



SURRY COUNTY LAND DEVELOPMENT PLAN UPDATE

Steering Committee Meeting #1
October 9, 2017 6:30pm

AGENDA

- A. Welcome and Introductions (10 min)
- B. Plan Update Schedule and Process (15 min)
- The Purpose (Why are we doing this?)
 - The Principles (What's our approach?)
 - The Product (What will we have?)
 - The Timeline and Process (How do we get there?)
- C. Steering Committee Purpose (15 min)
- To serve as community representatives & ambassadors
 - To build consensus around & support for a recommended plan
- D. Review Demographics and Trends (20 min)
What additional data would you like to see?
- E. Key Issues Discussion (25 min)
“What are the key issues concerning future growth and land development? What would be the first step to address the issue and what would determine success” (see PowerPoint)
-Work in pairs & write one issue with 1st step or measure of success per Post It
-Share ideas with the whole group
- F. Next Steps and 2nd Meeting (5 min)



SURRY COUNTY LAND DEVELOPMENT PLAN UPDATE

Tentative Meeting Schedule, Subject to Change

Meeting #1 – October 9, 2017 6:30pm (ID Key Growth and Conservation Issues)

- Welcome & Introductions (All)
- Purpose of the plan and overview of the planning process (PTRC & County)
- Purpose and role of the Steering Committee (PTRC)
- Discuss differences between planning & regulating land development (PTRC)
- Summary of demographics and trends (PTRC & County)
- Workshop to identify key growth and conservation issues (All)

Meeting #2 – November (Draft Vision, Goals, Policies)

- Review & discuss key growth and conservation issues from meeting #1 (All)
- Workshop to draft growth and conservation management vision, goals and policies (PTRC)
- Review land development plan update survey and marketing strategy

Municipal Meetings – December/January (Identify Municipal Growth Issues)

- Review municipal plans and growth trends
- Collect plan data and ongoing planning and development regulation changes

Meeting #3 – February (Draft Growth Strategy Map)

- Review & refine vision, goals and policies (All)
- Review & discuss Environmental Growth Factors (PTRC)
- Review & discuss Urban Service Growth Factors (PTRC)
- Workshop to draft a preliminary Growth Strategy Map (All)

Public Meetings – March-May, 2018 (4 Community Open House Meetings: Shoals, Westfield, 601 South & Low Gap or Mountain Park)

- Identify community-wide issues and values
- Verify & refine issues and values identified by the Steering Committee

Meeting #4 – May/June, 2018 (Draft Proposed Land Use Map)

- Review & refine preliminary Growth Strategy Map (All)
- Review community-building goals & principles and land use classifications (All)
- Workshop to begin drafting a preliminary Proposed Land Use Map (All)

Meeting #5 – September, 2018 (Review Draft Land Development Plan Report)

- Review & refine draft Proposed Future Land Use Map (All)
- Review & refine elements of the Draft Land Development Plan Report (All)

Public Meeting–October, 2018 (1 Community Open House Meeting)

- Provide opportunity for citizens to review draft plan & provide input.

Meeting #6 – November, 2018 (Planning Board Meeting)

- Planning Board – Recommendation for County Board Adoption

Board of County Commissioners – March (Public Hearing)

- Board of Commissioners – Consideration for Adoption

Surry County

Comprehensive Land Development Plan Update Key Information

PTRC

The Purpose

1. A guide for making decisions:
 - A clear vision for future growth in Surry County
 - Policies to guide decisions about the amount, type, location, & pattern of land development
2. A source of information:
 - “Framework of Facts” (data & maps of demographic, health, environmental, & service growth factors)
 - “Framework of Community Values” (issues, likes, dislikes, goals, opportunities, and constraints)
3. An opportunity for community involvement:
 - Steering Committee (including a cross-section of community representatives)
 - Collaborate with municipal planning efforts and growth strategies
 - Meetings around the County to share information and receive input

The Principles

1. Interactive (Consensus-Building)
2. Inclusive (Balance of people, issues, information)
3. Pro-Active (Positive & Visionary)
4. Strategic (Action-Oriented)

