

HILDEBRAN

COMPREHENSIVE PLAN



APRIL 2023



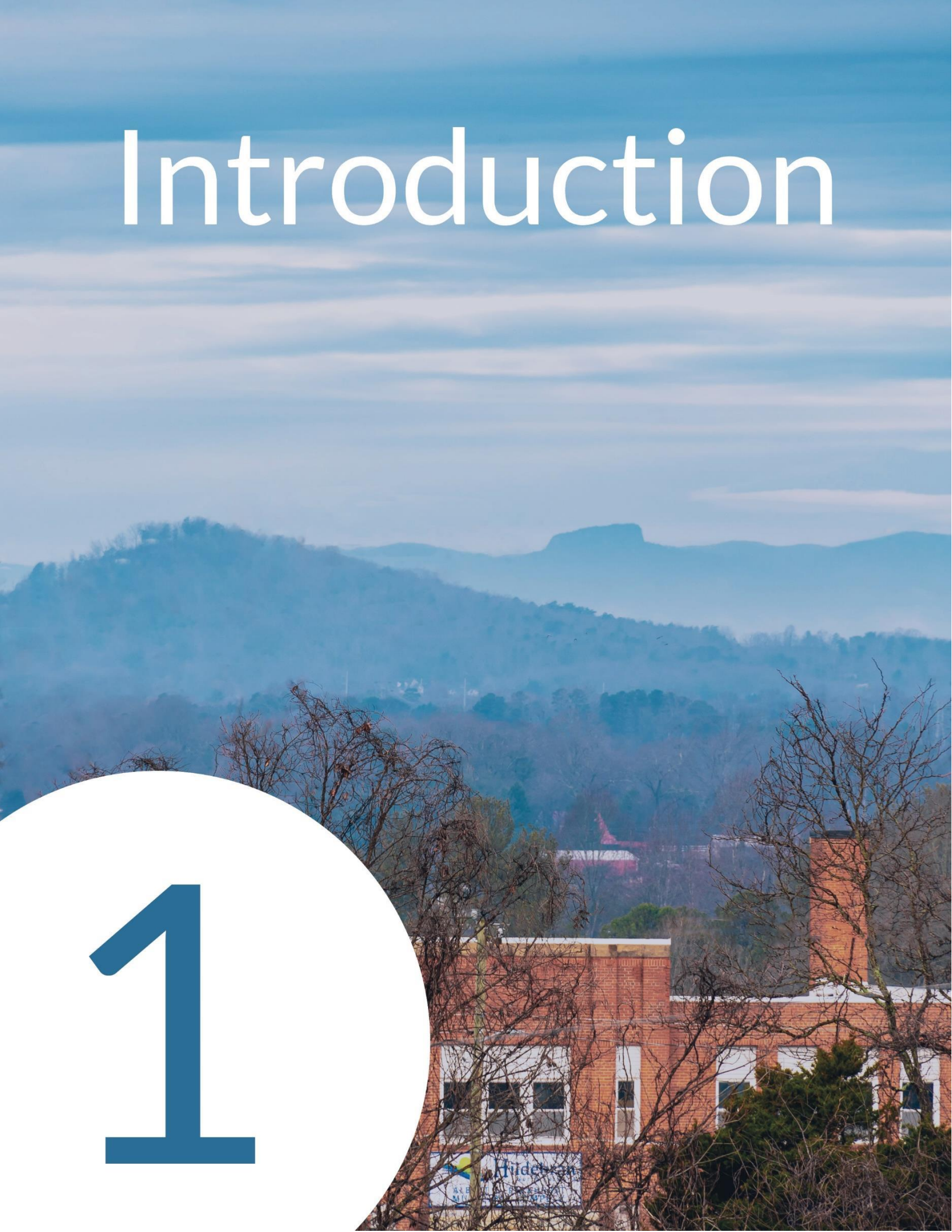
Creative Regional Solutions Since 1968

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Introduction

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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 Town of Hildebran Council and the Town of Hildebran Planning Department set the creation of this Plan in motion by partnering with the Western Piedmont Council of Governments to assist in its development.

The Town of Hildebran Comprehensive Plan is a fundamental policy document that will help guide the Town's growth and development over the next ten to twenty years. The Plan provides a vision of how the Town should look in the future and clearly defines the steps that should be taken in order to realize that vision. The Plan identifies areas where investments should occur and what type of growth should be encouraged in which areas. It establishes a roadmap for how the Town should change - and how the Town should remain unchanged. Board of Council, Planning Board and Staff can use this comprehensive plan as a guide for developing regulations, deciding rezoning cases, developing capital improvement plans, applying for grants, developing its transportation network, extending water and sewer infrastructure, amending its zoning ordinance, drafting its budget, and planning for parks. By following this Plan, the Town of Hildebran will continue to create the conditions that encourage orderly growth and economic development well into the future.

THE PLANNING PROCESS

The Hildebran Comprehensive Plan was developed by the Hildebran Comprehensive Plan Steering Committee, a 9-person group consisting of Planning Board members, Town Council, Town Manager, Town Planning Staff, and interested citizens. The Committee conducted a 12-month community outreach, education, discussion and strategic thinking process which resulted in the creation of a draft version of this Plan. The draft version was presented to the Town Planning Board, and Council. At 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. Upon adoption of this Plan by the Town Council, the Planning Board and the Town's planning staff will be charged with prioritizing and implementing the strategies proposed in this document.

CITIZEN INVOLVEMENT

Several meetings were held to provide opportunities for citizen involvement in the development of this Plan. Early in the process, a public meeting was held to gather citizen input. This public input meeting was held in the Hildebran Municipal Complex. At the meeting, participants were asked to list the Town's strengths, weaknesses, opportunities and threats. The results of the public survey are provided in Appendix A.

Near the conclusion of the planning process, a final public meeting was held to provide citizens with the opportunity to evaluate whether the draft plan reflected their concerns and interests. The final public meeting was also held in the Municipal Complex on January 11, 2023. At the final public meeting, citizens reviewed the maps and recommendations

in the draft plan and provided additional input. A formal public hearing held at the Town Council meeting provided additional opportunities for citizen input.

THE APPROVAL PROCESS

The Hildbran Steering Committee was presented the draft plan on January 30, 2023. There was a unanimous decision to approve the document and to send a recommendation for approval of the plan to the Planning Board and then to Town Council. The Planning Board reviewed and unanimously recommended the plan for Council approval during the March 7, 2023 Planning Board Meeting. The plan was then reviewed by the Town Council, and a public hearing was called to discuss the adoption of the draft plan at the Council meeting held on March 27, 2023. The plan was approved by the Town Council on April 24, 2023.

PLANNING AREA

The geographic area included in this Plan includes land located within the Town's borders which is inside the municipal limits and Extraterritorial Jurisdiction (ETJs) of the town (See Figure 1-1: Planning Area).

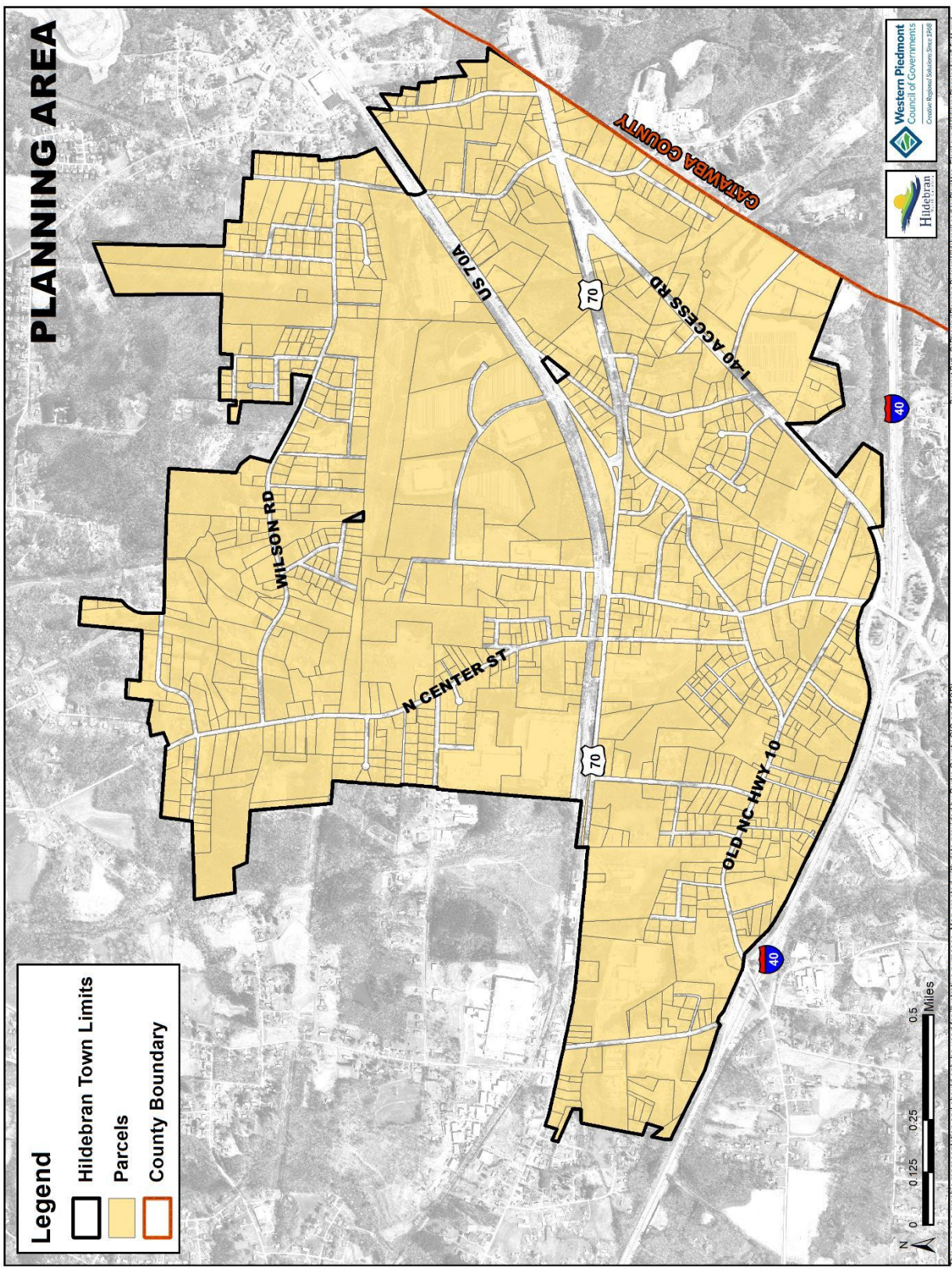
NEXT STEPS

Upon adoption of this Plan, appropriate changes will be made to the Town's Zoning and Subdivision Ordinances, and the Future Land Use section of the plan should be referenced when considering rezoning requests. Comprehensive plans are intended to be living documents. Revisions of this Plan may be necessary based on state law and changing economic conditions. The Planning Board and Town planning staff should review this document periodically to evaluate its effectiveness and to determine if revisions are necessary.

PLANNING AREA

Legend

-  Hildebran Town Limits
-  Parcels
-  County Boundary





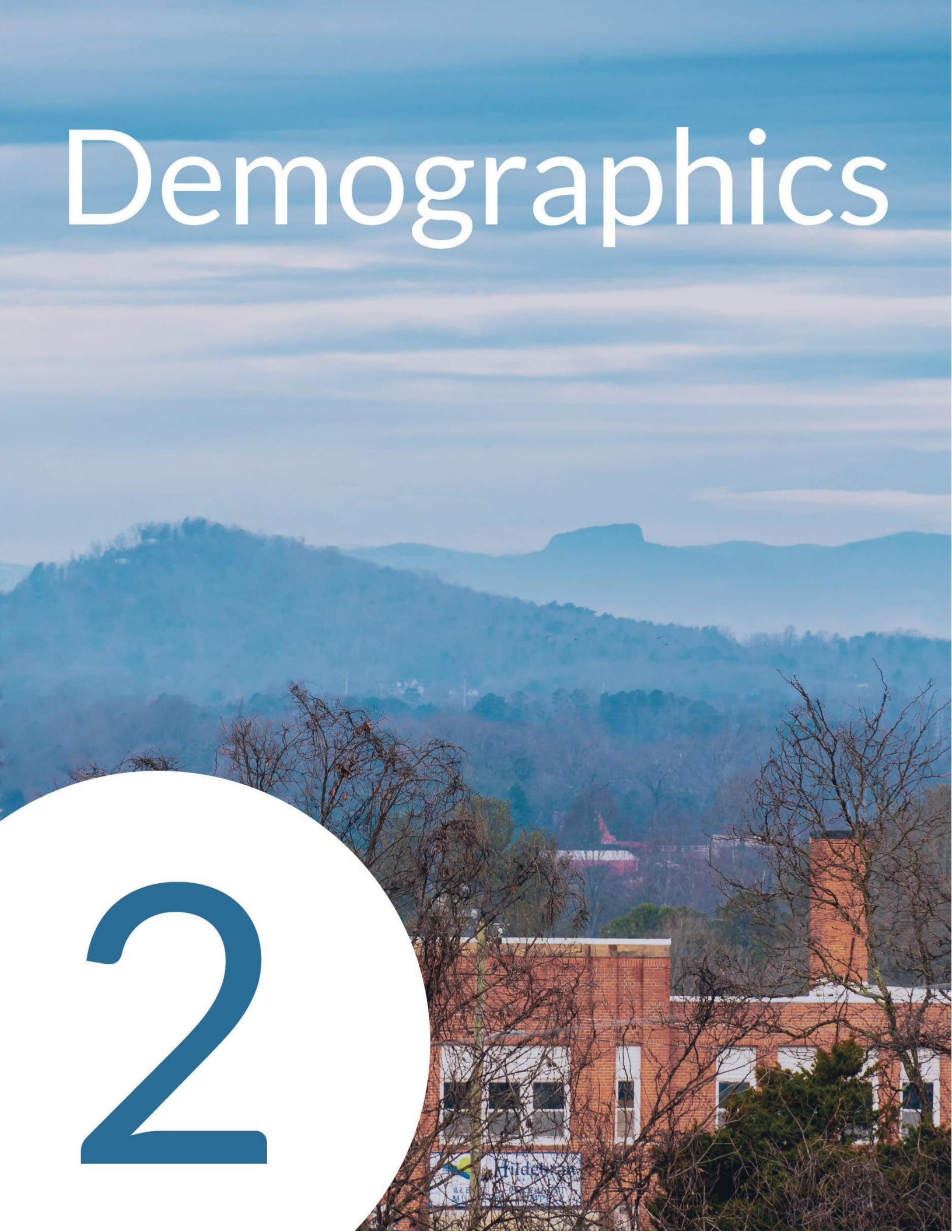
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N 0 0.125 0.25 0.5 Miles

This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by Burke County GIS and ESRI.
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Demographics

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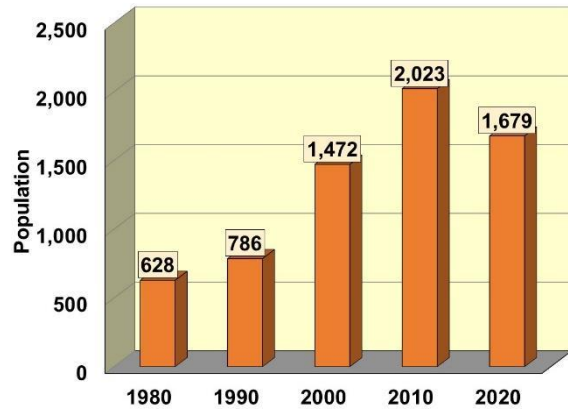


DEMOGRAPHICS

POPULATION

The 1980 Census count for Hildebran was 628 persons. Hildebran’s population grew to 786 in 1990, 1,472 in 2000, and 2,023 in 2010 before falling to 1,679 in the 2020 Census. This may be due to inability of Census workers to reach some residents who did not fill out Census forms online due to issues with Covid-19. The table below compares population changes between 2000 and 2020 for Hildebran, Burke County, the Hickory Metropolitan Statistical Area or MSA (Alexander, Burke, Burke and Catawba Counties), North Carolina and the United States. Hildebran gained 551 residents between 2000 and 2010, an increase of 37.4%. The percentage gain was higher than in Burke County (2.0%), 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 17.0% population decline in Hildebran over the past decade. Since 2010, a population drop of 3.7% occurred in Burke County, while the Hickory MSA experienced a loss of 221 people, a 0.1% decrease. 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.

Figure 1.
Hildebran Population, 1980-2020*



Source: 2020-2020 Census, US Census Bureau

Table 1. Population Comparison, 2000-2020							
Location	2000 Census	2010 Census	Change 2000-2010	% Inc.	2020 Census	Change 2010-2020	% Inc.
Hildebran	1,472	2,023	551	37.4	1,679	-344	-17.0
Burke County	89,145	90,912	1,767	2.0	87,570	-3,342	-3.7
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

As of 2020, Whites are the largest race group in Hildebran. Over 86% of the Town’s population is White. Between 2010 and 2020, the number of Whites decreased by 402 persons to 1,456. Two are more races are the Town’s largest minority group, comprising 5.1% of Hildebran’s 2020 population. The number of persons counted as two or races increased from 19 in the 2010 Census to 86 in the 2020 Census. The Town’s Hispanic population grew from 48 in 2010 to 62 in 2020.

Table 2 - Hildebran 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
Total Population	2,023	100.0	1,679	100.0	-344	-17.0
White	1,858	91.8	1,456	86.7	-402	-21.6
African American	33	1.6	21	1.3	-12	-36.4
American Indian	8	0.4	3	0.2	-5	-62.5
Asian American	75	3.7	80	4.8	5	6.7
Two or More Races	19	0.9	86	5.1	67	352.6
Some Other Race	30	1.5	32	1.9	2	6.7
Hispanic (Any Race)	48	2.4	62	3.7	14	29.2
White, (Not Hispanic)	1,845	91.2	1,450	86.4	-395	-27.2

Source: 2010 and 2020 Census, US Census Bureau.

Age group population data for Hildebran from 2010 to the 2015-2019 ACS is displayed in Table 3. Some age groups gained population between 2010 and 2016-2020, while others experienced declines. The older age groups in Hildebran have had the some of the most significant population gains since 2010 due to the aging of the “Baby Boomers.” The number of people in the 65 to 74 age group, for example, grew by 70 between 2010 and 2015-2019 to 273 persons. The number of people in the 55 to 59 age group grew by 31 between 2010 and 2015-2019.

Table 3 - Hildebran Population by Age Group, 2010 Census to 2015-2019 American Community Survey (ACS)				
Age Group	2010 Census	2015-2019 ACS Estimate	Change 2010 Census to 2015-2019 ACS	% Change 2010 Census to 2016-2020 ACS
Under 5 Years	118	93	-25	-21.2%
5 to 9 Years	124	92	-32	-25.8%
10 to 14 Years	121	140	19	15.7%
15 to 19 Years	116	79	-37	-31.9%
20 to 24 Years	112	136	24	21.4%
25 to 34 Years	239	176	-63	-26.4%
35 to 44 Years	262	192	-70	-26.7%
45 to 54 Years	310	270	-40	-12.9%
55 to 59 Years	119	150	31	26.1%
60 to 64 Years	104	64	-40	-38.5%
65 to 74 Years	203	273	70	34.5%
75 to 84 Years	147	114	-33	-22.4%
85 Years and Over	48	55	7	14.6%
Total	2,023	1,834	-189	-9.3%

Source: 2010 Census and 2015-2019 American Community Survey, US Census Bureau.

The largest population loss between 2010 and 2015-2019 was in the age 35 to 44 group. The population of the 35 to 44 group decreased from 262 in 2010 to 192 in 2015-2019. Besides population losses in the 25 to 34 and age cohort, population declines also has occurred in two of the youngest age groups (the under age 5, and age 5 to 9 cohorts). The

population of the under age 5 and age 5 to 9 groups in Hildebran decreased by 21.2% and 25.8% respectively between 2010 and 2015-2019.

The impacts of the decreasing older labor force (age 45 to 54 and 60 to 64) populations on median age can be seen in Table 4. Between 2000 and 2010, the median age in Hildebran rose by 2.3 years to 42.0. Hildebran’s median age has increased since 2010 to 46.8 years. The Town’s median age is currently higher than Burke County, Hickory MSA, North Carolina and the United States.

Table 4 - Median Age, 2000 Census to 2015-2019 ACS					
Location	2000 Census	2010 Census	% Change	2016-2020 ACS	% Change
Hildebran	38.5	42.0	9.1	46.8	11.4
Burke County	36.9	41.2	11.7	46.2	12.1
Hickory MSA	36.7	40.5	10.4	43.3	6.9
NC	35.3	37.4	5.9	39.1	3.7
US	35.3	37.2	5.4	38.5	2.4

Source: 2000, 2010 Census and 2015-2019 American Community Survey.

Age group projections are not available for Hildebran. The NC Office of State Management and Budget, however, has generated age group projections for Burke County (Table 5). 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 County from 2000 to 2010 will lead to population declines in the 55 to 59 and 60 to 64 groups through 2041. The population of the age 20 to 24 and 25 to 34 cohorts is anticipated to decrease by more than 12.5% and 2.2% respectively between 2021 and 2041.

Table 5 - 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.

HOUSEHOLD INCOME

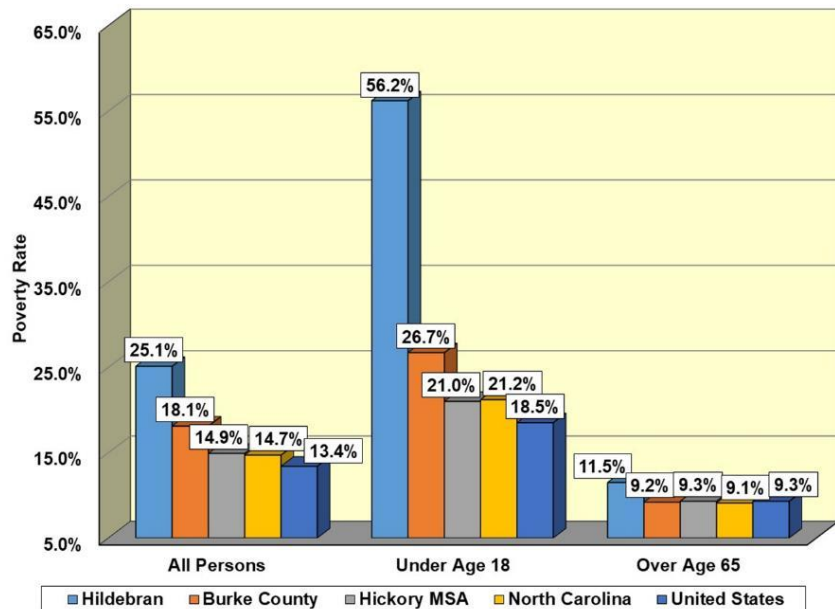
Hildebran household income data from the 2015-2019 American Community Survey (ACS) is revealed in the table below. About 33% of Hildebran’s households in 2015-2019 earn less than \$25,000 a year, while 25% of households earn between \$25,000 and \$50,000 per year. Another 28% of households had incomes from \$50,000 to \$100,000 per year. About 13.5% of Hildebran’s households make more than \$100,000 per year.

Table 6. Hildebran Income Statistics, 2015-2019 ACS		
Households	2015-2019 ACS	% of Households
Total Households	822	100.0
Households Earning Less than \$25,000	278	33.8
Households Earning between \$25,000 and \$50,000	203	24.7
Households Earning between \$50,000 and \$100,000	230	28.0
Households Earning more than \$100,000	111	13.5
Median Household Income	\$40,357	

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 Hildebran show that 25.1% of the population were at or below the poverty level. The Town’s poverty rate was higher than the Burke County, the Hickory MSA, North Carolina or the United States poverty rate.

**Figure 2.
Poverty Rate Comparison, 2015-2019 ACS**



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

EMPLOYMENT

Employment by industry of Hildebran residents from the 2015-2019 American Community Survey is shown in the table below. About 30.5% of total employment in 2015-2019 was in the manufacturing industry. Another 17.5% of employed persons worked in the education and health care industry. About 12.7% of Hildebran workers were in the retail trade industry.

