



Locust City Council Meeting

Agenda

Joel Huneycutt Community Room

7:00 PM

November 13, 2025

Mayor
Council Members

Mayor Steve Huber
Mayor Pro-Tem Larry Baucom, Mandy
Watson, Roger Hypes, De Dee Nathan,
Mike Haigler, Barry Sims, and Rusty Efird

- | | | |
|---------------------|--|---------------|
| Call to Order: | 1. Call to Order | Mayor Huber |
| | 2. Presentation of Colors, Prayer | Mayor Huber |
| | 3. Adopt Agenda | |
| | 4. Minutes - adopt October 9, 2025 | Amy Furr |
| | • October 9, 2025 | |
| Reports: | 5. Financial Reports | |
| | • Financial Summary - October 2025 | |
| | 6. Mayor's Report | Mayor Huber |
| Department Reports: | 7. Manager's Report | Cesar Correa |
| | • LPD Vehicle Surplus | |
| | • Meadow Creek Traffic Light - Update | |
| | • Purchase Orders Approval | |
| | 8. Administration/HR | De-Dee Nathan |
| | 9. Parks | Mandy Watson |
| | • Locust Christmas Tree Lighting Ceremony & Christmas Parade | |
| | 10. Facilities | Barry Sims |
| | • Senior Center Update | |
| | • City of Locust - Land Master Plan RFQ | |
| | 11. Public Works | Larry Baucom |
| | 12. ABC, Economic Development & Small Business Support | Rusty Efird |
| | • Hotel Feasibility Study - Update | |
| | 13. Public Safety | Roger Hypes |
| | • Monthly Report - October 2025 | |
| | • Flock Safety Trial - License Plate Readers | |

14. Planning & Zoning

Mike Haigler

- Monthly Report - October 2025
- Rezoning Vote: 2 Bucks Saloon (No Public Hearing)
- Rezoning: 504 N. Central Avenue
- Voluntary Annexation: 6780 NC HWY 24-27 E
- Rezoning: 6780 NC HWY 24/27 E.
- Ordinance: LDO Text Change Amendment - Article 7, Section 7.18
- Ordinance: Adoption of Land Use Plan Update

Schedule Public Hearings:

- - LDO Text Change - Zoning Districts Use Table
 - Rezoning: 6719 NC Hwy 24/27 E

15. Public Comment Period:

16. Board Closing Comments

17. Executive Session

18. Adjourn

Next Scheduled Council Meeting - December 14, 2025.



Locust City Council Meeting Minutes Joel Huneycutt Community Room

7:00 PM

October 9, 2025

Mayor
Council Members

Mayor Steve Huber
Mayor Pro-Tem Larry Baucom, Mandy
Watson, Roger Hypes, De Dee Nathan, Mike
Haigler, Barry Sims, and Rusty Efird

1. Call to Order

Meeting was called to order at 7:00pm

2. Presentation of Colors, Prayer

Mayor Huber led in the Pledge of Allegiance and Council Member Rusty Efird gave the invocation.

M/S/A Council Members De-Dee Nathan and Rusty Efird (6-0)
Motion to excuse Council Member Michael Haigler

3. Adopt Agenda

M/S/A Council Members Barry Sims and Larry Baucom (6-0)
Motion to adopt the agenda as presented

4. Minutes - adopt September 11, 2025

M/S/A Council Members Larry Baucom and Barry Sims (6-0)
Motion to approve the September 11, 2025 minutes

September 11, 2025

5. Financial Reports

City Manager Cesar Correa reviewed the financial reports, noting that the General Fund revenues exceed expenditures by \$837,338.02 and the Wastewater revenues exceed expenditures by \$1,575,034.01. Finance

Director Stephania Morton and I are working on a comprehensive set of budget amendments that will be presented to Council during the November 13th meeting.

Financial Summary - September 2025

6. Mayor's Report

Mayor Huber had nothing to report on at this time

7. Manager's Report

City Manager Cesar Correa reviewed purchase orders. He also notated that he and P&Z Director Scott Efird attended the ribbon cutting for the new trades facility at Stanly Community College and how it is a great asset for the county.

M/S/A Council Members De-Dee Nathan and Rusty Efird (6-0)
Motion to approve purchase orders

Purchase Orders

8. Administration/HR

Council Member De-Dee Nathan had nothing to report at this time.

9. Parks

Council Member Mandy Watson reviewed the monthly park report and recognized Bruce Wilhoit to present a special event application for the Locust Fall Festival. The event is the same as in previous years, except that this year they are hoping to bring a helicopter, ambulance, and a fire truck. It would be similar to our Hands on Locust event where children will have an opportunity to climb aboard different vehicles. This Saturday is the final movie night and the rescheduled concert finale and fireworks are Friday, October 17th. Basketball registration is still open until October 31st.

M/S/A Council Members Mandy Watson and Larry Baucom (6-0)
Motion to approve the special event application for the Locust Fall Festival

Special Event Application - Fall Festival

10. Facilities

Council Member Barry Sims gave an update on the construction of the new senior center reporting that the underground plumbing is complete, and the subcontractors are currently working on underground electrical. The foundation and framing should start next week with trusses going up the following week.. According to the schedule, they are anticipating completion by the end of February 2026. Also, please keep in mind that their contract allows until mid-May to complete the project. We are hoping they are able to stick to this schedule.

Senior Center Update

11. Public Works

Council Member Larry Baucom reviewed the monthly flow report.

Wastewater Flow - September 2025

12. ABC, Economic Development & Small Business Support

Council Member Rusty Efird stated that QT will have their grand opening October 23rd at 6:00am.

13. Public Safety

Council Member Roger Hypes reviewed the monthly statistics report highlighting the neighborhood and business checks and congratulated Officer Jerry Wallace for being the Officer of the Month for September. Thank you to the entire department for all they do.

Monthly Report - September 2025

14. Planning & Zoning

Council Member Michael Haigler was absent from the meeting, so City Manager Cesar Correa reviewed the monthly report and proceeded to review each item under the report as follows: City Clerk Amy Furr certified the sufficiency for the annexation petition of 6780 NC Hwy 24/27 that was presented at last month's meeting. Council was asked to please set a public hearing for the November 13, 2025, meeting.

M/S/A Council Members Larry Baucom and Rusty Efird (6-0)
Motion to adopt a resolution fixing the date of the public hearing for the voluntary annexation petition of 6780 NC Hwy 24/27 for November 13, 2025

Next, Council was made aware of 4 additional public hearings that need to be set for the following: 504 N. Central base district rezoning, 6780 NC Hwy 24/27 base district rezoning, Drainage and Stormwater Management Land Development Ordinance text change, and the Land Use Plan Update.

M/S/A Council Members De-Dee Nathan and Barry Sims (6-0)
Motion to set a public hearing for the east district rezoning request submitted by Leon Friedman for 504 N central Ave for November 13, 2025

M/S/A Council Members De-Dee Nathan and Barry Sims (6-0)
Motion to set a public hearing for the base district rezoning request submitted by Kevin & Donna Huneycutt for 6780 NC Hwy 24/27 for November 13, 2025

M/S/A Council Members De-Dee Nathan and Barry Sims (6-0)
Motion to set a public hearing for the Drainage and Stormwater Management Land Development Ordinance text change for November 13, 2025

M/S/A Council Members De-Dee Nathan and Barry Sims (6-0)
Motion to set a public hearing for the Land Use Plan update for November 13, 2025

Finally, Council was presented with (3) conditional rezoning requests. The first presentation was from Saldana Properties for the conditional rezoning request for Locust Mower at 202 B N Central Ave, Locust. This will be a small engine repair shop to start. He presented a site plan to include elevations, aesthetics, signage and a fence.

Public Hearing opened at 7:30pm: No one signed up to speak
Public Hearing closed at 7:30pm

Next, William Hodge with Ray Ray's Chicken Shack gave his presentation for the conditional rezoning request for 124 James Ave, Locust to include the site plan, aesthetics, signage and elevations.

Public Hearing opened at 7:41pm No one signed up to speak
Public Hearing closed at 7:42pm

Finally, Brandon Dreher and George Prisco with Two Bucks presented their conditional rezoning request to include their site plan, elevations, aesthetics and signage. It also includes Sweet Lews BBQ in the building adjacent to it. They answered many questions and concerns from Council on how the two businesses would operate simultaneously and how they would manage and mitigate the bar side from the BBQ restaurant. Public Hearing opened at 8:14pm Crystal Wages, owner of Fun-N-Learning daycare next door, spoke in favor of the Two Bucks/Sweet Lew's BBQ and the aesthetics. Noreen Kualii spoke against the conditional rezoning and had some concerns about being kept up/clean and noise problems.
Public Hearing closed at 8:18pm

M/A Council Member Roger Hypes (No second needed) (6-0)
Motion to approve the conditional rezoning request submitted by Saldana Properties, LLC for Locust Mower parcel pin# 557503436358 designating the subject property as Center City – Conditional (CC-C) with the associated site plan and proposed elevations, to be consistent with the 2014 Land Use Plan

M/A Council Member Roger Hypes (No second needed) (6-0)
Motion to approve the conditional rezoning request submitted by William Hodge for Ray Ray's Chicken Shack parcel pin# 556504604676 designating the subject property as Highway Commercial – Conditional (HC-C) with the associated proposed elevations and sign, to be consistent with the 2014 Land Use Plan

M/S/A Council Member De-Dee Nathan and Rusty Efird (5-1)
Motion to table the vote for the conditional rezoning submitted by George Prisco and Brandon Dreher for Two Bucks until the November 13th, 2025 meeting.
Council Member Roger Hypes was a "nay" vote

Monthly Report - September 2025

Voluntary Annexation Certification - 6780 NC Hwy 24/27

Schedule Public Hearings:

1. 504 N. Central Rezoning
2. 6780 NC Hwy 24/27 Annexation
3. 6780 NC Hwy 24/27 Rezoning
4. LDO Text Change - Drainage and Stormwater Management
5. Land Use Plan Update - Approval

Conditional Rezoning: Locust Mower

Conditional Rezoning: Ray Ray's Chicken Shack

Conditional Rezoning: 2 Bucks Saloon

15. Public Comment Period:

No one signed up to speak

16. Board Closing Comments

Thank you to everyone who came out this evening. Thank you to those who spoke out on the conditional rezoning presentations. Thank you to the entire staff for all they do for the City and its citizens. We are proud that Locust is a City with a Soul, and it is the job of the Council to make sure that the businesses that come into Locust are what is best for the citizens and their families. The City of Locust is a family-friendly and family supported City and Council wants to make sure they do what is right and best. Thank you to those who are interested in bringing their business to Locust.

Council Member De-Dee Nathan has some concerns about the aesthetics of the Sweet Lews BBQ and is concerned about the exterior of the proposed Two Bucks and also expressed concern about the hiring of 16,18, and 21-year-olds. She also brought up concerns about the younger potential employees being around the alcohol and the type of atmosphere that comes along with that type of proposed establishment.

17. Executive Session

M/S/A Council Members Barry Sims and Rusty Efird (6-0)

Motion to enter into executive session at 8:43pm GS: 143-318.11 (5)

Out of executive session at 9:01pm

M/S/A Council Members Barry Sims and De-Dee Nathan (6-0)

Motion to allow City Manager Cesar Correa to proceed with surveying and appraising the Market St property owned by the City.

18. Adjourn

M/S/A Council Members Larry Baucom and De-Dee Nathan (6-0)

Motion to adjourn at 9:23pm

Amy Furr, City Clerk

Stephen Huber, Mayor



CITY OF LOCUST
FINANCIAL SUMMARY REPORT - OCTOBER 31, 2025
FISCAL YEAR ENDING 6/30/2026

GENERAL FUND (011)

	ACTUAL FY '24/'25	CURRENT BUDGET	ACTUAL 6/30/2026	Y-T-D % COLLECTED
REVENUES				
PROPERTY TAXES	\$ 3,024,459	\$ 2,400,000	\$ 1,965,140	81.88%
VEHICLE TAXES/DMV VEHICLE FEES	\$ 13,680	\$ -	\$ 70	0.00%
FRANCHISE TAXES	\$ 283,533	\$ 230,000	\$ 60,493	26.30%
SALES TAXES	\$ 1,866,620	\$ 1,225,000	\$ 333,206	27.20%
CABLE VISION FRANCHISE	\$ 18,790	\$ 21,000	\$ 4,078	19.42%
SOLID WASTE	\$ 322,130	\$ 265,000	\$ 213,339	80.51%
BUSINESS REGISTRATION/PERMITS	\$ 80,803	\$ 10,000	\$ 37,367	373.67%
POWELL FUND	\$ 192,905	\$ 190,500	\$ 98,516	51.71%
ALL OTHER REVENUES	\$ 1,219,112	\$ 720,500	\$ 354,863	49.25%
	<u>\$ 7,022,032</u>	<u>\$ 5,062,000</u>	<u>\$ 3,067,072</u>	<u>60.59%</u>

	ACTUAL FY '24/'25	CURRENT BUDGET	ACTUAL 6/30/2026	Y-T-D % SPENT
EXPENDITURES				
GENERAL ADMINISTRATION GOV'T	\$ 799,423	\$ 824,100	\$ 341,053	41.38%
CENTRAL SERVICES	\$ 417,067	\$ 87,500	\$ 17,909	20.47%
PUBLIC SAFETY	\$ 1,896,714	\$ 2,013,500	\$ 729,173	36.21%
PUBLIC WORKS	\$ 672,241	\$ 721,000	\$ 170,767	23.68%
POWELL FUND/STREETS	\$ 142,008	\$ 296,600	\$ 53,061	17.89%
SANITATION	\$ 655,601	\$ 500,000	\$ 171,741	34.35%
PARKS & RECREATION	\$ 848,845	\$ 618,300	\$ 211,263	34.17%
CONTRIBUTION TO WASTE WATER FUND	\$ -	\$ -	\$ -	0.00%
CAPITAL PROJECT FUND	\$ -	\$ -	\$ -	0.00%
ECONOMIC DEVELOPMENT	\$ 2,000	\$ 1,000	\$ -	0.00%
TRANSFER OUT OF GENERAL FUND	\$ -	\$ -	\$ 500,000	0.00%
DEBT SERVICE	\$ -	\$ -	\$ -	0.00%
GENERAL FUND RESERVE	\$ -	\$ -	\$ -	0.00%

\$ 5,433,900	\$ 5,062,000	\$ 2,194,966	43.36%
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Y-T-D FUND BALANCE INCREASE

<u>\$ 1,588,133</u>	<u>\$ -</u>	<u>\$ 872,106</u>	
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Sales Tax Revenue Summary

July 2025	\$ 169,007.08	rec'd 9/14/2025
Aug 2025	\$ 164,198.82	rec'd 10/14/2025

ABC Income Summary

July 2025	\$ 17,509.25	
Sept 2025	\$ 55,205.50	Aug/Sept/FYE
Oct 2025	\$ 17,509.25	

WASTE WATER FUND (061)

	ACTUAL FY '24/'25	CURRENT BUDGET	ACTUAL 6/30/2026	Y-T-D % COLLECTED
REVENUES				
MISC INCOME	\$ 13,590	\$ 1,500	\$ 570	38.00%
INTEREST INCOME	\$ 19,055	\$ 10,000	\$ 966	9.66%
NEW DEV SEWER TAP FEES		\$ -	\$ -	0.00%
AVAILABILITY FEES	\$ 116,929	\$ 115,000	\$ 36,692	31.91%
USER FEES	\$ 1,640,023	\$ 1,340,000	\$ 559,626	41.76%
SYSTEM DEVELOPMENT FEE	\$ 456,450	\$ 225,000	\$ 435,750	193.67%
FUND BALANCE RESERVES	\$ -	\$ -	\$ -	0.00%
WASTEWATER RESERVES	\$ -	\$ -	\$ -	0.00%
OTHER FEE INCOME	\$ 5,054,759	\$ -	\$ 1,171,724	0.00%
	<u>\$ 7,300,806</u>	<u>\$ 1,691,500</u>	<u>\$ 2,205,327</u>	<u>130.38%</u>

	ACTUAL FY '24/'25	CURRENT BUDGET	ACTUAL 6/30/2026	Y-T-D % SPENT
EXPENDITURES				
ADMINISTRATION	\$ 315,722	\$ 330,600	\$ 134,308	40.63%
WASTE COLLECTION & TREATMENT	\$ 1,830,503	\$ 1,135,900	\$ 344,319	30.31%
CAPITAL PROJ - N BASIN PS	\$ 1,628	\$ -	\$ -	0.00%
CAPITAL PROJ - MEADOWCREEK PS	\$ 0	\$ -	\$ -	0.00%
TRANSFER TO CAPITAL RESERVE	\$ -	\$ 225,000	\$ -	0.00%
	<u>\$ 2,147,853</u>	<u>\$ 1,691,500</u>	<u>\$ 478,627</u>	<u>28.30%</u>

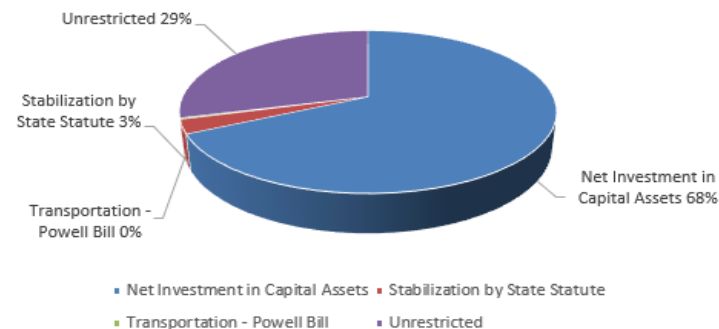
Y-T-D FUND BALANCE INCREASE

<u>\$ 5,152,953</u>	<u>\$ -</u>	<u>\$ 1,726,700</u>	<u>0.00%</u>
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GENERAL FUND INVESTMENT POSITION

Total Fund Balance	6/30/2025
Net Investment in Capital Assets	13,005,619.00
Stabilization by State Statute	534,088.00
Transportation - Powell Bill	53,229.00
Unrestricted	5,587,865.00
Subtotal	\$ 19,180,801.00

General Fund Net Position



Cesar Correa

From: Lee, Tou Y <tylee@ncdot.gov>
Sent: Monday, October 27, 2025 3:40 PM
To: Cesar Correa
Cc: Jean, Laura H
Subject: RE: [External] FW: Traffic improvement inquiry

Good Afternoon Cesar!

My weekend went well. Hopeful yours were the same.

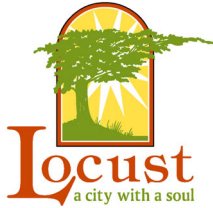
Sorry, been back and forth with our Signal Unit in Raleigh. The Signal Unit had some concerns with our original wood pole layout with the proximity of existing overhead utilities. They've been working on their end and exploring other alternatives. The new layout they are proposing is a single mast arm and pedestal layout to avoid the north side all together. See picture below. Ped accommodations will still cross Meadow Creek and NC 24/27 westbound approach to avoid the concrete median on the eastbound side.

Unfortunately, with the mast arm layout, the estimate did go up. We expect to be able to design and install this layout right at \$200k. Please discuss and let me know if you'd still like for us to continue. Feel free to give me a call too if you would like to discuss this further.



Thank you,

Tou Lee, PE



City of Locust
Post Office Box 190
Locust, North Carolina 28097-0190
(704) 888-5260

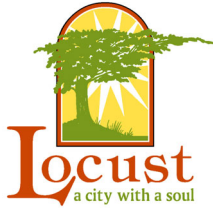
Purchase Order Requests **11/13/2025**

Purchase Request # 6086
Vendor: Hilbish Motor Co.
For: Axle Repair 2020 Ford Explorer
Amount: \$2,043.61
Charge Code: 011-005-04300-53105 Police – Fleet Maint. Expense
Remaining Budget Amount: \$41,519.73

Purchase Request # 6098
Vendor: Mosca Design
For: Street Banners
Amount: \$1,423.00
Charge Code: 011-005-04400-53520 PW – Street Scapes
Remaining Budget Amount: \$7,354.00

Purchase Request # 6099
Vendor: NCDOT
For: Inv 40000075971 - Traffic Maintenance Red Bridge/Walmart
Amount: \$1,633.43
Charge Code: 011-005-04500-54100 Streets – Transportation Maintenance
Remaining Budget Amount: \$436.76

Purchase Request # 6110
Vendor: Gopher Utility Services Inc.
For: WW Station Maint – MCVS #2 – Telemetry Maintenance
Amount: \$1,585.74
Charge Code: 061-005-07400-54101 WW – Other Maintenance
Remaining Budget Amount: \$12,880.14



City of Locust
Post Office Box 190
Locust, North Carolina 28097-0190
(704) 888-5260

Purchase Order Requests **11/13/2025**

Purchase Request # 6111

Vendor: Uwharrie Bank – Credit Card for Amazon

For: PW – computer replacement for Tim Flieger Sr.

Amount: \$1,479.00

Charge Code: 011-005-04400-53108 PW – Equipment

Remaining Budget Amount: \$6,521.00

Purchase Request # 6115

Vendor: Axon Enterprises Inc.

For: Taser Cartridges for Required Annual Training

Amount: \$2,700.00

Charge Code: 011-005-04300-53501 Police – Training

Remaining Budget Amount: \$1,157.50

Purchase Request # 6119

Vendor: 360 Remodeling and Design Group LLC

For: Building Repair – City Hall

Amount: \$4,850.00

Charge Code: 011-005-04200-54260 Government Center

Remaining Budget Amount: \$47,473.53

CITY OF LOCUST

Christmas

TREE LIGHTING CELEBRATION

NOVEMBER 20, 2025

5:00-8:00 PM

TREE LIGHTING AT 6:30 PM
PICTURES WITH THE GRINCH

20+ VENDORS
FACE PAINTING
TRAIN RIDE
ROCK WALL
FOOD TRUCKS
AND MORE!



 www.locustnc.com

 [@cityoflocust](https://www.instagram.com/cityoflocust)

 www.facebook.com/CityofLocust

MORE INFO

Christmas Parade



December 6th, 2025

1:00 PM



REGISTER NOW

LEARN MORE

 www.locustnc.com

 [@cityoflocust](https://www.instagram.com/cityoflocust)

 www.facebook.com/CityofLocust

For more information, scan the QR code above,
visit www.locustnc.com/christmas-parade
or email jhoneycutt@locustnc.gov.



November 5, 2025

Via Email

FIELD OBSERVATION REPORT NO. 003

PROJECT: LOCUST SENIOR CENTER
City of Locust

DATE / TIME: November 3, 2025 / 9:30 AM

WEATHER: Cloudy / 58 degrees

ATTENDING: CINDERELLA PARTNERS
Michael Shapovalov (michael@cinderellapartners.com)

CPL
Robert Comery(rcomery@cplteam.com)

PURPOSE: Site Visit / OAC

Items:

- Slab poured – Thursday, October 30, 2025 at 7:30am.
- Framers marking slab for framing installation.
- Trench dug for grease-trap.
- Framing material on-site.
- Framing will commence November 6, 2025.

SITE

Edge of slab along Kerri Dawn Lane. Damp Proofing adhered to Footing Edge.





FIELD OBSERVATION REPORT 003

Locust Senior Center

City of Locust

November 5, 2025

Page 2 of 5

Framers marking slab for wall locations. Corridor Wall adjacent to Multi-Purpose Rooms.



Exterior corner of Multi-Purpose A.





FIELD OBSERVATION REPORT 003

Locust Senior Center

City of Locust

November 5, 2025

Page 3 of 5

Edge of slab along Harrison Lane. Damp-proofing adhered to Footing Edge.



Waste line stub-ups for gang Rest Rooms.





FIELD OBSERVATION REPORT 003

Locust Senior Center

City of Locust

November 5, 2025

Page 4 of 5

Trench for grease-trap. Large white conduit in foreground – Storm Drain Line of existing Library roof.



Caulk lines for rest room plumbing wall.





FIELD OBSERVATION REPORT 003

Locust Senior Center

City of Locust

November 5, 2025

Page 5 of 5

Sheathing on Site.



Material for wood framing on site.



Robert Comery
Sr. Architectural Designer

cc: All Attending
Ceaser Correa (ccorrea@locustnc.gov)
Andrey Bruyako (andrey@cinderellapartners.com)
Pam Johnson (pjohnson@benesch.com)
Roberto Rivas (rrivas@cplteam.com)
Burk Edwards (bedwards@cplteam.com)
Justice Harris (jharris@cplteam.com)
Mike Ranieri (mrانieri@cplteam.com)
Ron Davis (rdavis@cplteam.com)
Taylor Bishal (tbishal@cplteam.com)

S:\Projects\Locust_C\Senior Center Facility\G Comm\Field Reports\2025-1103_FOR 003



COMPREHENSIVE HOTEL MARKET FEASIBILITY STUDY

PREPARED FOR

LOCUST, NORTH CAROLINA

PREPARED BY

Core Distinction Group, LLC

Lisa Pennau - Founding Partner
l.pennau@coredistinctiongroup.com

Jessica Junker - Managing Partner
j.junker@coredistinctiongroup.com

Offices in Wisconsin

INCLUDES

Introduction/Objective
Community Overview
Executive Summary
Economic Overview
Market Demand Area
Lodging Demand
Lodging Supply
Lodging/Competitive Data
Regional Data
Conclusion



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY



Organization: City of Locust, North Carolina
Attention: Cesar Correa, City Manager
Address: 186 Ray Kennedy Drive
City, State, Zip Code: Locust, NC 28097

In accordance with our agreement, Core Distinction Group, LLC has completed a Comprehensive Hotel Market Feasibility Study to determine if Locust, NC has the potential to support a new hotel. In addition, the aforementioned study includes a complete Pro Forma based on construction costs and operating costs provided by the brand(s) requested by you.

As in all studies of this type, the estimated results are based upon competent and efficient management and an effective marketing program and presume no significant change in the competitive position of the hotel industry from that set forth in this report. We have no responsibility to update this report for events and circumstances occurring after completion of our research conducted in August of 2025. These projections are based upon estimates, assumptions and other information developed from our research and we do not warrant that they will be attained. We do not consider the legal and regulatory requirements applicable to this project, including zoning, permits, licenses and other state and local government regulations.

This report has been prepared for your use and guidance in determining whether hotel development should be pursued in your community and to share with developers, hotel franchise companies, and potential lenders/investors. Neither our name nor the material submitted may be used in any prospectus or used in offerings or representations in connection with the sale of securities or participation interests without our express written permission.

Please do not hesitate to call if Core Distinction Group, LLC can be of any further assistance in the interpretation and application of our findings, recommendations and conclusions. We appreciate the cooperation you extended to us during the course of our agreement and look forward to working with you again in the future.

Jessica Junker

Managing Partner
Core Distinction Group, LLC



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ABOUT CORE DISTINCTION GROUP, LLC

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- Primary Competitive Set Analytics
- Secondary Competitive Set Analytics
- Regional Lodging Industry Sub-market Report



INTRODUCTION

The following Comprehensive Lodging Feasibility Study Report will review the potential development of a hotel in Locust, NC.

Intended Use - This report is to be used by the Client for determining feasibility and attracting a new hotel.

Intended User - Locust, NC is the only intended user for this report.

Core Distinction Group, LLC has been engaged to provide this Comprehensive Lodging Feasibility Study Report for the Locust, NC market area. This Lodging Feasibility Study provides an overview of information concerning the market area and the factors that would affect the possible development of a hotel facility in this community.

The consultant from Core Distinction Group, LLC met with representatives of the community and the surrounding area to gather information pertinent to hotel development. Comprehensive research was performed and reviewed regarding the community's economic indicators, competitive lodging supply, and lodging demand generators. Core Distinction Group, LLC performed field research to determine the relationship between the community and its lodging need. Economic indicators were studied to determine the stability and future growth potential of the general market. The research was conducted as a macro and micro market analysis of the Locust, NC and the areas immediately surrounding area to determine their viability to support the potential of a hotel development.

This report will present projections for stabilized hotel operation based upon current operating performance in the market area. Occupancy, Average Daily Room Rate, and Sales Revenue projections for the hotel were based upon a detailed review of the field research data. Also, recommendations as to the property type, suggested property size, services, and amenities were included. These projections and recommendations were based upon the market demand research for a potential lodging facility.

COMMUNITY OVERVIEW

For the purpose of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group, LLC representatives gathered information and history about the market to give readers a brief summary. This section offers that Community Overview.



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COMMUNITY OVERVIEW

Locust is a small, fast-growing city on the western side of Stanly County with a small portion that extends into neighboring Cabarrus County. Its center sits at the crossroads of NC 24/27 and NC 200, which tie the community directly to Albemarle to the east and the Charlotte metro to the west. The city leans into the welcoming motto “A City With a Soul,” reflecting a blend of rural character and suburban convenience that has attracted new residents in recent years. As a measure of that growth, U.S. Census estimates place Locust’s 2023 population at 5,854, up sharply from its 2020 base. Proximity to Charlotte and other job centers continues to underpin this expansion in both housing and commerce.

Historically, Locust emerged in the late 1860s as a small settlement of German, Scotch-Irish, and English immigrants who clustered around a well-traveled junction known simply as “the Crossroads.” The community’s heritage traces to the period around 1869, when a post-war wave of settlement brought enough activity to support a post office and modest trade. Today, the Locust Historical Society preserves and shares this origin story, emphasizing how the town’s early identity was bound to overland travel between Cabarrus, Anson, and Mecklenburg counties. This “crossroads” DNA still informs the city’s culture and its development pattern along the main highways.

