

Town of Rhodhiss Land Use Plan



Adopted: June 14, 2022

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RHODHISS TOWN RESIDENTS

A special thanks to the residents and business owners that participated in this planning process to plan and shape the future of the Town of Rhodhiss.

Town of Rhodhiss Land Use Plan

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Introduction

Purpose of a Comprehensive Plan

According to North Carolina General Statutes, every local government must base their zoning decisions on a long-range plan, which describes policies for land-use and growth management issues. These decisions range from rezoning decisions to transportation regulations to policies governing the uses and subdivision of land. The Rhodhiss Town Council set the process in motion by contracting with the Western Piedmont Council of Governments to assist in developing such a plan.

The Planning Process

A 6-person committee, consisting of people from the Planning Board, Town Council, Town Staff and interested citizens-at-large, developed the Rhodhiss Land Use Plan. The Committee underwent a 5-month process of education, discussion and strategic thinking to develop a draft plan for presentation to the Rhodhiss Steering Committee/Planning Board and the Town Council. The heart of the plan is a series of recommended growth management strategies in the areas of land use, transportation, public services, economic development, and natural and cultural resources. When the Town Council adopts the plan, the Planning Board and the Town staff will be charged with prioritizing and implementing the strategies proposed in the Rhodhiss Land Use Plan. The Community Plan Steering Committee consisted of:

| Comprehensive Plan Steering Committee |
|--|
| CL Miller, Citizen |
| Shawn Edwards, Citizen |
| Rick Justice, Manager |
| Tammy Greyshock, Citizen |
| Mike Phillips, Town Council |
| Donna Price, Citizen |

Citizen Involvement

The process of creating a comprehensive plan offered several important ways for citizens to be involved in the plan's development. Early in the process, a community meeting was held at the Rhodhiss Community Scout Center, where participants were asked to list the assets of the Town, their concerns and vision. Results from the meet are provided in the Appendix B. Near the conclusion of the planning process, a second community meeting was held, citizens were given an opportunity to evaluate whether the draft presented reflected citizens' concerns and interests. Formal public hearings at the Town Council meeting also provided opportunities for citizen input.

The Approval Process

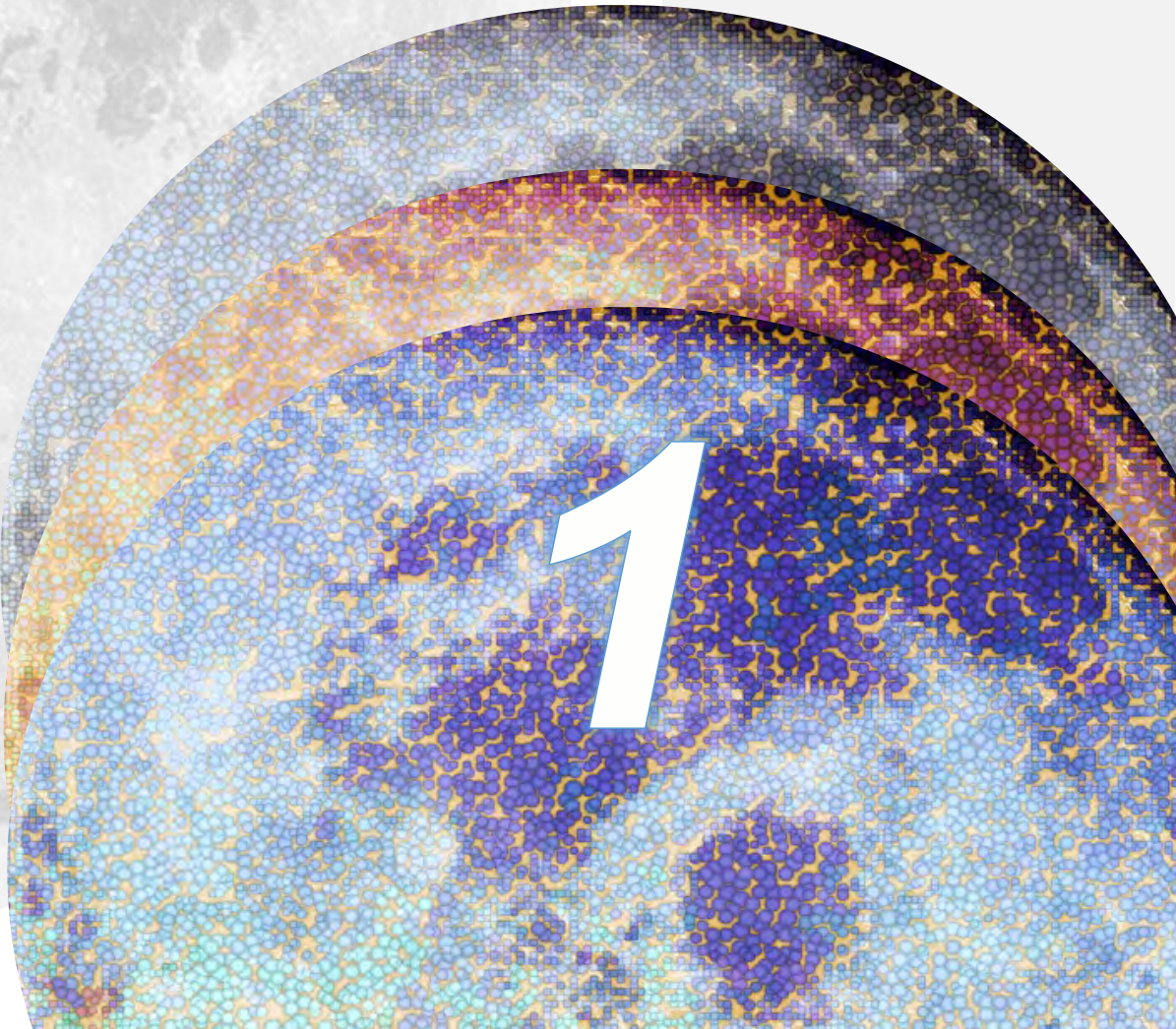
On behalf of the Planning Steering Committee, Western Piedmont Council of Governments presented the plan to the Town of Rhodhiss Land Use Plan Committee, on April 7, 2022. There was a unanimous decision to approve the document and forward it to the Town Council. The Rhodhiss Land Use Plan was then reviewed by the Town Council and a public hearing was held at the meeting on June 14, 2022, where the plan was approved.

Next Steps

Upon implementation, appropriate changes will be made and creation of ordinances will be needed. A land use plan is intended to be a living document. Revisions may be necessary based on state law and economic conditions. The Planning Board and staff should review the document periodically to determine its effectiveness and the need for revisions to the Plan.



Settings & Historical Background



1

Chapter 1: Setting & Historical Background

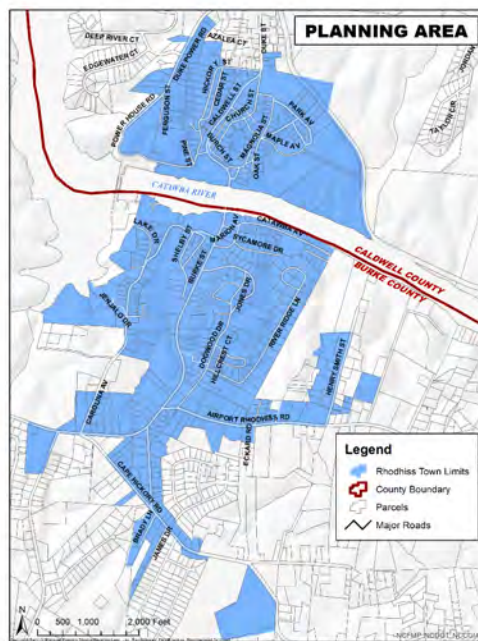
The Town of Rhodhiss' history begins in the 20th century as John Melanethon Rhodes of Gaston County and George B. Hiss of Mecklenburg County joined together to build a cotton mill on the upper Catawba River in Caldwell County. With a \$500,000 investment, they constructed a village with a horseshoe-shaped dam, electric generator, mill, general store and worker houses.

Rhodhiss Manufacturing Co. opened in 1902 with a spur line from the Carolina and Northwest Railroad, nicknamed the "Can't and never will." Rhodhiss incorporated the following year. Almost a decade later, the Town of Rhodhiss expanded into Burke County, a two-room school was built, a new steel bridge spanned the Catawba River and, in 1914, the E.A. Smith Manufacturing Co. began operation.

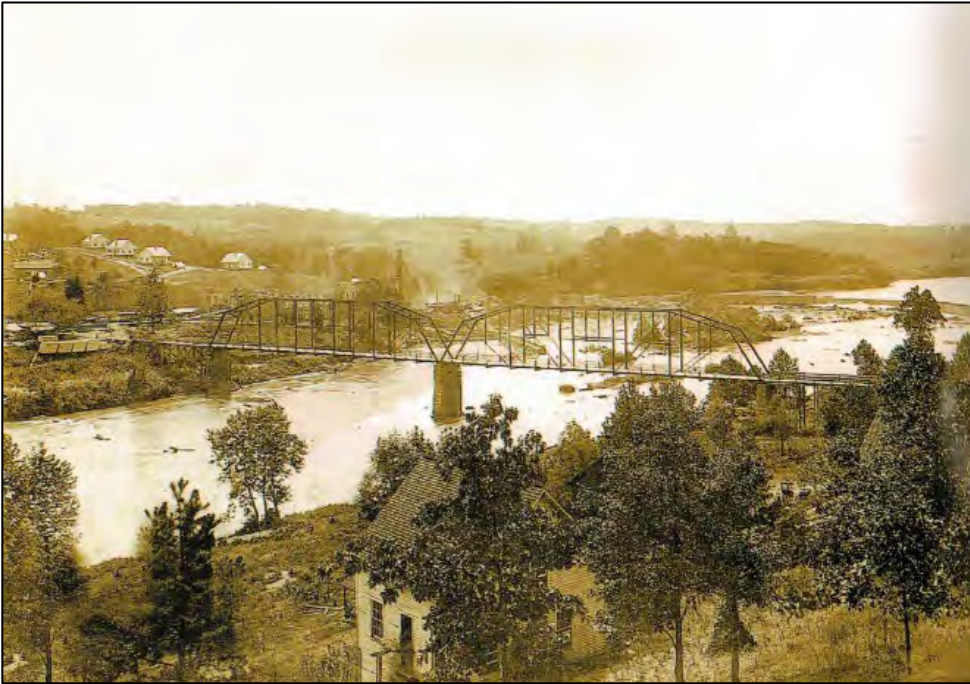
The small textile mills were riding the boom of a rapidly growing textile industry across the state, soon to establish North Carolina as the textile capital of the world. Working at the mill was difficult in those days with a 60-hour workweek for \$4.00; its workers were generally offered comfortable housing, some health care, schooling and credit at the company store. An additional benefit for most families allowed children to work for \$2.00 a week.

Southern Power Co. purchased both mills in Rhodhiss to expand electric production with construction of a new 65 feet tall dam (1924), thus making the town among the earliest in the United States to be fully electrified. Everyone in the region suffered during the Great Depression as the mills cut back to a three-day workweek.

Map 1: Planning Area



After the war, Rhodhiss prospered when Pacific Mills purchased the local companies and invested over \$5 million in improvements that brought paved streets, indoor plumbing and streetlights to the mill villages and provided employees with paid vacations and insurance. Expansion and improvements continued in 1954 as Burlington Industries took-over operations and changed the Burke mill to industrial fabrics for snow fencing, nose cones for military missiles - and the U.S. flags taken to the moon. By 1972, Rhodhiss was celebrating their good fortune along with a new two-lane concrete bridge across the Catawba River.



Burke County opened the Ray Childers Elementary School in 2000 and on Saturday, August 31, 2002, the citizens of Rhodhiss gathered for a community photograph to celebrate their good fortune and the 153rd birthday of its founder, John Rhodes.



Town Demographics



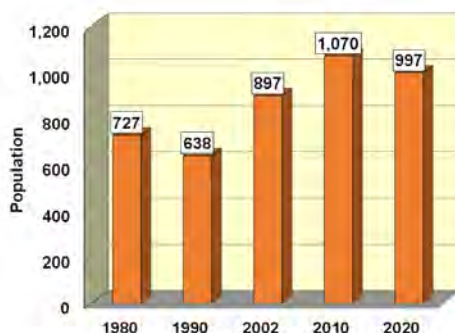
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Chapter 2: Town Demographics

Population

The 1980 Census count for Rhodhiss was 727 persons. After declining to 638 people in 1990, Rhodhiss' population grew to 1,070 in 2010 before falling to 997 in the 2020 Census. The table below compares population changes between 2000 and 2020 for Rhodhiss, Burke County, Caldwell County, the Hickory Metropolitan Statistical Area or MSA (Alexander, Burke, Caldwell and Catawba Counties), North Carolina and the United States. Rhodhiss gained 173 residents between 2000 and 2010, an increase of 19.8%. The percentage gain was higher than in Burke County (2.0%), Caldwell County (6.8%), and the Hickory MSA (6.5%) the North Carolina (18.5%) or the US (9.7%) between 2000 and 2010. Results from the 2020 Census indicate a population decline in Rhodhiss over the past decade. Since 2010, a population drop of 3.7% occurred in Burke County, while Caldwell County experienced a loss of 2,377 people, a 2.9% decrease. From 2010 to 2020, the population of the Hickory MSA remained nearly unchanged. North Carolina's population grew 9.5% between 2010 and 2020 to 10.4 million. The number of persons in the United States has increased 7.4% from 308.7 million in 2010 to 331.4 million in 2020.

Rhodhiss Population, 1980-2020*



Source: 2020-2020 Census, US Census Bureau and US Census Challenge program, 2002. In 2002, Rhodhiss successfully challenged the 2000 Census count of 384. The US Census changed Rhodhiss population count to 897 in 2002, which more accurately shows what Rhodhiss's population was around 2000.

