreation

Community leaders believe that McAdenville has the natural resources and small-town charm to become a new North Carolina hub for outdoor pursuits like hiking, kayaking and mountain biking. The McAdenville Greenway Park will continue to grow over the years, with the vision of connecting its trails to the Carolina Thread Trail, a network of greenways and 'blue-ways' that link 15 counties in North and South Carolina. The park trails will ultimately connect seamlessly with an already existing two-mile stretch of the Carolina Thread Trail that runs through McAdenville.

The Town of McAdenville's Parks and Recreation Department maintains Legacy Park (off Elm Street near Town Hall). There is also the McDonald and Dolphin fields complex off Park Drive, which is owned and maintained by the McAdenville Foundation. Amenities at these facilities include the following:

- Legacy Park: Playground equipment and an amphitheater; and
- McDonald and Dolphin fields with playground equipment, athletic fields (baseball, softball, soccer, etc.), picnic areas, walking trails, and restroom facilities.



McAdenville is also a connection point to the Carolina Thread Trail system (hereafter 'the Trail'). The Trail is a regional network of connected greenways and nature trails spanning 15 counties and 2 states with over 300 miles of trails. The Trail runs along the South Fork of the Catawba River with 9 total access points in Gaston County, including the Town of McAdenville. Cramerton and McAdenville each have independent trail plans emerging,

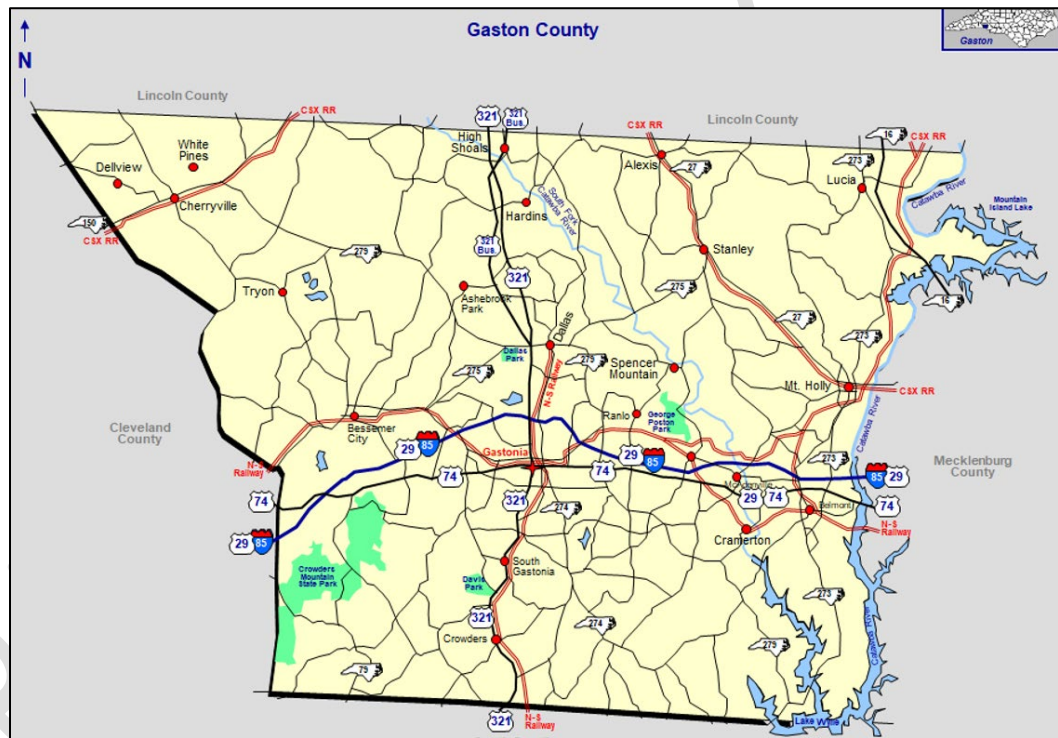
but there is a missing gap between the two. Working together to connect the systems would enable both towns to receive more points on future annual competitive North Carolina Parks and Recreation Trust Fund (PARTF) grant applications.

The Catawba Lands Conservancy manages the Spencer Mountain River Access, which is a canoe/kayak launch site providing public access to the South Fork Catawba River. The most popular paddling trip is from Spencer Mountain River Access to the R.Y. McAden River Access, which is 5.5 miles downriver and the trip takes approximately 2.5 hours to transverse.

4.1.2.3 Transportation Facilities

Gaston County has several State and Federal roadways within its boundaries, including:

- State Routes: NC 7, 16, 27, 150, 161, 216, 273, 274, 275, 279;
- US Routes: US 29, 74, 321; and
- Interstates: I-85.



The Town has access to US Highway 74 to the south adjacent to the Town of Cramerton. NC Highway 7 and Interstate 85 both bisect the Town near the downtown core. Hickory Grove Road provides another major access point for the community north towards the Town of Stanley.

The Town is part of the Gaston -Cleveland -Lincoln Metropolitan Planning Organization (GCLMPO), a multi-jurisdictional entity made up of 34 local governments, NC Department of Transportation (DOT), US DOT, and other providers of transportation services jointly planning for transportation improvements for members.



Source - Gaston -Cleveland -Lincoln Metropolitan Planning Organization (GCLMPO)

4.1.2.4 Growth

As detailed in Section 2.2 of this Document, the Town is located within the *Charlotte Metropolitan Area*. In 2020, the US Census Bureau estimated the region had a population of approximately 2,236,883. This figure represented an 18% population increase from the 2010 census.

As reported in Section 3.1 of this Document, the Town of McAdenville has seen steady growth over the last years. Available data suggests the Town will continue to grow at a modest rate over the planning timeframe for this Comprehensive Plan.

Given identified development trends, and population forecasts referenced herein, the region's population is projected to continue increasing over the next 20 to 30 years.

4.2 Cultural Resources

4.2.1 Parks and Recreation, Outdoor Adventure and Community Outreach

In addition to parks already listed, Gaston County is home to several other recognizable open space destinations and parks drawing visitors throughout the region. These are covered in more detail in Section 4.3.1 of this Document.

4.3 Historic Resources

4.3.1 Heritage Preservation and Tourism

McAdenville Historic District: The Town encompasses an historic district listed on the National Register of Historic Places (hereafter 'the District'). The District covers approximately 85 acres on the west side of the South Fork of the Catawba River including 93 contributing buildings, 2 contributing sites, and 7 contributing structures in the mill village associated with McAden Mills, a cotton mill chartered by the State legislature in 1881.

The buildings were built between about 1884 and 1959 and include notable examples of Late Victorian and Italianate architecture. Notable buildings include:

- 15 brick mill worker houses;

- Remnants of McAden Mill No. 1 (1881–82);
- McAden Mill No. 2 (1884–85);
- McAden Mill No. 3 (1906–07); and
- Pharr Corporate Offices (1906, c. 1955, c.1965) redesigned by Earle Sumner Draper.

McAdenville – Christmas Town USA:

It all started in 1956, when the McAdenville Men’s Club along with Mr. W. J. Pharr, Pharr’s founder and president at the time, conceived the idea of using red, white and green lights to decorate the trees around the McAdenville Community Center.

In 1980, Christmas Town U.S.A. gained national attention when featured on the Charles Kuralt Morning Show. Since then, Christmas Town U.S.A. has been featured on Good Morning America, Carolina Impact-2017 Christmas Town and other television shows, in addition to popular periodicals such as Southern Living Magazine.

The event occurs annually every December and involves the following activities:

- Christmas Town U.S.A. Tree Lighting Ceremony: Festivities begin on December 1 with the ceremonial lighting of the Christmas tree at 208 Main Street, the DuPont Plaza of the Pharr Family YMCA. One local child from McAdenville Elementary school is selected to ‘pull the switch’ to light up the town and officially open event;
- Christmas Light Display: From December 1 through 26, visitors/guests can walk or drive through downtown McAdenville to view the grandeur of the winter landscape adorned with seasonal lights and holiday decorations;
- Yule Log Parade: The Town hosts the Yule Log Parade through the community. As detailed on the Town website the parade: *began in 1949 and pays tribute to the true spirit of community that makes McAdenville stand out during Christmas.* The parade typically occurs in the middle of the month of December, usually on a Thursday.

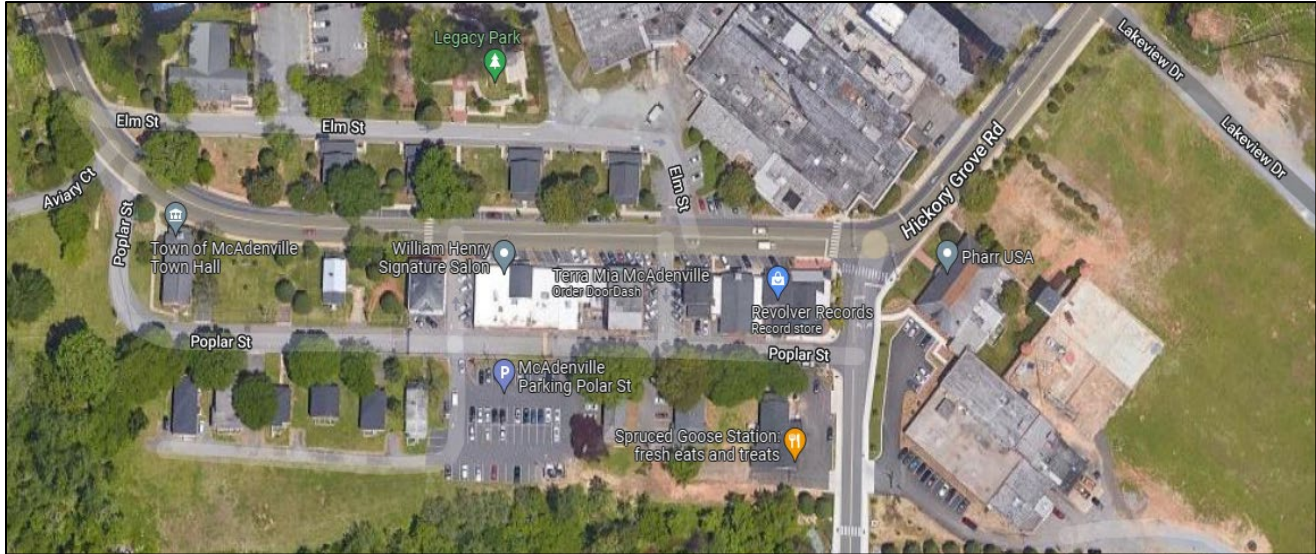
Gaston County: There are several significant natural heritage areas throughout the county, including:

- Crowders Mountain State Park - The largest natural heritage site in the county with over 3,000 acres of land area supporting a diverse botanical and zoological genome;
- Daniel Stowe Botanical Gardens (6500 S New Hope Rd, Belmont, NC) – A 380 acres botanical garden including a woodland trail and an Orchid Conservatory; and
- Mountain Island Educational State Forest (528 Killian Rd, Stanley, NC) – A 1,300 acre educational forest straddling Lincoln and Gaston counties.

Gaston County has 12 natural heritage sites listed as being of state or regional significance, 6 of which have this designation because of the presence of specific flora (i.e. the bigleaf magnolia or *Magnolia macrophylla*).

4.3.1.1 Downtown McAdenville

The area known as 'Downtown McAdenville' is generally located along Main Street bordered by Elm Street to the north, Poplar Street to the west and south, and Hickory Grove Road, Pharr USA, and the McAdenville South Fork River Greenway to the east.



Source: Google Maps

The downtown area has access to a centralized parking lot (off Poplar Street) as well as on-street parking facilities. Several local businesses are in the area including restaurants, retail outlets (clothing store/boutique, record store, etc.), a bakery, and hair salon. Town Hall is in the downtown area as well as the US Postal Service.

There is a significant sidewalk network in downtown connecting the area to the greenway trail at the Town's South Fork River access area east of Pharr USA. The Town of McAdenville's Legacy Park complex is located off of Elm Street.

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5. VOICE OF THE COMMUNITY

Determining what is important to a community is critical. The information gathered through various forms of community participation will establish the foundation of the plan. The voice of McAdenville was sought by the techniques described below. This information, when summarized and ranked in order of popularity, provides the “value statements” about McAdenville. These statements provide the foundation for the preparation of goals and objectives. From these goals and objectives, the team crafted draft strategies refined for McAdenville’s needs by its elected leadership.

5.1 Community Participation – *What does our community want?*

Community participation for the initial planning process in the Winter of 2021 was a blend of two different, but integral, approaches for comprehensive outreach. First, the planning team performed a series of stakeholder interviews to gain an in-depth understanding of ‘likes’, ‘dislikes’, ‘wishes’, and ‘fears’ in the community, as well as identify top priorities for the Town’s progression toward the future. An online survey was also available for eleven weeks which was advertised through the Town’s website from December 2, 2021 to February 15, 2022. A total of 86 people responded to the online survey contributing their input in the community participation phase. The following sections highlight the process, results and opportunities for action.

5.1.1 Stakeholder Interviews – *How these were performed and why so extensive!*

Business stakeholder interviews are a great addition to any community engagement process because they give detailed insight into the opinions and perspectives of many members of a community. These interviews focused on the community and did not obtain proprietary information about the businesses.

While attempts to reach all businesses were made, there are likely several home-based or e-commerce businesses that were not identifiable. Most of the interviews were conducted within the places of business. During the endeavor, the interviewers gained a more comprehensive understanding of people’s attitudes, as well as, the physical characteristics and local context of the community layout, conditions of infrastructure, and numerous other valuable insights of McAdenville.

5.1.2 Summary Results – *What our community said!*

Since interviews were conducted in person, the survey questions were not distributed ahead of the interview, improving the spontaneity and therefore the quality of the results. The results obtained were “first impressions”, including both the passion and emotion often shared when meeting face to face.

The survey was composed of the following questions:

1. Do you reside within the Town of McAdenville?
2. What do you like about McAdenville (present)?
3. What do you dislike about McAdenville (present)?
4. What wishes do you have for McAdenville (future)?
5. What fears do you have for McAdenville (future)?
6. What should be the #1 priority for McAdenville moving forward?

The responses were then cataloged for ranking purposes enabling the results to be summarized graphically. The following pages illustrate the responses in order of their respective frequency rankings.

The following summary of priorities and charts illustrate responses to the remaining five survey interview questions from the interviews, online surveys and Planning Board input session.

The rankings indicate ***'Retain Our Character'*** (26%) as the 1st priority. This answer was consistently emphasized by related answers to survey questions:

- *'What do you like about McAdenville?'* respondents indicated *'Small Town Feel'* (15%), *'Family Friendly'* (14%), *'Sense of Community'* (11%), and *'Christmas Town Celebration'* (2%).
- *'What do you dislike about McAdenville?'*, respondents indicated *'Not Enough Restaurants and Stores'* (42%), and *'Poor Property Maintenance'* (12%).

In conducting community surveys, several concerns were expressed about the capacity of McAdenville Elementary school, with residents expressing the fear their children would have to be bused out of town due to capacity issues.

Several comments were made that while the community needed to grow, such growth should not negatively impact the appearance of McAdenville.

There were also several comments made that the Christmas Town event, a source of great pride, was becoming too commercialized and residents were being negatively impacted by visitors who came to 'see the lights' but didn't respect local resident's needs (i.e. litter, noise, too much traffic congestion, etc.) or shop at local businesses.

6% of respondents indicated there was 'Nothing' about the town they disliked.

- *'What wishes do you have for McAdenville?'*, 20% of respondents indicated a need to *'More Stores and Restaurants'* with 11% indicating a need to *'Retain Residents'* and have *'More Parks and Recreation Facilities'*. 10% of respondents also indicated a desire to *'Improve Appearance of the Town'*. 1% of the respondents hopes for *'Better Government Communication'* with respect to community events and development projects.

Several residents indicated a desire for more greenspace and more preservation of existing natural area. There were concerns the Town was losing too much forested/natural area to development. Several residents indicated a desire to have the existing ban on the use of golf cars within the community eliminated as well.