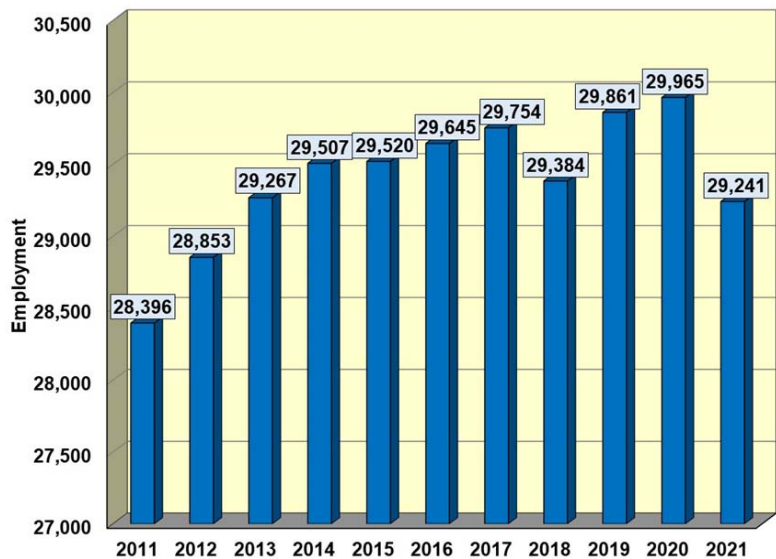
Table 7 - Hildebran Employment by Industry, 2015-2019 ACS		
Industry	2015-2019 ACS	% of Employed Population
Employed Population	754	100.0
Agriculture	0	0.0
Construction	82	10.9
Manufacturing	230	30.5
Wholesale Trade	39	5.2
Retail Trade	96	12.7
Transportation/Warehousing/Utilities	18	2.4
Information	7	0.9
Finance/Insurance/ Real Estate	6	0.8
Professional Services	62	8.2
Education and Health Care	132	17.5
Arts/Entertainment/Recreation	43	5.7
Other Services	39	5.2
Public Administration	0	0.0

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

Data on the total number of jobs in Hildebran is unavailable, but employment data is available for Burke County. 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.

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

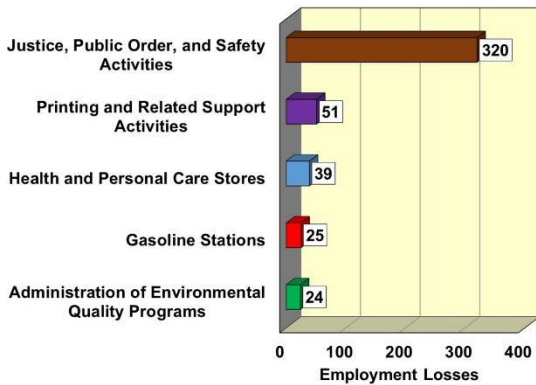
Figure 3.
Burke County Employment, 2nd Qtr. 2011-2021



Source: NC Labor and Economic Analysis Division, 2022.

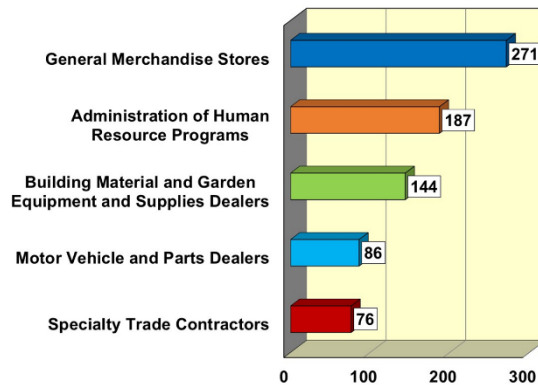
Over the past decade, the biggest employment losses in Burke County have occurred in Justice, Public Order, and Safety Activities (320). The largest employment gains occurred in General Merchandise Stores (271), and Administration of Human Resource Programs (187).

Figure 4.
Burke Co. Employment Losses by Industry Sector,
2nd Qtr. 2010-2021



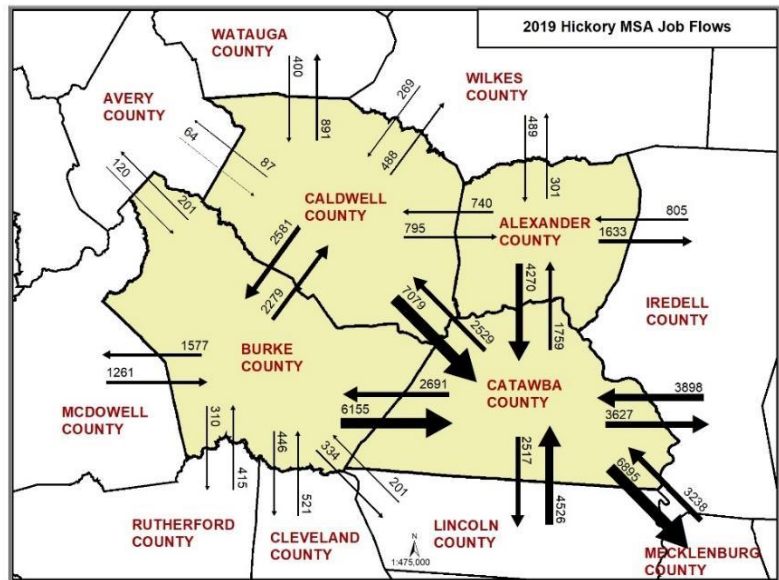
Source: NC Labor and Economic Analysis Division, 2022.

Figure 5.
Burke Co. Employment Gains by Industry Sector,
2nd Qtr. 2010-2021



Source: NC Labor and Economic Analysis Division, 2022.

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

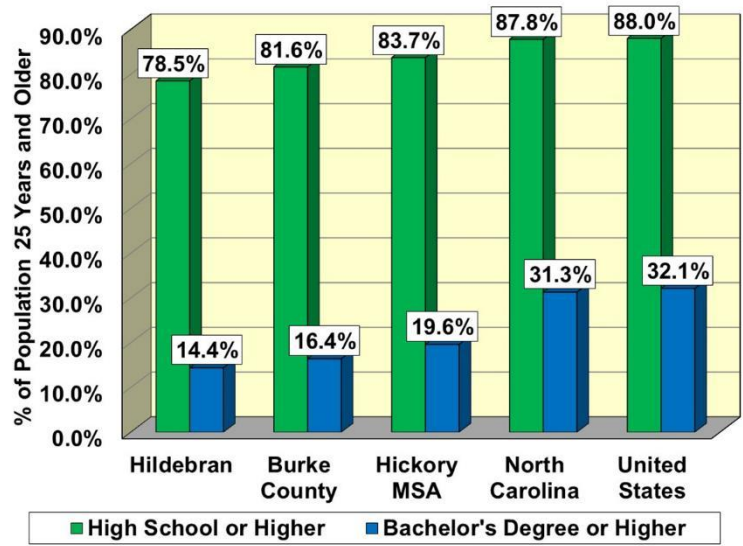


Source: On the Map Application, US Census Bureau.

EDUCATIONAL ATTAINMENT

Data from the 2015-2019 American Community Survey indicates that 78.5% of Hildebran’s population age 25 and older has an educational attainment level of high school (or equivalent) or higher, with 14.4% having a bachelor’s degree or higher. Hildebran has a lower high school or higher and bachelor’s degree or higher (over age 25) educational attainment rate than Burke County, the Hickory MSA, North Carolina and the United States.

Figure 6.
Educational Attainment, 2015-2019 ACS

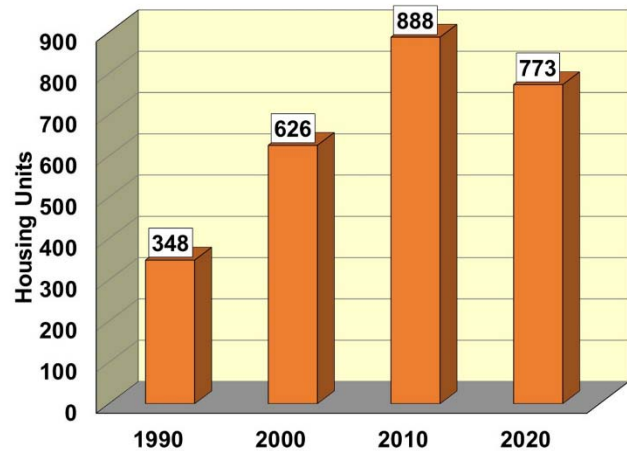


Source: 2015-2019 American Community Survey, US Census Bureau.

HOUSING

The number of housing units in Hildebran increased from 348 in 1990 to 773 in 2020. Census results for Hildebran show a gain of 262 homes between 2000 and 2010, with a net loss of 115 housing units from 2010 to 2020. Hildebran’s 41.9% percentage housing growth between 2000 and 2010 was higher than Burke County, Hickory MSA, North Carolina and the United States. Hildebran’s housing change rate between 2010 and 2020 (-13.0%) was lower than housing change rates in Burke County, Hickory MSA, North Carolina and the United States.

Figure 7.
Hildebran Housing Units, 2000-2020



Source: 1990-2020 Census, US Census Bureau.

Table 8.							
Change in Total Housing Units, 2000-2020							
Location	Census 2000*	Census 2010	Change 2000-2010	% Inc.	Census 2020	Change 2010-2020	% Inc.
Hildebran	626	888	262	41.9	773	-115	-13.0
Burke County	37,427	40,879	3,452	9.2	39,525	-1,354	-3.3
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 percentage of renter-occupied units in Hildebran decreased slightly between the 2010 Census (29.8%) and the 2015-2019 ACS (29.4%). As of 2015-2019, Hildebran had a higher percentage of renter-occupied housing than Burke, County and the Hickory MSA, but a lower percentage than North Carolina or the United States.

Table 9.				
Percent Renter-Occupied Units, Census 1990 to the 2015-2019 American Community Survey (ACS)				
Location	1990 Census	2000 Census	2010 Census	2015-2019 ACS
Hildebran	29.3	30.8	29.8	29.4
Burke County	25.2	25.9	27.7	26.1
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.

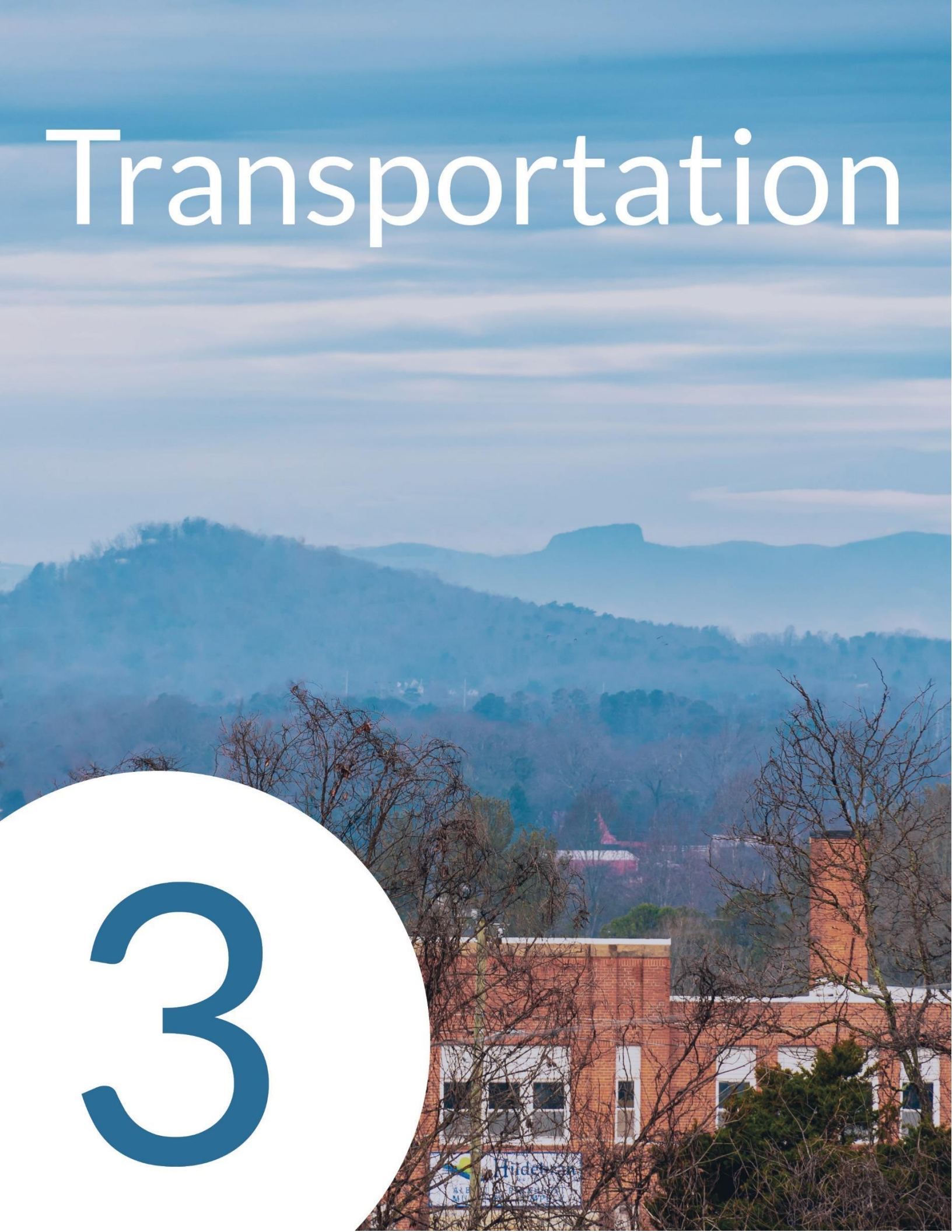
A significant increase in the median value of owner-occupied housing units in Hildebran occurred between the 2000 Census and the 2006-2010 American Community Survey (ACS) (28.5%). Median housing value grew 29.4% to \$138,200 between the 2006-2010 ACS and the 2015-2019 ACS. Burke County median home values grew from \$108,800 in 2006-2010 to \$120,700 in 2015-2019. Median home values gained 11.0% and 15.7% in the Hickory MSA and North Carolina respectively from 2006-2010 to 2015-2019. The 2015-2019 ACS Hildebran median owner-occupied housing value was much higher than Burke County, but was lower than the Hickory MSA, North Carolina and the United States median owner-occupied housing value.

Table 10.					
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
Hildebran	\$83,100	\$106,800	28.5	\$138,200	29.4
Burke County	\$85,900	\$108,800	26.7	\$120,700	10.9
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, 2006-2010 and 2015-2019 ACS, US Census Bureau.

Transportation

3



TRANSPORTATION

During the development of this plan, the Steering Committee and the Citizens of Hildebran expressed their desire for the Town to maintain its small-town atmosphere – while also planning for a future transportation network that is efficient, offers a range of route options, promotes a mixture of land uses, and furthers the Town’s economic development goals. To achieve these ends, this plan examines the needs of all transportation system users (drivers, pedestrians, wheelchair users, and bicyclists).

TRANSPORTATION & DESIGN POLICIES

Transportation policies help guide which improvements are made to existing roadways and also set standards for new projects. Policies are in place that require streets to be planned, designed, operated, and maintained to enable safe and convenient travel for all users – regardless of their mode of transportation or ability.

State and Regional Transportation Policies	
Policy	Policy Description
Complete Streets Policy	This 2019 policy requires NCDOT planners and designers consider and incorporate multimodal facilities in the design and improvement of all appropriate transportation projects in North Carolina. Examples of multimodal facilities include sidewalks, multi-use paths and bike lanes
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.
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.

TRANSPORTATION PLANNING & COMPLETE STREETS

NCDOT’s Complete Streets Policy requires that NCDOT planners and designers consider and incorporate “multimodal facilities” into the design and improvement of all appropriate transportation projects. Examples of multimodal facilities include roads with sidewalks, multi-use paths, bike lanes and wheelchair accommodations.

Importantly, when a state-maintained road is identified for improvements through the project prioritization process – and a locally adopted plan contains specific recommendations for complete street facilities on that road, NCDOT will fully fund the cost of designing, acquiring right of way, and constructing those facilities (not including elements identified as betterments). *However, the local government is required to enter in to a long-term maintenance agreement for all complete street improvements.*

Complete Street Cost Share			
Facility Type	In Plan	Not in Plan, but Need Identified	Betterment
Pedestrian Facility	NCDOT pays full	Cost Share	Local
On Road Bicycle Facility	NCDOT pays full	NCDOT pays full	Local
Separated Bicycle Facility	NCDOT pays full	Cost Share	Local
Greenway Crossing	NCDOT pays full	Cost Share	Local
Transit Facility*	NCDOT pays full	Cost Share	Local

If an improvement is identified during the project prioritization process, but is not included in a local plan, a cost sharing arrangement can be implemented. The amount of cost share is based on the local government’s population.

Cost Share Formula		
Jurisdiction Population*	Cost Participation	
	NCDOT	Local
> 100,000	80%	20%
50,000 to 100,000	85%	15%
10,000 to 50,000	90%	10%
< 10,000	95%	5%
<i>*For counties, the non-municipal county population, OSBM</i>		

It is very important for the Town of Hildebran to identify projects with complete street improvements early in the planning process. The Town should work closely with the Greater Hickory Metropolitan Planning Organization (GHMPO) throughout all phases of the project prioritization process to ensure that any desired complete street improvements are included in projects.

IMPROVING AREA ROADS

Jointly adopted in 2018, the 2045 Metropolitan Transportation Plan (MTP) and the Comprehensive Transportation Plan (CTP) recommended several transportation improvement projects in Hildebran. Both the MTP and CTP are developed by the GHMPO, in close consultation with locally elected and appointed officials, Town of Hildebran staff and NCDOT staff. The MTP is a document that identifies transportation projects in the region within a 25+ year time frame. It is “fiscally constrained”, which means that the costs for projects identified in the MTP must balance with forecasted state revenues. The CTP looks much farther into the future (30+ years), and identifies projects in a more general way based on projected long-term growth trends and anticipated land use changes. Unlike the MTP, there are no cost constraints in the CTP – it is more of a long-term wish list.

MTP RECOMMENDED PROJECTS:

Old NC 10 at Interstate 40 (Exit 118)

- Construct interchange improvements. The project is currently designated by NCDOT as being “For Delivery” in NCDOT’s draft 2024-2033 State Transportation Improvement Program (STIP).

CTP RECOMMENDED PROJECTS:

2nd Avenue Extension

- Extension of 2nd Avenue from Cape Hickory Road to North Center Street and to Mount Harmony Road

US 70 from the I-40 Access Road to Tex’s Fish Camp Road

- Needs improvements

I-40 Access Rd from US 70 to South Center Street

- Needs improvements

Construction of Connector Road from US 70 at Tex’s Fish Camp Road to Old NC 10







- New road construction

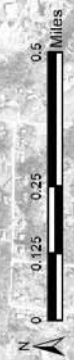
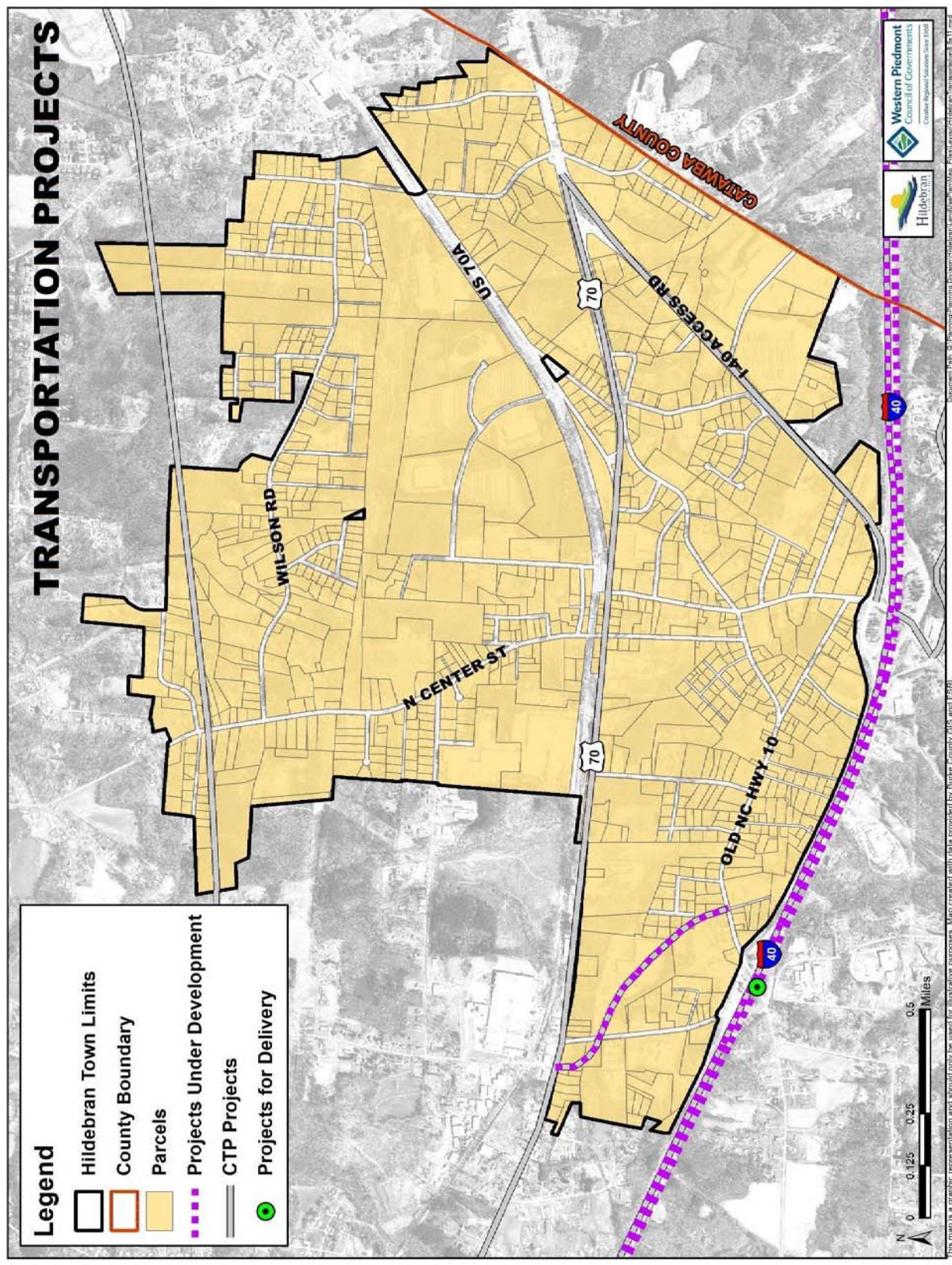
CURRENT LOCALLY ADMINISTERED PROJECTS PROGRAM (LAPP): SIDEWALK EXTENSION:

- Sidewalk extension on Main Avenue East from 2nd Street SE to apartments

TRANSPORTATION PROJECTS

Legend

-  Hidebran Town Limits
-  County Boundary
-  Parcels
-  Projects Under Development
-  CTP Projects
-  Projects for Delivery



This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by Boone County GIS and ESRI.

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MTP & CTP PROJECT DISCUSSION

The MTP and CTP projects listed above were originally conceptualized when NCDOT’s revenue stream was relatively stable. However, NCDOT has experienced major funding challenges over the last several years: the COVID-19 pandemic has impacted gasoline tax revenues, land acquisition costs have dramatically increased, and the costs of construction materials have risen. NCDOT has been forced to re-evaluate the cost effectiveness and viability of many projects across the state. The combination of reduced revenues and increased project costs will impact the types of projects NCDOT will be able to fund over the next several years.

The Town of Hildebran should work closely with the GHMPO to identify future projects that will address the Town’s transportation needs and also align with NCDOT’s ability to provide funding. For example, smaller – but impactful – projects that improve safety, accessibility, efficiency and connectivity should be identified. These projects could include turn lanes, multi-use paths for pedestrians and bicyclists, and intersection improvements. In addition, identifying improvements to shorter road segments that will address multiple needs are more likely to be considered by NCDOT. The projects that provide the most “bang for the buck” are the ones that will have a better chance to secure funding from NCDOT going forward.



Rendering of a road with a bike lane, sidewalk and multiuse path.

BICYCLE & PEDESTRIAN IMPROVEMENTS

Hildebran has a well-developed sidewalk network, and completed a Comprehensive Pedestrian Master Plan in 2010 that identified opportunities for a range of improvements to the network. The Town should continue to follow the recommendations in that plan, while also being certain to take advantage of other opportunities as they arise.

The Town should work with NCDOT to extend sidewalks or multiuse paths along Old NC 10 from the planned new interchange at Exit 118 to the sidewalk’s current terminus at 3rd Street SW. In addition, the Town should work with NCDOT and private developers to ensure that sidewalks are constructed on the north side of US 70 as the currently vacant industrial land parcels are redeveloped. Finally, the Town should work with NCDOT to include multiuse paths or bicycle lanes on North Center Street from US 70 to town limits. Doing so will improve safety and connectivity for pedestrians and bicyclists traveling between retail locations, residential areas, parks and workplaces.