The 21st-century Locust is defined by steady residential and commercial investment. According to the city, the population climbed nearly 29% from April 2020 to July 2023, and between 2013 and 2023 Locust issued permits for 1,106 new single-family homes, 234 apartment units, and more than 100 commercial projects. A walkable Town Center has emerged as a focal point for civic life and small business, with mixed-use buildings like The Commons adding street-level retail and upper-floor apartments. Household prosperity has risen alongside growth: the city’s 2019–2023 median household income is estimated at \$78,280, with average commute times just over 33 minutes—both consistent with a bedroom-community profile connected to the broader Charlotte region.



COMMUNITY OVERVIEW – CONTINUED

Parks, programs, and community traditions play an outsized role in quality of life. Locust City Park, tucked beside Locust Elementary, offers baseball and softball fields, upper and lower soccer fields, tennis courts, a football field, shelters, horseshoe pits, a community building, campsites, and a dog park. Behind City Hall, the two-acre Town Green functions as the community's front lawn, hosting seasonal events and gatherings. The city's Parks & Recreation team programs youth leagues across multiple sports, and organizes hallmark events including the Locust Farmers' Market and the annual Christmas Parade, along with movie nights and concerts. These amenities reinforce the town's family-friendly feel and give residents reasons to stay local on evenings and weekends.

Education is anchored by Stanly County Schools: Locust Elementary serves younger students, while West Stanly Middle and West Stanly High (nearby) cover upper grades. For post-secondary and workforce training, Stanly Community College operates the Crutchfield Education Center in Locust, expanding access to technical credentials and continuing education without a long commute. The city also points students toward a broader higher-education network in the region, including UNC Charlotte and Pfeiffer University, which together feed the local talent pipeline. This mix of K-12 and higher-ed options supports both families and employers drawn to Locust's growth corridor.

Transportation connectivity is one of Locust's core advantages. The city sits at the junction of NC 24/27 and NC 200; from downtown Locust it is roughly 15 miles to Albemarle and about 25 miles to Charlotte's center city, with quick access to I-485 on the west side of the metro. Air service options are robust for a community of its size: Charlotte Douglas International Airport is within typical driving range, complemented by Stanly County Airport and Concord-Padgett Regional Airport for general aviation and regional needs. Traffic volumes on NC 24/27 have grown since the corridor was widened to four lanes in 2005, with counts near 28,500 vehicles per day in 2019 and long-term projections approaching 40,000 by 2040—figures that track with Locust's role as a gateway between Stanly County and Charlotte.



COMMUNITY OVERVIEW – CONTINUED

Locust residents enjoy plenty of nearby recreation and day-trip options. Within the city limits, Red Bridge Golf Club offers a scenic 18-hole layout over rolling terrain, drawing golfers from across the region. Just to the west in Midland, the Reed Gold Mine, site of the first documented gold discovery in the United States, operates as a free state historic site with museum exhibits and guided underground tours. To the east, Morrow Mountain State Park in Stanly County delivers hiking, paddling, and sweeping Uwharrie vistas, while Charlotte Motor Speedway and Concord Mill, both a straightforward drive from Locust, add major-league sports and shopping to the weekend mix. Together, these assets give Locust a rare combination of small-town pace with big-city and outdoor amenities close at hand.

EXECUTIVE SUMMARY

For the purpose of this Comprehensive Hotel Market Feasibility Study, an executive summary will provide an overview of the document to follow. The Executive Summary will contain the following information:

- Methodology
- Current Hotel Segment Recommendations for Market Studied
- Current Hotel Size Recommendations for Market Studied
- Current Hotel Room Configuration Recommendations for Market Studied
- Current Economic Impact of Hotel in Market Studied

Further detailed information on findings from research analysis conducted will be highlighted throughout this report. Further detail on the projections and conclusions can be found in the Projections section of this report.



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EXECUTIVE SUMMARY

It is the opinion of Core Distinction Group, that at the time of this study, the community of Locust, North Carolina and the immediate surrounding areas offer the current and future demand to support the proposed hotel development in this Comprehensive Hotel Market Feasibility Study. The conclusion and recommendations within this Comprehensive Hotel Market Feasibility Study was based on but not limited to the following criteria:

- ✓ Overall Economic Condition of Community
- ✓ Overall Market Demand Areas
- ✓ Location of Proposed Property
- ✓ Local Demand Generator Need
- ✓ Lodging Supply in Community
- ✓ Trending Lodging Data of Current Lodging Supply
- ✓ Impact of New Hotel Development on Current Lodging Supply
- ✓ Cost of Construction of New Hotel Development
- ✓ Potential Revenue of New Hotel Development
- ✓ Cost of Operation of New Hotel Development



EXECUTIVE SUMMARY – CONTINUED

Based on the information provided to Core Distinction Group at the time of researching the subject community, the following recommendations are made:

Property segment recommended for the potential development of a hotel is an Upper Midscale to Upscale hotel. For the purpose of this study, Core Distinction Group, focuses on an Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that this new hotel would capture displaced Lodging Demand currently staying in markets surrounding Locust, NC. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve Locust and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

Property size recommendation for the Upper Midscale, newly developed hotel was researched to be between 80 and 90 guestrooms in this report. This would position it to be smaller in size to the average room size of 99 and 125 units noted by the competitive sets surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a comparable selection of guestrooms with both single occupancy king bedded rooms to double occupancy double queen bedded guestrooms.



EXECUTIVE SUMMARY – CONTINUED

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 12-15 full-time equivalent jobs. Indirect impact includes all jobs and income generated by businesses that supply goods and services to the hotel. Below you will find a summary of the total Estimated Economic Impact of the potential new hotel project over the first five years open:

✓	Estimated Increase in Sales Tax	\$1,320,243
✓	Estimated Increase in Lodging Tax	\$925,424
✓	Estimated Increase in Real Estate/Property Tax	\$658,549
✓	Estimated Increase in area Restaurant Sales Revenue	\$6,808,186
✓	Estimated Increase in area Entertainment Revenue	\$6,456,039
✓	Estimated Increase in Alcohol Sales Revenue	\$3,169,328
✓	Estimated Increase in Tip Revenue	\$3,873,623

Total Estimated Economic Impact: \$23,211,392

*Details found in Economic Impact Summary

**Whole numbers- Numbers are rounded up in Economic Impact.

FEEDER MARKETS

The economic vitality of the market and the surrounding markets or feeder markets, is an important consideration in forecasting lodging demand and future revenue potential. The market lodging demand area for a lodging facility is the geographical region where the sources of demand and the competitive supply are located. In the following pages you will find a map of the estimated market lodging demand area for the subject market.

- Market Lodging Demand Area Map
- Feeder Market Community Overviews

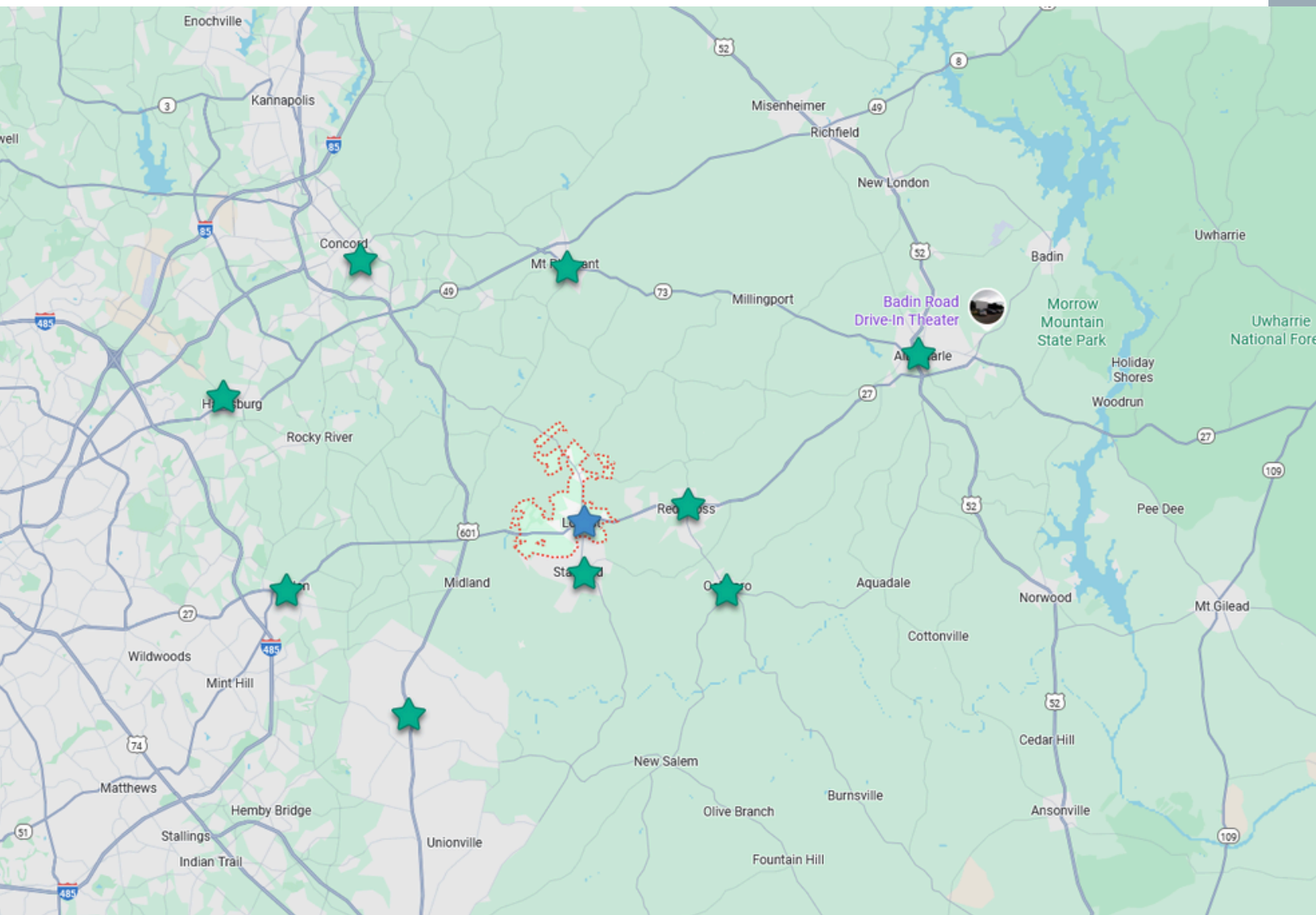


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FEEDER MARKETS

Understanding feeder markets allows hoteliers to tailor their marketing strategies, pricing, and amenities to meet the preferences and needs of their target audience. By analyzing data on travel trends, economic conditions, and population dynamics in feeder markets, hotel developers can predict demand and estimate occupancy rates more accurately. Additionally, identifying strong feeder markets helps in forecasting revenue potential and determining the most effective channels for advertising and partnerships, such as travel agencies, corporate accounts, or tourism boards. Feeder market analysis also highlights opportunities to align the hotel's offerings with regional events, attractions, or transportation hubs, ensuring a steady flow of guests and a competitive advantage in the local hospitality landscape.





FEEDER MARKETS – CONTINUED

Albemarle, NC: The Stanly County seat counts about 16,936 residents (2023 estimate) and anchors outdoor tourism for the Uwharrie region thanks to nearby Morrow Mountain State Park’s summit views, lake access, trails, camping, and paddling on the Yadkin/Pee Dee. Health care and finance are everyday pillars of the local economy: Atrium Health Stanly operates a 109-bed hospital and Uwharrie Bank maintains its headquarters and multiple branches downtown. Visitors typically pair a downtown stroll and meal with a park hike or paddle, making Albemarle a practical base for weekenders.

Mount Pleasant, NC: A small Cabarrus County town of roughly 1,866 people, Mount Pleasant leans into heritage tourism and day-trip proximity. The Eastern Cabarrus Historical Society Museum fills a former seminary building with 30 themed rooms of artifacts, while the state-run Reed Gold Mine in nearby Midland—site of the first documented U.S. gold find—draws families for underground tours and seasonal events. Locally, employment clusters around education, health care, and retail, with many residents commuting into the larger Cabarrus–Charlotte labor market.

Concord, NC: With an estimated 110,119 residents in 2023, Concord is the Cabarrus County hub and one of the Charlotte region’s top visitor draws. Big-ticket attractions include Charlotte Motor Speedway (plus zMAX Dragway), North Carolina’s largest outlet destination at Concord Mills, and the year-round Great Wolf Lodge indoor waterpark resort. On the jobs front, “The Grounds at Concord” (the redeveloped Philip Morris site) is landing major advanced-manufacturing investments, notably Red Bull/Rauch’s beverage campus and Eli Lilly’s pharmaceutical facility—projects expected to create hundreds of high-wage positions and diversify the local economy.

Harrisburg, NC: A fast-growing suburb of about 19,883 (2023), Harrisburg sits on NC-49 with a small-town center and new neighborhoods, while benefiting from quick access to Concord and Charlotte job centers. It’s minutes from the region’s marquee attractions—Charlotte Motor Speedway is roughly three miles north in neighboring Concord—and residents frequent county parks and greenways for recreation. The local economy skews to services and professional commuters, buoyed by broader Cabarrus investments at The Grounds at Concord.



FEEDER MARKETS – CONTINUED

Allen, NC: “Allen” refers to a small, unincorporated community/neighborhood in east Charlotte (Mecklenburg County) rather than an incorporated town, so it doesn’t have its own municipal government or standalone census count; it’s considered part of Charlotte for population and economic statistics. Locals access Mecklenburg’s Reedy Creek Nature Center & Preserve for trails, a nature center, and outdoor programs, and they’re within a short drive of regional draws like Charlotte Motor Speedway and Concord Mills along I-485/I-85. The economy is essentially Charlotte-oriented: residents tap the metro’s health care, finance, logistics, and manufacturing corridors.

Fairview, NC (Union County): Incorporated in 2001, Fairview is a rural-residential town of about 3,549 people (ACS 2023). Community life centers on Fairview Park and seasonal events, while larger outdoor attractions in Union County, like Cane Creek Park’s boating, trails, camping, and disc golf—pull in families from across the county. The local economy is a blend of small service businesses and commuting households; incomes and homeownership rates reflect Union County’s suburban profile on the southeast side of the Charlotte metro.

Stanfield, NC: Home to roughly 1,554 residents (ACS 2023), Stanfield offers a quiet Stanly County address with community recreation at Pete Henkel and Randy Kiser Parks and quick access to the broader Locust–Oakboro corridor. The economy is small-town and commuter-friendly, manufacturing, construction, health care, and services show up in local employment while many residents work in larger nearby markets. Outdoor-minded visitors often pair a stop here with regional destinations like Morrow Mountain State Park.

Oakboro, NC: A town of about 2,010 residents (2023 ACS), Oakboro is known for its patriotic, small-town identity, especially the long-running Oakboro Fourth of July Celebration that brings parades, music, and street festivities downtown. Year-round, the Oakboro Museum of History and the Oakboro Regional Railroad Museum tell the area’s rail and community story, while Oakboro District Park handles sports and picnics. The local economy mixes small manufacturers, trades, and services, with many workers commuting across western Stanly and Cabarrus Counties.



FEEDER MARKETS – CONTINUED

Red Cross, NC: Set amid western Stanly County, Red Cross is a quiet residential town whose population lands in the several-hundred range; the latest ACS shows about 740 people, while the Census Bureau's 2023 estimates table places it closer to 781, typical of small-place variation between data series. Residents rely on nearby Oakboro/Locust for services and head a bit farther for bigger draws such as Reed Gold Mine and Morrow Mountain State Park. The local economy is primarily commuter-based with small business, trades, and manufacturing represented.

SITE ANALYSIS

For the purposes of this Comprehensive Hotel Market Feasibility Study, a representative with Core Distinction Group LLC evaluated all sites requested by the client. The potential location/s are detailed in the following pages including analysis of each site.

- Site Rating
 - Visibility
 - Accessibility
 - Traffic Counts
 - Site Prep
 - Major Utilities
 - Zoning
 - Area Support Services
 - Demand
 - Generators
 - Competition Position
- Location
- Land Area
- Frontage
- Utilities
- Parking
- Traffic Counts

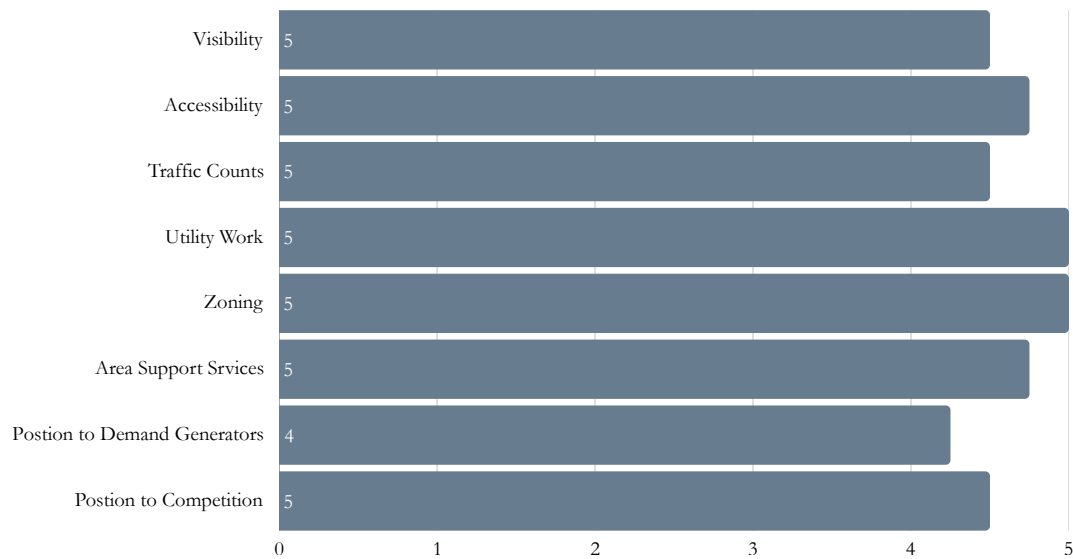
It is important to analyze the site with respect to regional and local transportation routes and demand generators, including ease of access. A detail of traffic information will follow the individual site information in this report.



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SITE ANALYSIS



Site Ratings: Each rating is based on the opinion of Core Distinction Group, LLC. Zero is a poor rating and five is a positive rating.

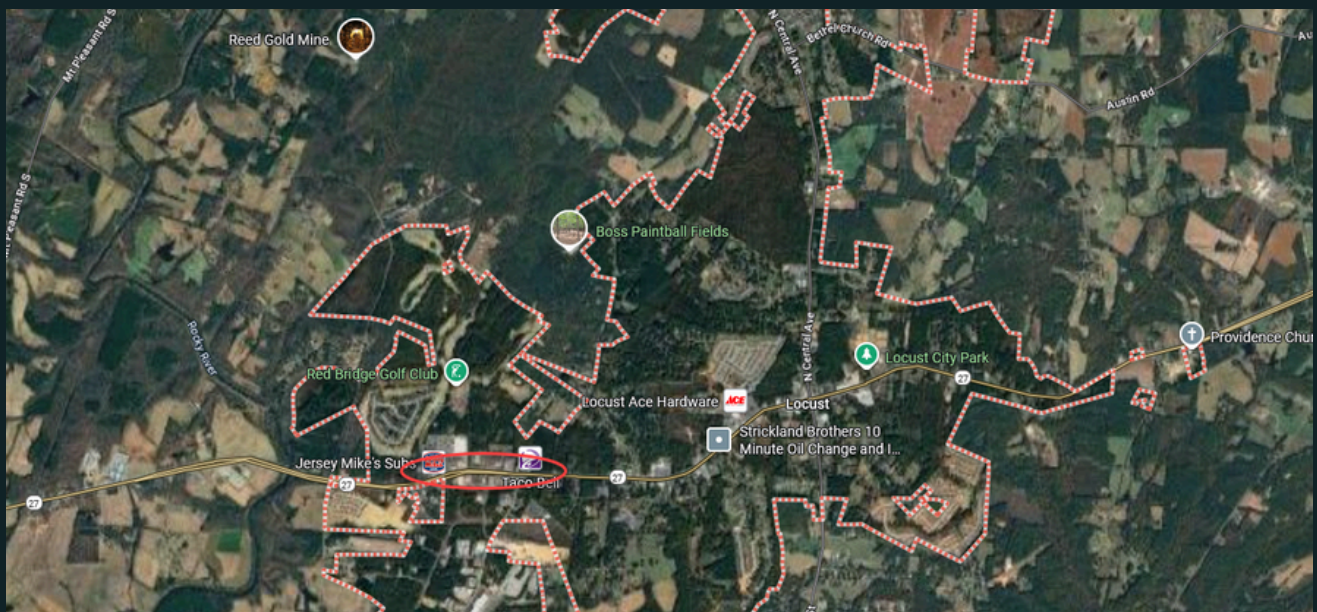
Frontage: This proposed property should offer high viability to Highway 27 in Locust.

Land Area: The site size for proposed location would be between two and two and a half acres.

Utilities: It is to the understanding of Core Distinction Group that water, electricity and sewer are available in the general area.

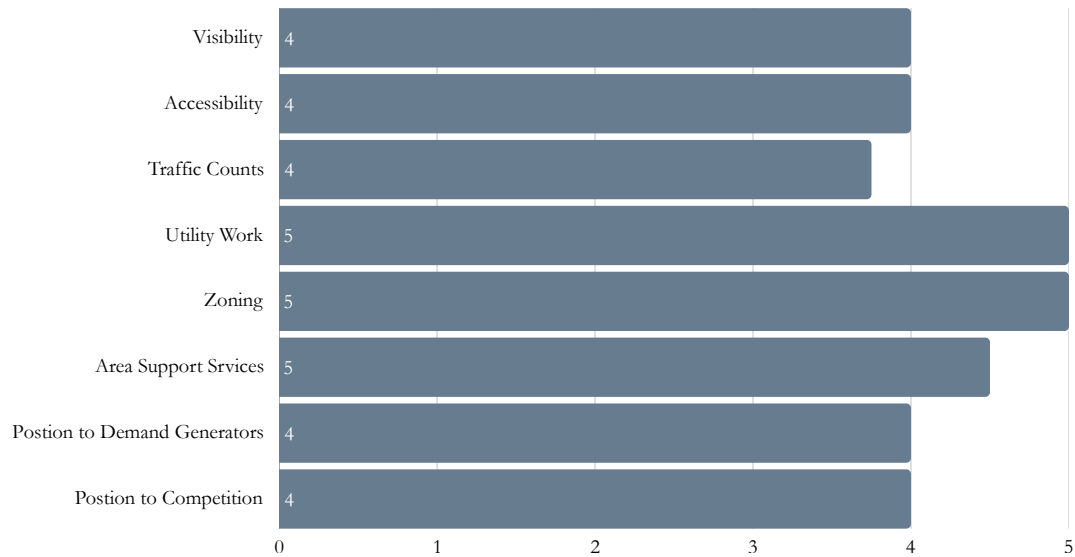
Parking: This area is assumed to offer a site that will be able to accommodate the appropriate number of parking spaces.

Location: In the vicinity of Highway 27, along the commerce area in Locust, NC





SITE ANALYSIS



Site Ratings: Each rating is based on the opinion of Core Distinction Group, LLC. Zero is a poor rating and five is a positive rating.

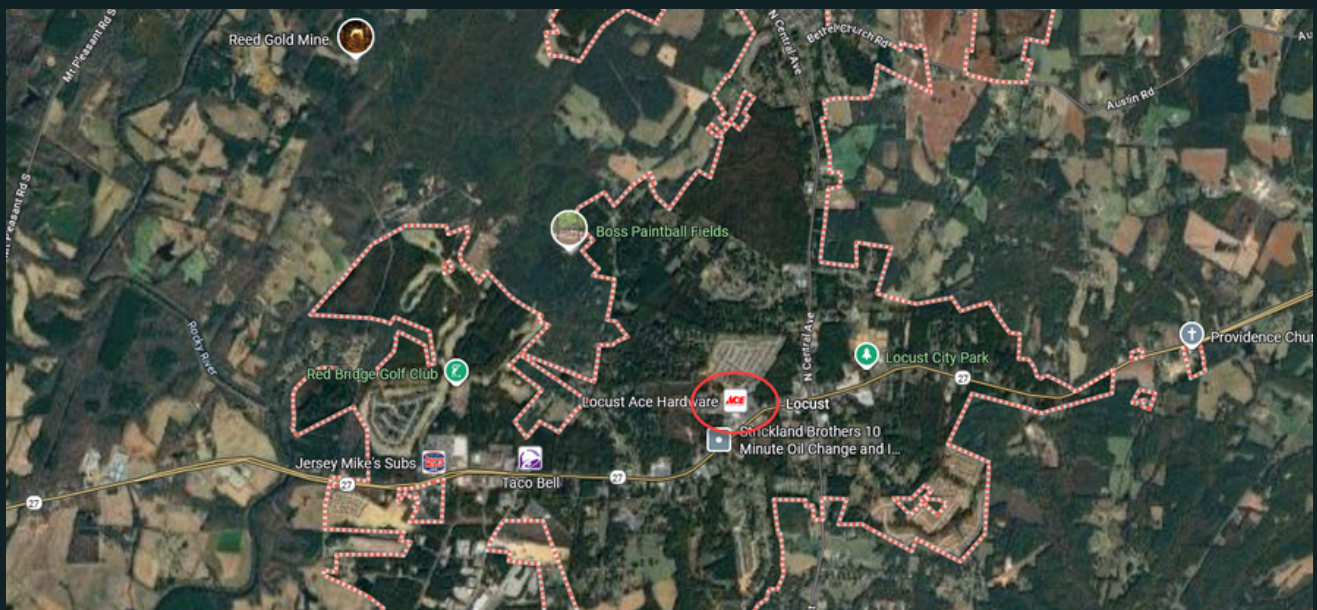
Frontage: This proposed property should offer high walk-ability to the downtown area in Locust.

Utilities: It is to the understanding of Core Distinction Group that water, electricity and sewer are available in the general area.

Land Area: The site size for proposed location would be between two and two and a half acres.

Parking: This area is assumed to offer a site that will be able to accommodate the appropriate number of parking spaces.

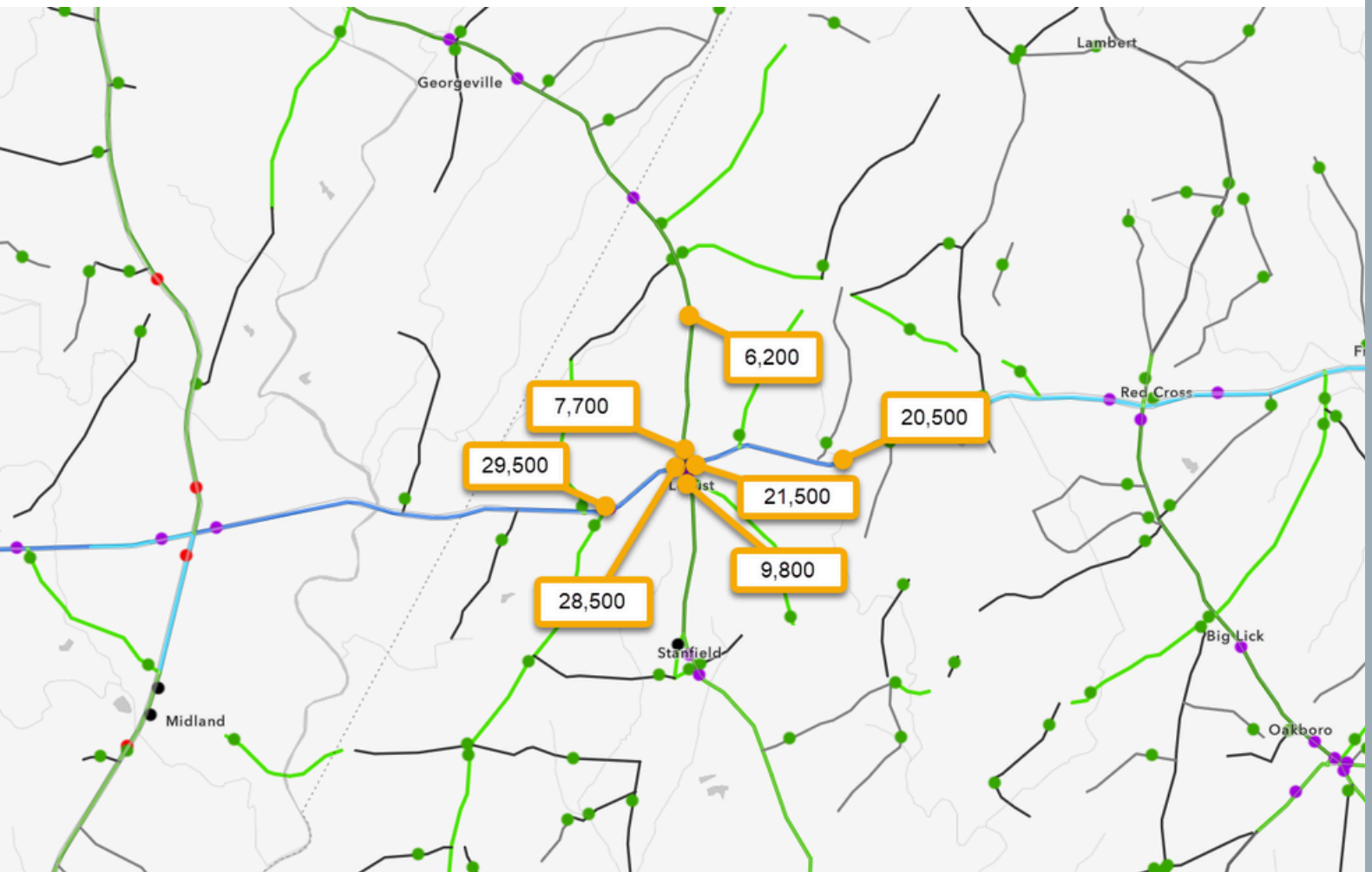
Location: In the vicinity of the downtown area in Locust, NC





TRAFFIC COUNTS

Traffic counts can be a critical component of a hotel market feasibility study because they provide valuable insights into the volume and patterns of potential customer flow near a proposed location. High traffic counts can indicate strong visibility and accessibility, both of which are key factors in attracting transient guests such as business travelers, tourists, and pass-through visitors. Traffic data helps assess whether the location has sufficient exposure to capture drive-by bookings or spur interest in nearby amenities. Additionally, traffic patterns can reveal peak times and seasonal variations, assisting in forecasting occupancy rates and revenue potential. By integrating traffic counts with other market indicators, such as demographics and competition, developers can make informed decisions about site selection and investment viability.