- In responding to the question *'What fears do you have for McAdenville?'*, 28% indicated *'Loss of Small-Town Appeal'*. 13% of respondents identified *'Too Much Commercial'* and *'Stagnation of Growth'* as concerns.

The rankings indicate there was a three-way tie for the 2nd priority between ***‘Walkability’, ‘Maintaining Streets, Water, Sewer, and Roads’, and ‘Keep Crime Low’*** (17%). This answer was consistently emphasized by related answers to survey questions:

- *‘What do you like about McAdenville?’* respondents indicated *‘Small Town Feel’* (15%), *‘Downtown’* and *‘Historic Preservation’* (8%), *‘Leadership’* (2%) and *‘Walkability’* (1%)
- *‘What do you dislike about McAdenville?’*, respondents indicated *‘Crime’* (18%), *‘Poor Property Maintenance’* and *‘Not Enough Parks’* (12%), *‘Traffic’* (5%), and *‘Poor Maintenance of Roads, Streetlights, Sidewalks, etc.’* (3%). 1% of respondents indicated a concern over *‘Poor Water Pressure’* and *‘Lack of Communication by the Town’*. There were also concerns expressed over a lack of connectivity for existing trail systems.

As previously indicated, several concerns were expressed about the capacity of McAdenville Elementary school. Residents hope the school will be expanded to accommodate local needs.

Several comments were received about local roadways, including concerns over the condition/traffic congestion of Wesleyan Drive and the lack of emergency vehicle access for residents off Mockingbird Lane.

Several comments were made that more effort was needed to maintain roadways, sidewalks, and streetlights. Concerns were also made over loitering along existing nature trails making them potentially unsafe.

- *‘What wishes do you have for McAdenville?’*, 17% of respondents indicated a need for *‘Downtown Improvement’*.
10% indicated a desire to *‘Improve Appearance of the Town’* overall followed closely by a wish for *‘More Sidewalks’* (8%). 2% indicated a need for *‘Improved Infrastructure’* overall (i.e. roads, bike lanes, parks, etc.)
- In responding to the question *‘What fears do you have for McAdenville?’*, 28% indicated *‘Loss of Small-Town Appeal’* with 18% indicating a fear over *‘Crime’*. 1% expressed the fear of losing McAdenville Elementary due to capacity issues.

The 3rd ranked priority was ***‘Growth’*** (10%) with priorities and related responses detailed below.

- *‘What do you like about McAdenville?’* respondents indicated *‘Sense of Community’* (11%), *‘Outdoor Activities’* (9%) and *‘Local Businesses’* and *‘Downtown’* (8%).
- *‘What do you dislike about McAdenville?’*, respondents indicated *‘Not Enough Restaurants and Stores’* (42%), *‘Not Enough Parks’* (12%), and *‘Nothing to Do, No Events’* (10%). 5% of respondents indicated traffic congestion was an issue as well.
- *‘What wishes do you have for McAdenville?’*, respondents indicated *‘More Stores and Restaurants’* (20%), *‘Downtown Improvements’* (17%), *‘Improve Appearance of Town’* (10%), *‘Retain Residents’* (11%), and *‘More Growth’* (5%).

- In responding to the question *‘What fears do you have for McAdenville?’*, 28% indicated *‘Loss of Small-Town Appeal’* while 19% of respondents indicated *‘Not Enough Stores and Restaurants’* as a concern. 13% of respondents identified *‘Too Much Commercial’* and *‘Stagnation of Growth’* as concerns while 3% identified a *‘Lack of Employment Options’*. 1% of respondents identified *‘Lack of Affordable Housing’* and *‘Pollution’* as issues impacted by growth.

For the 4th priority, respondents identified **‘Community Events’** (9%). These priorities and related responses are detailed below.

- *‘What do you like about McAdenville?’* respondents indicated *‘Small Town Feel’* (15%) followed closely by *‘Family Friendly’* (14%). *‘Outdoor Activities’* were identified by 9% of respondents with the *‘Christmas Town Celebration’* identified by 3% of respondents.
- *‘What do you dislike about McAdenville?’*, respondents indicated *‘Nothing to Do, No Events’* (10%).

As previously indicated herein, several comments were made during community outreach events/interviews expressing concern the annual Christmas Town event was becoming too unmanageable.

- *‘What wishes do you have for McAdenville?’*, respondents *‘Downtown Improvements’* (17%), *‘More Parks and Recreation Facilities’* (11%), and *‘Improve Appearance of Town’* (10%).
- In responding to the question *‘What fears do you have for McAdenville?’*, 28% indicated *‘Loss of Small-Town Appeal’* while 13% indicated *‘Too Much Commercial’* development. 2% of respondents identified *‘Loss of Christmas Town Event’* as a concern.

The 5th ranked priority is **‘Preserve Downtown/Make it a Destination’** (2%) with priorities and related responses detailed below.

- *‘What do you like about McAdenville?’* respondents indicated *‘Sense of Community’* (11%), *‘Local Businesses’* (8%), and *‘Downtown’* (8%).
- *‘What do you dislike about McAdenville?’*, respondents indicated *‘Not Enough Restaurants and Stores’* (42%), *‘Nothing to do, No Events’* (10%) and *‘Stagnation of Growth’* (5%).

As previously indicated herein, 3% of respondents indicated there were concerned with *‘Poor Property Maintenance’*. 12% of respondents indicated a concern over *‘Not Enough Parks’* within the community.

- *‘What wishes do you have for McAdenville?’*, respondents indicated *‘More Stores and Restaurants’* (20%), *‘Downtown Improvements’* (17%), *‘Improve Appearance of Town’* (10%), *‘Retain Residents’* (11%), and *‘More Parks and Recreation Facilities’* (11%).

12% of respondents also indicated a desire for more historic preservation efforts.

- In responding to the question *'What fears do you have for McAdenville?'*, 28% indicated *'Loss of Small-Town Appeal'* while 13% indicated *'Too Much Commercial'* development.

19% of respondents also indicated a concern there were *'Not Enough Stores and Restaurants'* within the community.

13% of respondents expressed a fear in having too much commercial development overall.

For the 6th priority, there was a three-way tie between ***'More Jobs'***, ***'More Housing Options'*** and ***'More Green Space'*** (6%). Related survey answers to ***'More Jobs'*** and ***'More Housing Options'*** are listed below.

- *'What do you like about McAdenville?'* respondents indicated *'Small Town Feel'* (15%), *'Family Friendly'* (14%), *'Local Businesses'* and *'Downtown'* (8%), and *'Affordability'* (4%).
- *'What do you dislike about McAdenville?'*, respondents indicated *'Stagnation of Growth'* (5%).
- *'What wishes do you have for McAdenville?'*, respondents indicated *'Retain Residents'* (11%), *'More Growth'* (5%), *'More Homes'* (2%) and *'Preserve Small-Town Feel'* (1%).
- In responding to the question *'What fears do you have for McAdenville?'*, 13% indicated *'Stagnation of Growth'* while 3% indicated *'Lack of Employment Options'*. 1% of respondents identified a lack of affordable housing and available infrastructure (i.e. water/sewer) as a concern.

Related survey answers to ***'More Green Space'*** are listed below.

- *'What do you like about McAdenville?'* respondents indicated *'Small Town Feel'* (15%), *'Outdoor Activities'* (9%), and *'Walkability'* (1%). 2% of respondents indicated they approved of the Town's leadership.
- *'What do you dislike about McAdenville?'*, respondents indicated *'Not Enough Parks'* (12%), and *'Lack of Connectivity for Trails'* (1%).

As previously indicated, 6% of respondents indicated there was *'Nothing'* about the town they disliked

- *'What wishes do you have for McAdenville?'*, 11% of respondents indicated a need for *'More Parks and Recreation Facilities'*. 1% wished for more preservation of more natural area within the community.

- In responding to the question *‘What fears do you have for McAdenville?’* respondents indicated *‘Loss of small-Town Appeal’* (28%), *‘Stagnation of Growth’* (13%) and *‘Pollution’* (1%).

Final Priorities. Since responses for several priorities resulted in a tie, with respect to survey answers for *‘What should be the #1 priority for McAdenville moving forward’*, it was necessary to add percentages to arrive at prioritizing the final list of goals for McAdenville.

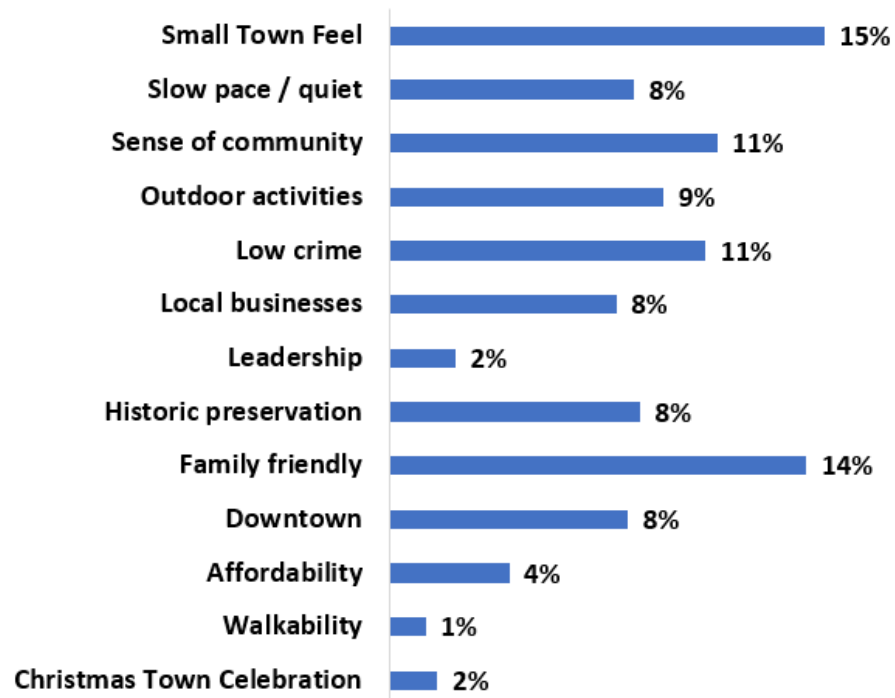
Further, as several of the priorities share many of the same goals/objectives, they were combined to avoid an unnecessary duplication of effort. For example, the goal(s) and objectives to address *‘walkability’* and *‘more green space’* within the community were combined under the priorities of *‘Retain Our Character’*, *‘Maintain and Enhance Local Infrastructure’*, *‘Growth’*, and *‘Community Events and Tourism’* to avoid unnecessary repetition and duplication of effort. The need for *‘more jobs’*, while ranking 6th as overall priority, was included under the *‘Growth’* priority to ensure uniformity.

Several answers to *‘What should be the #1 priority for McAdenville moving forward?’* produced responses that have a scope and impact exceeding what can be accomplished through land use planning alone. They are, however, important concerns expressed by respondents of the Plan’s community input. As a result, they were shared with the Town’s Administrative Department to identify additional action(s) that can be taken to address same. Those priorities include *‘Maintaining Streets, Water, Sewer, and Roads’*, *‘Keep Crime Low’* and *‘Community Events’*.

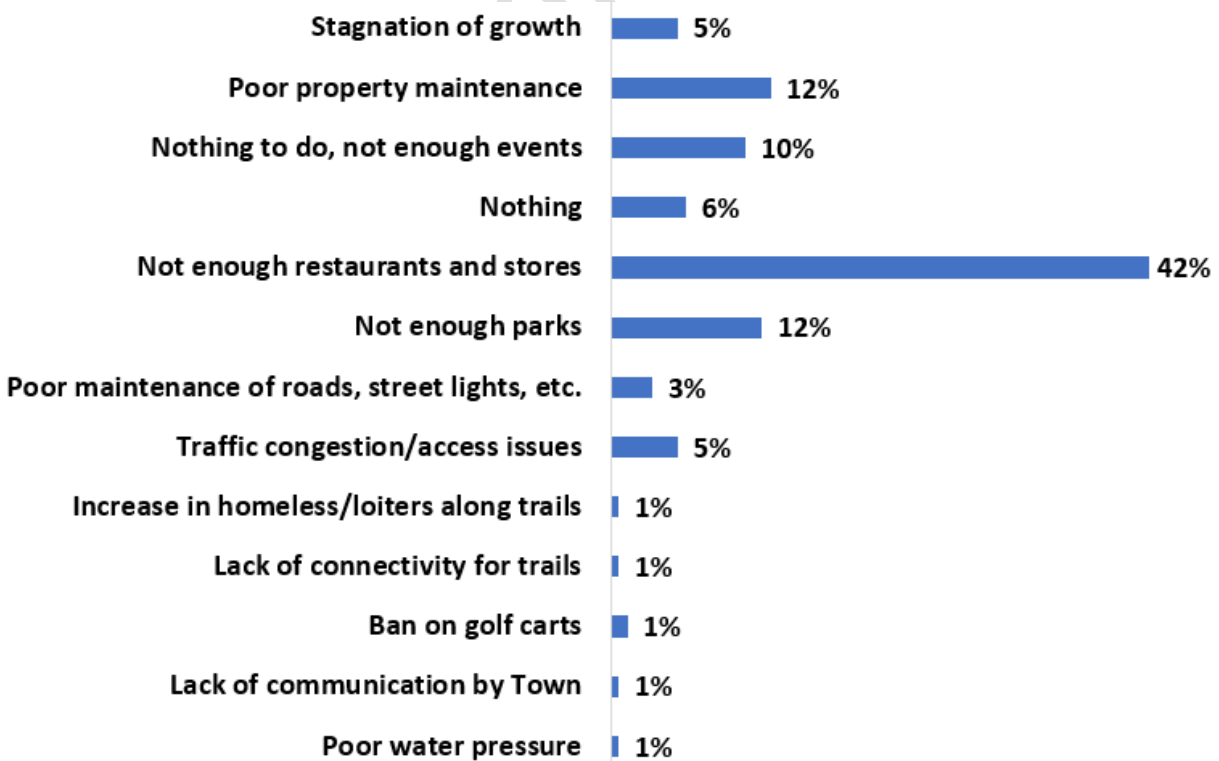
After combining tied responses, and taking the concerns listed above that have broader impact(s)/solutions than can be addressed by town planning activities alone, community concerns fall into the following final priorities:

1. ***‘Retain Our Character;’***
2. ***‘Maintain and Enhance Local Infrastructure;’***
3. ***‘Keep Crime Low;’***
4. ***‘Growth and More Jobs;’***
5. ***‘Community Events and Tourism;’***
6. ***‘Preservation and Reuse of Downtown Buildings;’*** and
7. ***‘More Housing Options.’***

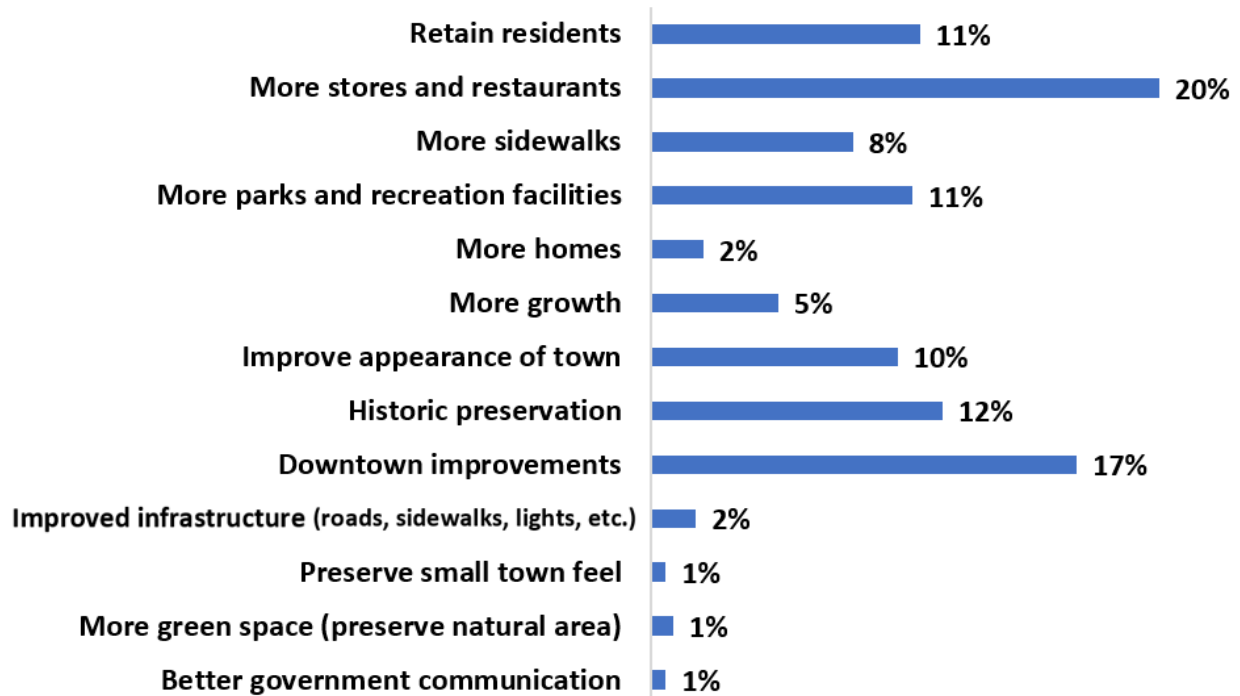
What do you like about McAdenville?