Population Comparison, 2000-2020

| Location | 2000 Census* | 2010 Census | Change 2000-10 | % Inc. | 2020 Census | Change 2010-20 | % Inc. |
|-----------------|--------------|-------------|----------------|--------|-------------|----------------|--------|
| Rhodhiss | 897 | 1,070 | 173 | 19.2 | 997 | -73 | -6.8 |
| Burke County | 89,145 | 90,912 | 1,767 | 2.0 | 87,570 | -3,342 | -3.7 |
| Caldwell County | 77,708 | 83,029 | 5,321 | 6.8 | 80,652 | -2,377 | -2.9 |
| Hickory MSA | 341,851 | 365,497 | 23,646 | 6.5 | 365,276 | -221 | -0.1 |
| NC | 8,049,313 | 9,535,483 | 1,486,170 | 18.5 | 10,439,388 | 903,905 | 9.5 |
| US | 281,421,906 | 308,745,538 | 27,323,632 | 9.7 | 331,449,281 | 22,703,743 | 7.4 |

Source: 2020-2020 Census, US Census Bureau and US Census Challenge program, 2002. In 2002, Rhodhiss successfully challenged the 2000 Census count of 384. The US Census changed Rhodhiss population count to 897 in 2002, which more accurately shows what Rhodhiss's population was around 2000.

As of 2020, Whites are the largest race group in Rhodhiss. Over 83% of the Town's population is White. Between 2010 and 2020 the number of Whites decreased by 157 persons to 836. Two are more races are the Town's largest minority group, comprising 8.6% of Rhodhiss's 2020 population. The numbers of persons counted as two or races increased from 17 in the 2010 Census to 86 in the 2020 Census. The Town's Hispanic population grew from 49 in 2010 to 59 in 2020.

| Rhodhiss Population by Race/Ethnic Group, 2010-2020 | | | | | | |
|---|-------------|-----------|-------------|-----------|---------------------|-----------------------|
| Race/Ethnic Group | 2010 Census | % of Pop. | 2020 Census | % of Pop. | Change 2010 to 2020 | % Change 2010 to 2020 |
| White | 993 | 92.8 | 836 | 83.9 | -157 | -15.8 |
| African American | 9 | 0.8 | 23 | 2.3 | 14 | 155.6 |
| American Indian | 1 | 0.1 | 5 | 0.5 | 4 | 400.0 |
| Asian American | 20 | 1.9 | 29 | 2.9 | 9 | 45.0 |
| Two or More Races | 17 | 1.6 | 86 | 8.6 | 69 | 405.9 |
| Some Other Race | 30 | 2.8 | 18 | 1.8 | -12 | -40.0 |
| Hispanic (Any Race) | 49 | 4.6 | 59 | 5.9 | 10 | 20.4 |
| White, (Not Hispanic) | 925 | 92.1 | 824 | 82.6 | -101 | -10.9 |

Source: 2010 and 2020 Census, US Census Bureau.

Age group population data for Rhodhiss from the 2010 and 2020 Census is displayed in the table below. Currently, the only age data available from the 2020 Census is the population for the under age 18 and age 18 and over groups. Results from the Census Bureau indicate population growth in the Town's under age 18 group in the last decade, while the population of the age 18 and over group fell by more than 100 people.

| Rhodhiss Population by Age Group, 2010-2020 | | | | |
|---|--------------|-------------|---------------------|-----------------------|
| Age Group | 2010 Census | 2020 Census | Change 2010 to 2020 | % Change 2010 to 2020 |
| Under Age 18 | 239 | 277 | 38 | 15.9 |
| Age 18 and Over | 831 | 720 | -111 | -13.4 |
| Total Population | 1,070 | 997 | -73 | -6.8 |

Source: 2010 and 2020 Census, US Census Bureau.

Between 2000 and 2010, the median age in Rhodhiss fell by 3.8 years to 40.2. Rhodhiss's median age has decreased 7.2% since 2010 to 37.3 years. The Town's median age is currently lower than Burke County's, Caldwell County's, the Hickory MSA's, North Carolina's and the United States' median age.

| Median Age, 2000 to the 2015-2019 ACS | | | | | |
|---------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Location | 2000 | 2010 | % Change | 2019* | % Change |
| Rhodhiss | 43.0 | 40.2 | -6.5 | 37.3 | -7.2 |
| Burke County | 36.9 | 41.2 | 11.7 | 46.2 | 12.1 |
| Caldwell County | 37.5 | 41.3 | 10.1 | 45.5 | 10.2 |
| Hickory MSA | 36.7 | 40.5 | 10.4 | 43.3 | 6.9 |
| NC | 35.3 | 37.4 | 5.9 | 39.1 | 4.5 |
| US | 35.3 | 37.2 | 5.4 | 38.5 | 3.5 |

Source: 2000, 2010 Census and 2015-2019 and 2019 American Community Survey (ACS), US Census Bureau. Rhodhiss median age is from the 2015-2019 ACS, while Burke County, Caldwell County, Hickory MSA, NC and US median age data is from the 2019. Median age data is currently not available from the 2020 Census.

Age group projections are not available for Rhodhiss. The NC Office of State Management and Budget, however, has generated age group projections for Burke and Caldwell Counties. The population of the 65 to 74, 75 to 84 and 85 years and over age cohorts will continue to grow over the next 20 years as the “baby boomers” grow older. The loss of 25- to 44-year-olds in the both Counties from 2000 to 2010 will lead to population declines in the age 55 to 59 and age 60 to 64 groups through 2041. The population of the age 20 to 24 cohorts is anticipated to decrease by more than 12% in Burke County and by more than 13% in Caldwell County between 2021 and 2041.

| Burke County Population by Age Group, 2021-2041 | | | | |
|--|----------------------|------------------------|-----------------------|-------------------------|
| Age Group | 2021 Estimate | 2041 Projection | Change 2021-41 | % Change 2021-41 |
| Under 5 Years | 4,448 | 4,667 | 219 | 4.9% |
| 5 to 9 Years | 4,474 | 4,919 | 445 | 9.9% |
| 10 to 14 Years | 5,082 | 5,298 | 216 | 4.3% |
| 15 to 19 Years | 6,475 | 6,446 | -29 | -0.4% |
| 20 to 24 Years | 6,281 | 5,494 | -787 | -12.5% |
| 25 to 34 Years | 11,120 | 10,877 | -243 | -2.2% |
| 35 to 44 Years | 9,492 | 12,427 | 2,935 | 30.9% |
| 45 to 54 Years | 11,469 | 12,042 | 573 | 5.0% |
| 55 to 59 Years | 6,713 | 5,051 | -1,662 | -24.8% |
| 60 to 64 Years | 6,509 | 5,241 | -1,268 | -19.5% |
| 65 to 74 Years | 11,125 | 11,149 | 24 | 0.2% |
| 75 to 84 Years | 6,118 | 9,240 | 3,122 | 51.0% |
| 85 Years and Over | 2,232 | 3,845 | 1,613 | 72.3% |
| Total | 91,538 | 96,696 | 5,158 | 5.6% |

Source: NC Office of Management and Budget, 2022.

| Caldwell County Population by Age Group, 2021-2041 | | | | |
|---|----------------------|------------------------|-----------------------|-------------------------|
| Age Group | 2021 Estimate | 2041 Projection | Change 2021-41 | % Change 2021-41 |
| Under 5 Years | 4,076 | 4,361 | 285 | 7.0% |
| 5 to 9 Years | 4,157 | 4,682 | 525 | 12.6% |
| 10 to 14 Years | 4,791 | 5,187 | 396 | 8.3% |
| 15 to 19 Years | 5,224 | 5,373 | 149 | 2.9% |
| 20 to 24 Years | 5,684 | 4,930 | -754 | -13.3% |
| 25 to 34 Years | 10,362 | 10,178 | -184 | -1.8% |
| 35 to 44 Years | 8,914 | 12,171 | 3,257 | 36.5% |
| 45 to 54 Years | 11,773 | 12,112 | 339 | 2.9% |
| 55 to 59 Years | 6,268 | 5,085 | -1,183 | -18.9% |
| 60 to 64 Years | 5,942 | 5,388 | -554 | -9.3% |
| 65 to 74 Years | 10,130 | 11,572 | 1,442 | 14.2% |
| 75 to 84 Years | 5,465 | 8,398 | 2,933 | 53.7% |
| 85 Years and Over | 1,726 | 3,181 | 1,455 | 84.3% |
| Total | 84,512 | 92,618 | 8,106 | 9.6% |

Source: NC Office of Management and Budget, 2022.

Household Income

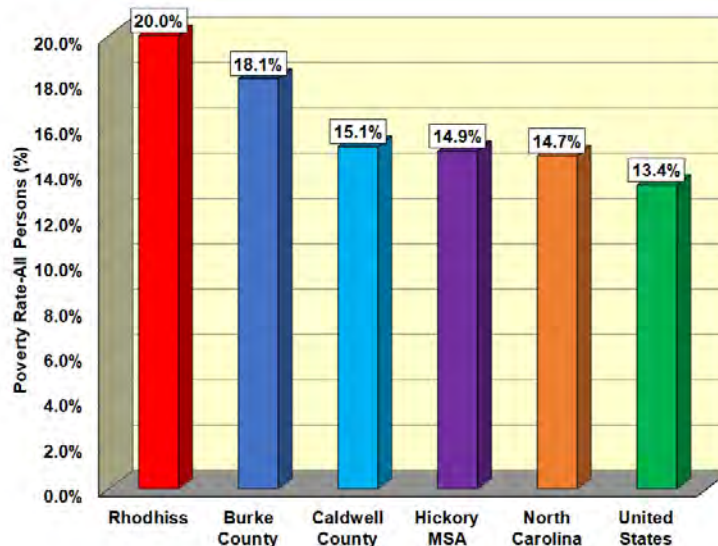
Rhodhiss household income data from the 2015-2019 American Community Survey (ACS) is revealed in the table below. Rhodhiss has experienced a 35.5% increase in median household income from \$30,694 in 2010-2014 to \$41,591 in 2015-2019. Rhodhiss 2015-2019 median household income is \$2,966 less than the Burke County median, \$2,920 less than the Caldwell County median, \$6,523 less than the Hickory MSA median, and is \$13,011 less than the State median. About 33% of Rhodhiss's households in 2015-2019 earn less than \$25,000 a year, while 35% of households earn between \$25,000 and \$50,000 per year. Another 24.3% of households had incomes from \$50,000 to \$100,000 per year. About 8% of Rhodhiss's households make more than \$100,000 per year.

| Rhodhiss Income Statistics, 2015-2019 ACS | | |
|---|---------------|-----------------|
| Households | 2015-2019 ACS | % of Households |
| Total Households | 366 | 100.0 |
| Households Earning Less than \$25,000 | 121 | 33.1 |
| Households Earning between \$25,000 and \$50,000 | 128 | 35.0 |
| Households Earning between \$50,000 and \$100,000 | 89 | 24.3 |
| Households Earning more than \$100,000 | 28 | 7.6 |
| Median Household Income | \$41,591 | |

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

According to the Census website, the Bureau "uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If a family's total income is less than family's threshold, then that family and every individual in it is considered in poverty." Results from the 2015-2019 ACS for Rhodhiss show that 20.0% of the population were at or below the poverty level. The Town's poverty rate was higher than the Burke County, Caldwell County, and the Hickory MSA, North Carolina or the United States poverty rate.

Poverty Rate Comparison, 2014-2018 ACS



Source: 2015-2019 American Community Survey (ACS), US Census Bureau.

Employment

Employment by industry of Rhodhiss residents from the 2015-2019 American Community Survey is shown in the table below. About 33% of total employment in 2015-2019 was in the manufacturing industry. Another 14.6% of employed persons worked in the retail trade industry. About 13.1% of Rhodhiss workers were in the education and health care industry.

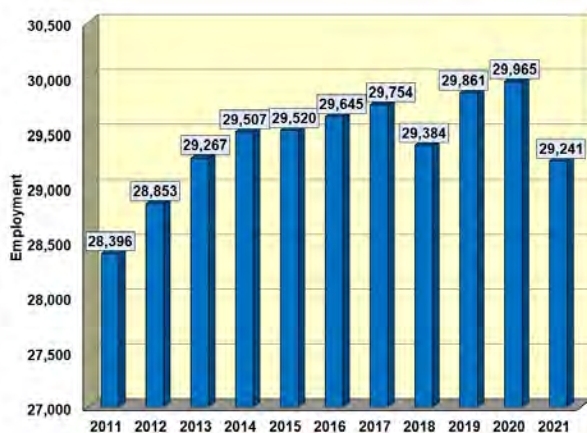
| Rhodhiss Employment by Industry, 2015-2019 ACS | | |
|--|---------------|--------------------------|
| Industry | 2015-2019 ACS | % of Employed Population |
| Employed Population | 480 | 100.0 |
| Agriculture | 0 | 0.0 |
| Construction | 24 | 5.0 |
| Manufacturing | 158 | 32.9 |
| Wholesale Trade | 19 | 4.0 |
| Retail Trade | 70 | 14.6 |
| Transportation/Warehousing/Utilities | 14 | 2.9 |
| Information | 4 | 0.8 |
| Finance/Insurance/ Real Estate | 7 | 1.5 |
| Professional Services | 40 | 8.3 |
| Education and Health Care | 63 | 13.1 |
| Arts/Entertainment/Recreation | 57 | 11.9 |
| Other Services | 24 | 5.0 |
| Public Administration | 0 | 0.0 |

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

Data on the total number of jobs in Rhodhiss is unavailable, but employment data is available for Burke and Caldwell Counties. Between second quarter 2011 and second quarter 2020, Burke County employment grew from 28,396 to 29,965. The Covid-19 pandemic has caused employment in Burke County to drop by more than 700 workers to 29,241. It is likely that many of job losses from the pandemic have been recovered since second quarter 2021, the latest data available from the NC Labor and Economic Analysis Division.

Over the past decade (defined as second quarter 2011 to second quarter 2021), the biggest employment losses in Burke

Burke County Employment, 2nd Qtr. 2011-2021

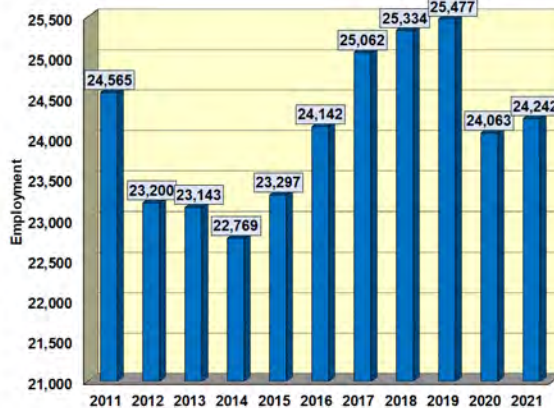


Source: NC Labor and Economic Analysis Division, 2022.

