



AGENDA

Conover Planning Board

September 21st, 2010

7:00 p.m.

Conover Council Room

1. ***Approval of Minutes: June 15th, 2010 regular meeting of the Planning Board.***
2. ***Old Business.***
3. ***New Business.***
 - Zoning Map Amendment - #R10-1 – 3660 and 3720 Lai-Ber Drive – R-9A (Residential) to COI (Campus Office and Institutional)
4. ***Informational Items.***
 - Catawba County Economic Development Corporation (EDC) – Informational Material
 - June-August Permit Reports
 - Update on Conover Station
5. ***Council Action.***
 - July City Council – Approved Conover Station Master Plan
 - July City Council – Approved Conover Station Site Improvement Funding
 - July City Council – Approved – Staff Proceed with Conover Station Web Site Design
 - August City Council – Approved Conover Station – Environmental Clean-Up Contract
 - September City Council – Approved Renaming of 4th St Pl SE to Conover Station SE
6. ***Adjournment.***



City of Conover

Planning Department

MEMORANDUM

September 14, 2010

TO: Planning Board

FROM: Planning Staff

RE: Zoning Map Amendment Application #R10-1
Catawba County Economic Development Corporation (EDC)
PINs: 3742-0649-5558 and 3743-1951-1360

BACKGROUND

Scott Millar, representing the Catawba County Economic Development Corporation (EDC) has submitted an application for the rezoning two parcels located at 3660 Lai-Ber Dr and 3720 Lai-Ber Dr. The EDC presently has an option to purchase the properties. The two (2) adjacent parcels contain a combined 159 +/- acres, and are currently zoned City of Conover R-9A (Residential). The proposed zoning classification is City of Conover COI (Campus Office and Institutional).

In 1999 the subject properties were included within a future phase of the master plan for Cline Village, a mixed-use residential project. The original master plan for Cline Village anticipated over 520 residential units. To date, the development contains one multifamily building with 40 apartments and 22 single family homes.

STAFF REVIEW

Today, Conover and our entire region, are in a very different economic climate than we were in 1999. New residential construction and subdivision development has substantially slowed. All indicators point to the conclusion that entire anticipated build out of Cline Village will not be a reality.

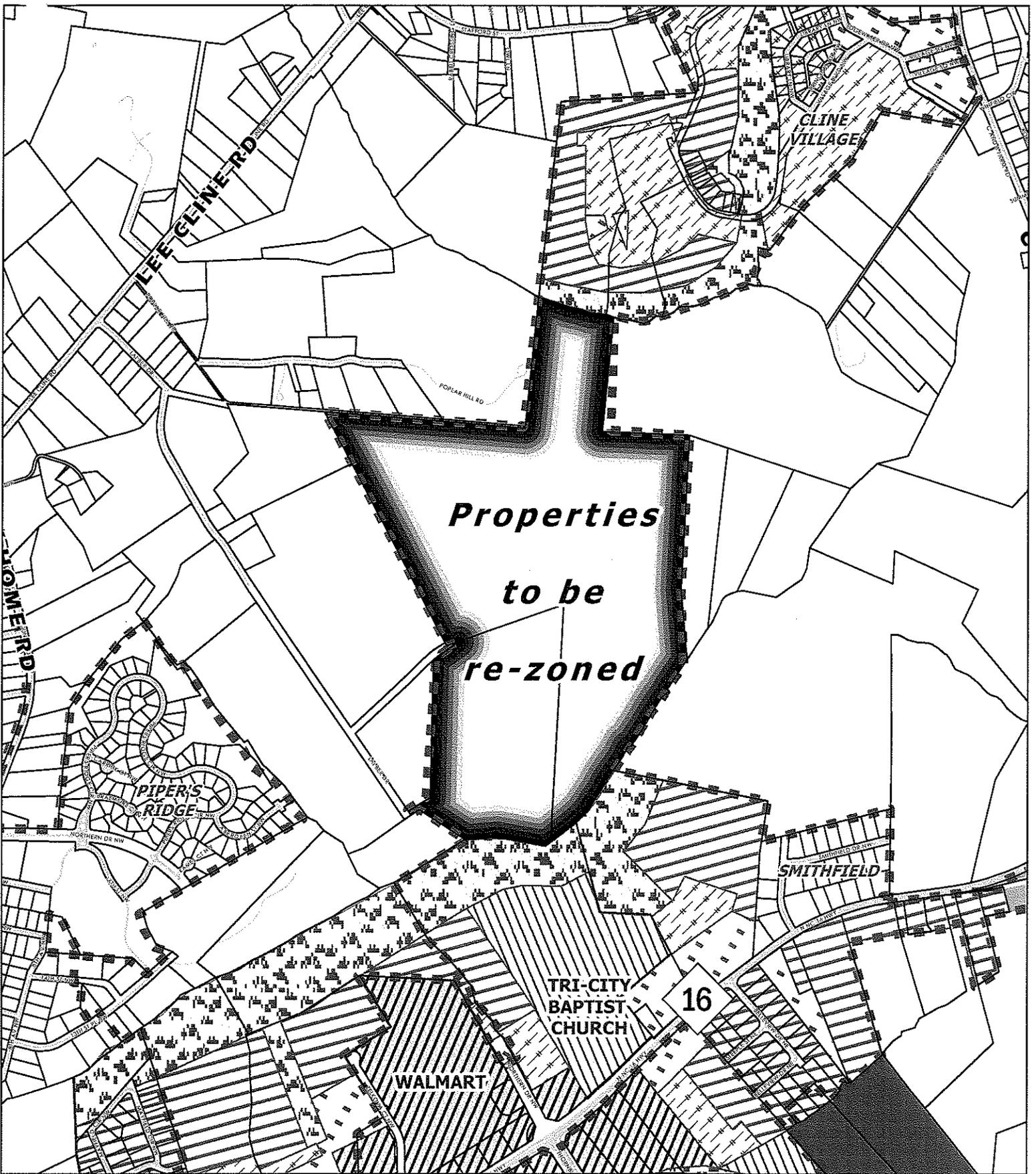
The proposed zoning amendment is intended to make available developable land for technology-based campus style development and subsequently generate jobs for our area. Primary access for the site is intended to be from Highway 16 North, via Northern Drive, over Lyle Creek.