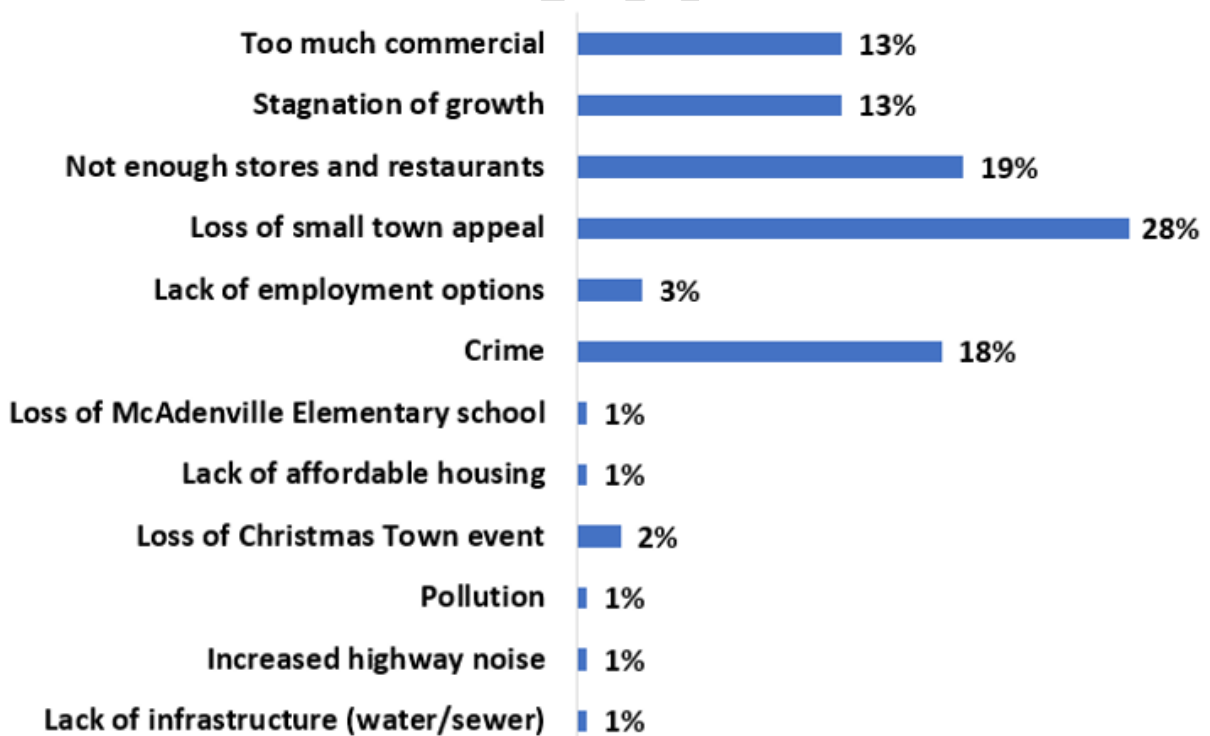
What do you dislike about McAdenville?



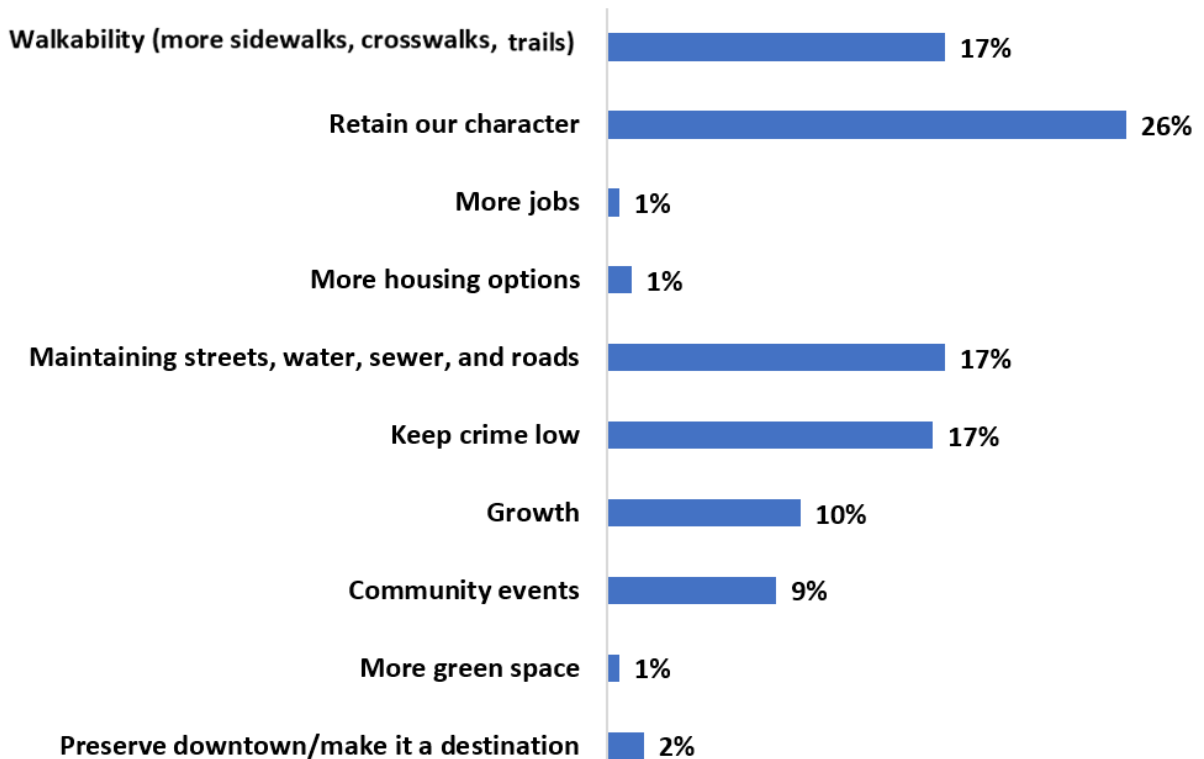
What wishes do you have for McAdenville?



What fears do you have for McAdenville?



What should be the #1 priority for McAdenville moving forward?



5.1.4 Social Media Platform

Social media applications (Facebook, Twitter, Instagram, Snapchat, etc.) have become commonplace. Ninety percent of Millennials (adults born between 1982 and 1998) use social media on a regular basis, along with 77% of adults born between 1966 and 1981. According to the [Pew Research Center](#), Baby Boomers' use of social media has tripled since the year 2010, and 35% of those aged 65 and older report using social media regularly. Social media has revolutionized the way we communicate with each other (just as the telephone once did) and has become a vital means of interaction between individuals, organizations, and communities.

Local governments are using social media for outreach to constituents, for transparency in their operations, and to increase citizen participation. Common uses of social media include crime prevention and police assistance, emergency alerts and severe weather updates, local activities and event registrations, construction updates and road closings, advertising job openings, public service announcements, and announcements of Town Council and advisory board meetings. According to the [Institute for Local Government](#), local governments increasingly find social media to be more than just a means of disseminating information, and see it to help staff, citizen advisory groups and elected officials make better decisions, broaden community engagement and improve public discourse, and ultimately to increase trust in government.

The Town of McAdenville assisted in using the Town's website to facilitate community participation. After adoption, the Town can use social media to build support for

implementation of the Town Plan 2040. As a tool for citizen engagement, the Town's social media platform can help the *McAdenville Town Plan 2040 Comprehensive Land Use and Master Plan* remain fresh and in the forefront of this dialogue, becoming a 'living' document to help McAdenville achieve its goals.

5.1.4.1 Strategy: Develop a Consolidated Social Media Platform

The Town of McAdenville can continue to expand its social media platform(s) to widen its digital footprint. The [International City Management Association](#) has a wealth of resources to assist the Town in this endeavor.

5.2 Goals-Objectives-Strategies

The objectives and strategies appearing under each goal appear in priority rankings based upon the number of public comments. These may be pursued as deemed appropriate by the Town, its citizens, and businesses.

5.2.1 Goal 1: RETAIN OUR CHARACTER!

5.2.1.1 Objective 1: Ensure proposed residential and non-residential development activities are similar in scope and intensity to surrounding land uses, are not out of character for the area in which they are located and are designed to strengthen the Town's identity.

5.2.1.2 Objective 2: Encourage development at appropriate densities in areas where existing services/infrastructure (i.e. water, sewer, road, stormwater, etc.) are already provided and are viable to support the project. McAdenville's growth will be directed, through application of the Future Land Use Map and Zoning Map, to areas where utilities and services are already provided.

5.2.1.3 Objective 3: Apply standards of an updated UDO to assure quality growth. Upon completion of the Plan, the Town shall undertake a comprehensive re-assessment of the existing Unified Development Ordinance (UDO) to ensure land use policies properly address the community's priorities to manage growth to assure safety and quality.

5.2.1.4 Objective 4: Prepare Small Area Plans for catalyst area(s). Areas along Lakeview Drive, US Highway 74, and downtown McAdenville along the riverfront need additional evaluation to ascertain development potential.

5.2.1.5 Objective 5: Continue to coordinate master planning efforts with local corporate business partners as a means of further implementing the goals and policies of the Plan. The Town has a long-standing tradition of working with local major employers, such as Pharr USA, to promote purposeful growth within the community. Adoption of the Plan is a continuation of these efforts and partnerships.

5.2.1.6 Objective 6: Adopt, enforce, and strengthen property maintenance standards.

Strategy 1: *Enforce Existing Garbage-Related Ordinances.* Enforce existing standards regarding dumpster maintenance, homeowner trash receptacles, and private garbage hauling.

Strategy 2: *Strengthen Property Maintenance Standards.* Adopt and enforce stronger property maintenance standards in future Town Ordinance amendments.

5.2.1.7 **Objective 7:** Assign staff member(s) and/or community volunteers to monitor and coordinate roadside litter pickup efforts among participating civic and community organizations.

Strategy 1: *Coordinate litter pickup locations and efforts within the Town of McAdenville between Town staff, Gaston County, NCDOT, and volunteer civic and community organizations.*

Strategy 2: *The Town of McAdenville should explore creation of an “Adopt-A-Street” volunteer program within the town limits and ETJ to tangibly demonstrate civic pride, contribute to a cleaner environment, help retain and attract economic development, and serve as a reminder to the public not to litter the roadways.*

Strategy 3: *The Town of McAdenville will promote NCDOT’s existing “Adopt-A-Highway” volunteer program to attract participation within the town limits and ETJ.*

Strategy 4: *The Town of McAdenville Public Works Department will ensure garbage trucks use best management practices to reduce accidental release of litter from trucks.*

5.2.1.8 **Objective 8:** The Town of McAdenville should hire a dedicated code enforcement officer by outsourcing to a private company.

5.2.1.9 **Objective 9:** Identify opportunities to secure property allowing for the expansion of the McAdenville Elementary School.

Strategy 1: *Coordinate with the Gaston County Board of Education to explore how the existing elementary school can be expanded to accommodate student needs and avoid redistricting local residents.*

Strategy 2: *Work with Gaston County Board of Education, Town of Cramerton Police, and Gaston County Sheriff to study traffic calming opportunities and constraints to address traffic congestion during peak drop-off/pick-up times at the elementary school to address public safety concerns.*

5.2.2 **GOAL 2: MAINTAIN AND ENHANCE LOCAL INFRASTRUCTURE!**

WATER:

5.2.2.1 **Objective 1:** Continue to plan locally, and work where necessary, with Two Rivers Utilities, on the implementation of a long-term water allocation plan

The Town will need to secure guarantees for long-term water allocation to plan for anticipated/desired growth.

Strategy 1: *In cooperation with Two Rivers Utilities, complete a master utility system capacity study identifying existing water capacity opportunities and constraints.*

Part of this plan shall include a long-range water service plan for the community including a schedule for regular servicing of lines (i.e. cleaning, flushing, etc.), installation and upgrading of utility lines, provision of water for fire suppression services (i.e. installation of fire hydrants) and addressing of water quality issues.

Strategy 2: *Develop a formal schedule to meet with Two Rivers Utilities, County officials and, where appropriate, local municipal partners to review water usage to more effectively plan for the Town's and regions water needs.* Meetings should occur, at a minimum, every two years to review water usage rates.

SEWER:

5.2.2.2 **Objective 2:** **Address the Town's long-term sewer needs.** The Town will need to work with Two Rivers Utilities' officials to secure guarantees for long-term sewer allocation to plan for anticipated/desired growth.

ROADWAYS:

5.2.2.3 **Objective 3:** **Address the Town's long-term road maintenance needs.**

Strategy 1: *Complete an assessment of all Town of McAdenville-maintained roadways as part of the annual budget process.*

Strategy 2: *Develop and implement a local roadway maintenance master plan.*

Strategy 3: *Complete traffic impact and access management studies of critical roadways to address local resident concerns over traffic congestion and emergency vehicle access.* To address concerns related to emergency vehicle access off Mockingbird Lane, the Town will need to coordinate land use and traffic impact studies to devise solutions to the problem. As detailed herein, additional study is also necessary along Wesleyan Drive near the McAdenville Elementary School to address traffic impact issues.

STORMWATER:

5.2.2.4 **Objective 4:** **Prepare, fund, and implement a stormwater master plan so the Town may start budgeting towards the design of a community stormwater system.** This plan will be designed to cover existing developed areas and identify how new development will be expected to 'tie into' the system and augment the Town's stormwater system.

Strategy 1: *Amend the Town UDO to develop comprehensive stormwater management standards. This includes thresholds for redevelopment projects (residential and commercial) to install and maintain stormwater management systems.*

Strategy 2: *Encourage adequate stormwater runoff controls in existing developed areas and require these controls for new subdivisions to protect sensitive downstream aquatic habitats.*

Strategy 3: *Prohibit development that would cause adverse impacts on highly significant natural areas and wildlife habitat.*

Strategy 4: *Require that development of new residential subdivisions include, within their boundaries, open space suitable for low-impact recreation and wildlife habitat.*

SIDEWALKS AND BICYCLE LANES:

5.2.2.5 **Objective 5: Prepare, fund, and implement additional sidewalk/greenway and bicycle lane master planning efforts so the Town may continue budgeting toward building sidewalk and bicycle systems connecting existing and future neighborhoods, town amenities, and local businesses.**

Strategy 1: *Continue to install crosswalks at key intersections to facilitate safe pedestrian access to key areas within the community.*

Strategy 2: *Ensure connectivity to parks and natural areas.*

Strategy 3: *Ensure access is ADA compliant for universal access.*

5.2.2.6 **Objective 6: Require developers to construct sidewalks and/or bicycle lanes in new neighborhoods and commercial developments.**

Strategy 1: *Continue to require installation of sidewalks and/or bicycle lanes as part of residential and non-residential developments. Ensure access is ADA compliant for universal access.*

5.2.2.7 **Objective 7: Expand the use of public transit (including bus and rail), walking, and biking as primary modes of travel within McAdenville.**

PARKS AND NATURAL AREAS:

5.2.2.8 **Objective 8: Prepare, fund, and implement a parks, recreation, and natural area master plan so the Town may start budgeting toward securing property for the development of parks as well as preserving natural areas (i.e. green space).** The master plan should be done in conjunction with the Town's sidewalk/greenway/bicycle master plan to become more pedestrian accessible.

