

# **GRANITE QUARRY TOWN PLAN 2040**

## **Comprehensive Land Use and Master Plan**



**June 19, 2023**

**Amended by Ordinance #2024-04**

**Adopted: June 19, 2023**

**Recommended by the Town of Granite Quarry Planning Board: June 5, 2023**



# Granite Quarry Town Plan 2040 Comprehensive Land Use and Master Plan

## TOWN OF GRANITE QUARRY

Granite Quarry Town Hall  
143 N. Salisbury Avenue  
Granite Quarry, NC 28146

**Adopted by the Town Council: June 19, 2023**

**Amended by Ordinance #2024-04**

### Town Council

Brittany Barnhardt, Mayor  
John Linker, Mayor Pro-Tem  
Jim Costantino, Council Member  
Doug Shelton, Council Member  
Jeff Cannon, Council Member

### Planning Board

Mike Brinkley  
David Morris  
Richard Luhrs  
Jerry Holshouser  
Joe Hudson  
Fred Krusemark (Alternate)  
Jared Mathis, ETJ  
Ronald Jacobs, ETJ  
Michelle Reid, ETJ  
Vacant, ETJ  
Dolores Shannon, ETJ (Alternate)

### Administration Department

Larry Smith, Town Manager  
Aubrey Smith, Town Clerk  
Shelly Shockley, Finance Officer  
Debbie Loflin-Benge, Office Assistant

### Citizens of Granite Quarry

#### Planning Team

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





## TABLE OF CONTENTS

<b>1. WHY PLAN OUR TOWN?</b> .....	1
1.1 About Town Planning .....	1
1.2 Official State Policy.....	1
1.3 Statutory Reference .....	2
<b>2. ABOUT GRANITE QUARRY</b> .....	3
2.1 Town of Granite Quarry’s Vision Statement .....	3
2.2 Town of Granite Quarry Background .....	3
<b>3. COMMUNITY PROFILE</b> .....	5
3.1 Population .....	5
3.2 Housing.....	9
3.3 Education.....	10
3.4 Income.....	11
3.5 Workforce.....	14
3.6 Future Trends Projections – How does Granite Quarry prepare?.....	17
<b>4. NATURAL AND HISTORIC RESOURCES</b> .....	19
4.1 Resources .....	19
4.2 Historic Resources .....	25
<b>5. VOICE OF THE COMMUNITY</b> .....	28
5.1 Community Participation – What does our community want?.....	28
5.2 Goals, Objectives, and Strategies .....	36
<b>6. ECONOMIC DEVELOPMENT</b> .....	46
6.1 Why Focus on Economic Development.....	46
6.2 Current Economic Profile – Conventional Sectors .....	48
6.3 Importance of the Infrastructure Networks.....	49
6.4 Existing Business Retention and Expansion .....	49
6.5 Tourism, Travel, and Hospitality.....	50
6.6 Manufacturing.....	52
6.7 Economic Development Opportunities.....	53
6.8 Economic Development Action Items .....	54
<b>7. INFRASTRUCTURE</b> .....	56
7.1 Water and Sewer Utility Systems .....	56
7.2 Transportation Network.....	56
<b>8. PLANNING AND DEVELOPMENT</b> .....	60
8.1 Analysis of Existing land Use and Development Patterns – Where to begin!.....	60
8.2 The Plan – What do we want our community to be? How do we get there?.....	60
8.3 Existing Land Use Issues – Recognizing the problems of our past .....	61
8.4 Future Land Use – Where we are going next!.....	64
8.5 Re-thinking Granite Quarry’s Zoning – A common sense approach! .....	69
<b>9. BLUEPRINT FOR GRANITE QUARRY – SUMMARY &amp; PLAN IMPLEMENTATION</b> .....	78
9.1 Summary .....	78
9.2 Actions to Implement Town Plan 2040 .....	78
<b>APPENDIX A: Granite Quarry Downtown Master Plan</b> .....	80
<b>APPENDIX B: GoGQ Bicycle and Pedestrian Plan</b> .....	81
<b>APPENDIX C: Granite Quarry Parks and Recreation Master Plan</b> .....	82



# 1. WHY PLAN OUR TOWN?

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

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

## 1.1 About Town Planning

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

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

Part of the on-going planning process is monitoring the plan’s progress as a fluid document that should be bi-annually (every other year) refined and updated to reflect progress achieved and changing conditions. ***Planning is an ongoing process!***

## 1.2 Official State Policy

NCGS Chapter 160D requires local governments with a population of over 1,500 people to adopt a Comprehensive Plan by July 1, 2022 to be eligible for certain funding, powers and authority. The plan is to be used as an assurance to the public that local decisions are made with a perspective on the future implications of pending decisions, and to affirm that public accountability and fiscal responsibility are considered as part of the decision-making process.

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

### 1.3 Statutory Reference

**Granite Quarry Town Plan 2040 - Comprehensive Land Use and Master Plan** shall serve as the adopted plan pursuant to §N.C.G.S. 160D in the planning and regulation of development.



*(This space left blank intentionally)*

## 2. ABOUT Granite Quarry

### 2.1 Town of Granite Quarry’s Vision Statement

Solid as the rock on which it was founded, Granite Quarry will be a growing, connected and family-friendly town that provides a high quality of life for all.

### 2.2 Town of Granite Quarry Background

#### 2.2.1 Location

The Town of Granite Quarry, North Carolina is located in Rowan County with an estimated population of 2,984 residents as reported in the 2020 Decennial Census. Granite Quarry is approximately 4 miles south of the county seat of Salisbury. The 2020 U.S. Census reported the Town of Granite Quarry corporate limits encompass approximately 2.92 square miles of land area.

Granite Quarry is located 45 miles northeast of Charlotte via I-85, and is part of the Charlotte-Concord-Rowan, NC-SC Metropolitan Statistical Area (MSA).

#### 2.2.2 History

**Granite Quarry:** The following account of the early years of Granite Quarry was provided in a statement by the Honorable Representative Howard Coble on May 19th, 2001, in celebration of the town's centennial celebration.

*“Granite Quarry began in 1766 when Michael Braun (Brown) moved to the area from Pennsylvania. He constructed what became known as the Old Stone House of native hand-hewn granite. (The house has been restored by Rowan Museum, Inc., and is recognized as the oldest German dwelling in North Carolina.)*

*The town was known as Woodville in the late 1800s, and by 1891, when the first post office was established, it was under the name of Woodsides. The second name was for a family of Woodsides who lived in the community. On March 7, 1901, the North Carolina General Assembly officially changed the name to Woodsides. When the town was first incorporated, five families lived in the town. Jerry L. Shuping was the first mayor and William Lefler, L.H. Kluttz, Rufus B. Peeler and Alfred L. Peeler were the first aldermen. These family names remain fixtures in Rowan County today. Shortly after incorporation, it was discovered that there was another Woodsides in North Carolina, resulting in confusion for mail and freight deliveries.*

*While the post office name was changed to Granite Quarry in 1902, it wasn’t until February 5, 1905, that the General Assembly approved the new name of Granite Quarry to recognize and highlight the stone quarried there. The quarries were already attracting attention years earlier as they developed along the newly completed Yadkin Railway and more and more people moved into the area to work the quarries.*

*Quarrying was begun by the eccentric J.T. Wyatt who was later known as a local newspaper columnist with the fascinating sobriquet of “Venus of Faith.” Wyatt began his digging at the site of the Balfour Quarry. The demand for paving stones and later, Durax blocks, kept the town full of workers. Durax blocks, four by four pieces of stone laid in circles on city streets, can still be seen in the nearby town of Salisbury on Depot Street in front of the Southern Railway Station. Curbing stones quarried in Granite Quarry can be found in cities all over the United States.*

*Large scale quarrying began in 1906 when the Whitney Company was selected to provide the stone for a granite dam on the Yadkin River in Stanly County. Whitney contracted with the Gillespie Company to operate the Rowan County quarry. Hundreds of Italian laborers and English stone cutters were brought to Granite Quarry to work in the mines. Stone cutting was an art that few people in the United States knew, making it necessary to import workers. The dam lost almost \$20 million and when the Whitney Company went into bankruptcy, the Gillespie Company ceased operations. Nearly all of the foreign workers left except for a few of the English stone cutters who had little difficulty in finding employment at other quarries. The waters of Badin Lake today cover the granite dam, but when the water level is lowered, the dam can still be seen in its watery grave.*

*When the Whitney project failed, the town was hit by a depression, and Granite Quarry became a ghost town. It was saved from a permanent death in the 1920s when the state became a pioneer in the construction of public roads. The demand for crushed stone for paving was tremendous. That demand, when added to the normal output for curbing, paving blocks, ornamental stone, and memorial work, pushed production to new records. It would last for several decades. The quarrying industry has declined in recent years because of rising labor costs and the increasing use of concrete in buildings and road construction, but today, Granite Quarry does not survive on stones alone.”*

**Rowan County:** Following is the first paragraph of the [History of Rowan County](#) written by Jonathan Martin of the North Carolina History Project.

*“In 1753, nearly 350 residents of Anson County petitioned the North Carolina legislature to form a separate county. Rowan County was the result of the petition, and at the time of its incorporation, the county was named in honor of the governor of North Carolina, Matthew Rowan. Two years after the county’s establishment, Salisbury was determined the county seat of Rowan, and the town most likely received its name in honor of the town in England. During the 1800s, Salisbury was the economic and political center of western North Carolina.”*

### 3. COMMUNITY PROFILE

The development of a town plan first requires that identification and analysis of certain key growth factors be performed. The intent of the analysis is to ensure that policies contained in the Town Plan 2040 address current problems, trends, and issues facing the community, including the immediate area. The key growth factors included for analysis are discussed in several subject areas within the Town Plan 2040. Collectively, these key growth factors summarize past and present conditions, while providing the essential yardsticks for estimating future conditions.

#### 3.1 Population

##### 3.1.1 Population Profile

The U.S. Census Bureau prepares a detailed statistical portrait for local governments, counties and states of their respective social, economic, housing, and demographic characteristics through the 5-year American Community Survey (ACS) products. The ACS 5-year estimates are constructed as period estimates and reflect the average characteristics over the five year period. In general, unless a user knows how the estimate for each characteristic is trending over time, it is not accurate to consider the 5-year estimate as an estimate at any given point within the 5 year period. However, under certain conditions, the ACS estimates can serve as a proxy. Figures from the U.S. Census Bureau [2016-2020 American Community Survey \(ACS\)](#) 5-year estimates, released on March 17, 2022, were used in the Community Profile for the Town of Granite Quarry, as detailed in this section. Rather than refer to the 5-year period (2016-2020) throughout the narrative in this section, the last year of 2020, may be used for brevity in some locations, but the full five year period will be noted as the source for tables and charts.

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

Data contained with this element is derived from two (2) sources:

1. The 2020 Decennial Census; and
2. The 2016-2020 American Community Survey (ACS) 5-year estimates.

It is important to understand the differences between these two data sources:

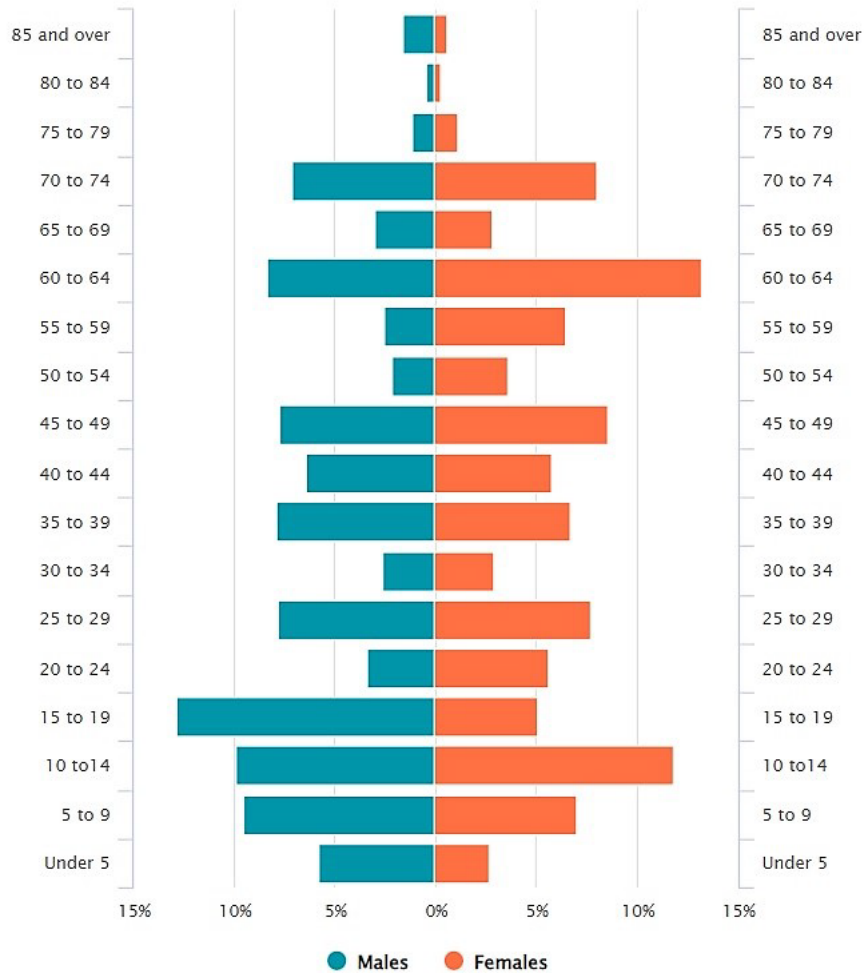
- Decennial Census data represents a ‘physical count’ of all residents occurring every ten years;

- American Community Survey (ACS) produces population, demographic and housing unit estimates based on data samples (i.e. does not represent a physical county of all residents). Data is collected on either a monthly or annual (i.e. yearly) basis.

Due to the COVID pandemic, the US Census Bureau experienced challenges in securing full participation in the 2020 Decennial Census. There may be discrepancies in some data sets between the Decennial Census and ACS data. Sources of which data sets reported in this community profile are referenced.

The U.S. Census Bureau 2020 Decennial Census reported the Town of Granite Quarry’s total population in 2020 was 2,984 persons. According to the U.S. Census Bureau’s 2016-2020 American Community Survey (ACS), Granite Quarry’s residents were 57.5% female and 42.5% male. The median age was 36.7 years. An estimated 28.4% of the population was under 18 years, 31.6% was 18 to 44 years, 27.1% was 45 to 64 years, and 13% was 65 years and older.

**Figure 3.1.1: Population by Age and Sex for Granite Quarry in 2016-2020**



Source: U.S. Census Bureau, American Community Survey 2016-2020



For people reporting one race alone, 95.3% were White; .8% were Black or African American; 0.0% were American Indian and Alaska Native; 0.0% were Asian; 0.0% were Native Hawaiian and Other Pacific Islander, and 0.6% were some other race. An estimated 0.2% reported two or more races. An estimated 3.3% of the people in Granite Quarry were Hispanic or Latino. An estimated 92.1% of the people in Granite Quarry were White alone, non-Hispanic. People of Hispanic origin may be of any race.

**3.1.2 Population Growth and Projections**

**Population Growth**

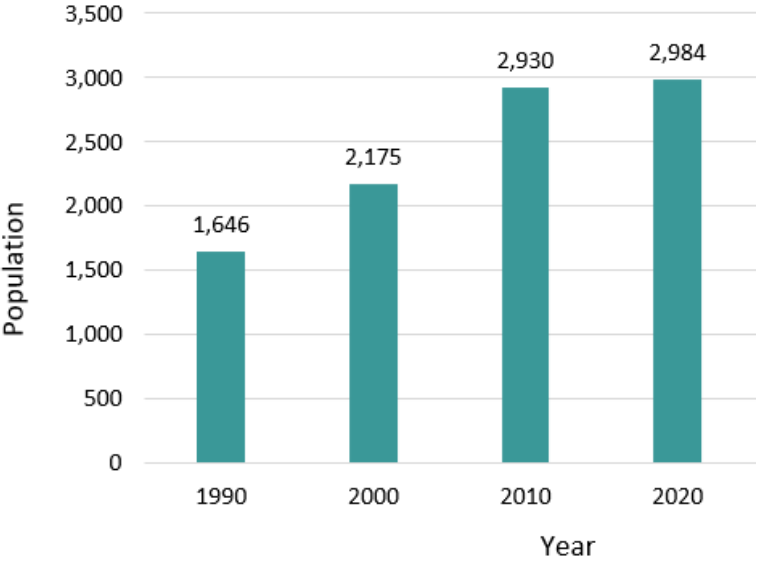
As reported by the U.S. Census Bureau, the population of the Town of Granite Quarry increased by 3% between years 1990-2000, experienced a 34.71% surge in population with an additional 755 residents between years 2000-2010, and increased less than a percent between the 2010-2020 decade as illustrated in the following table and figure.

**Table 3.1.2.A: Town of Granite Quarry Population Estimates & Growth Rates**

Year	Town of Granite Quarry Population	Population Annual Increase/(Decrease)	Between Years
1990	1,646		
2000	2,175	3.21%	1990-2000
2010	2,930	34.71%	2000-2010
2020	2,984	0.18%	2010-2020

Source: U.S. Census Bureau’s 1990-2020 Decennial Census

**Figure 3.1.2.A: Town of Granite Quarry Decennial Population Estimates (1990-2020)**



Source: U.S. Census Bureau’s 1990-2020 Decennial Census

Table 3.1.2.B illustrates the percentage of the Town’s population to the total population of Rowan County throughout the past 30 years. The Town’s population as a percentage  
 Granite Quarry Town Plan 2040 - Comprehensive Land Use and Master Plan, June 19, 2023  
 Amended by Ordinance #2024-04

of the County’s overall population has remained stable with an average of the past four decennial census estimates of 1.83%.

**Table 3.1.2.B: Town of Granite Quarry to Rowan County Population Comparison**

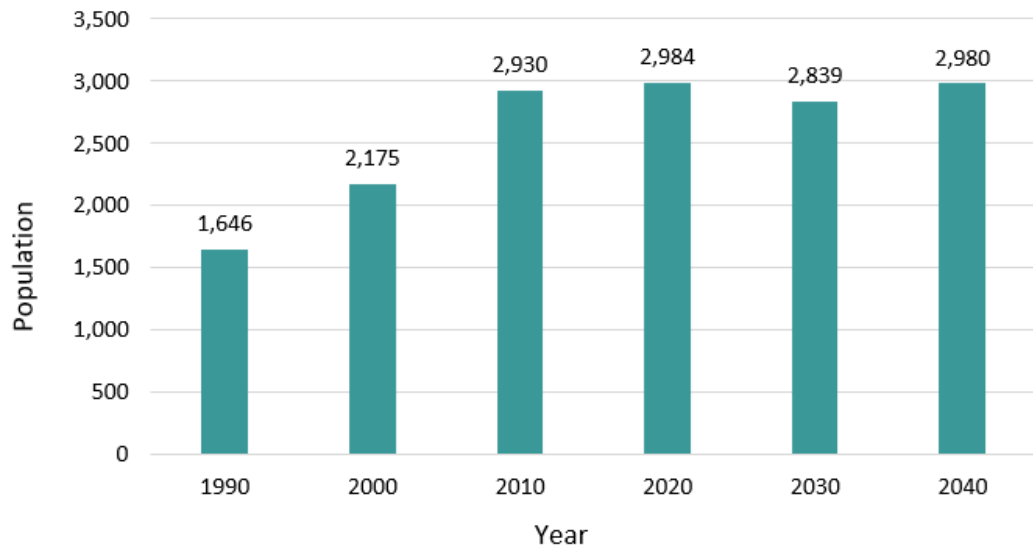
Year	Granite Quarry	Rowan County	Granite Quarry’s Population to Rowan County’s Population
1990	1,646	110,605	1.5%
2000	2,175	130,340	1.70%
2010	2,930	138,428	2.1%
2020	2,984	146,875	2.0%

Source: U.S. Census Bureau’s 2000-2020 Decennial Census

**Population Projections**

The North Carolina Office of State Budget and Management (OSBM) State Demographer publishes population projections annually for each county using complex methodology tailored to each county’s birth, death, and migration rates. The Town’s population has remained stable with an average of the past four decennial census estimates of 1.83% of Rowan County’s total population for the past three decades. To project the Town of Granite Quarry population in 2030 and 2040, the 1.83% was applied to the State Demographer’s County population projections of Rowan County for years 2030 (Rowan Co. projection of 155,442) and 2040 (Rowan Co. projection of 163,190). Using this methodology, the anticipated population projection for the Town is 2,839 persons in year 2030 and 2,980 persons in year 2040.