County have occurred in justice, public order and safety activities (320) and printing and support activities (51). The largest employment gains occurred in general merchandise stores (271), and administration of human resource programs (187).

Between second quarter 2011 and second quarter 2014, Caldwell County employment declined from 24,565 to 22,769. The economic recovery led to a 2,708-employment increase in Caldwell County between second quarter 2014 (23,157) and second quarter 2019 (25,447). Caldwell County lost nearly 1,400 jobs between second quarter 2019 and second quarter 2020. An employment recovery of less than 200 jobs occurred from second quarter 2020 through second quarter 2021.

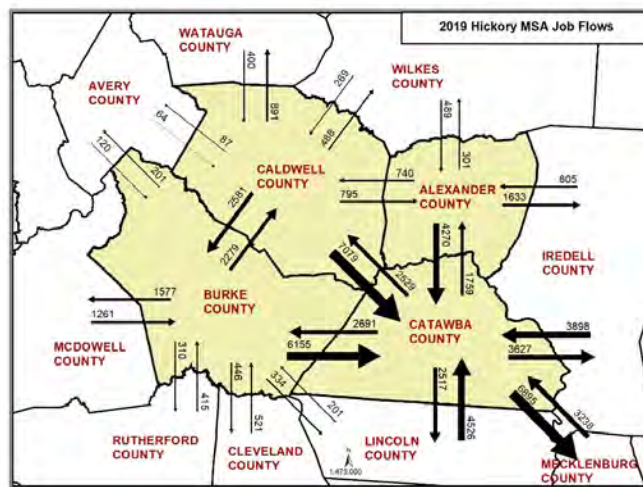
Caldwell County Employment, Second Qtr. 2011-



Source: NC Labor and Economic Analysis Division, 2022.

Over the past decade, the biggest employment losses in Caldwell County have occurred in warehousing and storage (246) and health and personal care stores (73). The largest employment gains occurred in plastics and rubber products manufacturing (628), and specialty trade contractors (210).

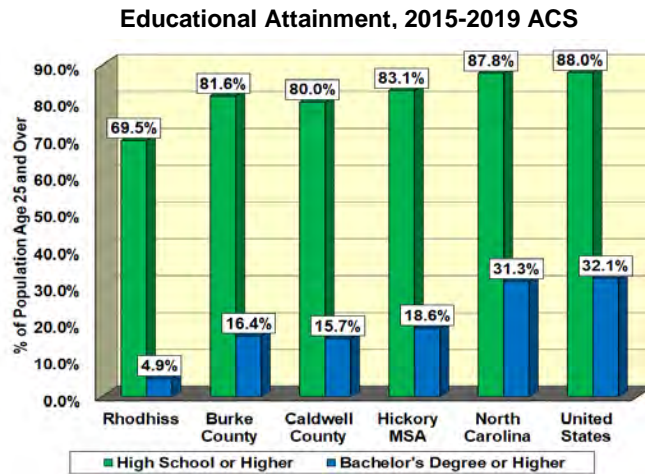
Data from the 2015-2019 American Community Survey indicate that 88.4% of working Rhodhiss residents drive to work, while 0.9% worked from home. The mean travel time for work is 21.1 minutes, indicating that many Rhodhiss works are likely commuting to Hickory, Morganton, and Lenoir for employment. The workflows map below indicates that many Caldwell County workers commute to Burke or Catawba Counties. Many Burke County workers commute to Caldwell and Catawba Counties.



Source: On the Map Application, US Census Bureau.

Educational Attainment

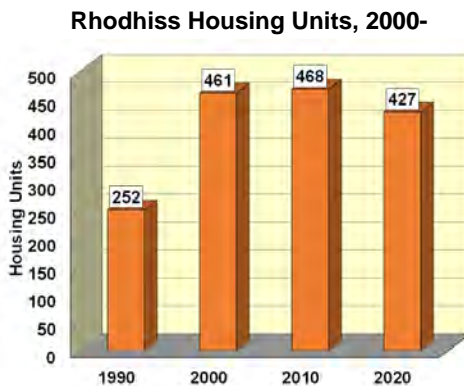
Data from the 2015-2019 American Community Survey indicates that 69.5% of Rhodhiss's population age 25 and older has an educational attainment level of high school (or equivalent) or higher, with 4.9% having a bachelor's degree or higher. Rhodhiss has a lower high school or higher and bachelor's degree or higher (over age 25) educational attainment rate than Caldwell County, the Hickory MSA, North Carolina and the United States.



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

Housing

The number of housing units in Rhodhiss increased from 252 in 1990 to 427 in 2020. Of the 136 housing units in Rhodhiss, 378 (88.5%) were occupied, while 49 (11.5%) were vacant. Census results for Rhodhiss show a gain of seven homes between 2000 and 2010, with a net loss of 41 housing units from 2010 to 2020. Rhodhiss's 1.5% percentage housing growth between 2000 and 2010 was lower than Burke County, Caldwell County, Hickory MSA, North Carolina and the United States. Rhodhiss's housing change rate between 2010 and 2020 (-8.8%) was lower than housing change rate in Burke County, Caldwell County but the Hickory MSA, North Carolina and United States housing change rate.



Source: 1990-2020 Census, US Census Bureau. The 2000 number in table is an estimate from the WPCOG data center based on the 2002 corrected population from the US Census Bureau (897) divided by the number of persons per housing unit (1.946) for Rhodhiss reported in the 2000 Census.

| Change in Total Housing Units, 2000-2020 | | | | | | | |
|--|--------------|-------------|------------------|--------|-------------|------------------|--------|
| Location | Census 2000* | Census 2010 | Change 2000-2010 | % Inc. | Census 2020 | Change 2010-2020 | % Inc. |
| Rhodhiss | 461 | 468 | 7 | 1.5 | 427 | -41 | -8.8 |
| Burke County | 37,427 | 40,879 | 3,452 | 9.2 | 39,525 | -1,354 | -3.3 |
| Caldwell County | 33,430 | 37,659 | 4,229 | 12.7 | 36,931 | -728 | -1.9 |
| Hickory MSA | 144,874 | 162,613 | 17,739 | 12.2 | 163,160 | 547 | 0.3 |
| NC | 3,523,944 | 4,327,528 | 803,584 | 22.8 | 4,708,710 | 381,182 | 8.8 |
| US | 115,904,641 | 131,704,730 | 15,800,089 | 13.6 | 140,489,736 | 8,785,006 | 6.7 |

Source: 2000-2020 Census, US Census Bureau. The 2000 number in table is an estimate from the WPCOG data center based on the 2002 corrected population from the US Census Bureau (897) divided by the number of persons per housing unit (1.946) for Rhodhiss reported in the 2000 Census.

The percentage of renter-occupied units in Rhodhiss has significantly increased between the 2000 Census (10.6%) and the 2015-2019 ACS (36.1%). As of 2015-2019, Rhodhiss had a higher percentage of renter-occupied housing than Burke, County Caldwell County, Hickory MSA, North Carolina or the United States.

A significant increase in the median value of owner-occupied housing units in Rhodhiss occurred between the 2000 Census and the 2006-2010 American Community Survey

(ACS) (30.0%). Median housing value fell 20.4% to \$63,700 between the 2006-2010 ACS and the 2015-2019 ACS. Burke County median home values grew from \$108,800 in 2006-2010 to \$120,700 in 2015-2019. Median home values gained 10.5% and 11.0% in Caldwell County and the Hickory MSA respectively from 2006-2010 to 2015-2019. The 2015-2019 ACS Rhodhiss median owner-occupied housing value was much lower than the Burke County, Caldwell County, Hickory MSA, North Carolina and United States median owner-occupied housing value.

| Percent Renter-Occupied Units, Census 1990 to the 2015-2019 American Community Survey (ACS) | | | | |
|---|-------------|-------------|-------------|---------------|
| Location | 1990 Census | 2000 Census | 2010 Census | 2015-2019 ACS |
| Rhodhiss | 14.7 | 10.6 | 23.6 | 36.1 |
| Burke County | 25.2 | 25.9 | 27.7 | 26.1 |
| Caldwell County | 25.2 | 25.1 | 26.1 | 27.5 |
| Hickory MSA | 25.3 | 25.7 | 26.6 | 28.2 |
| NC | 28.6 | 27.2 | 33.3 | 34.8 |
| US | 35.8 | 33.8 | 34.9 | 36.0 |

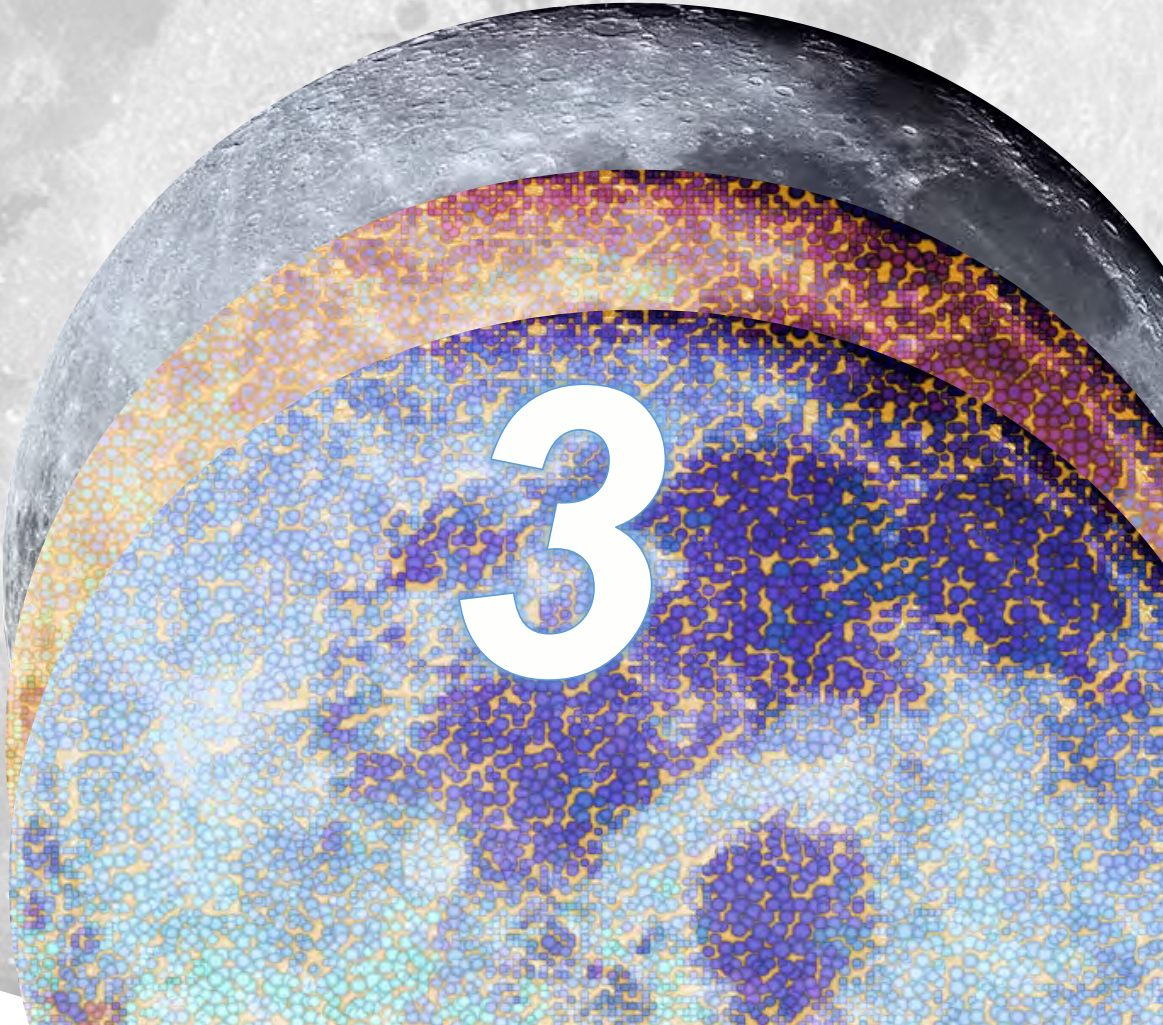
Source: 1990-2010 Census and 2015-2019 ACS, US Census Bureau.

| Median Value of Owner-Occupied Units, 2000 Census to 2015-2019 American Community Survey (ACS) | | | | | |
|--|-----------|---------------|----------|---------------|----------|
| Location | 2000 | 2006-2010 ACS | % Change | 2015-2019 ACS | % Change |
| Rhodhiss | \$61,500 | \$80,000 | 30.0 | \$63,700 | -20.4 |
| Burke County | \$85,900 | \$108,800 | 26.7 | \$120,700 | 10.9 |
| Caldwell County | \$86,700 | \$106,900 | 23.3 | \$118,100 | 10.5 |
| Hickory MSA | \$93,500 | \$118,600 | 26.8 | \$131,600 | 11.0 |
| NC | \$108,300 | \$149,100 | 37.7 | \$172,500 | 15.7 |
| US | \$119,600 | \$188,400 | 57.5 | \$217,500 | 15.4 |

Source: 2000 Census, 2008-2012 and 2015-2019 ACS, US Census Bureau



Land Use & Growth Management



3

Chapter 3: Land Use & Growth Management

Land Use and Growth Management

Land use is tied to all other functions of a Town's development. Housing, commercial development, institutional and recreational space and utility provision all are dependent in some way on how land is managed. It is the Town's responsibility to ensure that the land is developed in the most effective and appropriate way in order to promote the health, welfare and public interest of Rhodhiss' residents and stakeholders.

A certain degree of accountability is also placed on the Town to make sure that the physical environment is developed in a way that is not detrimental to the natural environment. Rhodhiss setting is one of beauty with the town split by the Catawba River and rolling hills of green land.