LAND USE, DENSITY & TRANSPORTATION PLANNING



Rendering of busy road corridor with landscaping, trees, sidewalk and multi-use path.

Land use patterns make significant impacts on how people travel within a community. The integration of transportation and comprehensive planning can lead to the creation of more transportation choices for people to use while getting around. When popular destinations are placed closer to one another, there are more ways that people can access them – including drivers, pedestrians, wheel chair users, and cyclists.

For example, an office will likely generate trips that begin in residential areas and end at the office. The type of trips that occur are the result of the office's location relative to the residential area. If the office is a long distance from residential areas, then employees will likely use their vehicles to get to work. If the office is nearby, employees may decide to walk or ride their bicycles to work – provided that sidewalk, shared use paths or bicycle lanes are in place. This is just one example of how decision makers in Hildebran can think about land use – and how it relates to transportation planning.

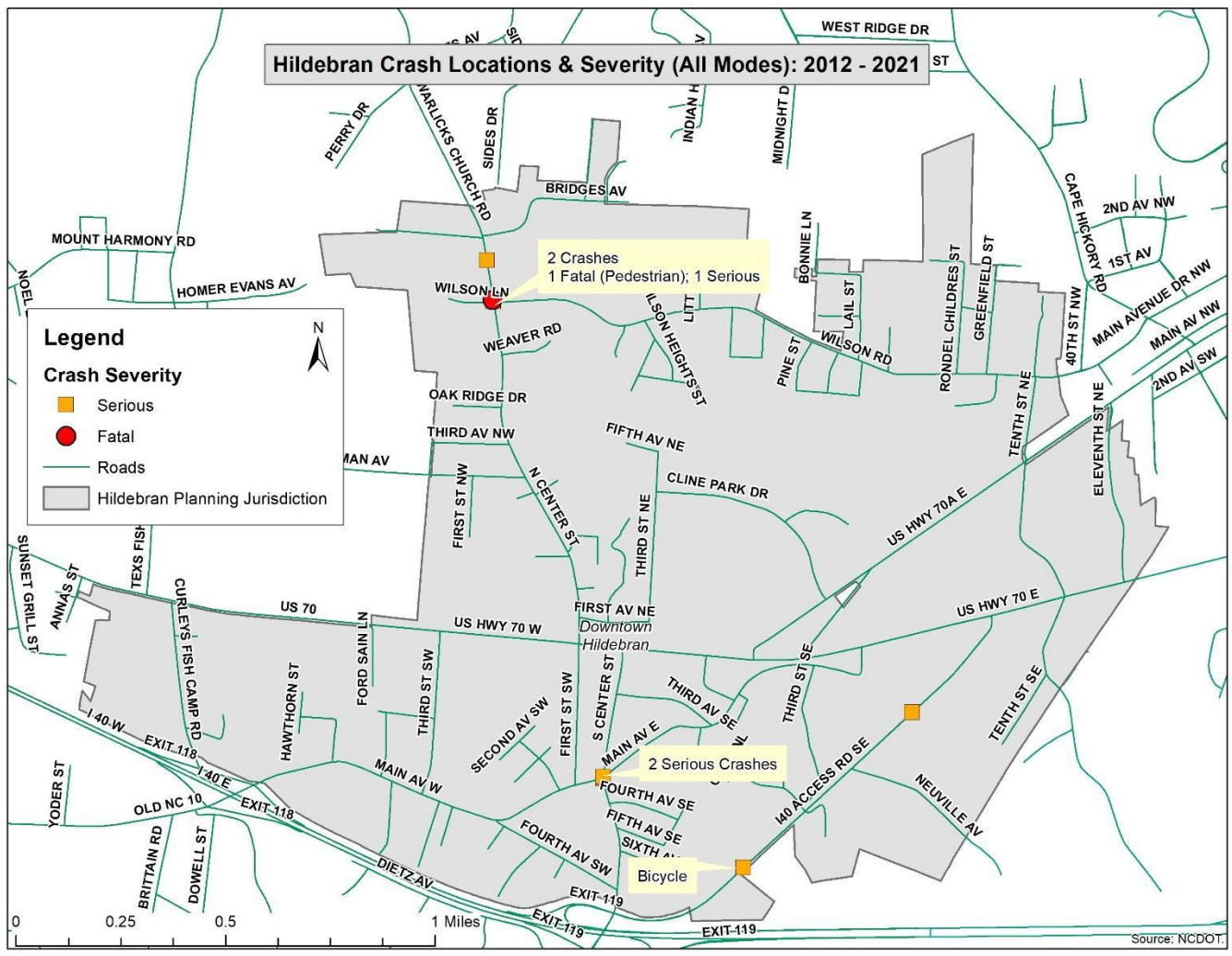
While the locations of different land uses relative to one another is a significant factor in planning for accessibility, so is development density. Dense residential neighborhoods or areas with a high concentration of office, institutional or manufacturing uses require careful consideration of vehicular access needs as well as the needs of pedestrians and/or bicyclists. Where feasible, Hildebran should encourage mixed land usage as a way to reduce vehicle trips and lower the costs of transportation projects. Hildebran should also encourage growth where there are existing job concentrations or in clusters along existing regional transportation corridors, like US 70.

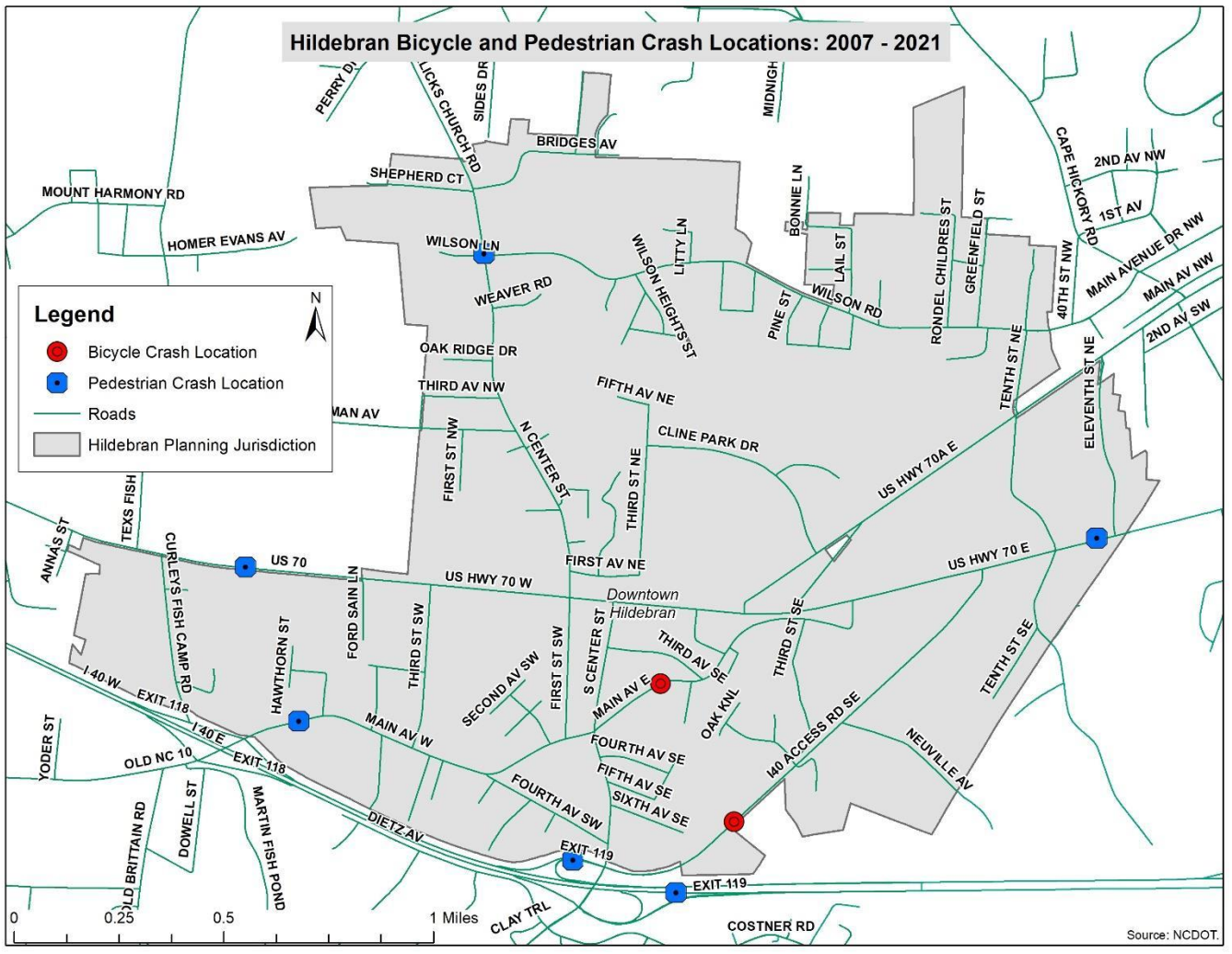
ROAD DESIGN, LANDSCAPING & TRANSPORTATION PLANNING

The design and function of roads can have a significant impact on the identity and character of corridors (like US 70), neighborhoods, and even entire cities or towns. While multilane roads like US 70 may efficiently move large volumes of vehicular traffic, they can also lead to speeding or create areas that are less visually appealing. Studies have shown that incorporating landscape and streetscape elements (trees, shrubbery, etc.) along roads can help reduce vehicle speeds. These elements can also create a sense of civic pride and provide a pleasant experience for visitors. In short, a carefully planned transportation network can play a major role in making a positive contribution to any community's overall quality of life.

SAFETY & TRANSPORTATION PLANNING

Safety is the most important aspect of transportation planning. It is important to examine how the safety of the Town's transportation network may be affected by growth and new development – and it is equally important to evaluate if shorter term improvements need to be made in order to improve safety. Safety improvement projects (referred to as “modernization projects” by NCDOT) can include the construction of new turn lanes, the straightening of curves, the installation of rumble strips, and other improvements. Map Hildebran Crash locations, shows the severity of crashes in Hildebran from 2012 to 2021, and Map Bicycle and Pedestrian, shows pedestrian and bicycle crashes in Hildebran from 2007 to 2021. The Town should consult these maps when considering intersection improvements and other transportation improvement projects. These maps can also be used to evaluate requests for new developments and/or land use changes.





SOCIAL EQUITY, COMMUNITY HEALTH & TRANSPORTATION PLANNING

Socioeconomic health is impacted by where we live, learn, work and play. Hildebran’s transportation system makes up a large part of the Town’s physical environment, and is therefore a major social and economic determinant of the community’s overall health:

- **Social equity:** the construction of safe and equitable transportation infrastructure (for vehicles, pedestrians, wheel chair users and bicyclists) helps create economic and social opportunities for users, regardless of income, age or ability.
- **Physical activity/obesity:** the increased availability of safe and equitable transportation infrastructure and the resulting connectivity improvements to popular destinations can encourage residents to become more active.
- **Air pollution and associated respiratory and heart diseases:** the increased availability of additional transportation options can help reduce traffic congestion and vehicle trips – and reduce air pollution.

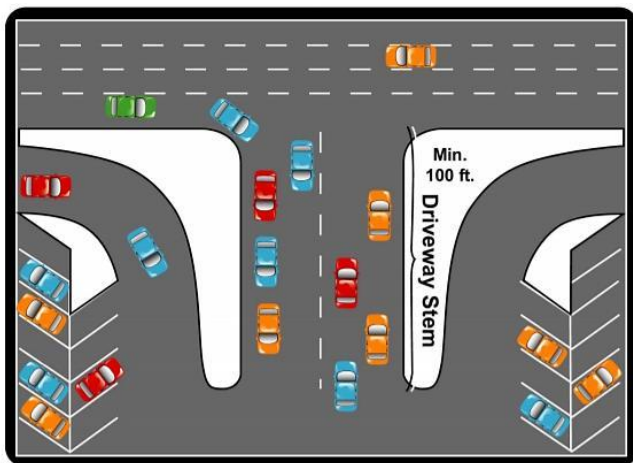
As the Town evaluates future transportation improvement projects, it should consider how to improve connections to key community destinations (like grocery stores, schools, the library and parks). The Town will need to continue to address gaps in its pedestrian network, to ensure that each neighborhood resident has a safe way to access the benefits of the community.

ACCESS MANAGEMENT, SITE DESIGN & TRANSPORTATION PLANNING

Drivers need safe and efficient ways to access roads from adjacent land uses. The way in which this access is provided can have a significant impact on traffic flow, crashes, and bicycle/pedestrian safety. For example, determining the number and spacing of driveway cuts at a new shopping plaza which is located along a main road is a type of access management.

If a shopping plaza has only one entry/exit point leading to a main road, drivers on the main road will only have to focus on the vehicles which are using that one entry/exit point. Conversely, if a shopping plaza has multiple entry/exit points, drivers on the main road and pedestrians using sidewalks will have to focus on all of the vehicles using each of those entry/exit points, potentially increasing the number of crashes. In this example, using one access point would likely reduce the potential for crashes, while also improving traffic flow on the main road. An example like this could be applied to new developments along the US 70 corridor.

The type of access management needed will vary significantly based on land uses and road types. Comprehensive plans need to consider how vehicular access requirements will be influenced by individual land use activities.



Effective access management methods include:

- Limiting driveway cuts.
- The placement of medians to prevent unsafe turning.
- Constructing safe vehicle turn lanes.
- Allowing vehicles to move between adjacent developments via parking lots or access roads, rather than getting back on the main road to do so.

The Town should continue to work with developers and NCDOT to ensure that effective access management methods are used – particularly along the US 70 corridor. The location and design of building sites (next to roads) can also significantly impact traffic flow. When buildings are located closer to roads, drivers tend to slow down – because the closer proximity to the buildings makes drivers more aware of their surroundings. Drivers feel more “friction” because buildings are closer. Conversely, buildings placed farther back from the road, behind parking lots, often make drivers feel that they can exceed speed limits. The Town of Hildebran should encourage developers to locate buildings closer to the roadway along main corridors (like US 70), while also placing parking lots behind buildings. This could also have

the added benefit of creating a green space between roads and buildings, which can be used to build safer sidewalks or multi-use paths – as well as landscaping.

TRANSIT SERVICE & TRANSPORTATION PLANNING

Public transportation is a lifeline for many citizens in the Western Piedmont region. Transit services connect people to jobs, schools, grocery stores, medical care, recreational areas, and family. The Western Piedmont Regional Transit Authority (WPRTA) serves the region (operating as “Greenway Public Transportation”). Greenway Public Transportation provides Demand Response Van Service for communities in Burke County, and fixed route “flex” service in Morganton. The van service must be scheduled 72 hours in advance. Other new services that could be developed in the region were cited in the GHMPO’s 2021 Local Coordinated Transportation Plan. That 2021 regional transit plan specifically listed connectivity between Hildebran and Hickory as a key recommendation for future transit service.

OTHER TRANSPORTATION PLANS

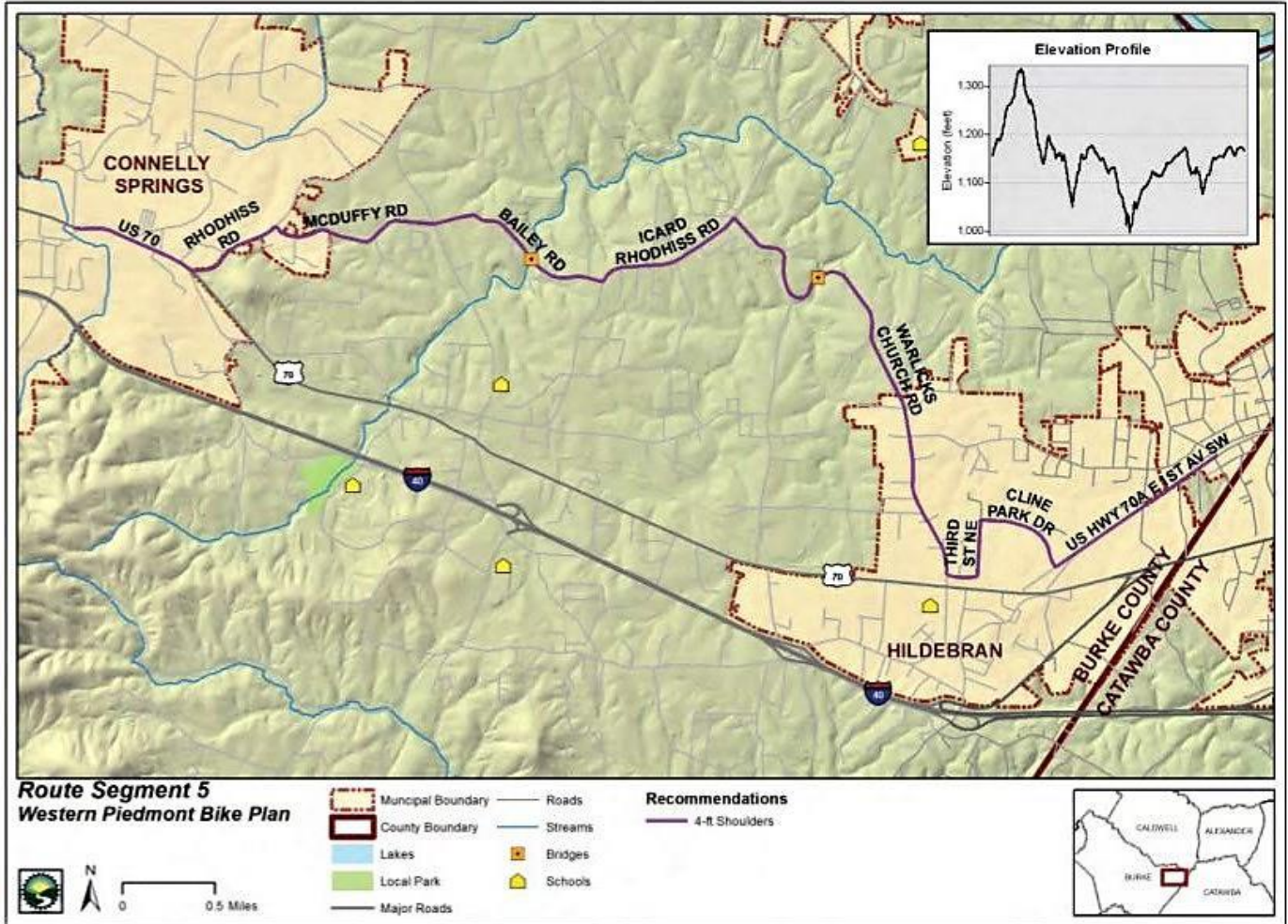
The Western Piedmont Bicycle Plan, adopted in 2016, identifies high, medium, and low priority bicycle routes throughout the region. The plan identifies a route segment in Hildebran:

WPCOG BICYCLE PLAN

Route Segment 5: connects Hildebran to Long View and Connelly Springs via US 70, Rhodhiss Road, McDuffy Road, Bailey Road, Icard Rhodhiss Road, Warlicks Church Road, North Center Street in Hildebran, First Avenue Northeast in Hildebran, Third Street Northeast in Hildebran, Cline Park Drive, US 70A, and 1st Avenue Southwest in Burke County.

2010 COMPREHENSIVE PLAN

In 2010, the Town adopted a Comprehensive Pedestrian Master Plan. The plan contains numerous recommendations that should continue to inform Hildebrand’s overall planning efforts, although priorities and funding options may have changed since its completion.



COMMITTEE DISCUSSION

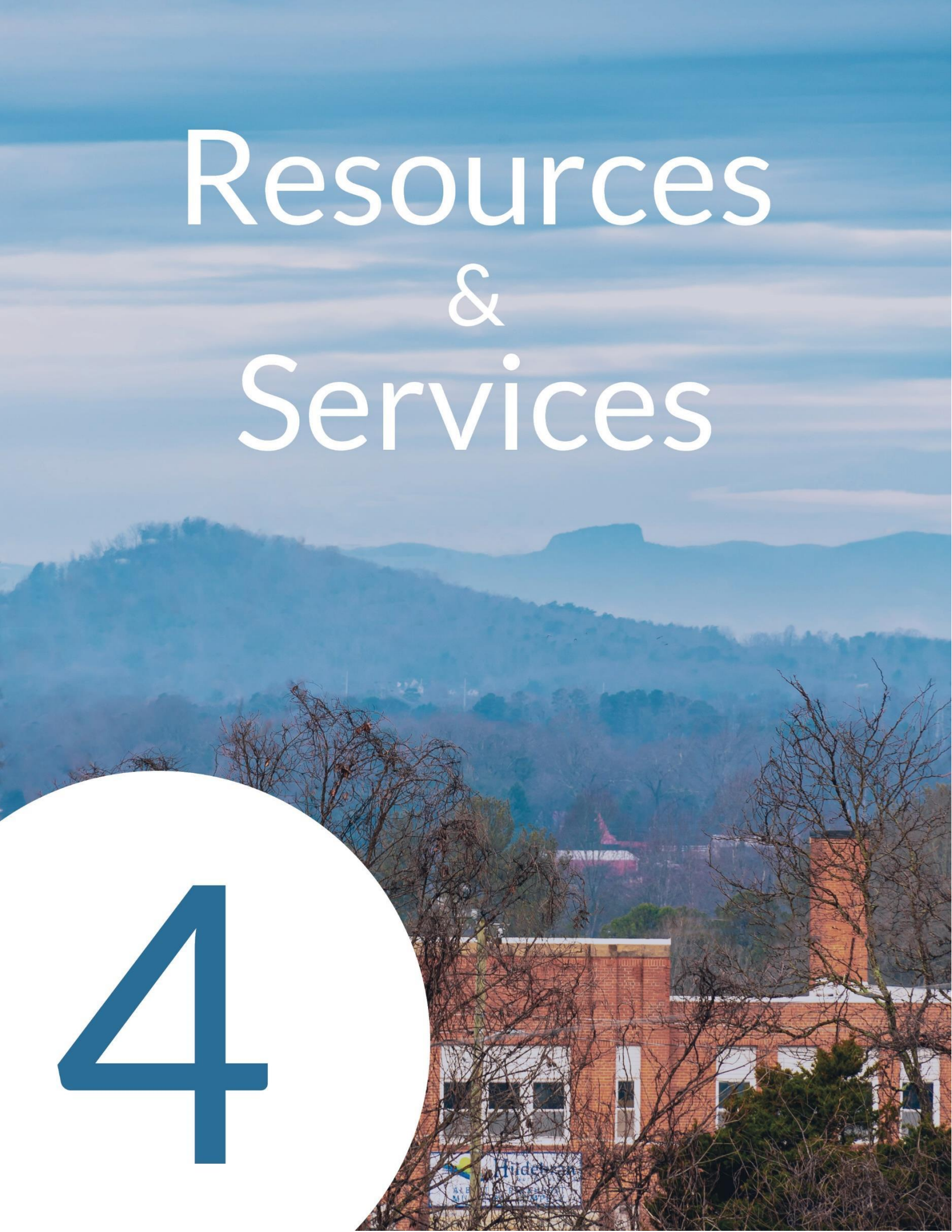
During the preparation of this plan, Steering Committee members emphasized the importance of pedestrian, cyclist and vehicular safety, particularly along US 70, and North and South Center streets. The Committee also discussed the need for safety improvements at the intersection of South Center Street and Old NC 10, and the need to slow traffic down as it enters the downtown area along US 70. Other discussions focused on the need to accommodate cyclists on North Center Street, and the opportunities that the Town has to use NCDOT's Complete Streets Policy to include sidewalks/multi-use paths in future projects along that road. The Committee discussed the current LAPP-funded sidewalk project on Main Avenue East, and also discussed how to better align future projects with NCDOT's available funding. Future transportation needs (sidewalks, access roads, streetscaping) related to the redevelopment of former industrial sites along US 70 through downtown were also discussed.