COMMUNITY INTERVIEWS/SURVEYS

A representative with Core Distinction Group, LLC met with representatives of the community and the surrounding area to gather information pertinent to hotel development. In addition, Core Distinction Group, LLC conducted an online survey to better understand the overall market need. The research was conducted as a macro and micro market analysis of the market and areas immediately surrounding the area to determine their viability to support the potential of a hotel development. The following key points were discussed and analyzed for the purpose of this Comprehensive Hotel Market Feasibility Study:

- Current and Potential Future Need for Lodging in the Market Studied
- Current Hotel Being Utilized by Survey Respondents
- Current Essential Amenities Being Utilized by Survey Respondents
- Scale or Quality Preferences of Survey Respondents



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COMMUNITY INTERVIEWS

During the research phase of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group asked demand generators and leaders within the community all or some of the following *questions:

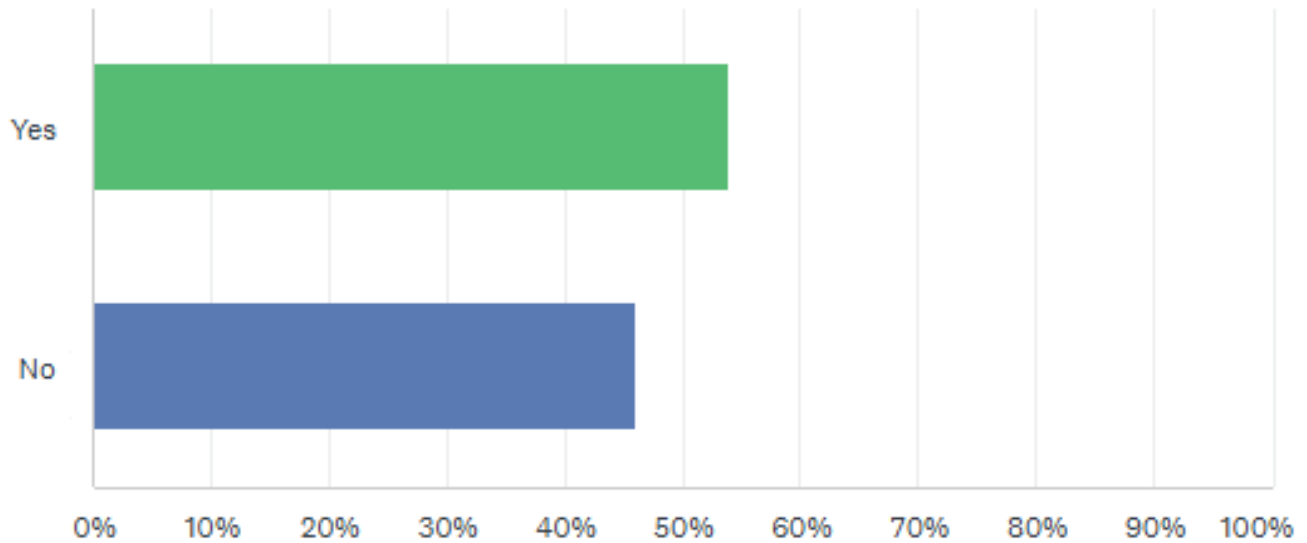
- ✓ Does your business or organization have a need for overnight accommodations?
- ✓ If yes, what is the approximate weekly or monthly need?
- ✓ Does your business or organization have a need for long-term or extended stay overnight accommodations?
- ✓ If yes, what is the approximate length of stay and how many guests per month/year?
- ✓ Where do you currently recommend these individuals to stay?
- ✓ In your opinion, do you believe the community in question would benefit from a new, branded hotel?
- ✓ In your opinion, do you believe the community in question would benefit from a new, branded hotel?
- ✓ If yes or no, please help us understand your stance on a new hotel. Why you do or do not feel it would benefit the community?
- ✓ In your opinion, what amenities does this hotel offer that are important to your clients?
- ✓ Do you have additional comments or contacts you would recommend we speak to?

*Questions are not limited to the above questions. Representatives from Core Distinction Group look to expand on each question, if needed, to identify all lodging needs in the community.

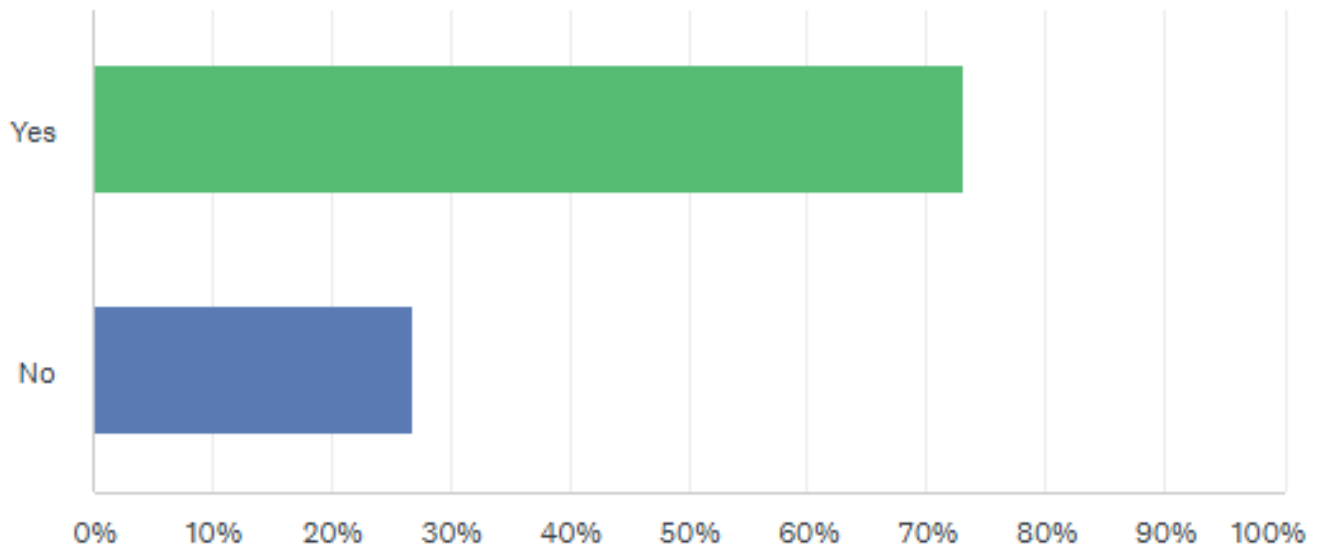


COMMUNITY INTERVIEWS – CONTINUED

When Core Distinction Group asked individual businesses in the area if they had a need for new, quality accommodations in the community, 54% identified a specific need:



When Core Distinction Group asked individual businesses in the area if there is a need in Locust, North Carolina for a new hotel, nearly 73% stated yes:



LODGING DEMAND OVERVIEW

For the purposes of this Comprehensive Hotel Market Feasibility Study, it is important to understand the overall demand of lodging in the market as well as surrounding markets. This section reviews need in the areas based on the following market segments:

- Market Segmentation Projections
 - SMERF Demand
 - Corporate Demand
 - Area Events & Attractions
 - Transient/Walk-In Demand
- Employer/Local Economy Overview
- Demand Generators

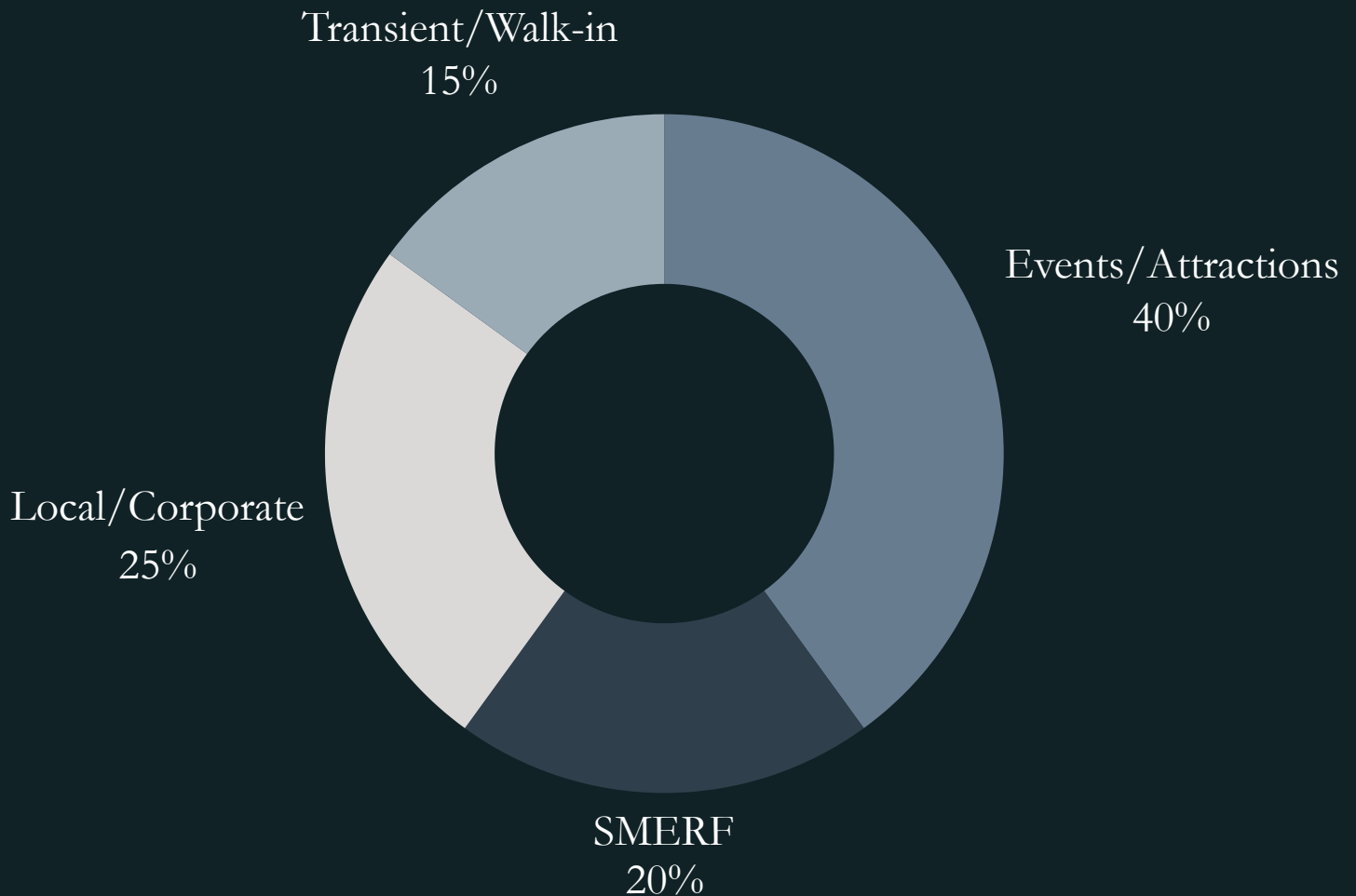
In addition to a breakdown and overview of the market's lodging demand segmentation, this sections also details the sources of said lodging demand and in some cases, identifies when the demand peaks.



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY



LODGING MARKET SEGMENTATION PROJECTIONS



Identifying which segments have the potential to produce 80 percent of your hotel's revenue is imperative to the success of developing these segments to ensure hotel is achieving fair market share. This starts with understanding the market in which any given hotel operates. A fundamental understanding of the competitive environment, key economic drivers and historical trends are essential to understanding which market segments are relevant. At this time, the proposed hotel should experience the same Market Segmentation as the overall market. The proposed hotel in Locust, NC would be the newest hotel in the immediate regional area and would be positioned to serve a wide variety of Lodging Demand. Also, as a proposed upper midscale hotel, it would be able to flex rates and services to accommodate a full range of Lodging Demand.



LODGING MARKET SEGMENTATION PROJECTIONS

SMERF Demand - SMERF stands for social, military, education, religious and fraternal meetings. In communities where corporate meetings and business travelers keep hotels occupied on weekdays, SMERF business, which is predominantly weekend business, can fill rooms Friday through Sunday.

Corporate Demand - Corporate demand consists mainly of individual business people passing through the subject market or visiting area businesses, in addition to high-volume corporate accounts generated by local firms. Brand loyalty (particularly frequent-traveler programs), as well as location and convenience with respect to businesses and amenities, influence lodging choices in this segment. Companies typically designate hotels as “preferred” accommodations in return for more favorable rates, which are discounted in proportion to the number of room nights produced by a commercial client. Corporate demand is strongest Monday through Thursday nights, declines significantly on Friday and Saturday, and increases somewhat on Sunday night. It is relatively constant throughout the year, with marginal declines in late December and during other holiday periods.

Area Events & Attractions/Leisure Demand - Leisure demand consists of individuals and families spending time in an area or passing through en route to other destinations. Travel purposes include sightseeing, recreation, or visiting friends and relatives. Leisure demand also includes room nights booked through Internet sites such as Expedia, Hotels.com, and Priceline; however, leisure may not be the purpose of the stay. This demand may also include business travelers and group and convention attendees who use these channels to take advantage of any discounts that may be available on these sites. Leisure demand is strongest on Friday and Saturday nights and all week during holiday periods and the summer months. These peak periods represent the inverse of commercial visitation trends, underscoring the stabilizing effect of capturing weekend and summer tourist travel.

Transient/Walk-In Demand - This demand can peak during any day of the week depending on the market. transient/walk-in demand is based on many factors including traffic through the area and potential overflow from feeder markets. This demand may include business and leisure travelers.



EMPLOYER/ECONOMIC OVERVIEW

Locust's economy sits at the crossroads of two fast-growing labor markets, Stanly and Cabarrus counties, so the community blends a small-city tax base with big-market job access. The city's population has surged to an estimated 5,992 as of July 1, 2024, and households are relatively affluent for the region (2023 median household income around \$78,000). Workers here typically drive to jobs across western Stanly, Cabarrus, and Mecklenburg, logging an average commute of about 33 minutes. The local industry mix skews toward health care and social assistance, construction, and retail trade, reflecting both regional demand and the city's role as a service hub along NC-24/27.

Inside the city limits, retail and services are the day-to-day backbone. Locust Town Center has emerged as the civic/commercial heart, surrounded by neighborhood retail that captures household spending from Locust and adjoining towns. West of downtown, the Village at Red Bridge center is anchored by a 155,000-square-foot Walmart Supercenter, and Food Lion operates a full-line grocery on W. Main Street, together among the largest in-town private employers and consistent traffic drivers for small businesses clustered nearby. City economic development materials emphasize that additional pad sites and buildings for office, distribution, and retail are available, signaling room for continued local job growth.

Public-sector and education employers also loom large in Locust's labor picture. Stanly County Schools is the county's largest employer, serving more than 8,500 students, with Locust Elementary anchoring the K-5 footprint in town. The city also sits within the West Stanly middle and high school feeder pattern, and Carolina Christian School provides a private K-12 option, broadening education jobs and daily spending in the community.

Post-secondary and workforce training are led locally by Stanly Community College's Crutchfield Education Center on Stanly Parkway in Locust, which concentrates allied-health programs and provides small-business services, connecting residents to credentials that match regional demand in health care, EMS, and technical fields. That training pipeline ties directly to nearby providers, most notably Atrium Health Stanly, a 109-bed hospital in Albemarle that continually recruits across nursing and allied roles and is one of Stanly County's anchor employers.



EMPLOYER/ECONOMIC OVERVIEW – CONTINUED

Light industry and logistics are positioned to expand on Locust's western edge. Meadow Creek Business Park, a fully served 165-acre park on NC-24/27 about 12 miles from I-485, offers industrial lots and a shell-building concept, while Riverstone Business Park on Browns Hill Road provides another ~148-acre option served by the regional electric cooperative, two sites that give Locust room to attract small and mid-sized manufacturers or suppliers. The broader county employer roster features manufacturing and energy names such as Preformed Line Products, Chicago Tube & Iron, and Cube Hydro, alongside health-care nonprofits Monarch and GHA Autism Supports, underscoring the diversity of jobs within a short drive.

Just over the county line, mega-projects are reshaping the commute shed and vendor opportunities for Locust businesses. At The Grounds at Concord, Red Bull, Rauch, and Ball are building a beverage manufacturing and distribution campus representing more than \$740 million in investment and hundreds of jobs, while Eli Lilly is constructing a major biomanufacturing facility expected to employ roughly 600 with a capital outlay of about \$1 billion. These Cabarrus County wins, coupled with Charlotte Motor Speedway and the broader visitor economy in Concord/Charlotte, add steady demand for trades, logistics, hospitality, and professional services that Locust firms can supply.

Finally, agritourism and recreation create a complementary revenue stream for the city's small businesses. Red Bridge Golf Club draws daily-fee golfers to Locust, while nearby Reed Gold Mine and Rocky River Vineyards in Midland pull regional visitors, activity that ultimately circulates through Locust's restaurants, retailers, and lodging alternatives. Tourism's documented job growth in adjacent Cabarrus County and the Charlotte metro reinforces that weekend traffic on NC-24/27 isn't just pass-through; it supports payrolls in Locust's service economy as well.



DEMAND GENERATORS

Locust City Park: Nestled in the heart of Locust, North Carolina, Locust City Park serves as a vibrant community hub spanning several acres with a wide array of recreational facilities designed for families, sports enthusiasts, and outdoor lovers. The park boasts multiple playgrounds for children, full-size basketball courts, expansive soccer fields, baseball diamonds, and tennis courts, making it an ideal spot for both casual play and organized athletics. Beyond sports, it features picnic shelters, campsites, and a community building available for rentals, fostering gatherings and events throughout the year. Visitors can participate in seasonal activities like youth sports leagues including baseball, basketball, soccer, softball, tennis, pickleball, and volleyball, organized by the Locust Parks and Recreation department. The park hosts lively community events such as the Summer Concert Series, Movie Nights in Town Center, Hands on Locust workshops, Sprinkle & Splash summer fun days, the annual Locust Fall Festival, and Christmas in Locust celebrations, complete with live music, food vendors, craft stalls, bounce houses, and family-friendly attractions like mobile rock climbing walls. With ample parking and free access, it's a welcoming green space that embodies the small-town charm of Locust, encouraging residents and tourists alike to enjoy active lifestyles and community bonding.

Bob Wallace Park: Bob Wallace Park, often referred to as Rob Wallace Park, is a sprawling 143-acre natural preserve in Midland, North Carolina, near Locust, dedicated to blending outdoor recreation with environmental conservation in a serene, wooded setting. Donated as a gift of land, the park was developed in phases with an estimated \$6.7 million investment, starting with phase one that introduced eco-friendly amenities while preserving the area's natural habitat. Key facilities include a scenic boardwalk, a stocked fishing pond, a wetland area, a playground, picnic shelters, and a park office, all set amidst rolling terrain and mature forests. Activities abound for nature enthusiasts, such as hiking and biking on gravel trails that extend nearly a mile with three parking lots for accessibility, fishing in the lakes, and playing disc golf on a 9-hole double-tee course that winds through the landscape. The park also features a historic Powder House and opportunities for birdwatching and wildlife observation, with its trails connecting to broader networks for longer adventures. While specific events aren't highlighted, its design supports family outings, group picnics, and educational programs, making it a peaceful retreat for visitors seeking a mix of adventure and tranquility just a short drive from Locust.



DEMAND GENERATORS – CONTINUED

Pharr Family Preserve Trail - Carolina Thread Trail: The Pharr Family Preserve Trail, integrated into the expansive Carolina Thread Trail network, is a picturesque 1.7-mile natural surface path (3.4 miles out-and-back) located on 66 acres of conserved land in Midland, North Carolina, near Locust, offering an easy, family-friendly escape into nature along the Rocky River. Preserved by the Catawba Lands Conservancy, the trail meanders through a diverse alluvial forest boasting at least 48 tree species like sycamores, black walnuts, and bitternut hickories, with vibrant spring and summer blooms including bloodroot, hepatica, and wild ginger. Features include a canoe and kayak launch (currently closed but check for updates) just 300 yards from the trailhead, supporting water-based adventures on the river, and its designation as part of the Butterfly Highway initiative to restore pollinator habitats for butterflies, bees, birds, and wildlife like the pileated woodpecker. Ideal for walking, hiking, running, and mountain biking, the trail prohibits motorized vehicles and welcomes leashed pets, with 20 parking spaces available but no restrooms on site. A scenic spot for birdwatching, photography, and light exercise, connecting to the Rocky River Blueway for extended explorations. Visitors are advised to bring water, especially in warmer months, for a refreshing outdoor experience in this biodiverse haven.

Boss Paintball Fields: Boss Paintball Fields, situated in Locust, North Carolina, is a premier outdoor paintball park spanning over 35 acres, renowned as one of the best in the state for thrilling, action-packed gameplay suitable for birthday parties, bachelor outings, corporate team-building, and casual fun. The facility features nine unique playing complexes with diverse obstacle structures, including wooded areas, speedball fields, and scenario-based setups that challenge players of all skill levels in strategic battles. Amenities enhance the experience with picnic tables, hammocks, a firepit, cornhole games, clean restrooms, and covered seating areas for relaxation between rounds. Activities center on paintball sessions, with options for open play, private groups, and competitive practice, particularly on Sunday mornings for speedball training. Events include themed tournaments and group bookings, fostering camaraderie and excitement in a safe, well-maintained environment. Pricing typically covers field access, equipment rentals, and paintballs, though specifics vary; the park's family-friendly vibe and professional staff make it an adrenaline-fueled destination for visitors seeking immersive outdoor adventures near Charlotte.



DEMAND GENERATORS – CONTINUED

Belk Scout Camp: Belk Scout Camp, located in the eastern part of Mecklenburg County near Locust, North Carolina, is a dedicated scouting facility owned and operated by the Mecklenburg County Council of the Boy Scouts of America, providing year-round outdoor education and adventure programs for youth. Established to foster skills like leadership and teamwork, the camp spans scenic grounds with separate areas for Cub Scouts and Boy Scouts, including a pool, lake, nature center, and dining and shower buildings. Facilities support overnight camping and day use, with rentable campsites, equipment, and activity zones for climbing walls, shooting ranges, and canoeing docks. Core activities include archery, BB shooting, obstacle courses, biking, fishing, and hands-on STEM projects, tailored for Cub Scouts (rising 1st-5th graders) and Webelos (4th-5th graders) through structured day camps and weekend adventures. Events feature seasonal camps like the Webelos Adventure Camp and Cub Scout Day Camp, complete with meals, snacks, and themed fun, promoting fellowship and skill-building. Open to scouts and their families with reservations required, it emphasizes safety and inclusivity, making it a cherished spot for young explorers to connect with nature and build lifelong memories.

Reed Gold Mine: Reed Gold Mine in Midland, North Carolina, near Locust, stands as a historic landmark commemorating the first documented gold discovery in the United States in 1799 by young Conrad Reed, sparking America's initial gold rush and positioning North Carolina as the nation's leading gold producer until 1848. This state historic site preserves the legacy of 19th-century mining through restored tunnels, exhibits, and artifacts, illustrating how gold extraction evolved from placer mining to underground operations, employing thousands and yielding millions in value before the California rush. Visitors can explore self-guided trails, a visitor center with mining displays, and underground guided tours (for a fee) delving into the mine's depths. Hands-on activities include seasonal gold panning from March to November (\$5 per person, weather permitting), where participants sift for flakes in streams, evoking the era's excitement. Reed Gold Min is an engaging destination for history buffs and families, complete with picnic areas and safety guidelines for weather-sensitive activities.



DEMAND GENERATORS – CONTINUED

Brentwood Farms: Brentwood Farms, a cherished 40-acre generational property owned and operated by the Carpenter Family in the heart of Locust, North Carolina, serves as a premier wedding and event venue that harmoniously blends natural rustic charm with modern elegance, featuring a stunning 3-acre landscaped flowing fountain pond at the entrance and a backdrop of open meadows, wooded pines, and serene waterfront vistas ideal for creating unforgettable memories. Established on land that has been in the family for generations and designated as Bona Fide Farm #8595, the venue was developed to offer a state-of-the-art event center while preserving its secluded, private atmosphere, complete with a biblical inspiration from 1 Thessalonians 5:16-18 emphasizing rejoicing, prayer, and thanks, and recently rezoned in 2024 to Campus Business & Institutional – Conditional (CBI-C) to facilitate community gatherings. The centerpiece is the newly constructed Pavilion in the Pines, a 7,200-square-foot fully sheltered open pavilion accommodating over 200 guests, equipped with a full-service kitchen, bridal suite, makeup and hair vanity access, a studio loft apartment available for overnight stays, multiple restrooms, lighted fire-pits, a corn hole area, sunset patios, a champagne social space, ample parking with assistants, golf cart transportation rentals, and a branded bar for beer and wine service (no liquor permitted), alongside rental options like arbors, custom grand-entry doors, a cedar canoe, and various decor elements. Visitors can enjoy a variety of ceremony sites including weddings in the pines, waterfront setups, or expansive lawn areas, with activities extending to photo sessions amid the picturesque landscapes, lawn games, and seasonal attractions like hayrides and pumpkin patches, all supported by an approved vendor list for catering and coordination to ensure seamless experiences. As a versatile event space, it hosts an array of occasions such as weddings, bridal showers, family reunions, proms, dance events, political rallies, fundraisers, ministry partnerships with local churches, and seasonal celebrations primarily during peak months like April, May, September, and October, fostering community connections in a tranquil setting just a short distance from Locust's shopping, dining, and conveniences, with virtual tours available online.



DEMAND GENERATORS – CONTINUED

Rocky River Vineyards: Rocky River Vineyards, perched in Midland, North Carolina, near Locust, is a charming family-owned winery cultivating Carlos and Noble Muscadine grapes on-site, fermenting all wines in stainless steel tanks to produce a range of varietals that capture the region's terroir. Established to celebrate local agriculture, the vineyard offers a relaxed, scenic setting with rolling vines and tasting rooms, inviting guests to savor its award-winning wines through sit-down tastings averaging 15-20 minutes, available on a first-come basis with reservations recommended for groups of six or more. Facilities include indoor and outdoor spaces for picnics and gatherings, with wines spanning dry to sweet profiles, though specifics vary seasonally. Activities encompass wine tastings, vineyard tours, and grape stomping during harvest, while events shine with annual Spring and Fall festivals, Christmas Open House, 4th of July celebrations, Dog Days for pet-friendly fun, Camping in the Vines, summer concerts, and wine-art pairings. Rocky River Vineyards is a delightful spot for wine enthusiasts, complete with pop-up pairings and festival participations across North Carolina, blending relaxation with cultural immersion.

Rustic Vineyards Winery: The Rustic Vineyards Winery, housed at Dennis Vineyards in Albemarle, North Carolina, near Locust, is a rebranded beer and wine bar exuding southern charm, set amid lush vines for a vibrant, welcoming atmosphere perfect for casual outings and special occasions. Under new ownership, it specializes in a selection of wines, though details on varietals are limited, paired expertly with diverse food truck offerings to enhance the tasting experience. The venue features indoor and outdoor spaces, including "A Place in the Vineyard" for larger gatherings, with a focus on live music and community vibes. Activities include wine tastings, relaxing on the patio with picnic lunches, and enjoying impromptu pairings, while events highlight Team Trivia Thursdays, live performances by national artists, food truck festivals, and bookings for weddings, receptions, and corporate retreats in 2025-2026.



DEMAND GENERATORS – CONTINUED

Bost Grist Mill: Bost Grist Mill, a historic gem in Concord, North Carolina, near Locust, dates back to around 1810 along the Rocky River, with its current structure from the 1870s, where a water wheel once generated 15 horsepower to grind flour and cornmeal for local residents, serving as a vital community marketplace in the 19th century. Today, it operates using the same ancient stones and techniques, preserving the authenticity of early American milling while offering visitors an educational glimpse into rural history. The mill produces fresh cornmeal and grits, available for purchase, with demonstrations showcasing the grinding process powered by traditional methods. Activities include guided tours of the restored facility, hands-on milling experiences, and exploring the scenic riverbank setting, ideal for photography and picnics. Events, hosted by owner Gene Bost, feature seasonal gatherings like heritage festivals and educational workshops, detailed on the mill's calendar. Open to the public with free entry, it's a captivating site for history lovers, families, and tourists, blending nostalgia with tangible connections to North Carolina's agricultural past.