Zoning

Many jurisdictions across the country control land use directly through the practice of zoning, which regulates by ordinance what may or may not be used on various parcels of land. It also often includes development standards, such as required building setbacks from roads and structures, height requirements, landscape buffers, parking, signage, etc... **As of spring 2022, Rhodhiss does not use a zoning ordinance to regulate land use.**

Existing Land Use

Rhodhiss has a mixture of land uses ranging from agricultural, civic, residential, and commercial to industrial. A land use survey of all properties in Rhodhiss was completed in 2022. Land uses were categorized according to the following primary uses:

- **Residential:** (yellow) any parcel containing a single-family residential use, to include duplexes and triplexes.
- **Multifamily:** (orange) any parcel containing a multifamily residential use, such as townhomes, condominiums, and apartments.
- **Public/Institutional:** (blue) this category includes public services, and may be operated by a federal, state, or local government, public or private utilities, public or private schools or colleges, churches, public agencies, parks, or tax-exempt organizations. It also includes any parcel containing any type of medical uses concerned with the diagnosis, treatment, and care of human beings.
- **Commercial:** (red) any parcel containing any type of activity involving the sale of goods or services for financial gain (commercial activity), but does not include parcels containing home occupations or medical offices.
- **Industrial/Warehousing:** (purple) any parcel containing any type of business use or activity at a scale greater than home industry involving manufacturing, fabrication, assembly, warehousing, and/or storage.
- **Undeveloped:** (green) any parcel not in use or containing agriculture and/or abandoned buildings.

Map 2: Rhodhiss Existing Land Use

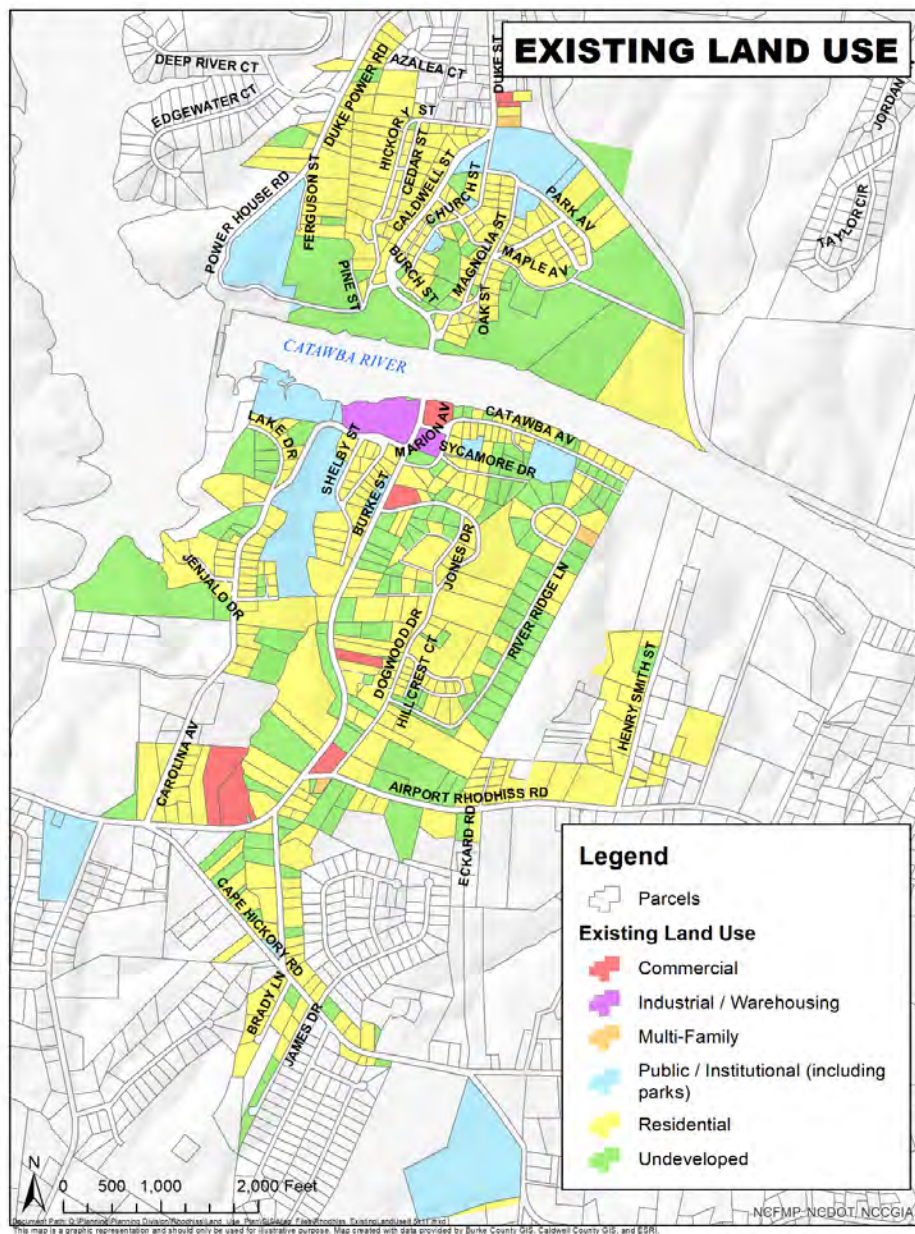


TABLE 1: Existing Land Use

| Land Use | Number of Parcels | Total Area (in Acres) | % Total Area (in Acres) | Min Parcel Size (in Acres) | Max Parcel Size (in Acres) | Average Parcel Size (in Acres) |
|--|-------------------|-----------------------|-------------------------|----------------------------|----------------------------|--------------------------------|
| Commercial | 8 | 14.34 | 0.02 | 0.29 | 4.28 | 1.79 |
| Industrial / Warehousing | 2 | 7.78 | 0.01 | 1.55 | 6.23 | 3.89 |
| Multi-Family | 3 | 1.78 | 0.00 | 0.43 | 0.73 | 0.59 |
| Public / Institutional (including parks) | 19 | 88.09 | 0.13 | 0.05 | 22.42 | 4.64 |
| Residential | 440 | 350.26 | 0.52 | 0.04 | 16.10 | 0.80 |
| Undeveloped | 162 | 206.63 | 0.31 | 0.03 | 16.73 | 1.28 |
| | | | | | | |
| Total | 634 | 668.8 | | | | |

Future Land Use & Growth

Land use is highly dependent on context. Transportation corridors, natural features, and civic resources all may draw different types of land uses, and certain developments may themselves trigger new, adjacent land uses that would not have occurred before.

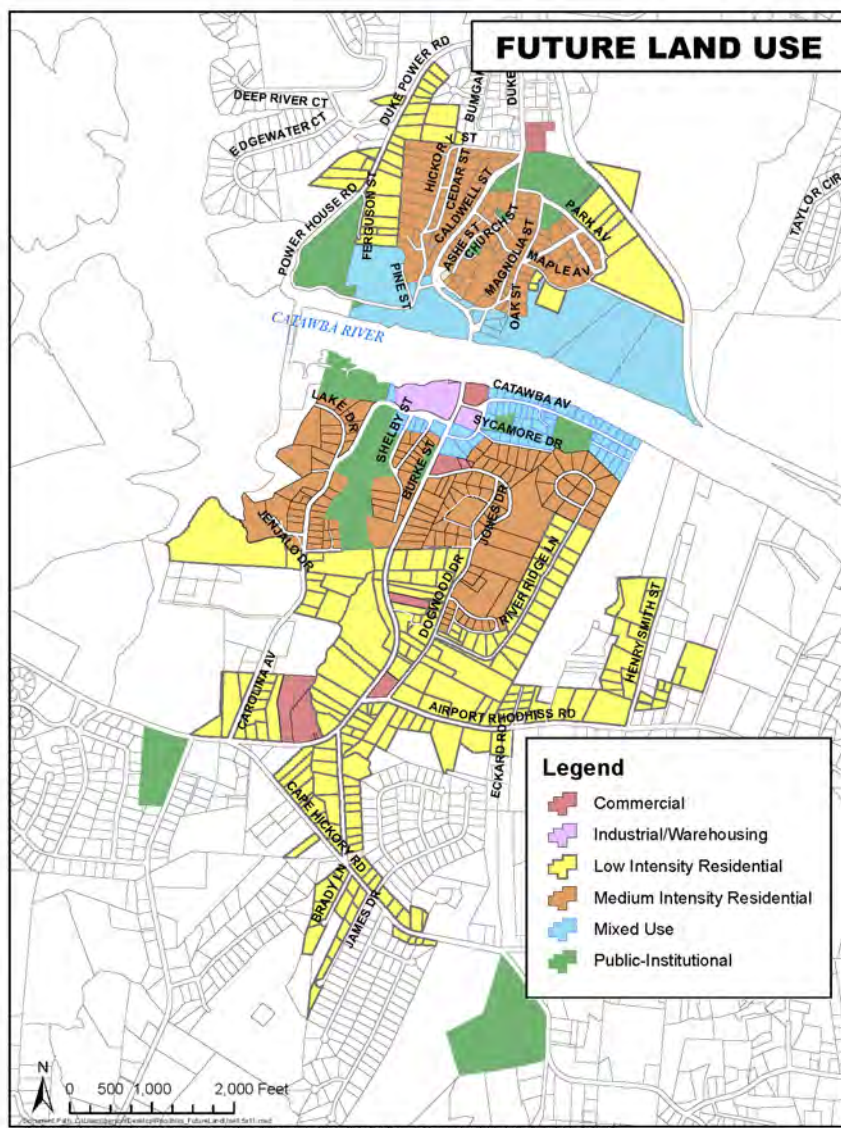
An analysis of land availability, current land use activities, forecasted population changes, and residential development patterns reveals areas within the Town planning jurisdiction that are potentially poised for future growth. Members of the Steering Committee were asked to help determine what types of future development would be appropriate for Rhodhiss, where that development should take place, and what it should look like.

Future Land Use Map

The Future Land Use Map was developed to show the Town's vision for future land development. The Rhodhiss Planning Board and Council rely on the Future Land Use Map to guide policy making related to land use, watershed regulations, and infrastructure needs. Land use will change over time as proposals come before the Town and civic priorities change. The Future Land Use Map provides a quick, intuitive reference Town leaders, citizens and current and future business owners can use when considering new development.

The Future Land Use Plan is not a static document, however, and it is not prescriptive. A designation of one parcel as "commercial," for example, need not mean the parcel can only be used as commercial in the future. There are often compelling reasons to amend or "go against" a Future Land Use Map depending on the context at the time, and this is acceptable as long as the reasons (general and not parcel specific) for doing so are explained.

Map 3: Rhodhiss Future Land Use



The intent of the land uses above is described below:

Residential

- Medium Intensity (orange) – residential housing such as single family, duplexes, triplexes, and apartments, condominiums, town homes and garden homes, concentrated on areas where public utilities are available.
- Low Intensity (yellow) – single-family residential housing, developments that promote clustering of the homes to protect the natural environment is idea, as well as in areas where public utilities are limited.

Commercial

- Mixed Use (blue) – A mixture of housing, commercial, civic and recreational space with a goal of promoting a vibrant town center or significant location, sometimes referred to as a destination to attract locals and visitors.
- Commercial/Retail (red) – Retail, dining, office and service businesses catering to motorists or residents.

Industrial

- Industrial/warehousing (purple) – Manufacturing centers, warehouses, factories and other large- scale commercial operations.

Institutional

- Public/Civic/Institutional (green) – Town buildings, schools, churches, parks, and other civic or community-centered uses.

Land Use Recommendations

1. Encourage thoughtful, context-sensitive housing development that enhances the Town across neighborhoods.

- a. Encourage infill housing development on vacant or underutilized lots to fill out neighborhoods.
- b. Retain the small town, community atmosphere by following a transect-based pattern of intensity, with low and medium density radiating out from the center (river) of town to lower intensity predominating.
- c. Identify key areas of potential for higher-intensity housing in locations with existing sewer and water capacity, or the capacity for cost-effective expansion. Tie these higher- intensity locations closely with neighborhood services and businesses to reduce local traffic generation.

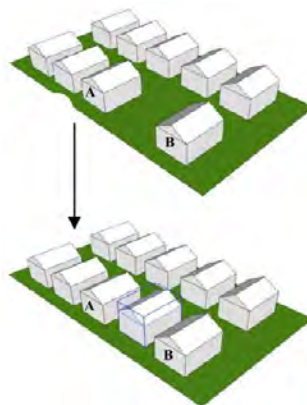


Image 1: Example of infill housing on a vacant lot

- d. Encourage new subdivision development to follow traditional neighborhood development patterns of connected streets to ensure emergency services has a means of ingress/egress, pedestrian-focused design through sidewalks,

landscape and connections, and street-facing building orientation.

- e. Focus development and vitalization efforts on the Town's key asset areas – the riverfront, and the scenic high points. Conserve vistas at high points by focusing civic uses and/or passive recreation opportunities in these areas.
- f. Compile a working database of parcels and buildings in need of remediation or demolition. Use database, in line with any needed ordinance revisions, to enforce housing standards and remediate distressed housing.
- g. Implement a lean zoning code that allows the Town to regulate building form for protection and enhancement of neighborhood character.
- h. Identify possible areas for annexation and begin preliminary planning for possible development goals of those areas.



Image 2: An example of a transect land use concept

2. Foster new commercial development that enhances job opportunities for residents and boosts the Town's quality of life.
 - a. Review and update land use regulations to ensure barriers to desired development are limited, and regulations for undesirable development are hardy.
 - b. Explore design-related guidelines and minimum standards regulating the aesthetic quality of new and existing commercial development.
 - c. Tailor a lean zoning code to encourage small scale, incremental commercial development near neighborhoods, where compatible, to serve residents.
 - d. Encourage continued use or adaptive reuse of existing industrial and commercial sites.
3. Establish a cohesive, identifiable town center focused on the riverfront and Horseshoe Dam Park.
 - a. Encourage mixed uses to locate along the riverfront, with a focus on service/destination sites and housing.
 - b. Capitalize on Horseshoe Dam Park's prime location by pursuing a variety of investments, including both 'hard' uses like sports fields and passive uses, like reading, stargazing, or walking/hiking areas.
 - c. Tie the Park and other waterfront attractions to the Burke River Trail project, and implement a branding strategy linking the park to the Burke River Trail.
 - d. Work with Duke Energy and other authorities to coordinate new events and unique uses along the riverfront.