5.2.2.9: **Objective 9: Develop a land use planning mechanism for securing new parks through the development approval process.** Amend the UDO to require residential and non-residential development projects to reserve open space areas as perpetual open space and/or for future active and passive recreation sites (i.e. walking trails, playing fields, etc.)

Strategy 1: *Identify opportunities for new development to provide parks in their plans.*

Strategy 2: *Where feasible, identify opportunities where parks developed within residential neighborhoods to connect into existing pedestrian pathway systems.*

5.2.8.10 **Objective 10: Encourage development of a system of private open space and conservation areas, including nature preserves, parks, linear parks, and scenic vistas compatible with the character of McAdenville.** As part of the master plan, the Town can identify natural areas and scenic vistas warranting protection during development.

5.2.3 Goal 3: KEEP CRIME LOW!

5.2.3.1 **Objective 1: Safe Neighborhoods.**

Strategy 1: *Identify and continue practices that consistently achieve low crime rates throughout McAdenville.*

5.2.3.2 **Objective 2: The Town of McAdenville will explore ways to receive training in Crime Prevention through Environmental Design (CPTED) and apply CPTED concepts to Town-owned properties.** CPTED is the intentional design of the physical environment in ways that reduce or remove identifiable crime risks. CPTED concepts are composed of: natural surveillance (increases visibility); natural access control (controls access); and territorial reinforcement (promotes a sense of ownership).

Strategy 1: *The Town will seek funding to receive CPTED training.*

5.2.3.3 **Objective 3: After receiving CPTED training, town departments will apply principles of CPTED within areas of their department's authority to help reduce crime.**

Strategy 1: *Staff will promote the use of CPTED concepts while reviewing site plans of new development.* The UDO shall be amended to incorporate CPTED standards to ensure implementation of principles during the site development process.

Strategy 2: *After receiving CPTED training, Staff will promote the use of CPTED concepts by performing reviews of town-owned property and generating a prioritized list of retrofit projects and complete them as funding allows.*

Strategy 3: *Town staff will offer property surveys to homeowners and businesses; and provide recommendations for making changes to bring their property into compliance with CPTED concepts.*

5.2.3.4 **Objective 4: Complete a light audit of the Town to determine if there is a correlation between crime levels and poorly illuminated areas.**

Strategy 1: *In poorly lit areas, the Town will coordinate with residents and businesses to erect additional outdoor lighting to increase security and visibility.*

5.2.3.5 Objective 5: Work with local neighborhoods to establish neighborhood watch programs and educational outreach programs for local residents and businesses. The Town already has an existing network of community watch programs in conjunction with public safety services provided by the Town of Cramerton. These efforts will be expanded to create a community-wide effort. As part of this process, the Town will continue to work with these existing groups and Cramerton officials to address local public safety concerns.

5.2.3.6 Objective 6: Work with residents and civic organizations to establish community outreach events as a means of encouraging more community involvement and decreasing potential for crime.

5.2.4 Goal 4: GROWTH AND MORE JOBS!

5.2.4.1 Objective 1: Harness the imminent opportunities of the Charlotte region's continued expansion while managing growth within McAdenville.

Strategy 1: *Continue to encourage private investment within McAdenville by updating development ordinances to encourage desired development and establish quality standards and specifications to protect the environmentally sensitive and historically relevant assets of the Town.*

Strategy 2: *Review, Update, and Adopt New Required Review Procedures.* The Town will review and update existing development review procedures and standards to ensure the goals and policies of the Plan are adhered to.

5.2.4.2 Objective 2: Ensure quality development within the Town of McAdenville. Consistent with Goal 1 ***RETAIN OUR CHARACTER*** the Town will take appropriate steps to ensure development activity that meets the goals and objectives of this Plan and the Future Land Use Map. The main objective is to ensure new development is in areas of town where it compliments existing development, can be served by available utilities, and does not represent a negative impact on the Town's environmental infrastructure (i.e. preservation of open space/natural areas).

Strategy 1: *Complete a comprehensive re-assessment of the existing UDO and update development standards to assure quality growth.* An assessment and possible update of the Town's Unified Development Ordinance (UDO) shall be completed after adoption of this plan to ensure compliance with State law; ensure consistency with the with this Town of McAdenville's 2040 Comprehensive Land Use and Master Plan; and update existing development standards to reflect the goals/objectives/strategies of the community as articulated within this Plan.

5.2.4.3 Objective 3: Have a good plan and ordinances so projects achieve the mission of the plan.

Strategy 1: *Adopt the Town Plan 2040 to establish McAdenville as a successful community and a partner in the future growth and re-development of the area.*

Establishing a clear vision and taking steps to achieve goals established by the Town are the first tasks toward a bright future.

Strategy 2: *Review, analyze, and update the Town's UDO establishing standards and specifications for new development and re-development consistent with Town Plan 2040. The replacement of antiquated ordinances/development standards will establish McAdenville as a leader in proactively seeking to refresh itself into a 21st century community.*

5.2.4.4 **Objective 4:** *Ensure the types of businesses permitted and their respective development standards starting at key locations (i.e., at Town's major entrances, along major roadways, and at McAdenville's main intersections): improves visitors' first impressions; strengthens the Town's identity as having a modern and healthy economy; and attracts customers from within and outside of McAdenville.*

Strategy 1: *The existing zoning map and the existing Zoning Ordinance should be evaluated, and where necessary amended, to ensure Town staff, property owners, interested developers, the Planning Board, and the Town Council have a clear path forward in investment and rezoning decisions consistent with the Future Land Use Map and this and other related goals, objectives and strategies.*

Strategy 2: *As a complement to Strategy 1, ensure the types of businesses that are NOT permitted at key locations (i.e., at Town's major entrances, along major roadways, and at McAdenville's main intersections), yet are valued as convenient and necessary to sustain our local economy, have options to locate at strategically planned locations to ensure their ability to locate, relocate, potentially expand, and thrive among compatible land uses.*

5.2.4.5 **Objective 5:** *Adopt standards and specifications and take actions that attract new businesses within downtown with higher development and code enforcement standards to assure quality development.*

Strategy 1: *Ensure the UDO encourages investment in downtown. The UDO should integrate architectural design standards and enhanced enforcement requirements.*

5.2.4.6 **Objective 6:** *Support existing businesses and encourage additional businesses outside the downtown area that complement and not compete with downtown.*

Strategy 1: *Ensure Town standards and specifications encourage growth and expansion of businesses.* The Town should analyze whether new UDO amendments are necessary to facilitate different commercial zoning districts with varying permitted uses and development standards.

5.2.4.7 Objective 7: Foster growth in local-craft businesses.

Strategy 1: *Adopt UDO amendments that respond to challenges associated with expanding and attracting local-craft businesses in downtown.* Continued additions in McAdenville of restaurants, artisan specialty shops, and entrepreneurs producing products high in craftsmanship within proximity to each other will maintain and grow McAdenville's reputation as a destination.

Ensure the UDO acknowledges fiscal challenges start-up businesses would have if required to develop property under the same conventional standards and specifications as a national retailer regarding minimum lot area, building setbacks, minimum parking and other site development standards. Adopt standards and specifications that allow conversions of existing structures into new uses, encourage shared parking, and provides flexibility in building setbacks to respond to unique lot dimensions.

Adopt administrative review procedures sensitive to challenges faced by local craft businesses to improve their successful start-up in the Town.

5.2.5 Goal 5: COMMUNITY EVENTS AND TOURISM!

5.2.5.1 Objective 1: Expand community events co-hosted by local businesses and the Town.

Strategy 1: *In addition to the popular Christmas Town USA lights festivities, provide businesses with periodic Town support staff and resources to attract residents and visitors to McAdenville for other events (i.e., parades, Veterans Day ceremonies, and concerts) to increase pride in the community and raise exposure to local businesses.*

5.2.5.2 Objective 2: Plan for the development of outdoor civic event spaces.

Strategy 1: *Explore properties the Town could lease for the construction of public plazas for community events.*

Strategy 2: *Explore undeveloped/vacant parcels in the downtown area to identify parcels that might be viable for development of small 'pocket park' community spaces in downtown McAdenville.* In the downtown area, there are small undeveloped properties that may be best suited to the creation of community space (i.e. sitting areas, gardens, playground areas, educational venues on local history, etc.).

5.2.5.3 Objective 3: Explore existing town-owned property and property the Town could acquire or lease for community events.

Strategy 1: *Explore existing town-owned properties the Town could repurpose or new property the town could acquire to construct public plazas for community events.* Through the development process, new park plazas and amenities could be coordinated for operation by the Town and/or community partners. Utilizing new property tax revenues can partially fund civic spaces and a community event planning position as development occurs.

5.2.6 **Goal 6: PRESERVATION AND REUSE OF DOWNTOWN BUILDINGS!**

6.2.6.1 Objective 1: Preserve the small-town appeal of McAdenville while encouraging compatible business growth through development of revised development standards and specifications.

Strategy 1: Continue to implement and where necessary update the Central Business District (CBD) zoning standards and specifications with architectural design standards and specifications and development incentives designed to allow existing business to grow and encourage compatible new development. Careful consideration will go into the preparation of design standards and specifications that reinforce the small town feel through an understanding of architectural and urban design principles that direct the placement and massing of structures.

Attention will be also given to what may be considered the public realm, typically composed of streets, sidewalks, and civic spaces to help guide the Town's decision-making of details when investing in light posts, outside furniture, landscaping and sidewalk surfaces.

Strategy 2: Continue to dedicate resources to plan for compatible impacts of areas adjacent to downtown. As downtown McAdenville continues to increase in development interest and popularity as a destination for commerce, entertainment and civic events, the Town will continue to recognize and apply standards in the UDO's existing Traditional Downtown Overlay District (TD). Dismissive planning of surrounding areas to Main Streets inadvertently restricts the primary destination streets from maximizing their potential in retaining the community-cherished small-town feel.

Strategy 3: Have the Town consider adaptive reuse of historic structures for public uses before designing new structures. There may be existing historic structures contributing to the small town feel of McAdenville that are in need of significant reinvestment beyond the current property owner's abilities to provide. As opportunities arise, the Town will explore whether such historic structures may be repurposed into a government use.

Strategy 4: Have the Town consider context-sensitive designs when it is time for Town-owned buildings to be constructed so that designs reinforce the small-town feel. The architectural style of publicly owned buildings has historically provided inspiration for privately developed buildings which often mimicked many design elements to create a cohesive sense of place. Large investments by the Town of McAdenville for a new town hall and other civic buildings can positively or negatively have a domino effect on the designs of private-sector investments in land development. To successfully respond to the community's desire to retain a small-town atmosphere, the Town must dedicate resources to design structures which emulate enduring qualities expressed by the community.

An example of this principal was the design for the Town of Edenton, North Carolina's new Police Headquarters building. Its design was inspired by the Town's historic cotton mill and although it served a large governmental function, the building blended in well

with the surrounding historic neighborhood and instantly created a sense of pride for the Town and area residents.

Strategy 5: ***Incorporate a sense of small-town ambiance in public infrastructure.***

The details within the public realm of a town can be as important as the privately-owned buildings themselves for maintaining a tangible small-town look. When the Town of McAdenville is tasked with constructing sidewalks, outside furniture, utility posts and even landscaping, the Town should have a pre-selected palette of elements from which to order that are in harmony with the small-town ambiance.

5.2.7 GOAL 7: **MORE HOUSING OPTIONS!**

5.2.7.1 Objective 1: **Identify which barriers currently exist in McAdenville that inhibit it from being a more family friendly community.**

Strategy 1: ***Identify whether the following barriers exist in McAdenville that inadvertently inhibit it from being family oriented:***

- Lack of affordable housing;
- Exclusionary and single-use zoning;
- Insensitive urban design;
- Property tax too high;
- Lack of services;
- Lack of quality education; and
- Crime.

5.2.7.2 Objective 2: **Continue to support housing at affordable prices.**

Strategy 1: ***Continue to offer practices within the Town's ability to foster development of housing at affordable prices.***

5.2.7.3 Objective 3: **Ensure the zoning map and the UDO advance interests of families in the approval process of siting child-care facilities.**

Strategy 1: ***Review the zoning map to ascertain if zoning districts where child-care facilities are allowed are convenient to neighborhoods and employers.***

Strategy 2: ***Ensure the future UDO's approval process for child-care facilities balances convenience to families while ensuring compatibility to surrounding land uses***

6. ECONOMIC DEVELOPMENT

The Town of McAdenville, North Carolina is located within Gaston County, north of US Highway 74 between the towns of Town of Belmont to the east, the Town of Cramerton to the south; and the Town of Lowell and City of Gastonia to the west.

The Town is bisected by Interstate 85 (west/east) and the South Fork of the Catawba River is located primarily along the eastern corporate limits. McAdenville corporate limits encompass approximately 1.5 square miles, of which 4%, is water.

The Town is in a region defined as the *Charlotte Metropolitan Area*, which is also a part of the *Charlotte-Concord Combined Statistical Area (CSA)*. Located in the Piedmont region of the state, the CSA includes urban/suburban areas in and around the City of Charlotte in both North and South Carolina with a total land area of approximately 3,200 sq. miles and an estimated population 2,636,88. The region's population has increased in recent decades and is projected to continue within the next 20 to 30 years as more urban development comes to the region.

McAdenville was initially established in in the mid-1800's with a textile mill and later several agricultural mill operations. This marked the beginning of the textile industry in the village. Since that time, the development of the town has inextricably been linked to events at the mill.

6.1 Why Focus on Economic Development

Economic development is critical to a community for two reasons: 1) to provide an employment and income base for the community; and 2) to enable a community's leadership to maintain the lowest reasonable rates for its utility rate payers and taxpayers.

Effective economic development starts with the latter. Prudent management procedures for the efficient and effective operations of both utility enterprises and tax revenue systems will ensure that all money due to both the Town and the County is collected. Effective collection allows leadership to establish and maintain the lowest responsible rates for all rate payers and taxpayers.

6.1.1 Utility Rates

Achieving low utility rates for customers of the Town always begins with proper maintenance and operations of utilities while carefully managing the expansion of such systems. Maintenance of existing systems should emphasize quality control to eliminate leaks, account for water and wastewater usage, and avoid contamination. Placing an emphasis on these important factors will provide one way of improving the return on the investment by both the Town and the County for rate payers.

Another important approach to improving the return on public investment is to carefully manage the growth and expansion of the system. Extensions should be prudently studied and examined to determine the effective advantages to the current rate payers of such expansion and ensure sound decision making. Extensions without annexation may increase utility revenue, but at the same time may expose the rate payer, and taxpayer, to financial obligations while the benefactor of the extension shares little or no risk in the cost of the extension. Exceptions should only be considered when public health is at risk

and annexation is not eligible; therefore, obtaining a voluntary petition for annexation to be held until eligibility is attained can protect the Town, its rate payers and taxpayers.

A third important factor in increasing the return on the public's investment in the utility enterprises is to encourage infill development and redevelopment. Improving under-developed and under-utilized areas of existing development within the Town can increase the return on investment in existing infrastructure and contribute greatly to reducing utility and property tax rates.

6.1.2 Property Tax Strategy and Other Taxes Collected

The maintenance of low property (ad valorem) tax rates always begins with the prudent and effective management of reporting and collecting the other revenue sources towns receive in order to reduce reliance on property taxes. Emphasis on effective data reporting enables the retrieval of several types of taxes already paid by our citizens and businesses every day that can easily be overlooked in the absence of effective reporting practices.