**Figure 3.1.2.B: Town of Granite Quarry Population Estimates and Projections**



Sources: 1990 through 2020 Estimates: US Census Bureau’s Decennial Census  
 2030 and 2040 Projections: Average population percentage of Granite Quarry to Rowan County’s population (1.83%) using US Census data combined with the NC OSBM population projection

## 3.2 Housing

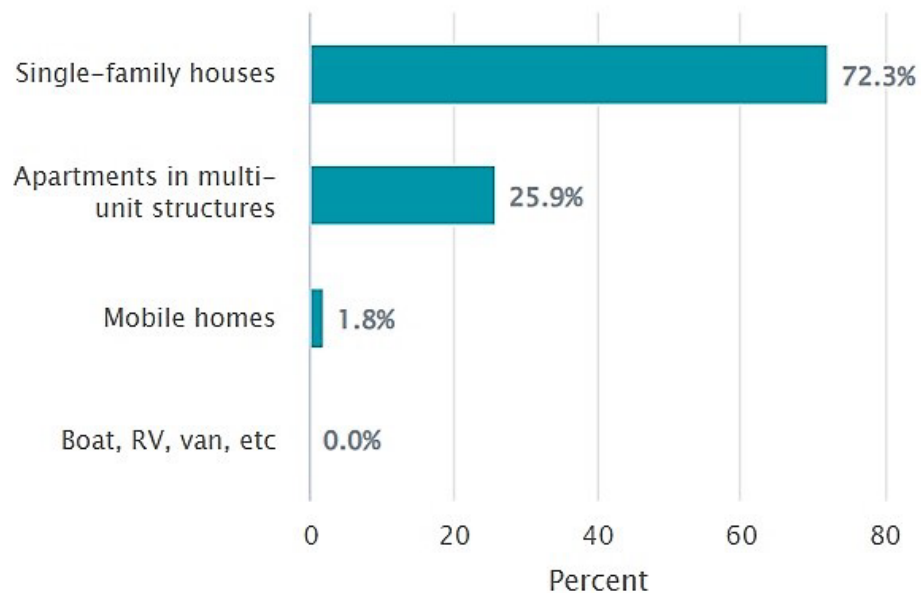
### 3.2.1 Households and Families

In 2016-2020, there were 1,030 households in Granite Quarry. The average household size was 2.87 people. In Granite Quarry, 49.1% of all households have one or more people under the age of 18; 30.3% of all households have one or more people 65 years and over.

### 3.2.2 Housing Inventory Characteristics

In 2016-2020, Granite Quarry had a total of 1,210 housing units. Of these housing units, 72.3% were single-family houses either not attached to any other structure or attached to one or more structures (commonly referred to as "townhouses" or "row houses"). 25.9% of the housing units were located in multi-unit structures, or those buildings that contained two or more apartments. 1.8% were mobile homes, while any remaining housing units were classified as "other," which included boats, recreational vehicles, vans, etc.

**Figure 3.2.2: Types of Housing Units in Granite Quarry in 2016-2020**



Source: U.S. Census Bureau, American Community Survey 2016-2020

0.4% of the housing inventory was comprised of houses built since 2010, while 5.0% of the houses were first built in 1939 or earlier. The median number of rooms in all housing units in Granite Quarry was 5.6 rooms, and of these housing units 69.5% had three or more bedrooms.

### 3.2.3 Occupied Housing Characteristics

In 2016-2020, Granite Quarry had 1,030 housing units that were occupied or had people living in them, while the remaining 180 were vacant. Of the occupied housing units, the percentage of these houses occupied by owners (also known as the homeownership rate) was 61.4% while renters occupied 38.6%. The average household size of owner-occupied houses was 3.19 and in renter-occupied houses it was 2.36.

### 3.2.4 Financial Characteristics and Housing Costs

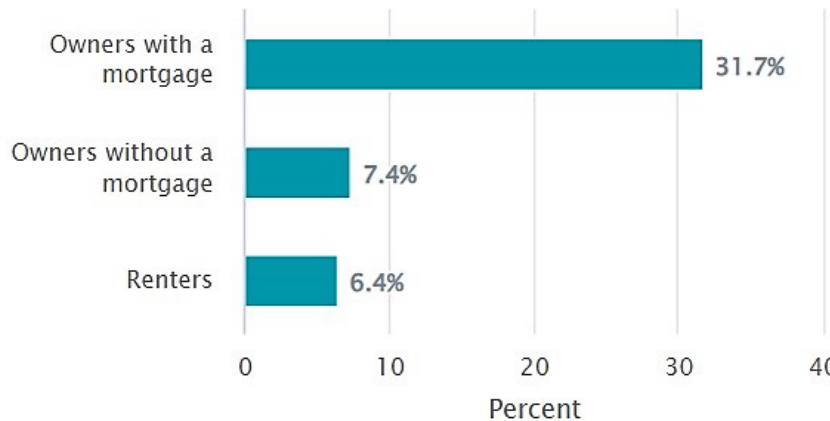
In 2016-2020, the median property value for owner-occupied houses in Granite Quarry was \$174,200.

Of the owner-occupied households, 76.4% had a mortgage. 23.6% owned their houses "free and clear," that is without a primary mortgage or loan on the house. The median monthly housing costs for owners with a mortgage was \$1,230 and for owners without a mortgage it was \$408.

For renter-occupied houses, the median gross rent for Granite Quarry was \$602. Gross rent includes the monthly contract rent and any monthly payments made for electricity, gas, water and sewer, and any other fuels to heat the house.

Households that pay 30% or more of their income on housing costs are considered cost-burdened. In 2016-2020, cost-burdened households in Granite Quarry accounted for 31.7% of owners with a mortgage, 7.4% of owners without a mortgage, and 6.4% of renters.

**Figure 3.2.4: Households with a Housing Cost Burden in Granite Quarry in 2016-2020**



Source: U.S. Census Bureau, American Community Survey 2016-2020

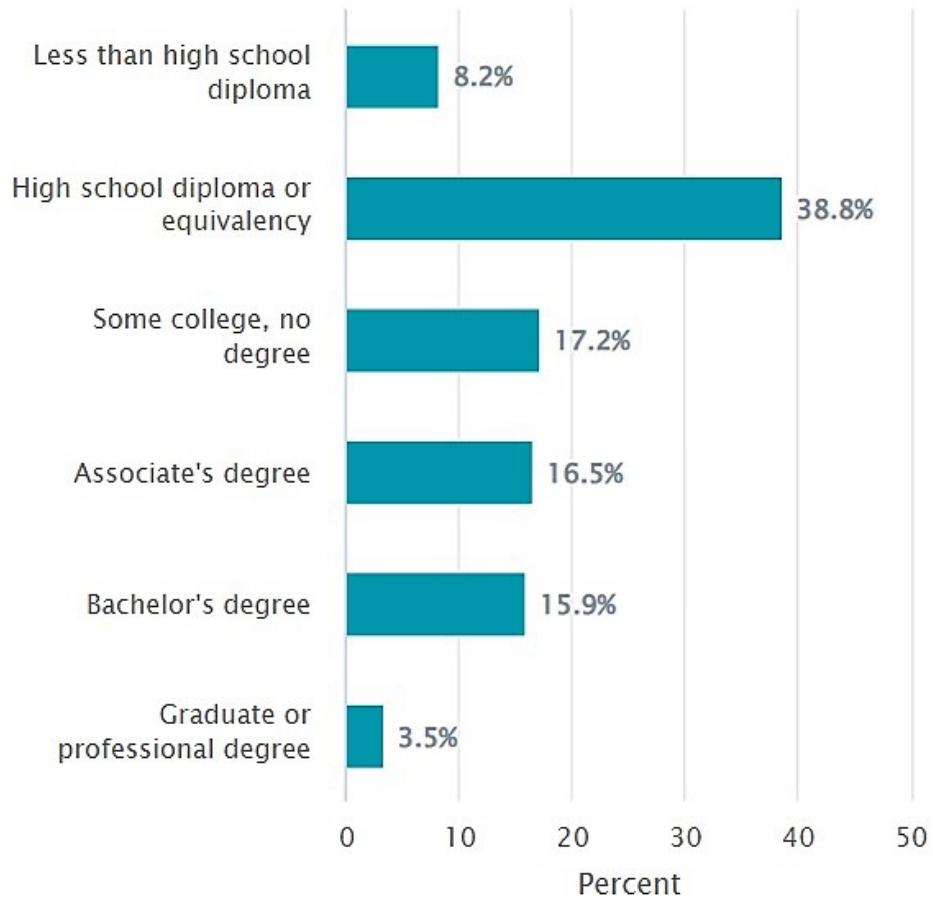
## 3.3 Education

### 3.3.1 Educational Attainment

In 2016-2020, 91.8% of people 25 years and over had at least graduated from high school and 19.4% had a bachelor's degree or higher. An estimated 8.2% did not complete high school.

The total school enrollment in Granite Quarry was 895 in 2016-2020. Nursery school enrollment was 30 and kindergarten through 12th grade enrollment was 678. College or graduate school enrollment was 187.

**Figure 3.3.1: Educational Attainment of People in Granite Quarry in 2016-2020**



Source: U.S. Census Bureau, American Community Survey 2016-2020

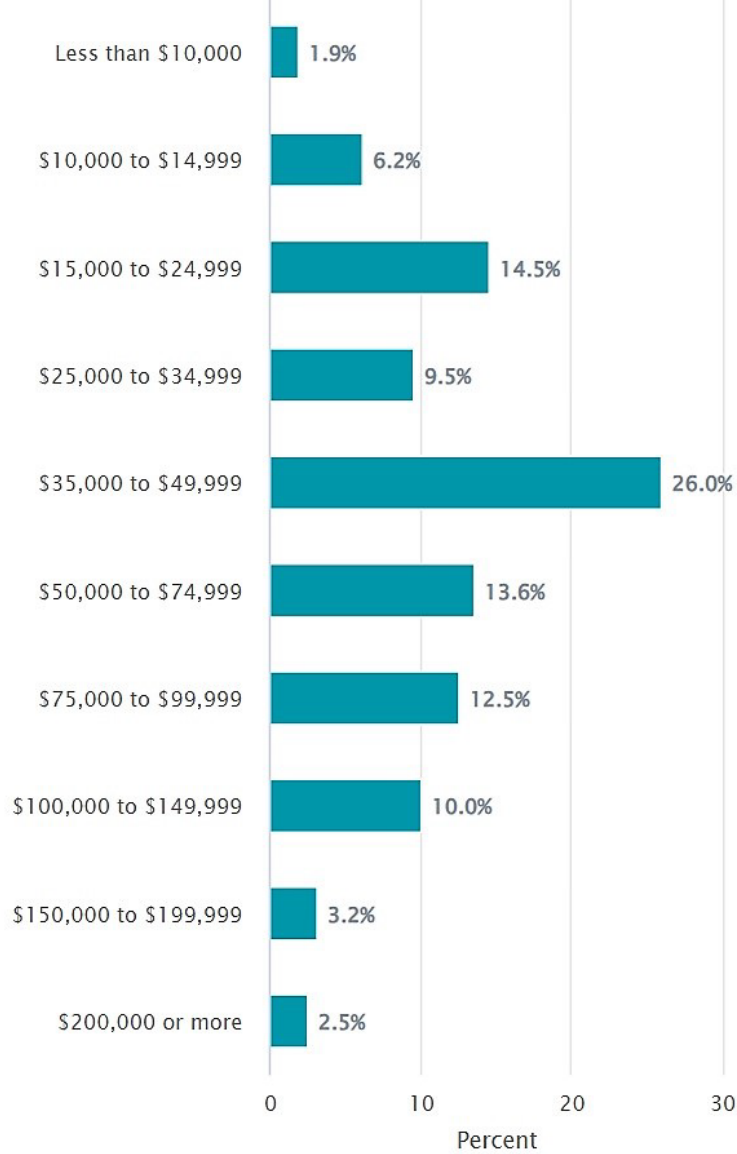
### 3.4 Income

#### 3.4.1 Income

The median income of households in Granite Quarry was \$47,529. An estimated 1.9% of households had income below \$10,000 a year and 2.5% had income over \$200,000 or more.

Median earnings for full-time year-round workers was \$43,412. Male full-time year-round workers had median earnings of \$53,177. Female full-time year-round workers had median earnings of \$31,515.

**Figure 3.4.1: Household Income in Granite Quarry in 2016-2020**

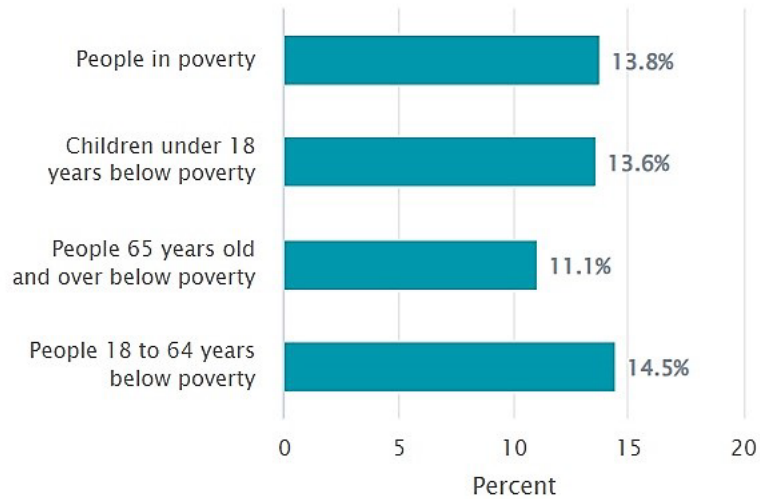


Source: U.S. Census Bureau, American Community Survey 2016-2020

### **3.4.2 Poverty and Participation in Government Programs**

In 2016-2020, 13.8% of people were in poverty. An estimated 13.6% of children under 18 were below the poverty level, compared with 11.1% of people 65 years old and over. An estimated 14.5% of people 18 to 64 years were below the poverty level.

**Figure 3.4.2: Poverty Rates in Granite Quarry in 2016-2020**



Source: U.S. Census Bureau, American Community Survey 2016-2020

In 2016-2020, 9.7% of households received SNAP (the Supplemental Nutrition Assistance Program). An estimated 51.0% of households that received SNAP had children under 18, and 56.0% of households that received SNAP had one or more people 60 years and over. An estimated 45% of all households receiving SNAP were families with a female householder and no spouse present. An estimated 0.0% of households receiving SNAP had two or more workers in the past 12 months.

### **3.4.3 Public Schools**

Residents within the Town are served by the Rowan-Salisbury School System through three institutions:

- Granite Quarry Elementary School;
- Charles Columbus Erwin Middle School; and
- East Rowan High School.

### **3.4.4 Colleges and Universities**

Granite Quarry is conveniently located within 125 miles of colleges and universities in North Carolina listed in Table 3.4.4.:

*(This space left blank intentionally)*

**Table 3.4.4: Colleges and Universities**

<b>College / University</b>	<b>City</b>	<b>Distance From Granite Quarry (miles)</b>
Rowan-Cabarrus Community College	Salisbury	4
Catawba College	Salisbury	6
Livingstone College	Salisbury	6
Cabarrus College of Health Sciences	Concord	8
UNC at Charlotte	Charlotte	10
Rowan-Cabarrus Community College	Concord	22
Strayer University	Concord	22
Rowan County Early College	Salisbury	24
Wingate University	Wingate	45
UNC at Greensboro	Greensboro	54
Guilford College	Greensboro	58
High Point University	High Point	64
Carolina University	Winston-Salem	67
Elon University	Elon	71
Duke University	Durham	101
UNC at Chapel Hill	Chapel Hill	120
North Carolina State University	Raleigh	125

*Prepared by: N-Focus, Inc.*

### **3.5 Workforce**

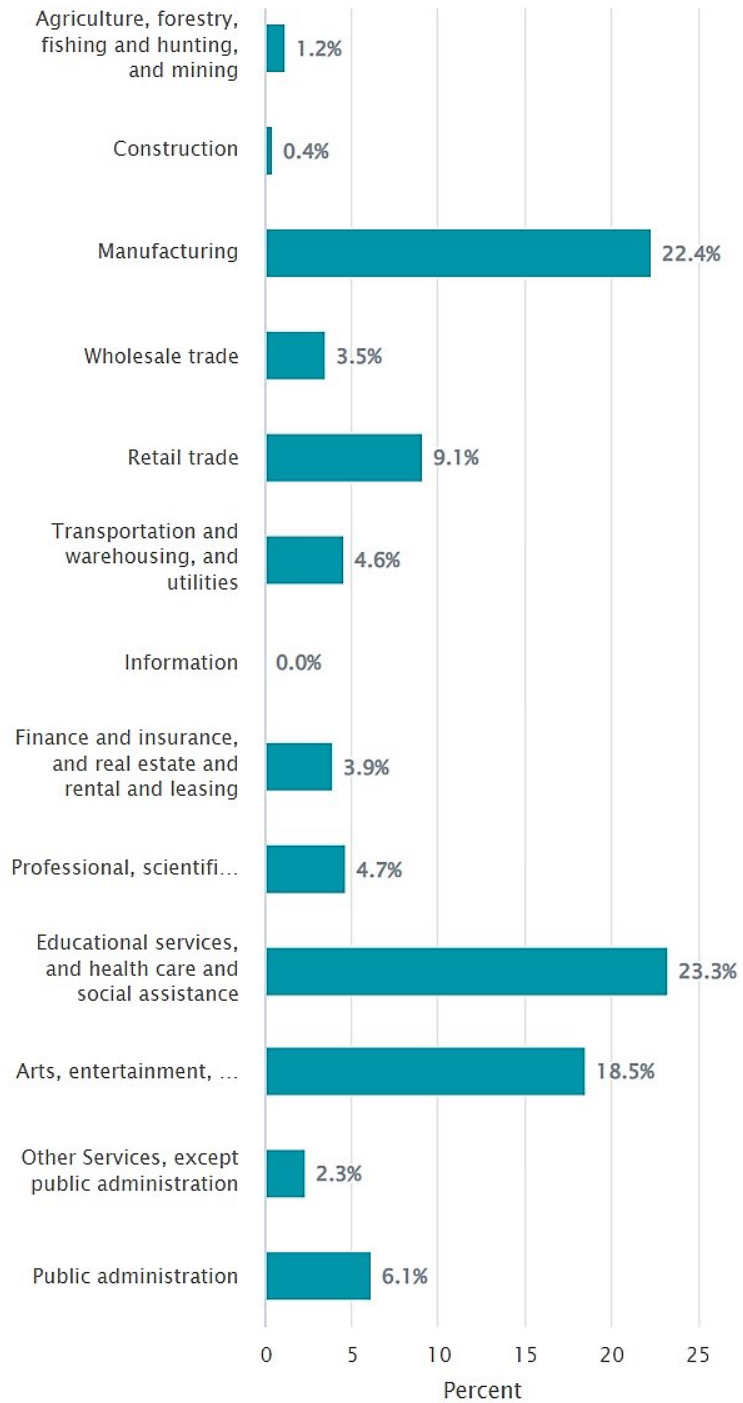
#### **3.5.1 Employment**

In Granite Quarry, 55.5% of the population 16 and over were employed; 41.1% were not currently in the labor force. In 2016-2020, the civilian employed population 16 years and older in Granite Quarry worked in the following industries:

*(This space left blank intentionally)*



**Figure 3.5.1.A: Percent by Industry in Granite Quarry in 2016-2020**



Source: U.S. Census Bureau, American Community Survey 2016-2020

In 2016-2020, the civilian employed population 16 years and older in Granite Quarry had the following occupations.