Rocky River Archery Club: Rocky River Archery Club, based in Monroe, North Carolina, near Locust, was founded in 2022 to promote the sport of archery while fostering fellowship, sportsmanship, and community among enthusiasts of all ages and skill levels. The club operates on dedicated grounds with well-maintained ranges for target practice, field archery, and 3D courses simulating hunting scenarios amid natural terrain. Facilities include outdoor shooting lanes, equipment storage, and clubhouses for meetings, with access to coaching and gear for beginners. Activities encompass regular practice sessions, skill-building clinics, youth programs, and competitive shooting, including solo sessions, group classes, and accessible local meets. Events feature tournaments like the 2025 SITKA Archery Challenge, involving community partners, as well as birthday parties and team-building outings. Membership is open with affordable dues, encouraging participation; located at 6418 Morgan Academy Rd, it's a supportive hub for archers, complete with safety protocols and a welcoming vibe for visitors exploring the sport.



DEMAND GENERATORS – CONTINUED

Oakboro Blueway: The Oakboro Blueway, part of the broader Rocky River Blueway in Oakboro, North Carolina, near Locust, is an undammed flatwater paddling trail offering serene, long-distance kayaking and canoeing opportunities along the meandering Rocky River, surrounded by lush forests and wildlife habitats. Accessible from Oakboro District Park, which spans 40 acres with launch points, the blueway provides easy entry for water adventures, connecting to downstream sections toward the Pee Dee National Wildlife Refuge for multi-day trips covering up to 25 miles. Features include calm waters suitable for beginners, fishing spots in stocked ponds, and integration with land trails for hybrid outings, though paddlers should note variable conditions like rain affecting accessibility. Activities focus on paddling, birdwatching, and nature observation, with options for picnics at nearby shelters, horseshoe pits, and workout stations in the park. While specific events aren't listed, the area supports community recreation like disc golf and family gatherings; free to use with park amenities, it's an inviting waterway for eco-tourists seeking peaceful, scenic floats in Stanly County.

Red Bridge Golf Club: Red Bridge Golf Club in Locust, North Carolina, is a championship 18-hole course carved into 500 acres of rolling foothills in the Uwharrie Mountains, designed in 2009 by David Postlethwait with influences from Pete Dye, blending elegant architecture with natural hazards for a challenging yet accessible play. The nearly 6,800-yard layout features Bermuda grass fairways, velvety MiniVerde greens, 28 bunkers, meandering streams, and small ponds, highlighted by dramatic elevation changes and a daunting 650-yard par-5 finale. Facilities include a driving range, putting green, pro shop, and clubhouse for outings, with family and individual memberships available. Activities cater to all skill levels, from casual rounds amid mature trees and secluded vistas to competitive play, just 25 minutes from Charlotte. Events encompass tournaments like the annual Super Bowl Par 3, golf outings, and social gatherings, with rates varying seasonally. Known for its breathtaking beauty and professional staff, it's a premier destination for golfers seeking a harmonious mix of challenge and tranquility in a residential-adjacent setting.



DEMAND GENERATORS – CONTINUED

Meadow Creek Farm: Meadow Creek Farm, secluded on 88 acres of working farmland just outside Locust, North Carolina, is a rustic event venue blending natural beauty with elegant amenities, ideal for weddings, corporate retreats, and family gatherings amid rolling fields and wooded landscapes. The farm features a spacious barn for receptions, outdoor ceremony sites with scenic backdrops, bridal suites, and prep kitchens, all thoughtfully designed for seamless events. Activities include photo shoots in picturesque settings, farm tours exploring the operational aspects, and vendor markets showcasing local crafts, baked goods, and artisanal items. Events range from all-inclusive weddings with decorations and coordination to seasonal markets like the November 8, 2025, Vendor Market from 9 a.m.-3 p.m., featuring arts, wooden decor, tumblers, and more. With packages tailored for up to 200 guests and a focus on charm and seclusion, it's a versatile spot for visitors, complete with Instagram-worthy vistas and a warm, country hospitality that makes every occasion memorable.

The Love Story Wedding Venue: The Love Story Wedding Venue, situated on over a century-old historic family land in Stanfield, North Carolina, mere minutes from Locust and conveniently serving the greater Charlotte area, is a captivating modern event space owned and operated by Ritchie and Michelle Love, a couple with 23 years of shared history who have realized their dream of transforming the cherished Love Farm, where Ritchie spent his childhood exploring the scenic grounds, into a sanctuary for joyous weddings, family gatherings, and inspiring celebrations that honor legacies of love. This elegant venue boasts breathtaking mountain views and stunning vistas of rolling countryside landscapes without the hassle of a long drive, seamlessly blending rustic countryside charm with high-end contemporary sophistication to create unforgettable backdrops for ceremonies, receptions, and photo sessions amid natural beauty that evokes timeless romance and serenity. Key facilities include luxurious bridal and groom suites for preparation, a fully equipped prep kitchen, a dedicated decor room filled with customizable elements, farm-style tables including one sweetheart table, and a total of 400 chairs suitable for both indoor and outdoor configurations, all supported by attentive on-site staff to ensure every detail flows smoothly for events accommodating up to 400 guests.



DEMAND GENERATORS – CONTINUED

Magnolia Glen: Magnolia Glen, a former wedding and event venue in Locust, North Carolina, was celebrated for its elegant, natural settings that provided a romantic backdrop for ceremonies and celebrations, featuring lush gardens, floral arrangements, and scenic outdoor spaces ideal for photography and gatherings. Though details on current operations are sparse, it historically hosted intimate weddings with vendors like caterers, florists, and bakers creating bespoke experiences amid blooming landscapes. As a farm-inspired site, activities likely included garden walks, bee-friendly planting sessions with wildflowers and sunflowers, and beekeeping demonstrations, fostering a connection to nature. Events centered on special occasions like showers, reunions, and seasonal festivities, with indoor-outdoor options for versatility in weather. While it may have evolved or closed since its 2015 heyday, its legacy as a charming, garden-centric venue in the Locust area continues to inspire visitors seeking quaint, flower-filled retreats for personal milestones.

Simply Country Weddings: Simply Country Weddings in Locust, North Carolina, is a rustic-chic venue offering idyllic countryside settings for couples dreaming of a natural, heartfelt ceremony, complete with arbors, serene ponds, wooded backdrops, barns, and beautiful floral landscapes that blend elegance with down-home charm. The venue provides customizable spaces for indoor and outdoor events, emphasizing personalized touches like vintage decor and scenic photo opportunities. Features include all-inclusive packages with planning services, catering options, and accommodations for receptions, ensuring stress-free celebrations. Activities for guests might involve lawn games, nature walks, and rehearsal dinners amid the pastoral scenery, while events focus primarily on weddings but extend to anniversaries and elopements. With competitive pricing and easy accessibility near Charlotte, it's a beloved choice for romantic escapes, where couples can exchange vows in stylish rustic or elegant fashion, creating timeless memories in a tranquil rural haven.



DEMAND GENERATORS – CONTINUED

Dixie Dreams: Dixie Dreams, nestled on over 100 acres along the Rocky River in Monroe, North Carolina, near Locust, is Charlotte's premier country events venue, offering a blend of rustic elegance and natural beauty with half a mile of river frontage, wooded trails, and expansive outdoor spaces for reflection and photography. The main hall accommodates up to 200 guests with a rock wall fireplace, media equipment, elevated stage, and commercial kitchen, complemented by a separate bridal suite and open gazebo for ceremonies. Facilities support full event planning, from decor to coordination, ensuring seamless experiences. Activities include riverside walks, group games, and customized setups for privacy, while events encompass weddings, receptions, family reunions, conferences, meetings, and parties, with a track record of successful gatherings over nearly three years. Praised for its scenic charm and versatile amenities, it's an ideal spot for hosts seeking a southern-inspired retreat with professional support and breathtaking views.

The Farmstead: The Farmstead, part of The Farm at Brushharbor in Mount Pleasant, North Carolina, near Locust, is a picturesque rustic venue blending farm charm with modern elegance, perfect for weddings, family reunions, corporate events, and spiritual gatherings amid sprawling fields and barn structures. It offers indoor and outdoor ceremony options, a spacious reception barn, bridal and groom suites, tables, linens, and a prep kitchen, all coordinated by on-site staff for seamless execution. Facilities emphasize thoughtful design, accommodating various group sizes with scenic backdrops for photos and activities. Activities include farm tours, outdoor games, and customized setups, while events range from intimate receptions to large celebrations, with packages tailored for personalization. Known for its warm, inviting atmosphere and proximity to Charlotte, it's a versatile destination for creating cherished memories in a serene countryside setting.



DEMAND GENERATORS – CONTINUED

Tuscan Ridge Wedding Venue/Event Center: Tuscan Ridge Wedding Venue/Event Center in Oakboro, North Carolina, near Locust, evokes the romance of Italy with its upscale, elegant design nestled on over 10 acres, featuring natural stone, heavy timber beams, wrought iron accents, and manicured grounds for a sophisticated yet natural ambiance. The venue includes indoor ballrooms for receptions, outdoor patios with fountains, bridal suites, and versatile spaces for ceremonies, blending Tuscan architecture with modern amenities like climate control and audiovisual setups. Features encompass all-inclusive packages with decor, catering, and coordination, praised for stunning outdoor sites and well-maintained interiors. Activities for guests involve cocktail hours on terraces, photo sessions in scenic areas, and dancing under string lights, while events focus on weddings, receptions, and corporate functions for up to 200 guests. Conveniently located 40 minutes from Charlotte, it's a dreamy escape for couples seeking timeless elegance and personalized service in a vineyard-like setting.

Rolling Hill Venue: Rolling Hill Venue, set in the peaceful countryside of Monroe, North Carolina, near Locust, is a spacious rustic event space on farmland, offering a quiet, intimate atmosphere for weddings, quinceañeras, sweet 16s, and other milestones with indoor and outdoor options for up to 250 guests. The 6,000-square-foot grand hall features architectural beams, a wood-burning fireplace, elevated stage, bridal and groom suites, restrooms, and a prep kitchen, alongside three outdoor ceremony sites and manicured lawns. A charming party room seats up to 50 with natural light, tables, and chairs for smaller gatherings. Activities include self-guided tours, photo ops in scenic areas, and customizable setups, while events are highlighted by monthly open houses on the first Tuesday and versatile bookings for large or intimate occasions. With bilingual support and easy access from I-485, it's a welcoming, transformative space for hosts to craft unforgettable celebrations in a serene rural backdrop.



DEMAND GENERATORS – CONTINUED

Dennis Vineyards: Dennis Vineyards in Albemarle, North Carolina, near Locust, is a family-oriented winery specializing in Muscadine, French, and fruit wines, set in a picturesque southern landscape that invites relaxation and celebration with tastings and patio picnics. The venue features "A Place in the Vineyard" for events, alongside The Rustic Beer & Wine Bar with live music and food trucks, offering a vibrant atmosphere for pairings and gatherings. Wines include a diverse range from dry to sweet, with slushies and tastings available at reasonable prices, often discounted for bulk purchases. Activities encompass wine tastings, vineyard strolls, and trivia nights, while events include Team Trivia Thursdays, live performances, food truck festivals, and bookings for weddings, receptions, and corporate retreats in 2025-2026. Open Thursday-Sunday with office hours weekdays, it's a delightful spot for visitors to unwind, savor local flavors, and enjoy entertainment in a rebranded, community-focused setting.

Charlotte Motor Speedway: Charlotte Motor Speedway in Concord, North Carolina, about 20 miles from Locust, is an iconic motorsports complex renowned for hosting high-octane NASCAR, NHRA, and other racing events, drawing fans with its massive 1.5-mile quad-oval track, zMAX Dragway, and dirt track, built in 1960 under the visionary leadership of figures like H.A. "Humpy" Wheeler, who shaped it into a premier venue until his passing in 2025. The facility boasts grandstands for over 89,000 spectators, luxury suites, and infield experiences, blending speed with entertainment. Activities include track tours, driving schools, and fan zones with simulators, while major events feature the Coca-Cola 600, NHRA 4-Wide Carolina Nationals (September 19-21, 2025), monster truck shows, car exhibitions, and charity galas like the Cook Out Catwalk for Causes supporting children in need. Open year-round with ticketed access, it's a thrill-seeker's paradise offering community initiatives, celebrity appearances, and unforgettable racing spectacles for tourists and locals alike.



DEMAND GENERATORS – CONTINUED

Steel Construct Systems: Steel Construct Systems, LLC, headquartered at 118 Pine Forest Drive in Locust, North Carolina, is a specialized manufacturer in the construction industry, focusing on cold-formed truss and wall panel components, metal decking, prefabricated panel systems, and steel roof trusses that support a variety of building projects across the region. Established as a key supplier of structural steel elements, the company offers turnkey architectural and engineering solutions, emphasizing durability and efficiency in extruded metal products for owners and contractors. With a commitment to quality, Steel Construct Systems operates from its Locust facility, providing comprehensive services from design to fabrication, and has earned accreditation from the Better Business Bureau, reflecting its reliability in the local economy. As an employer in the area, it contributes to the manufacturing sector by offering positions in production, engineering, and logistics, fostering skilled jobs that support community growth in Stanly County, while maintaining a fleet for transportation under its USDOT registration. Led by key principal Terrance Powell, the firm embodies innovation in steel construction, serving both commercial and residential markets with a focus on sustainable and cost-effective building solutions.

Carnes-Miller Gear Co, Inc: Carnes-Miller Gear Co., Inc., based in Locust, North Carolina, is a veteran gear manufacturing company founded in 1973, renowned for producing prototype and custom gears including spur, helical, worm, worm gears, internal and external splines, and planetary gearing systems, serving diverse industries with precision-engineered components. Starting with gear shaping and hobbing, the firm has evolved into a full-service job shop, handling gear blanking, milling, and complete production or teeth-cutting only, ensuring high-quality outputs for clients in the Greater Charlotte area and beyond. As a key employer in Locust, it provides specialized roles in machining, engineering, and quality control, contributing to the local manufacturing landscape with its self-reliant operations and commitment to excellence in industrial gear solutions. The company's reputation for reliability and innovation makes it a cornerstone of Stanly County's economy, where it manufactures parts that power machinery in sectors like automotive, aerospace, and heavy equipment, all while maintaining a compact yet efficient workforce dedicated to custom fabrication.



DEMAND GENERATORS – CONTINUED

UFP Site Built: UFP Site Built, located at 147 Locust Level Drive in Locust, North Carolina, is a division of UFP Industries, Inc., specializing in the design and manufacturing of value-added wood and non-wood prefabricated building components, including structural wood elements, aluminum decks, rails, cold-formed steel trusses, and other offsite construction solutions that enhance efficiency for builders in residential and commercial projects. As part of a broader network founded in 1955, the Locust facility contributes to UFP's mission of supplying innovative products that support global infrastructure, with a focus on sustainable materials and advanced manufacturing techniques. Employing a range of professionals from production trainees to management, the company offers competitive opportunities in operations, design, and logistics, including entry-level roles with training programs to develop skills in site-built construction processes. With multiple locations across North Carolina, UFP Site Built plays a vital role in the local economy of Stanly County, providing high-quality, customizable components that reduce on-site labor and waste, while fostering a workplace culture centered on innovation and employee growth.

CTI Power: CTI Power, situated at 421 Browns Hill Road in Locust, North Carolina, is a specialized division of Chicago Tube & Iron, one of the largest steel service centers in the United States, dedicated to manufacturing high-pressure boiler components and replacement pressure parts primarily for coal- and natural gas-fired power plants, serving the power generation industry with over a century of expertise in precision fabrication. The facility excels in producing mechanical tubing, hydraulic tubing, stainless steel, and carbon steel pipes, ensuring consistent high quality through ASME-certified processes that prioritize safety and reliability in steam generation systems. As a significant employer in Stanly County, CTI Power offers roles in engineering, production, and management, contributing to local job growth with expansions that enhance services for the energy sector. With a focus on durable components resistant to extreme conditions, the company supports critical infrastructure nationwide, while its Locust plant embodies a commitment to innovation and community involvement in North Carolina's manufacturing hub.



DEMAND GENERATORS – CONTINUED

American Racing Headers: American Racing Headers, relocated to 120 Riverstone Drive in Stanfield, North Carolina, adjacent to Locust, in 2023, is a premier manufacturer of high-quality stainless steel headers and exhaust systems, 100% handmade in the USA since its founding in 2005, catering to performance enthusiasts in the automotive sector with products designed for muscle cars, sports cars, and racing applications. Specializing in custom exhaust solutions that boost horsepower and enhance vehicle performance, the company has built a strong reputation for durability and precision engineering, serving a global clientele through its state-of-the-art facility. As an employer in the area, it provides opportunities in fabrication, welding, design, and sales, actively seeking experienced talent during expansions to support its growth in the Charlotte region. With a vibrant community presence on social media and a focus on American-made innovation, American Racing Headers contributes to Stanly County's economy by fostering skilled trades and automotive passion, all while maintaining a family-like atmosphere in its operations.

Eudy's Cabinet Manufacturing: Eudy's Cabinet Manufacturing, Inc., based at 12303 Renee Ford Road in Stanfield, North Carolina, near Locust, has been a cornerstone of custom cabinetry for over 50 years, crafting high-quality, hand-built cabinets for kitchens, bathrooms, offices, and other home spaces in new constructions and remodels throughout the Carolinas. Renowned for its exceptional craftsmanship and personalized solutions, the company offers bespoke designs that blend functionality with aesthetic appeal, using premium materials to create timeless pieces synonymous with quality and durability. As a family-oriented employer in the region, it employs skilled artisans, designers, and installers, providing stable jobs that emphasize attention to detail and customer satisfaction, with glowing testimonials highlighting their reliability over multiple projects. Serving the Greater Charlotte area, Eudy's contributes to local home improvement industries by delivering customized cabinetry that enhances living spaces, all while upholding a tradition of excellence in Stanly County's woodworking community.



DEMAND GENERATORS – CONTINUED

VTOL Protective Laminates: VTOL Protective Laminates, operating under VTOL, LLC at 170 Browns Hill Road in Locust, North Carolina, is an innovative aviation and aerospace company founded by military and industry veterans, specializing in advanced protective films and laminates for aircraft windscreens and transparencies that reduce maintenance costs, downtime, and damage from environmental factors while ensuring distortion-free visibility and compatibility with essential systems like night vision goggles and de-icing. With over a decade of experience, the firm manufactures cost-effective coatings resistant to aircraft fluids, offering solutions that extend the lifespan of critical components in rotary-wing and fixed-wing aircraft. As an employer in Stanly County, VTOL provides specialized roles in engineering, production, and research, fostering a passionate team dedicated to delivering protective innovations for military and commercial aviation. Committed to excellence, the company supports the local economy by advancing aerospace technology, with products that protect against wear and enhance safety in demanding operational environments.

Flextrol Corporation: Flextrol Corporation, located at 192 Browns Hill Road in Locust, North Carolina, has been a leader in custom fabrication since 1982, producing jacketed valves, jacketed pipes, flexible metal hoses, PTFE hoses, and expansion joints tailored to client specifications for industries requiring precise thermal management and fluid transfer solutions. Expert in weld-on and bolt-on jacketing, the company ensures high-performance products that handle extreme temperatures and pressures, serving sectors like chemical processing, pharmaceuticals, and energy with reliable, engineered components. As a key employer in the area, Flextrol offers positions in fabrication, engineering, and quality assurance, contributing to Stanly County's manufacturing prowess through its compact yet specialized workforce. With a focus on customization and durability, the firm enhances industrial efficiency, maintaining a strong presence in North Carolina's engineering landscape while prioritizing expert craftsmanship and customer satisfaction.



DEMAND GENERATORS – CONTINUED

United Protective Technologies: United Protective Technologies (UPT), headquartered at 142 Cara Court in Locust, North Carolina, with additional facilities in Charlotte, is an industry-leading developer of advanced nanocomposite coatings such as Diamond-Like Carbon (DLC), Physical Vapor Deposition (PVD), and Plasma-Enhanced Chemical Vapor Deposition (PECVD), engineered to combat friction, wear, and corrosion in aerospace, automotive, and industrial applications. Founded to increase component durability and functionality, UPT's innovative solutions extend the life of critical parts, reducing maintenance costs and enhancing performance in harsh environments. As a growing employer in Stanly County, the company hires professionals in mechanical design, aerospace engineering, and customer support, offering competitive benefits including free medical coverage and 401K plans to attract top talent. Recognized for its contributions to biotechnology and protective technologies, UPT supports local economic development by advancing cutting-edge materials science, with a commitment to drug-free workplaces and career opportunities in high-tech fields.

Stanly Funeral & Cremation Care: Stanly Funeral & Cremation Care, located at 501 North Central Avenue in Locust, North Carolina, is a compassionate provider of funeral, cremation, and memorial services, part of the broader Stanly Funeral Home network, offering personalized arrangements, exceptional facilities, and dedicated support to families during times of loss. With 24-hour availability, the Locust branch facilitates celebrations of life, burials, and cremations, ensuring dignified and tailored experiences that honor loved ones through thoughtful planning and community-oriented events. As an essential employer in the area, it employs caring professionals in funeral direction, administration, and grief support, contributing to Stanly County's service sector with a focus on empathy and professionalism. Committed to accessibility and comfort, the facility hosts upcoming services and provides resources for pre-planning, embodying a legacy of care that strengthens community bonds in times of need.

LODGING SUPPLY-PRIMARY

For the purposes of this Comprehensive Hotel Market Feasibility Study, the competitive set includes properties that were determined to be competitive with the proposed hotel based on either their location, brand affiliation, facilities and amenities offered, rate structure, community surveys, and/or market orientation. There are many instances where independent and/or economy hotels do not report to the reporting agency.

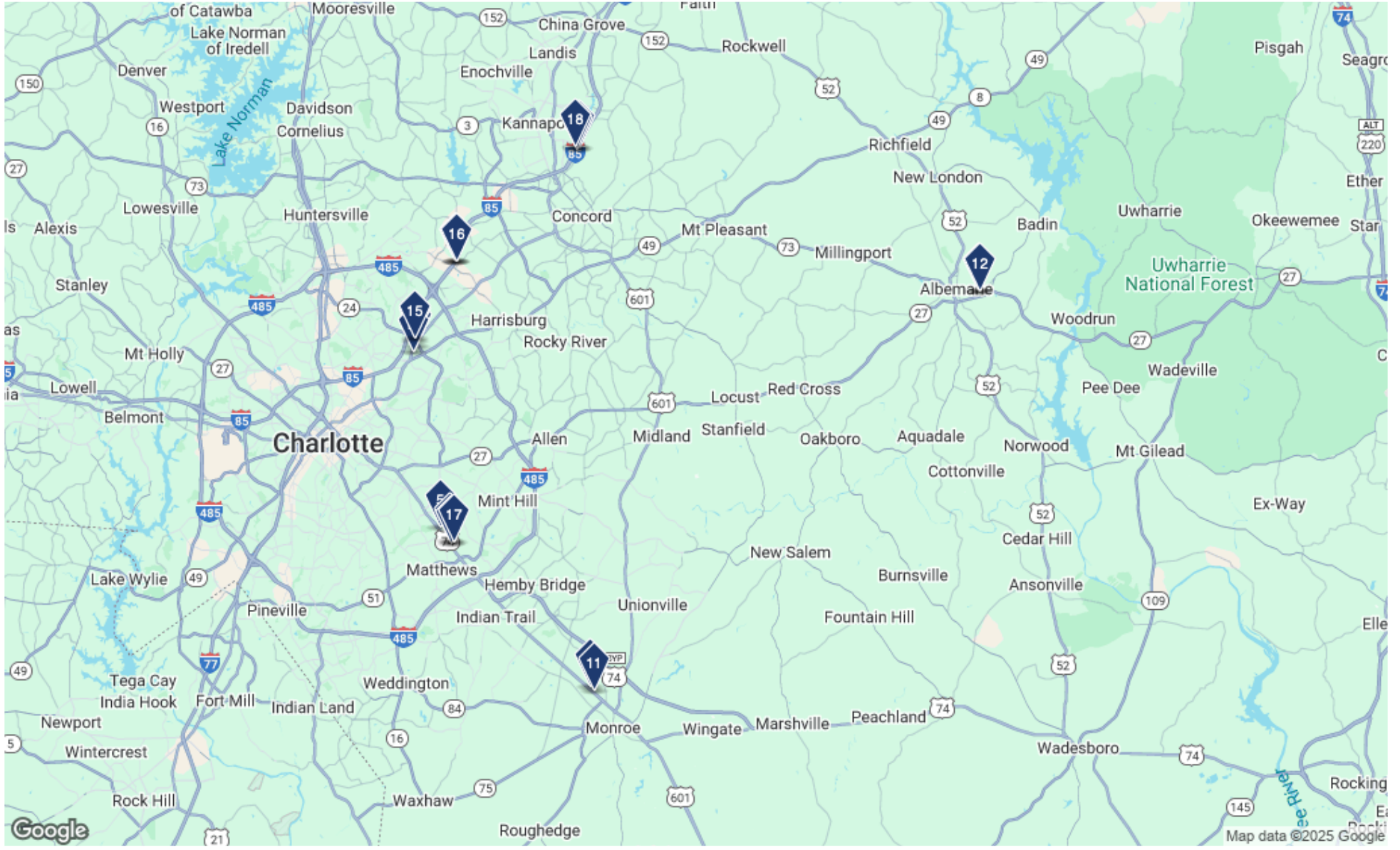
In some cases, Core Distinction Group must access data from surrounding or Secondary market hotels to obtain a Smith Travel Research (STR)/CoStar report. This can also include a Secondary Competitive Set. The following information will be presented in Lodging Supply:

- Competitive Set Property Map
- Smith Travel Research (STR)/CoStar Data by Measure
- Smith Travel Research (STR)/CoStar Data 12 Month Average
- Primary Competitive Set Listed Rates
- Primary Competitive Set Listed Hotel Trends and Projections

*Data can be found in Appendix.