Transportation

4

Chapter 4: Transportation

Transportation is inextricably tied to land use. Parcels without adequate transportation connectivity will be limited in their potential for development, and inadequate planning for connectivity for all users can unnecessarily hinder quality of life and growth potential.

Transportation/Street Design Policies

Transportation policies help guide improvements made to existing roadways and set standards for new transportation projects. Policies are in place that require streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. These improvements will be planned in conjunction with new development and redevelopment.

State and Regional Policies

| Policy | Policy Description |
|---|--|
| Greenway Accommodations | In 2015, NCDOT approved guidelines for the accommodation of future greenways under bridges. The guidelines include a decision-making approach and cost-sharing recommendations. |
| Complete Streets | This policy requires planners and designers to include other modes of transportation, including bicycle and pedestrian, in all transportation projects in municipal areas under certain circumstances. |
| Bicycle Policy | This policy details guidelines for the planning, design, construction, maintenance and operation of bicycle facilities and accommodations. |
| Pedestrian Policy Guidelines | These policies allow NCDOT to work with local governments to add sidewalks in coordination with highway improvement projects. State funds are available on a sliding scale to match funds provided by the local government, which will be responsible for maintaining the sidewalk. |
| Administrative Action to Include Greenway Plans | In 1994, the NCDOT adopted administrative guidelines to consider greenways and greenway crossings during the highway planning process. This policy was incorporated so that critical corridors, which have been adopted by localities for future greenways, will not be severed by highway construction. |
| Bridge Policy | NCDOT's Bridge Policy establishes design elements for new and reconstructed bridges on the state road system. It includes requirements for sidewalks and bicycle facilities on bridges, including minimum handrail heights and sidewalk widths. |

Source: NCDOT Laws & Policies

Metropolitan Planning Organization (MPO) Unifour Road Projects

The Greater Hickory Metropolitan Planning Organization (GHMPO) is the federally designated transportation-planning agency for S, Burke, Caldwell, and Catawba counties. GHMPO is responsible for the allocation of federal transportation funds and ensuring funds are spent in accordance with federal policy.

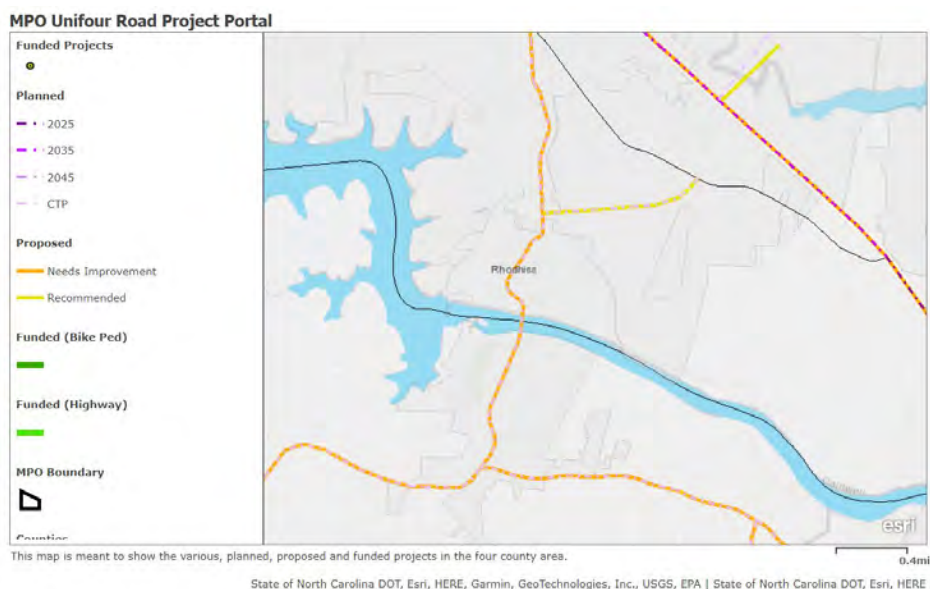
Metropolitan Planning Organizations (MPO) are part of a federal process to conduct local transportation planning in urbanized areas. The federal government requires urbanized areas to establish a planning process that is Comprehensive, Continuing, and Cooperative (the three Cs of transportation planning). The MPO process is required in urbanized areas over 50,000 in population in order to receive federal funding for transportation.

The MPO process is a partnership between local and state government to make decisions about transportation planning in urbanized areas and to meet planning requirements established by federal authorizing legislation for transportation funding.

The Greater Hickory Metropolitan Planning Organization serves the transportation needs for all 28 local governments in Alexander, Burke, Caldwell and Catawba Counties.

The map below shows the current transportation projects in the Town of Rhodhiss. There are no current projects with funding proposed through the 2045 Metropolitan Transportation Plan. The MPO has identified Burke Street as in need of improvement throughout the Town and to its connection with U.S. 321. However, there are no major project details and no funding has been allocated to the project.

Map 4: Rhodhiss Area MTP Projects



Transportation Recommendations:

1. Require adequate transportation access to all new and redevelopments in order to provide orderly and efficient traffic flow and maintain current minimum design standards.
 - a. Proactive enforcement of subdivision regulations to ensure installation of infrastructure as development occurs.
 - b. Work with NCDOT to insure that there is proper ingress and egress (i.e. driveway permits) for commercial and industrial uses.

2. Create gateways and implement design standards that enhance streetscape and improve traffic flow.

- a. Incorporate decorative wayfinding signage to town attractions, civic space, and gathering areas.
- b. Prioritize a safe pedestrian and cycling connection across the bridge.
- c. Create gateways and enhance streetscape design along Burke Street and W. Caldwell Drive as the main thoroughfares through Town.



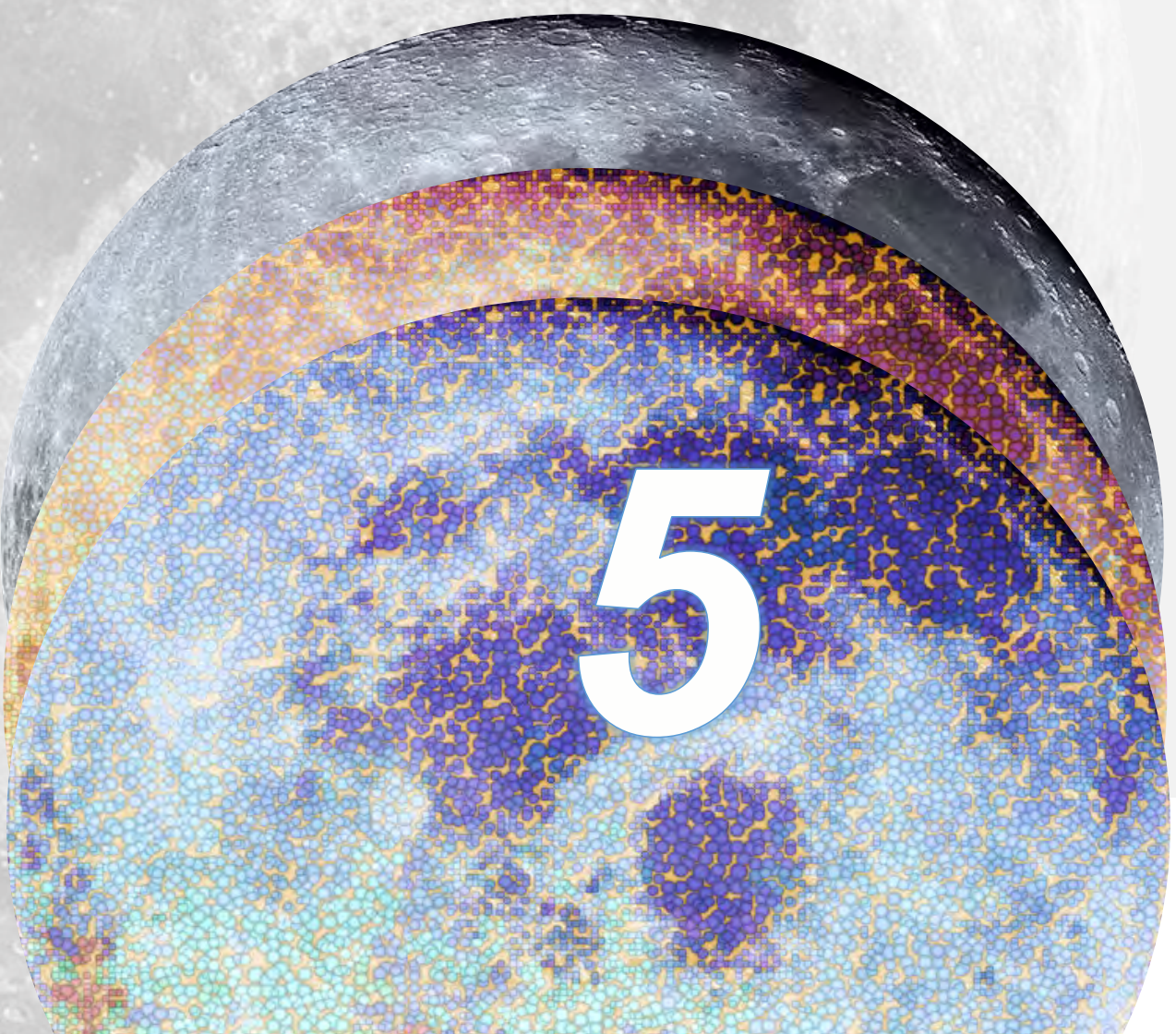
3. Explore additional mobility options in and through Town.

Image 3: Town "gateway" signage can help distinguish the community from its surroundings

- a. The topography of the Town may create some hesitancy for cyclists, but the town's layout and scale is very walkable. Consider opportunities for sidewalk and trail connections throughout the Town's neighborhoods.
- b. Make targeted safety improvements along Burke Street and W. Caldwell Drive as primary areas for recreational cyclists, with a focus on improving intersection conflicts.
- c. Consider implementing an ordinance permitting golf carts or similar small electric vehicles for local travel.



Resources & Services



5

Chapter 5: Resources & Services

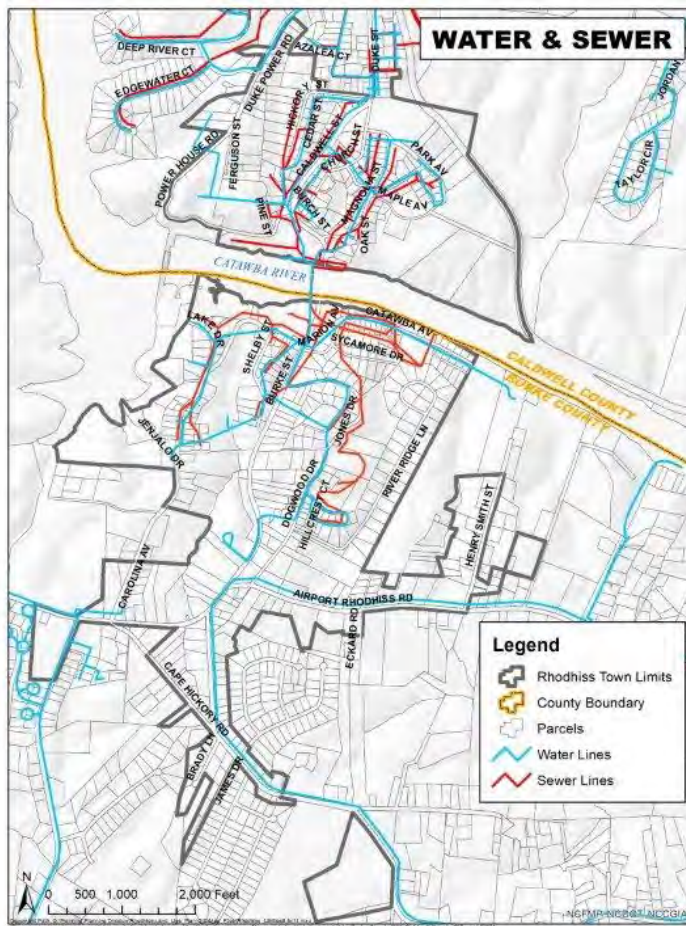
Public Services

The Town of Rhodhiss provides a number of services to the businesses and residence of the town including water, sewer, garbage collection, fire and police protection, and recreational opportunities.

Utilities

The Town of Rhodhiss purchases water from Icard Township and the Town of Granite Falls. The water supply comes from Lake Rhodhiss, and Icard Township purchases their water from the Town of Valdese and the City of Hickory.

Map 5: Rhodhiss Utility Services



Garbage Collection

The Town provides garbage pickup services to residents. Additionally, the Burke County Recycling & Waste Transfer Facility is located just outside of the Town limits on Rhodhiss Road, where county residents can drop off recycling and refuse.

Public Safety and Emergency Services

Rhodhiss provides both police and fire service. Caldwell County EMS services operates a base within the Town of Granite Falls town limits. Support service is provided from other adjoining counties and municipalities should an emergency occur and the need arise.

Parks and Recreation

The Town of Rhodhiss has two Town maintained parks. The Rhodhiss Town Park, located on the Caldwell County side of town, offers a walking track, picnic shelters, and abundant green space for active play. The NC Parks and Recreation Trust Fund (Part F) funded the Horseshoe Dam Park, located on the Burke County side of town. The park was built around the remains of a horseshoe shaped dam that was constructed in the early 1900s. The Horseshoe Dam Park offers public fishing access, a kayak/canoe launching point, picnic shelters, and a scenic trail along the Catawba River.

The Town is also a part of the planned Burke River Trail linear park program, a multijurisdictional trail that would connect the Fonta Flora State trail in Morganton through Rhodhiss into Hickory. The 20-mile Burke River Trail linear park is projected to pick up at the end of the greenway in Morganton and follow the south side of river going through (or connecting to) Drexel, Valdese, Rutherford College, Connelly Springs, Rhodhiss, Hildebran and Long View. It is envisioned to be a mix of natural surface, crushed cinder and paved depending upon appropriate context and application.