**Table 3.5.1.A: Occupations for the Civilian Employed Population 16 Years and over in Granite Quarry in 2016-2020**

Civilian employed population 16 years and over	Number	Percent
Management, business, sciences, and arts occupations	350	28.1
Service occupations	339	27.3
Sales and office occupations	255	20.5
Natural resources, construction, and maintenance occupations	53	4.3
Production, transportation, and material moving occupations	247	19.9

Source: U.S. Census Bureau, American Community Survey 2016-2020

### 3.5.2 Commuting to Work

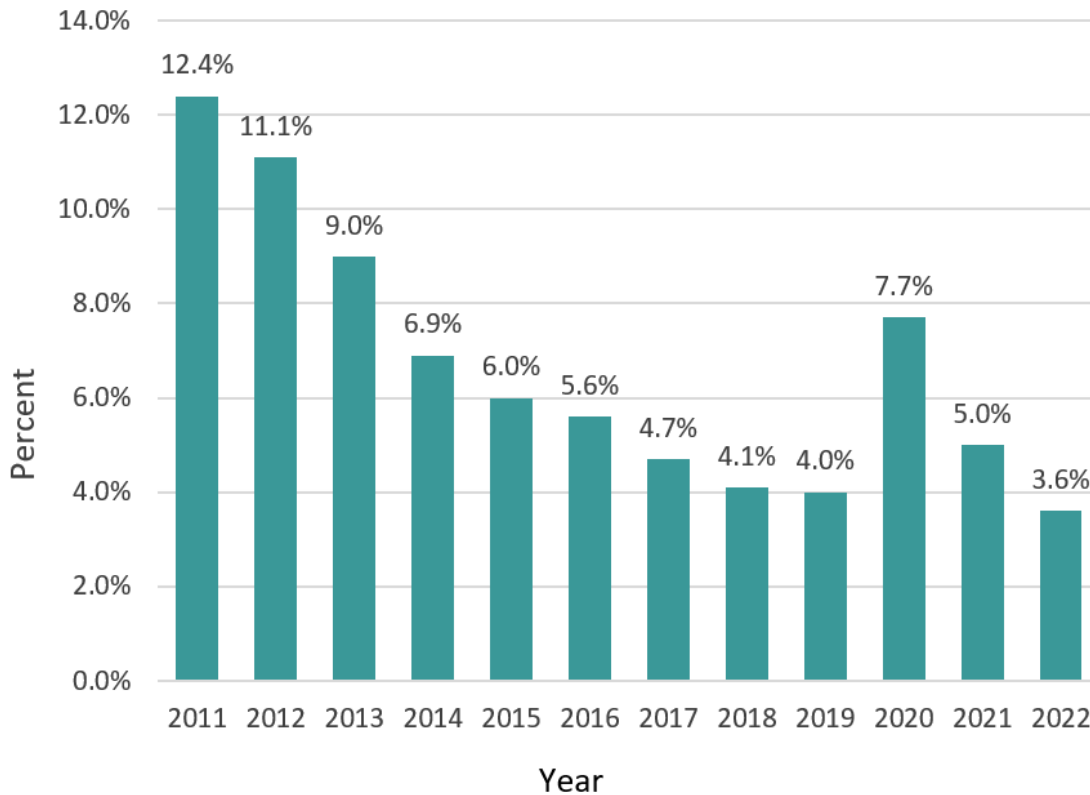
An estimated 94.5% of Granite Quarry workers drove to work alone in 2016-2020, and 4.3% carpooled. Among those who commuted to work, it took them on average 30.5 minutes to get to work.

### 3.5.3 Unemployment

Labor statistics specifically for Granite Quarry are not available through the U.S. Bureau of Labor Statistics. Unemployment rates in Rowan County have shown a steady downward trend from 12.5% in 2011 to 4.0% in 2019, but then jumped up to 7.7% in 2020, likely due to the impacts of the COVID global pandemic. Rowan County quickly reduced the 2020 spike in unemployment and in July 2022 achieved an even lower unemployment rate than pre-pandemic rates.

*(This space left blank intentionally)*

**Table 3.5.3: Unemployment in Rowan County, 2010-2020**



Source: U.S. Bureau of Labor Statistics for Years 2011-2021  
 North Carolina Department of Commerce for July 2022  
 Prepared by: N-Focus, Inc.

### 3.6 Future Trends Projection - *How does Granite Quarry prepare?*

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

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

A recent insightful online posting on RISmedia.com (a real estate trade site) states: “For the **Mature** buyers, those born between the years 1927 and 1945, the decision to move can be an

emotional and complicated process. The sense of obligation to the family home may be a burden and a comfort at the same time.” The posting goes on to state: “**Baby Boomers** are savvy home buyers. They approach the transaction with high expectations and confidence. They consider the home a reflection of their lifestyle, so image and status are important. Whether they are downsizing, upsizing, or purchasing a second home, vacation home, or investment property, they know what they want and how to tell you about it.” And finally, the post states: “Newbies to the 50+ group, **Generation X** stands out because of their strong need for independence and practical yet cautious approach. They take on the responsibility of gathering information and rely strongly on facts and documentation. They ask a lot of questions and do not want to get burned. They expect their home to complement their lifestyle and not the other way around.”

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

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

## 4. NATURAL AND HISTORIC RESOURCES

### 4.1 Resources

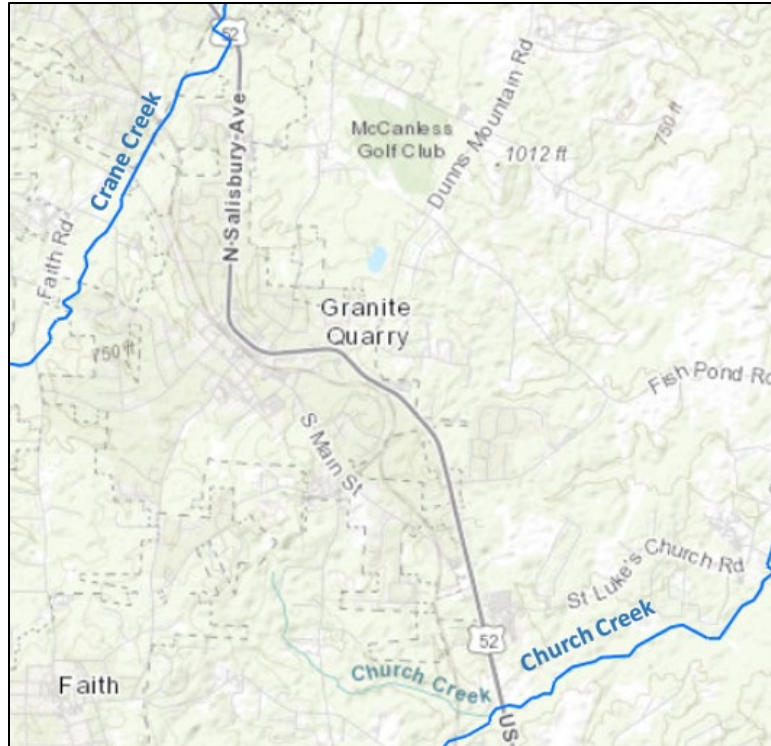
In many comprehensive plans, natural, historic, and other resources are often discussed in individual. The rationale for combining them into this chapter is that resources are inextricably interwoven components of Granite Quarry. There are direct and important relationships between water resources, natural areas, and agricultural areas. For example, issues that threaten the Town’s biodiversity (i.e. the effect of non-native species on local aquatic habitat) also pose concerns for agriculture and water. Natural and historic resources function as an integral system that interact with each other on a frequent basis. By addressing them together in one chapter, the Town creates opportunities for better coordination and synergy among policies that address the different resources. The background data, trends, and needs within this chapter are the basis for future policies, programs and action strategies that shall be undertaken by Granite Quarry’s elected officials, appointed advisory boards, and staff.

The Town of Granite Quarry that is seen and experienced today is based on its natural setting and the development patterns that have evolved in response to that setting. From a regional perspective, Rowan County covers approximately 511 square miles of land area per the U.S. Census Bureau’s 2020 Census and is located in the Charlotte-Concord-Rowan, NC-SC Metropolitan Statistical Area. As characterized in the Soil Survey of Rowan County, 1995) Rowan County has broad, gently rolling to hilly landscapes that have moderately to steep or steep slopes along rivers and major tributaries. Most areas of the county are drained directly into the South Yadkin and Yadkin Rivers by creeks that flow generally northeastward.

#### 4.1.1 Water Resources

Water resources provide both recreational and life sustaining resources for the Town of Granite Quarry and the region. Two creeks bordering and within Granite Quarry are listed as NC Surface Waters and are classified by the NC Department of Environmental Quality.

<b>Waterway Name:</b>	<b>General Location:</b>	<b>State Classification:</b>	<b>State Description:</b>
Crane Creek	Borders Granite Quarry’s ETJ along the Northwest area	C	From Dam at Happys Lake to High Rock Lake, Yadkin River
Church Creek	Within the Southeast area of Granite Quarry’s ETJ	C	From source to High Rock Lake, Yadkin River



Source: NC Department of Environmental Quality

The “C” classification is defined by the State of NC Department of Environmental Quality as, *“Waters protected for uses such as aquatic life propagation, survival and maintenance of biological integrity (including fishing and fish), wildlife, secondary contact recreation, and agriculture. Secondary contact recreation means wading, boating, other uses not involving human body contact with water, and activities involving human body contact with water where such activities take place on an infrequent, unorganized, or incidental basis.”*

**RIVER BASIN:** Granite Quarry is located within the Yadkin-Pee Dee River Basin. The Yadkin-Pee Dee River Basin bisects North Carolina, running north to south. From its headwaters near Blowing Rock, the Yadkin River flows east and then south across North Carolina’s densely populated midsection. It travels 203 miles through farmland; draining the urban landscapes of Winston-Salem, Statesville, Lexington and Salisbury; and fanning through seven man-made reservoirs before its name changes to the Pee Dee River below Lake Tillery. The Pee Dee courses another 230 miles to the Atlantic, leaving North Carolina at South Carolina’s Winyah Bay. The Pee Dee River was named after the Pee Dee Native Tribe, a state-recognized tribe of approximately 200 members.



**Yadkin-Pee Dee River Basin**

Source: Yadkin-Pee Dee River Basin, NC Department of Environmental Quality

**4.1.1.1 Water Sports**

The following water sports facilities are in or near Granite Quarry.

Name	Distance from Granite Quarry	Facilities
<b>Granite Lake Park</b>	Located in Granite Quarry on North Salisbury Ave.	<ul style="list-style-type: none"> <li>• One-acre lake</li> <li>• Two piers</li> <li>• Fountain</li> <li>• Walking trail along lake</li> </ul>
<b>Dan Nicholas Park</b>	8 miles to Park	<ul style="list-style-type: none"> <li>• 10-acre spring fed lake</li> <li>• Fishing</li> <li>• Paddle Boats</li> </ul>
<b>High Rock Lake</b>	11 miles to Tamarac Marina	<ul style="list-style-type: none"> <li>• 15,180-acre reservoir (Second largest lake in N.C.)</li> <li>• Boating</li> <li>• Fishing</li> <li>• Boat Ramps</li> </ul>

#### **4.1.1.2 Water Supply**

Municipal water service for the Town of Granite Quarry is provided by Salisbury-Rowan Utilities (SRU). The water supply for SRU is the Yadkin River. SRU's intake is located at the confluence of the Yadkin and South Yadkin Rivers. A series of pumps, pipes, and reservoirs bring raw water to SRU's water plant near downtown Salisbury. Salisbury treats an annual average of 9.7 million gallons of water per day (MGD). The water plant is permitted to treat up to 24 MGD. There is off-stream storage of 28 MG if the Yadkin River should ever be unsuitable for drinking water.

#### **4.1.2 Land Resources and Geography**

Elevations in Granite Quarry and the one-mile planning area vary from just below 700 feet to around 1,000 feet. The lowest points may be found near Crane Creek, which is located in the northwest part of the Granite Quarry's ETJ. The highest points are located along the Granite Ridge, which runs in a northeast-southwest direction through the southern part of Granite Quarry. The two highest points are located at Dunn's Mountain (998 feet) and at Kinder's Mountain (1,001 feet) located just northeast of the Town of Faith. The highest point inside the town of Granite Quarry is 954 feet at the water tower at the end of Hill Street. [Source: 2022 Comp Plan]

For the purpose of general description, soils in and around Granite Quarry have been classified in four separate soil associations: Lloyd-Cecil, Enon-Iredell-Mecklenburg, Cecil-Appling, and Appling-Wedowee-Louisburg.

##### **Lloyd-Cecil Association**

Lloyd soils have reddish-brown loam to fine sandy loam surfaces over dark red, deep, firm clay subsoils. Some of the surface soils are red clay loam, which is a result of erosion and mixing with the subsoil. Cecil soils have grayish-brown fine sandy loam and sandy loam surfaces over deep, firm red clay subsoils. The major soils are well adapted for most of the crops grown in the county.

##### **Enon-Iredell-Mecklenburg Association**

Enon soils have light, olive brown to grayish-brown, fine sandy loam surfaces, and firm to very firm, yellowish-brown, slowly permeable clay subsoils. Iredell soils have olive brown to dark grayishbrown fine sandy loam surfaces and olive to light olive brown, very firm very slowly permeable, clay subsoils. Mecklenburg soils have dark yellowish-brown to dark reddish-brown loam to clay loam surfaces over yellowish-red to dark reddish-brown firm, slowly permeable, clay subsoils.

The major soils of this association have severe limitations for septic fields, foundations, and road construction due to the low permeability and instability of their clay subsoils.

##### **Cecil-Appling Association**

Cecil soils have grayish-brown sandy loam surfaces and firm red clay subsoils. These soils are deep, well-drained and moderately permeable. Appling soils have grayish-brown to yellowish-brown sandy loam surfaces and firm strong brown to yellowish-red clay or



sandy clay subsoils. They are deep, well drained, and moderately permeable. The major soils of this association have moderate limitations for septic fields, roads, and foundations.

### **Appling- Wedowee-Louisburn Association**

The one area of this association is a narrow band starting just northeast of Granite Quarry and continuing along the Granite Ridge in a southwesterly direction through Faith, almost to the Cabarrus County line. Appling soils have grayish-brown to yellowish-brown sandy loam surfaces and firm, strong brown to yellowish-red clay or sandy clay subsoils. They are deep, well drained, and moderately permeable. Wedowee soils have light yellowish-brown to grayish-brown sandy loam surfaces and strong brown to yellowish-red firm sandy clay to clay subsoils. Louisburg soils have dark grayish-brown sandy loam surfaces over a shallow to moderately deep layer of sandy loam. Permeability is moderately rapid. Appling and Wedowee have only moderate limitations for septic fields and foundations. However, due to the fact that hard rock often appears at or near the surface and is seldom below 20 feet, it is advisable that every site should be thoroughly investigated before any construction or improvements are attempted in this area.

#### **4.1.2.1 Agricultural**

Granite Quarry does not have any agricultural type businesses. Several parttime farmers grow small grains and vegetables to subsidize their job earnings, and there are one or two beef cattle farmers. [Source: 2022 Comp Plan]

#### **4.1.2.2 Recreation**

The Town of Granite Quarry's Parks and Recreation Department maintains three parks, operates the Granite Quarry Legion Building, and leads the Town's annual events.

##### **Centennial Park**

Located at 301 East Banks Street, Centennial Park includes the following facilities:

- Gazebo with two tables, and a grill
- Open picnic area
- Walking paths (that connects to Granite Lake Park)

##### **Granite Civic Park**

Located at 202 West Peeler Street, Granite Civic Park is a 5.25 acre recreation memorial to the people of Granite Quarry. Granite Civic Park include the following facilities:

- Two picnic shelters (the larger shelter has an enclosed kitchen)
- Baseball field with dugouts, backstop and stands
- Playground
- Three tennis courts
- Basketball courts
- Paved walking path
- Beach volleyball

**Granite Lake Park:** 500 North Salisbury Avenue (US Hwy 52)

The park sits on the site of the former Granite Lake pool. Facilities include:

- A one-acre lake with two piers.
- Paved walking trails (that connects to Centennial Park),
- Shelter with bathrooms,
- Playground
- Picnic tables
- Gazebo

### **Granite Quarry Legion Building**

Granite Quarry Legion Building is conveniently located adjacent to the Granite Civic Park and is available for indoor events. The building has a large banquet room with seating for up to 75 people. The Granite Quarry Legion Building was conveyed to the Town of Granite Quarry in November of 2009 by American Legion Post #448.

### **Annual Events**

The Town of Granite Quarry hosts annual events. Granite Fest, held in October at Granite Civic Park features local bands, a vendor court, food trucks, children's activities, kids dance party.

Christmas at the Lake, held in December at Granite Lake Park offers a Christmas market, food, games, music, Santa Claus and the Grinch, and the Tree Lighting.

Festival of Trees commences with the annual tree lighting and continues through the Christmas holiday. The trees are provided and decorated by area businesses, churches and civic organizations. The annual tree lighting will take place at dusk during Christmas at the Lake.

On April 18, 2022, the Town of Granite Quarry adopted the [Parks and Recreation Master Plan](#) to establish a vision for the Town's parks and recreation offerings, work with citizens to assess recreational needs for the town and provide recommendations on park and recreation facility needs based on the assessment. Upon adoption of this Town Plan 2040, the [Parks and Recreation Master Plan](#) shall be incorporated as part of this Town Plan 2040.

In addition to Granite Quarry parks, additional parks in the area include:

- Dan Nicholas Park, eastern Rowan County
- Eagle Point Nature Preserve, eastern Rowan County
- Ellis Park, western Salisbury
- Hurley Park, Salisbury
- Sloan Park, southwest of Salisbury
- Rockwell Park
- McCanless Golf Course





**GRANITE QUARRY SCHOOL**

Photo Credit: Google Earth

**Granite Quarry School**, located at 706 Dunn's Mountain Road, was listed on the Register in 2001 with the [nomination form](#) description of a 1933, 1-story stone (granite) school as follows.