The Product

1. Framework of Community Values:
 - Likes- special qualities & resources to preserve and build on
 - Dislikes- elements to change, improve, or remove
 - Goals for future land development
2. Demographic - Facts & Analysis:
 - Trends and comparisons concerning population, housing, community health & economics
 - Tables and a written summary
3. Environmental - Facts & Analysis:
 - Existing Land Uses
 - Existing Zoning
 - Topography and Hydrology (slopes, water features, 100-year flood plains)
 - Soil Limitations
 - Potential Growth Areas (e.g. vacant or under-utilized sites)
4. Urban Services - Facts & Analysis:
 - Municipal growth and development
 - Transportation System (thoroughfare plan & TIP improvements)
 - Water System (service area and CIP plans, capacity)
 - Sewer System (service areas & outfall locations, planned & likely extensions, capacity)
5. Synthesis of Facts and Community Values:
 - Review and refine preliminary goals in the context of facts & community values
 - Establish a vision statement (may include guidelines, principles, goals, and strategies)
6. Identification and Evaluation of Small Area Plans:
 - Review existing and ID potential small area plans (vacant, no floodplain, few soil limitations, few steep slopes)
 - Evaluate access to existing or potential urban services in each area/corridor (i.e. sewer & roads)
7. Recommendations for Small Area Plans / Growth Management Policies:
 - Determine level of encouragement & time frame for development within each growth area
 - Establish *growth management policies* and utilize key conservation or economic development tools for desired future state
8. Recommendations for Proposed Land Uses
 - Review land use designations to fit the County’s vision for future growth
 - Determine appropriate types of land development within each small area (use the “pallet”)
9. Documentation of Citizen Input and Support for the Plan:
 - Description of the public involvement process
 - Summary of comments and input from citizens attending Community Meetings
10. Recommendations for Adoption and Implementation of the Plan:
 - Guidelines for using the plan’s goals, policies, and maps to evaluate proposed developments
 - Strategies for accomplishing the plan’s vision for future land development

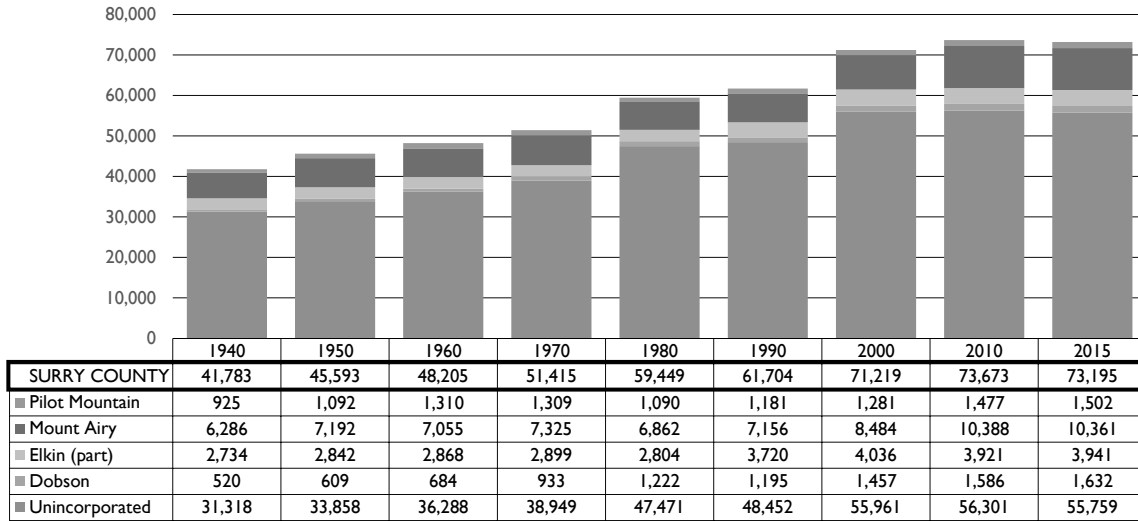
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Steering Committee Kick-Off