TRANSPORTATION RECOMMENDATIONS

1. Work closely with the GHMPO to plan projects that will address the needs of the Town while also remaining cost competitive.
2. Work closely with the GHMPO to evaluate potential traffic calming methods for US 70 at the eastern entry to downtown.
3. Work closely with the GHMPO to evaluate potential safety improvements at the South Center Street and Old NC 10 intersection.
4. Work with NCDOT to link community destinations (retail locations, parks, residential areas, and businesses) by incorporating Complete Street elements into future projects (multi-use paths; trees and shrubbery).
5. Encourage new developments along US 70 and US 70A to locate buildings closer to the roadway and put parking lots in the rear of buildings.
6. Work to expand pedestrian and cyclist access to downtown from nearby neighborhoods.
7. Work closely with Greenway Public Transportation to expand transit services linking Hildebran and Hickory.
8. Continue the maintenance of sidewalks and streets in need of upgrading.
9. Reroute truck traffic from South Main to avoid through traffic in the downtown area.

Resources & Services

4



RESOURCES & SERVICES

PUBLIC SERVICES

The public utilities in Hildebran are sewer and street lights. Typically, water is a public utility; however, in parts of Burke County water service is provided by private water corporations, and in Hildebran's case water is provided by the Icard Township Water Corporation.

The sewer system in Hildebran is owned and maintained by the City of Hickory. The Icard Township Water Corporation bills sewer service for Hickory, and the funds are used to pay for maintenance, treatment, and expansions. A recently completed sewer study showed that several areas, in Town did not have access to sewer service. The Indian Hill pump station on the north side up from North Center St. has capacity issues that need to be addressed to support development in the area. To extend lines to serve these areas a capital improvement plan or some other means of funding should be established.

Street lights are necessary for improving public safety. Hildebran provides street lights through Duke Energy. Duke Energy provides the lights and maintenance, then bills the Town for the energy usage. As the Town expands sidewalks and greenways, street lights or other lighting should be added for pedestrian safety.

The Town of Hildebran contracts with Republic Services to pick up garbage on a weekly basis. The garbage is collected every Wednesday. Simply Green is a recycling service that is contracted by the Town of Hildebran. Recycling is collected bi-weekly on Wednesdays. The Town of Hildebran also assists in the facilitation of community and town-sponsored events such as parades, car shows, and festivals. The Town of Hildebran provides street and sidewalk maintenance.

With the prioritization of future residential growth and expansion, there will be a need to evaluate the existing infrastructure to meet a higher demand. This would be made possible by working with the City of Hickory to identify older infrastructure that may be in need of maintenance and repair. It will be essential to take into account the current capacity of the utility infrastructure that will be servicing Hildebran for future development.

The Future Land Use Map can be used as a tool to determine areas that will experience high development density and therefore will have increased demand for utilities. In order to fulfill high-expense utility and infrastructure goals, the Town of Hildebran should monitor potential federal, state, local, and nonprofit grants.

EDUCATION

The Town of Hildebran has Hildebran Elementary School. Hildebran Elementary is a public elementary school in the Burke County School District. The Burke County System includes 14 elementary schools, 5 middle schools and 4 High Schools, 1 Innovative High School, and 4 Alternative Schools.

<u>ALTERNATIVE SCHOOLS</u>	<u>ELEMENTARY SCHOOLS</u>	<u>MIDDLE SCHOOLS</u>	<u>HIGH SCHOOLS</u>
Burke Middle College	Hildebran Elementary	East Burke Middle	Draughn High
Burke Virtual Academy	Forest Hill Elementary	Heritage Middle	East Burke High
Hallyburton Academy	George Hildebrand Elementary	Liberty Middle	Freedom High
North Liberty	Glen Alpine Elementary	Table Rock Middle	Patton High
	Hildebran Elementary	Walter Johnson Middle School	
	Hillcrest Elementary		<u>INNOVATIVE HIGH SCHOOL</u>
	Icard Elementary		STEAM Academy
	Mountain View Elementary		
	Mull Elementary		
	Oak Hill Elementary		
	Ray Childers Elementary		
	Salem Elementary		
	Valdese Elementary		
	WA Young Elementary		

There are several institutions of higher education in the area that provide excellent opportunities for advanced learning: Foothills Higher Education Center, NC School of Science and Mathematics, Western Piedmont Community College, Caldwell Community College and Technical Institute, Catawba Valley Community College, Appalachian State University, and Lenoir-Rhyne University.

PUBLIC SAFETY & EMERGENCY SERVICES

The Town does not own or operate a fire or police department. Fire and rescue service in the Hildebran area is provided by the Icard Township Fire / Rescue Department and Burke County EMS. The Icard Township Fire Department is located at the southeast corner of the intersection of North Center Street and First Avenue NE. The Town should support and encourage the fire department and Burke County EMS in their efforts to provide the best possible fire protection and emergency medical service.

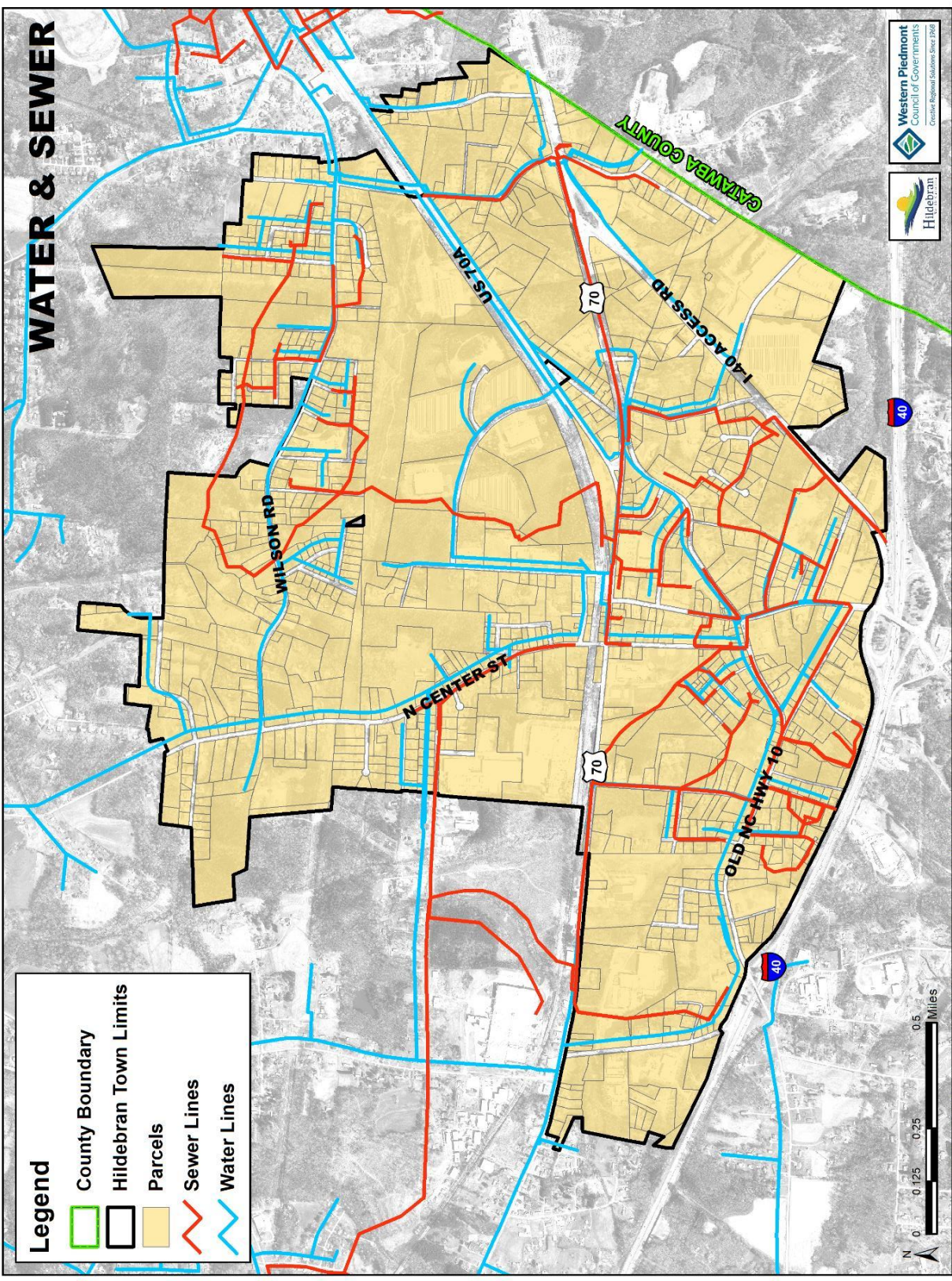
In 2008 the Town began working with the Burke County Sheriff’s Office to provide a deputy to serve Hildebran. The Town pays for the officer’s salary and equipment. The Burke County Sheriff’s eastern satellite office moved into Town Hall in 2009. Several deputies and detectives work from the office.

COMMUNITY FACILITIES

The Town owns and operates Town Hall and a gymnasium. The Town leases the space in the Town Hall and for businesses and offices. A meeting room in Town Hall is available to rent for meetings and other events. The third floor of Town Hall is currently used for storage.

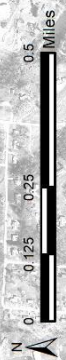
Burke County operates the C.B. Hildebrand Public Library in Hildebran, located across from Town Hall in the Hildebran-Icard Community Center next to the swimming pool.

WATER & SEWER



Legend

- County Boundary
- Hildebran Town Limits
- Parcels
- Sewer Lines
- Water Lines

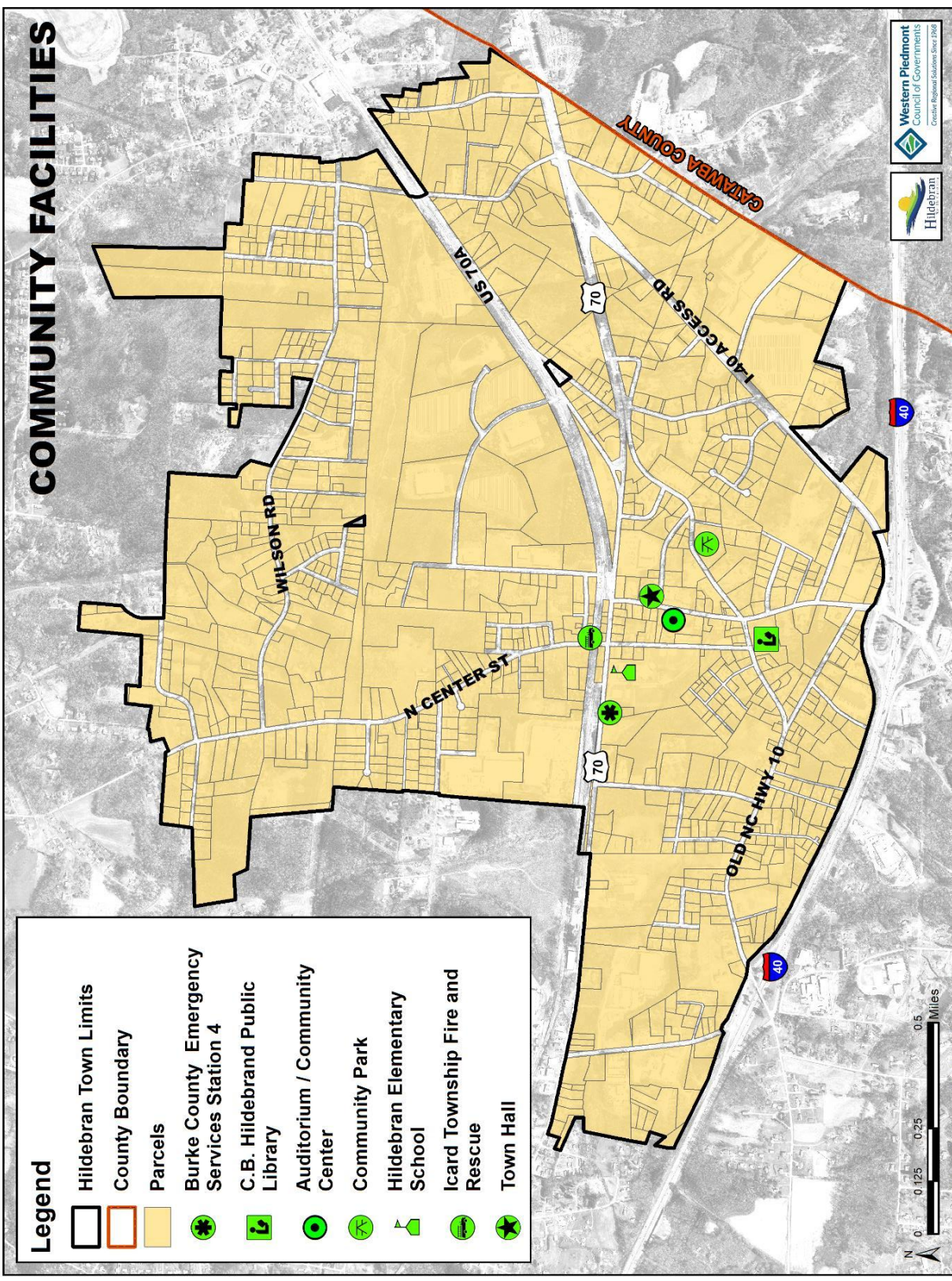


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COMMUNITY FACILITIES

Legend

- Hildebran Town Limits
- County Boundary
- Parcels
- Burke County Emergency Services Station 4
- C.B. Hildebrand Public Library
- Auditorium / Community Center
- Community Park
- Hildebran Elementary School
- Icard Township Fire and Rescue
- Town Hall



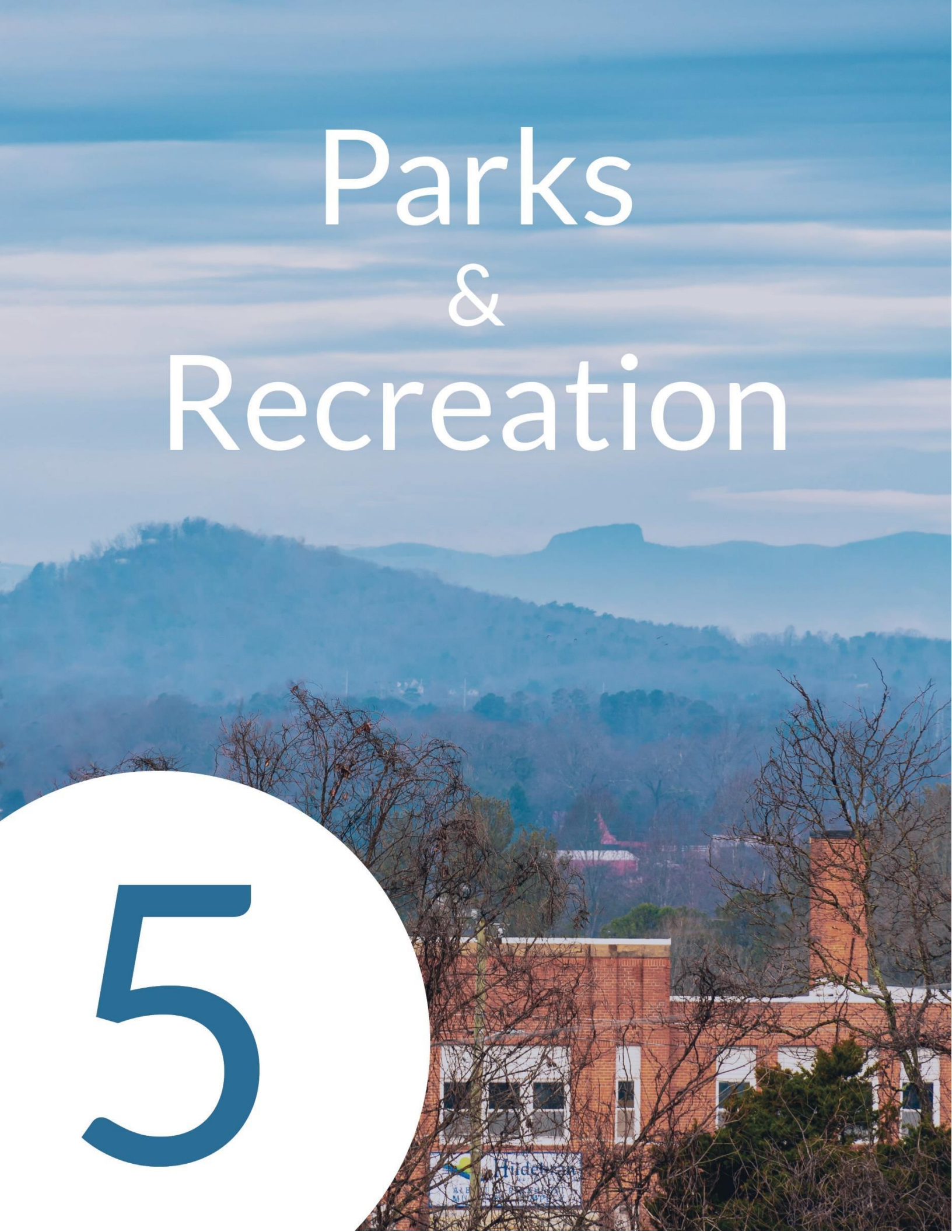
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 TOWN OF HILDEBRAN COMPREHENSIVE PLAN | 31

RESOURCES & SERVICES RECOMMENDATIONS

1. Work with the City of Hickory to prioritize aging infrastructure in need of maintenance or repair.
 - a. Refer to areas in the Future Land Use Map that will experience upzoning or higher development density to estimate for new future utility demand.
 - b. Inventory current capacity of utility infrastructure servicing Hildebran for future development.
2. Monitor for potential grants from federal, state, and local and nonprofit organizations for infrastructure improvements.

Parks & Recreation

5



PARKS & RECREATION

EXISTING FACILITIES

The Town of Hildebran owns and operates several facilities including the Hildebran Community Park and the Albert Parkhurst Municipal Complex. The Parkhurst complex includes the Hildebran Auditorium, Gymnasium, Community Center. The Town of Hildebran offers several facilities available for rental to the public. This includes the Gymnasium, Auditorium, Depot, and Pavilion. Rentals will be reserved through the Town of Hildebran staff.

It should be an ongoing goal for the Town to prioritize the maintenance and enhancements of its recreational facilities. This can be done evaluating and improving upon existing amenities, as well as identifying funding to aid in these enhancements. Renovations to Hildebran Gymnasium were identified by the community during the process of developing this plan. Currently, there are considerations to update the Hildebran Auditorium by bring the building up to ADA compliance, renovate the space, and refurbish the seating.

In addition, the updating of landscaping and beautification of Hildebran's recreation facilities will encourage more use and further incentivize town beautification. Specifically, it is recommended that the landscaping for Hildebran Community Park and Albert Parkhurst Complex are updated. Albert Parkhurst Complex would also benefit from benches and landscaping along South Center Street. The landscaping of these parks adds value to the existing real estate, along with attracting new residents and visitors to the town.

PEDESTRIAN & BICYCLING CONNECTIVITY

The recreation facilities in Hildebran play a key role for both residents using the space, and also from a tourism perspective. Residents of Hildebran see the importance of the recreation spaces within the area and would benefit from increased pedestrian and cycle accessibility to the facilities. Building a healthy and connected community can be done by evaluating the current pedestrian and bicycle facilities to take into account new growth. One of the steps to encourage a pedestrian and bicycle-friendly town is to identify gaps in sidewalk infrastructure.

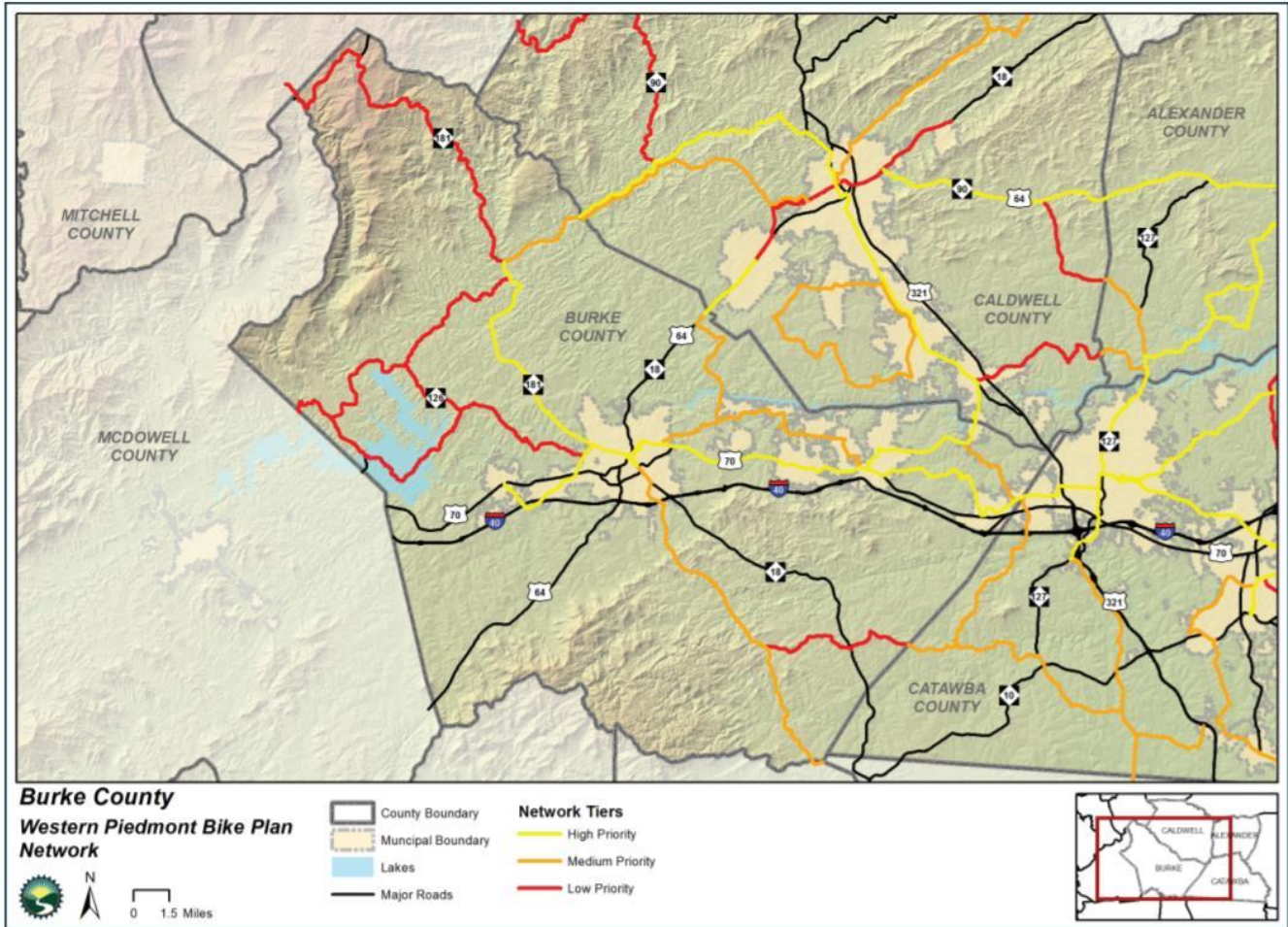
The sidewalk network in Hildebran outside the downtown core and adjoining residential neighborhoods is limited. There is an increase in the importance of connecting residential areas to recreation facilities, downtown, and commercial areas through sidewalks and bicycle connections. This would allow increased opportunities for accessibility and community health. Streets should reflect and support a pedestrian-scaled environment that encourages walking, while also supporting other modes of transportation. It is encouraged that new sidewalks and pedestrian improvements be made along thoroughfares and local streets. Along with those improvements, it is also stressed that sidewalks be built to ADA standards to provide accessibility to those with disability.

The town can also recognize areas that may discourage cyclists due to unsafe conditions. This can then help to determine what types of bicycle infrastructure could improve cyclist safety and encourage more use of the area. The town can continue to pursue grants to assist in funding green spaces, sidewalk infrastructure, and bike paths.