*"The architectural style is listed as Colonial Revival. The (Former) Granite Quarry School was eligible for listing in the National Register under Criterion A in the areas of education and ethnic heritage/black for its role in the education of African American students in Granite Quarry, Rowan County, and as an example of the cooperative local, state and national initiatives that helped build and operate African American schools in rural North Carolina during the early twentieth century. The one-story school, constructed of locally-quarried granite, stands highly intact and is eligible for listing under Criterion C in the area of architecture as a representative Depression era school in Rowan County. The building's design came from Community School Plans, a pamphlet issued to the State Department of Public Instruction and other states in the South by the Rosenwald Fund's southern office in 1924. The building was erected in 1933 with the assistance of volunteer community labor consisting mostly of African American quarrymen and with funding from the state Literary Fund, the John F. Slater Fund, local African American citizens, and the Harris Granite Quarries, a local industry that also donated the land for the school."*



**MICHAEL BRAUN HOUSE (OLD STONE HOUSE)**

Photo Credit: Visit Rowan County, Old Stone House.

Granite Quarry Town Plan 2040 - Comprehensive Land Use and Master Plan, June 19, 2023  
Amended by Ordinance #2024-04

**The Old Stone House**, a.k.a. The Michael Braun House, located at 770 Stone House Road in Granite Quarry, believed to be the oldest house in Rowan County, is probably one of the oldest in piedmont North Carolina as reported in the 1971 National Register nomination form. Thomas T. Waterman described the house, notable for its superb construction, as the “*noblest of the North Carolina stone houses and a veritable castle when it was built in the wilderness.*” The Braun House is a significant reminder of the important German influence upon North Carolina's history and culture.

Michael Braun, born in Darmstadt Germany, bought a 274-acre tract in Rowan County in 1760. By 1766, he had built the large stone house on the upper east boundary of this tract. As recorded in the 1971 [nomination form](#) for the National Register,

*“The Michael Braun House is a two-story stone dwelling with a high Hater table, interior end chimneys, and a one-story frame kitchen wing on its east side. The stone on the front (south) facade is coursed, while on the other three sides it is uncoursed. The front is four bays wide with the main entrance in the second bay from the left. It features a five-light transom above a wide raised-paneled door. All openings at the first level are surmounted by segmental arches.*

*Braun was a merchant, wheelwright, and farmer; and during the last years of the eighteenth century he operated an English-German print shop in Salisbury. Besides his plantation home in the country, which subsequently consisted of 2,091 acres, Braun owned considerable real estate in Salisbury.*

*Michael Braun died in 1808, and his family continued to occupy the house until 1904. The Rowan Museum, Inc. bought the house and two acres from the Brown family in 1959. Since then, 21.3 acres have been added to protect the property, and the house is a museum administered by the [Rowan Museum, Inc.](#) The site includes the old Brown family burying ground across the street from the house.”*

#### **4.2.1.1 Downtown Granite Quarry**

The area citizens may refer to as the community's downtown is generally along Main Street and generally bordered by:

- Brown St. to the East;
- Crook St. to the North;
- Rowan St. to the South; and
- Walnut St. to the West.

In April 2015, the Town of Granite Quarry developed a revitalization plan for the town's core area along US 52. The [Granite Quarry Downtown Master Plan](#), describes the community engagement process and outcomes for the planning process, and shows how local stakeholder input informed the project team's recommendations in Economic Development, Planning and Design, Marketing and Branding, and Organization and Partnerships. Upon adoption of this Town Plan 2040, the [Granite Quarry Downtown Master Plan](#) shall be incorporated as part of this Town Plan 2040.

## 5. VOICE OF THE COMMUNITY

Determining what is important to a community is critical. The information gathered through an online survey with strong community participation helps establish the foundation of the plan. Results of the survey responses are summarized and ranked in order of popularity, to provide “value statements” about Granite Quarry. These statements provide the foundation for the preparation of goals and objectives. From these goals and objectives, the team crafted strategies refined for Granite Quarry’s needs by its elected leadership.

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

Community participation for the initial planning process in the Winter of 2022 into early 2023 was gathered from an online survey advertised through the Town’s website and e-mails with 154 people completing the survey. The following sections highlight the process, results and opportunities for action.

#### 5.1.1 Community Input

The Town of Granite Quarry staff conducted the following activities to solicit community input:

- Advertised the online survey on the Town’s website homepage;
- Advertised the online survey on the Town’s Facebook account;
- E-mailed links to the online survey; and
- Hardcopies of surveys were available at Town Hall.

#### 5.1.2 Summary Results – *What our community said!*

The interview responses were categorized and grouped separately for each of the six questions asked:

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

NC General Statutes §160D-501, Plans, (a1), Plans, states, ***“The planning process shall include opportunities for citizen engagement in plan preparation and adoption.”***

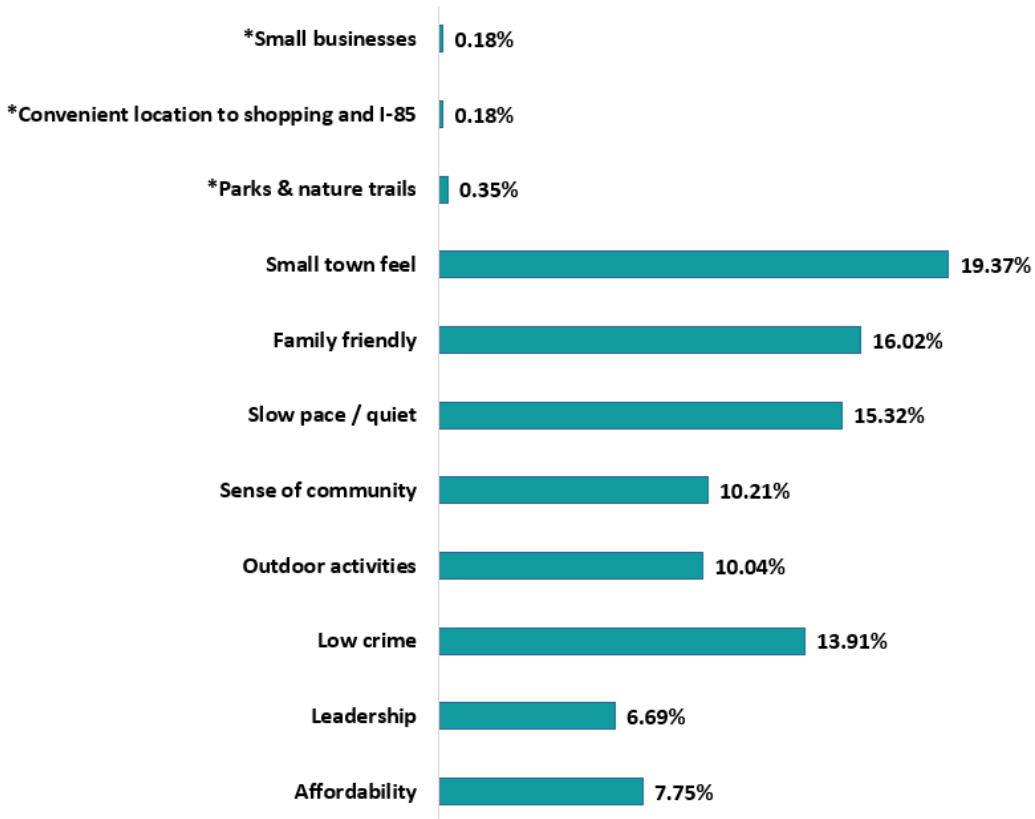
Planning during the development of this Town Plan 2040 provided opportunities for citizen engagement. An online survey was available and promoted through the Town’s website. A total of 154 people completed the online survey over a period of 6 weeks between November 18, 2022 and December 29, 2022 weeks when it was available on the Town’s website. No one submitted responded on printed surveys.

The responses were cataloged for ranking purposes enabling the results to be summarized graphically. The following pages illustrate the responses in order of their respective frequency rankings. On the following charts, all answers listed without asterisks were listed as answer choices on surveys while responses submitted under the

“other” category are identified with asterisks. After the charts, observations to responses are presented.

The first question of the survey asked, ‘Do you reside within the Town of Granite Quarry?’ Of the 154 respondents, 106 (69%) people answered yes while 48 (31%) people answered no.

**Figure 5.1.2.A**  
***What do you like about Granite Quarry?***

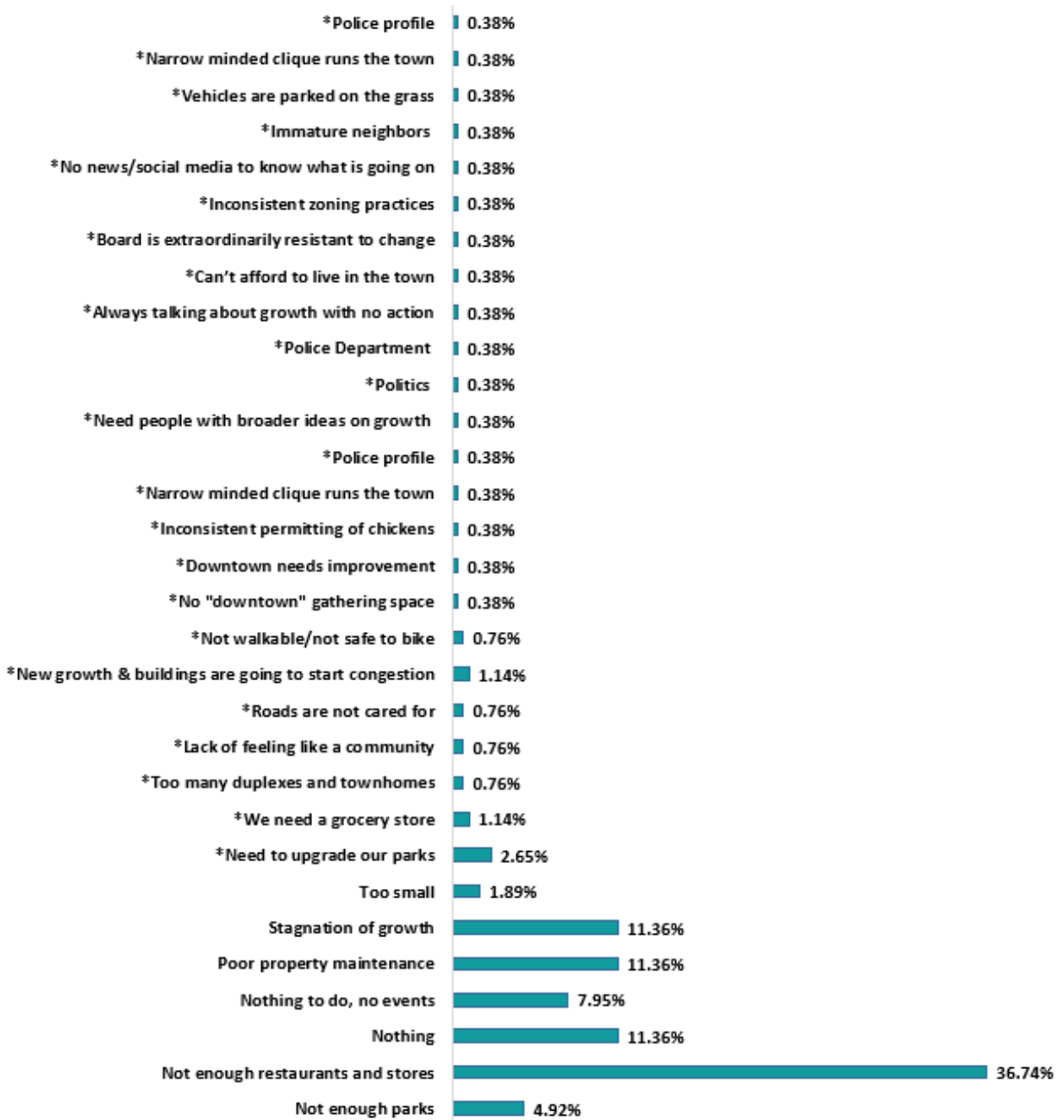


Note: \*Responses with asterisks were submitted under “Other” category. All other answers (without asterisks) were multiple choice answers.

Prepared by: N-Focus, Inc.



**Figure 5.1.2.B**  
***What do you dislike about Granite Quarry?***

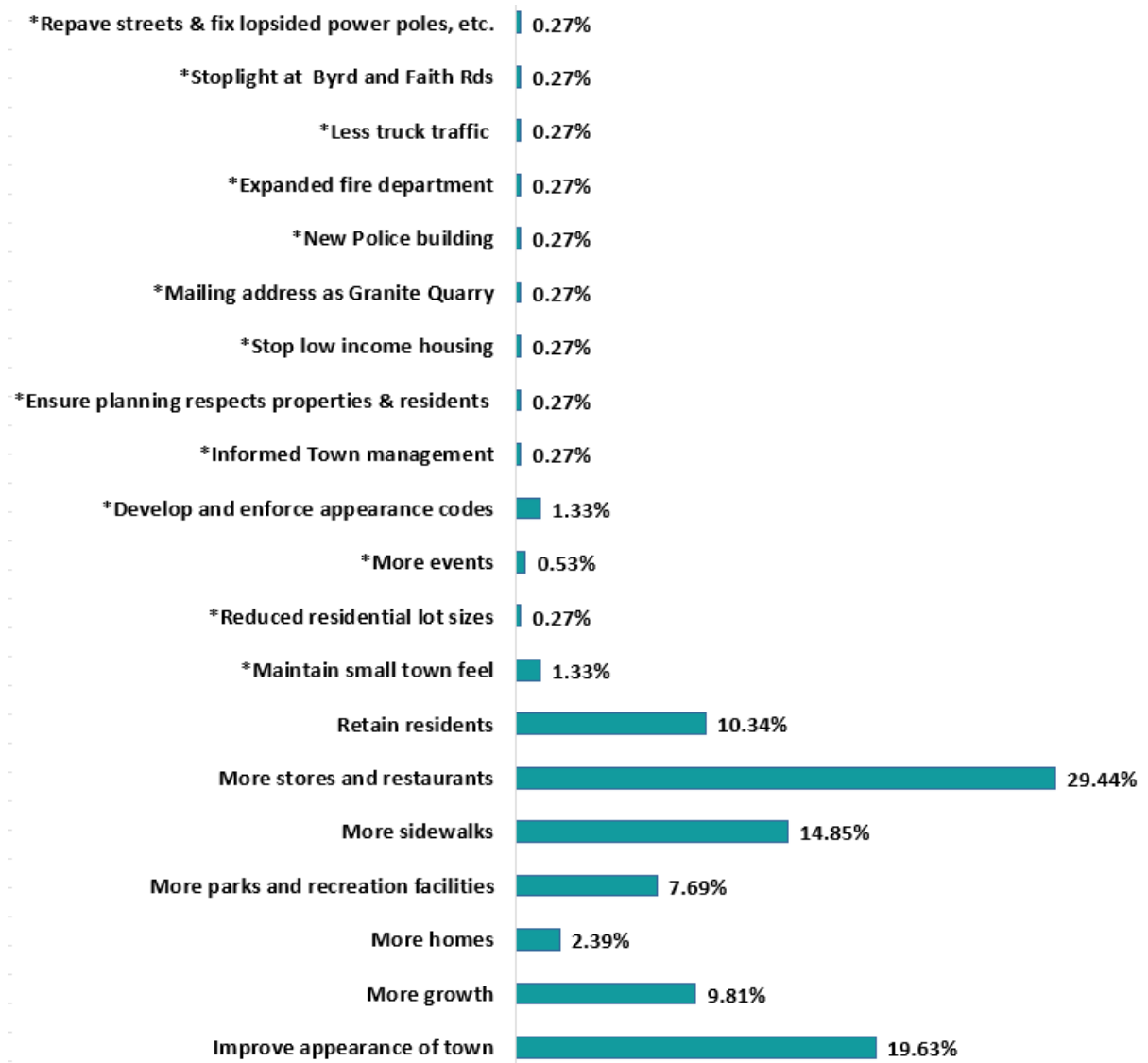


Note: \*Responses with asterisks were submitted under "Other" category. All other answers (without asterisks) were multiple choice answers.

Prepared by: N-Focus, Inc.



**Figure 5.1.2.C**  
***What wishes do you have for Granite Quarry?***

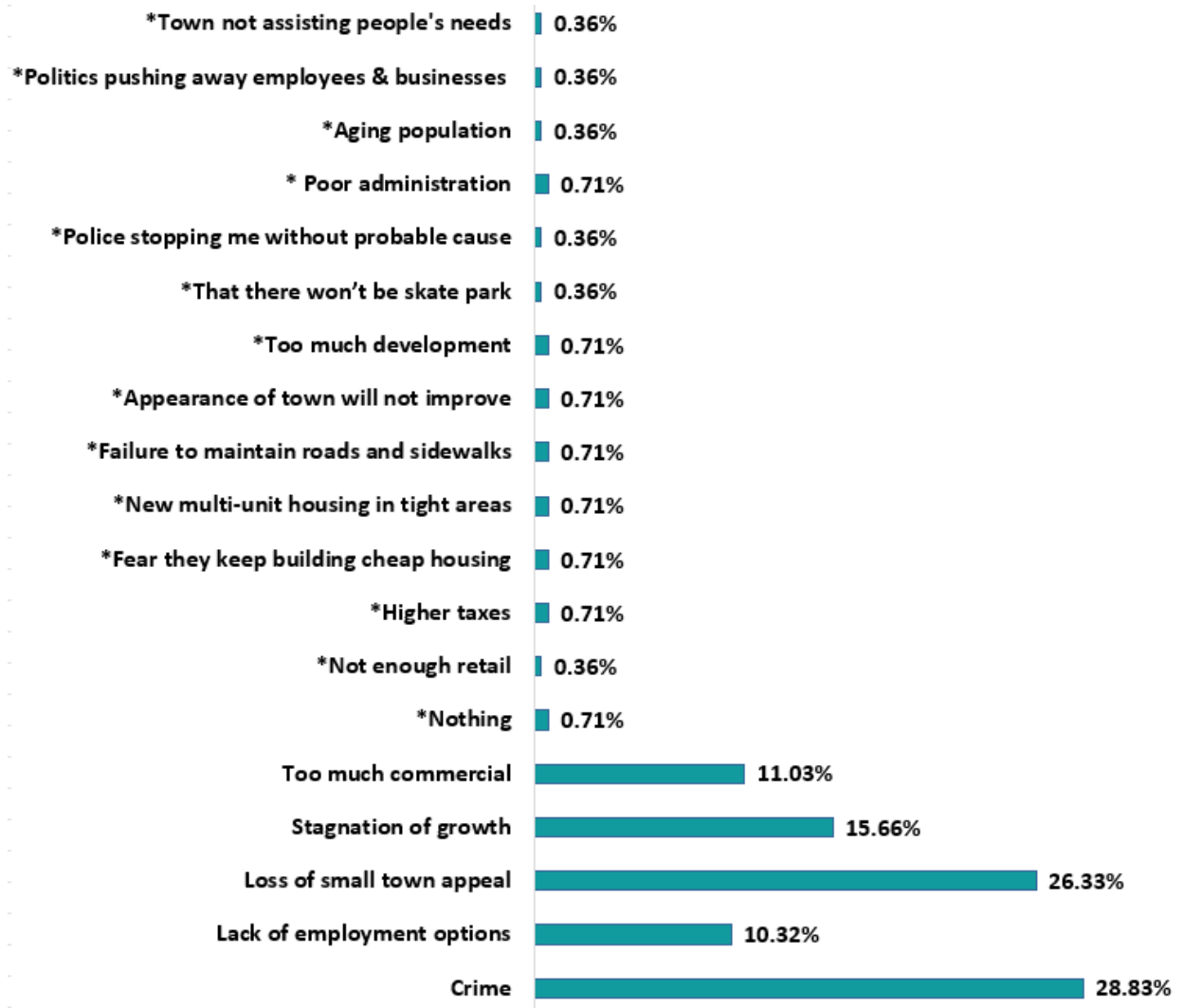


Note: \*Responses with asterisks were submitted under “Other” category.  
 All other answers (without asterisks) were multiple choice answers.