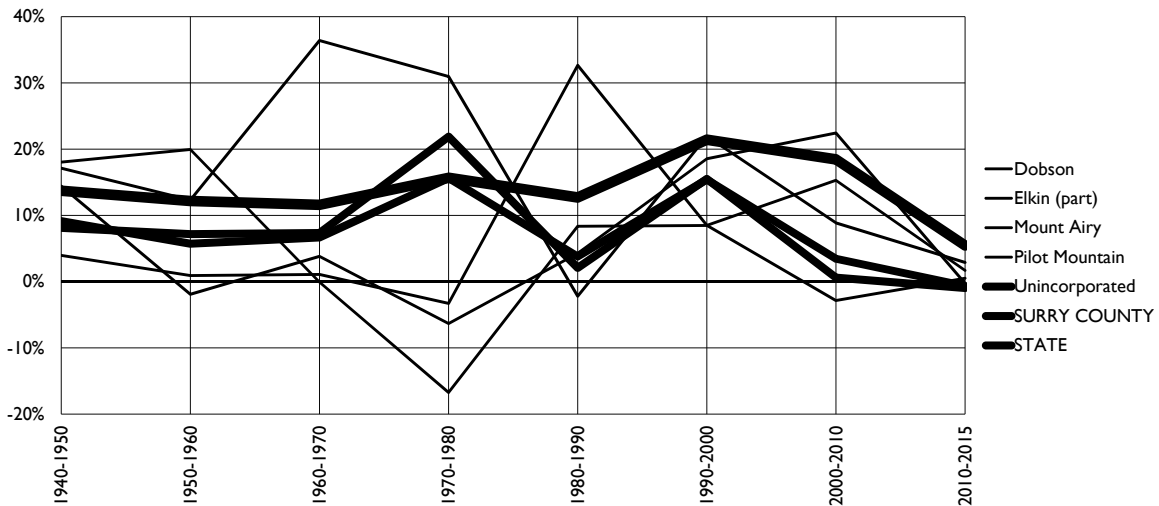
October 9, 2017

Demographic Overview

Population

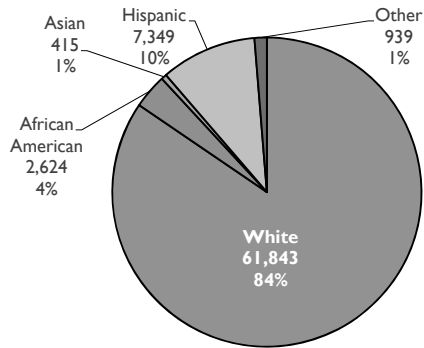


Population Change

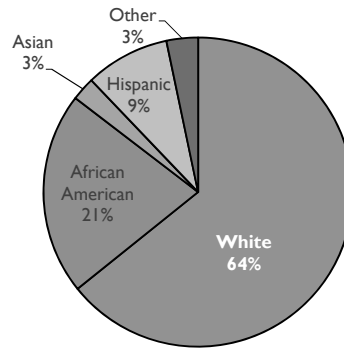


Race

Surry County



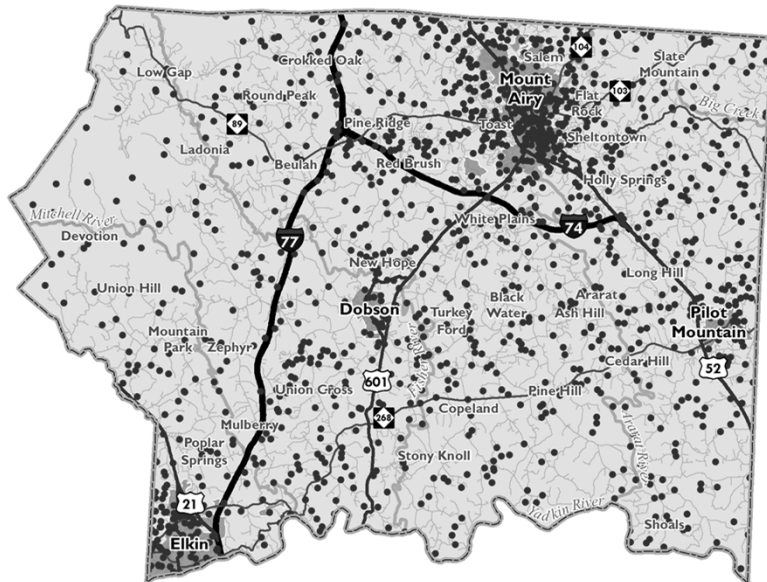
North Carolina



Population Density:

Total

Between 2000 and 2015, the total population increased 3%



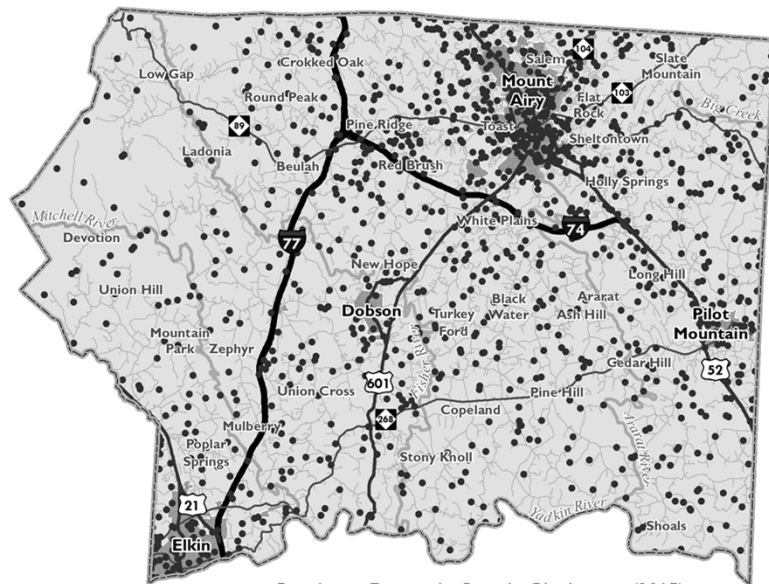
Population Density by Race by Blockgroup (2015)

- 1 Dot = 50
- People

Population Density:

White

Between 2000 and 2015, the white population decreased 1%



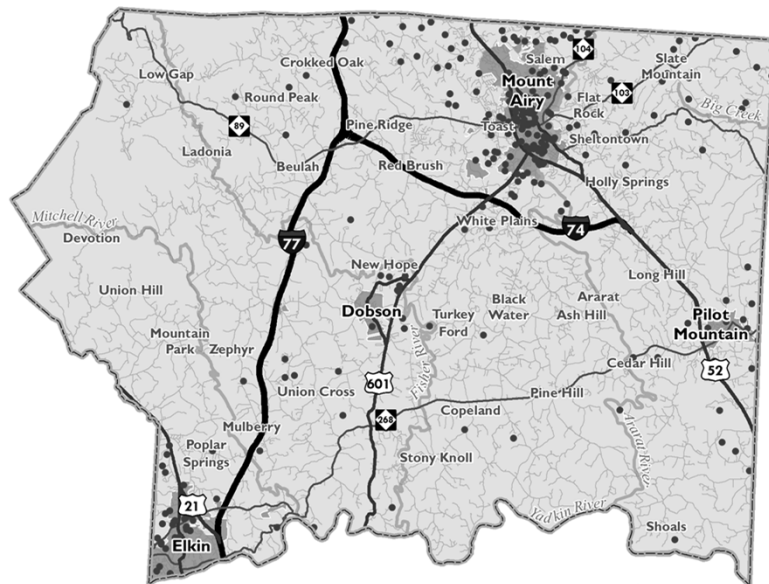
Population Density by Race by Blockgroup (2015)

- 1 Dot = 50
- White

Population Density:

African American

Between 2000 and 2015, the African American population decreased 10%

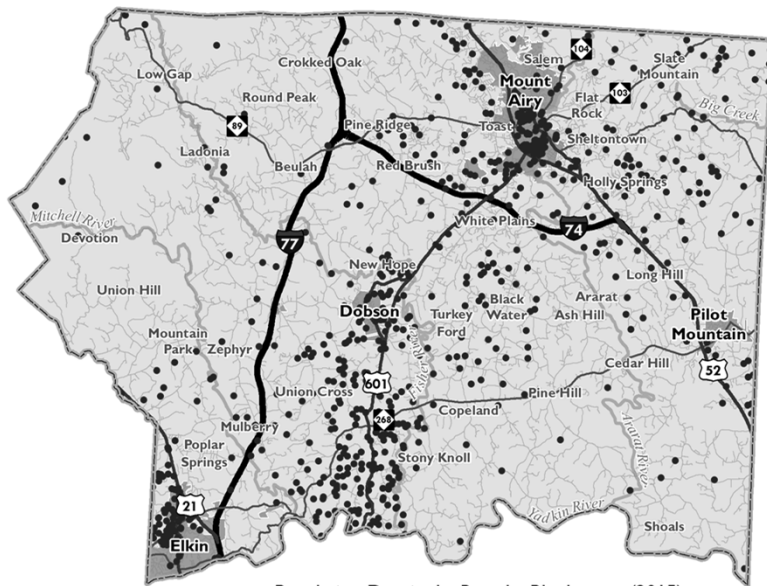


Population Density by Race by Blockgroup (2015)