The Utility Franchise Tax is a tax on utility billings collected by electric, gas, telecommunications and cable television companies that is distributed back to the Town by the respective utility. If the utility companies do not have current information reflecting the Town's boundaries, then inaccurate reporting to the State by the utility company results in reduced distributions to the Town by the State.

Another tax already paid by the taxpayer daily is the State tax on motor vehicle fuels, commonly known as the Powell Bill. The state distributes this tax to towns based upon a combination of population and street mileage maintained by the town. As towns' street networks grow by accepting new subdivision streets for maintenance, the Powell Bill data reporting must keep pace. Immediately upon completion of new streets, the Town should update its Powell Bill information during the next reporting cycle, so the Town begins bringing that revenue, already paid by the taxpayer, back to McAdenville to increase the funding available for maintenance. A new street may retrieve significant revenues over time before any repair cost are experienced.

State sales tax distributions to the Town are controlled by the County. The sales taxes collected and redistributed within a county may return to the Town by either population or property valuation-based formulas - determined in North Carolina by the local County Commissioners. This system is a counter-productive system in that counties often compete with towns for growth so they may keep a larger share of sales tax distributions to be shared locally. The only effective role a town may have in successfully growing its recovery of the sales tax collected by local businesses is through the careful management of the utility enterprises. Provision of stormwater, potable water, and sanitary sewer has a profound effect on the location of businesses; and towns that manage their systems with an emphasis on return on investment can improve their share of local sales tax recovered by supporting growth within the boundaries of the town.

Property taxes are the major source of local discretionary funding for routine services such as recreation, sanitation, public safety and administration. Maximizing the recovery

of the taxes already collected by the state can reduce the level of taxation required of property owners.

6.1.3 Jobs and Economic Base

The economic base of a community is the collective group of business activities that bring money into the Town by providing a product or service. The category of *“Management, business, sciences, and arts”* occupations has been the top sector in recent years bringing money into McAdenville, followed by *“Production, transportation, and material moving”* occupations. The non-basic sectors including commercial development (driven by residential development) are typically that part of the local economy providing services and products sought by the basic sector workers and others, such as the dry cleaners, pharmacy, grocery store and repair service businesses. When “travel and tourism” is part of the economic base, many businesses serve both purposes; restaurants are a good example because they serve both local and non-local customers routinely. “Hotels and other hospitality” businesses can serve both the tourism and corporate sector of our future economic base.

The economic base establishes a true purpose for the community. The jobs created by the basic sector businesses are the obvious direct benefit of the economic base. Jobs are critical because much of the impact of the economic base depends on how well money is distributed throughout the community, and jobs are the primary method of distribution. Automation often tends to allow economic activity to skim over the surface of a community and not have as deep an impact. One way to maximize a positive economic impact of the local economic base sector business community is to establish local relationships with companies and enterprises to provide as much local support and local resources as possible to increase distributions of wealth locally.

Increases in the value of local properties by infill development and redevelopment of under-utilized areas help lower property taxes for all taxpayers, further improving the local return on the investments made in existing infrastructure (*see Section 6.1.2 of this document*).

6.2 Current Economic Profile - Conventional Sectors

6.2.1 Production, Transportation, and Material Moving

As indicated in Section 3.3 of this Document, the largest number of the Town’s citizens in the workforce are employed in the *“Management, businesses, sciences, and arts”* occupations, making up 45.21% of the workforce. The second occupational cohort is the *“production, transportation, and material moving”* occupations, making up 17.44% of the workforce. (*Refer to Table 3.5.1 of this Document*)

These occupation groups are all commercial in nature and show that the commercial sector is not only the key to McAdenville’s success, but these sectors will flourish when given the proper business climate and innovative options to attract attention. The updating of local zoning standards and specifications, as discussed in section 8, will improve the business community’s options for innovative development.

A healthy commercial services sector is critical to supporting strong industry; therefore, practical standards and specifications such as zoning rules and non-residential property maintenance codes must be administered to support the sector. Standards and specifications must be updated to protect property rights while preserving natural resources and establishing reasonable standards for enhancing the appearance of all new development and redevelopment. Equally important to updating the McAdenville development ordinances is professional administration to ensure equal and fair treatment to all McAdenville's businesses and citizens. Proper implementation will enhance these industries and occupations, allowing them to become more prosperous.

6.2.2 Educational Services, Health Care, Social Assistance and Manufacturing

Educational services, health care, social assistance and manufacturing have been important to McAdenville's historic growth. These businesses represent a vital sector in McAdenville's area economy providing jobs to many residents. *(See Tables 3.5.1 A and B in section 3 of this document for data within the corporate limits)*

6.3 Importance of the Infrastructure Networks

Infrastructure, including water, sewer, electricity, natural gas, telecommunications, high-speed internet, roads, railroads, and airports make up the core infrastructure for a community. These networks often seem unrelated; however, lack of coordination between these unique systems can result in poor decisions regarding land use development.

Municipal utilities such as water, stormwater, sewer, streets, sidewalks and greenways generally represent most hard structure utilities. These utilities generally are based upon the network of streets and roads.

Non-municipal services such as electric, telecommunications, natural gas and broad-band fiber generally utilize flexible conduits for their conveyances. These service providers are typically located within or adjacent to public street and road right-of-way and therefore utilize much of the same network for distribution.

Coordination among these various service providers, as well as other governmental counterparts such as the North Carolina Department of Transportation, Gaston County and other providers, is also vital to efficient operations of McAdenville's utilities and public works functions. Conducting periodic meetings to review planned improvements and proposed developments by private development interests can often improve the level of service to all of McAdenville's businesses and citizens by identifying opportunities for cost savings through coordination. Inclusion of representatives of these various agencies on a local technical review committee coordinated by the Town's professional planning department will reduce costs to McAdenville rate and taxpayers.

Examples of cooperative initiatives may include provision of services for manufacturing facilities, where dual feed electrical supply, water, sewer, and a host of other functions can be coordinated ahead of time to ensure appropriate capacity is provided and corridor limitations are foreseen. Projects to consider should be evaluated based on merit to the Town's utility rate and taxpayers.

6.4 Existing Business Retention and Expansion

Diverse businesses including resilient job creators, specialty markets, professional services, health professionals, and food and beverage establishments supplemented by small industry, craftsmanship, and artistic endeavors (both for-profit and non-profit) will be required if McAdenville is to continue to build its attractive destination reputation in the region. Without this emphasis, we risk becoming commercially stagnant and even franchise and chain business enterprises may choose not to develop with the Town of McAdenville. For existing businesses to remain healthy and expand, it is vital that careful land use planning and the UDO's standards and specifications allow expansion while consciously assessing compatibility between land uses and when incompatibility exists or may exist with expansion, that businesses have attractive options of where they may locate within the Town of McAdenville.

With the availability of the railroad, the Town should continuously explore which existing businesses are dependent on the railroad to serve them. This is necessary to ensure development decisions do not unintentionally hamper or limit railroad access. Further, the Town will need to, where possible, balance rail access as an opportunity for not only local business ventures but as potential support for residential developments (i.e. commuter rail systems).

6.5 Tourism, Travel and Hospitality

Projects that enhance the tourism experience in McAdenville should be considered and programmed into capital budgets over time to stimulate a continuation of new investment (both public and private) for the ever-changing tourism based industry.

6.5.1 Heritage Tourism

Heritage Tourism is defined by the National Trust for Historic Preservation as “traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic, and natural resources.” It is one of the fastest growing segments of the tourism and hospitality industry overall, and a major focus of the [State of North Carolina's tourism promotion](#) efforts.

Opportunities for the growth of Heritage Tourism include businesses that provide support services for artists and craftspeople. Such businesses include tool and musical instrument repair, wholesale, retail, and distribution of specialty materials used in the creative arts (weaving, basket-making, blacksmithing, pottery, woodworking, etc.), and services provided to residents and tourists such as demonstrations, guided tours, private lessons, and programming for public institutions and private and non-profit entities.

As detailed in Section 4.3.1 of this Document, the Town has a long history of heritage tourism with the annual Christmas Town USA event held throughout December. This event, which has gained national notoriety, has become a major tourist attraction for the region as a whole.

As previously detailed in Section(s) 4.1.1.1, 4.1.2.2, and 4.3 of this Document, the Town's proximity to several natural heritage and eco-tourism attractions has expanded its potential to take advantage of heritage tourism dollars and utilize same as a marketing incentive for new industries.

6.5.2 Recreation and Parks

As detailed in Section(s) 4.1.1.1; 4.1.2.2; and 4.2.1 of this Document, the Town maintains its own park facilities and is in close proximity to other local/regional facilities that broaden the appeal of the area. As a marketing tool to lure new industry into the region, the Town is able to tout these existing recreational amenities and community assets to local industry looking for areas where they are able to locate and attract a viable workforce.

6.5.2.1 Bicycling and Hiking

McAdenville is conveniently located near major walking, hiking, and bicycling recreational amenities. As summarized in Section 4.1.2.2 of this Document, McAdenville is a connection point to the Carolina Thread Trail system, a regional network of connected greenway and nature trails spanning 15 counties and 2 states with over 300 miles of trails. The Trail runs along the South Fork of the Catawba River with 9 total access points in Gaston County.

6.5.2.2 Angling (Fishing)

As detailed in Section 4.1.1.1 of this Document, the Town is near several local and regional water recreational access sites providing boating and fishing access.

6.6 Manufacturing

Leadership boards of local government, both municipal and county, traditionally feel an obligation to emphasize traditional manufacturing; however, traditional manufacturing may only be a small part of the future economy of McAdenville and most other small towns. Traditional manufacturing blends traditional manufacturing with forward thinking values of naturally sourced and locally produced materials to produce tangible goods for a value added industry.

While these traditional opportunities do exist, McAdenville must recognize there are also pitfalls to placing all hope on 'traditional industry' – a sector that may inevitably employ humans to manage facilities that are designed for a specific level and duration of productivity. The reality is that smaller facilities are often the disposable ones. Larger facilities require a larger investment and typically are considered long-term commitments.

Technological innovation and globalism are fueling transformational change in both our cultural and business environments as discussed below.

6.6.1 Economic Transformation

An increasingly mobile workforce is utilizing digital, web-based technology – the ubiquitous 'mobile app' – that enables a business owner or employee to work from anywhere.

The global pandemic COVID-19 that emerged in late 2019 led to many employees to remain home, at least temporarily, to help reduce the spread of the virus. Employees who were fortunate enough to remain employed while working from home replaced face-to-face meetings with computer-based meeting platforms, such as Zoom.+ As mentioned in an article entitled, "[What is the Future of Cities,](#)" appearing in NPR's Planet Money on May 19, 2020, author Greg Rosalsky reported how some major companies signaled that

remote work from home is here to stay. The article quotes Harvard University professor Ed Glaeser, whom Rosalsky calls the leading scholar of urban economics, as saying that, at least in the short run, how large dense cities, having large employment centers, may suffer in the foreseeable future, while companies open small offices in more affordable lower-density midsize cities where employees may work remotely, once the pandemic is over.

Many jobs are no longer tied to a specific location. Anyone with a Smartphone and an idea can become an entrepreneur. As stated above, technological innovation and globalism are fueling transformational change in the cultural and business environment.

Opportunities for McAdenville in this new economic realm are directly related to the 'quality of place' issues that are explored throughout this Plan, while recognizing tourism, crafts, and other natural resource-based sectors. When employers, innovators and entrepreneurs can choose to live and work anywhere, it is quality of place – in addition to the basics of infrastructure and support services – that is often the deciding factor.

McAdenville has the attributes to successfully compete in this age of global commerce. The Town can glean from other proven economic development strategies and build its foundation by retaining young talent and attracting innovators from the greater region and around the country.

6.6.1.1 APP Based Economy

The 'app-based' economy isn't just creating a new digital platform for freelance work. It is spawning a host of new economic activity. For example, more than a million 'makers' sell jewelry, clothing, craft supplies and tools, and all manner of home goods and accessories through the online marketplace

6.6.1.2 SHARING (or SHARED) Economy

The well-known lodging website [Airbnb](#) and similar accommodation platforms such as [Love Home Swap](#) and [onefinestay](#) have close to a million 'hosts' in nearly 200 countries. [Uber](#) and [Lyft](#), two other mainstays in the emergent realm of 'crowd-based capitalism', are transforming how we think about transportation. Uber, which started with four people around a desk and two cars on the streets of San Francisco, is a global phenomenon, serving over six continents with well over 1,000,000 drivers.

6.6.1.3 GIG Economy

The GIG economy is part of a shifting cultural and business environment fueled by technological innovation and globalism. An increasingly mobile workforce is utilizing digital, web-based technology that enables employees to work from anywhere, so that jobs are no longer tied to a specific location. Companies such as Uber, Lyft, and AirBnB are examples of this emergent realm.

The workforce of this new 'gig' economy largely consists of freelance 'independent contractors' who can select among temporary jobs, referred to as '[gigs](#)' (hence the term), and short-term projects from anywhere in the world. Likewise, employers can select the best individuals for specific projects from a 'global' labor pool and are no longer confined to any given area.

Opportunities for McAdenville in the GIG Economy are directly related to the speed and quality of digital connectivity and the 'quality of place' issues that are explored throughout this Plan.

6.7 Economic Development Opportunities

Several opportunities exist for McAdenville to re-establish a strong economic base. The following topics focus on first steps for advancing in the '21st Century'.

6.7.1 Innovation Districts

Innovation Districts are an outgrowth of the culture and technology driving today's economic transformation. Instead of focusing economic development efforts on isolated campuses or business parks, Innovation Districts focus on clustering start-ups and incubators in compact, amenity-rich areas (i.e., walkable downtowns, mixed use districts, etc.) where a mix of entrepreneurs work in collaborative spaces and share knowledge and resources (a staple of the 'Shared Economy'). Existing incentive programs would be paired with a partnership of 'innovation cultivators' – the companies, organizations, and other groups that support the growth of individuals, firms, and their ideas. They include incubators, small business and technology development centers, community colleges, local high schools, job training firms and others advancing specific skill sets for the innovation-driven economy. The initial focus should be a future downtown 'cluster' of businesses utilizing available properties, beginning with development of a single 'innovation space', or business incubator.

6.7.2 Home-based Businesses

Technological innovations make it imperative to re-examine and update zoning provisions that limit or prohibit work at home. The Town should analyze the content and impact of existing standards and specifications with an attitude toward implementation and enforcement that encourages entrepreneurship, creativity, and individual expression while protecting neighborhood residential character.

6.7.3 Small Business Incubator

The Town should explore the necessary public-private partnerships and funding sources to plan and develop business incubators in available manufacturing space. The incubator's mission would be to recruit, develop, and stimulate entrepreneurial talent in the region in order to foster economic growth, strengthen and diversify the local economy, and create new jobs. For example, a partnership-funded non-profit organization would lease (or own) a building that provides support services such as high-speed broadband internet, utilities, reception, and security, along with amenities like audio-visual equipment, conference rooms, and distance-learning capability. A collaborative effort with the community college could offer support systems such as business plan and marketing strategy development, technical assistance, funding proposal preparation, and more.

6.7.4 Collaboration and Regional Partners

Economic development has been a major element of regional initiatives in recent years. All contain a host of economic development strategies to achieve the goals of job creation, talent retention, and entrepreneurship. The Town should take a leadership role

in implementing those strategies that will help the community benefit from its world-class natural and cultural resources by tapping the technological potential of the 21st century economy, opening McAdenville and the region to the global marketplace.

The IRS tax code encourages long-term, private capital to invest in eligible low-income rural and urban communities, called Opportunity Zones, across the United States. Land within the Town of McAdenville on the west side of the South Fork Catawba River, including areas near the Town of Cramerton along US Route(s) 29 and 74 and near the Town of Lowell on the northern side of the River encompassing existing industrially zoned property north of Interstate 85 (I-85), are within a designated Opportunity Zone.

6.8 Economic Development *ACTION ITEMS!*

The economic development opportunities McAdenville enjoys clearly fit into three categories. These are described as “Immediate”, “Programmable” and “Opportunity”.