Prepared by: N-Focus, Inc.

Figure 5.1.2.D

### What fears do you have for Granite Quarry?

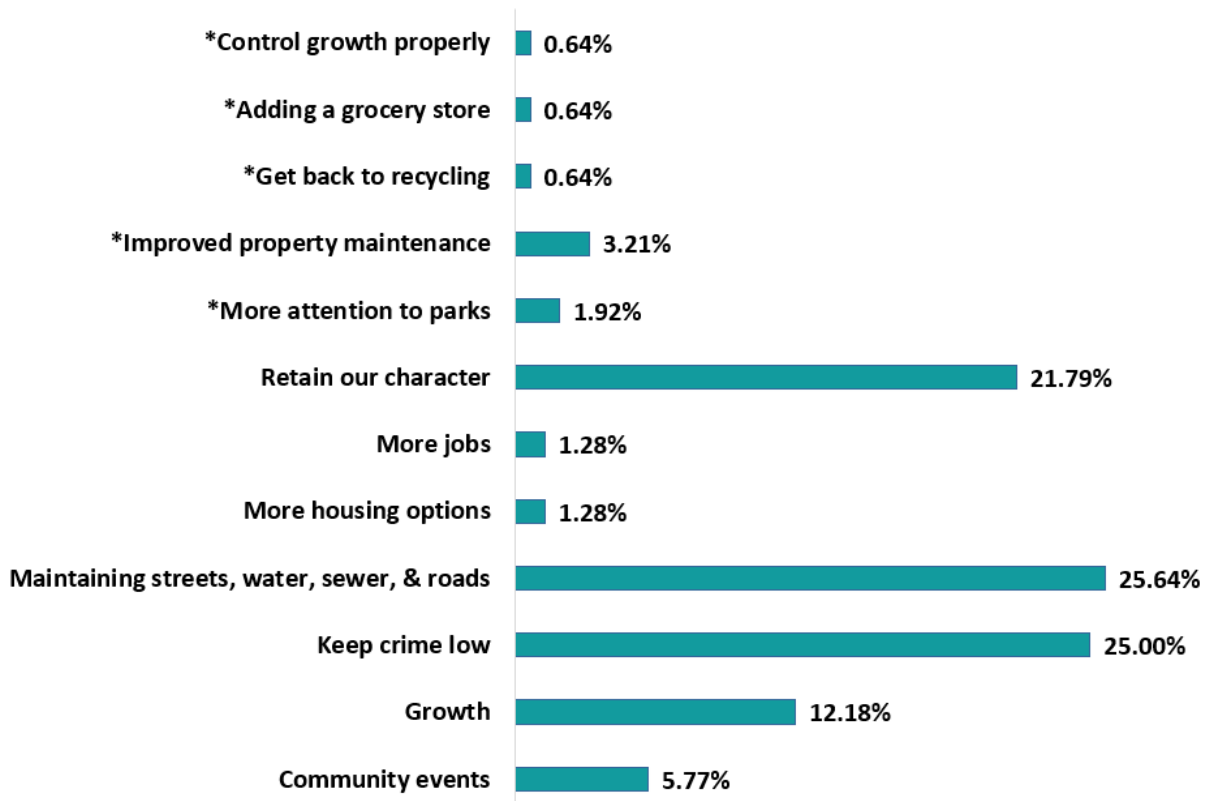


Note: \*Responses with asterisks were submitted under "Other" category.  
All other answers (without asterisks) were multiple choice answers.

Prepared by: N-Focus, Inc.

Figure 5.1.2.E

***What should be the #1 priority for Granite Quarry moving forward?***



Note: \*Responses with asterisks were submitted under "Other" category.  
All other answers (without asterisks) were multiple choice answers.

Prepared by: N-Focus, Inc.

The next step in the survey analysis combines related answers from different questions to illustrate community concerns having similar answers or concern for particular topics, as illustrated in the graphic below and detailed in the list of tables that follow the graphic. The notation “T” in the rank column denotes the answer tied with another answer(s).

Goal #1. The rankings indicate **‘Maintain small-town character’** (68.82%) as the first priority. This answer was consistently emphasized by related answers to survey questions:

**Table 5.1.2.A: Maintain Small-Town Character**

Questions	Rank	Answers	%
Like	1	Small-town feel	19.37%
Priority #1	3	Retain our character	21.79%
Fears	2	Loss of small-town appeal	26.33%
Wishes	8	Maintain small-town feel	1.33%
<b>Total</b>			<b>68.82%</b>

Prepared by: N-Focus, Inc.

Goal #2. The rankings indicate **‘Attract more stores and restaurants’** (67.68%) as the second priority. This answer was consistently emphasized by related answers to survey questions:

**Table 5.1.2.B: Attract More Stores and Restaurants**

Questions	Rank	Answers	%
Wishes	1	More stores and restaurants	29.44%
Dislikes	1	Not enough stores and restaurants	36.74%
Dislikes	7	We need a grocery store	1.14%
Fears	8T	Not enough retail	0.36%
<b>Total</b>			<b>67.68%</b>

Prepared by: N-Focus, Inc.

The community’s desire for more stores and restaurants was also reported eight years ago during development of the [Granite Quarry Downtown Master Plan](#). In 2015, the Downtown Master Plan Project Team conducted an online and printed Consumer Survey. The survey yielded 100 responses and indicated that Granite Quarry does not provide all the shopping options most people need. Consequently, the Master Plan reported, Granite Quarry residents are accustomed to traveling outside of town to meet their shopping needs. Survey respondents indicated that there are two reasons they do not shop more frequently in Granite Quarry: the quality of stores and products, and variety. The Master Plan also reported that survey respondents are most interested in Granite Quarry gaining additional restaurants, day-to-day goods, and specialty shopping options. Additionally, respondents in the 2015 survey as well as the Town Plan 2040 Community Input Survey, conducted in year 2022, indicated they would like to see some form of new grocery or food-related business in Granite Quarry.

Goal #3. The rankings indicate **‘Expand and enhance infrastructure’** (59.41%) as the third priority. This answer was consistently emphasized by related answers to survey questions:

**Table 5.1.2.C: Expand and Enhance Infrastructure**

Questions	Rank	Answers	%
Priority #1	1	Maintaining streets, water, and sewer	25.64%
Dislike	8T	Roads are not cared for	0.76%
Fears	7T	Failure to maintain roads and sidewalks	0.71%
Wishes	8T	Repave streets and fix lopsided power poles, etc.	0.27%
Dislikes	5	Need to upgrade our parks	2.65%
Dislikes	4	Not enough parks	4.92%
Wishes	5	More parks and recreational facilities	7.69%
Priority #1	7	More attention to parks	1.92%
Wishes	3	More sidewalks	14.85%
<b>Total</b>			<b>59.41%</b>

Prepared by: N-Focus, Inc.

Goal #4. The rankings indicate **‘Foster managed growth’** (49.59%) as the fourth priority. This answer was consistently emphasized by related answers to survey questions:

**Table 5.1.2.D: Foster Managed Growth**

Questions	Rank	Answers	%
Dislikes	2T	Stagnation of growth	11.3%
Fears	3	Stagnation of growth	15.66%
Priority #1	4	Growth	12.18%
Wishes	4	More growth	9.81%
Priority #1	9T	Control growth properly	0.64%
<b>Total</b>			<b>49.59%</b>

Prepared by: N-Focus, Inc.

Goal #5. The rankings indicate **‘Keep crime rate low’** (42.74%) as the fifth priority. This answer was consistently emphasized by related answers to survey questions:

**Table 5.1.2.E: Keep Crime Rater Low**

Questions	Rank	Answers	%
Fear	1	Crime	28.83%
Likes	4	Low crime	13.1%
<b>Total</b>			<b>42.74%</b>

Prepared by: N-Focus, Inc.

Goal #6. The rankings indicate **‘Strengthen and enforce property maintenance ordinance’** (33.03%) as the sixth priority. This answer was consistently emphasized by related answers to survey questions:

**Table 5.1.2.F: Strengthen and Enforce Property Maintenance Ordinance**

Questions	Rank	Answers	%
Dislikes	2T	Poor property maintenance	11.35%
Wishes	6T	Develop and enforce appearance codes	1.33%
Wishes	2	Improve appearance of town	19.63%
Fears	7T	Appearance of town will not improve	0.71%
Priority #1	6	Improved property maintenance	3.21%
<b>Total</b>			<b>36.24%</b>

Prepared by: N-Focus, Inc.

After combining percentages (considered as a point system) of related answers of community concerns, the six top-rated priorities fall into the following ranked topics. The project team added a seventh priority, 'Improve downtown', to add a new goal, policies and strategies to strengthen downtown Granite Quarry. The Granite Quarry Downtown Master Plan, completed in 2015 shall also be incorporated into this Town Plan 2040 upon adoption and reference in Appendix A.

1. *'Maintain small-town character'*
2. *'Attract more stores and restaurants'*
3. *'Maintain and expand infrastructure'*
4. *'Foster managed growth'*
5. *'Keep crime rate low'*
6. *'Strengthen and enforce property maintenance ordinance'*
7. *'Improve downtown'*

## 5.2 Goals-Objectives-Strategies

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

### 5.2.1 Goal 1: **MAINTAIN SMALL-TOWN CHARACTER**

**5.2.1.1 Objective 1: Preserve the small town appeal of Granite Quarry while encouraging compatible business growth through development of revised development standards and specifications.**

***Strategy 1:*** *Create architectural design standards and specifications in the new GQDO and development incentives designed to encourage compatible new development.* Careful consideration will go into the preparation of design standards and specifications that reinforce the small town feel through an understanding of architectural and urban design principles that direct the placement and massing of structures.

***Strategy 2:*** *Give attention to properties and streets adjacent to the downtown core during the preparation of development standards .* As Granite Quarry increases in non-residential development interest within the downtown core, it is important to allow adjacent areas located next to existing businesses to have the option to transition to new

uses that may offer supportive roles through the service sector, such as professional offices, while remaining compatible to adjacent residential uses. This transition also helps add to the number of employees and the private-sector clients who may become frequent patrons of other businesses within Granite Quarry. Dismissive planning of support areas inadvertently restricts maximizing investment potential in retaining the community-valued small-town feel.

***Strategy 3: Have the Town consider adaptive reuse of existing structures for public uses before designing new structures.*** There may be existing historic structures contributing to the small town feel of Granite Quarry that need significant reinvestment beyond current property owners’ abilities to provide. As opportunities arise when the Town of Granite Quarry needs to expand and build its own facilities, such as additional offices, the Town will explore whether such historic structures may be repurposed into new and diverse uses including residential.

***Strategy 4: Have the Town consider context-sensitive designs when it is time for Town-owned buildings to be constructed so that designs reinforce the small town feel.*** The architectural style of publicly-owned buildings has historically provided inspiration for privately developed buildings which often reflect many design elements to create a cohesive sense of place. Large investments by the Town of Granite Quarry of public buildings can positively or negatively have a domino effect on designs of private-sector development.



**Historic Edenton Cotton Mill**



**Edenton Police Department Headquarters Building**

To successfully respond to the community’s desire to retain a small town atmosphere, the Town should dedicate resources to design structures which emulate enduring qualities expressed by the community. An example of this principal was the design for Granite Quarry Town Plan 2040 - Comprehensive Land Use and Master Plan, June 19, 2023

Amended by Ordinance #2024-04

the Town of Edenton’s new Police Headquarters building. Its design was inspired by the Town’s historic cotton mill and although it served a large governmental function, the building blended in well with the surrounding historic neighborhood and instantly created a sense of pride for the Town and area residents.

***Strategy 5:*** ***Incorporate a sense of small town ambiance in public infrastructure.*** Details within the public realm of a town can be as important as the privately-owned buildings themselves for maintaining a tangible small town look. When the Town is tasked with selecting outside furniture, utility posts and even landscaping, the Town should have a pre-selected palette of elements which harmonious with the small town riverfront ambiance.

**5.2.1.2 Objective 2: Identify targeted business investments to attract while managing growth within Granite Quarry.**

***Strategy 1:*** ***Identify and encourage targeted non-residential investment within Granite Quarry by updating development ordinances to encourage desired development.***

**5.2.1.3 Objective 3: Limit commercial development to key locations while requiring quality development.**

***Strategy 1:*** ***Encourage development in areas where infrastructure is already provided.*** The next areas of the Town’s expanding businesses should be directed, through application of the Future Land Use Map and Zoning Map, to areas where utilities and services are already provided and that are already designated.

**5.2.2 Goal 2: ATTRACT MORE STORES AND RESTAURANTS**

**5.2.2.1 Objective 1: Encourage business growth through development of revised development standards and specifications in the new GQDO.**

***Strategy 1:*** ***Encourage development first in areas where existing infrastructure and convenient proximity to Town services are already provided.*** The current wave of the Charlotte Region’s impacts into Granite Quarry’s expanding business market will be directed, through application of the Future Land Use Map and Zoning Map, to areas where utilities and services are already provided.

**5.2.2.2 Objective 2: Foster growth in local-craft businesses.**

***Strategy 1:*** ***Adopt a new GQDO with standards and specifications that respond to challenges associated with expanding and attracting local-craft businesses in Granite Quarry.*** Restaurants, artisan specialty shops, and entrepreneurs producing products high in craftsmanship within proximity to each other will generate interest and establish Granite Quarry as a destination. Ensure the new GQDO acknowledges the fiscal challenges a start-up business would have if required to develop property under the same conventional standards and specifications as a national retailer regarding minimum lot area, building setbacks, minimum parking and other site development standards. Adopt



standards and specifications that allow conversions of existing structures into new uses, encourage shared parking, and provides flexibility in building setbacks to respond to unique lot dimensions. Adopt administrative review procedures sensitive to challenges faced by local craft businesses to improve their successful start-up in Granite Quarry.

### 5.2.3 **Goal 3: MAINTAIN AND ENHANCE INFRASTRUCTURE**

#### **WATER:**

#### **5.2.3.1 Objective 1: Continue to work with Salisbury-Rowan Utilities, local municipal planning partners and, where appropriate, Rowan County on the development and implementation of a long-term water allocation agreement(s).**

The Town will need to secure guarantees for long-term water allocation to plan for anticipated/desired growth. Primarily, this will be in coordination with staff from Salisbury-Rowan Utilities. To promote sustainable growth, however, efforts will be made to include surrounding municipal and County planning partners to ensure a comprehensive approach.

***Strategy 1:*** *Develop a formal schedule to meet with Salisbury-Rowan Utilities' officials to review water usage to plan for the Town's water needs more effectively.* Meetings should occur, at a minimum, every two years to review water usage rates.

***Strategy 2:*** *Update local ordinances to include Salisbury-Rowan Utilities' officials as a review partner in all subdivision and non-residential site plan review projects to ensure utility opportunities/constraints are properly identified and addressed during the plan review process.*

***Strategy 3:*** *Working with the Salisbury-Rowan Utilities, local municipal, and County staff, develop a long-range water service plan for the community including a schedule for regular servicing of lines (i.e. cleaning, flushing, etc.), installation and upgrading of utility lines, provision of water for fire suppression services (i.e. installation of fire hydrants), and addressing of water quality issues.* This service plan will also identify how Granite Quarry, surrounding municipal partners, Rowan County, and Two Rivers Utility can coordinate local educational efforts for members of the community.

#### **SEWER:**

**5.2.3.2 Objective 2: Address the Town's long-term sewer needs.** The Town will need to seek support from SRU to complete a comprehensive sewer study to identify and plan for long-term sewer needs addressing anticipated/desired growth.

#### **ROADWAYS:**

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

**Strategy 1:** *Complete and update an assessment of all locally-maintained roadways as part of the annual budget process.*

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

**Strategy 3** *Develop a ‘Adopt a Local Street’ program for business, neighborhood associations, and local civic organization to help in trash pick-up along locally maintained roadways within the Town limits and ETJ.*

**Strategy 4:** *The Town of Granite Quarry will promote NCDOT’s existing “Adopt-A-Highway” volunteer program to attract participation within the town limits and ETJ for State maintained roadways.*

**STORMWATER:**

**5.2.3.4** **Objective 1:** **Prepare, fund, and implement a stormwater master plan so the Town may start budgeting towards the design of a community stormwater system.** This plan will be designed to cover existing developed areas and identify how new development will be expected to ‘tie into’ the system and augment the Town’s stormwater system.

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

**Strategy 2:** *Coordinate with surrounding municipal and County partners where feasible to ensure sustainable and fiscally responsible approach to stormwater management.*

**SIDEWALKS, NATURE TRAILS AND BICYCLE LANES:**

**5.2.3.5** **Objective 5:** Prepare, fund, and implement a sidewalk, greenway and bicycle lane master plan so the Town may start budgeting toward building/expanding pedestrian access management system connecting existing and future neighborhoods, town amenities, and local businesses.

**Strategy 1** *Coordinate with surrounding municipal partners, Rowan County, and NCDOT staff to maximize development of pedestrian travel ways and improve connectivity where possible.*

**Strategy 2:** *Ensure access is ADA compatible for universal access.*

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

**Strategy 1:** *The new GQDO should require installation of sidewalks and/or bicycle lanes as part of residential and non-residential developments.*

5.2.4 **Goal 4: FOSTER MANAGED GROWTH**

**5.2.4.1 Objective 1: Harness the imminent opportunities of the northward expansion of the Charlotte region’s impact along the I-85 corridor while managing growth within Granite Quarry and in targeted growth areas located on the north side of Granite Quarry.**

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

***Strategy 2: Adopt Required Review Procedures.*** Adopt required review procedures and standards and specifications for development in the new Granite Quarry Development Ordinance (GQDO).

***Strategy 3: The Town of Granite Quarry will partner with Rowan County and the City of Salisbury to establish growth areas targeted on the northwest side of Granite Quarry in proximity to I-85 for economic.***

**5.2.4.2 Objective 2: Ensure quality development within the Town of Granite Quarry.**

***Strategy 1: Prepare a new GQDO with standards to assure quality growth.*** A new Granite Quarry Development Ordinance (GQDO) is currently being prepared and should be adopted after this Town Plan 2040 is adopted that will address the community’s priorities to attract business and manage growth to assure safety and quality.

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

***Strategy 1: Adopt Town Plan 2040 to establish Granite Quarry as a successful community and a partner in the town’s revitalization and future growth.*** Establishing a clear vision and the action steps to achieve the goals established by the Town is the first task toward a bright future. (See section 8.5.)

***Strategy 2: Adopt a new GQDO establishing standards and specifications for new development and re-development consistent with Town Plan 2040.*** The adoption and administration of relevant modern development standards will establish Granite Quarry as a leader in central North Carolina in proactively seeking to refresh itself into a 21<sup>st</sup> century community. (See section 8.5.)