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY



Property Summary

Rooms	80
Built	2010
Stories	4
Brand	Country Inn & Suites by Choice
Operation Type	Franchise
Meeting Space	288 SF
Parking Spaces	76 (0.95/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	1.54 AC (67,082 SF)	Construction Type	Wood Frame
Building FAR	0.72	Zoning	C-2
Primary Corridors	Interior	Parcel	5622-87-1363-0000
Hotel Location Type	Suburban		

Amenities

Room Amenities

- High Speed Internet Access

Site Amenities

- Business Center
- Fitness Center
- Hot Tub
- Meeting Event Space
- Pool
- Public Access Wifi
- Smoke-Free

Previous Sale

Sale Date	5/15/2025	Sale Type	Investment
Sale Price	\$7600,000 (\$95,000/Room)	Comp Status	Research Complete
Comp ID	7178530		

Transportation

Parking Details	76 Surface Spaces; Ratio of 0.95/Room		
Traffic Volume	20,047 on Dickens Pl NE (2024); 80,514 on Dale Earnhardt Blvd (2025); 14,381 on Wonder Dr NE (2025); 17,294 on Knowles St (2025); 91,030 on Amalia St NE (2024); 17,391 on NE Gateway Ct NE (2025); 17,458 on NE Gateway Ct NE (2023); 14,607 on Coldwater Ridge Dr (2025); 12,180 on Oakcrest Dr (2024); 1,071 on Old Earnhardt Rd (2024)		
Commuter Rail	Kannapolis Station		8 min drive
Airport	Concord-Padgett Regional		19 min drive
	Charlotte/Douglas International		45 min drive
Walk Score ®	Car-Dependent (36)		
Transit Score ®	Minimal Transit (20)		

Contacts

Type	Name	Location	Phone
Architect	A.P. Architecture, Inc.	Charlotte, NC 28211	(704) 563-0937



Hampton by Hilton Inn Concord/Kannapolis - 612 Dickens PI NE

Concord, North Carolina 28025 (Cabarrus County) - Concord/Salisbury Submarket

Upper Midscale

Hotel

Property Summary

Rooms	101
Built/Renovated	1995/2005
Stories	5
Brand	Hampton by Hilton
Operation Type	Franchise
Meeting Space	1,160 SF
Parking Spaces	134 (1.33/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	2.41 AC (104,980 SF)	Hotel Location Type	Suburban
Building FAR	0.46	Zoning	C-2
Primary Corridors	Interior	Parcel	5622-76-4783-0000

Amenities

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool

Previous Sale

Sale Date	2/26/2015	Sale Type	Investment
Pro Forma Cap Rate	8.4%	Comp Status	Research Complete
Sale Price	\$9,644,312	Sale Conditions	Bulk/Portfolio Sale
Comp ID	3240785		

Transportation

Parking Details	134 Surface Spaces; Ratio of 1.33/Room		
Traffic Volume	20,047 on Dickens PI NE (2024); 91,030 on Amalia St NE (2024); 17,391 on NE Gateway Ct NE (2025); 17,458 on NE Gateway Ct NE (2023); 14,381 on Wonder Dr NE (2025); 17,294 on Knowles St (2025); 80,514 on Dale Earnhardt Blvd (2025); 14,607 on Coldwater Ridge Dr (2025); 12,180 on Oakcrest Dr (2024); 15,263 on Grove St (2023)		
Commuter Rail	Kannapolis Station		9 min drive
Airport	Concord-Padgett Regional		19 min drive
	Charlotte/Douglas International		44 min drive
Walk Score ®	Car-Dependent (35)		

Contacts

Type	Name	Location	Phone
Hotel Operator	MCR Investors LLC	New York, NY 10007	(212) 277-5602
Recorded Owner	MCRT3 Concord LLC	New York, NY 10019	-
True Owner	MCR Investors LLC	New York, NY 10007	(212) 277-5602



Property Summary

Rooms	79
Built/Renovated	1999/2019
Stories	4
Brand	Holiday Inn Express
Operation Type	Franchise
Meeting Space	912 SF
Parking Spaces	91 (115/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	1.79 AC (77,972 SF)	Hotel Location Type	Suburban
Building FAR	0.55	Zoning	C-2
Primary Corridors	Interior	Parcel	4599-03-1327-0000

Amenities

Room Amenities

- High Speed Internet Access
- Patio

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Public Access Wifi

Transportation

Parking Details	91 Surface Spaces; Ratio of 1.15/Room		
Traffic Volume	41,049 on Lyles Ln NW (2025); 35,267 on Weddington Rd (2025); 16,209 on Gateway Ct (2025); 19,122 on Gateway Ct (2024); 39,544 on Weddington Rd (2024); 6,108 on Lyles Ln NW (2025); 24,029 on Weddington Rd (2025); 22,728 on Weddington Rd (2025); 41,565 on I- 85 (2025); 40,533 on I- 85 (2024)		
Airport	Concord-Padgett Regional		7 min drive
	Charlotte/Douglas International		32 min drive
Walk Score ®	Car-Dependent (37)		
Transit Score ®	Minimal Transit (22)		

Contacts

Type	Name	Location	Phone
Recorded Owner	Yogi & Associates, LLC	Charlotte, NC 28210	(704) 554-6693
True Owner	Sureshkumar Patel	Waxhaw, NC 28173	-
True Owner	Ashokkumar Patel	Waxhaw, NC 28173	-
True Owner	Ravindra C Patel	Pineville, NC 28134	-



Property Summary

Rooms	84
Built/Renovated	2000/2025
Stories	5
Brand	Comfort Suites
Operation Type	Franchise
Meeting Space	500 SF
Parking Spaces	79 (0.94/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	2.06 AC (89,734 SF)	Hotel Location Type	Suburban
Building FAR	0.65	Zoning	C-2
Primary Corridors	Interior	Parcel	4589-93-9581-0000

Amenities

Room Amenities

- High Speed Internet Access

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Public Access Wifi
- Smoke-Free

Transportation

Parking Details	79 Surface Spaces; Ratio of 0.94/Room		
Traffic Volume	35,267 on Weddington Rd (2025); 41,049 on Lyles Ln NW (2025); 39,544 on Weddington Rd (2024); 16,209 on Gateway Ct (2025); 19,122 on Gateway Ct (2024); 6,108 on Lyles Ln NW (2025); 24,029 on Weddington Rd (2025); 22,728 on Weddington Rd (2025); 41,565 on I- 85 (2025); 40,533 on I- 85 (2024)		
Airport	Concord-Padgett Regional		7 min drive
	Charlotte/Douglas International		33 min drive
Walk Score ®	Car-Dependent (37)		
Transit Score ®	Minimal Transit (22)		

Tenants

Tenant Name	Floor	SF Occupied	Employees	Move Date	Expiration
Abc Investment & Management Co	1	500	-	Apr 2025	-

Showing 1 of 1 Tenants

Contacts

Type	Name	Location	Phone
Developer	ABC Investment & Management	Charlotte, NC 28269	(704) 598-6833
Hotel Operator	ABC Investment & Management	Charlotte, NC 28269	(704) 598-6833

Property Summary

Rooms	94
Built	2010
Stories	4
Brand	Fairfield Inn
Operation Type	Franchise
Meeting Space	950 SF
Parking Spaces	97 (1.03/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	3.04 AC (132,422 SF)	Construction Type	Masonry
Building FAR	0.44	Zoning	CC
Primary Corridors	Interior	Parcel	193-112-08
Hotel Location Type	Suburban		

Amenities

Room Amenities

- High Speed Internet Access

Site Amenities

- Fitness Center
 - Public Access Wifi
- Meeting Event Space
 - Smoke-Free
- On-Site Retail
- Pool

Previous Sale

Sale Date	3/25/2011	Sale Type	Investment
Sale Price	\$10,000,000	Comp Status	Research Complete
Comp ID	2078526	Sale Conditions	Build to Suit

Transportation

Parking Details	97 Surface Spaces; Ratio of 1.03/Room		
Traffic Volume	22,021 on Independence Blvd (2025); 22,615 on E Independence Blvd (2023); 60,846 on Cross Pointe Cir (2025); 58,159 on Hayden Way (2025); 63,665 on Calibre Crossing Dr (2025); 26,318 on Galleria Blvd Dr (2025); 49,402 on Rice Rd Exd (2025); 11,332 on Summerfield Ridge Ln (2025); 1,071 on Nedmore Ct (2018); 738 on Krefeld Dr (2024)		
Airport	Charlotte/Douglas International		29 min drive
	Concord-Padgett Regional		33 min drive
Walk Score ®	Car-Dependent (31)		
Transit Score ®	Some Transit (29)		



Property Summary

Rooms	89
Built	2009
Stories	3
Brand	Holiday Inn Express
Operation Type	Franchise
Meeting Space	1,600 SF
Parking Spaces	108 (1.21/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	2.87 AC (125,017 SF)	Construction Type	Masonry
Building FAR	0.90	Zoning	B2CD
Primary Corridors	Interior	Parcel	193-221-13
Hotel Location Type	Suburban		

Amenities

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Restaurant

Transportation

Parking Details	108 Surface Spaces; Ratio of 1.21/Room		
Traffic Volume	51,927 on Rice Rd Exd (2024); 54,925 on Sam Newell Rd (2025); 49,402 on Rice Rd Exd (2025); 13,258 on Northeast Ct (2025); 12,327 on Independence Pointe Pkwy (2025); 13,251 on Northeast Ct (2023); 12,461 on Independence Pointe Pkwy (2024); 50,209 on Windsor Square Dr (2024); 51,131 on Windsor Square Dr (2025); 58,159 on Hayden Way (2025)		
Airport	Charlotte/Douglas International		30 min drive
	Concord-Padgett Regional		34 min drive
Walk Score ®	Car-Dependent (43)		

Tenants

Tenant Name	Floor	SF Occupied	Employees	Move Date	Expiration
British Swim School At Matthews-holiday Inn...	1	500	20	May 2025	-

Showing 1 of 1 Tenants

Contacts

Type	Name	Location	Phone
Hotel Operator	OHM Hotels Management	Matthews, NC 28105	(704) 846-1099
Recorded Owner	Ohm Hotels Matthews Llc	Pineville, NC 28134	(704) 602-8240
True Owner	OHM Hotels Management	Matthews, NC 28105	(704) 846-1099



Property Summary

Rooms	91
Built	1995
Stories	5
Brand	Hampton by Hilton
Operation Type	Franchise
Meeting Space	1,120 SF
Parking Spaces	87 (0.96/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	1.70 AC (74,052 SF)	Construction Type	Steel
Building FAR	0.62	Zoning	B1CD
Primary Corridors	Interior	Parcel	193-231-28
Hotel Location Type	Suburban		

Amenities

Site Amenities			
• Business Center	• Fitness Center	• Meeting Event Space	• Pool

Previous Sale

Sale Date	2/26/2015	Sale Type	Investment
Pro Forma Cap Rate	8.4%	Comp Status	Research Complete
Sale Price	\$10,571,120	Sale Conditions	Bulk/Portfolio Sale
Comp ID	3240785		

Transportation

Parking Details	87 Surface Spaces; Ratio of 0.96/Room		
Traffic Volume	12,327 on Independence Pointe Pkwy (2025); 12,461 on Independence Pointe Pkwy (2024); 54,925 on Sam Newell Rd (2025); 13,258 on Northeast Ct (2025); 51,927 on Rice Rd Exd (2024); 13,251 on Northeast Ct (2023); 50,209 on Windsor Square Dr (2024); 49,402 on Rice Rd Exd (2025); 51,131 on Windsor Square Dr (2025); 27,523 on Independence Pointe Pkwy (2025)		
Airport	Charlotte/Douglas International		30 min drive
	Concord-Padgett Regional		34 min drive
Walk Score ®	Somewhat Walkable (51)		

Contacts

Type	Name	Location	Phone
Hotel Operator	MCR Investors LLC	New York, NY 10007	(212) 277-5602
Recorded Owner	MCRT3 Matthews LLC	New York, NY 10019	-



Property Summary

Rooms	63
Built/Renovated	2001/2013
Stories	3
Brand	Holiday Inn Express
Operation Type	Franchise
Meeting Space	672 SF
Parking Spaces	73 (116/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	3.66 AC (159,423 SF)	Hotel Location Type	Small Metro/Town
Building FAR	0.23	Zoning	GHBD
Primary Corridors	Interior	Parcel	6548-04-82-3239

Amenities

Room Amenities

- High Speed Internet Access
- Patio

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Public Access Wifi
- Smoke-Free

Previous Sale

Sale Date	8/29/2019	Sale Type	Investment
Sale Price	\$4,150,000	Comp Status	Research Complete
Comp ID	4894655		

Transportation

Parking Details	73 Surface Spaces; Ratio of 1.16/Room
Traffic Volume	23,658 on Leonard Ave (2024); 23,729 on Leonard Ave (2025); 23,628 on Henson St (2024); 3,797 on Hwy 24 (2025); 4,260 on Hwy 24 (2024); 4,008 on State Hwy 24 (2020); 12,866 on Pee Dee Ave (2025); 7,256 on Arey Ave (2025); 7,360 on Arey Ave (2024); 24,022 on Wall St (2024)
Walk Score ®	Car-Dependent (30)

Contacts

Type	Name	Location	Phone
Recorded Owner	Aaa Lodging LLC	Albemarle, NC 28001	-
True Owner	New Gospel LLC	Charlotte, NC 28277	(803) 517-4650



Property Summary

Rooms	104
Built/Renovated	2002/2006
Stories	3
Brand	Country Inn & Suites by Choice
Operation Type	Franchise
Meeting Space	1,005 SF
Parking Spaces	105 (1.01/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	3.00 AC (130,680 SF)	Construction Type	Masonry
Building FAR	0.43	Zoning	O1CD
Primary Corridors	Interior	Parcel	049-331-34
Hotel Location Type	Suburban		

Amenities

Room Amenities

- Fully-Equipped Kitchen
- High Speed Internet Access

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Public Access Wifi
- Restaurant
- Smoke-Free

Previous Sale

Sale Date	12/19/2018	Sale Type	Investment
Sale Price	Withheld	Comp Status	Research Complete
Comp ID	4655726		

Transportation

Parking Details	105 Surface Spaces; Ratio of 1.01/Room		
Traffic Volume	200 on N Tryon St (2025); 27,045 on McCullough Dr (2025); 49,374 on Shopping Center Dr (2025); 50,857 on E McCullough Dr (2025); 41,570 on E McCullough Dr (2025); 20,204 on Shopping Center Dr (2025); 19,802 on Shopping Center Dr (2023); 20,091 on Shopping Center Dr (2024); 52,470 on Toby Creek Rd (2023); 8,613 on Hitchcock Ln (2025)		
Transit/Subway	Mccullough Station		4 min walk
	Jw Clay Blvd Station		20 min walk
Commuter Rail	Charlotte Amtrak Station 		13 min drive
Airport	Concord-Padgett Regional		15 min drive
	Charlotte/Douglas International		27 min drive
Walk Score ®	Car-Dependent (23)		



Hampton by Hilton Inn Charlotte/Monroe - 2368 Roland Dr

Monroe, North Carolina 28110 (Union County) - Monroe/Rock Hill Submarket

Upper Midscale

Hotel

Property Summary

Rooms	122
Built/Renovated	1998/2008
Stories	3
Brand	Hampton by Hilton
Operation Type	Franchise
Meeting Space	1,200 SF
Commercial Asking Rent	Withheld



Property Details

Land Area	1.95 AC (84,942 SF)	Hotel Location Type	Suburban
Building FAR	0.75	Zoning	AP9
Primary Corridors	Interior	Parcel	09-301-002-G

Amenities

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool

Transportation

Traffic Volume	1,971 on Nelda Dr (2025); 48,326 on Williams Rd (2025); 179 on Carroll St (2025); 43,332 on Rolling Hills Dr (2025); 1,634 on W Roosevelt Blvd (2025); 237 on Stone Mill Cir (2025); 38,049 on Windmere Dr (2025); 236 on Old Charlotte Hwy (2025)		
Airport	Charlotte/Douglas International		46 min drive
	Concord-Padgett Regional		44 min drive
Walk Score ®	Car-Dependent (34)		

Tenants

Tenant Name	Floor	SF Occupied	Employees	Move Date	Expiration
American Rewinding Of Nc Inc	1	500	-	Oct 2021	-

Showing 1 of 1 Tenants

Contacts

Type	Name	Location	Phone
Hotel Operator	Sree Hotels	Charlotte, NC 28277	(704) 364-6008
Recorded Owner	Sree-Tbm Monroe Llc	Charlotte, NC 28277	-
True Owner	Sree Hotels	Charlotte, NC 28277	(704) 364-6008



Holiday Inn Express & Suites Monroe - 2505 W Roosevelt Blvd

Monroe, North Carolina 28110 (Union County) - Monroe/Rock Hill Submarket

Upper Midscale

Hotel

Property Summary

Rooms	96
Built	2014
Stories	4
Brand	Holiday Inn Express
Operation Type	Franchise
Meeting Space	1,600 SF
Parking Spaces	125 (1.30/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	4.87 AC (212,137 SF)	Construction Type	Steel
Building FAR	0.30	Zoning	AV5
Primary Corridors	Interior	Parcel	09-261-008-B
Hotel Location Type	Suburban		

Amenities

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Restaurant

Transportation

Parking Details	125 Surface Spaces; Ratio of 1.30/Room		
Traffic Volume	48,326 on Williams Rd (2025); 1,971 on Nelda Dr (2025); 2,969 on Commerce Dr (2025); 6,534 on Hanover Dr (2025); 237 on Stone Mill Cir (2025); 179 on Carroll St (2025); 43,332 on Rolling Hills Dr (2025); 16,809 on Commerce Dr (2025); 16,569 on Commerce Dr (2024); 1,634 on W Roosevelt Blvd (2025)		
Airport	Charlotte/Douglas International		47 min drive
	Concord-Padgett Regional		45 min drive
Walk Score ®	Car-Dependent (37)		

Contacts

Type	Name	Location	Phone
Architect	R4 ARchitecture P.A.	Concord, NC 28025	(704) 688-7500
Developer	Palas Futures Llc	Charleston, SC 29407	(843) 571-7496
Recorded Owner	Shri Vasudev Hospitality Llc	Monroe, NC 28110	(704) 283-4746
True Owner	Shri Vasudev Hospitality Llc	Monroe, NC 28110	(704) 283-4746



Clarion Pointe Albemarle - 621 SR 24-27 Byp

Albemarle, North Carolina 28001 (Stanly County) - North Carolina Southeast Area Sub...

Upper Midscale

Hotel

Property Summary

Rooms	62
Built	2002
Stories	3
Brand	Clarion Pointe
Operation Type	Franchise
Meeting Space	625 SF
Parking Spaces	62 (1.00/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	213 AC (92,783 SF)	Construction Type	Reinforced Concrete
Building FAR	0.39	Zoning	MULTIPLE
Primary Corridors	Interior	Parcel	6548-04-92-0234
Hotel Location Type	Small Metro/Town		

Amenities

Room Amenities

- High Speed Internet Access

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Public Access Wifi
- Restaurant
- Smoke-Free

Previous Sale

Sale Date	2/28/2022	Sale Type	Investment
Sale Price	\$4,000,000	Comp Status	Research Complete
Comp ID	5943457		

Transportation

Parking Details	62 Surface Spaces; Ratio of 1.00/Room
Traffic Volume	23,658 on Leonard Ave (2024); 23,729 on Leonard Ave (2025); 23,628 on Henson St (2024); 3,797 on Hwy 24 (2025); 4,260 on Hwy 24 (2024); 4,008 on State Hwy 24 (2020); 2,303 on Sterling Dr (2024); 1,900 on Sterling Dr (2025); 12,866 on Pee Dee Ave (2025); 18,475 on Bird Rd (2024)
Walk Score ®	Somewhat Walkable (58)

Contacts

Type	Name	Location	Phone
Hotel Operator	AP Hospitality Inc	Pennington Gap, VA 24277	(336) 262-3814
Recorded Owner	Cp Albemarle Llc	Albemarle, NC 28001	-
True Owner	Ganesh Properties Inc	Cherryville, NC 28021	(704) 445-0999



Hampton Inn Charlotte-University Place - 8419 N Tryon St

Charlotte, North Carolina 28262 (Mecklenburg County) - Charlotte University Place...

Upper Midscale

Hotel

Property Summary

Rooms	126
Built/Renovated	1991/2018
Stories	6
Brand	Hampton by Hilton
Operation Type	Franchise
Meeting Space	432 SF
Parking Spaces	116 (0.92/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	2.07 AC (90,169 SF)	Hotel Location Type	Suburban
Building FAR	0.68	Zoning	O15CD
Primary Corridors	Interior	Parcel	047-211-19A

Amenities

Room Amenities

- Digital key
- High Speed Internet Access
- Patio

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Public Access Wifi
- Smoke-Free

Previous Sale

Sale Date	5/1/2015	Sale Type	Investment
Sale Price	\$11,005,000	Comp Status	Research Complete
Comp ID	3298855	Sale Conditions	Ground Lease (Leasehold) +1

Transportation

Parking Details	116 Surface Spaces; Ratio of 0.92/Room		
Traffic Volume	27,045 on McCullough Dr (2025); 3,208 on W W T Harris Blvd (2025); 8,613 on Hitchcock Ln (2025); 52,470 on Toby Creek Rd (2023); 41,570 on E McCullough Dr (2025); 50,857 on E McCullough Dr (2025); 48,074 on University Executive Park Dr (2018); 51,214 on University Executive PkDr (2025); 200 on N Tryon St (2025); 49,374 on Shopping Center Dr (2025)		
Transit/Subway	Mccullough Station		3 min walk
	Jw Clay Blvd Station		16 min walk
Commuter Rail	Charlotte Amtrak Station 		13 min drive
Airport	Concord-Padgett Regional		14 min drive
	Charlotte/Douglas International		27 min drive
Walk Score ®	Somewhat Walkable (57)		
Transit Score ®	Some Transit (47)		

Property Summary

Rooms	120
Built/Renovated	1998/2013
Stories	7
Brand	Comfort Suites
Operation Type	Franchise
Meeting Space	1,440 SF
Parking Spaces	125 (1.04/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	2.72 AC (118,483 SF)	Construction Type	Wood Frame
Building FAR	0.60	Zoning	B-2
Primary Corridors	Interior	Parcel	049-241-10
Hotel Location Type	Suburban		

Amenities

Room Amenities

- High Speed Internet Access
- Patio

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Public Access Wifi
- Smoke-Free

Previous Sale

Sale Date	11/6/2023	Sale Type	Investment
Sale Price	\$9,900,000	Comp Status	Research Complete
Comp ID	6564902		

Transportation

Parking Details	125 Surface Spaces; Ratio of 1.04/Room		
Traffic Volume	19,802 on Shopping Center Dr (2023); 20,091 on Shopping Center Dr (2024); 20,204 on Shopping Center Dr (2025); 33,824 on College View Mhp Dr (2025); 29,524 on Brookside Ln (2025); 26,545 on Sanctuary Pl (2025); 31,751 on Falling Waters Ct (2024); 33,423 on Carolyn Ln (2025); 200 on N Tryon St (2025); 2,704 on W Rocky River Rd (2025)		
Transit/Subway	Mccullough Station		12 min walk
	University City Blvd Station		13 min walk
Commuter Rail	Charlotte Amtrak Station 		12 min drive
Airport	Concord-Padgett Regional		16 min drive
	Charlotte/Douglas International		26 min drive
Walk Score ®	Car-Dependent (45)		
Transit Score ®	Some Transit (42)		



Holiday Inn Charlotte University - 8520 University Exec Park Dr

Charlotte, North Carolina 28262 (Mecklenburg County) - Charlotte University Place...

Upper Midscale

Hotel

Property Summary

Rooms	174
Built/Renovated	1989/2025
Stories	7
Brand	Holiday Inn
Operation Type	Franchise
Meeting Space	2,728 SF
Parking Spaces	192 (110/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	3.02 AC (131,551 SF)	Construction Type	Masonry
Building FAR	0.71	Zoning	O-15(CD)
Primary Corridors	Interior	Parcel	047-211-16
Hotel Location Type	Suburban		

Amenities

Room Amenities

- High Speed Internet Access
- Patio

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- On-Site Bar
- Pool
- Public Access Wifi
- Restaurant
- Smoke-Free

Previous Sale

Sale Date	2/6/2012	Sale Type	Investment
Sale Price	\$3,600,000	Comp Status	Research Complete
Comp ID	2319106		

Transportation

Parking Details	192 Surface Spaces; Ratio of 1.10/Room		
Traffic Volume	3,208 on W W T Harris Blvd (2025); 48,074 on University Executive Park Dr (2018); 51,214 on University Executive PkDr (2025); 27,045 on McCullough Dr (2025); 13,419 on W W T Harris Blvd (2025); 52,470 on Toby Creek Rd (2023); 8,613 on Hitchcock Ln (2025); 41,570 on E McCullough Dr (2025); 50,857 on E McCullough Dr (2025); 17,331 on Village Shopping Center Dr S (2025)		
Transit/Subway	Mccullough Station		8 min walk
	Jw Clay Blvd Station		16 min walk
Commuter Rail	Charlotte Amtrak Station 		13 min drive
Airport	Concord-Padgett Regional		14 min drive
	Charlotte/Douglas International		27 min drive
Walk Score ®	Somewhat Walkable (52)		



Property Summary

Rooms	125
Built	1999
Stories	6
Brand	Hampton by Hilton
Operation Type	Franchise
Meeting Space	1,700 SF
Parking Spaces	45 (0.36/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	1.70 AC (74,143 SF)	Hotel Location Type	Suburban
Building FAR	1.28	Zoning	C-2
Primary Corridors	Interior	Parcel	4599-03-3662-0000

Amenities

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool

Transportation

Parking Details	45 Surface Spaces; Ratio of 0.36/Room		
Traffic Volume	16,209 on Gateway Ct (2025); 19,122 on Gateway Ct (2024); 41,049 on Lyles Ln NW (2025); 35,267 on Weddington Rd (2025); 39,544 on Weddington Rd (2024); 6,108 on Lyles Ln NW (2025); 24,029 on Weddington Rd (2025); 22,728 on Weddington Rd (2025); 41,565 on I- 85 (2025); 40,533 on I- 85 (2024)		
Airport	Concord-Padgett Regional		7 min drive
	Charlotte/Douglas International		32 min drive
Walk Score ®	Car-Dependent (34)		
Transit Score ®	Minimal Transit (21)		

Contacts

Type	Name	Location	Phone
Hotel Operator	Raines	Florence, SC 29501	(843) 615-3560
Recorded Owner	Smith/curry Hotel Group	Gastonia, NC 28052	-
True Owner	Smith & Curry Hotel Group	Gastonia, NC 28052	(704) 392-9223



Comfort Inn Matthews - Charlotte - 1718 Windsor Crossing Dr

Matthews, North Carolina 28105 (Mecklenburg County) - Charlotte East/Matthews Sub...

Upper Midscale

Hotel

Property Summary

Rooms	93
Built/Renovated	1989/2006
Stories	3
Brand	Comfort Inn
Operation Type	Franchise
Meeting Space	1,456 SF
Parking Spaces	95 (1.02/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	2.04 AC (88,862 SF)	Hotel Location Type	Suburban
Building FAR	0.60	Zoning	C
Primary Corridors	Interior	Parcel	193-303-07

Amenities

Room Amenities

- High Speed Internet Access

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool
- Public Access Wifi
- Smoke-Free

Previous Sale

Sale Date	11/22/2011	Comp ID	2241409
Sale Price	\$2,950,000	Comp Status	Research Complete

Transportation

Parking Details	95 Surface Spaces; Ratio of 1.02/Room		
Traffic Volume	13,258 on Northeast Ct (2025); 50,209 on Windsor Square Dr (2024); 13,251 on Northeast Ct (2023); 54,925 on Sam Newell Rd (2025); 12,327 on Independence Pointe Pkwy (2025); 51,927 on Rice Rd Exd (2024); 12,461 on Independence Pointe Pkwy (2024); 51,131 on Windsor Square Dr (2025); 49,402 on Rice Rd Exd (2025); 27,523 on Independence Pointe Pkwy (2025)		
Airport	Charlotte/Douglas International		30 min drive
	Concord-Padgett Regional		34 min drive
Walk Score ®	Somewhat Walkable (54)		

Contacts

Type	Name	Location	Phone
Hotel Operator	Jalaram Hotels	Matthews, NC 28105	(704) 296-9331
Recorded Owner	Jalaram Hotels LLC	Matthews, NC 28105	-
True Owner	Mahadev, Inc.	Huntersville, NC 28078	(704) 948-7744



Property Summary

Rooms	81
Built	2003
Stories	4
Brand	Holiday Inn Express
Operation Type	Franchise
Meeting Space	700 SF
Commercial Asking Rent	Withheld



Property Details

Land Area	1.86 AC (81,022 SF)	Hotel Location Type	Suburban
Building FAR	0.86	Zoning	C-2
Primary Corridors	Interior	Parcel	5622-67-7579-0000

Amenities

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool

Previous Sale

Sale Date	8/28/2018	Sale Type	Investment
Sale Price	\$8,600,000	Comp Status	Research Complete
Comp ID	4515886	Actual Cap Rate	8.2%

Transportation

Traffic Volume	14,381 on Wonder Dr NE (2025); 20,047 on Dickens Pl NE (2024); 17,294 on Knowles St (2025); 91,030 on Amalia St NE (2024); 80,514 on Dale Earnhardt Blvd (2025); 14,607 on Coldwater Ridge Dr (2025); 17,391 on NE Gateway Ct NE (2025); 17,458 on NE Gateway Ct NE (2023); 12,180 on Oakcrest Dr (2024); 1,071 on Old Earnhardt Rd (2024)		
Commuter Rail	Kannapolis Station	8 min drive	
Airport	Concord-Padgett Regional	19 min drive	
	Charlotte/Douglas International	44 min drive	
Walk Score ®	Car-Dependent (46)		
Transit Score ®	Minimal Transit (20)		

Contacts

Type	Name	Location	Phone
Recorded Owner	AUMBA Corporation	Rock Hill, SC 29732	-
True Owner	Shailesh G Patel	Rock Hill, SC 29732	(803) 984-4588

STR Global - CoStar - Data by Measure - Primary Comp Set

Occupancy (%)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2021	42.6%	45.3%	58.3%	62.3%	63.6%	69.1%	70.2%	69.1%	69.5%	75.1%	67.4%	61.6%	62.9%
2022	54.3%	64.4%	73.4%	79.2%	74.8%	78.7%	78.6%	77.5%	72.2%	73.1%	70.8%	62.0%	71.6%
2023	61.5%	68.5%	72.3%	72.2%	76.1%	73.8%	73.4%	71.8%	72.8%	73.8%	71.5%	59.1%	70.6%
2024	61.9%	70.5%	72.0%	76.0%	74.9%	76.2%	74.5%	72.9%	75.6%	86.7%	75.6%	62.5%	73.3%
2025	66.1%	70.6%	77.3%	73.6%	77.3%	74.8%	67.4%						72.5%
Avg	55.1%	62.2%	69.0%	72.4%	72.4%	74.5%	74.2%	72.8%	72.5%	77.2%	71.3%	61.3%	69.6%
ADR (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2021	\$78.99	\$80.32	\$82.11	\$89.66	\$99.30	\$95.94	\$97.55	\$96.94	\$100.75	\$103.96	\$99.85	\$91.88	\$94.51
2022	\$90.13	\$94.02	\$101.27	\$111.35	\$112.54	\$111.04	\$111.91	\$109.84	\$114.53	\$118.71	\$114.50	\$101.44	\$108.33
2023	\$105.16	\$108.42	\$114.54	\$119.63	\$124.74	\$118.93	\$117.73	\$112.81	\$121.27	\$121.28	\$117.13	\$105.77	\$116.03
2024	\$107.61	\$109.69	\$117.38	\$122.33	\$126.47	\$118.74	\$118.07	\$114.82	\$120.73	\$129.69	\$124.50	\$112.60	\$119.06
2025	\$117.77	\$115.89	\$117.77	\$120.13	\$133.55	\$117.84	\$120.20						\$120.46
Avg	\$95.47	\$98.11	\$103.83	\$110.74	\$115.76	\$111.16	\$111.32	\$108.60	\$114.32	\$118.41	\$114.00	\$102.92	\$109.48
RevPAR (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2021	\$33.64	\$36.36	\$47.89	\$55.88	\$63.20	\$66.30	\$68.45	\$66.96	\$69.99	\$78.12	\$67.31	\$56.59	\$59.61
2022	\$48.98	\$60.57	\$74.34	\$88.16	\$84.14	\$87.36	\$87.99	\$85.09	\$82.69	\$86.79	\$81.12	\$62.88	\$77.57
2023	\$64.70	\$74.26	\$82.84	\$86.33	\$94.96	\$87.83	\$86.40	\$81.02	\$88.26	\$89.48	\$83.73	\$62.50	\$81.87
2024	\$66.58	\$77.31	\$84.46	\$92.91	\$94.73	\$90.49	\$87.98	\$83.68	\$91.31	\$112.44	\$94.15	\$70.32	\$87.22
2025	\$91.04	\$81.78	\$91.04	\$88.41	\$103.26	\$88.15	\$81.03						\$87.29
Avg	\$41.31	\$48.47	\$61.12	\$72.02	\$73.67	\$76.83	\$78.22	\$76.03	\$76.34	\$82.46	\$74.22	\$59.74	\$68.59
Revenue (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2021	\$1,946,813	\$1,900,887	\$2,771,767	\$3,129,788	\$3,657,607	\$3,713,223	\$3,961,674	\$3,875,037	\$3,919,927	\$4,521,113	\$3,769,732	\$3,274,976	\$40,442,544
2022	\$2,834,457	\$3,166,138	\$4,302,062	\$4,937,303	\$4,869,679	\$4,892,768	\$5,092,123	\$4,924,237	\$4,631,133	\$5,022,565	\$4,543,011	\$3,639,206	\$52,854,682
2023	\$3,744,363	\$3,881,647	\$4,799,620	\$4,840,438	\$5,501,659	\$4,924,702	\$5,017,013	\$4,704,747	\$4,959,853	\$5,195,843	\$4,705,494	\$3,629,516	\$55,904,895
2024	\$3,866,222	\$4,061,883	\$4,904,746	\$5,221,301	\$5,500,918	\$5,085,382	\$5,108,952	\$4,859,279	\$5,131,113	\$6,529,305	\$5,290,843	\$4,083,426	\$59,643,370
2025	\$5,286,762	\$4,289,368	\$5,286,762	\$4,968,180	\$5,996,011	\$4,953,953	\$4,705,548						\$35,486,584
Avg	\$1,946,813	\$1,900,887	\$2,771,767	\$3,129,788	\$3,657,607	\$3,713,223	\$3,961,674	\$3,875,037	\$3,919,927	\$4,521,113	\$3,769,732	\$3,274,976	\$40,442,544