The Conover code of ordinances states: "Intent: The Campus Office and Institutional District is established to provide for office and institutional complexes which are already in place and for new office and institutional complexes for which, because of the scale of the buildings or the nature of the use, cannot be fully integrated into the fabric of the community." Permitted uses by right include: academic institutions, churches, governmental complexes, health institutions, offices, conference facilities, laboratories and research, technology based facilities and computer software and support facilities. The code further states that any use within this district "produce no smoke, odor, vibration, noise, heat, dust, glaring light or other hazardous / noxious or objectionable attribute(s) noticeable from outside any building".

The 2003 Land Development Plan identifies the future land use of this subject area as single-family and high density residential. However, the "North Conover Planning Study, Conceptual Master Plan", a more detailed small area plan, identifies both high-density residential and institutional uses.

RECOMMENDATION

Staff has reviewed the proposed zoning map amendment #R10-1 and recommends approval to the Planning Board.



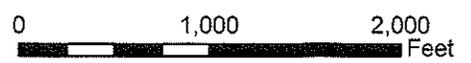
Legend

-  Tax parcels
-  City limits
-  Property to re-zone

-  R-20 Residential General
-  R-9 Residential Multi-family
-  R-9A Residential Single-family
-  CC Corridor Commercial
-  COI Campus, Office, & Institutional

-  NR Neighborhood Residential
-  MX Mixed Use
-  NC Neighborhood Center
-  OS Open Space

REZONING R10-1
Catawba County EDC
 From R9-A (Residential) to
 COI (Campus/Office/Institutional)



City of Conover

Planning Department

MEMORANDUM

September 14, 2010

To: Planning Board
From: Planning Staff

Re: Informational Item - Catawba County Economic Development Corporation (EDC)

For the benefit of the members of the Planning Board, Planning Staff thought it would be beneficial to explain who the Economic Development Corporation is and what they do. The Planning Board has had very little, to no interaction with the EDC, however City Staff and the City Council work with them on a weekly, if not daily basis. The EDC has many objectives, but simply put, they are an agency, funded by local governments to be the liaison between industrial and commercial entities and local governments. They provide essential tools to prospective and existing industrial and commercial clients and facilitate meetings and communication. They recruit new clients and work diligently to retain existing businesses. Below is an excerpt from their website:

The Catawba County Economic Development Corporation Mission is to build a diversified economic base throughout Catawba County by recruiting new business and industry, by retaining existing business and industry and helping them grow, and by fostering the creation of jobs. In short, the Catawba EDC is a catalyst for industrial development in NC and Catawba County specifically.