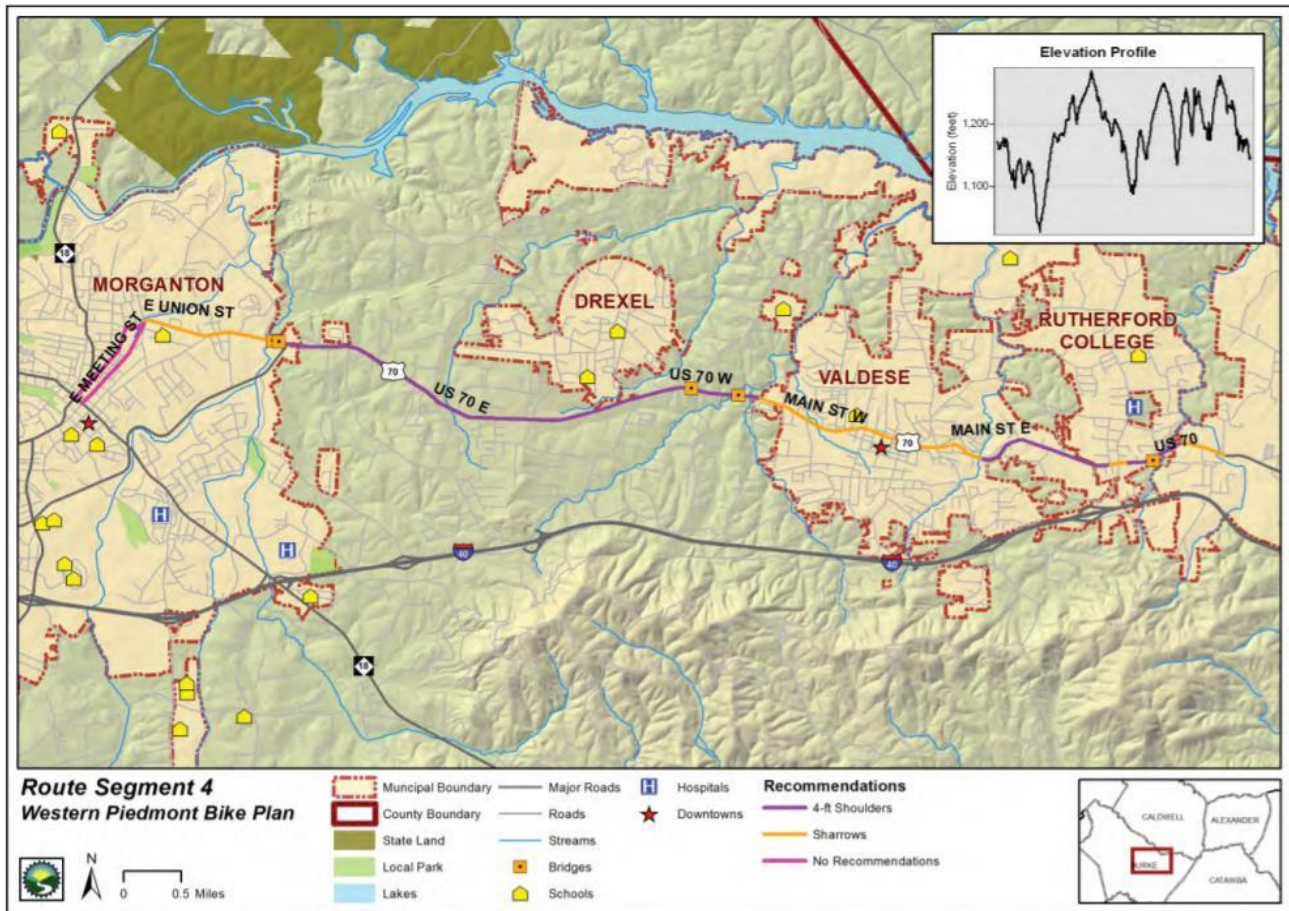
WESTERN PIEDMONT BIKE PLAN

The Western Piedmont Bicycle Plan, adopted in 2016, identifies high, medium, and low priority bicycle routes identified by the four-county region. Hildebran has one high-priority and one low-priority segment along the following routes.

Burke County Regional Bicycle Plan Map, displays all bicycle routes recommended in the 2016 Western Piedmont Bike Plan. Route Segment 4 connects Morganton to Connelly Springs via Hildebran, Valdese, and Rutherford College. The recommendations for Route Segment 4 consist of four-foot paved shoulders along US 70 in Hildebran.



Highway 70 Regional Bicycle Plan Map displays all bicycle facility types recommended in the 2016 Western Piedmont Bike Plan along Highway 70 between Morganton and Connelly Springs.



BURKE RIVER TRAIL

The 20-mile Burke River Trail will follow the south side of the Catawba River, with side spurs dipping down to connect the small towns of eastern Burke County. The hiking and biking trail will be a mix of natural surface, crushed cinder, and paved as it wanders along the riverbanks and into downtowns.

Communities along the trail will reap trail benefits such as increased economic activity, bike and pedestrian transportation, and improved citizen health. Each municipality will have direction over their section of trail to guide the route and the theme. The Burke River Trail’s east terminus is downtown Hildebran with a continuing connection to the Wilderness Gateway State Trail south of I-40.

From discussions with town leaders and the community, South Center Street between Hwy 70 and Old State Hwy 10 has been identified as a critical stop along the Burke River Trail (BRT) for locals and visitors alike. Considering these facilities on the street as “The Center Street Hub,” the New Downtown Park, Town Hall, Community Center, and Gym along South Center Street are all desired destinations along the trail. The existing centralized parking and restrooms make it a great regional trailhead. As a bonus, sidewalks already exist to the Hildebran Community Park and Disc Golf Course on the east side and the Burke County Library and Senior Center on the west side.

But how will “the hub” be accessed? The municipal trail stop before Hildebran is Long View. The primary corridor being studied is Hwy 70A which will provide a recreational path in addition to bike and pedestrian transportation. A

trailhead on the north side of Hwy 70 at the Old Depot site could offer a historical and educational kiosk opportunity. Another route option is Wilson Road. Fortunately, Hildebran has noted in various plans (recreation plan, pedestrian plan, Western Piedmont Bicycle Plan) the need for new and better bike/pedestrian routes. With the NCDOT policy of Complete Streets, when a route is in an official plan, the policy directs the department to consider and incorporate several modes of transportation when building new projects or making improvements to existing infrastructure – at their cost. Another important factor for access to the trail is coordination with Burke County for the continued extension of the Hildebran trail connection to the main trail along the river.

Key attractions on the South side of Hildebran include the Henry River Mill Village, Wilderness Gateway State Trail, and future development (possible camping, restaurant, and the lake). Several survey responses in The Town of Hildebran Comprehensive Parks and Recreation Plan requested a connection to Henry River Mill Village. In addition to being historical, the Mill Village is a possible trailhead for the Wilderness Gateway State Trail. The Burke River Trail would leave “The Center Street Hub” traveling south and cross the bike/pedestrian adaptable I-40 Exit 119 Bridge. From there, discussions are underway with private landowners to take the trail through forested areas to the Henry River Mill Village. Another option is Henry River Road.

Connecting to the regional and state trail network creates an opportunity for a larger loop trail experience. The Wilderness Gateway State Trail (WGST - trail joining Bakers Mountain to South Mountains to Chimney Rock) has a connection to Valdese Lakeside Park. This creates the loop route with WGST and BRT between Hildebran, Henry Mill Village, South Mountains, and Valdese. Larger loop trails are a sought-after adventure by recreationalists to make a several-day or week-long experience.

The Burke River Trail is poised to bring recreational opportunities for the health and enjoyment of its residents along with economic development opportunities. In addition, the transportation opportunities for employment, shopping, and entertainment cannot be overlooked. The timing is right for Hildebran to become a trail town destination.

TOWN OF HILDEBRAN PARKS & RECREATION IN THE FUTURE

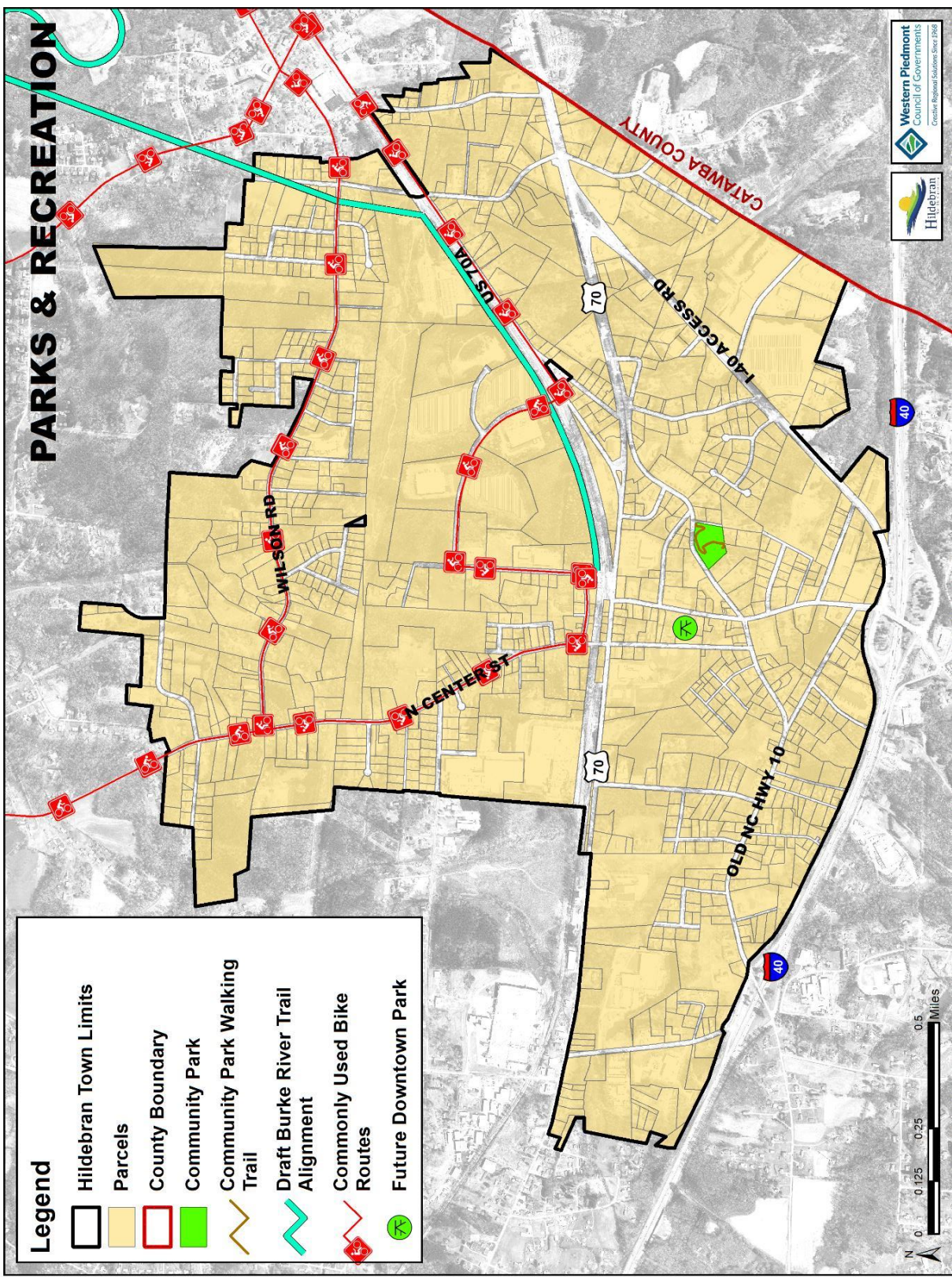
There has been a recent renewed interest in building a town park within the Parkhurst Complex along with ongoing regional greenway initiatives that have spurred the need to review the Town’s park and facilities priorities. The Town recognizes the need to plan for the maintenance and improvement of these facilities and to seek the public’s insight regarding future recreational opportunities. In 2020, the Town hired the Western Piedmont Council of Governments (WPCOG) to develop a comprehensive town-wide park and recreation plan. This plan should serve as a road map for the next 10 years, informing policy and budgetary decisions as they relate to recreation. WPCOG staff has worked closely with town staff and recreation resource services on the development of the plan. The Recreation Plan can be found in Appendix B of this Plan.

The Town of Hildebran recently completed a Parks and Recreation Comprehensive Development Plan in 2021 that includes detailed recommendations and opportunities for additional investment and development of the Town’s Parks and Recreation offerings. The Parks and Recreation Comprehensive Development Plan include short-term, intermediate, and long-term recommendations for implementation. The Town should consult this master plan in concordance with this comprehensive plan for a more detailed review of these items. The items include more detailed recommendations regarding improving park accessibility, promoting walkability and connectivity between points of interest, and proposed policies that could improve the landscaping and beautification of the recreation facilities.

PARKS & RECREATION

Legend

- Hildebran Town Limits
- Parcels
- County Boundary
- Community Park
- Community Park Walking Trail
- Draft Burke River Trail Alignment
- Commonly Used Bike Routes
- Future Downtown Park



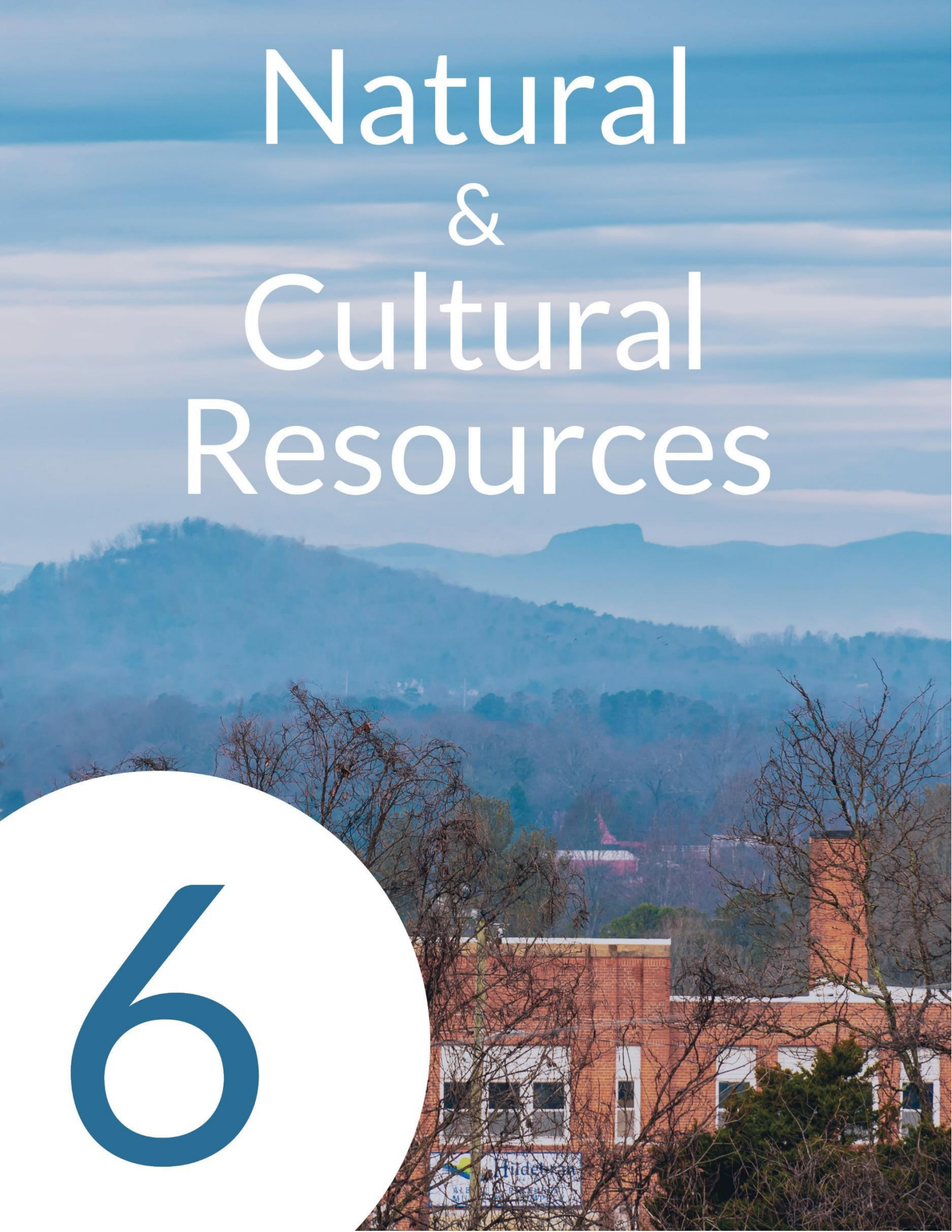
This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by NC Historic Preservation Office, Burke County GIS and ESRI. Document Path: C:\Planning\Planning Division\Hildebran\GIS\Map_Views\Map\HildebranPlanningParksRecreation_Sx11.mxd

PARKS & RECREATION RECOMMENDATIONS

1. Maintain and enhance existing recreational facilities in the Town.
 - a. Continue to follow the recommendations established in the Comprehensive Parks and Recreation Plan (Appendix TBD).
 - b. Continue to pursue grant opportunities for recreational funding.
 - c. Continue evaluating and improving Royal Park amenities and landscaping.
 - d. Renovate and enhance Hildebran Gymnasium and auditorium.
2. Evaluate the Town's current pedestrian and bicycle facilities.
 - a. Continue to follow the recommendations established in the Comprehensive Pedestrian Master Plan.
 - b. Identify gaps in sidewalk infrastructure and areas that need improvement.
 - c. Identify dangerous areas for bicyclists and pedestrians, and determine what types of bicycle and pedestrian infrastructure could improve overall safety.
 - d. Bring existing sidewalks into compliance with ADA standards.
3. Update landscaping and beautification of Hildebran Recreation Facilities
 - a. Upgrade landscaping for Hildebran Community Park.
 - b. Update landscaping and benches in Albert Parkhurst Complex along South Center Street.
4. Encourage parklets within new developments and increase outdoor public green-spaces throughout the town.
5. Participate in regional recreation partnerships.
 - a. Plan and implement the Hildebran portion of the Burke River Trail in partnership with the WPCOG and the other local governments along the Catawba River.

Natural & Cultural Resources

6



NATURAL & CULTURAL RESOURCES

HILDEBRAN NATURAL RESOURCES

Hildebran is privileged to be located close to some of the nation’s best publicly accessible open spaces and natural resources. The Blue Ridge Parkway provides beautiful, scenic drives along the Blue Ridge Mountains from the Great Smoky Mountains National Park in western North Carolina to the Shenandoah National Park in Virginia. Visitors can reach the Parkway in approximately one hour by traveling either north on US 321 to Blowing Rock or west on I-40 to Asheville.

Pisgah National Forest preserves over 500,000 acres in western North Carolina and is one of the largest publicly-owned “open spaces” in the state. In Burke County, excellent natural resources include the Linville Gorge Wilderness Area, in the northwest corner of the County; it offers vistas, backcountry hiking and camping. The Linville River flows through the gorge and empties into Lake James. Lake James State Park and Lake James, west of Morganton, provide opportunities for hiking, fishing, boating and water sports. The South Mountains State Park is located south of Hildebran and there visitors can hike to vistas and a gorgeous waterfall, go horseback riding, fish in the streams and enjoy camping. Just 3.5 miles from Hildebran, the Henry Fork River Regional Recreational Park features a large picnic shelter with a catering kitchen, restrooms, tables and grills, soccer fields, Alpine Tower, playgrounds, concession stand, paved walking trail and a canoe launch.

It is important to protect and preserve these and other natural resources. Environmental threats and changing federal and state regulations will impact the Town in the future. Hildebran will need to strive to balance promoting economic development and preserving natural resources. Natural and environmental resources are show on Map 5: Hildebran Utilities and Environment & Natural Resources.

This chapter will evaluate the Town’s existing natural characteristics and its relationship to the built environment. Information from this chapter should be used to help guide future land use decisions. For example, development within floodplain areas should be restricted or not allowed because flooding can have disastrous impacts, both in terms of private property damage and 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.

WATERSHEDS

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 also 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.

Almost the entirety of Town of Hildebran is in the drainage area for the Catawba River watershed. Burke County’s streams and creeks drain into Lake Rhodhiss and then into the Catawba River Basin. Almost the entirety of the planning jurisdiction of Town of Hildebran is subject to the WS-IV (Water Supply Watershed) Catawba River Protected Area (See Figure 6-1: Water Resources). The lake is a major source of drinking water for hundreds of thousands of people throughout the region. Stricter development regulations are imposed in the WS-IV Protected Area and the WS-IV Critical Area. The regulations are a requirement of the North Carolina Division of Environmental Quality, and are based on a template ordinance provided by the State and administered by Town of Hildebran. 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 flows into streams, lakes, and rivers from impervious surfaces. In general, development will be more restricted on lands that are closer to drinking water sources.

FLOODPLAIN

Floodplain regulations are another example of locally enforced, state-mandated laws. The Town has an interest in discouraging development in the floodplain for public safety reasons. In the Town of Hildebran, floodplain areas can be found primarily along major waterways, including Howard Creek and Secrets Creek (See Figure 6-1: Water Resources). Within the Town’s planning jurisdiction, there are two types of designated flood zones with distinct sets of rules: the Floodway and the Flood Hazard-AE Zone.

The Town participates in 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. As a general rule, 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 in any given year. 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.

STORMWATER

EPA's Stormwater Phase II Ordinance is intended to improve water quality by reducing the number of pollutants that are picked up by stormwater, carried into municipal separate storm sewer systems (MS4s), and ultimately discharged into local rivers streams without being treated.

These pollutants can include oil and grease from roadways, pesticides from lawns, sediment from construction sites, and carelessly discarded trash, such as cigarette butts, paper wrappers, and plastic bottles. These pollutants can impair the waterways when deposited through MS4 discharges and discourage recreational use of the resource, contaminate drinking water supplies, and interfere with the habitat for fish, other aquatic organisms, and wildlife.

Hildebran became part of the program in 2005 and adopted the mandated Stormwater Ordinance in 2007. In 2009 the Town requested and received a waiver from the State from having to enforce the rules at a local level. The rules still apply in Town to development that disturbs more than one acre of land however; the rules are enforced by NC DWQ. The stormwater rules limit impervious surface coverage to two dwelling units per acre or 24% of the land area. Development may exceed the threshold if engineered stormwater controls are provided.

A condition of the waiver the Town received requires NC DWQ to be notified of annexations of land outside of the watershed protected area. When annexations occur NC DWQ will reevaluate the waiver. Hildebran staff should stay familiar with stormwater regulations in case the Town is required to enforce the Stormwater Ordinance in the future.

OPEN SPACE

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 to renovate older park facilities.

Similarly, the NC Land and Water Fund (formerly CWMTF) provides grants to local governments for projects that specifically address water pollution problems. The NC Land and Water Fund may fund projects to acquire land that “represents the ecological diversity of North Carolina”. Town of Hildebran should also be aware of the NC Land and Water Fund program and how it can be used to help the Town achieve its natural resource and environmental planning goals.

CULTURAL & HISTORIC RESOURCES

The Town of Hildebran was first incorporated in 1899 and reincorporated in 1973. The Town was first known as “The Switch” because of a switch in the railroad to accommodate a saw mill. The Town took its name from Mr. Solomon Hildebrand who settled in the area. More details about the history of Hildebran and the sites in the area can be found

in the “History Hildebran-Icard Community” book dated November 20, 1976, and “Historic Burke: An Architectural Sites Inventory of Burke County.”

Early transportation to the Hildebran area was provided by stagecoach throughout the 1800’s and served as a route between Salisbury to Asheville. The Hildebran Stagecoach Inn was located on the north side of Wilson Road west of Doots Paige Road. The stagecoach became obsolete once the railroad was extended to Asheville. The building became so dilapidated that the present owners demolished it in the late 1990’s. The Hildebran Depot was constructed around 1906 and was located at the railroad tracks next to Cline Hosiery Mill across from the intersection of South Center Street and Highway 70. The railroad station served the area till 1967 when the railroad decided it was no longer needed. The depot was purchased for \$25.00 by Mr. and Mrs. Clyde Vaughn who moved the building to its current location on the south side of Main Avenue East across from Mt. Hebron Lutheran Church. In 2009 the Town of Hildebran bought the property and the depot in order to build a park and preserve the old depot. Improved roads and the automobile were the main cause for the demise of passenger rail service in the region. Major roads came to Hildebran in the early 1900’s, beginning with the construction of old NC 10 around 1915. In 1924 US Highway 70 was built through Town and I-40 was completed in the 1960s.

The Burke County School System and Board of Education began in 1895. Hildebran School, which was located on the west side of South Center Street between Main Avenue and Highway 70, was constructed in 1917. The adjacent wing, home to the former Town Hall and the East Burke Senior Center, was built in 1935. The Town Hall has seen renovations on the bottom two floors. The third floor is used for storage and could be renovated for more uses. The original Hildebran School building houses the Hildebran Heritage Museum, and the remaining portions of the building are vacant or used for storage. The Town Council has researched renovating the building on several occasions; however, the building needs major work and a renovation would be costly.

Many hosiery mills are located in the Hickory region. The Cline and Son Hosiery Mill was established in 1912, and the existing brick building located on Highway 70 across from Food Lion was built in 1927. At first the mill employed about 30 workers and the operation later grew to employee 325 in 1964. A separate building was constructed across the railroad tracks in the 1940s. The building, now vacant, would require renovations to use today. The building’s current owners are researching listing the structure on the National Register of Historic Places.