6.8.1 Immediate Action Items:

The following immediate action items should be prioritized to accomplish in earnest. These items are intended to begin producing immediate results and improve the personality of McAdenville as a community addressing its goals.

6.8.1.1 Eliminate obstacles to the goals set by the Town in this plan.

Clearly identify opportunities and obstacles within local zoning policies to encourage business attraction, retention and expansion. Ensure walkable options for visitors requiring flexible alternatives. Establish clear signage standards to alleviate clutter and establish fairness among businesses. Establish opportunistic standards for business types in manufacturing, commercial service, and home-based business sectors to stimulate opportunity while establishing specifications for development to protect these investments, neighborhoods and the environment as mutual benefactors. Standards and specifications must be evaluated to support additional action items below.

6.8.1.2 Promote McAdenville as a “base camp” for travelers.

Promotion of McAdenville as a host community and base camp for individuals and groups seeking access to a variety of food/beverage choices will clearly set McAdenville apart from other communities catering to these visitors.

6.8.2 Programmable Action items:

The following programmable action items should be assigned to specific teams or departments to develop the ways and means to accomplish the tasks.

6.8.2.1 Maintain new local way-finding signage.

The McAdenville Town Council, in partnership with the [Pharr](#) family of companies, recently installed directional or ‘way-finding’ signage throughout the Town of McAdenville. The Town should annually budget for repairs, maintenance, and updates to keep the wayfinding signs current and attractive.



6.8.2.2 Establish partnerships

Resources for collaboration and support of economic development initiatives are not always consolidated into one neat package. The resources in North Carolina flow into communities and regions through multiple agencies. Organizing strategic interagency partnerships and participating in effective ways often becomes cumbersome; therefore, identifying the best partnerships and managing effective relationships among those partnerships should be a defined responsibility of either the Town Manager or Town Planning and Zoning Administrator.

The Town should explore the necessary public-private partnerships and funding sources to plan and develop business incubators and available manufacturing space. *(Also see sections 6.7.3 and 6.7.4 of this Document for additional information.)*

6.8.3 Opportunity Based Action items:

The following opportunity-based action items will require continuous planning and forethought to recognize opportunities to act.

6.8.3.1 Support growth and expansion of eco-tourism businesses.

Support for growth and expansion of both existing and new businesses serving the motoring tourist with overnight and seasonal housing accommodations, RV camping (not as a permanent residence), base camp facilities, extended vehicle parking, outfitters, outpatient medical services, automotive services/repairs, and food/beverage services located within close proximity to one another.

6.8.3.2 Establish criteria for financial participation in opportunities to expand the job and property tax base through strategic expansion of infrastructure.

Establish clear criteria for expansion of infrastructure (broadband, stormwater, potable water and sewer systems) based upon measurable benefits and a “return on investment” business model. Criteria should also include contingency factors for public health and welfare needs when potable water and sanitary sewer needs are critical.

7. INFRASTRUCTURE

7.1 Water and Sewer Utility Systems

7.1.1 Water Supply

As indicated in Section 4.1.1.2 of this Document, the Town obtains wholesale potable water through an inter-local agreement with Two Rivers Utilities. All water treatment is completed by Two Rivers Utilities and distributed by the Town.

7.2.3.1 Water Supply Action Steps

The Town will continue to coordinate with Two Rives Utilities on the development, implementation, and enforcement of a water services master plan allowing for the expansion of the Town's water utility service system. The Town will continue to coordinate with the utility corporation, its surrounding municipal planning partners and, where appropriate, Gaston County.

7.1.2 Sewer Service

The Town transports its bulk wastewater for treatment through an interlocal agreement with Two Rivers Utilities, a private utility contractor. Due to the recent installation of a new pump and force main, sewer capacity has significantly increased supporting future development activities.

7.2.3.1 Sewer Service Action Steps

In 2021, the Town completed an asset and inventory study for sewer needs. The Town will continue to coordinate with Two Rives Utilities on the development, implementation, and enforcement of a sewer services master plan allowing for the expansion of the Town's utility service system. The Town will continue to coordinate with the utility corporation, its surrounding municipal planning partners and, where appropriate, Gaston County.

7.2 Transportation Network

Recognizing trends and how peoples' preferences can and do change over time will enable McAdenville to position itself as a welcoming community for multiple generations into the future. This approach to planning reinforces the community's desire to create a place where younger people will desire to locate and remain, while aging members will choose to age in place. This can be achieved by creating and sustaining a transportation system that is successful in meeting both the existing and anticipated needs of a diverse community that multiple generations will find attractive by including transportation options and choices that are safe, attractive and convenient.

One of the most common components of the transportation network and most visible characteristics of a neighborhood is the *street*, often taken for granted even though it can change everything about a neighborhood. The street strongly influences how people behave in their community. The following questions are presented to stimulate thoughts about neighborhood streets as an example of how important this simple concept is.

- Does the street have room to pass another car?
- Does the street have room for a visitor or emergency vehicle to park in front of a home or business?
- Does the street feature ditches or curbing for drainage?
- Does the street include sidewalks along its route?

The answers to these questions clearly define the character of the neighborhood, *for example*: neighborhood streets lined with ditches for storm-water conveyance will cause people to walk in the street just to visit a neighbor, or they may even give cause for residents to choose to drive a block away to visit that neighbor. By contrast, neighborhood streets containing curbing with sidewalks set back from the curb encourage people to spend time outside to walk or play together. Streets designed properly provide a place to learn to skate or ride a bike. The street with sidewalks becomes the neighborhood's central gathering place, where multiple generations of citizens associate in many ways. The properly designed street will change the characteristics of human behavior and contribute to improved and healthy lifestyles. How many times have you heard concerns about kids not getting enough exercise? Well, maybe our streets have not helped much with that problem. We can do better. We can improve the quality of neighborhoods in many ways.

Beyond the neighborhood street is a network of collector streets, often called arterials. These collector streets or arterials connect the neighborhood streets to the thoroughfares and highways that bring us all together. Streets also provide our principal connections to other modes such as airports and railroads. The following information about our transportation network and the actions we can take locally to improve how this network serves McAdenville's citizens and businesses will provide the foundation for many decisions facing the Town.

7.2.1 Roads and Highways

The Town is part of the Gaston -Cleveland -Lincoln Metropolitan Planning Organization (GCLMPO) The GCLMPO is 1,140 square miles in area, stretching about 27 miles from north to south and 45 miles from east to west.

Based on available Census data and information from the GCLMPO, all three participating counties have more workers that commute out for work than commute in. Gaston and Lincoln counties send over one-quarter of their workers to Mecklenburg County. Cleveland County has the highest-percent of its workers actually working within their home county, at 66%, while only 44% of Lincoln County workers actually work in their home county. Vehicles traveling in and through the three counties add up to over 10 million miles per day. Approximately 40% of this traffic takes place on I-85, US 321 north of I-85, and US 74 west of I-85.

A comprehensive transportation plan (CTP) has been prepared to assist local governments make long-range transportation decisions. The CTP was a joint effort between GCLMPO members and the NCDOT – Transportation Planning Branch (TPB) and includes alternative modes of transportation, such as transit, walking, and cycling, and identifies recommendations for solutions that provides for the safe, efficient, cost-effective, and environmentally sensitive use of the transportation system, while addressing current and future travel needs.

Unfortunately, McAdenville was not designated as having any roadway improvements as part of this current CTP planning effort.

As a result, roadway and transportation improvements have begun as a local effort including NC Department of Transportation State Transportation Improvement Program (STIP) projects including:

- Widening of US 29/74 (Wilkinson Blvd.) from Belmont to McAdenville. This includes a new Catawba River and South Fork River bridge. The bridge will have a 10 ft. pedestrian lane, extending to the Wesleyan/Market St intersection in McAdenville.

NOTE: The Town is partnering with the Town of Cramerton to fund upgrades at this intersection including mast signals, decorative pedestrian lighting and extensive landscaping.

7.2.1.1 Road and Highway Specific Action Steps

Several areas of Town have been identified for potential development of either mixed use and/or commercial land uses. The goals/policies of this Plan calls for these areas to continue to be encouraged to be developed/redeveloped or enhanced as vacant or underperforming properties are replaced.

The Town should continue to foster reinvestment and infill development along Main Street near Town Hall as part of downtown branding/restoration efforts and along Elm Street, Poplar Drive, and Hickory Gove Road. This should include development of additional sidewalks/pedestrian pathways and bicycle lanes.

The Town shall continue to require greenway/sidewalk systems for residential developments to connect the various commercial/cultural areas of the Town with one another to broaden non-vehicular transportation opportunities and help to foster additional community development.

7.2.2 Railways

The Town does not have direct access to existing railroad networks. The Norfolk Southern main line passes from west to east across the county, passing through Kings Mountain, Bessemer City, Gastonia, Ranlo, Lowell, Cramerton and Belmont. From Gastonia, a branch line leads south to Crowders.

The County is served by Amtrak, with stops in Gastonia. Freight rail service is provided by the Norfolk Southern Railway, CSX and Patriot Rail. Patriot Rail operates state-owned trackage between Gastonia and Mount Holly with a spur extending to Belmont. CSX rail lines pass through the northwestern and northeastern corners of Gaston County. In the northwest, a line between Lincolnton and Shelby passes through Cherryville. In the northeast, a line between Lincolnton and Charlotte passes through Stanley and Mount Holly.

There are plans for a light rail line “silver corridor” station to be located in nearby Belmont.

7.2.2.1 Railway Specific Action Steps

While the NCDOT Rail Division's [Comprehensive State Rail Plan](#) is not a financial or capital plan, it does provide a blueprint for potential future rail investments and priorities through 2040.

Rail is an important factor in economic development and is an efficient alternative to over the road transport. Other than the benefit of transporting high quantities of product, rail has some major environmental advantages.

Typically, a rail company considers many factors when examining the possibility of expanding its service through spur lines to new industrial user (i.e. location of line, location of user, shipping volume, frequency of shipping, etc.).

As part of the Town's continuing economic development efforts, additional effort/study may be warranted to ascertain the viability of partnering with adjacent communities to expand rail connectivity.

7.2.3 Aviation

The City of Gastonia owns and operates Gastonia Municipal Airport, which is a general aviation airport with a single runway approximately 3,779 feet in length. The facility is approximately 9 miles away.

Charlotte-Douglas International Airport is the closest major, full-service airport with national/international passenger flights. Operating in Charlotte, the facility is approximately 11 miles from the Town.

7.2.3.1 Aviation Specific Action Steps

The Town of McAdenville will continue to cooperate with the County regarding assistance associated with the Gastonia Municipal Airport and with regional planning efforts designed to support future economic development activities at the Charlotte-Douglas International Airport.

7.2.4 Bicycle and Pedestrian

7.2.4.1 Bicycle Facilities

The Town of McAdenville currently does not include designated bicycle facilities nor bike lanes within the Town limits.

7.2.4.2 Pedestrian Facilities

The intersection of Main Street with Wesleyan Drive/Hickory Grove Road have established crosswalks. There are also crosswalks along Wesleyan Drive near the fire station (south of Pharr USA) and along the round-about connecting Academy Circle and Church Street. There are marked crosswalks at the McAdenville Elementary School as well.

7.2.4.3 Bicycle and Pedestrian Specific Action Steps

Within the future UDO, the Town should establish specifications for adequate street construction by developers for both bicycle and pedestrian safety. (See 7.2.4.1, 7.2.4.2 and 8.5.1).

The Town of McAdenville will continue to cooperate with the Gaston County and other regional partners regarding assistance associated with further development of greenway/trail systems associated with the South Fork River greenway system. Continued and exposure to this statewide recreational route will improve McAdenville's image nationally as we strive toward recognition as an age-friendly and inclusive community for all ages seeking barrier free environments.

7.2.5 Transit Service

Each of the three counties participating within GCLMPO is covered by the community transportation system. These "dial-a-ride" or demand response programs are available to the general public, but primarily serve older adults and persons with disabilities.

Gastonia is the only City in the tri-county area that operates a fixed-route service that reaches most of the city.

Amtrak has a station in Gastonia, and the NCDOT contracts with a private operator for daily round-trip service between Boone and Charlotte, with stops in Gastonia and Lincolnton

7.2.5.1 Transit Service Action Steps

The Town will continue to support regional public transport regional transit services. At this time, however, local population is also not sufficient to warrant such a service at this time.

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8. PLANNING AND DEVELOPMENT

8.1 Analysis of Existing Land Use and Development Patterns – *Where to Begin!*

McAdenville is similar to other small towns in the Carolinas that experienced much of its transformation during the post-World War II era when industrial expansion led to better paying jobs and increased automobile ownership enhanced individual mobility, while the inter-city and intra-city highway network was greatly expanded. The dramatic impact of this combination on American cities and towns was not foreseen and the problems associated with rapidly changing communities that followed led to long periods of decline in their once-vibrant downtown. Two areas of McAdenville are highlighted below which should receive further study: US Highway 74; and downtown McAdenville.

US Highway 74: McAdenville has corporate limits and extraterritorial jurisdictional (ETJ) area extended along US Highway 74 (i.e. Wilkinson Blvd.) to the south with the intersection of Wesleyan Drive. This area abuts the corporate limits/ETJ areas of the Town(s) of Cramerton and Lowell.



The area, approximately 1 mile from the downtown core, contains several intensive highway commercial operations (i.e. gas station, fast food operation, automotive sales, large-scale retail, etc.). Visitors to the area may find it difficult to distinguish between McAdenville and the Town of Cramerton given existing wayfinding signage.

A right-turn onto Wesleyan Drive allows motorists to enter the Town and, more importantly, get access to the historic downtown area as well as the *Christmas Town Village*. Development along

Wesleyan Drive is predominately medium density single-family residential housing. McAdenville Elementary is also located along the roadway as is the McAdenville Wesleyan Church. Wesleyan Drive, serving as the main north/south thoroughfare for the Town, experiences frequent traffic congestion most notably during peak school hours (i.e. drop-off and pick-up). Traffic conditions may contribute to motorists becoming discouraged from continuing from the highway towards the historic downtown core or accessing the greenway trail system at the Town's South Fork site behind Pharr USA off Hickory Grove Road.

Access from Interstate 85 (I-85) is obtained by taking exit 23 depositing motorists onto what becomes Main Street. Motorists turn left to access McAdenville from the exit ramp. Commercial operation(s) at this interchange are limited to gas stations and fast-food operations. There is also a sit-down Mexican restaurant in the area. A right turn from exit 23 allows motorists to access the Town of Lowell. McAdenville's development along the Main Street corridor extending from I-85 is predominately residential in nature with little to no commercial activity.

The Town's existing downtown commercial core area is currently not advertised properly where motorists will readily find it. Motorists intending to enter downtown businesses are presented with the following conditions:

- The availability of convenient interchange businesses along US Highway 74 and convenient access to the Town of Cramerton;
- The congested left turn onto Wesleyan Drive with a lack of existing land uses that reinforce motorists are heading toward commercial convenient options; and
- A lack of wayfinding signage at either the I-85/US 74 intersections.

From the standpoint of development along with US Highway 74 corridor, the Town has zoned property to allow for development on highway commercial land uses to try and attract motorists traveling through the area. There are also several large tracts of land that lend themselves to potential high-density residential development as a means of addressing the Town's housing needs. For example, there are several large tracts of land off Wilkinson Blvd. and Mockingbird Lane that could be viable for medium to high density residential and/or mixed use commercial. There are plans, within the next ten years, to widen US Highway 74, with initial plans showing several parcels being significantly impacted by the right-of-way. Plans for the widening include a ten foot pedestrian path.

This area should be promoted for development appropriate for highway business operations and possibly additional higher intensity residential land uses that continue to broaden the existing commercial and residential operations of the Town. Commercial development along US Highway 74, however, should be seen as complementing and not competing with the historic downtown core area.