STR Global - CoStar - 12 Month Moving Average - Primary Comp Set

Occupancy (%)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2021	44.6%	42.6%	43.7%	46.9%	49.6%	51.8%	53.6%	55.5%	57.3%	59.1%	61.1%	62.9%
2022	43.5%	65.4%	66.7%	68.1%	69.0%	69.8%	70.5%	71.2%	71.5%	71.3%	71.6%	71.6%
2023	72.2%	72.5%	72.4%	71.9%	72.0%	71.6%	71.1%	70.7%	70.7%	70.8%	70.8%	70.6%
2024	70.6%	70.7%	70.7%	71.0%	70.9%	71.1%	71.2%	71.3%	71.5%	72.6%	73.0%	73.3%
2025	73.6%	73.6%	74.1%	73.9%	74.1%	74.0%	73.4%					
Avg	57.7%	62.8%	63.4%	64.5%	65.4%	66.1%	66.6%	67.2%	67.8%	68.5%	69.1%	69.6%
ADR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2021	\$85.12	\$82.76	\$81.65	\$82.58	\$84.48	\$85.73	\$87.20	\$88.54	\$90.10	\$92.02	\$93.49	\$94.30
2022	\$94.86	\$95.57	\$97.10	\$99.02	\$100.25	\$101.60	\$102.91	\$104.05	\$105.18	\$106.47	\$107.63	\$108.33
2023	\$109.26	\$110.24	\$111.38	\$112.06	\$113.16	\$113.84	\$114.36	\$114.65	\$115.22	\$115.45	\$115.67	\$116.03
2024	\$116.20	\$116.28	\$116.52	\$116.78	\$116.92	\$116.91	\$116.94	\$117.11	\$117.08	\$117.99	\$118.62	\$119.06
2025	\$119.66	\$120.12	\$120.13	\$119.95	\$120.59	\$120.52	\$120.71					
Avg	\$101.36	\$101.21	\$101.66	\$102.61	\$103.70	\$104.52	\$105.35	\$106.09	\$106.90	\$107.98	\$108.85	\$109.43
RevPAR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2021	\$37.93	\$35.22	\$35.66	\$38.77	\$41.91	\$44.39	\$46.74	\$49.17	\$51.62	\$54.43	\$57.09	\$59.35
2022	\$60.65	\$62.51	\$64.76	\$67.41	\$69.19	\$70.92	\$72.58	\$74.12	\$75.16	\$75.90	\$77.03	\$77.57
2023	\$78.90	\$79.95	\$80.67	\$80.52	\$81.44	\$81.48	\$81.35	\$81.00	\$81.46	\$81.69	\$81.91	\$81.87
2024	\$82.03	\$82.26	\$82.40	\$82.94	\$82.92	\$83.14	\$83.28	\$83.50	\$83.75	\$85.70	\$86.56	\$87.22
2025	\$89.00	\$88.44	\$89.00	\$88.63	\$89.35	\$89.16	\$88.57					
Avg	\$64.88	\$64.99	\$65.87	\$67.41	\$68.87	\$69.98	\$70.99	\$71.95	\$73.00	\$74.43	\$75.65	\$76.50
Revenue (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2021	\$25,849,228	\$23,999,275	\$24,299,521	\$26,416,041	\$28,557,083	\$30,248,638	\$31,846,723	\$33,505,161	\$35,177,250	\$37,087,935	\$38,899,129	\$40,442,545
2022	\$41,330,190	\$42,595,441	\$44,125,736	\$45,933,250	\$47,145,322	\$48,324,866	\$49,455,315	\$50,504,515	\$51,215,721	\$51,717,173	\$52,490,452	\$52,854,682
2023	\$53,764,588	\$54,480,098	\$54,977,656	\$54,880,791	\$55,512,771	\$55,544,706	\$55,469,595	\$55,250,105	\$55,578,825	\$55,752,103	\$55,914,586	\$55,904,895
2024	\$56,026,755	\$56,206,991	\$56,312,116	\$56,692,979	\$56,692,238	\$56,852,918	\$56,944,857	\$57,099,389	\$57,270,649	\$58,604,111	\$59,189,459	\$59,643,370
2025	\$60,849,780	\$60,467,764	\$60,849,780	\$60,596,659	\$61,091,751	\$60,960,322	\$60,556,918					
Avg	\$44,242,690	\$44,320,451	\$44,928,757	\$45,980,765	\$46,976,854	\$47,742,782	\$48,429,123	\$49,089,793	\$49,810,611	\$50,790,331	\$51,623,407	\$52,211,373

Primary Competitive Hotel Properties Data Summary

Primary Competitive Set			
Property Name	Industry Segment	Open or Renovate Date	Room Count
Country Inn & Suites Concord	Upper Midscale	2010	80
Hampton Inn Concord/Kannapolis	Upper Midscale	2005	101
Holiday Inn Express & Suites Concord	Upper Midscale	2019	79
Comfort Suites Concord Mills	Upper Midscale	2025	84
Fairfield Inn & Suites Charlotte Matthews	Upper Midscale	2010	94
Holiday Inn Express & Suites Charlotte SE Matthews	Upper Midscale	2009	89
Hampton by Hilton Inn Charlotte/Matthews	Upper Midscale	1995	91
Holiday Inn Express & Suites Albemarle	Upper Midscale	2013	63
Country Inn & Suites Charlotte University	Upper Midscale	2006	104
Hampton by Hilton Inn Charlotte/Monroe	Upper Midscale	2008	122
Holiday Inn Express & Suites Monroe	Upper Midscale	2014	96
Clarion Pointe Albemarle	Upper Midscale	2002	62
Hampton Inn Charlotte-University Place	Upper Midscale	2018	126
Comfort Suites University - Research Park	Upper Midscale	2013	120
Holiday Inn Charlotte University	Upper Midscale	2025	174
Hampton by Hilton Inn & Suites Concord Charlotte	Upper Midscale	1999	125
Comfort Inn Matthews - Charlotte	Upper Midscale	2006	93
Holiday Inn Express & Suites Concord	Upper Midscale	2003	81
Primary Competitive Set Room Count Average			99
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Hotel Properties Data Summary

Primary Competitive Set Current			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	72.5%	\$120.46	\$87.29
3 Month Average	73.2%	\$124.17	\$90.84
12 Month Average	73.4%	\$120.71	\$88.57
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Set Prior Year			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
12 Month Average	71.2%	\$117.00	\$83.00
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Set Year Over Year Percentage Change			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
Percent of Change	3.1%	3.2%	6.4%
Source: CoStar/STR Core Distinction Group, LLC			

Primary Competitive Hotel Rate Shops

Primary Competitive Set Listed Rates - Weekday				
Property Name	SEP	DEC	MAR	JUN
Country Inn & Suites Concord	\$88	\$88	\$94	\$89
Hampton Inn Concord/Kannapolis	\$139	\$136	\$181	\$153
Holiday Inn Express & Suites Concord	\$122	\$110	\$134	\$134
Comfort Suites Concord Mills	\$121	-	-	-
Fairfield Inn & Suites Charlotte Matthews	\$88	\$89	\$94	\$88
Holiday Inn Express & Suites Charlotte SE Matthews	\$125	\$121	\$133	\$128
Hampton by Hilton Inn Charlotte/Matthews	\$93	\$94	\$107	\$94
Holiday Inn Express & Suites Albemarle	\$127	\$142	\$138	\$139
Country Inn & Suites Charlotte University	\$79	\$99	\$73	\$73
Hampton by Hilton Inn Charlotte/Monroe	\$142	\$142	\$163	\$150
Holiday Inn Express & Suites Monroe	\$153	\$131	\$143	\$143
Clarion Pointe Albemarle	\$93	\$81	\$95	\$97
Hampton Inn Charlotte-University Place	\$107	\$99	\$126	\$124
Comfort Suites University - Research Park	\$89	\$88	\$99	\$101
Holiday Inn Charlotte University	\$129	\$135	-	-
Hampton by Hilton Inn & Suites Concord Charlotte	\$161	\$134	\$151	\$161
Comfort Inn Matthews - Charlotte	\$65	\$87	\$93	\$93
Holiday Inn Express & Suites Concord	\$125	\$115	\$134	\$134
Primary Competitive Set Average	\$114	\$111	\$122	\$119
Primary Competitive Set Rate Average				\$117
Source: CoStar/STR Core Distinction Group, LLC				

Primary Competitive Hotel Rate Shops

Primary Competitive Set Listed Rates - Weekend				
Property Name	SEP	DEC	MAR	JUN
Country Inn & Suites Concord	\$151	\$108	\$129	\$132
Hampton Inn Concord/Kannapolis	\$122	\$121	\$163	\$158
Holiday Inn Express & Suites Concord	\$185	\$114	\$139	\$150
Comfort Suites Concord Mills	\$201	-	-	-
Fairfield Inn & Suites Charlotte Matthews	\$131	\$121	\$135	\$124
Holiday Inn Express & Suites Charlotte SE Matthews	\$152	\$132	\$154	\$122
Hampton by Hilton Inn Charlotte/Matthews	\$137	\$110	\$125	\$115
Holiday Inn Express & Suites Albemarle	\$172	\$135	\$144	\$152
Country Inn & Suites Charlotte University	\$127	\$118	\$90	\$107
Hampton by Hilton Inn Charlotte/Monroe	\$154	\$161	\$161	\$141
Holiday Inn Express & Suites Monroe	\$174	\$143	\$174	\$147
Clarion Pointe Albemarle	\$113	\$84	\$97	\$102
Hampton Inn Charlotte-University Place	\$185	\$111	\$155	\$148
Comfort Suites University - Research Park	\$128	\$99	\$120	\$124
Holiday Inn Charlotte University	\$195	\$142	-	-
Hampton by Hilton Inn & Suites Concord Charlotte	\$222	\$143	\$178	\$178
Comfort Inn Matthews - Charlotte	\$88	\$91	\$110	\$113
Holiday Inn Express & Suites Concord	\$191	\$114	\$139	\$151
Primary Competitive Set Average	\$157	\$120	\$138	\$135
Primary Competitive Set Rate Average				\$138
Source: CoStar/STR Core Distinction Group, LLC				

Primary Competitive Hotel Trends & Projections

Primary Competitive Set Trend			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	72.5%	\$120.46	\$87.29
3 Month Average	73.2%	\$124.17	\$90.84
12 Month Average	73.4%	\$120.71	\$88.57
Source: CoStar/STR Core Distinction Group, LLC			

Projected Primary Competitive Set Rates	
Time Frame	Average Daily Rate
3 Month Average	\$124.17
12 Month Average	\$120.71
Future Quoted Rate Average	\$122.59
Projected Average Daily Rates	\$122.49
Source: Google Travel/CoStar/STR Core Distinction Group, LLC	

LODGING SUPPLY-SECONDARY

For the purposes of this Comprehensive Hotel Market Feasibility Study, the competitive set includes properties that were determined to be competitive with the proposed hotel based on either their location, brand affiliation, facilities and amenities offered, rate structure, community surveys, and/or market orientation. There are many instances where independent and/or economy hotels do not report to the reporting agency.

In some cases, Core Distinction Group must access data from surrounding or Secondary market hotels to obtain a Smith Travel Research (STR)/CoStar report. This can also include a Secondary Competitive Set. The following information will be presented in Lodging Supply:

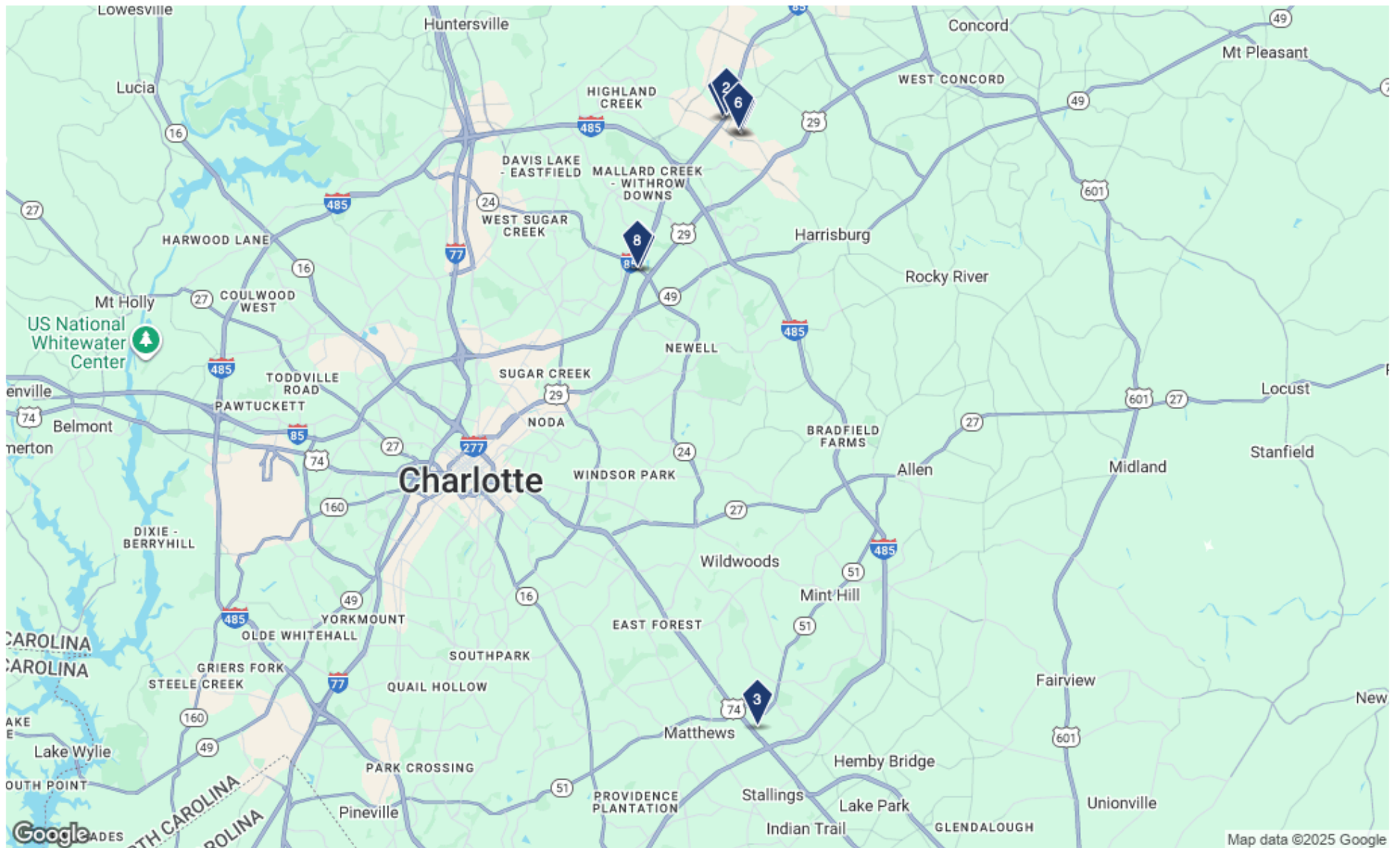
- Competitive Set Property Map
- Smith Travel Research (STR)/CoStar Data by Measure
- Smith Travel Research (STR)/CoStar Data 12 Month Average
- Primary Competitive Set Listed Rates
- Primary Competitive Set Listed Hotel Trends and Projections

*Data can be found in Appendix.



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

Property Map Overview



Property Summary

Rooms	95
Built	2001
Stories	5
Brand	SpringHill Suites
Operation Type	Franchise
Meeting Space	360 SF
Parking Spaces	142 (1.49/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	1.68 AC (73,181 SF)	Hotel Location Type	Suburban
Building FAR	0.82	Zoning	C-2
Primary Corridors	Interior	Parcel	4589-93-7787-0000

Amenities

Room Amenities

- High Speed Internet Access

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool

Transportation

Parking Details	142 Surface Spaces; Ratio of 1.49/Room		
Traffic Volume	35,267 on Weddington Rd (2025); 41,049 on Lyles Ln NW (2025); 39,544 on Weddington Rd (2024); 19,122 on Gateway Ct (2024); 16,209 on Gateway Ct (2025); 6,108 on Lyles Ln NW (2025); 41,565 on I- 85 (2025); 24,029 on Weddington Rd (2025); 40,533 on I- 85 (2024); 22,728 on Weddington Rd (2025)		
Airport	Concord-Padgett Regional		7 min drive
	Charlotte/Douglas International		32 min drive
Walk Score ®	Car-Dependent (33)		
Transit Score ®	Minimal Transit (23)		

Contacts

Type	Name	Location	Phone
Hotel Operator	Sree Hotels	Charlotte, NC 28277	(704) 364-6008
Recorded Owner	Sree-Kings Grant Llc	Charlotte, NC 28277	-
True Owner	Sree Hotels	Charlotte, NC 28277	(704) 364-6008



Hilton Garden Inn Charlotte/Concord - 7831 Gateway Ln NW

Concord, North Carolina 28027 (Cabarrus County) - Concord/Salisbury Submarket

Upscale

Hotel

Property Summary

Rooms	118
Built/Renovated	2010/2025
Stories	6
Brand	Hilton Garden Inn
Operation Type	Franchise
Meeting Space	3,676 SF
Parking Spaces	135 (114/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	2.06 AC (89,734 SF)	Hotel Location Type	Suburban
Building FAR	0.64	Construction Type	Masonry
Primary Corridors	Interior	Zoning	C-2
Parcel	4589-93-9581-0000 (+1 more)		

Amenities

Room Amenities

- Digital key
- High Speed Internet Access
- Patio

Site Amenities

- Business Center
- Fitness Center
- Hot Tub
- Meeting Event Space
- On-Site Bar
- Pool
- Public Access Wifi
- Restaurant
- Room Service
- Smoke-Free

Transportation

Parking Details	135 Surface Spaces; Ratio of 114/Room
Traffic Volume	35,267 on Weddington Rd (2025); 41,049 on Lyles Ln NW (2025); 16,209 on Gateway Ct (2025); 19,122 on Gateway Ct (2024); 39,544 on Weddington Rd (2024); 6,108 on Lyles Ln NW (2025); 24,029 on Weddington Rd (2025); 41,565 on I- 85 (2025); 22,728 on Weddington Rd (2025); 40,533 on I- 85 (2024)
Airport	Concord-Padgett Regional 7 min drive Charlotte/Douglas International 32 min drive
Walk Score ®	Car-Dependent (32)
Transit Score ®	Minimal Transit (22)

Contacts

Type	Name	Location	Phone
Architect	R IV Architecture	Concord, NC 28027	(704) 688-7500
Hotel Operator	Griffin Stafford LLC	Charlotte, NC 28262	(980) 335-0040
Recorded Owner	Griffin Stafford Lodging One, LLC	Charlotte, NC 28262	-
True Owner	Griffin Stafford LLC	Charlotte, NC 28262	(980) 335-0040



Courtyard Charlotte Matthews - 11425 E Independence Blvd

Matthews, North Carolina 28105 (Mecklenburg County) - Charlotte East/Matthews Sub...

Upscale

Hotel

Property Summary

Rooms	121
Built	1997
Stories	3
Brand	Courtyard
Operation Type	Franchise
Meeting Space	1,027 SF
Parking Spaces	126 (1.04/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	4.52 AC (196,891 SF)	Hotel Location Type	Suburban
Building FAR	0.30	Zoning	B2
Primary Corridors	Interior	Parcel	215-101-05

Amenities

Site Amenities

- Business Center
- On-Site Retail
- Fitness Center
- Pool
- Meeting Event Space
- Restaurant
- On-Site Bar

Previous Sale

Sale Date	2/1/2017	Sale Type	Investment
Sale Price	\$11,250,000	Comp Status	Research Complete
Comp ID	3829587	Actual Cap Rate	11.0%

Transportation

Parking Details	126 Surface Spaces; Ratio of 1.04/Room		
Traffic Volume	62,171 on Royal Commons Ln (2025); 65,847 on Royal Commons Ln (2024); 58,049 on Matthews-Mint Hill Rd (2025); 11,419 on Brigman Rd (2025); 59,886 on Matthews-Mint Hill Rd (2024); 11,744 on Brigman Rd (2024); 57,084 on Matthews-Mint Hill Rd (2025); 7,144 on Kimway Dr (2025); 7,595 on Kimway Dr (2024); 23,295 on Fortuna Ct (2024)		
Airport	Charlotte/Douglas International		32 min drive
	Concord-Padgett Regional		34 min drive
Walk Score ®	Car-Dependent (45)		

Contacts

Type	Name	Location	Phone
Hotel Operator	Sree Hotels	Charlotte, NC 28277	(704) 364-6008
Recorded Owner	Sree Matthews LLC	Charlotte, NC 28277	(704) 846-4466
True Owner	Sree Hotels	Charlotte, NC 28277	(704) 364-6008

Property Summary

Rooms	115
Built	2016
Stories	4
Brand	Homewood Suites by Hilton
Operation Type	Franchise
Meeting Space	598 SF
Parking Spaces	104 (0.90/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	2.94 AC (128,066 SF)	Construction Type	Steel
Building FAR	0.72	Zoning	C-2
Primary Corridors	Interior	Parcel	4599-21-6476-0000
Hotel Location Type	Suburban		

Amenities

Room Amenities			
• Digital key	• Fully-Equipped Kitchen	• High Speed Internet Access	• Patio
Site Amenities			
• Business Center	• Fitness Center	• Meeting Event Space	• Pool
• Public Access Wifi	• Smoke-Free		

Transportation

Parking Details	104 Surface Spaces; Ratio of 0.90/Room		
Traffic Volume	22,728 on Weddington Rd (2025); 24,029 on Weddington Rd (2025); 16,209 on Gateway Ct (2025); 19,122 on Gateway Ct (2024); 6,108 on Lyles Ln NW (2025); 39,544 on Weddington Rd (2024); 41,049 on Lyles Ln NW (2025); 35,267 on Weddington Rd (2025); 20,229 on Concord Pkwy S (2025); 3,261 on Stowe Ln (2024)		
Airport	Concord-Padgett Regional		8 min drive
	Charlotte/Douglas International		34 min drive
Walk Score ®	Car-Dependent (22)		
Transit Score ®	Minimal Transit (20)		

Contacts

Type	Name	Location	Phone
Architect	Isom Ham Design Group	Elkin, NC 28621	(336) 526-0038
Hotel Operator	Naman Hotels	Florence, SC 29501	(843) 669-0855
Recorded Owner	NAMAN SPEEDWAY II LLC	Florence, SC 29501	(843) 669-0855
True Owner	Naman Hotels	Florence, SC 29501	(843) 669-0855



Courtyard Charlotte Concord - 7201 Scott Padgett Pky NW

Concord, North Carolina 28027 (Cabarrus County) - Concord/Salisbury Submarket

Upscale

Hotel

Property Summary

Rooms	123
Built	2008
Stories	7
Brand	Courtyard
Operation Type	Franchise
Meeting Space	3,000 SF
Commercial Asking Rent	Withheld



Property Details

Land Area	2.77 AC (120,661 SF)	Construction Type	Steel
Building FAR	0.67	Zoning	C-2
Primary Corridors	Interior	Parcel	4599-21-2521-0000
Hotel Location Type	Suburban		

Amenities

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- On-Site Bar
- Pool
- Restaurant

Transportation

Traffic Volume	22,728 on Weddington Rd (2025); 24,029 on Weddington Rd (2025); 16,209 on Gateway Ct (2025); 19,122 on Gateway Ct (2024); 6,108 on Lyles Ln NW (2025); 39,544 on Weddington Rd (2024); 41,049 on Lyles Ln NW (2025); 35,267 on Weddington Rd (2025); 3,261 on Stowe Ln (2024); 20,229 on Concord Pkwy S (2025)		
Airport	Concord-Padgett Regional		8 min drive
	Charlotte/Douglas International		33 min drive
Walk Score ®	Car-Dependent (24)		
Transit Score ®	Minimal Transit (20)		

Contacts

Type	Name	Location	Phone
Architect	The RBA Group	Columbia, MD 21046	(410) 312-0966
Hotel Operator	Sree Hotels	Charlotte, NC 28277	(704) 364-6008
Recorded Owner	Sree-Concord Two LLC	Charlotte, NC 28277	(704) 364-6008
True Owner	Sree Hotels	Charlotte, NC 28277	(704) 364-6008



Residence Inn Charlotte Concord - 7601 Scott Padgett Pky NW

Concord, North Carolina 28027 (Cabarrus County) - Concord/Salisbury Submarket

Upscale

Hotel

Property Summary

Rooms	130
Built	2008
Stories	6
Brand	Residence Inn
Operation Type	Franchise
Meeting Space	500 SF
Parking Spaces	111 (0.85/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	3.85 AC (167,706 SF)	Construction Type	Steel
Building FAR	0.60	Zoning	C2
Primary Corridors	Interior	Parcel	4599-21-2877-0000
Hotel Location Type	Suburban		

Amenities

Site Amenities

- Business Center
- Fitness Center
- Meeting Event Space
- Pool

Transportation

Parking Details	111 Surface Spaces; Ratio of 0.85/Room		
Traffic Volume	22,728 on Weddington Rd (2025); 24,029 on Weddington Rd (2025); 16,209 on Gateway Ct (2025); 19,122 on Gateway Ct (2024); 6,108 on Lyles Ln NW (2025); 39,544 on Weddington Rd (2024); 41,049 on Lyles Ln NW (2025); 35,267 on Weddington Rd (2025); 41,565 on I- 85 (2025); 20,229 on Concord Pkwy S (2025)		
Airport	Concord-Padgett Regional		8 min drive
	Charlotte/Douglas International		33 min drive
Walk Score ®	Car-Dependent (24)		
Transit Score ®	Minimal Transit (20)		

Contacts

Type	Name	Location	Phone
Architect	The RBA Group	Columbia, MD 21046	(410) 312-0966
Hotel Operator	Sree Hotels	Charlotte, NC 28277	(704) 364-6008
Recorded Owner	SREE-CONCORD LLC/PALLADIUM AT PIPER GLEN S 300	-	-
True Owner	Sree Hotels	Charlotte, NC 28277	(704) 364-6008

Property Summary

Rooms	152
Built/Renovated	1989/2014
Stories	4
Brand	Sonesta Select
Operation Type	Chain Management
Meeting Space	1,200 SF
Parking Spaces	168 (1.11/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	4.58 AC (199,505 SF)	Construction Type	Reinforced Concrete
Building FAR	0.39	Zoning	O15CD
Primary Corridors	Interior	Parcel	047-211-17
Hotel Location Type	Suburban		

Amenities

Site Amenities			
• Business Center	• Fitness Center	• Meeting Event Space	• On-Site Bar
• On-Site Retail	• Pool	• Restaurant	

Transportation

Parking Details	168 Surface Spaces; Ratio of 1.11/Room		
Traffic Volume	3,208 on W W T Harris Blvd (2025); 48,074 on University Executive Park Dr (2018); 13,419 on W W T Harris Blvd (2025); 51,214 on University Executive PkDr (2025); 17,331 on Village Shopping Center Dr S (2025); 66,223 on McCullough Dr (2023); 66,724 on McCullough Dr (2025); 27,045 on McCullough Dr (2025); 8,613 on Hitchcock Ln (2025); 52,470 on Toby Creek Rd (2023)		
Transit/Subway	Mccullough Station		9 min walk
	Jw Clay Blvd Station		15 min walk
Commuter Rail	Charlotte Amtrak Station 		13 min drive
Airport	Concord-Padgett Regional		14 min drive
	Charlotte/Douglas International		27 min drive
Walk Score ®	Somewhat Walkable (55)		
Transit Score ®	Some Transit (45)		