5.2.5 **Goal 5: KEEP CRIME RATE LOW**

5.2.5.1 **Objective 1: The Town of Granite Quarry will explore ways to receive training in Crime Prevention through Environmental Design (CPTED) and apply CPTED concepts to Town-owned properties.**

***Strategy 1:*** *The Planning and Zoning Department and the Granite Quarry – Faith Joint Police Authority will collaborate to seek funding to receive CPTED training. CPTED is the intentional design of the physical environment in ways that reduce or remove identifiable crime risks. CPTED concepts are composed of: natural surveillance (increases visibility); natural access control (controls access); and territorial reinforcement (promotes a sense of ownership).*

5.2.5.2 **Objective 2: The Planning and Zoning Department and the Granite Quarry – Faith Joint Police Authority will apply principles of CPTED, after receiving training, to their areas of authority to help reduce crime.**

***Strategy 1:*** *Planning and Zoning Department staff will promote the use of CPTED concepts while reviewing site plans of new development.*

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

***Strategy 3:*** *The Granite Quarry – Faith Joint Police Authority staff will offer property surveys to homeowners and businesses; and provide recommendations for making changes to bring their property into compliance with CPTED concepts.*

5.2.6 **Goal 6: STRENGTHEN AND ENFORCE PROPERTY MAINTENANCE ORDINANCE**

5.2.6.1 **Objective 1: Enforce and strengthen property maintenance standards.**

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

***Strategy 2:*** *Strengthen Property Maintenance Standards.* Adopt and enforce stronger property maintenance standards in the new GQDO.

5.2.6.2 **Objective 2: Assign staff member(s) to monitor and coordinate roadside litter pickup efforts among participating civic and community organizations.**

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

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

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

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

## 5.2.7 **Goal 7: IMPROVE DOWNTOWN**

**5.2.7.1 Objective 1:** In future years as necessary, pursue the selection of public offices and facilities in the downtown area.

***Strategy 1:*** Obtain property for key public uses within the downtown area.

**5.2.7.2 Objective 2:** Adopt standards and specifications and take actions that promotes existing business expansion and attracts new businesses within downtown with higher development and code enforcement standards to assure quality development.

***Strategy 1:*** Ensure the new GQDO encourages investment in downtown Granite Quarry. The GQDO should integrate architectural design standards and enhanced enforcement requirements. (See section 8.5.1 and 8.5.1.4)

***Strategy 2:*** Improve way-finding throughout the Town to enhance the visitor experience. Local directional signage will help guide the visitor to the concentration of shopping, services, accommodations, and food/beverage businesses in Granite Quarry. The Town should consider incorporating branding into way-finding signs. Appendix A, the [Granite Quarry Downtown Master Plan](#), includes a chapter on Marketing and Branding. (See Appendix A, Chapter 5)

***Strategy 3:*** Attract motorists from I-85 into downtown Granite Quarry. Use “Logo Board” (single directional sign with a grouping of company logos) advertising to attract travelers to local businesses. Provide clear concise information on special signage designed specifically to capture attention of non-local travelers.

**5.2.7.3 Objective 3:** Support existing businesses and encourage additional businesses outside the downtown area that complement and not compete with downtown.

***Strategy 1:*** Ensure Town standards and specifications encourage growth and expansion of businesses. The new GQDO will identify different commercial zoning districts with varying permitted uses and development standards.

**Strategy 2:** *Create a vehicle-based services and repair district to allow for clustering of such services.* The new Granite Quarry Development Ordinance (GQDO) should be prepared after plan adoption to establish a “Vehicle Services and Repair District” or VSR, which will establish standards and specifications for addressing the concerns experienced with business establishments which are vehicle-based service, motor vehicle repair, and storage of disabled motor vehicles. This district should be used in strategic locations, and likely not in the downtown area, as these existing or new businesses serving these needs seek additional space. This strategy is intended to turn a perceived problem into an opportunity for Granite Quarry’s businesses serving local citizen needs.

**5.2.7.4 Objective 4: Identify shared parking opportunities for downtown businesses**

**Strategy 1:** *A new GQDO should be prepared relative to other Town obligations and priorities, which encourage shared parking in downtown Granite Quarry for businesses that have different hours of parking demands.* The land area and cost to develop parking is a large cost of land development that could be reduced if shared parking is allowed. The GQDO should allow rear alleys downtown that provide standards that allow businesses to provide rear parking as well as allowing shared parking with other businesses of complementary hours will be recommended.

**5.2.7.5 Objective 5: Preserve the small town appeal of downtown Granite Quarry while encouraging compatible business growth through development of revised development standards and specifications.**

**Strategy 1:** *Give attention during preparation of the new GQDO standards applicable to downtown to address adjacent properties and streets.* It is important to allow areas adjacent to downtown to have the option to transition to new uses that may offer supportive roles through the service sector, such as professional offices, while remaining compatible to adjacent single-family uses. This transition also helps add to the number of employees and the private-sector clients who may become frequent patrons of restaurants and businesses along Main Street. Dismissive planning of support areas to Main Streets inadvertently restricts the primary destination streets from maximizing their potential in retaining the community-cherished small town feel. The GQDO can provide flexibility to allow access for parking, deliveries and other utilitarian functions at mid-blocks.

**5.2.8 Goal 8: INCREASE ECONOMIC DEVELOPMENT & JOBS**

**5.2.8.1 Objective 1: Ensure there are sufficient areas of buildable land for private development that will provide expanded employment opportunities and an increased tax base.**

**Strategy 1:** *As there is limited land available within Granite Quarry’s corporate limits of sufficient land area and infrastructure to serve future business and industrial development and employment, the Town of Granite Quarry will partner with Rowan County and the City of Salisbury to establish growth areas targeted for economic.*

**5.2.8.2      Objective 2: The Town of Granite Quarry will quickly respond to inquiries by the Rowan County Economic Development Council's (Rowan EDC) staff when existing businesses are researching expansion and when companies are considering locating new facilities within Granite Quarry's corporate limits and targeted growth areas.**

**5.2.8.3      Objective 3: The Town of Granite Quarry will network with Rowan-Cabarrus Community College to share information of expanding and incoming businesses whom need to fill positions within Granite Quarry's corporate limits and targeted growth areas.**

**5.2.8.4      Objective 4: Plan and seek funding of public infrastructure to foster economic development in targeted economic growth areas.**

*(This space left blank intentionally)*

## **6. ECONOMIC DEVELOPMENT**

The Town of Granite Quarry, North Carolina is the sixth largest town/city of Rowan County's ten municipalities with an estimated population of 2,984 residents as reported in the 2020 Decennial Census. Granite Quarry is approximately 4 miles south of the county seat of Salisbury. Based on available 2020 US Census data, the Town of Granite Quarry corporate limits encompasses approximately 2.92 square miles of land area.

Granite Quarry is located 45 miles northeast of Charlotte via I-85, and is part of the Charlotte-Concord-Rowan, NC-SC Metropolitan Statistical Area (MSA).

### **6.1 Why Focus on Economic Development**

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

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

#### **6.1.1 Utility Rates**

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

Another important approach to improving the return on public investment is to carefully manage the growth and expansion of the system. Extensions should be prudently studied and examined to determine the effective advantages to the current rate payers of such expansion and ensure sound decision making. Extensions without annexation may increase utility revenue, but at the same time may expose the rate payer, and taxpayer, to financial obligations while the benefactor of the extension shares little or no risk in the cost of the extension. Exceptions should only be considered when public health is at risk and annexation is not eligible; therefore, obtaining a voluntary petition for annexation to be held until eligibility is attained can protect the Town, its rate payers and taxpayers.

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

#### **6.1.2 Property Tax Strategy and Other Taxes Collected**

The maintenance of low property (ad valorem) tax rates always begins with the prudent and effective management of reporting and collecting the other revenue sources towns



receive in order to reduce reliance on property taxes. Emphasis on effective data reporting enables the retrieval of several types of taxes already paid by our citizens and businesses every day that can easily be overlooked in the absence of effective reporting practices.

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

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

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

Property taxes are the major source of local discretionary funding for routine services such as recreation, sanitation, public safety and administration. Maximizing the recovery of the taxes already collected by the state can reduce the level of taxation required of property owners.

### **6.1.3 Jobs and Economic Base**

The economic base of a community is the collective group of business activities that bring money into the Town by providing a product or service. As shown in Figure 3.5.1.A, the category of "Educational Services, and health care, and social assistance" at 23.3% of industries in Granite Quarry in years 2016-2020 has been the top sector in recent years bringing money into Granite Quarry, followed closely by "Manufacturing" at 22.4%. The non-basic sectors including commercial development (driven by residential development) are typically that part of the local economy providing services and products sought by the basic sector workers and others, such as the dry cleaners, pharmacy, grocery store and repair service businesses. When "travel and tourism" is part of the economic base, many

businesses serve both purposes; restaurants are a good example because they serve both local and non-local customers routinely. “Hotels and other hospitality” businesses can serve both the tourism and corporate sector of our future economic base.

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

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

## **6.2 Current Economic Profile - Conventional Sectors**

### **6.2.1 Management, Business, Sciences and Arts**

The largest number of the Town’s citizens in the workforce are employed in the “Management, business, sciences and arts” occupations, making up 28.1% of the workforce of Granite Quarry in 2016-2020. The second most numerous categories are “Service and office” occupations, making up 27.3% of the workforce. *(See Table 3.5.1.A)*

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

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

### **6.2.2 Educational Services, Health Care, Social Assistance and Manufacturing**

Educational services, health care, social assistance and manufacturing have been important to Granite Quarry’s historic growth. These businesses represent a vital sector in Granite Quarry’s area economy providing jobs to many residents. *(See Figure 3.5.1.A)*

### **6.3 Importance of the Infrastructure Networks**

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

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

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

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

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

### **6.4 Existing Business Retention and Expansion**

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

With existing availability of the railroad, the Town should continuously explore which existing businesses are dependent on the railroad's ability to serve them so development approvals and decisions unintentionally hamper the railroad's access to businesses are balanced with mutual

progress of protecting railroad freight with businesses and residential developments not directly dependent on the railroad infrastructure.

## 6.5 Tourism, Travel and Hospitality

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

### 6.5.1 Heritage Tourism

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

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

### 6.5.2 Recreation and Parks

The Town of Granite Quarry Parks and Recreation Department maintains three public parks (Centennial Park, Granite Civic Park, and Granite Lake Park) and one community building (Granite Quarry Legion Building).

**Centennial Park.** Centennial Park, located at 301 East Bank Street, provides shaded walking paths alongside of a stream and extends from Bank Street northward, connecting to Granite Lake Park. Park amenities and facilities include a gazebo with two tables and a charcoal grill; an open picnic area with one table and a charcoal grill; and a walking path with benches. The walking trail connects to Granite Lake Park.

**Granite Civic Park.** Granite Civic Park, located at 202 West Peeler Street is a 5.25 acre park with a large picnic shelter with an enclosed kitchen, two rest rooms, a smaller shelter A baseball field with dugouts backstop and stands, paved walking trail, beach volleyball, playground, three tennis courts, and a basketball court.

**Granite Lake Park.** Granite Lake Park, located at 500 North Salisbury Avenue (US Hwy 52) features a one acre park with a fountain, a playground, picnic shelter with six tables and a grill, open picnic area with a tables and grills, a gazebo, and a walking trail that connects to Centennial Park.

**Granite Quarry Legion Building.** Granite Quarry Legion Building, located at 300 Legion Street, was conveyed to the Town in 2009. The building can be reserved for private events and includes a large open banquet room, a full kitchen, bathrooms and a paved parking lot.

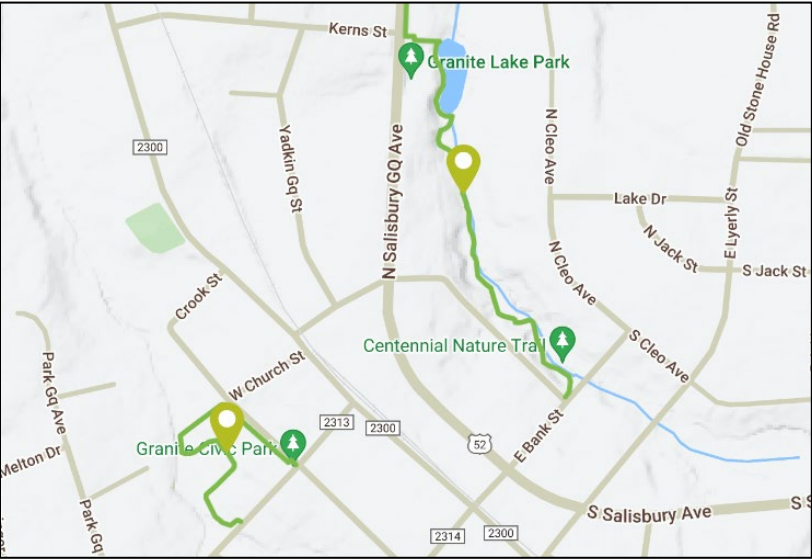
The Town of Granite Falls also holds annual events for its citizens and visitors. Granite Fest, held in October at Granite Civic Park, features local bands, a vendor court, food trucks, children’s activities, kids dance party, and an evening concert featuring regional talent. Christmas at the Lake, held in December at Granite Lake Park, includes a Christmas market, food, games, music, Santa Claus and the Grinch, and the Tree Lighting. Granite Quarry’s Festival of Trees kicks off with the annual tree lighting and continues through the Christmas holiday. Christmas trees are provided and decorated by area businesses, churches and civic organizations.

In addition to the Town of Granite Quarry’s parks and facilities, the Town is conveniently located near the following recreational amenities.

- Bell Tower Green, Ellis Park, Hurley Park, and Sloan Park in Salisbury;
- Dan Nicholas Park and Eagle Point Nature Preserve in Rowan County; and
- Rockwell Park in Rockwell.

**6.5.2.1 Bicycling and Hiking**

A few of the collector streets in Granite Quarry include sidewalks along with more recently constructed subdivisions. The Centennial Nature Trail is a 0.8 acre loop trail that connects Granite Lake Park and Centennial Park. The route starts on a paved trail that goes around Granite Lake and then heads south along the creek on the Centennial Nature Trail before looping back to the parking area. This connection is listed as part of the [Carolina Thread Trail](#). Another trail in Granite Quarry that is also listed as part of the Carolina Thread Trail is the trail around Granite Civic Park. This 0.3 mile trail encircles the 5.25 acre recreational park.



**Carolina Thread Trail in Granite Quarry**

Granite Quarry is conveniently located near the following bicycling and walking trails in Rowan County.

**Hurley Park.** Located at 302 W. Franklin Street, Elizabeth Holmes Hurley Park is a 14-acre public park composed of woodlands, streams, gardens, and quiet pathways. It includes

collections of hollies and magnolias, a wildflower garden, an azalea garden, and many other plantings which provide year-round interest and beauty. Finely crafted benches and tables, specially designed bridges and distinctive gazebos enhance the gardens.

**Gold Hill Mines.** Located at 779 St. Stephen’s Church Road, Gold Hill Mines Historic Park is a 70-acre historic theme park located in Gold Hill, NC. The park is the site of Barnhardt and Randolph Gold Mines, reportedly, the richest mining properties East of the Mississippi. Gold Hill is home of the first gold rush. Visitors to the park will enjoy the great outdoors with several miles of hiking/biking/equestrian trails, a regulation size softball field and soccer fields and playground and picnic areas.

**Eagle Point Nature Preserve.** Located at 665 Black Road, Eagle Point Nature Preserve is a 200-acre natural area on a remote part of High Rock Lake. The park gives visitors the opportunity to hike three miles of trails to vistas of the lake and wildlife observation points. Self-introspective nature trails, old home sites, seasonal canoe access, and fishing from the shore are also available. The trail is adequate for biking with fat tired bikes. No horses are allowed. The trail system was designed as three back to back loops. The Plant Loop Trail is just under one mile, and the Goldeneye Cove Trail just over 1.5 miles. Eagle Point Loop is about two miles. Old home-sites, views of the lake, and solitude are what visitors can expect.

**Dunn’s Mountain.** Located at 1740 Dunns Mountain Road, Dunn's Mountain is an 83 acre park with scenic views, bird watching, hiking, picnic areas and more. The park has a blacksmith shed, long range binoculars and restrooms.

#### **6.5.2.2 Angling (Fishing)**

Lake Corriher Wilderness Park, located at 265 Tranquil Lake Drive offers two beautiful lakes for camping, fishing, paddle boating, kayaking and more. The park also boasts several hiking trails, an 18-hole disc golf course, picnic areas and covered shelters available to rent for private outdoor parties and functions. The park’s general store stocks fishing accessories, live bait and camping needs.

High Rock Lake, located at 9120 Bringle Ferry Road, is the northernmost of the Uwharrie Lakes and the second largest lake in North Carolina. High Rock Lake is a 15,000-acre reservoir on the Yadkin River, and features excellent boating and fishing opportunities. Public boat ramps are located at Tamarac Marina and at Wildlife Access, by the Second Creek Bridge on Bringle Ferry Road.

## **6.6 Manufacturing**

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

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

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

## **6.7 Economic Development Opportunities**

Several opportunities exist for Granite Quarry to re-establish a strong economic base. The following topics focus on first steps for advancing in the ‘21<sup>st</sup> Century’.

### **6.7.1 Innovation Districts**

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

### **6.7.2 Home-based Businesses**

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

### **6.7.3 Small Business Incubator**

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

#### **6.7.4 Collaboration and Regional Partners**

Economic development has been a major element of regional initiatives in recent years. All contain a host of economic development strategies to achieve the goals of job creation, talent retention, and entrepreneurship. The Town should take a leadership role in implementing those strategies that will help the community benefit from its world-class natural and cultural resources by tapping the technological potential of the 21<sup>st</sup> century economy, opening Granite Quarry and the region to the global marketplace.

The IRS tax code encourages long-term, private capital to invest in eligible low-income rural and urban communities, called Opportunity Zones, across the United States. The primary corporate limits and the ETJ of the Town of Granite Quarry's are not within a designated Opportunity Zone, however an opportunity zone is located in Salisbury to the north. Granite Quarry may consider exploring costs and benefits of an Opportunity Zone designation.

#### **6.7.5 Plan for Private Investment and Employment in Growth Areas**

In late 2023 through mid-2024, the Town of Granite Quarry raised concerns internally and with Rowan County that there is not sufficient land within the corporate limits of Granite Quarry for new businesses and industries to sustain a healthy employment and tax base. Partnering over several meetings between Granite Quarry's Town Council and Rowan County's staff and Board of Commissioners, a plan was developed and a binding agreement was executed with the City of Salisbury to establish targeted growth areas for economic development outside of Granite Quarry's northwestern town limits for economic development. The targeted growth areas will be planned for infrastructure and future land uses to attract private development based on who can best serve areas. For areas northwest of Granite Quarry, the growth area agreement will establish planning and service provider responsibilities to the Town of Granite Quarry.

### **6.8 Economic Development *ACTION ITEMS***

The economic development opportunities Granite Quarry enjoys clearly fit into three categories. These are described as "Immediate", "Programmable" and "Opportunity".

#### **6.8.1 Immediate Action Items:**

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

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

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



**6.8.1.2 Plan for Economic Development in Targeted Growth Areas**

The Town of Granite Quarry will develop a plan to establish targeted growth areas for economic development outside of Granite Quarry’s norther town limits.

**6.8.2 Programmable Action items:**

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

**6.8.2.1 Establish partnerships**

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

The Town should explore the necessary public-private partnerships and funding sources to plan and develop business incubators and available manufacturing space. *(See sections 6.7.3 and 6.7.4)*

**6.8.3 Opportunity Based Action items:**

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

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

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

*(This space left blank intentionally)*

## 7. INFRASTRUCTURE

### 7.1 Water and Sewer Utility Systems

Municipal water and sewer utility services for the Town of Granite Quarry are provided by Salisbury-Rowan Utilities (SRU).