In Rhodhiss, the projected route is to come from the east along Weaver Avenue to the boat access ramp, then weave in a loop around the inlet before traveling across the southern riverfront section of Town and then following an existing power easement toward the Hickory Airport. The full routing can be seen on Map 6.

Other Resources:

Education

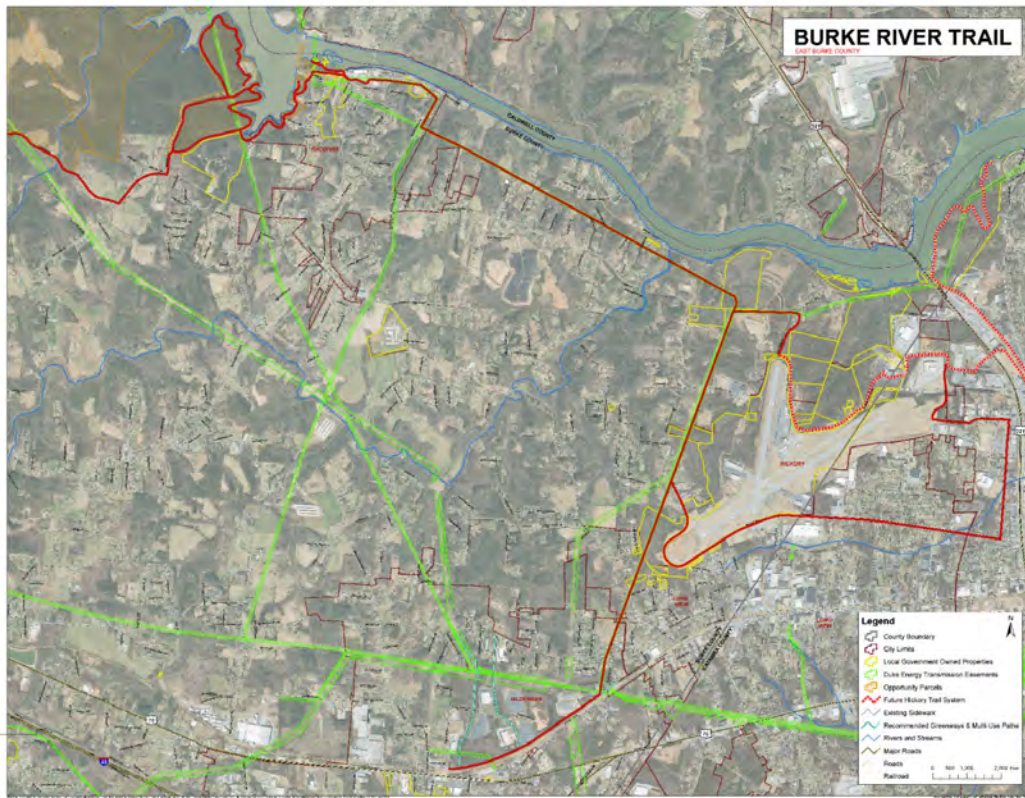
Ray A. Childers Elementary School resides within the Town of Rhodhiss. Students attend nearby schools in neighboring jurisdictions for middle and high school.

There are several institutions of higher education in the area that provide excellent opportunities for advanced learning. Catawba Valley Community College located in Hickory, Western Piedmont Community College located in Morganton, Caldwell Community College and Technical Institute located in Hudson, Lenoir-Rhyne University located in Hickory and Appalachian State University has a satellite Hickory Campus.

Philanthropic Organizations

Boy and cub scouts are located in the community Boy Scout building that previously was an elementary school and a church. The Scouts are a staple to the town by providing service projects throughout the community, litter sweeps, can food drives, and donations to the emergency service personnel. Many churches within the Town help support community needs and provide a place to worship.

Map 6: Burke River Trail Route



Other Resources:

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Other cross-governmental resources

There are a number of agencies in which the Town is affiliated with such as, but not limited to:


- Western Piedmont Council of Governments
- North Carolina Wildlife Management
- North Carolina Park and Recreation Fund
- North Carolina Division of Transportation
- North Carolina Division of Natural Resources
- United States Environmental Protection Agency
- United States Federal Emergency Management Association

All of these agencies work in conjunction with the Town to promote good stewardship of resources, finances, the environment, and collaboration, as well as support.

Resources & Services Recommendations:

1. Provide adequate leisure and recreational activities for all of the population – such as but not limited to the installation of pickle ball courts, playground equipment, a designated public beachfront area along the river, recreation center and programming for activities.
 - a) Pursue the possibility of creating a greenway attraction along the waterfront, ideally on both sides of the river, with a crossing at the southern trestle, to enhance recreation and draw economic activity.
 - b) Consider ways to provide a recreation center on the land near the relocated Town Hall, with programming for older and younger citizens.
2. Seek partnerships and opportunities to bolster and expand public service in key areas.
 - a) Continue to support the Police, Fire, Sheriff, and EMS Departments as means of quality of life for residence.
 - b) Maintain relationships with Burke County, Catawba County, Caldwell County, City of Hickory, the Town of Granite Falls and the Western Piedmont Council of Governments to identify opportunities for partnerships and synergies. There may be entities, than the ones list that could help achieve goals.
 - c) Public private partnerships can be used to make cost associated with development achievable to maximize quality of life for the residences and business owners within the Town.

Natural Resources



6

Chapter 6: Natural Resources

Natural topographic features and environmental characteristics strongly influence human settlement patterns. For example, flat terrain may lead to the development of agricultural, residential, or industrial land uses, while low-lying areas subject to flooding might be developed into recreational fields or be used for agricultural purposes. This chapter of the plan will evaluate the Town's existing natural characteristics and its built environment and then use this information to help guide future land use decisions. For example, development within floodplain areas should be restricted because flooding can have disastrous impacts, both in terms of private property damage and in terms of the use of tax dollars for clean-up and debris removal.

Specifically, this chapter will examine the environmental factors related to land use planning including watershed and floodplain development, conservation easements, land donations, natural heritage areas, wildlife habitat, and water quality.

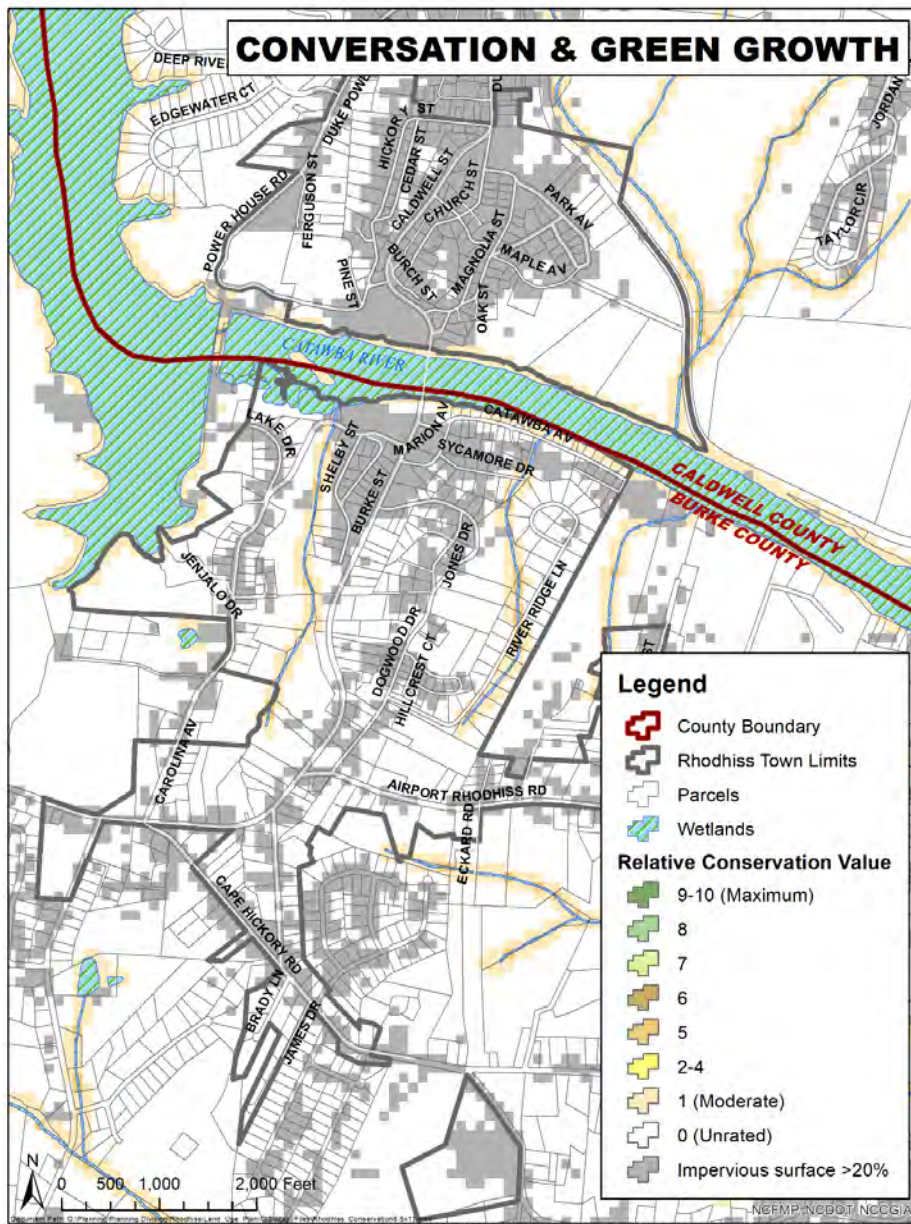
Conservation/Agriculture/Environmental

While the initial appearance of Rhodhiss is small and rural, multiple large heavily wooded tracts can be designated for conservation or agricultural development. The Town could allow for a limited amount of low-density residential development and associated uses in order to provide adequate protection for environmental area and wildlife habitat, protect viable working farms, maintain the integrity or rural view sheds, and limit the amount of potential property damage associated with existing natural hazards. That area along with other wooded tracts can follow the more conservation approach to residential development by identifying sensitive areas for wildlife and timber before the development begins.

The Green Growth map displays information that can be used when determining a plan for water and ecological conservation by showing those areas that are protected by conservation easement, or by other means. The map also displays wetlands and floodplain, which gives you a bigger picture of those ecologically sensitive areas in the planning jurisdiction within the Town of Rhodhiss. The Green Growth map also displays impervious surface, which means those areas that do not allow water to penetrate and soak into the ground. As development in the Town occurs, the amount of impervious surface will increase. An increase in the impervious surface area causes the volume and velocity of stormwater runoff to increase significantly. This can result in severe flooding, erosion, and adverse impacts to drinking water supplies and recreational water activities such as fishing and swimming. Importantly, water quality degradation from polluted stormwater runoff can contaminate both surface and groundwater (i.e. wells) sources. The Town currently enforces a floodplain ordinance as well as a Water Supply Watershed Ordinance to help remedy many of the effects of increased impervious surface.

The Town also has wetland areas throughout its jurisdiction. Wetlands are critical features that provide habitat for local wildlife while filtering water and preventing flooding and erosion. Wetlands are regulated by the United States Army Corps of Engineers and are subject to strict guidelines for any changes or development. Rules regarding wetlands in North Carolina are found in sections 401 and 404 of the Clean Water Act (CWA), the Coastal Area Management Act (CAMA), and the North Carolina administrative codes (for Isolated/Non-404 wetlands). Most wetland area in the Town of Rhodhiss are around the river, but there are some small pockets to the southwest as well.

Map 7: Conservation and Green Growth in Rhodhiss



Watershed

A watershed is an area of land that drains into a body of water such as a river, lake, or stream. It is separated from other watersheds by high points on the land such as hills or ridges. A water supply watershed is an area where water drains to a point and is collected and held then used as a public drinking water source.

Watershed regulations, which were established by State of North Carolina, protect the Town's drinking water supply by limiting the amount of impervious surface that can be developed within a watershed – which in turn reduces the amount of stormwater runoff that enters streams or lakes. Impervious surfaces prohibit water from reaching and percolating into the ground and facilitate the flow of pollutants such as oil and road salt into nearby bodies of water. Examples of impervious surfaces include paved roads and parking lots, rooftops, sidewalks, and even gravel parking lots.

Stricter development regulations are imposed in the WS-IV Protected Area. The density, or amount, of proposed development is governed by these watershed regulations. Developers may apply for the right to develop more property if they install engineered controls to mitigate stormwater runoff. These laws are designed to protect drinking water from the polluted stormwater runoff that rapidly flows into streams, lakes, and rivers from impervious surfaces (paved driveways, roads, parking lots, rooftops, etc.). In general, development will be more restricted to lands that are closer to drinking water sources.

Floodplain

Floodplain regulations are another example of locally enforced, state-mandated laws. Both the town and the state have an interest in discouraging development in the floodplain for public safety reasons. In Rhodhiss, floodplain areas can be found along the Catawba River as it cuts through Town.

The Town is fortunate not to have a large amount of designated floodplain. The Town participates in the FEMA's Flood Damage Prevention and Insurance Program as outlined in the Flood Damage Prevention Ordinance. Floodplain management is generally defined as a comprehensive program of preventative and corrective measures to reduce losses associated with flooding. Floodplain management measures may include, but are not limited to, land use regulations (including new development and construction policy), construction of flood control projects, flood-proofing, floodplain preservation, acquisition of flood-prone properties, education, and implementation of early warning systems.

The Floodway is the channel of a river, or any waterway, and the adjacent land that must be reserved in order to pass the base flood discharge without increasing the identified base flood elevation (BFE). To avoid the risk of sediment, construction, or plant debris being swept downstream, the Floodway is classified as a "non- encroachment area" (NEA), meaning that no land-disturbing activity should occur there without the completion of a detailed hydrologic study, which proves that the activity will not affect downstream water levels. Generally, no structures, other than public bridges, are allowed in the Floodway.

The Flood Hazard-AE Zone denotes areas that have a one percent probability of flooding annually. New structures are allowed within the AE Zone if a floodplain permit is obtained. A floodplain permit requires all new construction to meet certain standards. The basement and/or foundation (the lowest floor level) must be elevated to or above the BFE. Many property owners choose to build outside of the floodplain to avoid carrying the necessary flood insurance.