Two historic church buildings are located in Hildebran. Gloryland Baptist Church, on the south side of Main Avenue West, was originally one of three Seventh Day Adventist churches established in Burke County in the early 1900s. The building has undergone some changes over the years and may not be recognized from historical photos. However, the original structure still stands. Mt. Hebron Lutheran Church, built in the early 1920s, is easily identified because of the tower and Gothic-arched stained glass windows. The church is located on the north side of Main Avenue East near the South Center Street intersection.

The National Register of Historic Places is the official list of the Nation’s preservation-worthy historic places. The Register includes significant properties, which are further divided into buildings, sites, districts, structures, or objects. The National Register of Historic Places is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America’s historic and archeological resources.

The North Carolina State Historic Preservation Officers (SHPO) carry out many historic preservation responsibilities including surveying, evaluating, and nominating properties for inclusion in the National Register.

If a property meets the criteria to be on the National Register, the National Park Service designates the property as “Determined Eligible” for listing. However, a property so designated will not yet be formally listed in the Register. Properties that are eligible for the National Register, but not listed, do not qualify for federal rehabilitation tax incentives, federal tax incentives for preservation easements on historic buildings and sites, or National Park Service grants.

In North Carolina, the placement of a property or district on a "Study List" constitutes the first step toward nomination to the National Register. The Study List identifies properties and districts that are likely to be eligible for the National Register, giving the green light to sponsors and staff to proceed with a formal nomination with reasonable assurance that the property can be successfully nominated.

According to the State Historic Preservation Office, there are seven sites in Town of Hildebran that are either listed in the National Register, Determined Eligible, or are on the Study List. Map, *Historic Sites* illustrate where those places are located.

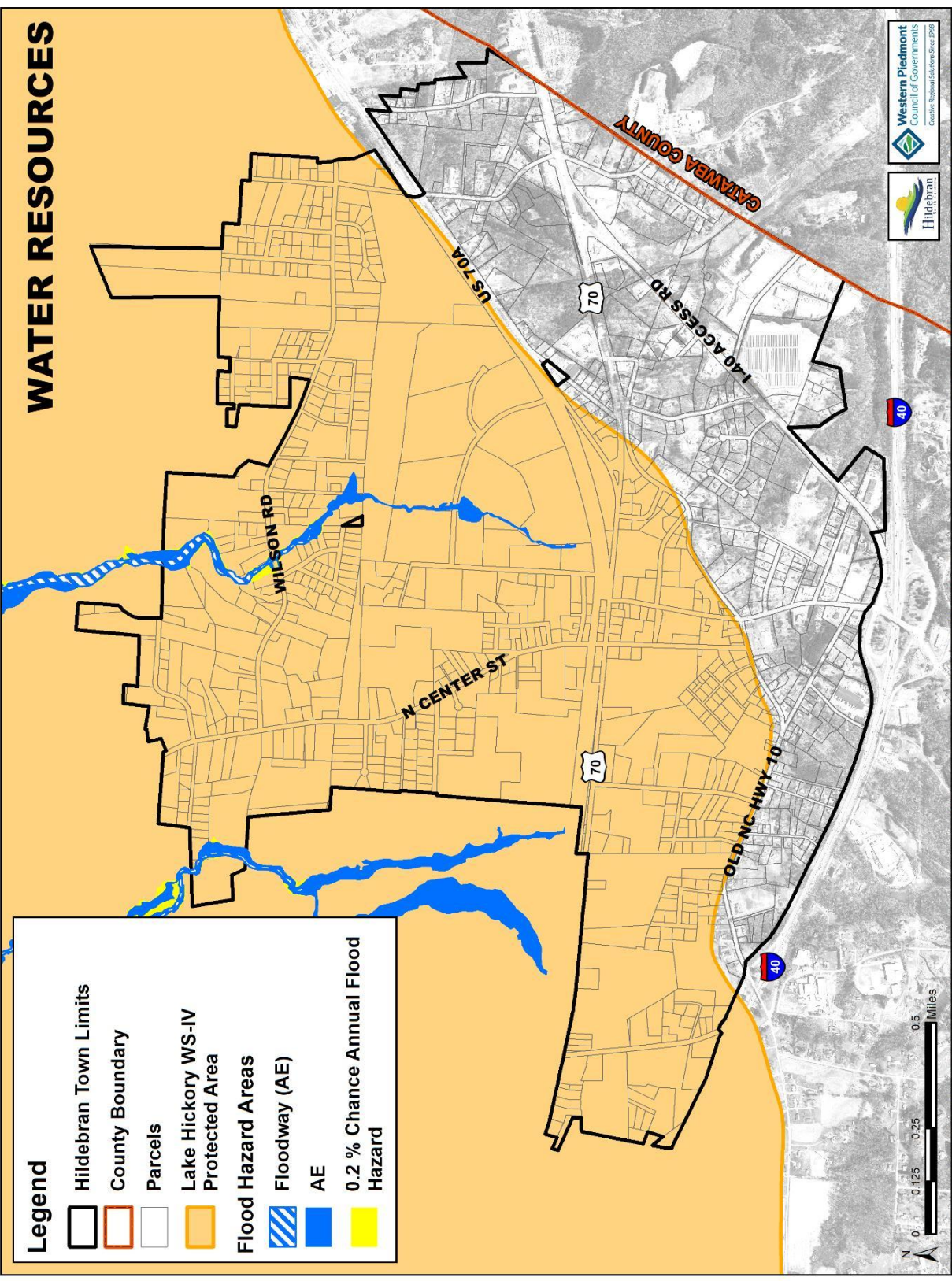
Hildebran is home to several historical sites and cultural events. Historic sites in Town are shown on Map 6: Historic Sites. The Town is fortunate to own two important sites. Listing sites on the National Register of Historic Places is a way to preserve historically significant structures. Economic Development and Tourism experts have found the preservation of historic places and cultural events attracts tourists. Tourists enjoy learning about an area, spending money to dine, staying the night, going to festivals, and perhaps taking something back home to remember their experience. Attracting these visitors represents an opportunity for Hildebran and Burke County.

TABLE 6-1: HISTORICAL SITES

For more detailed information regarding historic sites in Hildebran, visit www.ncdcr.org Division of Historic Resources.

Status	Structure Name	Location
Study List Individual Entry	J.A. Cline & Son Hosiery Mill	510 US 70 E Hildebran vicinity
Study List Individual Entry	Hildebran School	W side SR 1002, opp. jct w/ SR 1776 Hildebran
Surveyed Only	Mount Hebron Lutheran Church	N side SR 1761, E of jct w/ SR 1002 Hildebran
Surveyed Only	Hildebran Railroad Station	S side SR 1761, E of jct w/ SR 1002 Hildebran
Surveyed Only	Adventist Church	S side SR 1761, opp. jct w/ SR 1775 Hildebran
Surveyed Only	Sain House	221 41st St NW, Hildebran
Surveyed Only	House	3274 Poplar St, Hildebran
Surveyed, Gone	Hildebran Stagecoach Inn	N side SR 1630, 0.3 mi W jct w/ SR 1628 Hildebran

WATER RESOURCES



Legend

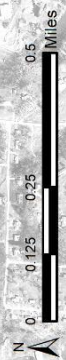
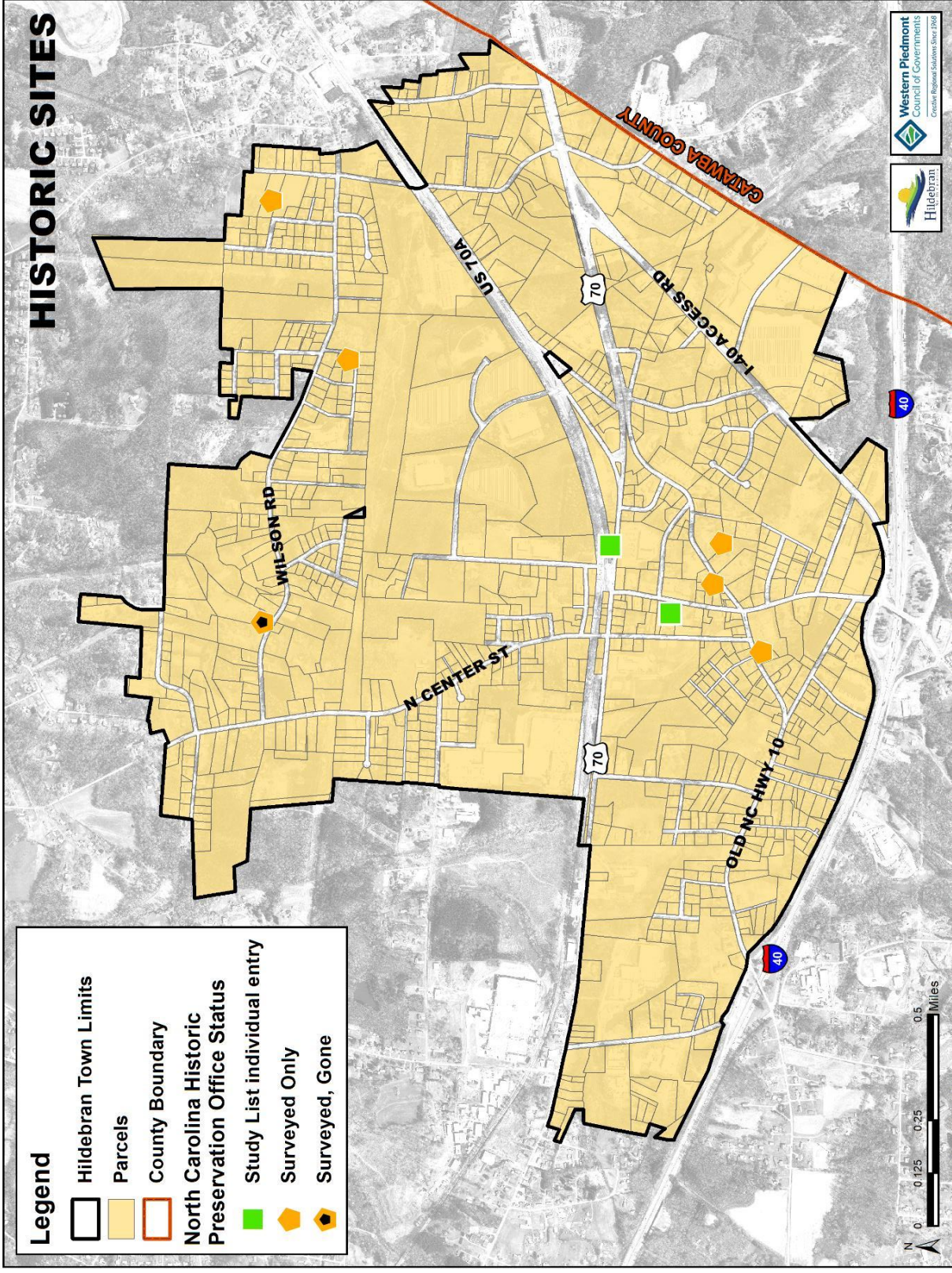
- Hildebran Town Limits
- County Boundary
- Parcels
- Lake Hickory WS-IV Protected Area
- Flood Hazard Areas
- Floodway (AE)
- AE
- 0.2 % Chance Annual Flood Hazard

This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by NC Historic Preservation Office, Burke County GIS and ESRJ. Document Path: G:\Planning\GIS\Hildebran\HildebranMap_1.mxd

HISTORIC SITES

Legend

-  Hildebran Town Limits
-  Parcels
-  County Boundary
- North Carolina Historic Preservation Office Status**
-  Study List individual entry
-  Surveyed Only
-  Surveyed, Gone



This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by NC Historic Preservation Office, Burke County GIS and ESRI. Document Path: C:\Planning\Training\Division\Hildebran\LandUse\Map_Aerial\HildebranPlanningPhase2_8511.mxd

NATURAL & CULTURAL RESOURCES RECOMMENDATIONS

1. Continue to protect Town of Hildebran's natural resources through incentives and ordinances designed to help preserve the rural areas of the Town and safeguard the environment.
 - a. Continue to enforce the WS-IV Water Supply Watershed Regulations to reduce flooding and improve drinking water quality.
 - b. Work with the Foothills Conservancy to evaluate land acquisition proposals that may be eligible for Parks and Recreation Trust Fund (PARTF) or NC Land and Water Fund for grant funding.
 - c. Preserve open space for future generations.
 - d. Help protect the Catawba River, the region's main source of water.
 - e. Help protect air quality in the region.
 - f. Help reduce and control stormwater in the area.
 - g. Continue to work with NC DWQ to enforce stormwater controls outside of the Watershed Protected Area.
 - h. Consider requirements limiting clear-cutting of trees during construction and the replacement of cut trees.
 - i. Developers of residential subdivisions, multi-family, commercial or industrial development should be required to set aside 10% of the total land area as designated open space. A portion of the open space in residential developments should be publicly accessible as playgrounds, grass fields, nature trails or other usable recreation space.
 - j. Consider requiring developers to dedicate floodplain areas as open space. Open space should be preserved for conservation or for publicly accessible passive recreation activities.
2. Protect the historic fabric of Town of Hildebran through preservation and by assigning importance to structures of known historical value.
 - a. Maintain structures of value that are listed, determined eligible, or on the study list for the National Register of Historic places.
 - b. Research listing the Hildebran Depot and old Hildebran School building on the National Register of Historic Places.
 - c. Research the North Carolina Highway Historical Marker Program as means to make known important historical sites in Town.
 - d. Preserve and maintain the Hildebran Depot.
 - e. Encourage the preservation of historical properties under private ownership.
 - f. Encourage HHDA to expand the Hildebran Heritage Museum and create partnerships within school systems and public education.
 - g. Continue to provide special events such as the farmer's market. Support and promote the HHDA's special events.
 - k. Urge Chamber officials and economic developers to publicize more actively the Town's and County's historic and cultural offerings as important ways to generate visits by tourists to the area's unique assets.
 - l. Renovate the Hildebran Auditorium and make ADA accommodations.

Economic Development & Tourism

7

Widener
UNIVERSITY

ECONOMIC DEVELOPMENT & TOURISM

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 areas, work with existing businesses to encourage growth, or create opportunities for entrepreneurial development.

A primary goal of this Plan is to evaluate the Town’s overall economic climate by examining local economic trends within Burke County and the surrounding area. Note that the other sections of this Plan also address additional key aspects that contribute to economic success (infrastructure, commercial/industrial building stock, land use, zoning, transportation, and environment). A full analysis of this Plan can help address the community’s overall economic goal of strengthening and diversifying its industrial, manufacturing, commercial, and retail sectors.

Burke Development, Inc. (BDI) is a nonprofit 501(c)(3) organization supported by private and public funding that is charged with accelerating economic growth in Burke County. The organization work to meet the needs of prospective companies and to facilitate expansion and growth plans for existing businesses in Burke County, NC. It maintains and distributes information on land and buildings available for development, compiles demographic data, coordinates activities with governmental and non-governmental entities, and keeps abreast of State and Federal economic development programs. BDI also offers orientation tours to prospective companies to showcase the many natural resources and facilities that create the unique quality of life found in Burke County. The table below lists Burke County’s major employers.

TABLE 7-1: BURKE COUNTY MAJOR EMPLOYERS

Employer	Industry	Sector	Employees
State of North Carolina Department of Health and Human Services	Health Care and Social Assistance	Public	1,000+
Burke County Public School System	Education	Public	1,000+
Carolinas HealthCare System Blue Ridge	Health Care and Social Assistance	Private	1,000+
Waterfield Labor Solutions of North Carolina	Administrative Support	Private	500-999
Valdese Weavers	Manufacturing	Private	500-999
Burke County Government	Public Administration	Public	500-999
Leviton Manufacturing	Manufacturing	Private	500-999

North Carolina Department of Public Safety	Public Administration	Public	500-999
Case Farms	Manufacturing	Private	500-999
Catawba Valley Staffing	Administrative Support	Private	500-999
Continental Automotive Systems, Inc.	Manufacturing	Private	250-499
A Small Miracle, LLC	Health Care and Social Assistance	Private	250-499
Food Lion	Retail	Private	250-499
Wal-Mart	Retail	Private	250-499
City of Morganton	Public Administration	Public	250-499
Western Piedmont Community College	Education	Public	250-499
Bimbo Bakeries USA, Inc.	Manufacturing	Private	100-249
Crothall Healthcare, Inc.	Accommodation	Private	100-249
Molded Fiberglass North Carolina	Manufacturing	Private	100-249
Viscotec Automotive Products	Manufacturing	Private	100-249

Source: City of Morganton

Interstate 40 and U.S. Highway 70 run just south of Hildebran and the primary exit off of I-40 is Exit 119. In addition to I-40, I-85, I-77 and I-26 are within 50 miles of the Town. Northfork Southern Railway services Burke County by rail and approximately 30 major truck carriers provide ground/freight transportation.

ECONOMIC DEVELOPMENT IN HILDEBRAN

MARKETING HILDEBRAN

The Town of Hildebran should continue to develop its partnership with Western Piedmont Community College to advance programs that support new and existing local industries and businesses. This can be done by assessing industry hiring needs and corresponding those needs with programs offered at Western Piedmont Community College. The town may be able to assess the hiring and technical needs of their businesses by looking at the common open positions found within their community. Furthermore, Hildebran can link new and expanding businesses to training and small business resources offered by the WPCC.

Promotion and recruitment of business in Hildebran are carried out primarily by the Burke County Chamber of Commerce and Burke Development Incorporated. There are approximately 754 people employed within the Town of Hildebran. Most of the employed population work in the manufacturing and education and healthcare industries. About thirty percent of Hildebran residents work in the manufacturing sector and approximately seventeen percent of Hildebran residents work in the education and healthcare field.

A cohesive and organized marketing plan and strategic branding process can assist in the attraction of new development and visitors. The marketing plan can focus on proximity to major cities for day trips and access to a workforce pool. The plethora of recreation opportunities not only near the town but in the region can also assist in marketing techniques. The partnership between the Town of Hildebran and the Burke County Chamber of Commerce can provide support in attracting new businesses, residents, and visitors to the area.

Hildebran also has the asset of being close in proximity to Charlotte and Asheville for those interested in short-term/day trip travel plans. Charlotte and Asheville are about an hour's drive away. Charlotte Douglas International Airport is approximately 70 miles from Hildebran and offers about 500 flights per day. General aviation and charter services, as well as housing for numerous corporate and private aircraft, are available at the Foothills Regional Airport approximately seven miles north of Hildebran.

Those who live in the more populated areas in the region could move to Hildebran for the small-town atmosphere and lower tax rate. New residents still have access to city-life experiences, mountains, and the surrounding recreational activities without necessarily having to live within city limits.

AGING POPULATION

As the population within the region, county, and town all experience aging there will be an increased need for senior living housing infrastructure. This provides an opportunity to increase the diversity within the Hildebran tax base by encouraging the aging population to move to the Town of Hildebran. Senior living provides both job opportunities and a population increase for the town. Finding a balance of housing for seniors and the workforce population will diversify the tax base and recruitment tool when speaking with businesses.

DOWNTOWN

Enhancing downtown Hildebran is a priority for the Town Council. Recommendations for improving the downtown area are contained in the Hildebran Conceptual Downtown Master Plan, completed in 2007. To accomplish some of the recommendations in the Conceptual Downtown Master Plan, the Town Council established the Central Business District zoning allowing a variety of land uses including residential, office, institutional and commercial use.

Most of the office and institutional uses are in and near the downtown area. Hildebran Elementary School, Town Hall, and the library are all located in the center of the Town. The Central Business District zoning contains regulations to encourage a downtown feel that is aesthetically pleasing and pedestrian friendly. The downtown area offers opportunities for allowing higher-density housing where people can live, walk, and safely walk to goods and services. The higher-density housing infrastructure in downtown areas also allows for the recruitment of new residents who are locating to the area from around the region.

It would be beneficial to recruit businesses to the area that provide quality of life experiences for the residents. As there is a shift in priorities to experience the culture and experiences offered in a town there will also need to be businesses to serve those needs. Regulations to achieve the downtown atmosphere include parking placed to the rear and side of new buildings, façades constructed of material other than vinyl, unpainted cinder block or metal paneling, and buildings close to the front property line.

COMMERCIAL / INDUSTRIAL

Commercial development is concentrated along US Highway 70, South Center Street, I-40 Access Road, and Main Avenue West. The majority of the commercially zoned land in Town is occupied by buildings. This allows the reuse of older commercial buildings and the redevelopment of commercial property. Some vacant commercial properties exist along the I-40 Access Road.

Recently commercial development has occurred near I-40 Exits 118 and 119. These interchanges do not meet Department of Transportation standards and both are recommended for a redesign in the future. As development occurs around the interchanges, considerations should be made for design changes. Vehicular access is adequate for the commercial areas. It is important to also encourage walking to commercial areas by providing safe sidewalks.

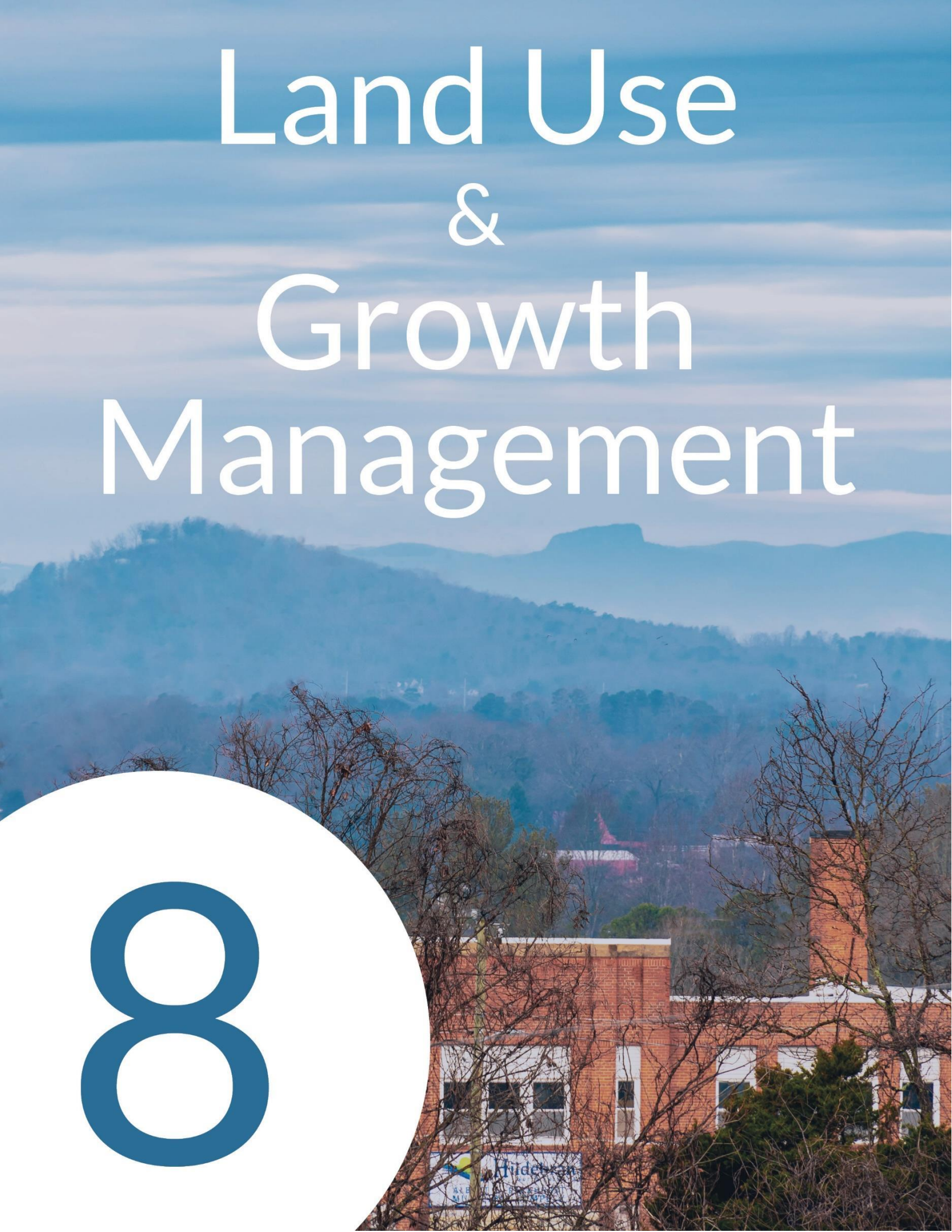
Industrial development is focused along the I-40 Access Road, US Highway 70, Second Avenue NW, and Cline Industrial Park. In early 2010 Freightliner opened a new facility off Curley's Fish Camp Rd. near Exit 118. A significant amount of vacant industrial zoned land is available in Cline Industrial Park, located north of the railroad tracks, off US Highway 70A and Third Street NE, and off Neuville Avenue. It is important that the Town continue to work with the Burke Economic Development Commission to attract business to these properties. Vehicular access and the provision of public utilities are key factors in attracting industries to the Town.