The water supply for SRU is the Yadkin River. SRU's current population being serviced for water is approximately 48,900 in Salisbury, Granite Quarry, Rockwell, Spencer, and China Grove. SRU also provides water and/or wastewater services to East Spencer, Faith, and Landis.

SRU's intake is located at the confluence of the Yadkin and South Yadkin Rivers. A series of pumps, pipes, and reservoirs bring raw water to SRU's water plant near downtown Salisbury. Salisbury treats an annual average of 9.7 million gallons of water per day (MGD). The water plant is permitted to treat up to 24 MGD. There is off-stream storage of 28 MG if the Yadkin River should ever be unsuitable for drinking water.

SRU's Wastewater Plant Operations provides Granite Quarry customers with a system that treats their domestic and industrial wastewater by using methods that meet or exceed the State of North Carolina's regulatory standards and requirements. SRU has two treatment facilities; Grant Creek and Town Creek Wastewater Treatment Plants. The combination of these two plants on average treat approximately 8.7 million gallons of wastewater each day. The thoroughly treated wastewater is then discharged into the Yadkin River.

### 7.2 Transportation Network

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

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

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

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

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

### **7.2.1 Roads and Highways**

Granite Quarry is located 45 miles northeast of Charlotte via I-85, and is part of the Charlotte-Concord-Rowan, NC-SC Metropolitan Statistical Area (MSA).

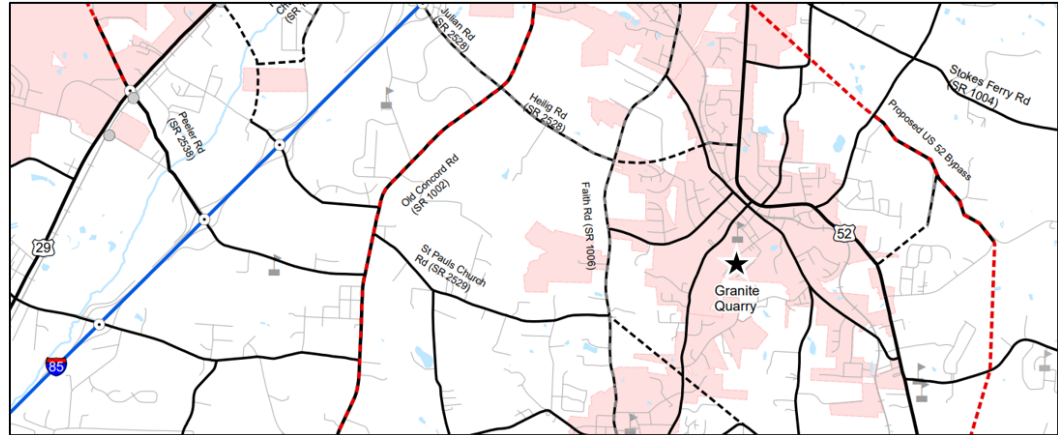
Existing major thoroughfares, as inventoried in the Cabarrus-Rowan Metropolitan Planning Organization (CRMPO) [Comprehensive Transportation Plan \(CTP\)](#), Sept. 2016 [Highway Map](#) in the Town of Granite Quarry ETJ include:

- US 52
- Interstate-85

Existing minor thoroughfares within Granite Quarry's ETJ, include:

- SR 2528 (Heilig Road)
- SR 1006 (Faith Road)
- SR 2529 (St. Paul's Church Road)

The CTP includes a proposed US 52 Bypass on the east side of Granite Quarry



Source: Cabarrus-Rowan Metropolitan Planning Organization, [Comprehensive Transportation Plan, September 2016](#)

#### **7.2.1.1 Road and Highway Specific Action Steps**

The Town should continue to provide Granite Quarry’s representation on two of Cabarrus-Rowan Metropolitan Planning Organization’s committees: the Transportation Advisory Committee (TAC); and Technical Coordinating Committee (TCC).

### **7.2.2 Railways**

Rowan County is served by Norfolk Southern (NS), a Class freight carrier railroad line providing service to along NS’s primary corridor that parallels I-85 through the central part of the State connecting Charlotte and Greensboro with Atlanta, Georgia and the Northeast. As reported in the [2015 Comprehensive State Rail Plan](#), on average, 35 freight trains per day operate along this line. NS also operates two major east-west lines; one connecting Greensboro to Durham , Raleigh, and the state port in Morehead City and the other connecting Asheville and western North Carolina to their main north-south corridor in Salisbury.

#### **7.2.2.1 Railway Specific Action Steps**

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

There are numerous factors driving freight movement and will shape the changes in rail volumes over time, providing opportunities for local communities to expand economic development opportunities. Typically, a rail company considers many factors when examining the possibility of expanding its service through spur lines to new industrial user (i.e. location of line, location of user, shipping volume, frequency of shipping, etc.). As part of the Town’s continuing economic development efforts, additional effort/study may be warranted to ascertain the viability of expanding rail connectivity.

### **7.2.3 Aviation**

There is not an airport facility within the Town’s corporate limits. Rowan County manages/operates the [Mid-Carolina Regional Airport](#) located approximately seven miles

from Granite Quarry at 3870 Airport Loop in Salisbury. As of 2008, the airport encompassed approximately 527 acres with a 5,500 -foot runway and parallel taxiway.

The Town is also located approximately 47 miles from the Charlotte Douglas International Airport.

#### **7.2.3.1 Aviation Specific Action Steps**

The Town of Granite Quarry will continue to cooperate with Rowan County regarding assistance associated with the Mid-Carolina Regional Airport (RUQ) and with regional planning efforts designed to support future economic development activities at the Charlotte Douglas International Airport.

### **7.2.4 Bicycle and Pedestrian**

#### **7.2.4.1 Bicycle Facilities**

The Town does not have marked bicycle facilities within its corporate limits. As such, most all intersections throughout the Town limits do not include marked crosswalks or cross signals. The Town's new GQDO should establish specifications for adequate street construction by developers for both bicycle and pedestrian safety.

In 2022, the [GoGQ Bicycle and Pedestrian Plan](#), prepared by Kimley Horn, as a community-driven effort that established the vision for biking and walking in Granite Quarry, identified ongoing needs and challenges, and developed recommendations for a multimodal system that will be safer and easier for all users

Upon adoption of this Town Plan 2040, the adopted [GoGQ Bicycle and Pedestrian Plan](#) shall be incorporated as part of this Town Plan 2040.

#### **7.2.4.2 Pedestrian Facilities**

Much of the Town of Granite Quarry and its extraterritorial jurisdiction (ETJ) currently provide few sidewalks. As such, most all intersections throughout the Town limits do not include marked crosswalks or pedestrian cross signals. The Town's new GQDO should establish specifications for adequate street construction by developers for both bicycle and pedestrian safety.

#### **7.2.4.3 Bicycle and Pedestrian Specific Action Steps**

Within the new GQDO, the Town should establish specifications for adequate bicycle and pedestrian facilities for new development.

### **7.2.5 Transit Service**

The Rowan County Transit Service (RTS) is a non-emergency public transportation service providing life sustaining medical appointment trips for Rowan County residents.

#### **7.2.5.1 Transit Service Action Steps**

The Town of Granite Quarry will continue to cooperate with Rowan County Transit Service regarding transit service for Granite Quarry's residents.

## **8. PLANNING AND DEVELOPMENT**

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

Granite Quarry is not unlike many other small towns in the Carolinas in that it experienced much of its transformation during the post-World War II era when the industrial expansion led to better paying jobs and when increased automobile ownership enhanced individual mobility, while the inter-city and intra-city highway network was greatly expanded. The dramatic impact of this combination on American cities and towns was not foreseen and the problems associated with rapidly changing communities that followed led to long periods of decline in their once-vibrant core downtown areas.

Existing land uses throughout the Town and its ETJ include low-density neighborhoods, restaurants, a grocery store, civic/public service buildings, gas stations, places of worship and a few textile and other manufacturers an elementary, middle, junior high and high schools. Gildan Yarns, one of the world’s leading manufacturers of apparel, have two large manufacturing plants on the west side of Granite Quarry.

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

#### **8.2.1 Housing Growth**

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

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

#### **8.2.2 Commercial/non-residential Growth**

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

In order to grow commercial and non-residential offerings a community must create opportunities for success. The first step is to promote interest in both residents and visitors alike. By increasing the presence of people in commercial setting, the critical mass necessary for businesses to sustain themselves will ensure vibrancy as the tourism visitors

flow into and through the community. To accomplish this, the local zoning ordinance in existence at the time of this plan adoption, must be repealed and replaced with development standards and specifications to promote refreshing internal growth.

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

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

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

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

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

At the local level, while developing this Town Plan 2040, the Town of Granite Quarry’s administration received the following sentiment in late 2022 by a local Realtor/Developer who had researched the town’s current Unified Development Ordinance (UDO).

*“How do we make clear that the size of the lots is crucial for anything to happen in Granite Quarry? With development costs of \$1,000 per front foot, it is essential to have smaller lots. Normally we would expect to sell a lot for 50% more than it costs to produce, but that is not possible. The most we have ever sold a lot for anywhere in Rowan County is \$45,000. Cost of streets, water sewer, sidewalks, amenities, holding time, taxes., etc. have driven everything way up. If the math doesn’t work, nothing will get built.”*

The new Granite Quarry Development Ordinance (GQDO) being prepared concurrently with development of this Town Plan 2040, will address and revise lot and dimensional standards.

### **8.3.1 Utility Policies at the Time of Plan Adoption**

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

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

“Land development” includes the installation of infrastructure as the first step toward new building construction. This phase of a project involves land planning that leads to civil engineering to establish the layout of roads and buildings. The criteria or specifications included in these ordinances should accomplish some basic objectives including:

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

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

#### **8.3.2.1 Zoning Code**

At the time this plan was prepared, the Town was preparing a new Granite Quarry Development Ordinance (GQDO) to replace the Granite Quarry Development Ordinance (UDO) adopted in November 2016. The purpose of the new GQDO will be to promote the health, safety, and the general welfare of the residents of the Town of Granite Quarry jurisdiction through provisions to regulate use of buildings and land, land development, planned developments, manufactured housing, development of subdivisions, signs, off-street parking and loading, planting yards, and flood damage prevention in the Town’s planning and development regulation jurisdiction, including any extraterritorial jurisdiction (ETJ).



### **8.3.2.2 Subdivision Ordinance**

At the time this plan was prepared, the Town was preparing a new Granite Quarry Development Ordinance (GQDO) to replace the Unified Development Ordinance (UDO) adopted in November 2016. The new GQDO will include regulations for the subdivision of land to: promote orderly growth and development; provide for suitable residential and nonresidential subdivisions with adequate streets and utilities and appropriate building sites; provide for the coordination of streets within subdivisions with existing or planned streets and with other public facilities; provide for the dedication or reservation of rights-of-way or easements for streets, utilities, and other purposes; and provide proper land records for the convenience of the public and for better identification and permanent location of real property boundaries. The subdivisions regulations will apply to the Town's planning and development regulation jurisdiction, including any extraterritorial jurisdiction (ETJ).

When new streets are built properly, they last longer and are far less costly to maintain. These new streets must also be reported to the NCDOT upon completion to ensure the local share of the fuel tax collected from every motorist when they purchase fuel, will be returned to the Town. When these fuel taxes are returned each year, they can do more for the older streets where repairs may be warranted.

Subdivision criteria and specifications also improve utility performance and reduce cost to serve all rate payers. By establishing specific criteria for the location of lines we can reduce confusion and improve the effectiveness of future maintenance and repairs. Each utility is designated a specific location in or near the street.

### **8.3.2.3 Building Code**

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

### **8.3.2.4 Flood Damage Prevention**

The new GQDO will include flood damage prevention standards to promote public health, safety, and general welfare and to minimize public and private losses due to flood conditions within flood prone areas by establishing provisions designed to: (1) Restrict or prohibit uses that are dangerous to health, safety, and property due to water or erosion hazards or that result in damaging increases in erosion, flood heights or velocities; (2) Require that uses vulnerable to floods, including facilities that serve such uses, be protected against flood damage at the time of initial construction; (3) Control the alteration of natural floodplains, stream channels, and natural protective barriers, which are involved in the accommodation of floodwaters; (4) Control filling, grading, dredging, and all other development that may increase erosion or flood damage; and (5) Prevent or regulate the construction of flood barriers that will unnaturally divert flood waters or which may increase flood hazards to other lands. Flood damage prevention regulations will apply to the Town's planning and development regulation jurisdiction, including any extraterritorial jurisdiction (ETJ).

### **8.3.2.5 Stormwater Management**

As of the time this plan was prepared, the Town of Granite Quarry had delegated administration of stormwater standards to the State of North Carolina. The new QQDO will include stormwater management standards designed with the purpose to protect, maintain and enhance the public health, safety, environment and general welfare by establishing minimum requirements and procedures to control the adverse effects of stormwater runoff associated with new development. Proper management of stormwater runoff will protect property, control stream channel erosion, prevent increased flooding associated with new development, protect floodplains, wetlands, water resources, riparian and aquatic ecosystems, and otherwise provide for environmentally sound use of natural resources; and establish procedures through which these purposes can be fulfilled.

## **8.4 Future Land Use – *Where We are Going Next!***

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

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

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

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

One of the fundamental planning tools used to achieve the stated goals and objectives of the Town Plan 2040 in Granite Quarry is the design, application, and implementation of a Future Land Use Map (FLUM). FLUM implementation is accomplished primarily through the application of zoning, although a variety of land use ordinances are available for various aspects of implementation. A key feature of land use planning in Granite Quarry is the requirement for consistency between the FLUM and the application of zoning.

The FLUM defines the location of coordinated and appropriate land use classes and is designed to accommodate a particular combination of land uses that would achieve a desired pattern of

development. It serves as the primary tool for staff, the Planning Board, and elected officials during review of re-zonings to ascertain the appropriateness of a development proposal and provides the development community with clear guidance to the locations where development activity may and may not be appropriate.

The ***Future Land Use Map***, appearing in Figure 8.4.1 depicts a pattern of development to accommodate a combination of residential, non-residential and mixed-use growth and redevelopment. ***Zoning changes are required by North Carolina statute to be made based upon both reasonableness and consistency with this plan.***

There are eight basic land use categories meeting the specific development needs of Granite Quarry:

- **Rural:** Land in rural areas of the community appropriate for low intensity/low density residential development that is not dependent on urban services (i.e. water/sewer). The category further identifies lands used for agricultural production, agriculturally based businesses and related activities needing protection from high intensity development activity. As indicated, development activity is typically low intensity in nature in order to encourage preservation of agricultural lands, environmentally sensitive areas, and open space while discouraging large lot residential subdivision type developments.
- **Neighborhood:** Identifies areas within a community where existing residential development has/is occurring at moderate to medium densities and where urban services (i.e. water/sewer) may be available. Residential development activities typically include single-family and duplex (i.e. two-family) homes and their appropriate accessory land uses. Residential neighborhoods are the dominant land use in this category, but development can include open space preservation, parks and recreation activities, and limited institutional land uses.
- **Downtown:** The Downtown land use category provides for development, revitalization, reuse, and infill development of the Granite Quarry's downtown area. A broad array of non-residential and residential land uses is typically permitted enabling the needs of residents and visitors to be met. Land located in this category is anticipated for development at urban densities and/or intensities where urban services (i.e. water/sewer) is available.

Desired development pattern(s) associated with this category seeks to integrate shops, restaurants, services, workplaces, civic, educational, and higher density housing in a compact, pedestrian-oriented environment. The Downtown land use category is intended serve as defining the 'hub' of surrounding neighborhoods and of the broader community.

- **Transitional Neighborhood:** Land use category typically located in and around downtown, providing for completion of residential neighborhoods surrounding downtown. Land located in this category is anticipated for development at urban densities and/or intensities where urban services (i.e. water/sewer) is available.

The intent of the category is to recognize the need for infill development and the gradual transformation of existing development to high quality mixed density residential development supporting the central core of Granite Quarry.

Higher density residential development allows a greater number of households to walk or bike, thus supporting businesses while reducing the parking demand and providing environmental and health benefits. A range of housing types (i.e. duplex, multi-family, etc.) is encouraged. Streets within the Transitional Neighborhood land use category shall be interconnected and shall typically include sidewalks and bicycle lanes providing connections to adjacent commercial and civic land uses as well as other mixed-use districts. Typically, pedestrian access shall extend into surrounding Neighborhood land use categories to help foster connectivity where appropriate. A range of housing types is encouraged. Criteria for the mix of building types establishes compatibility.

- **Civic:** Land use category providing location(s) for educational, medical, governmental, religious, and other institutional uses. Urban services (i.e. water/sewer) are typically available and pedestrian access (i.e. sidewalks, bicycle lanes, etc.) are integral parts of development projects.
- **Commercial:** Providing opportunities for compatible, resilient, and sustainable non-residential development with a specific focus on retail and other similar commercial land uses. The category is typically located along major road intersections, or near major transportation routes, where urban services (i.e. water/sewer) are available.
- **Employment/Manufacturing:** Land in areas specifically targeted for economic development activity consisting of employment centers, industrial/manufacturing land uses, distribution centers, office, service/retail uses, and flex space (typically one-story buildings designed, constructed, and marketed as suitable for use as offices but able to accommodate other uses such as a warehouse, showroom, manufacturing assembly, or similar operations). Such areas are located adjacent to interstate/major highways where urban services (i.e. water/sewer) are available.

Typically, this land use category is reserved for uses requiring very large buildings and/or large parking and loading facilities for support. Small scale manufacturing and storage that is compatible with less intensive land uses are typically located within the Commercial or Mixed-Use land use categories.

- **Mixed Use:** The 'Mixed Use' land use category is established to provide opportunities for both compatible and sustainable re-development of both residential and non-residential land uses where underutilized commercial properties already exist as well as infill sites where site specific land planning of new development creates opportunities for businesses and various housing designs sharing community amenities and enhancements. Land located in this category is anticipated for development at urban densities and/or intensities where urban services (i.e. water/sewer) is available. Permitted non-residential land uses are designed to augment residential land uses, not detract from them.

As with the Transitional Neighborhood land use category, a range of housing types (i.e. duplex, multi-family, etc.) is encouraged. Streets shall be interconnected and shall typically include sidewalks and bicycle lanes providing connections to adjacent commercial and civic land uses as well as other mixed-use and transitional neighborhood districts.

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

#### **8.4.1 Refresh Granite Quarry by Developing Underutilized Areas “Close-in” First**

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

#### **8.4.2 Preservation and Conservation Areas**

Given Granite Quarry’s role in local governance in central Rowan County, our most effective tools for preservation and conservation are the moderation of growth and expansion of our municipal services and the policies governing expansion of the systems we operate. By working together with our counterparts at the county level we can stimulate investments where warranted and discourage investments in areas that will not be good for either Granite Quarry or Rowan County. This approach leaves these lands completely under the control of their locally elected officials. The only time Granite Quarry officials will be involved is when the topic of municipal service levels is explored.

#### **8.4.3 Future Growth beyond the Town Limits**

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

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

When “yes” is the answer to these questions, the project is likely worthy of further consideration; however, if not, the project should be avoided.



## 8.5 Re-thinking Granite Quarry's Zoning - A Common Sense Approach!

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

An update of the current UDO and adoption of a new Granite Quarry Development Ordinance (GQDO) is required to accomplish two primary objectives: to modernize the Town's criteria and specifications to meet current statutory requirements, and to make certain the criteria and specifications are designed to help Granite Quarry thrive once again.