Map 8: Rhodhiss Water Resources, Flood Hazard and Watershed



Land Donations for Natural Resource & Environmental Planning

The North Carolina Parks and Recreation Trust Fund (PARTF) provides grants to local governments for the acquisition of land to be used for public recreational use. Additionally, PARTF grants can be used to protect natural and scenic resources or renovate older park facilities.

Rhodhiss should be aware of the PARTF program and its ability to help the Town achieve its natural resource, recreation, and environmental planning goals. PARTF provides dollar-for-dollar matching grants up to \$500,000. Importantly, the appraised value of land to be donated to an applicant can be used as part of the Town's matching fund requirement. Property acquired with PARTF funding must be dedicated forever for public recreational use.

Similarly, the Clean Water Management Trust Fund (CWMTF) provides grants to local governments for projects that specifically address water pollution problems. CWMTF may fund projects to acquire land that "represents the ecological diversity of North Carolina". The CWMTF program and how it can be used to help the Town achieve its natural resource and environmental planning goals.

Recommendations

1. Encourage development that is sensitive to the natural environment and protects open space, natural vegetation, flood plains, and watershed areas.
 - a) Encourage developers to use innovative stormwater management techniques such as pervious pavement and sidewalks, bioswales, or bio-retention cells to reduce flooding and improve water quality.
 - b) Protect the Town's natural environment through orderly growth management techniques that preserve the rural character of the Town and safeguard its natural resources.
2. Identify and acquire land in strategic locations to encourage appropriate development, including open space preservation, greenways, parks and other passive recreation opportunities.
 - a) Work with planners at Western Piedmont Council of Governments to evaluate land acquisition proposals that may be eligible for Parks and Recreation Trust Fund (PARTF) or Clean Water Management Trust Fund (CWMTF) grant funding.

Economic Development

7

Economic Development

Economic Development is the process by which the local economy and the socio-economic well-being of the citizens are improved. Local governments can work with the private sector to create the kind of conditions that lead to economic growth. For example, local governments can recruit major employers to locate in suitable locations, work with existing businesses to encourage growth, or create opportunities for entrepreneurial development.

A primary goal of this plan is to evaluate the community's overall economic climate by examining local economic trends, while also assessing other key aspects that contribute to its economic success (infrastructure, commercial/industrial building stock, land use, zoning, transportation, and environment). In doing so, the plan can address the community's overall goal of strengthening and diversifying its industrial, manufacturing, commercial, and retail sectors.

Partnerships

The Caldwell County Economic Development Corporation has collaborated with many different programs and agencies to further Economic Development in the County. Burke Development, Inc. provides economic development services for Burke County, and both organizations provide ideal partnership opportunities.

Additionally, the State of North Carolina operates eight administrative regions known as Prosperity Zones. Each Zone features a one-stop, physical location, providing citizens and businesses the ability to interact with representatives from multiple state agencies. The state deploys subject matter experts in each Zone, from transportation and environmental topics to workforce development, community planning and liaisons to existing businesses in the Zones.

Location

Transportation corridors that are within relative proximity to the town include:

- Interstate 40
- US Highway 70
- US Highway 321
- NC Highway 127

The county also has two regional airports within a 30-minute drive, including Hickory Regional Airport (14 miles), Statesville Airport (20.5 miles) and Wilkes County Airport Runway (29.3 miles). The Charlotte-Douglas International Airport is 57 miles away or about an hour's drive.

Existing Industry

Manufacturing continues to employ the plurality of working Rhodhiss residents, with about a third of residents reporting working in the field. Another third of residents split the education, retail, healthcare and arts fields, with the final third making up the remainder. About 5 percent of residents work in construction.

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Economic Development: Potential Grant Funding Sources

Rhodhiss, Caldwell County and Burke County could collaborate to apply for different types of grants in the future. These funding agencies are subject to change, and in many cases, matching funds are required.

- North Carolina Department of Commerce – Rural Development Division: Economic Infrastructure Program Building Reuse Program
- North Carolina Department of Environmental Quality (DEQ): Brownfields Redevelopment Program
- U.S. Environmental Protection Agency (EPA): Brownfields Redevelopment Program
- Appalachian Regional Commission (ARC)
- U.S. Department of Agriculture (USDA)
- U.S. Economic Development Administration (EDA)

Economic Development Recommendations

1. Evaluate available properties throughout the town and encourage commercial development projects in appropriate areas as depicted on the future land use map.
 - a) Provide economic development information and local assistance to help recruit viable businesses and service industry activities.
 - b) Work closely with both County's economic development organizations to attract businesses. Support local/hometown businesses as well as working to attract external businesses.
 - c) Create commercial marketing materials to promote available commercial sites.
2. Work to attract young adults and boutique businesses by encouraging development that enhances its role as a destination.
 - a) Work to attract young adults, new residents, and tourism by increasing the number of parks, open spaces, and walking trails/sidewalks/greenways.

Marketing

8

Marketing

Marketing a town is done for many reasons, to attract businesses, new residence, visitors and events. This chapter will suggest ways to carry the Town's branding throughout the built and future landscape. The Catawba River, Horseshoe Park, Burke River Trail and the Rail Road are the greatest assets to use when marketing the Town.

Town's that take advantage of newer branding schemes and gateway signage tend to stimulate more attention attracting businesses, residences, and visitors. The branding provides a uniform look for the Town when engaging in town businesses, marketing, recruiting, and attaching businesses and residence.

History

The Town has a fascinating history helping to create the flag for the moon landing, which can be an incredible asset to market the Town. This story, which delights in illuminating a small town's part in momentous event in human history, provides excellent opportunities for Town branding. This should be capitalized upon through events, signage, landscape design, and naming of locations within town.

Catawba River, Horseshoe Park, and the Burke River Trail

With the prescribed land uses along the river the Town can maximize efforts by marketing the natural beauty and development potential. The riverfront can become a destination with strategic planning and recruitment.

The Burke River Trail is adjacent the river and connects to the existing horseshoe park. Both are ideal for prime passive recreation. Since experiencing the COVID-19 pandemic is has become more paramount for outside activity. Significant attention and investment should be placed on this continued need.

Rail Road

Looking further into the future, the Town of Rhodhiss could collaborate with surrounding governmental agencies to improve the existing rail line for freight, commuter rail, and tourist adventure. Once established as such marketing the rail line as an adventure, similar to what is found in Cordele, Georgia, could prove to be an economic driver.

Partnerships

Establishing partnerships with the Caldwell County and Burke County Visitor Bureau are key. These organizations can help promote the Town to bring in visitors, future businesses and residences. The visitor's bureau, along with the Chambers of Commerce keep an inventory of resources that can aid the town identifying possible business to attend events, sponsorships, etc...

Location

As mentioned within the Economic Development Chapter the Town of Rhodhiss has great location to airports and major highways. Location, location, location is the primary determining factor of success. The Town of Rhodhiss can be marketed as a bedroom community of Hickory with small town feel and character. Proximity, Hickory is just a short drive to a retreat in Rhodhiss. Due to the town being split by the river a new resident can choose between two school districts, Caldwell or Burke and look to locate in the appropriate county.

Marketing Recommendations

1. History: Focus on the Town's compelling history, particularly its connection to the moon landing.

- a) Continue supporting the annual Moon Festival and look to expand the event.
- b) Utilize areas within town such as the highest point for opportunity to stargaze, along the river hold a moon race – similar to boats – inserting glow-in-the-dark moon balls in the river allowing them to float from the dam to the bridge.
- c) Attract different amenities to the events such as bouncy houses, “moon walking”, and eating space ice cream. Continue to include art, music and vendors.


2. Branding: Introduce a new branding scheme and gateway signage to stimulate more attention to the Town to attract businesses, residences, and visitors.

- a) Form a sub-committee to focus on a new branding initiative and/or hire a consultant to carry the Town of Rhodhiss through the process.
- b) Use the branding throughout all endeavors – marketing event, town functions/communications, and recruitment.
- c) Carry the “moon” theme throughout the Town's gateway signage, landscaping, and branding, if appropriate. Using a naming nomenclature that coordinates with the moon theme to name locations within town.

3. Destination/Marketing:

- a) Market the natural beauty and development potential along the riverfront as a destination for retail, living and passive recreation.
- b) Collaborate with key stakeholders, such as but not limited to the Visitors Bureau and Chambers of Commerce to help with resources and promotions of events.
- c) Engage citizens in town by launching a citizen survey to obtain feedback. As part of the survey ask for open ended responses to identify community oriented needs to make the Town of Rhodhiss a more desirable place to live, work and play.
- d) Make the Town of Rhodhiss visible on social media to stimulate interest in the town and upcoming events.
- e) Work with the business and community to grow relationships, network, and obtain possible sponsorships.
- f) Market the proximity to airports, highways and larger cities.

Recommendation Table



9

LAND USE RECOMMENDATIONS

| LU - 1 | | |
|---|--|-----------|
| Strategy Narrative: | Encourage thoughtful, context-sensitive housing development that enhances the Town across neighborhoods. | |
| Key Actions: | Project Initiator(s): | |
| <ul style="list-style-type: none"> a. Encourage infill housing development on vacant or underutilized lots to fill out neighborhoods. b. Retain the small town, community atmosphere by following a transect-based pattern of intensity, with low and medium density radiating out from the center (river) of town to lower intensity predominating. c. Identify key areas of potential for higher-intensity housing in locations with existing sewer and water capacity, or the capacity for cost-effective expansion. Tie these higher- intensity locations closely with neighborhood services and businesses to reduce local traffic generation. d. Encourage new subdivision development to follow traditional neighborhood development patterns of connected streets to ensure emergency services has a means of ingress/egress, pedestrian-focused design through sidewalks, landscape and connections, and street-facing building orientation. e. Focus development and vitalization efforts on the Town's key asset areas – the riverfront, and the scenic high points. Conserve vistas at high points by focusing civic uses in these areas. f. Compile a working database of parcels and buildings in need of remediation or demolition. Use database, in line with any needed ordinance revisions, to enforce housing standards and remediate distressed housing. g. Implement a lean zoning code that allows the Town to regulate building form for protection and enhancement of neighborhood character. h. Identify possible areas for annexation and begin preliminary planning for possible development goals of those areas. | Town Council WPCOG Planning Board | |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| NCDOT Developers | <ul style="list-style-type: none"> • Identify significant properties for development • Planning staff; GIS/Mapping | 3-5 years |
| Measureable Performance Indicators: | Adoption of new codes, identifying problem housing and commercial areas, new permits and projects in key areas | |

| | | |
|---|---|---|
| LU-2 | | |
| Strategy Narrative: | Foster new commercial development that enhances job opportunities for residents and boosts the Town's quality of life. | |
| Key Actions: | | Project Initiator(s): |
| <ul style="list-style-type: none"> a. Review and update land use regulations to ensure barriers to desired development are limited, and regulations for undesirable development are hardy. b. Explore design-related guidelines and minimum standards regulating the aesthetic quality of new and existing commercial development. c. Tailor a lean zoning code to encourage small scale, incremental commercial development near neighborhoods, where compatible, to serve residents. d. Encourage continued use or adaptive reuse of existing industrial sites. | | Town Council WPCOG Planning Board |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| NCDOT Developers | <ul style="list-style-type: none"> • Planning/Town staff to conduct outreach and meetings • GIS/Mapping | 3-5 years |
| Measureable Performance Indicators: | Updating land development ordinances, identifying and addressing problem housing and commercial areas | |

| | | |
|--|--|-----------------------|
| LU-3 | | |
| Strategy Narrative: | Establish a cohesive, identifiable town center focused on the riverfront and Horseshoe Dam Park. | |
| Key Actions: | | Project Initiator(s): |
| <ul style="list-style-type: none"> a. Encourage mixed uses to locate along the riverfront, with a focus on service/destination sites and housing. b. Capitalize on Horseshoe Dam Park's prime location by pursuing a variety of investments, including both "hard" uses like sports fields and passive uses, like reading, stargazing, or walking areas. c. Tie the Park and other waterfront attractions to the Burke River Trail project, and implement a branding strategy linking the park to the Burke River Trail. d. Work with Duke Energy and other authorities to coordinate new events and unique uses along the riverfront. | | Town Council WPCOG |

| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
|---|--|---|
| NCDOT Developers NCDEQ Planning Board County Economic Development Bodies | <ul style="list-style-type: none"> Planning/Town staff GIS/Mapping Economic Development Staff | Ongoing |
| Measureable Performance Indicators: | | Attracting small businesses/grocery stores, creating a small commercial area to attract citizens, new attractions at park or on riverfront. |

TRANSPORTATION RECOMMENDATIONS

| T-1 | | |
|---|--|---|
| Strategy Narrative: | Require adequate transportation access to all new and redevelopments in order to provide orderly and efficient traffic flow and maintain current minimum design standards. | |
| Key Actions: | | Project Initiator(s): |
| a. Proactive enforcement of subdivision regulations to ensure installation of infrastructure as development occurs. b. Work with NCDOT to insure that there is proper ingress and egress (i.e. driveway permits) for commercial and industrial uses. | | Town Council WPCOG |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| NCDOT WPCOG Town/Planning Staff | <ul style="list-style-type: none"> Planning staff GIS/Mapping | Ongoing |
| Measureable Performance Indicators: | | Updated streets, new streets and sidewalks. |

| | | |
|---|---|-----------------------|
| T-2 | | |
| Strategy Narrative: | Create gateways and implement design standards that enhance streetscape and improve traffic flow. | |
| Key Actions: | | Project Initiator(s): |
| <ul style="list-style-type: none"> a. Incorporate decorative wayfinding signage to town attractions, civic space, and gathering areas. b. Prioritize a safe pedestrian and cycling connection across the bridge. c. Create gateways and enhance streetscaping along Burke Street and W. Caldwell Drive as the main thoroughfares through Town. | | Town Council WPCOG |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| NCDOT WPCOG Town/Planning Staff | <ul style="list-style-type: none"> • Planning staff • GIS/Mapping | 5-15 years |
| Measureable Performance Indicators: | New signage and streetscaping, sidewalk or mixed use pathway across the river. | |

| | | |
|---|---|-----------------------|
| T-3 | | |
| Strategy Narrative: | Explore additional mobility options in and through Town. | |
| Key Actions: | | Project Initiator(s): |
| <ul style="list-style-type: none"> a. The topography of the Town may create some hesitancy for cyclists, but the town's layout and scale is very walkable. Consider opportunities for sidewalk and trail connections throughout the Town's neighborhoods. b. Make targeted safety improvements along Burke Street and W. Caldwell Drive as primary areas for recreational cyclists, with a focus on intersection conflicts. c. Consider implementing an ordinance permitting golf carts or similar small electric vehicles for local travel. | | Town Council WPCOG |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| NCDOT WPCOG Town/Planning Staff | <ul style="list-style-type: none"> • Planning staff • GIS/Mapping | 5-15 years |
| Measureable Performance Indicators: | New shared-use paths, greenways, trail system, formal connection to Burke River Trail, adoption of golf cart/motorized vehicle ordinance. | |