- 1 Dot = 10
- African American

Population Density: Hispanic

Between 2000 and 2015, the Hispanic population increased 59%

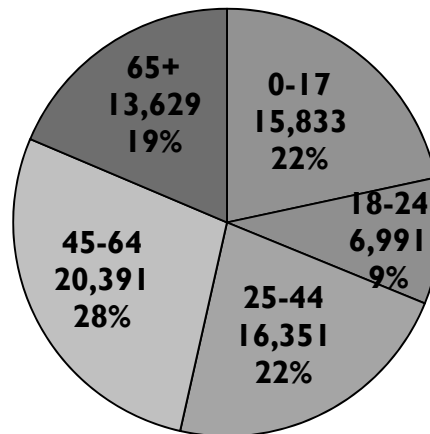


Population Density by Race by Blockgroup (2015)

- 1 Dot = 10
- Hispanic

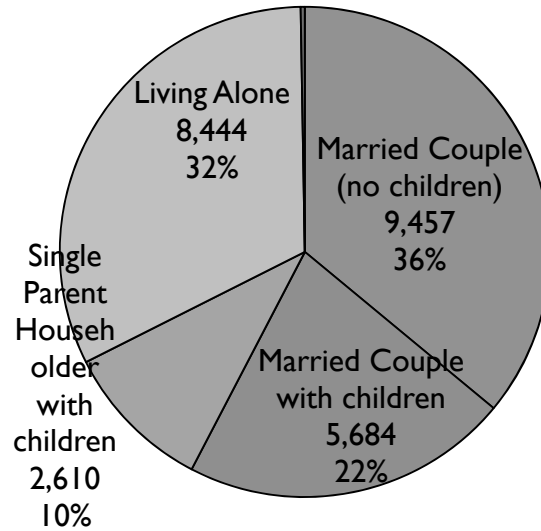
Age

- Median age is increasing (from 38.0 in 2000 to **42.5** in 2015)
- Continues to be higher than the state median age (38.3)
- Number of children outweighs number of older adults (65+)



Households

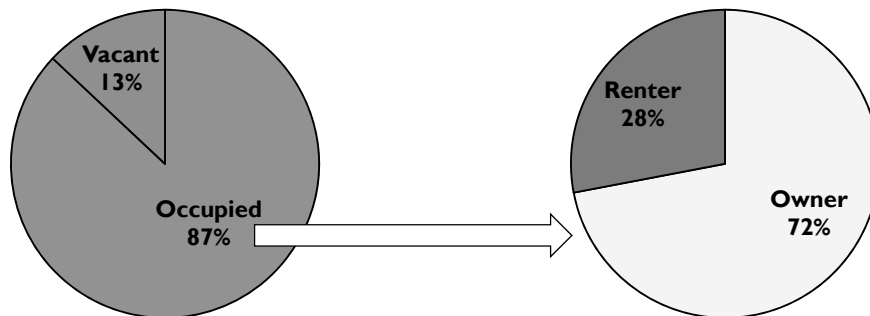
- 1.4% of the population lives in group quarters, the rest live in households
- 32% of households have children
- 77% of single parent households are women householders
- 59% of those living alone are women



Housing Units

- 33,565 Housing Units in 2015

- 29,267 Occupied Units in 2015



- Vacancy rate is increasing
(7% in 1990)

- Renter rate is increasing
(23% in 1990)

Employment

- 28,206 jobs in the County as of Q1 2017 (down from 36,439 in 2000)
 - Almost 9,000 manufacturing jobs have been lost
- 4.3% unemployment rate (back down to the rate in early 2000's)
- Retail Trade is now the largest sector (but only 15% of the jobs)
- Health Care & Accommodation/Food Services have added the most jobs (2000 to 2017)
- Construction sector has the highest paying jobs (\$1,165/week)
- Average weekly pay of all jobs in the County is \$688/week (state average is \$992/week)