Tying the Town Plan 2040 to the GQDO not only achieves statutory compliance but transforms the role of zoning from regulatory in nature into more of a set of criteria and specifications.

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

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

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

As described in section 8.3.1.1, today's businesses seek hot spots for business location.

This clustering of complementary businesses (i.e. shopping, dining, etc.) draws potential



customers to locations where their interests or needs can be met. Location economists call this agglomeration. The benefit of agglomeration to the customer is both improved choices and typically better pricing of goods and services.

The best remedy for Granite Quarry's existing underutilized commercial areas is to encourage re-use and re-development through new zoning criteria and specifications. This approach can work well provided there is a commitment to areas where the investment in infrastructure has already been made. Once the Town has reinvigorated these areas, then growth beyond the current town limits should be studied to determine benefits for Granite Quarry's businesses and citizens.

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

The [Law Dictionary](#) defines 'property rights' as, *"The ownership of a thing is the right of one or more persons to possess and use it to the exclusion of others. In this Code, the thing of which there may be ownership is called "property.""*

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

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

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



The following descriptions of zoning districts in the new QQDO should establish describe the character of the various neighborhoods and non-residential parts of Granite Quarry. These new districts should replace all existing districts and be accompanied by opportunity-driven district standards: opportunities for both growth and preservation of natural areas.

Careful consideration must be given when crafting the criteria and specifications for development to avoid as much non-conformity or “grandfathering” as possible. While some properties may not avoid a non-conforming (grandfather clause) status, it is very important to make as much existing development compliant as reasonably possible. This attempt should not be misguided into making fundamentally poor choices in drafting the QQDO, nor should it fail to recognize the role of property maintenance rules.

#### **8.5.1.1 Agriculture District**

The Agriculture District (AG) is established to protect lands used for agricultural production, agriculturally based businesses and related activities. Farmland is a defining element of Granite Quarry’s traditional identity and the protection of these lands aids in preserving the character of the Town until such time as new development is preferred by the Town. Listed uses are limited, with an emphasis on uses that are agricultural in nature. Development density is very low to encourage preservation of agricultural lands while discouraging large lot residential subdivision type development and excessive septic system utility. The Agriculture District can also be used to preserve open spaces.

#### **8.5.1.2 Single-Family Residential Districts**

The Single-Family Residential Districts (SFR-1, SFR-2 and SFR-3) provide for the completion of existing residential neighborhoods and the development of new residential neighborhoods. Allowed building/lot types in the Single-Family Districts are Detached House. Listed uses are restricted to Single-Family, including duplex (two-family), homes and their accessory uses. Neighborhoods in these districts are the dominant land use in Granite Quarry and are a major element in defining the character of the community. Standards for the Single-Family Residential Districts promote that new development maintains the character of the community. The Single-Family Residential Districts permit the completion and conformity of conventional residential subdivisions already existing or approved in sketch plan form by the Town of Granite Quarry prior to the effective date of the new QQDO.

#### **8.5.1.3 Residential Main Street Transition District**

The Residential Main Street Transition District (RMST) provides for the completion of residential neighborhoods in the residential area(s) surrounding the Main Street and contiguous Civic Districts through in-fill development. The intent of this district is to recognize that gradual transformation of existing development to high quality mixed density residential development is needed to support the central core of the Town. Higher density residential development allows a greater number of households to walk or bike, thus supporting businesses while reducing the parking demand and providing environmental and health benefits. Allowed building/lot types in these districts are the Detached House, Attached House, and Multi-family Building. Streets in the Residential Main Street Transition District should be interconnected, with streets and sidewalks providing a connection from Granite Quarry’s Main Street and other mixed-use districts

to the Single-Family Residential districts surrounding these neighborhoods. A range of housing types is encouraged. Criteria for the mix of building types establishes compatibility.

#### **8.5.1.4 Main Street District**

The Main Street District (MS) provides for new development, revitalization, reuse, and infill development in Granite Quarry's core downtown. A broad array of uses is listed to enable the needs of residents and visitors to be met. Allowed building/lot types in this district are Urban Workplace, Shop-front, Detached House, Attached House, Multi-family Building, and Civic Building. The development pattern seeks to integrate shops, restaurants, services, workplaces, civic, educational, and higher density housing in a compact, pedestrian-oriented environment. The Main Street District serves as the hub of the surrounding neighborhoods and of the broader community. The Main Street District may be expanded over time to meet the needs of the growing community for downtown facilities and services. Expansion of the Main Street District shall be contiguous and not separated from the primary district area.

#### **8.5.1.5 Civic District**

The Civic District (CIV) provides a location for educational, medical, governmental, religious, and other institutional uses. Large developments in the Civic District are encouraged to provide a master plan to the Town. Institutional uses in the Civic District are required to provide pedestrian connections on their campuses and, to the extent possible, develop an internal street system with structures fronting on the streets. Parking should not be the dominant visible element of the campuses developed for institutional uses. Providing a unique district for civic uses will establish uniform standards.

#### **8.5.1.6 Mixed-Use Districts**

The Mixed-Use Districts (MU-1 and MU-2) are established to provide opportunities for both compatible and sustainable re-development where underutilized commercial properties already exist as well as infill sites where site specific land planning of new development creates opportunities for businesses and various housing designs sharing community amenities and enhancements. Existing auto-oriented street, lot, and building designs can create uncomfortable pedestrian environments; however, with careful site planning these areas will allow a greater number of residents to walk or bike to businesses and services with an interconnected network of streets and sidewalks. Allowed building/lot types are Highway Commercial, Urban Workplace, Shop-front, Detached House, Attached House, and Multi-family. Dominant uses in this district are residential, retail and office. The Mixed-Use Districts are expected to serve Granite Quarry residents as well as persons who travel from surrounding communities. The development pattern in this district acknowledges the role of the automobile, with parking and access provided to promote safety for the motoring public. Development standards in the Mixed-Use Districts promote the creation of a pleasant pedestrian-friendly auto-oriented environment while enabling a compatible transition to use in adjacent neighborhood districts.

#### **8.5.1.7 US Highway 52 Commercial Districts**

The US Highway 52 Commercial District (C-52) is established to provide opportunities for compatible, resilient and sustainable development along the US Highway 52 corridor. Development standards in the C-52 district acknowledge that the automobile is the primary mode of transportation. Development and design standards encourage pedestrian scale development along a secondary street network serving larger projects. Goals of the C-52 district include providing a pleasant calm environment for motorists, a safe environment for pedestrians within a network of streets and pedestrian facilities; promoting the safety of motorists, cyclists and pedestrians; and preserving the capacity of the transportation network outside the core area as shown in the adopted Town Plan. Uses in this district include commercial goods & services, employment, and some limited small-scale industrial. Allowed building/lot types include Highway Commercial, Urban Workplace, and Shop-front.

#### **8.5.1.8 Vehicle Service and Repair District**

The Vehicle Service and Repair District (VSR) is established to provide locations for specific uses that, due to their unique characteristics and importance to the community, and the traveling public, require different criteria and specifications than typical commercial development. Development standards in the Vehicle Service and Repair District acknowledge that the automobile is the primary mode of transportation in suburban communities and there is a vital need for such businesses to be located in close proximity to one another. Uses within the Vehicle Service and Repair District are buffered from adjacent uses. The dominant uses in this district are vehicle oriented and/or dependent and include vehicle-based services, vehicle repair shops and disabled vehicle storage areas. The Vehicle Service and Repair District is reserved for uses which require broad maneuvering spaces and avoid pedestrian interaction with potentially hazardous conditions. Goals of the Vehicle Service and Repair District include providing a pleasant environment for motorists, a safe environment for pedestrians along the network of streets and pedestrian facilities; promoting the safety of motorists and pedestrians; and preserving the capacity of Main Street and its interconnecting network of streets outside the core area. Uses in this district include heavy commercial goods and services for motor vehicles, and some limited industrial. Allowed building/lot type is Highway Commercial.

#### **8.5.1.9 Industrial District**

The Industrial District (IND) is established to provide locations for industrial uses that, due to the scale of the buildings and/or the nature of the use, cannot be integrated into the community. Uses within the Industrial District are buffered from adjacent uses. The dominant uses in this district are manufacturing and warehouse storage. Small scale manufacturing and storage that is compatible with less intensive uses can and should be located in other non-residential or mixed-use districts. The Industrial District is reserved for uses which require very large buildings and/or large parking and loading facilities.

#### **8.5.1.10 Traditional Neighborhood Development Overlay District**

The Traditional Neighborhood Development Overlay District (TNDO) provides an alternative opportunity applicable only upon request for a Zoning Map Amendment for the development of new neighborhoods and the revitalization or extension of existing neighborhoods. These neighborhoods are structured upon a fine network of interconnecting pedestrian-oriented streets and other public spaces. Traditional

Neighborhood Developments (TND's) provide a mixture of housing types and prices, prominently sited civic or community building(s), stores/offices/workplaces, and churches to provide a balanced mix of activities. A Traditional Neighborhood Development (TND) has a recognizable center and clearly defined edges; optimum size is a quarter mile from center to edge. A TND is urban in form, is typically an extension of the existing developed area of the Town and has an overall residential density of up to eleven (11) dwelling units per acre. TND districts should have a significant portion of land dedicated to improved open spaces, and reserve un-improved open spaces where environmentally sensitive areas are located.

#### **8.5.1.11 Scenic Corridor Overlay District**

The Scenic Corridor Overlay District (SCO) is established to protect the pastoral scenes and open spaces that provide a sense of arrival for residents and visitors traveling the major entrance roads and gateways to the Town. The pastoral scenes and undeveloped property along the entrance roads and gateways contribute significantly to Granite Quarry's community character and sense of place. The Scenic Corridor Overlay District provides development options for the owners of the property abutting the entrance roads and gateways. The goal of this district is to protect the scenic value of the corridors through a mix of incentives and development standards. These standards will preserve the suburban character of the Town by maintaining the sense of a suburban corridor in an urban environment; provide an aesthetically appealing experience for those traveling the corridor; provide multi-modal transportation options for travel; and promote a safe transportation corridor for motorists, bicyclists, and pedestrians.

#### **8.5.1.12 Heavy Industry Overlay District**

The Heavy Industry Overlay District (HIO) is established to protect all environments from the negative impacts of certain activities and types of development. It is the intent of this district to provide and permit certain public and private heavy industrial uses and facilities that incorporate hazardous materials and/or scientific technology, including wholesale, distribution, storage, processing, manufacturing and production. However, it is required that industries in this district take all necessary actions including but not limited to installation of apparatus and technological equipment available to prevent negative impacts on the environment and the community from the emissions of smoke, dust, fumes, noise and vibrations and other activities and/or products resulting from such hazardous industrial activities in accordance with federal, state and local regulations.

#### **8.5.1.13 Mini Farm Overlay District**

The Mini Farm Overlay District (MFO) permits buildings to be grouped on a site, parcel, or property in order to optimize the use of land and resources for both residential and agricultural purposes. By clustering development at a density no greater than one unit per developed acre, projects developed in accordance with these standards can obtain density bonuses while preserving unique natural features for agricultural use. The Mini Farm Overlay District mandates the dedication of both agricultural land and open space with density bonuses provided as an incentive for adhering to the standards. It is the intent of this district to be used for new development in undeveloped outlying areas of the Town and its extraterritorial jurisdiction. Allowed building/lot type is Detached House.

#### **8.5.1.14 Manufactured Home Overlay District**

The Manufactured Home Overlay District (MHO) is established to protect the standard of living and neighborhood conditions. Established standards that will enable the use of innovative manufactured homes with a higher aesthetic standard will invigorate these communities. Non-conforming manufactured home parks that have not received approval for continuation would be amortized over a period of time to allow the owner/operator to meet reasonable financial payback expectations in accordance with accepted practices in North Carolina. Existing parks could be limited to less fundamental standards and specifications, while new parks are required to meet a higher standard. These parks may be ideally suited for alternative designs such as Tiny House, Park Model and other styles of housing where installation standards are considered temporary. The overlay could be expanded to apply to permanent installations of innovative manufactured housing in subdivisions or parks in accordance with G.S. 160D-909.

#### **8.5.2 Development Agreements**

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

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

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

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

### **8.5.3 Ordinance Administration**

At the time this plan was prepared, the Town was preparing a new Granite Quarry Development Ordinance (GQDO) to replace the Granite Quarry Development Ordinance (UDO) adopted in November 2016. The GQDO must be administered by experienced professionals to ensure protection of the rights of businesses and citizens. Such fair and unbiased administration must be proactive and seek to help these businesses and citizens achieve the successes they may seek that are consistent with both the adopted Town Plan and the new GQDO.

Proactive administration includes:

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

### **8.5.4 Water and Sewer Utility Extension and Service Policy**

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

### **8.5.5 Stormwater Facilities – *An Innovative Alternative to Reduce Development Costs***

Under State and federal stormwater rules emerging across North Carolina, local governments are often tasked with either requiring new development to install stormwater facilities (BMP’s) or requiring existing property owners of larger development to begin retrofitting stormwater BMPs in areas that were developed prior to certain years, or both. These rules promulgated by the State and federal agencies mandate local governments to restore natural pre-development flow conditions measured in both quality and quantity when new development is approved. These requirements are very costly and often impact development feasibility in significant ways.

Relocation of BMP facilities away from the built-environment and creating regional, efficient public amenities reduces cost by concentrating the facilities into centralized single locations in each sub-basin. Maintenance expenses are decreased by reducing the number of sites the Town staff will have to monitor. BMP performance is enhanced

during low-flow conditions, and the actual sites where the devices are installed can anchor parks as a water amenity. This approach should be considered when and if the need is deemed either beneficial to the community or mandated by the State and/or federal agencies responsible for water quality.

*(This space left blank intentionally)*

## **9. BLUEPRINT FOR GRANITE QUARRY - SUMMARY AND PLAN IMPLEMENTATION**

### **9.1 Summary**

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

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

### **9.2 Actions to Implement Town Plan 2040**

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

*(This space left blank intentionally)*



**Table 9.2 Actions to Implement Town Plan 2040**

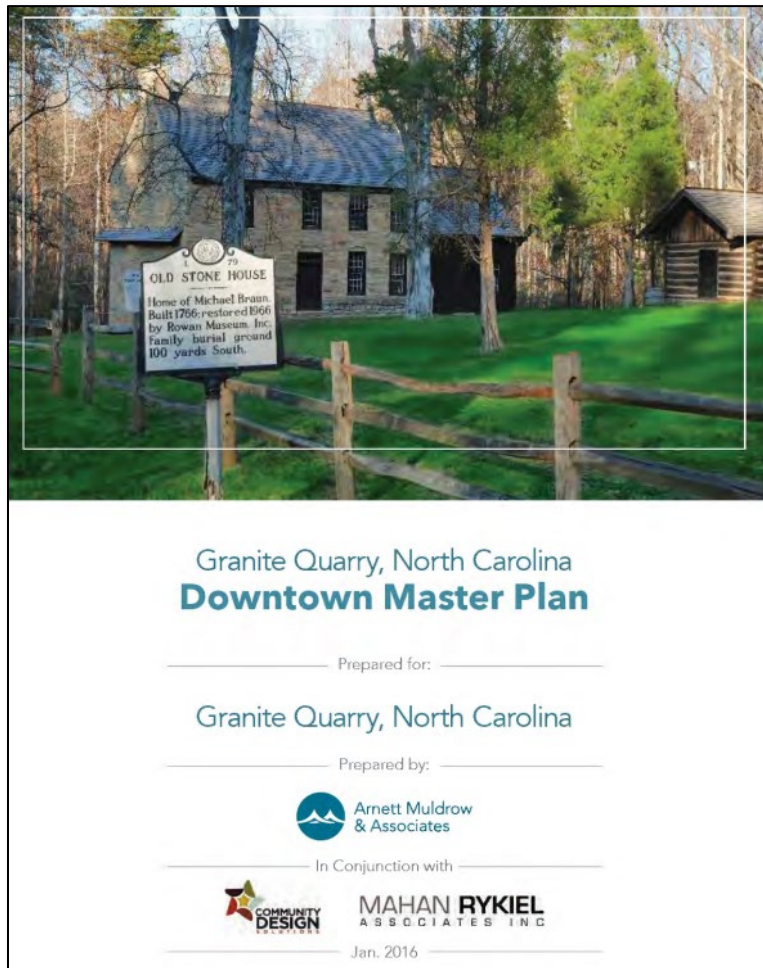
Table 9.2 BLUEPRINT FOR GRANITE QUARRY: Actions to Implement Town Plan 2040 Adopted June 19, 2023					
Check Off After Completion		Target Years	Town Plan 2040 References	Responsible Groups	Notes
<b>ROUND 1</b> <i>Maintain small-town character*</i>					
	A	2023	5.2.1.1, 5.2.4.3, & 6.8.1.1	Administration & Board of Aldermen	
	B	Ongoing	5.2.1.3	Administration, Planning, Public Works, Planning Board & Board of Aldermen	
	C	2023/24	5.2.72 & Appendix A's Chapter 5	Administration & Public Works	
<b>ROUND 2</b> <i>Foster managed growth and Attract More Stores and Restaurants*</i>					
	A	2023	Table 5.1.2.A, Table 5.1.2.D, 5.2.2, 5.2.4, 8.3.2, 8.4.1, 8.5.1, 8.5.2, & 8.5.3	Administration, Planning, Planning Board, & Board of Aldermen	
<b>ROUND 3</b> <i>Improve downtown*</i>					
	A	2023	Table 5.2.7, 5.2.7.1-5.2.7.5, & Appendix A	Administration & Board of Aldermen	
	B	2024	5.2.7	Administration & Public Works	

\*NOTE: At the time this Town Plan was adopted, Granite Quarry was completing the new Granite Quarry Development Ordinance (GQDO). The GQDO will incorporate new zoning districts and design standards and specifications toward implementing a variety of goals and objectives in this Town Plan 2040 designed to, among other goals: Maintain a small-town character; foster managed growth and attract more stores and restaurants; and improve downtown.

**APPENDIX A: Granite Quarry Downtown Master Plan**

Upon adoption of this Town Plan 2040, the adopted Granite Quarry Downtown Master Plan shall be incorporated as part of this Town Plan 2040.

In April 2015, the Town of Granite Quarry developed a revitalization plan for the town’s core area along US 52. The Granite Quarry Downtown Master Plan, describes the community engagement process and outcomes for the planning process, and shows how local stakeholder input informed the project team’s recommendations in Economic Development, Planning and Design, Marketing and Branding, and Organization and Partnerships.



**APPENDIX B: GoGQ Bicycle and Pedestrian Plan**

Upon adoption of this Town Plan 2040, the adopted [GoGQ Bicycle and Pedestrian Plan](#) shall be incorporated as part of this Town Plan 2040.

The GoGQ Bicycle and Pedestrian Plan was a community-driven effort that established the vision for biking and walking in Granite Quarry, identified ongoing needs and challenges, and developed recommendations for a multimodal system that will be safer and easier for all users. The GoGQ Bicycle and Pedestrian Plan provides the model for creating an accessible, multimodal community for everyone in the Town of Granite Quarry.



**APPENDIX C: Parks and Recreation Master Plan**

Upon adoption of this Town Plan 2040, the Parks and Recreation Master Plan shall be incorporated as part of this Town Plan 2040.

On April 18, 2022, the Town of Granite Quarry adopted the [Parks and Recreation Master Plan](#) to establish a vision for the Town’s parks and recreation offerings, work with citizens to assess recreational needs for the town and provide recommendations on park and recreation facility needs based on the assessment.