PUBLIC SERVICE RECOMMENDATIONS

| PS-1 | | |
|--|--|---|
| Strategy Narrative: | Provide adequate leisure and recreational activities for all of the population – such as but not limited to the installation of pickle ball courts, playground equipment, a designated public beachfront area along the river, recreation center and programming for activities. | |
| Key Actions: | | Project Initiator(s): |
| a. Pursue the possibility of creating a greenway attraction along the waterfront, ideally on both sides of the river, with a crossing at the southern trestle, to enhance recreation and draw economic activity. b. Consider ways to provide recreation center on the land near the relocated Town Hall, with programming for older and younger citizens. | | Town Council WPCOG Planning Board |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| ARC (Appalachian Regional Commission) Town Manager CDBG WPCOG | <ul style="list-style-type: none"> Planning/Town staff Town engineer (West Consultants Inc.) | 3-5 years |
| Measureable Performance Indicators: | Developed Greenway, feasibility study of recreation center construction. | |

| PS-2 | | |
|---|--|-----------------------|
| Strategy Narrative: | Seek partnerships and opportunities to bolster and expand public service in key areas. | |
| Key Actions: | | Project Initiator(s): |
| a. Continue to support the Police, Fire, Sheriff, and EMS Departments. b. Maintain relationships with Burke County, Catawba County, Caldwell County, City of Hickory, and the Western Piedmont Council of Governments to identify opportunities for partnerships and synergies. There may be entities, than the ones listed that could help achieve goals. c. Public private partnerships can be used to make cost associated with development achievable to maximize quality of life for residences and business owners within the Town. | | Town WPCOG |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| ARC Town Manager WPCOG | <ul style="list-style-type: none"> Planning/Town staff | Ongoing |
| Measureable Performance Indicators: | Continued funding to departments, active participation in regional roundtables and projects. | |

NATURAL RESOURCES RECOMMENDATIONS

| NR-1 | | |
|--|--|--------------------------------|
| Strategy Narrative: | Encourage development that is sensitive to the natural environment and protects open space, natural vegetation, flood plains, and watershed areas. | |
| Key Actions: | | Project Initiator(s): |
| a. Encourage developers to use innovative stormwater management techniques such as pervious pavement and sidewalks, bioswales, or bio-retention cells to reduce flooding and improve water quality. b. Protect the Town's natural environment through orderly growth management techniques that preserve the rural character of the Town and safeguard its natural resources. | | Town Council Planning Board |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| Developers | <ul style="list-style-type: none"> Planning staff | 1-2 years |
| Measureable Performance Indicators: | Amendments made to Zoning and Subdivision Ordinances, measurable reductions in stormwater incidents. | |

| NR-2 | | |
|--|--|-------------------------------------|
| Strategy Narrative: | Identify and acquire land in strategic locations to encourage appropriate development, including open space preservation, greenways, parks and other passive recreation opportunities. | |
| Key Actions: | | Project Initiator(s): |
| a. Work with planners at Western Piedmont Council of Governments to evaluate land acquisition proposals that may be eligible for Parks and Recreation Trust Fund (PARTF) or Clean Water Management Trust Fund (CWMTF) grant funding. | | Town Staff Town Council WPCOG |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| WPCOG | <ul style="list-style-type: none"> Planning staff WPCOG grant writing assistance | 3-5 years |
| Measureable Performance Indicators: | Applications submitted to PARTF and CWMTF | |

ECONOMIC DEVELOPMENT RECOMMENDATIONS:

| ED-1 | | |
|--|---|---|
| Strategy Narrative: | Evaluate available properties throughout the Community and encourage commercial development projects in appropriate areas as depicted on the future land use map. | |
| Key Actions: | | Project Initiator(s): |
| a. Provide economic development information and local assistance to help recruit viable businesses and service industry activities. b. Work closely with County economic development organizations to attract businesses. Support local/hometown businesses as well as working to attract external businesses. c. Create commercial marketing materials to promote available commercial sites. | | Town Council WPCOG Planning Board |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| WPCOG Planning Board County Economic Development Agencies | <ul style="list-style-type: none"> Planning/Town staff Outreach/Marketing programs | 3-5 years |
| Measureable Performance Indicators: | Recruitment of new businesses, increase in number of jobs. | |

| ED-2 | | |
|---|---|---|
| Strategy Narrative: | Work to attract young adults and boutique businesses by encouraging development that enhances its role as a destination. | |
| Key Actions: | | Project Initiator(s): |
| a. Work to attract young adults, new residents, and tourism by increasing the number of parks, open spaces, and walking trails/sidewalks/greenways. | | Town Council WPCOG Planning Board |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| WPCOG Planning Board | <ul style="list-style-type: none"> Planning/Town staff | 3-5 years |
| Measureable Performance Indicators: | The addition of commercial or civic development projects. Commercial – defined as destination. Civic – specifically the establishment of the Burke River Trail Corridor and a portion complete. | |

MARKETING RECOMMENDATIONS:

| M-1 | | |
|---|--|---|
| Strategy Narrative: | History: Focus on the Town's compelling history, particularly its connection to the moon landing. | |
| Key Actions: | | Project Initiator(s): |
| <ul style="list-style-type: none"> a. Continue supporting the annual Moon Festival and look to expand the event. b. Utilize areas within town such as the highest point for opportunity to stargaze, along the river hold a moon race – similar to boats – inserting glow-in-the-dark moon balls in the river allowing them to float from the dam to the bridge. c. Attract different amenities to the events such as bouncy houses, “moon walking”, and eating space ice cream. Continue to include art, music and vendors. | | Town Council Planning Board or Sub-committee |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| Tourism Agency | <ul style="list-style-type: none"> • Town staff • Event Coordinator • Outreach/Marketing programs | 3-5 years |
| Measureable Performance Indicators: | Expansion of the event – participants, vendors and activities. | |

| M-2 | | |
|---|--|---|
| Strategy Narrative: | Branding: Introduce a new branding scheme and gateway signage to stimulate more attention to the Town to attract businesses, residences, and visitors. | |
| Key Actions: | | Project Initiator(s): |
| <ul style="list-style-type: none"> a. Form a sub-committee to focus on a new branding initiative and/or hire a consultant to carry the Town of Rhodhiss through the process. b. Use the branding throughout all endeavors – marketing event, town functions/communications, and recruitment. c. Carry the “moon” theme throughout the Town's gateway signage, landscaping, and branding, if appropriate. Using a naming nomenclature that coordinates with the moon theme to name locations within town. | | Town Council WPCOG Planning Board |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| Chamber of Commerce | <ul style="list-style-type: none"> • Planning/Town staff • Hired Consultant | 3-5 years |
| Measureable Performance Indicators: | Complete a branding campaign, logo and marketing materials, and further mentioned application for the Town of Rhodhiss. | |

| | | |
|---|---|--------------------------------|
| M-3 | | |
| Strategy Narrative: | Destination Marketing and Citizen Engagement: Collaborate with Citizens and strategic stakeholders to market the Town of Rhodhiss as a destination. | |
| Key Actions: | | Project Initiator(s): |
| <ul style="list-style-type: none"> a. Market the natural beauty and development potential along the riverfront as a destination for retail, living and passive recreation. b. Collaborate with key stakeholders, such as but not limited to the Visitors Bureau and Chambers of Commerce to help with resources and promotions of events. c. Engage citizens in town by launching a citizen survey to obtain feedback. As part of the survey ask for open ended responses to identify community oriented needs to make the Town of Rhodhiss a more desirable place to live, work and play. d. Make the Town of Rhodhiss visible on social media to stimulate interest in the town and upcoming events. e. Work with the business and community to grow relationships, network, and obtain possible sponsorships. f. Market the proximity to airports, highways and larger cities. | | Town Council Planning Board |
| Potential Partners: | Resources/Technical Assistance Needed: | Timeframe |
| Chamber of Commerce Visitor's Bureau | <ul style="list-style-type: none"> • Planning/Town staff • WPCOG | 1-3 years |
| Measureable Performance Indicators: | Complete a citizen engagement survey to obtain a baseline, establish a social media outlet for town promotion, and collaborate with a specific list of stakeholders on a monthly basis. | |

Appendix A: SWOT Results

| | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---------------------------------|---|---|---|--------------------|---|--------------------------|---|---|---|------------------------------------|--|--|------------------------------|---|----------------------------|---|-------------------------------------|---|--------------------------|---|-----------------------------------|--|------------------|--|
| <p style="text-align: center;">Strengths</p> <table border="1"> <tr> <td>History – Flag on the Moon and first in electricity</td> <td>5</td> </tr> <tr> <td>Catawba River- Beauty/ Resource</td> <td>4</td> </tr> <tr> <td>Recreational Opportunities</td> <td>2</td> </tr> <tr> <td>Affordability</td> <td></td> </tr> <tr> <td>Age/Population Diversity</td> <td></td> </tr> <tr> <td>Physical Growth – Annexation</td> <td></td> </tr> <tr> <td>Infrastructure is solid</td> <td></td> </tr> </table> | History – Flag on the Moon and first in electricity | 5 | Catawba River- Beauty/ Resource | 4 | Recreational Opportunities | 2 | Affordability | | Age/Population Diversity | | Physical Growth – Annexation | | Infrastructure is solid | | <p style="text-align: center;">Weaknesses</p> <table border="1"> <tr> <td>Need expanded police service</td> <td>5</td> </tr> <tr> <td>Blight/substandard housing</td> <td>4</td> </tr> <tr> <td>Walkability</td> <td>2</td> </tr> <tr> <td>Limited Land Use Control</td> <td>1</td> </tr> <tr> <td>Decline of manufacturing industry</td> <td></td> </tr> <tr> <td>Steep topography</td> <td></td> </tr> </table> | Need expanded police service | 5 | Blight/substandard housing | 4 | Walkability | 2 | Limited Land Use Control | 1 | Decline of manufacturing industry | | Steep topography | |
| History – Flag on the Moon and first in electricity | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Catawba River- Beauty/ Resource | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Recreational Opportunities | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Affordability | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Age/Population Diversity | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Physical Growth – Annexation | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Infrastructure is solid | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Need expanded police service | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Blight/substandard housing | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Walkability | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Limited Land Use Control | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Decline of manufacturing industry | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Steep topography | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p style="text-align: center;">Opportunities</p> <table border="1"> <tr> <td>More community engagement</td> <td>3</td> </tr> <tr> <td>Expanded police force</td> <td>2</td> </tr> <tr> <td>Recreation/riverside state support for trails</td> <td>2</td> </tr> <tr> <td>Leveraging history</td> <td>1</td> </tr> <tr> <td>Railroad infrastructure</td> <td>1</td> </tr> <tr> <td>Improve connectivity between/across the river</td> <td>1</td> </tr> <tr> <td>Abundant vacant land – commercial?</td> <td></td> </tr> </table> | More community engagement | 3 | Expanded police force | 2 | Recreation/riverside state support for trails | 2 | Leveraging history | 1 | Railroad infrastructure | 1 | Improve connectivity between/across the river | 1 | Abundant vacant land – commercial? | | <p style="text-align: center;">Threats</p> <table border="1"> <tr> <td>Opioid/ Drug Use</td> <td>4</td> </tr> <tr> <td>Homelessness</td> <td>4</td> </tr> <tr> <td>Stormwater Control (drinking water)</td> <td>3</td> </tr> <tr> <td>Unprepared for growth</td> <td></td> </tr> </table> | Opioid/ Drug Use | 4 | Homelessness | 4 | Stormwater Control (drinking water) | 3 | Unprepared for growth | | | | | |
| More community engagement | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Expanded police force | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Recreation/riverside state support for trails | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Leveraging history | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Railroad infrastructure | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Improve connectivity between/across the river | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Abundant vacant land – commercial? | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Opioid/ Drug Use | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Homelessness | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stormwater Control (drinking water) | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Unprepared for growth | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Appendix B: Land Use Plan Community Input Summary

Citizens drew on Town of Rhodhiss maps and identified things they would like to see as well as potential problem areas. Comments collated and summarized below:

- Focus on the Town's compelling history, particularly its connection to the moon landing
 - a. Create a floating "moon race" of rafts on the river
 - b. Begin a yearly "Moon Festival" with arts, music, and business.
 - c. Lean into the space theme through promotion of a stargazing site on Town property, such as at a park or at a high point.
- Focus on bringing new attractions to the river front area
 - a. Add retail market space and restaurants along the riverfront
 - b. Create a public boat launch on the north side of the river
 - c. Pursue a Riverwalk along the water's edge, ideally on both sides of the river
 - d. Consider a zip-line or other high adventure attraction across or at the boundary of the river
- Improve town safety and aesthetics while adding to quality of life for residents
- Enforce and update nuisance code for clearing blighted homes Target code enforcement issues in certain areas north of the river, in the vicinity of Burch, Walnut and Caldwell
- Ensure that development helps retain the small town, rural nature of the area
- Address speeding on Carolina and flooding on Ashe
- Consider addition of an indoor recreation center, perhaps by the new park

Appendix C: Pictures and Maps from Public Meeting



These are some examples of oversize printed maps which were spread along tables in the Boy Scout Center, and which citizens were encouraged to write and draw on, as well as place sticky notes. These maps were used to help inform the recommendations sections and to help create the Future Land Use Map.



Citizens gathered for debate and conversation with each other and with WPCOG staff at the Boy Scout Center at the April 7 public meeting.