ECONOMIC DEVELOPMENT RECOMMENDATIONS

1. Develop a marketing plan for the Town of Hildebran to attract both new development and visitors to the town.
2. Gather input from those outside of Hildebran on how to expand the visibility and awareness for the greater region to locate to Hildebran
 - a. Provide various forms of outreach through social media and printed materials.
3. Continue partnerships with technical training institutes and community colleges to promote programs that support local industries and businesses.
4. Continue to promote Hildebran in partnering with local Economic Development Commissions to attract businesses, new residents, and visitors to the town.
5. Increase the diversity of the Hildebran tax base by encouraging young adults and an aging population to move to the area.
 - a. Encourage housing infrastructure for the recruitment of new residents.
 - b. Recruit businesses to the Town that promote a high quality of life experiences
6. Develop a marketing strategy that targets Hildebran's attractions and gets people involved and invested in the town.
7. Engage in strategic branding that will create a clear and identifiable brand for Hildebran within the region
8. Place priority on investing in town beautification.
9. Develop strategies for encouraging the retention and expansion of existing Hildebran businesses.

Land Use & Growth Management

8



LAND USE & GROWTH MANAGEMENT

Good land use planning leads to orderly growth and the efficient provision of Town services to residents, businesses, and visitors. Land use planning helps create neighborhoods where daily needs are located within walking distance. It also helps support or create closer knit neighborhoods and contributes to a sense of community by ensuring that residents have access to a range of activities and amenities that encourage interaction and physical activity (sidewalks, walking trails, and parks). Finally, land use planning helps create the conditions that will encourage economic growth without sacrificing the Town’s scenic beauty, farmland, or other natural assets. The desire of the Town of Hildebran is that growth and development are well planned, dictated by a community vision, and defined by a clean environment and the preservation of community character.

The manner in which the land is currently being used, the availability of land which is suitable for future development or redevelopment, and the Town of Hildebran’s land use regulations each play a part in determining which type of land use will occur in each zoning district. The Town’s overall responsibility is to ensure that land is developed in the most effective and appropriate way to promote the health, welfare, and public interest of the Town of Hildebran residents and stakeholders.

ZONING DISTRICTS

The Town of Hildebran has planning jurisdiction both within Town limits and its Extraterritorial Jurisdiction (ETJ), which consists of approximately 1,600 acres. Zoning in Hildebran and the ETJ is predominately zoned as a residential district, accounting for approximately 60.5% percent of the area’s planning jurisdiction. The remaining percent of the Town’s planning jurisdiction is mostly zoned as general manufacturing or highway commercial.

As Table 8-1, “Town of Hildebran Zoning” shows, the Town’s current zoning districts closely parallel existing land use patterns. Hildebran currently has six zoning and two overlay districts allowing different types of uses and development in the Town (see Map: Hildebran Official Zoning Map). Each district provides a list of permitted uses, lot sizes, setbacks, and other development requirements. The Town allows the issuance of conditional use permits for uses that are appropriate in a zoning district only if specific conditions are attached. Planned unit developments, schools, and childcare facilities are examples of uses allowed with a conditional use permit.

The Interstate Overlay applies to the southern area of Hildebran near I-40 and along Main Avenue. The purpose of the overlay is to promote safety, traffic efficiency, aesthetics, economic development, and compatible residential uses for the properties near interchanges and Interstate 40. The overlay has regulations for access, signage, and building design to meet the stated purpose.

The Manufactured Home Overlay’s purpose is to provide areas for manufactured homes. The overlay has regulations to ensure manufactured homes are compatible with the existing homes through appearance standards.

The Town’s residential uses and zoning designations are divided into two categories, low density residential (R-20) and high density residential (R-10). Single family homes are allowed in the R-20, R-10, Neighborhood Business and Central Business districts. Duplexes are allowed in the R-10, Neighborhood Business and Central Business districts. Multi-family dwellings (more than 2 units) require a conditional use permit in the R-10 and Central Business district. Manufactured homes are only allowed in the R-10 district where Manufactured Home Overlay exists.

The minimum lot size and density of development depend on the location of the property. Lot sizes range from a minimum of 10,000 square feet in the R-10 district to 20,000 square feet in the R-20 district. The minimum lot size in the R-20 district can be reduced to 15,000 square feet if the parcels have water or sewer. Multi-family developments are allowed a maximum of eight dwelling units per acre. Properties located within the Watershed Protected Area are limited to a maximum impervious surface coverage of 36% or 24% if adjacent to a street with curb and gutter. Additional lot area, up to 70%, can be covered if the Watershed Review Board issues a High-Density Watershed Permit.

It is important to provide a selection of housing options including affordable housing. Apartments are an option for affordable housing. Apartments located nearby to retail centers, downtowns and other activity centers not only preserve land through increased density but encourage walking and biking.

Potential opportunities might be available for residential development in downtown Hildebran through mixed-use development. Properties along South Center Street could be redeveloped with multiple-story buildings combining apartments, condos, and businesses. Mixed-use development produces a sense of community by combining dwellings with businesses to provide a housing option and create a downtown feel.

General Manufacturing District (G-M) allows for industrial land uses. The Central Business District (CBD), and Highway Business District (H-B) are the main commercial districts that provide suitable locations for those commercial activities which serve primarily the traveling public. Most of the parcels zoned one of these designations are located along US HWY 70.

TABLE 8-1: TOWN OF HILDEBRAN ZONING

Hildebran Zoning	Total Area (acres)	% Total Area
Central Business District (CBD)	75.1	4.7%
General Manufacturing (G-M)	368.6	22.3%
Highway Business (H-B)	168.6	10.5%
Neighborhood Business (N-B)	32.4	2.0%
Residential High-Density (R-10)	333.8	20.8%
Residential Single-Family (R-20)	637.9	39.7%
Total	1,606.4	100%

EXISTING LAND USE

A land use survey of all properties in the Town of Hildebran Planning Area was completed in 2020. Land uses were categorized according to the following primary uses:

<i>Residential</i>	A parcel containing a residence.
<i>Multi-Family</i>	A parcel containing multiple residences such as apartments, duplex, and mobile home parks.
<i>Public or Institutional</i>	A parcel containing a use for public services operated by a federal, state, or local government, public or private utilities, public or private schools or colleges, churches, hospitals, public agencies, or tax-exempt organizations.
<i>Office</i>	A parcel containing uses such as law offices, insurance brokers, or investment companies.
<i>Commercial</i>	A 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.
<i>Industrial or Warehouse</i>	A parcel containing any type of business use or activity at a scale greater than home occupation involving manufacturing, fabrication, assembly, warehousing, and/or storage.
<i>Agriculture or Undeveloped</i>	A parcel not in use or containing agriculture and/or abandoned buildings.

Figure 8-2: Town of Hildebran Existing Land Use, displays types of land use across the Town; a quick glance reveals the overwhelming amount of land either developed as residential or agricultural or designated as undeveloped. Residential uses occupy the largest percentage of land use at 39.3%. 26.2% is occupied by agricultural uses or is undeveloped and could be used for agricultural purposes in the future. Table 8-2 summarizes these land uses by acreage and number of parcels.

TABLE 8-2: EXISTING LAND USE

Land Use	Number of Parcels	Total Area (in Acres)	% Total Area (in Acres)	Minimum Parcel Size (in Acres)	Maximum Parcel Size (in Acres)	Average Parcel Size (in Acres)
Commercial	59	63.30	3.94%	<0.1	6.54	1.07
Industrial / Warehousing	48	233.7	14.55%	0.11	25.54	4.87
Infrastructure / Utilities	5	92.9	5.78%	10.19	31.33	18.57
Multi-Family (mobile homes parks, apartments)	24	59.56	3.71%	0.21	15.11	2.48
Office	4	2.16	0.13%	0.27	1.15	0.53
Public / Institutional (including parks)	32	102.6	6.39%	0.15	26.59	3.20
Single-Family Residential	683	631.4	39.30%	<0.1	16.08	0.92
Undeveloped / Agriculture	226	420.85	26.20%	<0.1	30.02	1.86
Total	1,862	2,473.3	100%			

FUTURE LAND USE & GROWTH

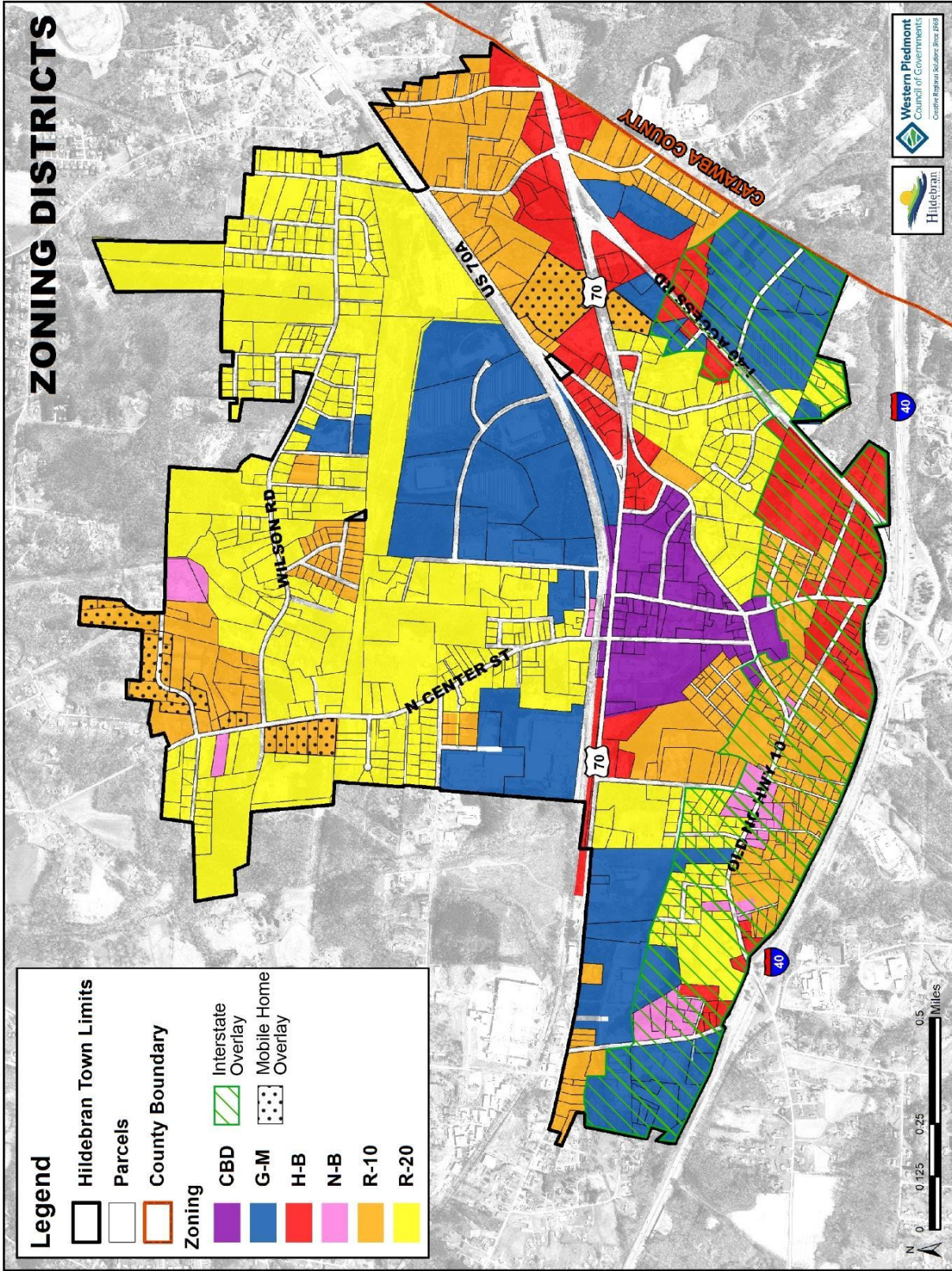
Members of the Comprehensive Plan Advisory Committee were asked to aid in the determination of what types of future development would be appropriate for the Town of Hildebran, where development should be located, and what development standards it should be held to.

The Future Land Use Map (Figure 8-6) was developed to guide zoning and development decisions. Town of Hildebran Staff, Planning Board, and Board of Council rely on the Future Land Use Map to guide policy decisions related to zoning, watershed regulations, and infrastructure needs. Hildebran Planning staff and the Planning Board should review and update land use regulations to ensure their compatibility with desired types of development as recommended by the Steering Committee.

FUTURE LAND USE MAP

The Future Land Use Map was developed to show the Town’s vision. The Hildebran Planning Staff, Planning Board and Board of Council rely on the Future Land Use Map to guide policy making related to zoning, watershed regulations, and infrastructure needs. Land use will change over time. Encouraging a more centralized development pattern will allow the Town to avoid the high costs associated with extending water and sewer infrastructure to areas lacking service.

ZONING DISTRICTS



Legend

- | | |
|-----------------------|---------------------|
| Hildebran Town Limits | Interstate Overlay |
| Parcels | Mobile Home Overlay |
| County Boundary | |
| Zoning | |
| CBD | |
| G-M | |
| H-B | |
| N-B | |
| R-10 | |
| R-20 | |



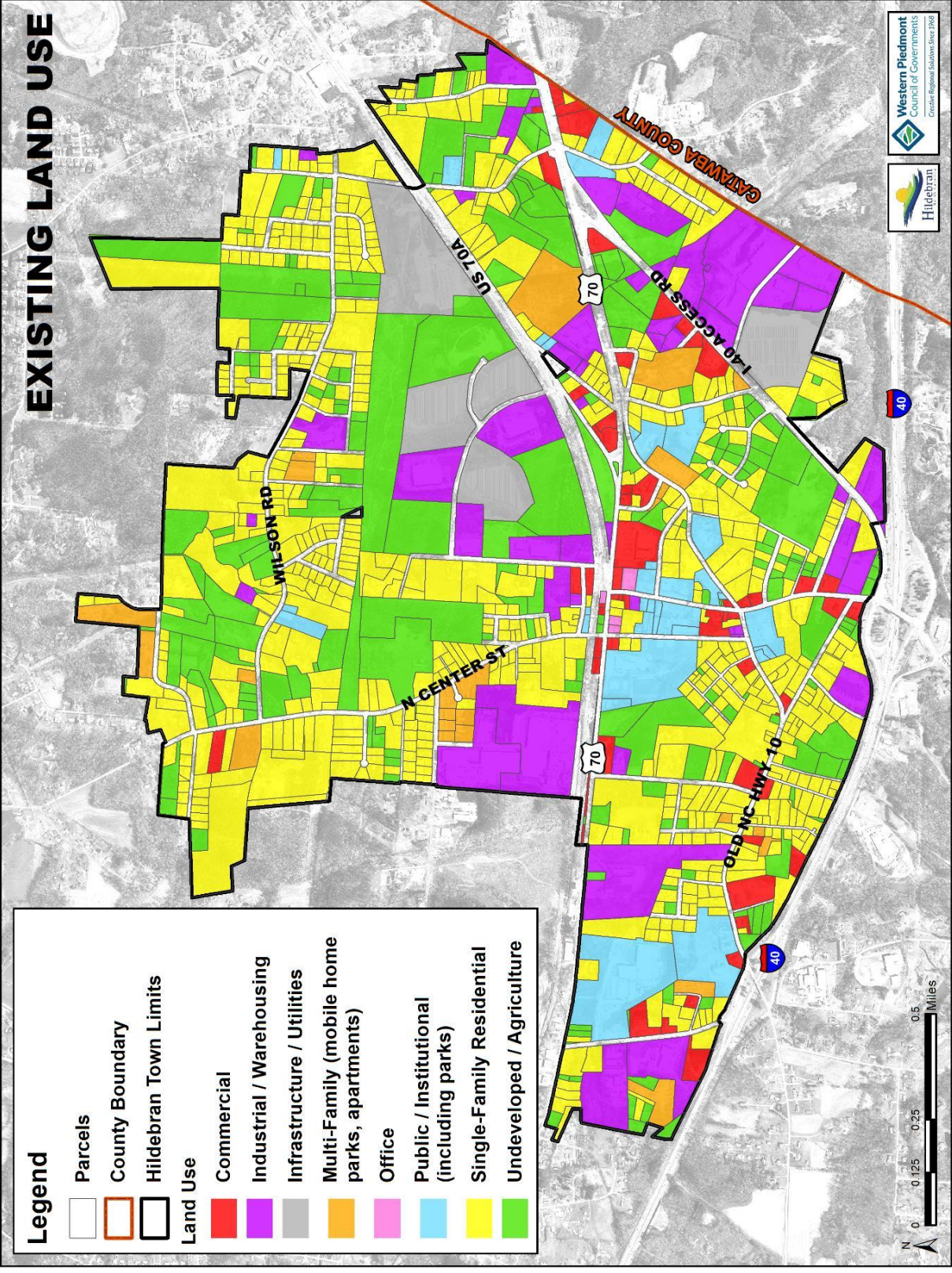
EXISTING LAND USE

Legend

- Parcels
- County Boundary
- Hildebran Town Limits

Land Use

- Commercial
- Industrial / Warehousing
- Infrastructure / Utilities
- Multi-Family (mobile home parks, apartments)
- Office
- Public / Institutional (including parks)
- Single-Family Residential
- Undeveloped / Agriculture

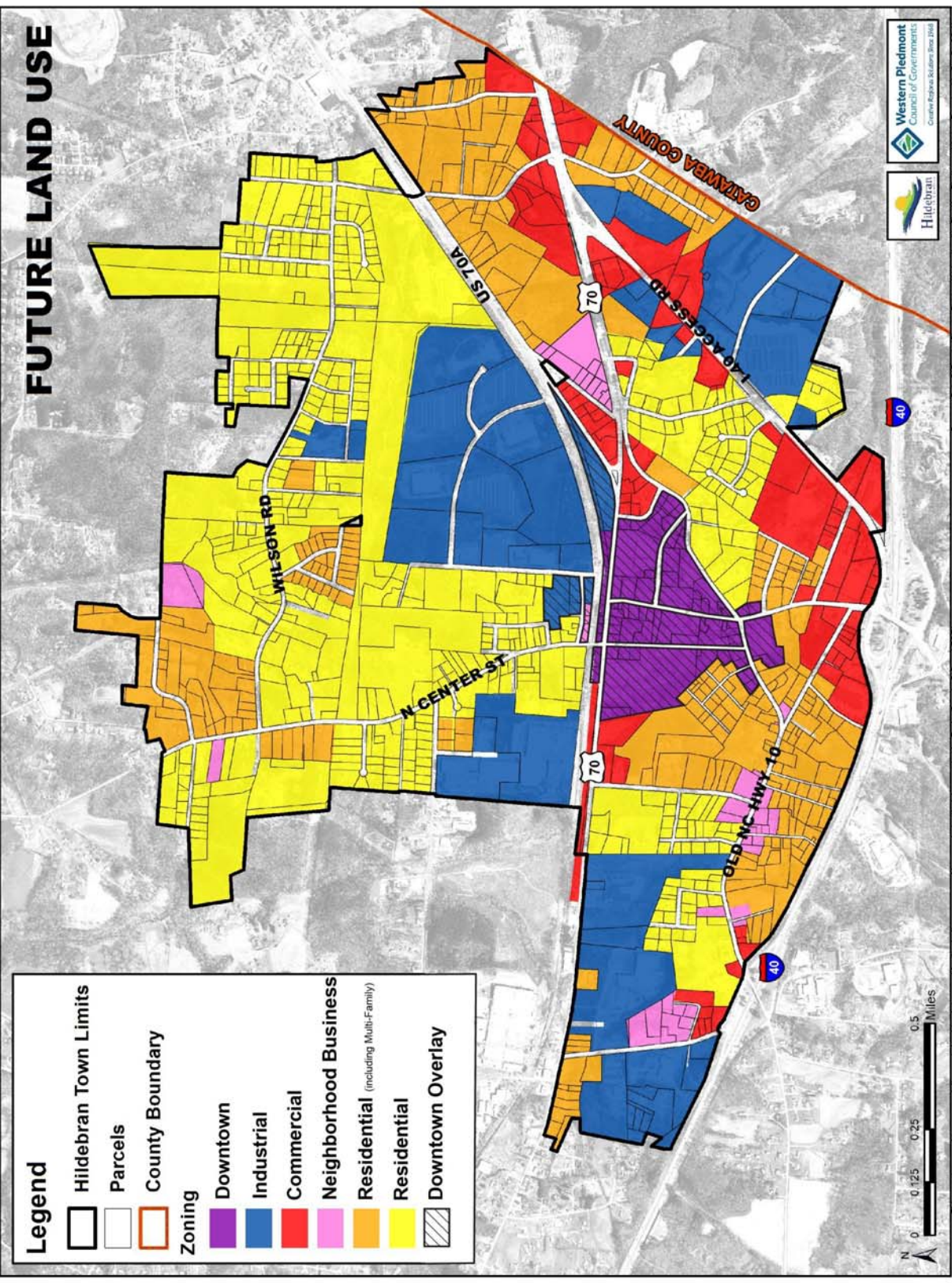


Hildebran

Western Piedmont
Council of Governments
Creative Regional Solutions Since 1968

This map is a graphic representation and should only be used for illustrative purposes. Map created with data provided by Burke County GIS and ESRI. Document Path: C:\Planning\Planning Division\Hildebran Land Use\LegendMap_Uses Layout\Hildebran Existing Land Use 8.5x11.mxd

FUTURE LAND USE



Legend

- Hildebran Town Limits
- Parcels
- County Boundary
- Zoning**
- Downtown
- Industrial
- Commercial
- Neighborhood Business
- Residential (including Multi-Family)
- Residential
- Downtown Overlay



CONCEPTUAL RENDERINGS

These are **conceptual** renderings. The new buildings shown do not depict exact building types. The purpose of these renderings is to show how investments in sidewalks, trees, lighting, and parks can set the stage for private sector development, and also help make the downtown area feel like more of a destination.

SCENE 1

This conceptual rendering shows the downtown area with a pedestrian crosswalk, trees, and streetlights.



SCENE 2

This conceptual rendering shows a close up of the corner of U.S. 70 and South Center Street. Trees and streetlights create a pleasant environment for shoppers, diners and walkers.



SCENE 3

This conceptual rendering shows a close up of the sidewalk in front of the stores on U.S. 70. Trees, benches, and streetlights create a pleasant environment for shoppers and diners.



SCENE 4

This conceptual rendering shows a close up of the sidewalk in front of the stores at the east side of downtown. Trees, benches, and streetlights create a pleasant environment for shoppers, diners and walkers.



SCENE 5

This conceptual rendering shows an apartment building on the site of the abandoned mill. The apartment building could also include a mix of uses (with shops on the first floor), or could be a renovated version of the abandoned mill. *Renderings of new buildings shown do not depict exact building types.*



SCENE 6

This conceptual rendering shows a close up view of an apartment building on the site of the abandoned mill. The apartment building could also include a mix of uses (with shops on the first floor), or could be a renovated version of the abandoned mill. *Renderings of new buildings shown do not depict exact building types.*



SCENE 7

This conceptual rendering shows a sidewalk and street trees extending from the abandoned mill site to the former manufacturing sites on U.S. 70. Street trees create a pleasant walking experience for pedestrians.