Downtown McAdenville: With the slow, yet steady growth, renovations and revitalization of downtown McAdenville, it is not too early to begin discussing expansion. Ample property along the riverfront, reuse and repurposing of the former of Pharr Yarns mill, and infill of mixed uses including residential should be considered. Such a catalyst area would create additional recreational and entertainment amenities, provide in-town commerce of both retail and office space and create a live/work/play area in the heart of our Town. In March, 2022, [Pharr unveiled plans](#) for adaptive reuse of their mill, called the Dynamo 31 building, into office, retail and

restaurant space. Additionally, the Mill No 2 building, at the center of town, originally known as McAden Mill No. 3, is being transformed into space that will likely house restaurants, retail or entertainment space.

8.2 The Plan - *What do we want our community to be? How do we get there?*

8.2.1 Housing Growth

Recognizing trends and how market dynamics can and do change will enable McAdenville to position itself as a welcoming community for multiple generations looking at buying or renting a home. This approach to planning reinforces the community's desire to create a place where younger people will desire to locate, while aging members will choose to remain. A community where both the new and existing home markets are attractive to future generations and allow for aging members of the community to remain in the community by offering a variety of housing products.

According to contemporary real estate experts, the "50+" real estate market is changing. In the next few years, Generation X will be joining the Boomers and Matures; serving the 50+ market will become a challenging puzzle for both communities and the real estate industry.

8.2.2 Commercial/non-residential Growth

As with the housing markets, ever changing trends in consumption, product development, technology and generational shifts in personal choices/values must be considered when making decisions about commercial and other non-residential growth. This approach to planning reinforces the community's desire to create a place where younger people will desire to locate, while aging members will choose to remain. A community, where traditional values accompany craftsmanship must embrace the presence of technology in everyday life, commerce, and business.

In order to grow commercial and non-residential offerings a community must create opportunities for success. The first step is to promote interest in both residents and visitors alike. By increasing the presence of people in commercial setting, the critical mass necessary for businesses to sustain themselves will ensure vibrancy as the tourism visitors flow into and through the community. To accomplish this, the local zoning ordinance in existence at the time of this plan adoption, must be repealed and replaced with development standards and specifications to promote refreshing internal growth.

8.3 Existing Land Use Issues – *Recognizing the Problems of our Past*

A plan, any plan, is only as good as the community's commitment to implement. While implementation strategies vary widely depending on the specific goals and objectives, many strategies will often include some form of incentive, motivation, criteria, or specifications for new growth, development and construction. Throughout various sections of this document there are descriptions of incentives and motivations offering opportunities for success; however, a plan can fail when the criteria and specifications are inconsistent with the plan. The following subsections describe the challenges McAdenville faces with policies in effect at the time of adoption of this plan. The discussion continues in sections 8.4 and 8.5 of this Document with insight on recommended new approaches to refreshing McAdenville's economy and stimulating investment

in McAdenville's future. These recommended policy changes are designed to achieve the goals, objectives, and successes noted and illustrated in this plan.

As a prelude to the discussion, Jonathan Coppage, a visiting senior fellow at the 'R Street Institute' researching urbanism and civil society posted an article challenging leadership to re-think how we administer and regulate development. The following excerpts are from his article posted by the American Planning Association October 20, 2016.

"Establishing by-right development and streamlining local permitting processes will allow developers to respond nimbly to market demands and will relieve the "guilty until proven innocent" status of new building development, which depresses construction starts across the country by [delaying and inhibiting](#) housing projects. What's more, adopting leaner codes would remove obstacles to the countless smaller developers and would-be builders who want to invest in strengthening their local communities, but currently can't afford to navigate the vast regulatory burdens and uncertain futures awaiting anyone who tries to build in America today. Trulia economist Ralph McLaughlin [found](#) that these regulatory delays may have an even bigger impact on housing production than zoning restrictions."

"Main Street-style development — the "storefront on the first floor, apartments rented out above" style that forms the core of any older town's historic center — is a residential building form that uses first-floor commercial space to serve community members and enliven a neighborhood. This low-rise density helps prop up the balance sheets of towns responsible for running utilities all the way out to suburban developments, as former city planner and engineer Charles Marohn [has repeatedly demonstrated](#). It also keeps a constant set of the "eyes on the street" that Jane Jacobs identified as necessary for safe streets; renters keep an ear out for burglars after business hours and shopkeepers keep the same at bay during the day. It is, in other words, the core of any successful town-building."

8.3.1 Utility Policies at the Time of Plan Adoption

The Town obtains wholesale potable water and transports its bulk wastewater for treatment through an interlocal agreement with Two Rivers Utilities, a private utility contractor. Public water and sewer systems often provide the stimulus or "plant the seeds" for growth. Growth that is simply chasing utilities will result in higher rates for all rate payers and the resulting inefficiencies in other services will drive up taxes. The most effective way to keep tax and utility rates lower, increase the return on investment of the existing systems, and provide adequate revenue for the operations and maintenance of these systems is to be very deliberate in the extension of utilities. For the most part, the Future Land Use Map has been developed to focus redevelopment and new development of sufficient densities in areas where utilities already exist or are already programed to be extended.

8.3.2 Land Development and Construction Ordinances at the Time of Plan Adoption

"Land development" includes the installation of infrastructure as the first step toward new building construction. This phase of a project involves land planning that leads to civil engineering to establish the layout of roads and buildings. The criteria or

specifications included in these ordinances should accomplish some basic objectives including:

- Ensure the purchaser or owner receives a safe and reliable building product;
- Ensure the state and federal mandates are satisfied to avoid penalties; and
- Ensure the result does not increase the burden on other tax and utility rate payers without deliberate determination that such increases are for the overall benefit of the community.

The following sections describe how ordinances in effect at the time of plan adoption are counter-productive to the objective set forth in this document. A recommended approach to replace these policies and ordinances is described in section 8.5 of this document.

8.3.2.1 Zoning Code

At the time this Town Plan 2040 was prepared, specifications for criteria and specifications for new and existing development are in the Town of McAdenville Unified Development Ordinance (UDO), as amended.

8.3.2.2 Subdivision Ordinance

At the time this plan was prepared, specifications for the extension of streets and utilities to serve newly created lots exist in the Town of McAdenville Unified Development Ordinance (UDO), Chapter 13, Subdivision Regulations.

8.3.2.3 Building Code

The Gaston County Inspections Department administers issuance of building permits and inspections within the Town of McAdenville town limits and the extraterritorial jurisdiction (ETJ) using the North Carolina Building Code.

8.3.2.4 Floodplain Management

As of the time this plan was prepared, standards that regulate development within a floodplain exist in the Town of McAdenville Unified Development Ordinance (UDO), Chapter 14, Flood Damage Prevention.

8.4 Future Land Use – *Where We’re Going Next!*

The exciting aspects of this plan are not captured by the issues we’ve faced or the problems we believe we have, but the opportunities we have before us. The opportunities to build upon our previous successes are the greatest asset the businesses and citizens of McAdenville possess. This plan recognizes those attributes, identifies the community stakeholders’ goals, and crafts a vision of our future. Along with the actions we must undertake to achieve the goals stated in this document, this plan provides the foundation for systematic decision-making by businesses, citizens, prospective investors in our community, and leadership at various levels.

Simply stated, the key to our success is to increase the population of the community by reasonable numbers in order to increase the economic activity to a level that will support the services we desire. The three groups to focus our energy on are as follows:

- Retain our young adults by creating the hometown they dream about;
- Attract newcomers by offering the dynamic small-town feel they seek; and
- Encourage opportunities for our citizens to age-in-place through local options for senior living.

Creating an attractive atmosphere in McAdenville will contribute toward our efforts to attract young adults to return, to come home when they seek that long-term location to settle into. These same investments will attract the newcomers seeking a special small-town atmosphere with lifestyle opportunities they find attractive. When a community feels good about itself it shows and that will become its greatest attribute in attracting visitors who just want to be a part of it all. That's what successful towns do, they become special by taking deliberate steps toward that goal and they reap the rewards when they do it well.

One of the fundamental planning tools used to achieve the stated goals and objectives of the Comprehensive Plan in McAdenville is the design, application, and implementation of a Future Land Use Map (FLUM). FLUM implementation is accomplished primarily through the application of zoning, although a variety of land use ordinances are available for various aspects of implementation. A key feature of land use planning in the Town of McAdenville is the requirement for consistency between the FLUM and the application of zoning.

The FLUM defines the location of coordinated and appropriate land use classes and is designed to accommodate a particular combination of land uses that would achieve a desired pattern of development. It serves as the primary tool for staff, the Planning Board, and elected officials during review of re-zonings to ascertain the appropriateness of a development proposal and provides the development community with clear guidance to the locations where development activity may and may not be appropriate.

There are six future land use categories meeting the specific development needs of the Town.

Neighborhood: Identifies area which are primarily for the development of single family residential served by public or community water and sewer utilities. Higher densities may be allowed and a variety of different residential types may be accommodated through Planned Residential Developments (PRD), Infill Residential Developments and Traditional Neighborhood Developments (TND) and/or through the satisfaction of certain performance design and construction.

Downtown: Identifies areas designed to accommodate downtown uses to encourage high intensity, compact, urban development in a pedestrian-oriented setting. Retail, office, personal service, and institutional uses normally found in a downtown are allowed. In order to encourage more efficient building usage and to take advantage of the area's centralized location, second-story residential uses are permitted, as are high-density residential developments.

Mixed Use: Encourages office and mixed office and residential uses at an intensity to compliment nearby residential land uses. Such areas are most often found in developed, urban portions of the Town with overlays having design standards. Many such areas, especially those found along major corridors, were originally developed for residential areas. But due to their location, the blending of office uses and higher density residential development has taken place. The Mixed Use areas are designed to encourage such mixed development to continue.

Light Commercial: Identifies areas to accommodate a large variety of retail uses designed to meet the needs of individual neighborhoods, or other relatively small geographic areas. Stores are therefore relatively small in size and are designed to be compatible and integrated with adjoining residential neighborhoods. This land use is not intended to accommodate retail uses which attract persons from outside the neighborhood or which attract large numbers of passing motorists.

Commercial: Identifies those retail service and accessory uses that are typically located along or adjacent to principal or minor arterials and which require high visibility, good road access, and which cater primarily to passing motorists. Development in this land use is designed to promote aesthetics and the safe and efficient movement of traffic so as to not unduly burden adjacent thoroughfares. As larger and/or more intensive developments normally will create more significant impacts on adjoining neighborhoods and road and utility infrastructures, larger developments may be allowed in this land use.

Employment/Manufacturing: The Employment/Manufacturing land use is established to provide for areas of heavier manufacturing and industrial uses that are properly sited, based on such factors as: adjacent land uses, access to the transportation network, and the availability of public services and facilities. It is the intent of this land use to provide an environment for industries that is unencumbered by nearby residential or commercial development where conflicts with other uses can be minimized to promote orderly transitions and buffers between uses. This land use is established in order to provide sites for activities that involve major transportation terminals, and manufacturing facilities. The Employment/Manufacturing land use generally should not be located adjacent to any property planned for residential use, except when mitigating factors (i.e., terrain, buffering, and transportation access) are in place to substantively mitigate any potential negative impacts upon such residential areas caused by uses in Employment/Manufacturing land use.

The following “steps” provide guidance for implementing the recommendations of this plan. While they are not rigid in their order, their importance is unwavering to the future success of McAdenville in the 21st century.

8.4.1 Refresh McAdenville by Developing Underutilized Areas “Close-in” First

Focusing attention on strategic locations to reignite interest to enhance existing commercial development can boost investment by re-thinking development in the corridors. Incentives to refresh and redevelop strategic sites in existing underutilized locations where existing infrastructure and location dynamics combine to support successful new investments will reinforce property values within these strategically important locations. The **Future Land Use Map** appearing in figure 8.4.1 depicts a pattern of development to accommodate a combination of residential, non-residential and mixed-use growth and redevelopment. The map serves as the overall plan to guide decisions about future infrastructure investments and other public services for McAdenville’s future growth. ***Zoning changes are required by North Carolina statute to be made based upon both reasonableness and consistency with this plan.***

8.4.2 Preservation and Conservation Areas

Given McAdenville’s role in local governance in central Gaston County, our most effective tools for preservation and conservation are the moderation of growth and expansion of our municipal services and the policies governing expansion of the systems we operate.

By working together with our counterparts at the county level we can stimulate investments where warranted and discourage investments in areas that will not be good for either McAdenville or Gaston County. This approach leaves these lands completely under the control of their locally elected officials. The only time McAdenville officials will be involved is when the topic of municipal service levels is explored.

8.4.3 Future Growth beyond the Town Limits

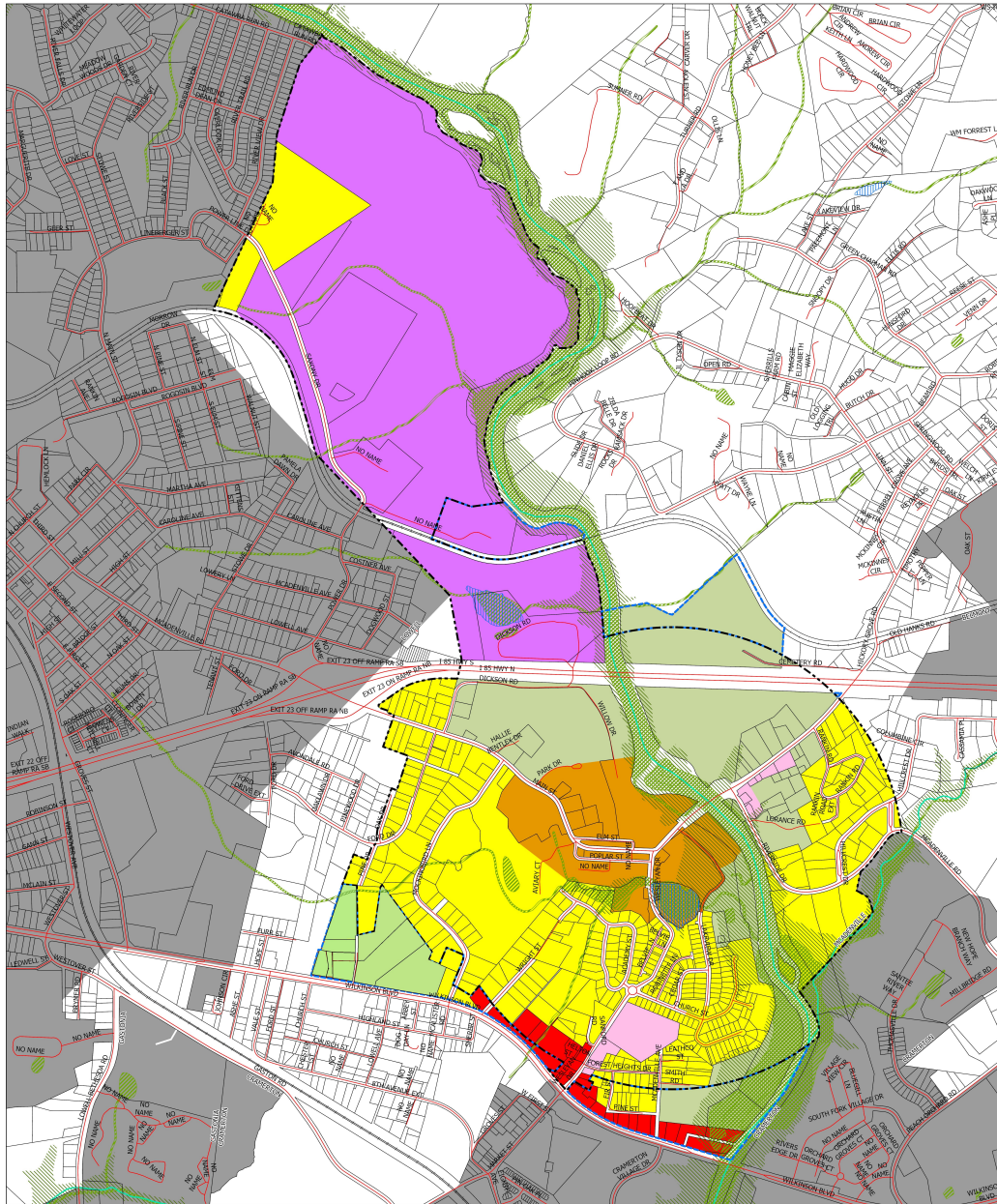
The outward expansion and growth of McAdenville must be guided by a combination of this plan and the information gathered when examining specific development plans and proposals in the future. When considering growth and development proposals outside McAdenville's municipal limits, priority must first be given to the existing businesses and citizens, utility rate payers and property taxpayers. The following questions should be made a part of the formal consideration of request for annexation and extension of services, whether publicly or privately funded:

- Will the project contribute to the overall wellbeing of McAdenville's business and citizen well-being?
- Will the project contribute to the reduction of cost overall for services to current rate payers on the system?
- Will the project avoid the obligation of debt by the rate payer or taxpayer generated revenues in order to serve the project?