Contacts

Type	Name	Location	Phone
Hotel Operator	Sonesta International Hotels Corp	Newton, MA 02458	(617) 658-0078
Recorded Owner	Hptcy Properties	-	-
True Owner	Service Properties Trust	Newton, MA 02458	(617) 964-8389

Property Summary

Rooms	142
Built	1997
Stories	5
Brand	Drury Inn & Suites
Operation Type	Chain Management
Meeting Space	1,014 SF
Parking Spaces	134 (0.94/Room)
Commercial Asking Rent	Withheld



Property Details

Land Area	3.65 AC (159,125 SF)	Construction Type	Masonry
Building FAR	0.56	Zoning	O15CD
Primary Corridors	Interior	Parcel	047-211-29
Hotel Location Type	Suburban		

Amenities

Room Amenities

- High Speed Internet Access

Site Amenities

- Business Center
 - Pool
- Fitness Center
 - Public Access Wifi
- Hot Tub
- Meeting Event Space

Transportation

Parking Details	134 Surface Spaces; Ratio of 0.94/Room		
Traffic Volume	13,419 on W W T Harris Blvd (2025); 3,208 on W W T Harris Blvd (2025); 48,074 on University Executive Park Dr (2018); 66,223 on McCullough Dr (2023); 51,214 on University Executive PkDr (2025); 66,724 on McCullough Dr (2025); 17,331 on Village Shopping Center Dr S (2025); 8,613 on Hitchcock Ln (2025); 27,045 on McCullough Dr (2025); 52,470 on Toby Creek Rd (2023)		
Transit/Subway	Mccullough Station		12 min walk
	Jw Clay Blvd Station		18 min walk
Commuter Rail	Charlotte Amtrak Station 		13 min drive
Airport	Concord-Padgett Regional		14 min drive
	Charlotte/Douglas International		27 min drive
Walk Score ®	Somewhat Walkable (50)		
Transit Score ®	Some Transit (44)		

Contacts

Type	Name	Location	Phone
Hotel Operator	Drury Development Corporation	Des Peres, MO 63131	(314) 423-6698
Recorded Owner	City Of Charlotte	Charlotte, NC 28202	-

STR Global - CoStar - Data by Measure - Secondary Comp Set

Occupancy (%)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2021	43.6%	47.1%	58.2%	57.9%	65.8%	66.4%	65.9%	61.0%	65.5%	69.3%	63.6%	57.9%	60.5%
2022	49.4%	62.9%	70.8%	72.3%	67.3%	72.3%	70.5%	70.5%	72.3%	72.3%	67.4%	59.9%	67.3%
2023	61.0%	65.4%	73.4%	74.3%	73.7%	73.9%	73.5%	72.1%	74.9%	74.5%	72.4%	61.9%	70.9%
2024	61.6%	66.2%	63.3%	68.8%	68.5%	71.9%	74.9%	73.5%	76.8%	85.3%	72.9%	56.9%	70.1%
2025	58.0%	69.1%	76.3%	70.3%	76.3%	76.7%	72.1%						71.3%
Avg	53.9%	60.4%	66.4%	68.3%	68.8%	71.1%	71.2%	69.3%	72.4%	75.4%	69.1%	59.2%	67.2%

ADR (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2021	\$89.64	\$91.52	\$95.26	\$102.56	\$113.65	\$106.69	\$111.08	\$112.57	\$120.00	\$122.90	\$117.72	\$103.71	\$108.94
2022	\$107.97	\$108.45	\$118.65	\$131.78	\$134.02	\$127.23	\$130.29	\$132.28	\$134.68	\$140.15	\$131.66	\$113.54	\$126.78
2023	\$127.15	\$132.88	\$129.01	\$140.70	\$148.97	\$131.08	\$135.39	\$130.54	\$143.56	\$141.76	\$133.21	\$111.36	\$134.23
2024	\$123.59	\$130.45	\$133.62	\$145.75	\$152.97	\$133.30	\$136.59	\$130.95	\$143.20	\$150.92	\$142.64	\$118.63	\$137.62
2025	\$132.23	\$134.19	\$141.53	\$147.53	\$159.58	\$138.29	\$142.54						\$142.80
Avg	\$112.09	\$115.83	\$119.14	\$130.20	\$137.40	\$124.58	\$128.34	\$126.59	\$135.36	\$138.93	\$131.31	\$111.81	\$126.89

RevPAR (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2021	\$39.09	\$43.11	\$55.41	\$59.35	\$74.79	\$70.89	\$73.17	\$68.71	\$78.57	\$85.11	\$74.83	\$60.01	\$65.87
2022	\$53.30	\$68.21	\$84.00	\$95.24	\$90.15	\$91.95	\$91.83	\$93.20	\$97.37	\$101.35	\$88.78	\$67.97	\$85.33
2023	\$77.57	\$86.88	\$94.75	\$104.55	\$109.84	\$96.93	\$99.49	\$94.12	\$107.56	\$105.61	\$96.46	\$68.93	\$95.23
2024	\$76.16	\$86.31	\$84.57	\$100.28	\$104.74	\$95.78	\$102.24	\$96.30	\$110.01	\$128.81	\$103.95	\$67.55	\$96.41
2025	\$76.67	\$92.70	\$107.96	\$103.68	\$121.74	\$106.14	\$102.78						\$101.76
Avg	\$61.53	\$71.13	\$79.68	\$89.86	\$94.88	\$88.89	\$91.68	\$88.08	\$98.38	\$105.22	\$91.01	\$66.12	\$85.71

Revenue (\$)													
YR.	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2021	\$1,267,331	\$1,262,329	\$1,796,237	\$1,862,161	\$2,409,942	\$2,223,947	\$2,371,999	\$2,226,844	\$2,465,098	\$2,759,306	\$2,346,731	\$1,945,471	\$24,937,396
2022	\$1,727,971	\$1,997,438	\$2,723,151	\$2,988,180	\$2,922,620	\$2,884,769	\$2,976,981	\$3,021,316	\$3,054,761	\$3,285,712	\$2,785,512	\$2,203,574	\$32,571,985
2023	\$2,514,901	\$2,543,918	\$3,071,816	\$3,280,273	\$3,560,967	\$3,039,798	\$3,224,415	\$3,051,349	\$3,374,479	\$3,423,906	\$3,026,216	\$2,234,565	\$36,346,603
2024	\$2,468,262	\$2,531,718	\$2,741,722	\$3,146,082	\$3,395,455	\$3,004,951	\$3,314,489	\$3,121,875	\$3,451,440	\$4,175,844	\$3,261,456	\$2,190,030	\$36,803,324
2025	\$2,485,570	\$2,714,316	\$3,499,864	\$3,253,002	\$3,940,012	\$3,330,023	\$3,329,673						\$22,552,460
Avg	\$1,994,616	\$2,083,851	\$2,583,232	\$2,819,174	\$3,072,246	\$2,788,366	\$2,971,971	\$2,855,346	\$3,086,445	\$3,411,192	\$2,854,979	\$2,143,410	\$32,664,827

STR Global - CoStar - 12 Month Moving Average - Secondary Comp Set

Occupancy (%)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2021	44.8%	42.6%	43.8%	47.1%	50.1%	51.9%	53.6%	54.7%	56.1%	57.4%	58.9%	60.2%
2022	60.7%	61.9%	63.0%	64.2%	64.3%	64.8%	65.2%	66.0%	66.6%	66.8%	67.1%	67.3%
2023	68.3%	68.5%	68.7%	68.9%	69.4%	69.6%	69.8%	70.0%	70.2%	70.4%	70.8%	70.9%
2024	71.0%	71.1%	70.2%	69.7%	69.3%	69.1%	69.2%	69.4%	69.5%	70.4%	70.5%	70.1%
2025	69.7%	70.0%	71.1%	71.2%	71.9%	72.3%	72.0%					
Avg	61.2%	61.0%	61.4%	62.5%	63.3%	63.9%	64.5%	65.0%	65.6%	66.3%	66.8%	67.1%

ADR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2021	\$95.15	\$92.29	\$91.19	\$92.43	\$94.90	\$96.39	\$98.25	\$100.17	\$102.65	\$105.45	\$107.60	\$108.51
2022	\$109.62	\$110.59	\$112.56	\$115.08	\$116.89	\$118.70	\$120.41	\$122.11	\$123.40	\$124.98	\$126.10	\$126.78
2023	\$127.97	\$129.70	\$130.61	\$131.40	\$132.77	\$133.09	\$133.54	\$133.39	\$134.17	\$134.33	\$134.44	\$134.23
2024	\$133.96	\$133.79	\$134.20	\$134.57	\$134.81	\$135.01	\$135.12	\$135.15	\$135.14	\$136.17	\$136.97	\$137.62
2025	\$138.29	\$138.55	\$139.20	\$139.35	\$140.07	\$140.47	\$140.99					
Avg	\$116.68	\$116.59	\$117.14	\$118.37	\$119.84	\$120.80	\$121.83	\$122.71	\$123.84	\$125.23	\$126.28	\$126.79

RevPAR (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2021	\$42.65	\$39.29	\$39.97	\$43.53	\$47.58	\$50.06	\$52.63	\$54.80	\$57.58	\$60.57	\$63.33	\$65.37
2022	\$66.58	\$68.50	\$70.93	\$73.88	\$75.19	\$76.92	\$78.51	\$80.58	\$82.13	\$83.51	\$84.66	\$85.33
2023	\$87.39	\$88.82	\$89.74	\$90.50	\$92.18	\$92.58	\$93.24	\$93.31	\$94.15	\$94.51	\$95.14	\$95.23
2024	\$95.11	\$95.06	\$94.20	\$93.85	\$93.41	\$93.32	\$93.55	\$93.74	\$93.94	\$95.91	\$96.52	\$96.41
2025	\$96.45	\$96.94	\$98.93	\$99.21	\$100.65	\$101.50	\$101.55					
Avg	\$72.93	\$72.92	\$73.71	\$75.44	\$77.09	\$78.22	\$79.48	\$80.61	\$81.95	\$83.63	\$84.91	\$85.59

Revenue (\$)												
YR.	January	February	March	April	May	June	July	August	September	October	November	December
2021	\$16,282,024	\$14,995,709	\$15,257,292	\$16,615,446	\$18,150,952	\$19,099,130	\$20,078,662	\$20,905,896	\$21,968,614	\$23,107,302	\$24,159,979	\$24,937,397
2022	\$25,398,037	\$26,133,146	\$27,060,060	\$28,186,079	\$28,698,757	\$29,359,579	\$29,964,561	\$30,759,033	\$31,348,696	\$31,875,102	\$32,313,883	\$32,571,985
2023	\$33,358,915	\$33,905,396	\$34,254,060	\$34,546,153	\$35,184,500	\$35,339,529	\$35,586,963	\$35,616,996	\$35,936,713	\$36,074,908	\$36,315,612	\$36,346,602
2024	\$36,299,964	\$36,287,763	\$35,957,668	\$35,823,477	\$35,657,965	\$35,623,119	\$35,713,193	\$35,783,719	\$35,860,680	\$36,612,618	\$36,847,857	\$36,803,323
2025	\$36,820,630	\$37,003,228	\$37,761,371	\$37,868,291	\$38,412,849	\$38,737,920	\$38,753,104					
Avg	\$27,834,735	\$27,830,504	\$28,132,270	\$28,792,789	\$29,423,044	\$29,855,339	\$30,335,845	\$30,766,411	\$31,278,676	\$31,917,483	\$32,409,333	\$32,664,827

Secondary Competitive Hotel Properties Data Summary

Secondary Competitive Set			
Property Name	Industry Segment	Open Date	Room Count
SpringHill Suites Charlotte Concord Mills/Speedway	Upscale	2001	95
Hilton Garden Inn Charlotte/Concord	Upscale	2025	118
Courtyard Charlotte Matthews	Upscale	1997	121
Homewood Suites by Hilton Concord Charlotte	Upscale	2016	115
Courtyard Charlotte Concord	Upscale	2008	123
Residence Inn Charlotte Concord	Upscale	2008	130
Sonesta Select Charlotte University Research Park	Upscale	2014	152
Drury Inn & Suites Charlotte University Place	Upscale	1997	142
Secondary Competitive Set Room Count Average			125
Source: CoStar/STR Core Distinction Group, LLC			

Secondary Competitive Hotel Properties Data Summary

Secondary Competitive Set Current			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	71.3%	\$142.80	\$101.76
3 Month Average	75.0%	\$146.96	\$110.26
12 Month Average	72.0%	\$140.99	\$101.55
Source: CoStar/STR Core Distinction Group, LLC			

Secondary Competitive Set Prior Year			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
12 Month Average	69.2%	\$135.00	\$94.00
Source: CoStar/STR Core Distinction Group, LLC			

Secondary Competitive Set Year Over Year Percentage Change			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
Percent of Change	4.1%	4.4%	8.6%
Source: CoStar/STR Core Distinction Group, LLC			

Secondary Competitive Hotel Rate Shops

Secondary Competitive Set Listed Rates - Weekday				
Property Name	SEP	DEC	MAR	JUN
SpringHill Suites Charlotte Concord Mills/Speedway	\$146	\$126	\$153	\$144
Hilton Garden Inn Charlotte/Concord	\$189	\$155	\$209	\$174
Courtyard Charlotte Matthews	\$117	\$116	\$110	\$112
Homewood Suites by Hilton Concord Charlotte	\$196	\$171	\$185	\$196
Courtyard Charlotte Concord	\$150	\$129	\$132	\$129
Residence Inn Charlotte Concord	\$150	\$127	\$139	\$134
Sonesta Select Charlotte University Research Park	\$91	\$82	\$87	\$89
Drury Inn & Suites Charlotte University Place	\$110	\$103	\$111	\$111
Secondary Competitive Set Average	\$144	\$126	\$141	\$136
Secondary Competitive Set Rate Average				\$137
Source: CoStar/STR Core Distinction Group, LLC				

Secondary Competitive Hotel Rate Shops

Secondary Competitive Set Listed Rates - Weekend				
Property Name	SEP	DEC	MAR	JUN
SpringHill Suites Charlotte Concord Mills/Speedway	\$226	\$163	\$225	\$203
Hilton Garden Inn Charlotte/Concord	\$245	\$126	\$189	\$187
Courtyard Charlotte Matthews	\$154	\$144	\$134	\$139
Homewood Suites by Hilton Concord Charlotte	\$322	\$135	\$252	\$233
Courtyard Charlotte Concord	\$246	\$129	\$165	\$145
Residence Inn Charlotte Concord	\$248	\$143	\$177	\$181
Sonesta Select Charlotte University Research Park	\$122	\$109	\$119	\$119
Drury Inn & Suites Charlotte University Place	\$224	\$129	\$151	\$169
Secondary Competitive Set Average	\$223	\$135	\$177	\$172
Secondary Competitive Set Rate Average				\$177
Source: CoStar/STR Core Distinction Group, LLC				

Secondary Competitive Hotel Trends & Projections

Secondary Competitive Set Trend			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	71.3%	\$142.80	\$101.76
3 Month Average	75.0%	\$146.96	\$110.26
12 Month Average	72.0%	\$140.99	\$101.55
Source: CoStar/STR Core Distinction Group, LLC			

Projected Secondary Competitive Set Rates	
Time Frame	Average Daily Rate
3 Month Average	\$146.96
12 Month Average	\$140.99
Future Quoted Rate Average	\$128.56
Projected Average Daily Rates	\$138.84
Source: Google Travel/ CoStar/STR Core Distinction Group, LLC	

REGIONAL INDUSTRY DATA OVERVIEW

For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group reviewed Regional/Market/Submarket data to help gain knowledge of the market and surrounding areas. The following information will be analyzed in Regional Industry Overview Data*:

- Regional Competitive Hotel Properties Data Summary
- Market Overview
- Performance Data
- Past Construction Data
- Under Construction Data
- Sales Data
- Economy Data
- Submarket Data

*Data can be found in Appendix.



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

Regional Competitive Hotel Properties Data Summary

Concord-Salisbury Area

Regional Submarket Competitive Set Performance			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
YTD	73.6%	\$133.95	\$98.56
3 Month Average	76.5%	\$134.16	\$102.68
12 Month Average	73.9%	\$131.86	\$97.41
Source: CoStar/STR Core Distinction Group, LLC			

Regional Submarket Performance by Class (Running 12 Months)			
Time Frame	Occupancy	Average Daily Rate	Revenue Per Available Room
Upscale & Upper Midscale	76.0%	\$138.77	\$105.43
Midscale & Economy	68.0%	\$74.33	\$50.52
Source: CoStar/STR Core Distinction Group, LLC			

ECONOMIC IMPACT SUMMARY

In this section of the report, Core Distinction Group has compiled a summary of what the potential direct and indirect economic impact could be for the proposed hotel development. This projection offers revenue and job creation information based on this hotel's recommendations stated throughout this report, as well as the occupancy and average rate projected.

- Direct Economic Impact
 - City Sales Tax Revenue
 - Lodging/Bed Tax Revenue
 - Real Estate Tax Revenue
- Indirect Economic Impact
 - Rooms Sold
 - Average Indirect Food Revenue and Jobs Needed
 - Average Indirect Entertainment/Activities Revenue and Jobs Needed
 - Average Indirect Alcoholic Beverages Revenue and Jobs Needed



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Direct Economic Impact

When considering the potential Direct Economic Impact of a new hotel in the community, you look at the direct tax revenue the community is gaining from the project. This takes into consideration Lodging/Bed Taxes when applicable, Sales Taxes and Real Estate Taxes. Below you will find the estimated tax revenue of this project broken down in each category:

Sales Tax Revenue Per Year	
Year	Sales Tax
Year One	\$240,442
Year Two	\$252,463
Year Three	\$265,090
Year Four	\$278,352
Year Five	\$283,896
First Five Years Total:	\$1,320,243

Based on the minimum combined 2025 sales tax rate for Locust, North Carolina is 7%.

Lodging/Bed Tax Revenue Per Year	
Year	Lodging/Bed Tax
Year One	\$168,354
Year Two	\$176,873
Year Three	\$185,823
Year Four	\$195,225
Year Five	\$199,149
First Five Years Total:	\$925,424

Based on a current average of 1%-8% set at 5% Transient Lodging Tax in Locust, NC.

Real Estate Tax Revenue Per Year (Based on Estimates)	
Year	Real Estate Tax
Year One	\$131,710
Year Two	\$131,710
Year Three	\$131,710
Year Four	\$131,710
Year Five	\$131,710
First Five Years Total:	\$658,549

This information does not account for the collateral economic impact as well. There are many collateral economic impacts that can be accounted for. Additional revenue (and usage) from your sewer, water, trash disposal, utilities and so on all noted in the Pro Forma. The construction period can also promote additional economic growth. All of these add up and vary.

Indirect Economic Impact Estimates

When considering the potential Indirect Economic Impact of a new hotel in the community, you look at the spending of the guest within the community. For the purpose of this summary, we have identified the potential spending on food/dining. This does not take into consideration any taxes increased by said purchases. Below you will find the average rooms sold each year for the potential hotel project:

Rooms Sold Per Year Average		
Year	Occupancy	Rooms Sold
Year One	72.9%	22,602
Year Two	74.3%	23,054
Year Three	75.8%	23,515
Year Four	77.3%	23,986
Year Five	78.1%	24,225

Taking this into consideration, the estimates of rooms sold each day can be found below:

Average Rooms Per Night Sold	
Year One	62
Year Two	63
Year Three	64
Year Four	66
Year Five	66

Indirect Economic Impact Estimates (continued)

The average cost of food in the United States of America is \$58 per day. Based on the spending habits of previous travelers, when dining out an average meal in the United States of America should cost around \$23 per person. Breakfast prices are usually a little cheaper than lunch or dinner. The price of food in sit-down restaurants in the United States of America is often higher than fast food prices or street food prices. The total estimated indirect food revenue in your community is estimated* to be around:

Average Indirect Food Revenue Per Day	
Year One	\$3,592
Year Two	\$3,663
Year Three	\$3,737
Year Four	\$3,811
Year Five	\$3,850

Average Indirect Food Revenue Per Year	
Year One	\$1,310,923
Year Two	\$1,337,142
Year Three	\$1,363,885
Year Four	\$1,391,162
Year Five	\$1,405,074
First Five Years Total:	\$6,808,186

** Based on the assumption of one person per room night sold.*

Based on this information, it can be assumed this additional revenue will also create indirect food service jobs. When considering the additional food revenue into your community, industry standards states that around 30% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Food Service Jobs Needed	
Year One	18.2
Year Two	18.5
Year Three	18.9
Year Four	19.3
Year Five	19.5

** Based on 32 hours a week and the median average base hourly rate of Food Service Workers of \$13 per hour, at the time of this report according to www.payscale.com.*

Indirect Economic Impact Estimates (continued)

Entertainment and activities in the United States of America typically cost an average of \$55 per person, per day. This includes fees paid for admission tickets to museums and attractions, day tours, and other sightseeing expense.

Average Indirect Entertainment/Activities Revenue Per Day	
Year One	\$3,406
Year Two	\$3,474
Year Three	\$3,543
Year Four	\$3,614
Year Five	\$3,650

Average Indirect Entertainment/Activities Revenue Per Year	
Year One	\$1,243,117
Year Two	\$1,267,979
Year Three	\$1,293,339
Year Four	\$1,319,206
Year Five	\$1,332,398
First Five Years Total:	\$6,456,039

** Based on the assumption of one person per room night sold.*

Based on this information, it can be assumed this additional revenue will also create indirect tour guide or tourism industry jobs. When considering the additional food revenue into your community, industry standards states that around 25% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Entertainment/Activities Jobs Needed	
Year One	8.9
Year Two	9.1
Year Three	9.3
Year Four	9.5
Year Five	9.6

** Based on 32 hours a week and the median average base hourly rate of Tour Guide of \$20.89 per hour, at the time of this report according to www.salary.com.*

Indirect Economic Impact Estimates (continued)

The average person spends about \$27 on alcoholic beverages in the United States of America per day.

Average Indirect Alcoholic Beverages Revenue Per Day	
Year One	\$1,672
Year Two	\$1,705
Year Three	\$1,739
Year Four	\$1,774
Year Five	\$1,792

Average Indirect Alcoholic Beverages Revenue Per Year	
Year One	\$610,257
Year Two	\$622,463
Year Three	\$634,912
Year Four	\$647,610
Year Five	\$654,086
First Five Years Total:	\$3,169,328

** Based on the assumption of one person per room night sold.*

Based on this information, it can be assumed this additional revenue will also create indirect bartender jobs. When considering the additional alcoholic beverage revenue into your community, industry standards states that around 30% of revenue goes towards labor. Based on the amount of additional revenue, this would bring in the following amount of full-time equivalent jobs*:

Average Indirect Bartender Jobs Needed	
Year One	8.8
Year Two	8.9
Year Three	9.1
Year Four	9.3
Year Five	9.4

** Based on 32 hours a week and the median average base hourly rate of a bartender of \$12.55 per hour, at the time of this report according to www.salary.com.*

Indirect Economic Impact Estimates (continued)

The average price for Tips and Handouts in the United States of America is \$33 per day. The usual amount for a tip in the United States of America is 10% - 20%.

Average Indirect Tips/Handouts Revenue Per Day	
Year One	\$2,043
Year Two	\$2,084
Year Three	\$2,126
Year Four	\$2,169
Year Five	\$2,190

Average Indirect Tips/Handouts Revenue Per Year	
Year One	\$745,870
Year Two	\$760,788
Year Three	\$776,003
Year Four	\$791,523
Year Five	\$799,439
First Five Years Total:	\$3,873,623

** Based on the assumption of one person per room night sold.*

Based on this additional revenue being paid, the increase in both food, beverage, and entertainment/activity, service worker's hourly wage would increase substantially in the market.

Source: BudgetYourTravel.com

CONCLUSION AND RECOMMENDATIONS

For the purposes of this Comprehensive Hotel Market Feasibility Study, Core Distinction Group LLC offers an overview and overall description of the conclusion and recommendations found through its research and analysis. This section will contain:

- Recommended Hotel Segment Recommendations for Market Studied
- Recommended Sleeping Room Configuration Recommendations for Market Studied
- Expected Economic Impact of Hotel in Market Studied



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CONCLUSION AND RECOMMENDATIONS

Property segment recommended for the potential development of a hotel is an Upper Midscale to Upscale hotel. For the purpose of this study, Core Distinction Group, focuses on an Upper Midscale hotel. This type of hotel would allow the property to be positioned properly at the subject site. It is anticipated that this new hotel would capture displaced Lodging Demand currently staying in markets surrounding Locust, NC. Additionally, the newness of the hotel should be well received in the marketplace. It's location will be ideal to serve Locust and regional markets. This type of hotel would also be capable of adjusting rates to best fit the demand in the market and the seasonality of the area.

Property size recommendation for the Upper Midscale, newly developed hotel was researched to be between 80 and 90 guestrooms in this report. This would position it to be smaller in size to the average room size between 99 and 125 units noted by the competitive set surveyed. The size would assist the property in achieving the Occupancy projections listed in this report. It is not advisable to over-build in this market at this time. Expansion of the hotel in future years could be considered as the market's Lodging Demand grows. Adjusting the room count will modify Performance.

The recommended Sleeping Room Configuration should be compatible with the overall Market Segmentation of the area. The property should offer a comparable selection of guestrooms with both single occupancy king bedded rooms to double occupancy double queen bedded guestrooms.

Economic Impact Potential: There are multiple economic impacts of building and developing a new hotel in a community. Some direct impact drivers include projected hotel revenue including all room revenues, meeting room revenue, as well as vending/bar revenue. On average, this size property will create 12-15 full-time equivalent jobs. Indirect impact includes all jobs and income generated by businesses that supply goods and services to the hotel.



UNDERSTANDING THE TERMS

Below you will find definitions of industry terms used throughout this report to help the reader gain an understanding of certain phrases and indicators:

Average Daily Rate: A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. $ADR = \text{Room Revenue} / \text{Rooms Sold}$

Chain Scale: Chain Scale segments are grouped primarily according to actual average room rates. An independent hotel, regardless of average room rate, is included as a separate Chain Scale category. The Chain Scale segments are: Luxury, Upper Upscale, Upscale, Upper Midscale, Midscale, Economy and Independent.

Competitive Set (Comp Set): A peer group of hotels that competes for business and is selected to benchmark the subject property's performance.

Index: Measures a hotel's performance relative to an aggregated grouping of hotels (i.e., competitive set, market or submarket). An index of 100 means a hotel is capturing a fair share compared to the aggregated group of hotels. An index greater than 100 represents more than a fair share of the aggregated group's performance. Conversely, an index below 100 reflects less than a fair share of the aggregated group's performance.

Occupancy (OCC): Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available. $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$

Revenue Per Available Room (RevPar): Total room revenue divided by the total number of available rooms. $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$

Total Revenue: Revenue from all hotel operations - including rooms, Food and Beverage, other revenue departments (i.e., spa, golf, parking) and miscellaneous revenue (i.e., rentals, leases, resort fees and cancellation fees).

Year to Date: Period starting at the beginning of the current year and ending on the current date.



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DISCLAIMER

Thank you for the opportunity to complete this market and feasibility study for the proposed hotel project. We have studied the market area for additional demand for a lodging facility and the results of our fieldwork and analysis are presented in this report. We have also made recommendations for the scope of the proposed project, including general site location, size of hotel, and brand segment.

We hereby certify that we have no undisclosed interest in the property and our employment and compensation are not contingent upon our findings. This study is subject to the comments made throughout this report and to all assumptions and limiting conditions set forth herein.

The conclusions presented in this report are based upon the information available and received at the time the report was filed. Core Distinction Group, LLC (CDG) has taken every possible precaution to evaluate this information for its complete accuracy and reliability. Parts of this report were prepared or arranged by third-party contributors, as indicated throughout the document. While third-party contributions have been reviewed by CDG for reasonableness and consistency to be included in this report, third-party information has not been fully audited or sought to be verified by CDG. CDG does not provide financial advice.

It should be understood that economic and marketplace conditions are in constant change. The results presented in this report are the professional opinion of CDG and are based on information available at the time of the report preparation. These opinions infer that market conditions do not change the information received upon which those opinions have been based. CDG assumes no responsibility for changes in the marketplace. CDG assumes no responsibility for information that becomes outdated once this report is written; nor are we responsible for keeping this information current after the date of the final document presentation.

CDG makes no express or implied representation or warranty that the contents of this report are verified, accurate, suitably qualified, reasonable or free from errors, omissions or other defects of any kind or nature. Those who rely on this report do so at their own risk and CDG disclaims all liability, damages or loss with respect to such reliance.

It is presumed that those reading this report understand the contents and recommendations. If this reader is unclear of understanding the contents, clarification can be received directly from a representative of CDG. While the terms of CDG's engagement do not require that revisions be made to this report to reflect events or conditions which occur subsequent to the date of completion of fieldwork, we are available to discuss the necessity for revisions in view of changes in the economic climate or market factors affecting the proposed hotel project.

Please do not hesitate to call should you have any comments or questions.