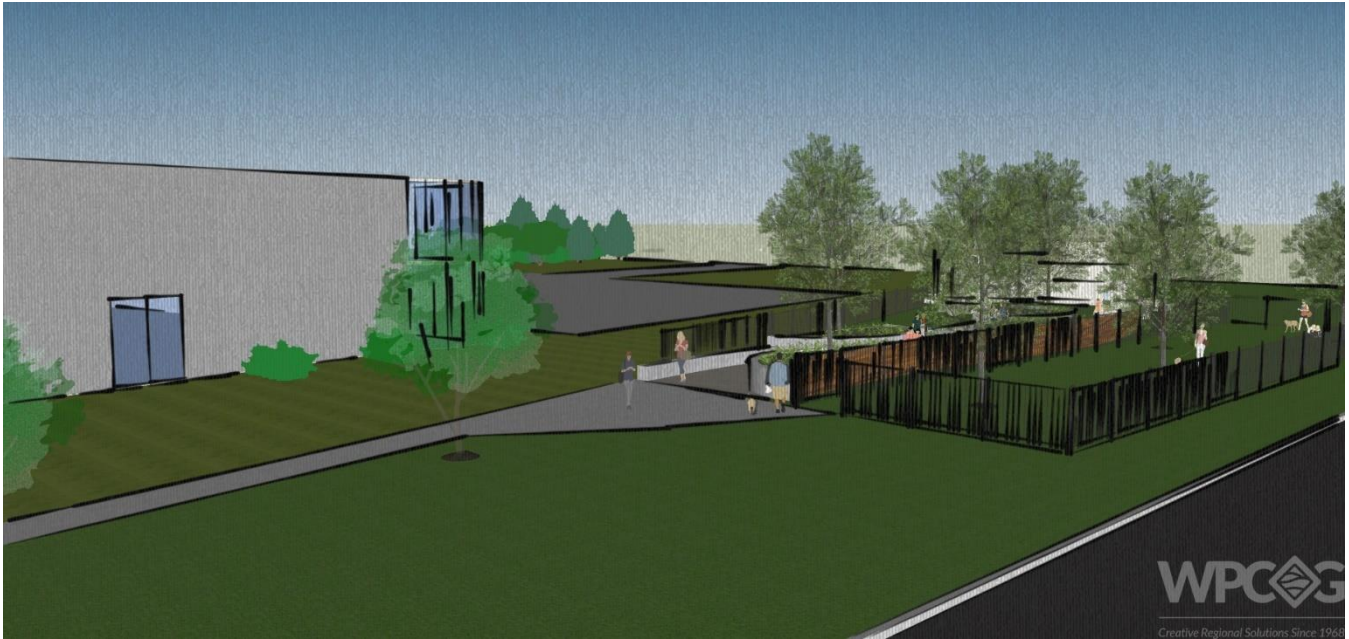
SCENE 8

This conceptual rendering shows new offices and manufacturing facilities at the former manufacturing sites. Street trees create a pleasant walking experience for pedestrians, and a sidewalk would allow employees to walk to downtown or to a conceptual park/gateway (far right) at the entrance to the town on U.S. 70.



SCENE 9

This conceptual rendering shows new offices and manufacturing facilities at the former manufacturing sites. Street trees create a pleasant walking experience for pedestrians, and a sidewalk would allow employees to walk to downtown or to a conceptual park/gateway at the entrance to the town on U.S. 70.



SCENE 10

This conceptual rendering shows a conceptual park/gateway at the entrance to the town on U.S. 70 that focuses on the town's railroad heritage.



SCENE 11

This conceptual rendering shows a close up of a conceptual park/gateway at the entrance to the town on U.S. 70 that focuses on the town's railroad heritage.



LAND USE & GROWTH MANAGEMENT RECOMMENDATIONS

Industrial

1. New industrial sites should be located in areas already zoned for industrial use.
2. Encourage the use of vacant industrial buildings rather than constructing new buildings.
3. Foster connections with existing and potential industries with technical training institutions such as community colleges and/or cooperative extensions to create a qualified workforce.

Commercial

1. Additional commercial development should occur as infill development where commercial uses are already established.
2. Low-impact commercial uses, as defined in the Neighborhood Business district, should locate at key intersections that serve residential areas within the town. These are areas such as the intersection of Old NC HWY 10 and 3rd St SW where similar uses exist.
 - a. The corner of US 70 and US 70A should be reconsidered as a Neighborhood Business district as opposed to Highway Business.
 - b. Expand sidewalk connections to neighborhood businesses.

- c. Allow for mixed-use within neighborhood business, with a condition that green spaces are preserved.

Central Business District

1. Consider amending the Zoning Ordinance to allow for mixed-use development within the CBD.
2. Refer to the *Hildebran Pedestrian Plan* for the acquisition of right-of-way and receiving approval for NCDOT for the construction and improvement of sidewalks within the CBD and connecting areas.

Office and Institutional

1. Office and institutional uses should be located in the downtown area or along Main Avenue where similar uses exist.

Housing

1. Multi-family uses should be close to downtown and have easy access to major roads.
 - a. Additional areas for multi-family residential use should be established as described on the Future Land Use Map as the R-10 High Density Residential District.
2. Encourage development of various types of senior housing such as independent and assisted living within walkable areas and areas with access to public transit.
 - a. Sidewalks in connecting areas with senior housing need to be made ADA accessible.
3. Single-family use should be encouraged in areas already zoned for residential development, where single-family uses exist.
4. Consider adopting development ordinances that allow for conservation development subdivisions.

Building Design Guidelines and Town Aesthetic

1. Evaluate existing building design guidelines, as described in the *Zoning Ordinance*, and determine if they are consistent with the design aesthetics desired by this plan.
2. Develop and adopt design standards for mixed-use development.
3. Consider installing art/signage/landscaping along entrance corridors and within the downtown area.


Other Land Use Recommendations

1. Require developers of residential subdivisions, multi-family, and commercial or industrial properties to construct sidewalks or provide fees in lieu of construction where the *Hildebran Pedestrian Plan* recommends sidewalks.
2. Require the dedication of land as recreational open space in the form of greenway corridors as a condition for conditional use permits and for major subdivisions where the *Hildebran Pedestrian Plan* recommends

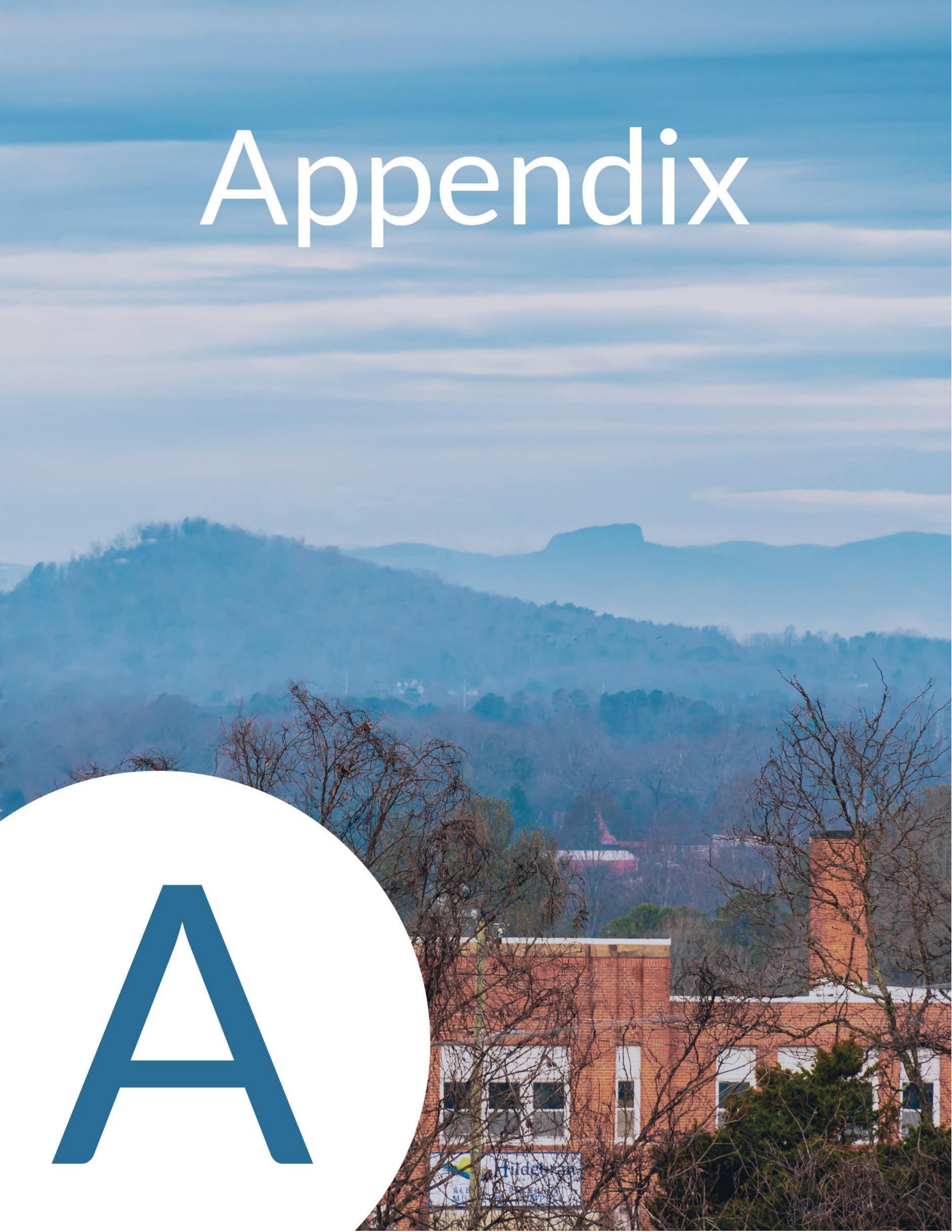
greenways. Encourage developers of residential subdivisions, multi-family and commercial or industrial properties to construct greenways where the *Hildebran Pedestrian Plan* recommends greenways.

3. Developers of residential subdivisions, multi-family, commercial or industrial development should be required to set aside 10% of the total land area as designated open space. A portion of the open space in residential developments should be publicly accessible as playgrounds, grass fields, nature trails or other usable recreation space.
4. Consider requiring developers to dedicate floodplain areas as open space. Open space should be preserved for conservation or for publicly accessible passive recreation activities.

Appendix



A



APPENDIX A – SWOT ANALYSIS

COMMITTEE SWOT RESULTS

WPCOG staff led the committee through an interactive SWOT analysis to compile input regarding the committee’s perception of the Town of Hildebran’s strengths, weaknesses, opportunities, and threats. The results of this analysis will be taken into consideration while drafting the Land Use Plan.

A SWOT (strengths, weaknesses, opportunities, and threats) is defined as the following. Strengths are internal and supportive characteristics that are the foundation of a community and provide stability. Weaknesses are internal and harmful characteristics of the community’s stability. Opportunities are external and helpful characteristics for continued growth. Threats are external and harmful characteristics that weaken community stability. Depending on an individual’s perspective, what may be considered as a strength to one may be a weakness or threat to another. Therefore, the topics discussed can be listed in multiple areas of the SWOT analysis.

A WPCOG staff member moderated a discussion between the committee members on each SWOT category and recorded the topics that the committee members identified. After the discussion, the committee members voted on the individual topics under each SWOT category. Each committee member was allowed to cast up to 8 votes on the topics that were discussed. Committee members were instructed to vote on the topics that they felt were most important or were in the highest agreement with. They were allowed to vote on a topic more than once and were not limited to a number of votes per SWOT category.

Below are the results of the SWOT analysis. Those that received zero (0) votes were identified in the discussion but were not voted on in the later part of the analysis. This does not mean that these topics are to be ignored during the planning process.



Of the 40 total votes cast, 10 (25%) were on the topics of community strengths. Making this the second most voted on SWOT category. See Table 1 – Strengths for all topics and votes.

Table 1 - Strengths	
Votes	Topic
5	Location (I-40, 70, Hickory, Charlotte, Morganton, Etc.)
3	Town Visibility (I-40 gateway/landscaping/signage)
1	Parks, Town Events, Museum
1	Draw from outside town limits
0	Town Pride / Community / Unique
0	Local Historical Buildings
0	Community Schools / Public Schools k-12
0	Care for the town by non-residents
0	Natural Aesthetics
9	Total Votes

The weakness SWOT category received 12 (30%) of the total votes, tying it as the most voted on category along with opportunities. See Table 2 – Weaknesses for all topics and votes.

Table 2 – Weaknesses	
Votes	Topics
3	Lack of County support/services
3	Available Land / Blighted Buildings
2	Lack of physical activities (ball fields, basketball) for kids
2	Lack of walkability
1	No identifiable commercial/downtown core
1	Under 18 poverty rate
0	Attracting Youth under 18
0	Interpretation of the town's community pride as being closed off
0	Job availability for teens
0	Broadband Availability / Reliable connection
0	No Town Services
0	Railroad
7	Total Votes

The opportunity category received 12 (30%) of the total votes, tying it as the most voted on category along with weaknesses. See Table 3 – Opportunities for all topics and votes.

Table 3 - Opportunities	
Votes	Topics
3	Auditorium and Gym
3	Promote the town for young families (provide activities/amenities)
2	Create a brand for the town
1	Special needs program (Rock and Roll)
1	Tourism / Hospitality at I-40 intersection
1	Promote senior amenities / retirement community
1	Availability to expand downtown
0	Adaptive reuse of local historic buildings
0	Early education opportunities
0	Availability of town funds
4	Total Votes

The threat category received 6 (15%) of the total votes, making it the third and last voted on category. See Table 4 – Threats for all topics and votes.

Table 4 - Threats	
Votes	Topics
3	Lighting of parks and sidewalks
2	Crime increase
1	Aging workforce
0	Land locked up in private / family ownership
0	Inclusive / outside welcoming / preconceived image of the town
0	Becoming part of Hickory
3	Total Votes

A combined list of all of the topics from each of the SWOT categories are listed below in Table 5. Those that received at least one vote are listed above the red dashed line. The top 3 topics (highlighted in yellow) received a little over three-quarters (78%) of the total vote. The most voted-on topic was identified as the town’s strength in location.

Table 5 – Combined SWOT Category Topics

	Votes	% Votes	Topic	SWOT
1 st →	5	13%	Location (I-40, 70, Hickory, Charlotte, Morganton, Etc.)	Strength
2 nd {	3	8%	Town Visibility (I-40 gateway/landscaping/signage)	Strength
	3	8%	Lack of County support/services	Weakness
	3	8%	Available Land / Blighted Buildings	Weakness
	3	8%	Auditorium and Gym	Opportunity
	3	8%	Promote the town for young families (provide activities/amenities)	Opportunity
	3	8%	Lighting of parks and sidewalks	Threat
	3 rd {	2	5%	Lack of physical activities (ball fields, basketball) for kids
2		5%	Lack of walkability	Weakness
2		5%	Create a brand for the town	Opportunity
2		5%	Crime increase	Threat
	1	3%	Parks, Town Events, Museum	Strength
	1	3%	Draw from outside town limits	Strength
	1	3%	No identifiable commercial/downtown core	Weakness
	1	3%	Under 18 poverty rate	Weakness
	1	3%	Special needs program (Rock and Roll)	Opportunity
	1	3%	Tourism / Hospitality at I-40 intersection	Opportunity
	1	3%	Promote senior amenities/retirement community	Opportunity
	1	3%	Availability to expand downtown	Opportunity
	1	3%	Aging workforce	Threat
	0	0%	Town Pride / Community / Unique	Strength
	0	0%	Local Historical Buildings	Strength
	0	0%	Community Schools / Public Schools k-12	Strength
	0	0%	Care for the town by non-residents	Strength
	0	0%	Natural Aesthetics	Strength
	0	0%	Attracting Youth under 18	Weakness
	0	0%	Interpretation of the town's community pride as being closed off	Weakness
	0	0%	Job availability for teens	Weakness
	0	0%	Broadband Availability / Reliable connection	Weakness
	0	0%	No Town Services	Weakness
	0	0%	Railroad	Weakness
	0	0%	Adaptive reuse of local historic buildings	Opportunity
	0	0%	Early education opportunities	Opportunity
	0	0%	Availability of town funds	Opportunity
	0	0%	Landlocked up in private / family ownership	Threat
	0	0%	Inclusive/outside welcoming / preconceived image of the town	Threat
	0	0%	Becoming part of Hickory	Threat

40 100.0%

FIRST PUBLIC MEETING SWOT RESULTS

Of the 40 total votes cast, 6 (15%) were on the topics of community strengths. Making this the third most voted on SWOT category. See Table 1 – Strengths for all topics and votes.

Table 1 - Strengths	
Votes	Topic
1	Proximity to I-40 and major metropolitan areas
1	Recreation / Sports / Activities for youth
1	Maintain the history of the town
1	Town Pride / Care for the town
1	Attracting outside visitors/businesses
1	Support from non-residents
0	Access to wilderness areas / Large parks / Lakes and Mountains
6	Total Votes

The weakness SWOT category received 22 (55%) of the total votes. Making this the most voted on category. See Table 2 – Weaknesses for all topics and votes.

Table 2 – Weaknesses	
Votes	Topics
9	Lack of support of recreation activities
4	Lack of things to do in town for teens
3	Lack of police presence / feeling of safety / need of a school resource officer
2	Sidewalk conditions
1	Support from inside the town / residents
1	Lack of things to do in town
1	No Wifi connectivity or remote access in public areas
1	Youth leaving
0	Roadway conditions
0	Bridge at Exit 118
0	Town "shuts down" at 8:00pm
0	Old infrastructure / infrastructure that is not owned by the town
0	Labor force
0	Building for older generations
0	What is the town's vision?
0	Availability of storefronts / Lack of investment in downtown properties
0	Lack of support / success of small businesses
0	Lack of parking at strip mall near Food Lion
22	Total Votes

The opportunity category received 11 (28%) of the total votes. Making it the second most voted on category. See Table 3 – Opportunities for all topics and votes.

Table 3 - Opportunities	
Votes	Topics
6	Build up recreation programs
2	Free Wifi access in public areas
2	Transparency and building trust with the town and residents / businesses / organizations
1	Marketing outward
0	Inter-city transportation
0	Infill Developments / Redevelopment / Investment
0	Building Partnerships with existing businesses, organizations, Burke County and BDI
0	Town support of residents and businesses
0	Partnership with schools to utilize recreation facilities
11	Total Votes

The threat category received 1 (3%) of the total votes, making it the last voted on category. See Table 4 – Threats for all topics and votes.

Table 4 - Threats	
Votes	Topics
1	AUU / Travel Sports taking away support from local recreation
0	Local labor force "hollowing" out
0	Proximity of adjacent municipalities
0	Lose of identity
0	Town transparency / approval process
0	Outside influence changing the town pride
0	Homeless
1	Total Votes

A combined list of all of the topics from each of the SWOT categories are listed below in Table 5. Those that received at least one vote are listed above the red dashed line. The top 4 topics (highlighted in yellow) received a little over half (55%) of the total vote.

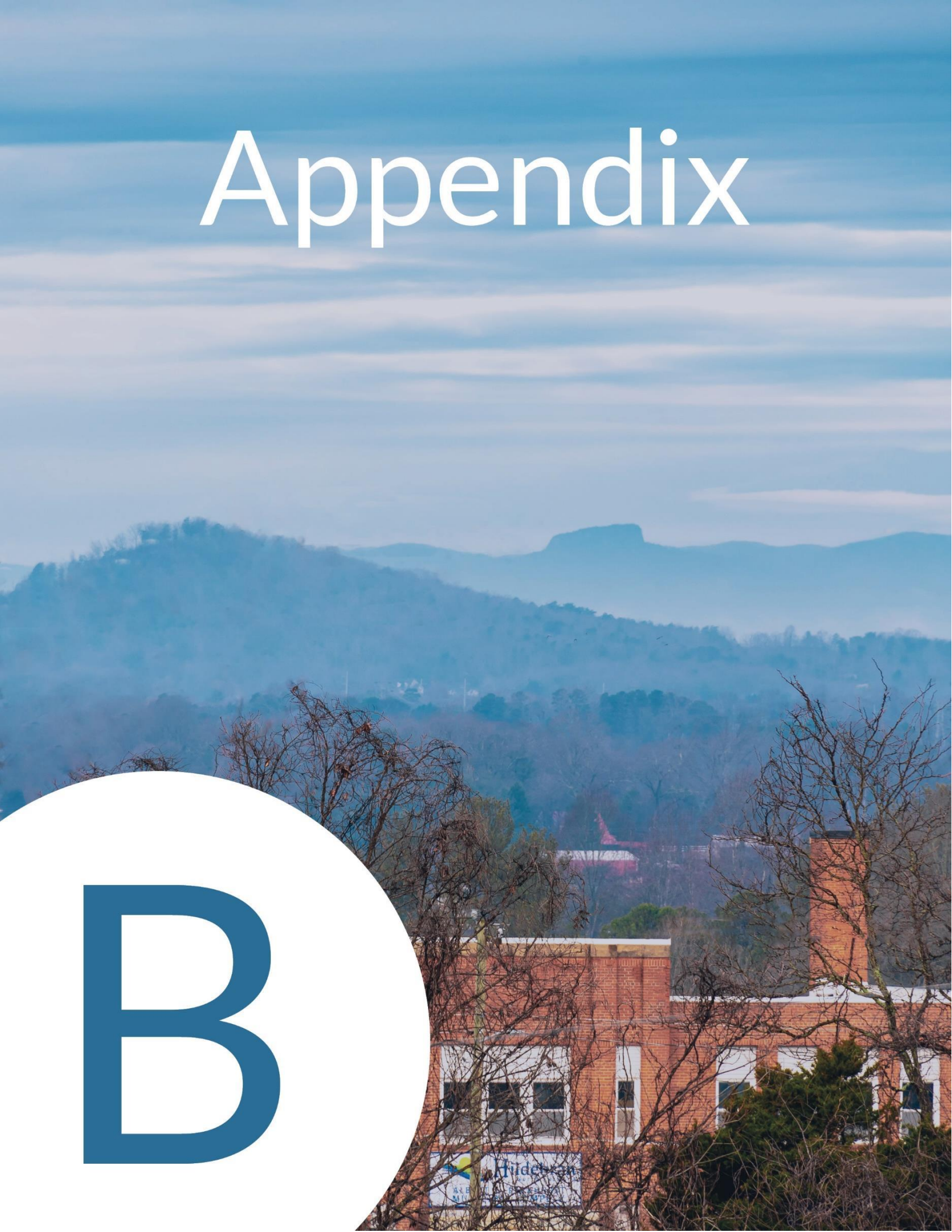
Table 5 – Combined SWOT Category Topics			
Votes	% Votes	Topic	SWOT
9	22.5%	Lack of support of recreation activities	Weakness
6	15.0%	Build up recreation programs	Opportunity
4	10.0%	Lack of things to do in town for teens	Weakness
3	7.5%	Lack of police presence / feeling of safety / need of a school resource officer	Weakness
2	5.0%	Free Wifi access in public areas	Opportunity
2	5.0%	Transparency and building trust with the town and residents / businesses / organizations	Opportunity
2	5.0%	Sidewalk conditions	Weakness
1	2.5%	Marketing outward	Opportunity
1	2.5%	Proximity to I-40 and major metropolitan areas	Strength
1	2.5%	Recreation / Sports / Activities for youth	Strength
1	2.5%	Maintain history of the town	Strength
1	2.5%	Town Pride / Care for the town	Strength
1	2.5%	Attracting outside visitors / businesses	Strength
1	2.5%	Support from non-residents	Strength
1	2.5%	AUU / Travel Sports taking away support from local recreation	Threat
1	2.5%	Support from inside the town / residents	Weakness
1	2.5%	Lack of things to do in town	Weakness
1	2.5%	No Wifi connectivity or remote access in public areas	Weakness
1	2.5%	Youth leaving	Weakness
0	0.0%	Inter-city transportation	Opportunity
0	0.0%	Infill Developments / Redevelopment / Investment	Opportunity
0	0.0%	Building Partnerships with existing businesses, organizations, Burke County and BDI	Opportunity
0	0.0%	Town support of residents and businesses	Opportunity
0	0.0%	Partnership with schools to utilize recreation facilities	Opportunity
0	0.0%	Access to wilderness areas / Large parks / Lakes and Mountains	Strength
0	0.0%	Local labor force "hollowing" out	Threat
0	0.0%	Proximity of adjacent municipalities	Threat
0	0.0%	Lose of identity	Threat
0	0.0%	Town transparency / approval process	Threat
0	0.0%	Outside influence changing the town pride	Threat
0	0.0%	Homeless	Threat
0	0.0%	Roadway conditions	Weakness
0	0.0%	Bridge at Exit 118	Weakness

0	0.0%	Town "shuts down" at 8:00pm	Weakness
0	0.0%	Old infrastructure / infrastructure that is not owned by the town	Weakness
0	0.0%	Labor force	Weakness
0	0.0%	Building for older generations	Weakness
0	0.0%	What is the town's vision?	Weakness
0	0.0%	Availability of storefronts / Lack of investment in downtown properties	Weakness
0	0.0%	Lack of support / success of small businesses	Weakness
0	0.0%	Lack of parking at strip mall near Food Lion	Weakness

100.0%

Appendix

B



APPENDIX B – RECREATION PLAN