When these questions are answered by a resounding "yes", the project is likely worthy of further consideration; however, if not, the project should be avoided.

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Figure 8.4.1 Future Land Use Map



Town of McAdenville - Future Land Use Map

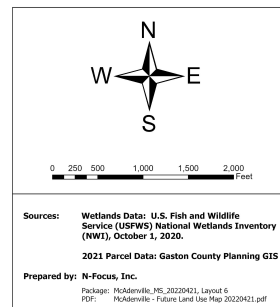
May 9, 2022 DRAFT

LEGEND

- McAdenville Town Limit
- McAdenville ETJ Boundary
- Surrounding Municipal Jurisdictions
- 2021 County Tax Parcels
- Roads
- Railroads
- Centerlines of Streams / Rivers
- Water Bodies
- 2018 Flood Zone
- Wetlands Identified by USFWS

FUTURE LAND USES

- Neighborhood
- Downtown
- Mixed Use
- Light Commercial
- Commercial
- Employment/Manufacturing



8.5 McAdenville's Zoning

8.5.1 Planning, Zoning and Development – The Town 'Plans and Specs'

In 2017, the Town of McAdenville adopted its first Unified Development Ordinance (UDO) to:

- Respond uniformly and consistency to development proposals;
- Promote the health, safety, and general welfare of its residents; and
- Provide uniformity, certainty, and predictability regarding land use and development issues to the greatest degree feasible for properties located within McAdenville's jurisdiction.

This '*plans and specs*' approach to town building improves the relationship of the Town with its businesses and citizens by establishing objectives, then administering the new UDO to simply achieve those objectives. By using common sense policies to encourage re-use and reinvestment in McAdenville, the Town can reduce tax and utility rates as the plan is implemented. This approach benefits all McAdenville's businesses and citizens.

An article published in The Raleigh News & Observer, by community columnist Eric Johnson, entitled "[North Carolina's Rural Areas Need Investments that will Draw Young People,](#)" March 3, 2020, summarized the findings of a recent study conducted by the University of North Carolina at Chapel Hill. Mr. Johnson works for the UNC College Board and the College of Arts and Sciences. UNC-Chapel Hill hosted a panel of scholars and pundits to determine how college students are selected and what they choose to do with their lives. The panelists' concern is that young people go off to four years of college and emerge with no sense of obligation to their home communities. Graduates collect their diplomas and move to big cities. The article notes that a student stood up at the end of the event and asked, "I'm from a small town, why should I move back?" The article's author addressed that question by stating, "...the kind of things that draw graduates back home are the kind of things that benefit everyone: a strong sense of local identity; an openness to new ideas and new people; and infrastructure that encourages connection rather than isolation."

According to the article, at the same event, Zach Mannheimer of Alchemy Community Transformations gave a fascinating talk about rethinking economic incentives. He said, "North Carolina should stop trying to recruit companies and industries and instead focus on investments that recruit *people*." "What's unique about your community?" he asked. "What can your community do to incentivize more people to come here?" The article recapped the response to that question with, "That usually means public spaces downtown, art and cultural projects that puts a singular stamp on the community, and the patience to nurture small businesses instead of pining for a big corporate savior." The article ended with, "Not everyone in North Carolina is going to live in Raleigh or Charlotte, no matter how hard we try to cram them all in. If the State is going to keep growing like ragweed, we need vibrant small towns and welcoming rural places."

Another article posted online at [RISMedia Daily e-News written by Suzanne De Vita](#) on November 3, 2016 discussing a report from the Urban Land Institute's (ULI) and PwC's, "[Emerging Trends in Real Estate® 2017](#)," analyzes trends-to-come in both the U.S and

Canada housing markets. Ten “gateway” markets, as defined in the report—those with both a diverse economy and “niche” neighborhoods—will stand above the rest (It should be noted that the Raleigh-Durham market has been identified as the number 7 “gateway” market in the nation). The report highlights the importance of practical zoning standards and specifications to meet the needs in today’s real estate market. Ms. Vita writes, *“Both on the investor side and the user side of the market, optionality—not just one use, not just one user, not just one user profile—may be gaining favor as a way to navigate the cross-currents of volatile markets,”* the report’s authors state. *“Optionality from a user standpoint allows for the adjustment of space needs to vary in terms of size, location, and use on an as-needed basis.”*

The trends discussed in the report point to a need for communities to be very deliberate in how they establish development related standards and specifications, including how they implement such non-conventional approaches to stimulating investment in the community.

As described in section 8.3.1.1 of this document, today’s businesses seek “hot spots” for business location. This clustering of complementary businesses (i.e. shopping, dining, etc.) draws potential customers to locations where their interests or needs can be met. Location economists call this agglomeration. The benefit of agglomeration to the customer is both improved choices and typically better pricing of goods and services. A simple example of this phenomenon can be seen in a portion of downtown McAdenville, where several personal services establishments (salons and barbershops) are located within proximity of one another.

Policies that promote the success of neighborhoods, businesses and civic uses alike are far more desirable to all persons involved; promote a more viable future of the community; and preserve the investments made by property owners in the community. This approach respects property rights in balance: the rights of one property owner; the rights of the adjacent or nearby property owner(s); and the interests town-wide linked to a vibrant community.

Black’s Law Dictionary defines ‘property rights’ as ***“The rights given to the person or persons who have a right to own the property through purchase or bequest. These are basic rights in any society though absolute right for a property is rare in any society.”***

Law Dictionary, [What is PROPERTY RIGHTS? Definition of PROPERTY RIGHTS \(Black's Law Dictionary\)](#)

In North Carolina, and in most states, municipalities are created for the provision of services to the benefit of its businesses, citizens and property owners. The decision to reside in close proximity with others and to share in the provision of beneficial services provided by an organized local government defines the purpose of municipalities, ‘to facilitate mutual benefits to those choosing to reside within a municipality’. Therefore, municipalities inherently seek to balance property rights for the mutual benefit of those affected by the actions of the individual. This compromise on the absoluteness of property rights is therefore an understanding that rules may be enacted for the benefit of the greater community. Simply stated, when adjacent property owners must lose something of value to them for another property owner to gain, then an action or decision by that individual must not be particularly beneficial to the community. These

assumptions of mutual benefit, the foundation of a municipality or community, are the basis for the establishment of rules governing development and the up-keep of properties within a municipality.

The challenge becomes how well a community balances those rules with the protections of individual property rights, rather than to unreasonably suppress them.

A balanced and fair approach to the establishment of rules, standards and specifications must be the norm, not the exception. Focusing on the goals of the community rather than restricting a community out of fear or unwarranted bias must become the established culture and philosophy when making policy. The replacement of the current ordinances governing land development with professionally administered innovative policies instills trust and support for the municipality while creating greater opportunity.

8.5.2 Development Agreements

Accommodating current and projected trends require a partnership of land development and real estate industries with local government leadership. Shifts in social values, particularly among different age groups, indicate a strong propensity to consume goods and services in vastly different ways than prior years. In order to meet the expectations of what consumers' desire, land development will need to change the way it has been functioning since the 1970's. No longer do people rely solely upon the personal automobile for their daily needs. Today, generations young and old are finding new means of sharing within their daily lives as described in Sections 3.6, 6.4 and 8.2 of this Document. Therefore, local governments must find new ways to manage growth that is inclusive of a diverse and expectant population, development agreements are a new tool for local governments that many find effective in accomplishing new concepts.

Development agreements can improve the way development specifications are established for a property. Having been authorized by the North Carolina legislature over a decade ago for the purpose of addressing larger phased developments and the need to hold entitlement to land development approvals for extended periods of time, the development agreement has opened a new avenue to creative design and town building.

Today, development agreements offer a developer, landowner and the Town the ability to structure common sense approaches to projects that protect property rights and enable effective approvals and administration of projects when all sides agree. Ideally, the development agreement will not be used unwisely by local governments but will be utilized to offer higher degrees of trust. Trust, in the form of stability, eliminates concern that changes in elected local leadership will impact how a project progresses from start to finish.

The development agreement cannot substitute standards and specifications for development but can offer two substantial benefits: it can establish opportunities for participation by the local government; and it can freeze zoning standards in place for the life of the agreement.

8.5.3 Ordinance Administration

The Town's Unified Development Ordinance (UDO) must be administered by experienced professionals to ensure protection of the rights of businesses and citizens. Such fair and unbiased administration must be proactive and seek to help these businesses and citizens achieve the successes they may seek that are consistent with both the adopted Town Plan 2040 and the UDO.

Proactive administration includes:

- Assisting businesses and citizens inquiring about their proposal and how their ideas fit into the comprehensive plan;
- Ensuring all inquiries enjoy all the privileges of the UDO;
- Providing accurate and prompt information to enable the business or citizen to rely on the information in making very important decisions;
- Identifying invalid permits and determining how to administer;
- Identifying non-conforming uses (showing on map), sending letters to describe how property rights will be preserved and limits on changes to the non-conforming use;
- Meeting with Gaston County Inspections Department to establish protocol for future projects;
- Preparing a guide on the "Table of Permitted Uses" to describe 1) why so extensive, 2) why include unwanted uses, and 3) how to use; and
- Providing customer service functions to include Town of McAdenville's Planning and Zoning Administrator administering final Certificate of Occupancy (CO) following all inspections by appropriate Town staff and County Inspections.

8.5.4 Water and Sewer Utility Extension and Service Policy

The Town's current infrastructure service areas that already extend beyond the Town Limits will require clear policies on connections to avoid falling victim to decisions that do not benefit property tax and utility rate payers. Updating these extension and service policies should clarify both requirements and incentives for property owners. *(See Section 8.3.1 and 8.5.1 of this Document.)*

8.5.5 Stormwater Utility – An Innovative Alternative to Reduce Development Costs

Another way to improve the financial attractiveness of McAdenville for new investment seizes an opportunity still in its infancy among municipalities. This approach should be considered when and if the need is deemed either beneficial to the community or mandated by the State and/or federal agencies responsible for water quality. Under State and federal stormwater rules emerging across North Carolina, local governments are often tasked with either requiring new development to install stormwater facilities (BMP's) or requiring existing property owners of larger development to begin retrofitting stormwater BMP's in areas that were developed prior to certain years, or both. These rules promulgated by the State and federal agencies mandate local governments to restore natural pre-development flow conditions measured in both quality and quantity when new development is approved. These requirements are very costly and often impact development feasibility in significant ways.

An innovative new alternative to these expansive (and expensive) development requirements is to approach this mandate with a new municipal utility service created in part to finance the installation and maintenance of the required retrofits and to meet the

needs of both new development and re-development with common-sense solutions. With a public utility, developers can not only enjoy reduced costs up front, but localities can enjoy enhanced tax base resulting in lower taxes throughout the jurisdiction when compared to the impact upon the pattern of development the traditional alternative of individual on-site BMP's create.

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9. BLUEPRINT FOR MCADENVILLE - SUMMARY AND PLAN IMPLEMENTATION

9.1 Summary

The responsibility to implement this plan lies with the Town of McAdenville's Town Council. Through its leadership, this plan will serve as the blueprint for refreshing revitalizing growth. The core area of McAdenville will be strengthened, opportunity for economic success will be established, and the foundation for decision making will be provided.

The tasks associated with implementation will require a steady long-term focus on achieving goals. To identify and prioritize the many tasks associated with implementation of this plan, the following table illustrates which steps to take when, and who should be responsible. These tasks are accompanied by a range of costs for overall budgeting. Seeking partnerships to share in the risk and the reward of joint ventures will improve the success and reduce the cost to the businesses and citizens of McAdenville.

9.2 Actions to Implement Town Plan 2040

The information appearing in the Action Items Table 9.2 ***Blueprint for McAdenville: Actions to Implement Town Plan 2040*** provides a quick reference guide format for the ultimate prioritization of the actions and recommendations of this plan.

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DRAFT April 21, 2022

Table 9.2 BLUEPRINT FOR MCADENVILLE: Actions to Implement Town Plan 2040					
Check-off	Adopted _____, 2022 by the Town Council	Target Years	Plan References	Responsible Groups	Notes
ROUND 1 Getting our house in order!					
	Complete comprehensive review of Zoning and Subdivision regulations incorporating goals/policies of adopted Plan. The Town shall complete an assessment of existing regulations and, where necessary, modify standards designed to implement the goals, objectives, and strategies of the adopted 2040 Town Plan.	2023	5.2.1, 5.2.2, 5.2.3, 5.2.4, 5.2.6, 5.2.7, 6.8, 8.4.1, 8.4.2, 8.5.1, & 8.5.3	Town Council Administration Planning Board	
A					
B	Take steps to address local infrastructure needs. Initiate various studies (i.e. local roadway, access management issues, utility opportunities/constraints, master planning efforts for local parks and recreation plans new downtown corridor, etc.).	2023	5.2.2, 5.2.5, 6.8, 7.2.4, & 8.5.1	Town Council Administration	
C	Complete master planning studies. Areas along Lakeview Drive, US Highway 74, and downtown McAdenville along the riverfront need additional evaluation to ascertain development potential. The Town also needs to continue to partner with local corporate business partners to maximize resources.	2025	5.2.1.2, 5.2.1.4, 5.2.1.5, 5.2.5, 8.1, & 8.3	Town Council Administration Planning Board	
D	Enforce and strengthen property maintenance to clean up our town.	2025	5.2.1.6, 5.2.1.7, 5.2.1.8, 5.2.3, & 8.5.1	Administration	
E	Address access management opportunities and constraints near McAdenville Elementary School. The Town has a vested interest in keeping/expanding the school to address community needs.	2026	5.2.1.8 & 5.2.1.9	Town Council Administration	
ROUND 2 Reinforcing McAdenville to the world!					
A	Budget to maintain and as needed, update recently installed wayfinding signs to direct people both into and within downtown and to local recreation/community areas.	2026	5.2.8.2 & 6.8.2.1	Administration	
B	Continue to update and expand social media to provide current information to the public. Town webpage, Facebook, etc.	Ongoing	5.1.4.1	Administration	
C	Encourage community events co-hosted by McAdenville businesses and the Town to come together as a community. This includes building upon existing Christmas Town celebration(s).	Ongoing	5.2.5	Administration	
ROUND 3 Bringing a vibrant atmosphere to downtown!					
A	Adopt standards and specifications that attract new businesses within downtown with higher development and code enforcement standards to ensure quality development.	2026	5.2.4, 5.2.6, & 8.5.1	Administration Planning Board	
B	Program the installation of cohesive place-making elements throughout civic spaces to help achieve synergy among existing and future businesses.	2026	5.2.4, 5.2.6, & 8.5.1	Town Council Administration	
ROUND 4 Expanding McAdenville's contribution to the region to benefit our local businesses!					
A	Support existing businesses and encourage additional businesses outside the downtown area to complement, not compete with, downtown.	Ongoing	5.2.4, 5.2.6, 5.2.8.3, & 8.5.1	Administration Planning Board	
B	Continue to work on improving access to affordable housing.	Ongoing	5.2.7	Town Council Administration	
C	Continue public/private partnerships to coordinate the growth of McAdenville with local business operations. The Town will continue to partner/coordinate development/redevelopment efforts with Pharr USA.	Ongoing	2.2.2	Town Council Administration	