Top Employers

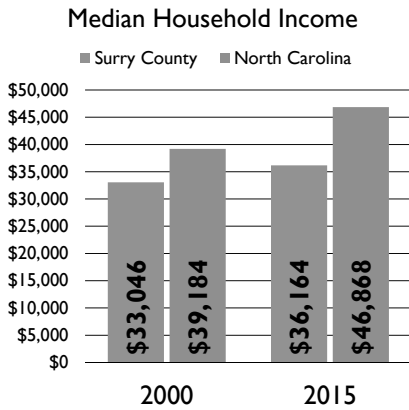
2007

Rank	Year	Period	Company Name	Industry	Employment Range
1	2007	01	Pike Electric Inc	Construction	1,000+
2	2007	01	Surry County Board Of Education	Educational & Health Services	1,000+
3	2007	01	Wayne Farms Llc	Manufacturing	500-999
4	2007	01	Northern Hospital Of Surry	Educational & Health Services	500-999
5	2007	01	County Of Surry	Public Administration	500-999
6	2007	01	Wal-Mart Associates Inc	Trade,Transportation & Utilities	500-999
7	2007	01	Hugh Chatham Memorial Hospital	Educational & Health Services	500-999
8	2007	01	Kentucky Derby Hosiery Co Inc	Manufacturing	500-999
9	2007	01	Surry Community College	Educational & Health Services	500-999
10	2007	01	Interface Fabrics Group South Inc	Manufacturing	500-999
11	2007	01	Vaughan-Bassett/Elkin Division	Manufacturing	250-499
12	2007	01	Workforce Carolina Inc	Professional & Business Services	250-499
13	2007	01	Renfro Corporation	Manufacturing	250-499
14	2007	01	Hanesbrands, Inc	Manufacturing	250-499
15	2007	01	Mount Airy City Schools	Educational & Health Services	250-499
16	2007	01	Carolina Designs	Manufacturing	250-499
17	2007	01	Ablest Inc	Professional & Business Services	250-499
18	2007	01	Food Lion Llc	Trade,Transportation & Utilities	250-499
19	2007	01	Lowe's Home Centers Inc	Trade,Transportation & Utilities	250-499
20	2007	01	Cross Creek Apparel Inc	Manufacturing	100-249
21	2007	01	City Of Mount Airy	Public Administration	100-249
22	2007	01	Hdm Furniture Industries Inc	Manufacturing	100-249
23	2007	01	Insteel Wire Products Company	Manufacturing	100-249
24	2007	01	The Reserves Network Inc	Professional & Business Services	100-249
25	2007	01	The L S Starrett Co (A Corp)	Manufacturing	100-249

2017

Rank	Year	Period	Company Name	Industry	Employment Range
1	2017	01	Surry County Board Of Education	Educational & Health Services	1000+
2	2017	01	Pike Electric Inc	Construction	1000+
3	2017	01	Wal-Mart Associates Inc	Trade, Transportation, & Utilities	500-999
4	2017	01	Wayne Farms Llc	Manufacturing	500-999
5	2017	01	Northern Hospital Of Surry County	Educational & Health Services	500-999
6	2017	01	Hugh Chatham Memorial Hospital	Educational & Health Services	500-999
7	2017	01	Arevo Group Inc	Professional & Business Services	500-999
8	2017	01	County Of Surry	Public Administration	500-999
9	2017	01	Surry Community College	Educational & Health Services	500-999
10	2017	01	Renfro Corporation	Manufacturing	250-499
11	2017	01	Food Lion	Trade, Transportation, & Utilities	250-499
12	2017	01	Mount Airy City School	Educational & Health Services	250-499
13	2017	01	Lowe's Home Centers Inc	Trade, Transportation, & Utilities	250-499
14	2017	01	Hanesbrands, Inc	Manufacturing	100-249
15	2017	01	Smith Rowe Llc	Construction	100-249
16	2017	01	City Of Mount Airy	Public Administration	100-249
17	2017	01	Mvp Group International Inc	Manufacturing	100-249
18	2017	01	Elkin City Schools	Educational & Health Services	100-249
19	2017	01	Fleet Driver Hq Inc	Trade, Transportation, & Utilities	100-249
20	2017	01	Mountain Valley Hospic & Palliative	Educational & Health Services	100-249
21	2017	01	Leonard Buildings & Truck Access	Manufacturing	100-249
22	2017	01	Barnhardt Mfg Co Inc	Manufacturing	100-249
23	2017	01	Carolina Carpets Inc	Manufacturing	100-249
24	2017	01	Blue Ridge Qsc Management Inc	Leisure & Hospitality	100-249
25	2017	01	Insteel Wire Products Company	Professional & Business Services	100-249