The Catawba County EDC and this web site are your information resources on the nation's **3rd Best MSA for Lowest Business Costs***. Here business leaders will find the tools and information to help them to consider relocating their business to the Hickory Metro and Catawba County, North Carolina. The Catawba County EDC is also an invaluable resource for local business expansion and relocation; helping regional companies find the available business parks in NC they need to meet their expansion goals.

The Catawba EDC introduces outside businesses to our region's high quality of life and thriving business environment. Catawba County offers quality sports & recreation, arts & culture, retail & restaurants, and housing & education. The Hickory Metro's labor force is more than 170,000 strong and consists of educated workers skilled in a variety of industries and trades.

Industrial development in NC is booming and now is a great time to relocate your business to Catawba County. Education, information, retail, transportation, warehousing, finance and insurance industries all experienced growth in Catawba County from 2002 to 2007. Retail sales alone in the county totaled nearly \$5 billion in fiscal year 2005-2006.

Contact the Catawba County EDC to locate available business parks in NC, plan your business' relocation or expansion, and discover the emerging economic environment that is the Hickory Metro and Catawba County, North Carolina.

Attached to this memo you will find the EDC's Mission and 2010 Plan of Work Summary.



EDC Mission and 2010 Plan of Work Summary

EDC Mission

The Catawba County Economic Development Corporation Mission is to build a diversified economic base throughout Catawba County by recruiting new business and industry, by retaining existing business and industry and helping them grow, and to foster the creation of jobs.

2010 Plan of Work Summary

Maintain aggressive recruitment mission & programs with ongoing priorities from earlier years:

- **General manufacturing and service recruitment to create jobs and investment;**
- Performing **Analysis** of marketplace for new opportunity sectors;
- **Assisting existing industry** stay, grow, and compete;
- **Building a stronger workforce** and **communicating** a positive investment environment;
- Providing an efficient mechanism to **support** the previous priorities;

In addition to these ongoing priorities, the following 2010 priorities will be added:

- I.** Facilitating the development of **Sites, Parks, and suitable Buildings** for target industry sector needs as well as general business needs
 - a. **Multi-jurisdictional Park(s)**
 - i. Analyze available Park locations using GIS and market factors
 - ii. Determine park's primary suitability for both general needs, data center needs, and possible green/smartgrid needs
 - b. **Shell Building(s)**
 - i. Facilitate additional Customer Service Center Shell facility
 - ii. Explore developing funding mechanism for facilities
- II.** Develop a strategy to increase Catawba's opportunities in **Smartgrid**/other green subsectors
 - a. Existing Industry opportunities (CommScope, Corning, Draka, suppliers)
 - b. Data Center Opportunities (Utilities and others)
 - c. Manufacturing facilities involved with Smartgrid and related (such as Plug-in Hybrid vehicles)
 - d. Non-manufacturing facilities (IT uses developing applications for communications within grid)
 - e. Small Business and Entrepreneurial Opportunities (VC funding within the communications sector)
 - f. Branding, assisting legislation, Federal Funding and marketing development



2010 Plan of Work Summary (cont.)

- III. Examine New Ways to assist Existing Industries remain Globally Competitive**
 - a. Further develop, refine, and propose "Competitive Advantage+" Program to local gov'ts.
 - b. Develop "SupplierNet" and Virtual Showcase of Catawba Products to highlight and promote buyer/supplier networking within Catawba and area producers

- IV. Data Centers:** exploit and market cluster advantages
 - a. Continue "NC Data Center Corridor" branding and marketing
 - b. Develop wide range of product offerings for Tier 1-Tier 4 building and site needs

- V. Committee of 100:** revitalize effort, utilize current and past EDC Board/Committee of 100
 - a. Provide Models of other Committee of 100 programs to EDC Board
 - b. Develop rationale for involvement using "Value of one job to the Local Economy" model
 - c. Involve EDC Board and Community Leadership team in reactivating a silent effort

- VI. Develop, modify and encourage compatible State and Federal Legislation** facilitating target industry sectors & encouraging the County's competitiveness as a whole
 - a. Encourage the NC Rural Center to award to all 80 NC distress Counties (not just 85 rural counties)
 - b. Encourage NC to consider moving toward single sales factor for multi-state corporation income tax apportionment (as do 22 other states)