Income & Poverty

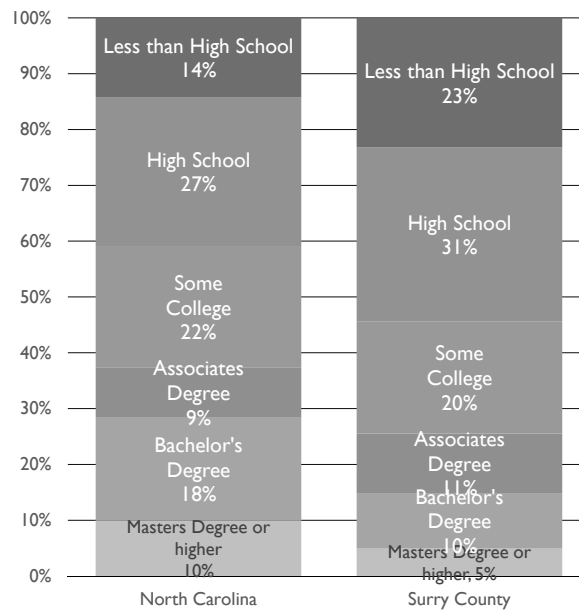


Living in Poverty (2015)

	Total Population	Children (0-17)	Adults (18-64)	Older Adults (65+)
Surry County	19.7%	26.8%	19.0%	13.4%
Dobson	38.2%	46.3%	39.4%	19.4%
Elkin	17.4%	21.9%	16.1%	14.8%
Mount Airy	23.1%	29.4%	22.3%	18.4%
Pilot Mountain	23.9%	33.5%	21.1%	17.4%
Unincorporated Area	18.7%	26.0%	18.0%	11.9%
North Carolina	17.4%	24.7%	16.3%	9.8%

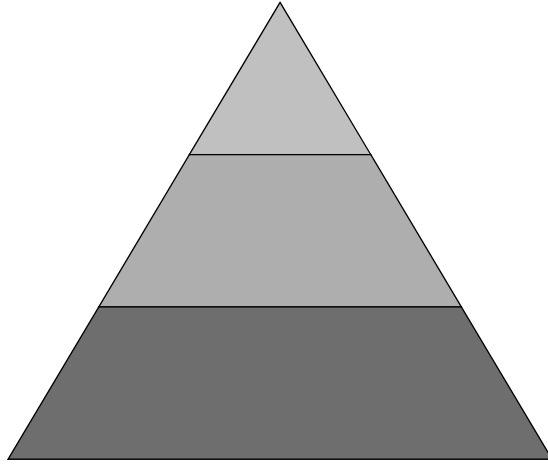
Education

- 77% of the population has at least a high school diploma (compared to 86% across the state)
- 15% of the population has at least a Bachelor's degree (compared to 28% across the state)



Questions and Feedback

- What additional data would be useful for the Plan Update?



Key Issues Discussion

- What are key issues concerning future growth and land development?
1st Steps?
Measure of Success?

Key Development Goals from 2012

- Seek a balance among the many diverse interests in the County, especially between the economic and environmental concerns.
- Encourage sustainable economic development that offers improved employment opportunities.
- Encourage economic and commercial development that does not detract from the rural environment.
- Equip leaders to make good development decisions.
- Maintain rural character.
- Preserve open space.
- Maintain quality of life.
- Encourage high quality development.
- Offer more housing choices, including quality affordable housing.
- Moderate population growth.
- Provide a continuing forum for communication with the citizens of the County.
- Maintain a positive identity for the County and its individual communities.
- Develop a sense of vision for the overall future of the County.