Lisa Pennau

Founding Partner

Core Distinction Group, LLC



SCOPE OF WORK

Core Distinction Group takes immense pride in the work we do. Throughout each phase of our projects we communicate with our clients regularly. This ensures everyone involved in the project is up-to-date on the progress. We also keep a very tight timeline on our projects. Each phase is well thought out and followed consistently. The objective of our studies are to identify and determine the need for lodging in the community, the loss of lodging to the area due to lack of quality or amount of lodging, as well as determine if there is enough need to justify a new hotel. A new hotel that makes good business sense. Below you will find each part and its timing in the process:

KICKOFF MEETING, RESEARCH & COMMUNITY OUTREACH

This phase involves speaking with community leaders to compile a list of potential demand generators in the local and regional community. This phase is conducted within the first one to two weeks following receipt of the retainer.

SITE VISIT/COMMUNITY TOUR

This phase involves an in-depth local tour of the community highlighting sites and demand generators to help Core Distinction understand the community and the need for lodging.

DEMAND GENERATOR SURVEYS

This phase involves conducting online and phone interviews with potential demand generators gathered during the Research and Community Outreach of the study process. This phase will take place in the first two weeks of the study process. In some cases, surveys are done prior to visit.

DATA COMPILATION

This phase of the process involves compiling all the data gathered during our visit to gain the overall picture of what is needed for the community. This phase is conducted in the two weeks following our community visit completion.

*DATA RECEIVING & REPORTING

Once all the demand generator information is gathered, Core Distinction Group begins pulling industry data for target market as well as industry trends to help us gain a better understanding of the local and regional opportunity areas.

COST GATHERING

This involves all things cost. Core Distinction Group gathers actual cost for the development, construction, financing, taxes, and all other ongoing costs associated with the specific project.

PROJECT PRO FORMA

Immediately following Development and Operational Cost Gathering, Core Distinction Group will construct a project, brand, market, and scale specific Pro Forma that is bank, investor, brand and developer friendly.

DRAFT COMPLETION/SUBMITTAL

After Core Distinction has conducted all previous phases, we complete a draft of the study and financial pro forma and submit it for review by the contracted entity. Changes to the study may be made at this point but are limited to spelling and grammar updates.

FINAL

After all requested changes are made and final payment is received, Core Distinction Group will submit a final draft of the Hotel Market Feasibility Study and Brand Specific Pro Forma to the community for distribution.

*If at this point, Core Distinction Group does not feel there is enough need for lodging to merit the costs of a new build hotel, we will stop the process, communicate with the community and offer alternative options for accommodations. If this happens, the contracted entity is not responsible for the remaining study costs highlighted in (Cost) and will receive a report indicating the reasoning behind the decision.



OUR TEAM

Core Distinction Group specializes in comprehensive, hotel feasibility market studies. Our more than fifty years of hands-on industry experience, offers our clients valuable knowledge and understanding. Each community is unique. A one-size-fits-all approaches will never produce a productive and precise outcome. Core Distinction Group delivers custom solutions, tailored to your community.

Although our specialty is hotel feasibility studies, our clients return to us for convention or conference center feasibility studies, restaurant feasibility studies, marketing and much more. Colleagues in the hotel industry turn to Core Distinction Group expert knowledge for training, sales, revenue, marketing and operations management consulting.



Lisa Pennau
Founding Partner



Jessica Junker
Managing Partner



Sara McKay
Hotel Industry
Analyst



Stephanie Knutson
Executive Assistant

Core Distinction Group offers you hotel consultants with unmatched industry and market knowledge in the world of hotel market feasibility study reports and hotel consulting. Prior to working with Core Distinction Group, our hotel expert team has gained hands on knowledge from industry leaders like Marriott, Hilton, WHG Companies, InterContinental Hotels Group, Choice Hotels, TMI Hospitality, Interstate Hotels, Pillar Hotels & Resorts, Cobblestone Hotels, Wyndham Hotels & Resorts, and many more. In addition to drawing knowledge from industry leading companies, our team has experience in markets with populations of less than 500 to markets with populations in the millions. Experience is key to having a true understanding of each unique project and market. Our team has the experience that you need when working on a hotel development project and the hotel feasibility study report to get the project done.

APPENDICES

For the purpose of this Comprehensive Hotel Market Feasibility Study, large amounts of data was collected. The Appendices hold the detailed information of each data set collected. This section contains the following information:

- Detailed Community Survey Responses
- Primary Competitive Set Analytics
- Secondary Competitive Set Analytics
- Regional Lodging Industry Sub-market Report



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

APPENDIX ONE

COMMUNITY INTERVIEWS

DETAILED REPORT



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

Q1 Please enter the name of your organization/business.

RESPONSES
Summit Book Solutions
Economic Development Partnership of North Carolina
Howard Hanna Allen Tate Real Estate
Il Bella Gardens
Kerri D Efird Memorial Scholarship
Tim Harris Music
Stanly Funeral Home Inc.
The Practical Mortgage Solution
Stanly County Schools
Hudson Property Services
Your Tapping Journey coaching business
Stanly County Airport
Tarheel Auto Sales of Locust Inc
Bella Medical Associates
Money Matters Bookkeeping, LLC
Carolina Stakes & Wood Products
Town of Stanfield
Atrium Health Stanly
Stanly County Transportation (SCUSA)
Paul J Thau American Racing Headers & Exhaust, Inc
Uwharrie Bank
American Racing Headers
Stanley Engineered Fastening
Stanly County Library
Eagle Creek Renewable Energy
City of Locust - Parks & Recreation

Q3 What do you expect your organization's lodging need will be in 2025 and beyond? PLEASE KEEP IN MIND, A NEW HOTEL MAY TAKE TWO OR MORE YEARS TO DEVELOP AND BUILD. Please be as specific as possible. Example 1: My company typically has 5 rooms a month. The guest usually stays Tuesday or Wednesday night for 2 nights. Example 2: We have soccer tournaments three times during the Summer Months. These tournaments are held Friday and Saturday and have 10 to 25 teams of 10.

RESPONSES

No need for hotel stays for my company

My company may take 4 rooms a year

I work with companies relocating candidates to Stanly Co. The candidates come for interviews and for short term rentals to transition into homes. They often stay in Salisbury or Concord, NC. It would be nice to have a place in Stanly County.

We have weddings almost every weekend in April, May, September, and October as well as 5 - 10 weekends in the summer, March and November.

2 nights a year

None

I think the need would be for out of town family. At most two nights. No specific days of week as deaths occur all days. Probably no more than twice a month and for no more than two rooms.

Very low if any.

None

Locust needs this for ball tournaments, local events, etc... My personal business doesn't regularly need hotel rooms but might need this for a retreat. A place for family to stay for weddings and other family events would be greatly appreciated.

We have clients that travel in for overnight and do not want to stay in Albemarle for whatever reason. They often drive to Salisbury or Concord for hotel accommodations.

We only need a room when our out of town customers come in to purchase possibly one night a month

The guest usually stays Friday-Sunday for their weekend corporate or team retreats.

None.

1-2 rooms, once or twice a year

At Atrium Health, we have travel nurses and providers covering that need housing... it's a revolving door

Our organization generally does not need overnight accommodations.

My company typically has 5 rooms a month. The guest usually stays Sunday thru Thurs night for 5 nights

We do not have a need for lodging but are in support of a hotel facility.

LODGING NEED IN THE Locust, NC Area

Company has constant virtual employees (from NY) coming down for meetings, our employees that have moved down with our company, has constant need to book rooms for there families coming down from the northeast.

The site may have 1-2 visitors during a month. Maybe 5-10 days per month.

N/A

Our needs are intermittent throughout the year. But we often have employees who come anywhere from 1-4 nights 5+ times/year.

At various times throughout the year, my department hosts concerts and other events that bring out of town artists that would potentially utilize lodging if it were available in Locust. This is limited to 4-6 times per year for one night only, so not a huge impact.

Q5 If yes, what is the approximate length of stay and how many guests per month/year? Please be as specific as possible. Example 1: We offer accommodation for new hire employees that can range from 2 weeks to 3 months.

RESPONSES

New hire employees come in for interviews (1-2 days), visit to look for homes (2-3 days), and a short-term stay of 2 weeks to 3 months. I have helped 4 corporate clients relocate to Stanly County for employment in the last 4 months.

N/A

n/a

N/A

Nurses come for 60-90 days at a time

N/A

In Lieu of nightly lodging we could have one or two employees staying for several weeks per month

1 - 2 guests may stay 1-3 nights at a time.

N/A

Q6 Where do you currently recommend these individuals to stay? Please be as specific as possible.

5

RESPONSES
Concord
Individuals' relo services direct them to Salisbury, NC. I encourage Air B&B. They often rent in Cabarrus County as there are more restaurants, grocery stores, activities, etc.
Holiday Inn Express, Badin Inn, or AirBnB's
Mathews
I don't usually recommend. They have these arrangements worked out on their own.
I choose local residents who have Airbnb properties and utilize them as they are also a small business in our city.
N/A
Typically I direct guests who stay in Albemarle to the Best Western on Hwy 52N.
Holiday Inn Express in Albemarle
Charlotte Marriott SouthPark
N/A
Air B&B's
Holiday Inn express in Albemarle
N/A
They book their own accommodations in Concord
When asked, we recommend Concord, Mathews and only on a limited basis, Albemarle.
any place in Charlotte or concord.
Concord Mills area
N/A
Badin Inn or Holiday Inn - Albemarle;
Charlotte or Albemarle

Q7 Do you have a second choice?

RESPONSES
Monroe
N/A
I send them to concord as there are more choices and less dangerous.
Holiday Inn in East Albemarle.
Sleep Inn in Concord
Fairfield Inn & Suites Charlotte Uptown
N/A
Holiday Inn Express in Albemarle
Not really but will when the new Hampton Inn opens (in Albemarle)
N/A
Charlotte
Charlotte area.
Monroe
N/A
Best Western - Albemarle

Q9 If yes or no, please help us understand your stance on a new hotel. Why you do or do not feel it would benefit the community.

RESPONSES

I live in Albemarle (lived in Oakboro all my life until this year) where the over-abundance of hotels just brings in more vagrants and trash, so I may have a skewed view of the benefits. Larger cities such as Concord and Monroe hotels are not too far of a drive from Locust and already handle the need quite well. I think it would only make sense for Locust if the surrounding larger cities' hotels were at full capacity on a regular basis.

Availability when family comes to town, business clients and tourism (recreational). If there is a wedding in the County there are limited places for 10-15 rooms in a group.

Yes – I support a new hotel in Locust. A hotel would provide tremendous value to our community. Families visiting relatives, wedding guests, and those attending local athletic events often need nearby accommodations. Currently, many visitors have to stay outside of Locust, which means they spend less time and money supporting our local businesses and venues. Adding a hotel would create a welcoming place for visitors to stay, strengthen our hospitality offerings, and support restaurants, shops, and event spaces. It would also make Locust more attractive for future growth, giving us the infrastructure to host out-of-town guests and larger community gatherings. In short, a hotel would not only meet an existing need but also help drive economic growth and community connection.

We are not the only wedding venue in the area, and I am sure they have many out of town guests also. I have heard complaints from our guests about the current hotels with the exception of Holiday Inn Express.

Options

It will keep people from having to go to Concord, Monroe and Albemarle.

Before thinking about a hotel I think our community needs to focus on the overall growth and how we will expand our infrastructure and emergency services. We need another grocery store, road expansions, schools, making our taxes more affordable for the people of our towns.

I do not feel as though it would benefit Locust as it will completely take away from the small town feel. Locust is growing and if you haven't noticed, there has been more crime, car chases, car crashes and that just gives another place where the police can't be. What happens when prostitution takes over? Will there be codes that they have to follow? We want places to give character, not drag in criminals.

A new clean hotel with good amenities would enhance what our community offers.

Locust seems to be a growing spot and perhaps a new hotel would allow other business opportunities to expand in the Locust area.

There are ball tournaments, Companies like Charlotte Pipe who have visitors and executives all who need places to stay. Also a rock climbing facility that will need to house competitors. Several home communities that have family to visit but don't have facilities or parking to house them. This just happened with my family visiting for a funeral, had to send family to Concord.

I strongly believe a new, branded hotel is an important step forward for Locust, NC. It promises jobs, greater economic activity, and a welcoming gateway for visitors and business. Investing in hospitality is investing in the community's prosperity, vibrancy, and future. If the community can rally around this project, Locust will not just benefit financially, but grow in identity as a desirable destination for travelers, families, and professionals. I am excited to advocate for this vision and stand ready to support Locust's progress.

There are many hotels and bed and breakfasts in Stanly County that should accommodate any visitors.

LODGING NEED IN THE Locust, NC Area

Locust is 12 miles from 485 belt loop. And growing like crazy. We are centrally located between Charlotte, Monroe, Concord, and Albemarle. There are multiple wedding venues within 10-20 minute drive that would draw guests. The hospital uses travel nurses consistently. They are responsible for their own housing. Locust is a more appealing option than Albemarle.

As the community continues to grow, so will the demand for both business and personal (residential) accommodations. Demographic growth projections will support a hotel chain in our area. Increased residential growth will also create demand for job growth.

It would help create more recreational opportunities for Locust and the adjacent area as well as affordable lodging for the racing season.

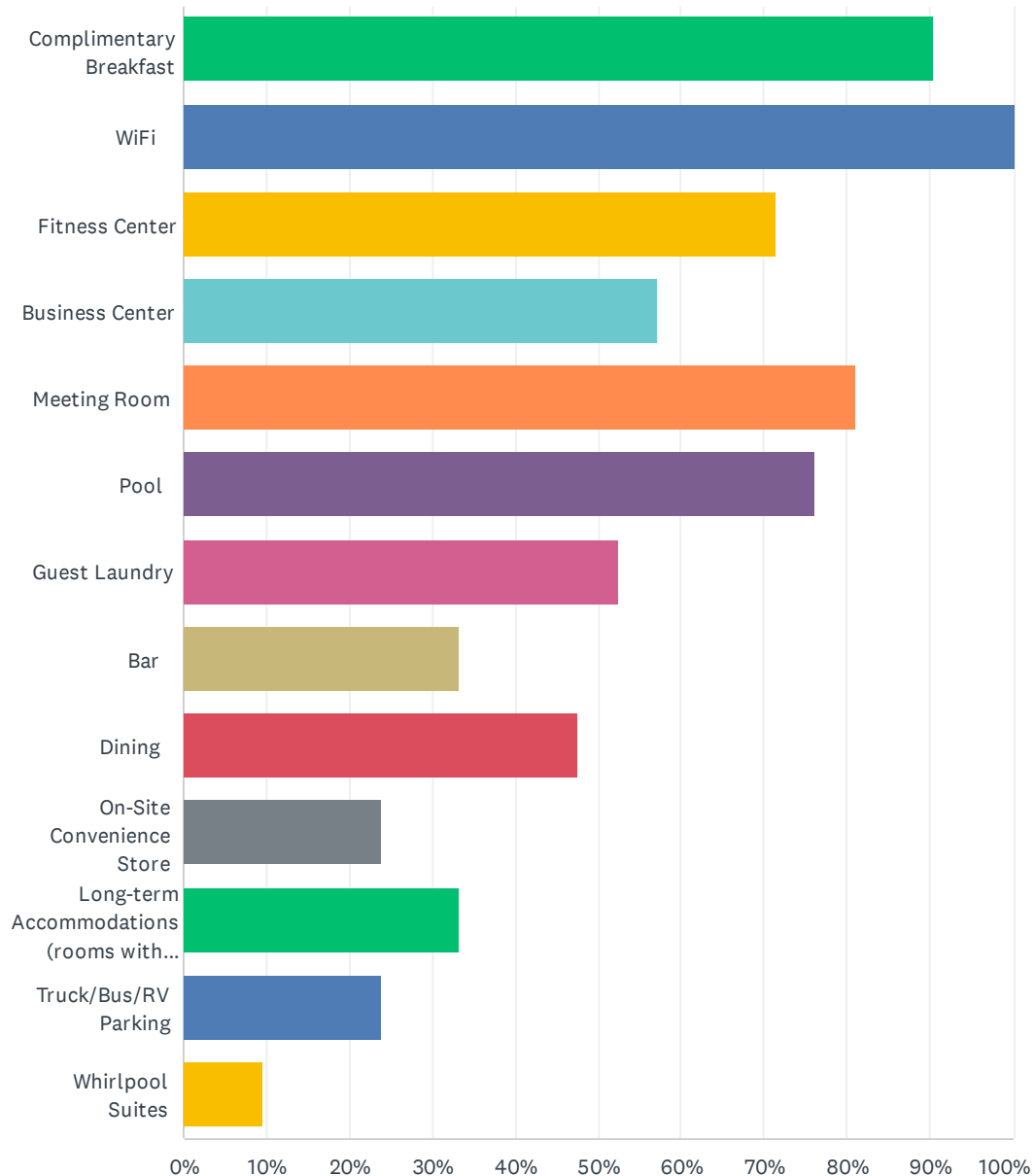
We have a tremendous amount of transient traffic that flows through this area daily and we also have several businesses that have visitors in the area. Specifically, Charlotte Pipe and Chicago Tube. Lastly, we are missing out on a lot of revenue for Baseball and Softball tournaments that bring folks in from many States.

I don't know whether it would or not, but I do feel an overall negative connotation toward having a hotel in Locust, though I'm not sure why, admittedly. There are many in Albemarle that are overall very trashy which I would never want to stay in, so maybe one in Locust would at least be nicer and cleaner and give people a better option when visiting Stanly County... I'm just not sure there's an actual need.

Locust is growing and businesses are expanding. We need somewhere for guests, potential future residents, and employees to stay.

There are a couple of hotels in Albemarle and several in Charlotte/Concord. I do not think that Locust has enough events that draw a large crowd from out of town that couldn't easily stay in Albemarle, where there are already a couple of hotels.

Q10 In your opinion, what amenities does this hotel offer that are important to your clients? Please check all that apply.



LODGING NEED IN THE Locust, NC Area

ANSWER CHOICES	RESPONSES	
Complimentary Breakfast	90.48%	19
WiFi	100.00%	21
Fitness Center	71.43%	15
Business Center	57.14%	12
Meeting Room	80.95%	17
Pool	76.19%	16
Guest Laundry	52.38%	11
Bar	33.33%	7
Dining	47.62%	10
On-Site Convenience Store	23.81%	5
Long-term Accommodations (rooms with kitchenettes)	33.33%	7
Truck/Bus/RV Parking	23.81%	5
Whirlpool Suites	9.52%	2
Total Respondents: 21		

OTHER (PLEASE SPECIFY)

Meeting rooms that could be split into different configurations would be the best option. Small meetings to large gatherings could be accommodated locally.

more the better to be attractive

With the complexities and stressors of life: 1) Healthy food and sleep options. 2) Outdoor recreation access such as trails, fitness equipment, nature walks. 3) Wellness workshops and events such as seminars on stress reduction, healthy cooking, sleep optimization, etc. 4) Mindfulness areas such as quiet relaxation zones, gardens, or lounges for stress reduction and self-care. These amenities directly support productivity, stress resilience, healthy lifestyles, and a superior guest experience that'll make this hotel a destination for travelers and locals.

Q11 Please take a moment to tell us what you feel are the benefits of living or working in this community.

RESPONSES

The constant growth of the western end of Stanly County makes it difficult to appreciate the past benefits. But I have always loved the small town feel, where most people knew each other and cared more for human kind than the hustle and bustle of speeding to the next thing.

Geographic proximity to Charlotte. Close to a lot of nature for recreational purposes, shops.

20 minutes to Charlotte - 485 and 30 minutes to down town Charlotte when not in rush hour traffic.

Best place to be!

It is still a small town with a home town feel.

Small town feel- we value connections and local businesses more than larger cities- truly a community recommending other local businesses and helping each other become successful.

I'm happy that the children have a rec league that they can attend, schools are locked down and there are

Nice size but growing, friendly community.

I think Locust needs to seize the opportunity of growth from CLT as a destination and not a pass thru community. Right now Locust is basically drive thru and choose a restaurant. Locust has opportunity to steal business sites from CLT and should attempt to seize that opportunity.

I have seen this city's growth for the last 50 years and wish to continue to manage the growth in the right direction as best we can. Hopefully balance commercial with residential to continue drawing right people to work and make Locust their home.

Enjoying a safe, beautiful community filled with opportunity, growth, and genuine personal or business connections. A place where your quality of life, career, business and sense of belonging can truly thrive.

Stanly County Small Business Center and Stanly County Chamber of Commerce both work hard for the community and assist businesses from the onset to thriving.

It's growing like wildfire!

Location. Locust is just minutes away from larger communities that offer accommodations, but most are 20 miles or more away. Locust is experiencing rapid growth in Mecklenburg, Cabarrus, and Union counties. Locust still has a personal and friendly community that is attractive to many differing demographic groups due partially to its accessibility to larger cities without the traffic congestion that comes with living within those larger city limits.

This area is primed for continued growth mainly due to the convenience of the 4 lane highway to I-485 and the Charlotte area. 12 minute drive to 485 is a selling point. The area is also considered a safe community and has excellent Fire response times

I like that this area is close to Charlotte - but offers a small town feel.

Locust is such a nice area with great access to local amenities + a short drive to bigger areas.

It's size - not as overwhelming as Charlotte but big enough to offer amenities

I love working in Locust because of the charm of the area around Town Center and the great community events available for free to the public.

Q12 Please take a moment to tell us what you feel are the challenges of living or working in this community.

RESPONSES

The constant over-populating growth, road/lane closures, overabundance of fast food restaurants, school and park unable to keep up with the growth, terrible road surfaces (Elm for example), difficulty pulling onto 24/27 from any side road or business lot between 200 and Walmart, difficulty pulling onto 200 North from CVS or Market St. These are all reasons we chose to move further out of the west end, along with housing affordability.

Few 4-lane roads. Not all of the County is growing.

For this community to continue to thrive and for restaurants, wedding venues, businesses, economics to grow a hotel is much needed to support visitors who come to visit. And to have a place to stay other than staying in Charlotte or Concord.

Educational challenges

Access to sit down restaurants.

I think one of the biggest challenges is getting our towns to listen to what the people want/need. We keep adding fast food but what we really need is healthier options and another grocery store to keep up with our growth. Working in this community as a mortgage professional a challenge is the outrageous increase in taxes- it is pricing out so many folks from being able to move here when they can find more affordable options in surrounding counties. We need to work with the investors to increase the income limits for certain products as our home prices and taxes have increased to such a rate no one within those income limits qualifies for these products.

Locust is a great community, it just doesn't feel small business friendly. We are too worried about bringing in chains and franchises than seeing our own succeed. Instead, these big corporations are drowning our small businesses and washing them out.

No where for out of town guests to stay. Infrastructure is not keeping up with the growth. We desperately need a stop light at Meadow Creek Church Rd and 24-27.

The drive thru aspect of Locust is the most challenging. Does not feel like a destination.

You need the right balance of amenities such as housing, employment here or close by, restaurants sit down and fast, retail shopping, grocery choices, and recreational activities. We need rental availability cars and housing and commercial office space, grocery choices and more recreational options.

Locust, NC is a thriving small community full of opportunity, but like many growing towns, it faces challenges around infrastructure, amenities, and balanced growth. With thoughtful planning, community input, and targeted investments such as the addition of a branded hotel, expanded amenities, and support for local entrepreneurs these challenges can be transformed into opportunities that enhance quality of life and economic vitality for residents and businesses.

Negativity

Again, it's growing like wildfire, so traffic is getting bad.

None other than a growing community that needs to grow in business offerings because we are slated for over 1700 new homes...

There is much development occurring on Highway 200 and the surrounding areas in Locust. The road and infrastructure may not be suitable to handle the increased volume of traffic and footprint. Additionally, personal services like grocery stores and restaurants are insufficient for sustaining growth projections. By that, I mean that the majority of restaurants are fast food

LODGING NEED IN THE Locust, NC Area

types, with no mid-scale options like Outback or Longhorn, or other family-style chains like Chili's. Locust would also benefit from a larger, upscale grocery store, such as a Harris Teeter or Publix, as well.

Traffic is both a benefit and a liability. The flow of traffic eastbound in the evening and westbound in the mornings continues to be a problem when trying to turn on 24/27 from all side streets. The area needs another premium grocery option as well as more specialist in the medical field. i.e. Optometry, Dermatology, etc.

There are not enough attractions - shopping options, eating options.

I hear that the growth is happening so quickly that it's hard to sustain and that traffic/wait times are getting pretty bad. I don't know how much of that is actually true though.

It's beginning to grow, which is good, as long as it doesn't get too big.

The city is growing, so keeping a balance of small town while recognizing that there is inevitable growth is a challenge.

Q13 Please list the top five or more things you wish your community had to offer you or visitors. Examples would include but not be limited to; Recreations Center, Sit-down Restaurant, Fast Food Restaurant, Convenience Store, Community Pool, and so on.

RESPONSES

Recreation center and community pool, high-end sit-down restaurant, Aldi, Lowe's, thrift stores (like Christian Ministries). NO more convenience stores or fast food restaurants please.

More shopping so I can spend my dollars at home (Target, Costco etc.)

Sit down restaurants, ymca, activity center for families / youth. Adult activities/hobbies - dance, entertainment, etc.

More sit down restaurants especially steakhouses, more kids activities (ie. splash pad, indoor play area, museum), our guests would like bars that stay open later on the weekends

Sit down restaurant

Tourists Attractions Concerts Entertainment Historical Events Street Festivals

Sit down restaurants Recreation opportunities Parks

Recreation center, sit down restaurant, grocery store

Restaurants that are not fast food, recreation center, activities for families, activities around education and the arts, and shopping opportunities.

A better park with a community pool, more baseball fields, more small businesses in general.

Variety in shopping choices, YMCA, senior day care and long term facilities such as assisted living and nursing homes, more recreational facilities, maybe a nicer grocery store

Tie in's to the Uwharrie Mountain/Lake activities. I am not sure Locust or Albemarle has grasped that option. The scenic beauty is our greatest asset.

many fast food options, beautiful park facilities, housing opportunities, church options, banks and carlots

A mix of recreation, community pool areas, hospitality, healthy food choices, retail convenience, wellness services, and family-oriented spaces would greatly enhance both resident experience and make Albemarle and Locust more attractive and memorable for visitors.

Emergency Veterinarian; Large Animal Veterinarian; Mom-and-Pop Country Restaurant; Mom-and-Pop Diner; All-Night Pharmacy.

Sit down restaurants, kids activities, YMCA

Rec Center and/or YMCA

Another grocery store; restaurant options that have 'American' menu (have plenty pizza, Mexican, Italian and Chinese options) plenty of fast food but would benefit from healthier like Poke Bowl; recreation like bowling, pickle ball, movie theater

please see #12 above.

Seasonal recreation: an alternative to higher priced hotels during the racing season, as businesses come to the Locust area, a need for business meeting location, and would help the development of other businesses and healthcare facilities

Another Grocery Store. More sit down restaurants. Nice hotel. More retail/clothing options.

LODGING NEED IN THE Locust, NC Area

Movie Theater.

movie theater, restaurants. bars

Another grocery store, additional retail shopping opportunities, parks

A good steak house-- I know we probably don't want to support chain restaurants, but I think a Longhorn would do great here, or an Outback or something like that. Also, my personal dreams are that one day we will have a children's museum in Stanly County, and I think Locust would be a great fit for this. Think Discovery Place Kids or Marbles Kids Museum-- rotating community exhibits, local sponsors... etc. I have LOTS of ideas for this... but no space or funding :)

Sit-down restaurants; Businesses w/ Team Bldg options like ax throwing; bowling; paint your own pottery, etc...

Recreation Center, walking trails or more outdoor nature activities, facilities for kids' activities - ex: batting cages/skating rink/bowling alley/arcade

Q15 Additional Comments or Contacts you'd recommend us speaking to?

RESPONSES

I recommend reaching out to Carla Weyrick, Broker-in-Charge of the Howard Hanna | Allen Tate Albemarle Office. She is a Stanly County native with over 26 years in real estate sales, strong relationships with commercial developers and suburban market realtors in Charlotte, and a proven track record of community-focused leadership. As part of the #1 family-owned real estate firm in America, she offers both expertise and local insight. She can be reached at 704-564-5585.

Growth is great do not get me wrong but I feel like we are washing out our small businesses that were built by the people of Stanly County. Businesses are not thriving because of these huge chains that are coming in.

Get responses from folks in Locust and surrounding towns. With all the ball tournaments, a hotel would be very welcome.

You are doing a good job out there Cesar! Keep up the focus and grow that area in a positive way. We need to bring business to that area. Locust is still in its infancy and can really mold and shape the future now.

As we continue to grow I think a nice hotel would facilitate that growth and be a huge asset that draw from all surrounding areas including Charlotte

Representatives from Pfeiffer university- specially the PTOT program in Albemarle. Deidra Harwood is the admissions director, has lots of guests visiting

I currently live in Locust. I have family members who come to visit frequently. If they need accommodations, they have to go to Albemarle, Monroe, Charlotte, or Concord, all of them creating travel and visitation inconveniences.

APPENDIX TWO

PRIMARY COMPETITIVE SET ANALYTICS



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

Search Analytics

INVENTORY ROOMS

1,784 +0%

Prior Period 1,784

UNDER CONSTRUCTION ROOMS

0 -

Prior Period 0

MARKET SALE PRICE/ROOM

\$98.7K +12.1%

Prior Period \$88K

MARKET CAP RATE

9.2% +0%

Prior Period 9.2%

ANALYTIC ROOMS

1,873 +0%

Prior Period 1,873

12 MO OCC RATE

73.4% +3.1%

Prior Period 71.2%

12 MO ADR

\$121 +3.2%

Prior Period \$117

12 MO REVPAR

\$89 +6.4%

Prior Period \$83

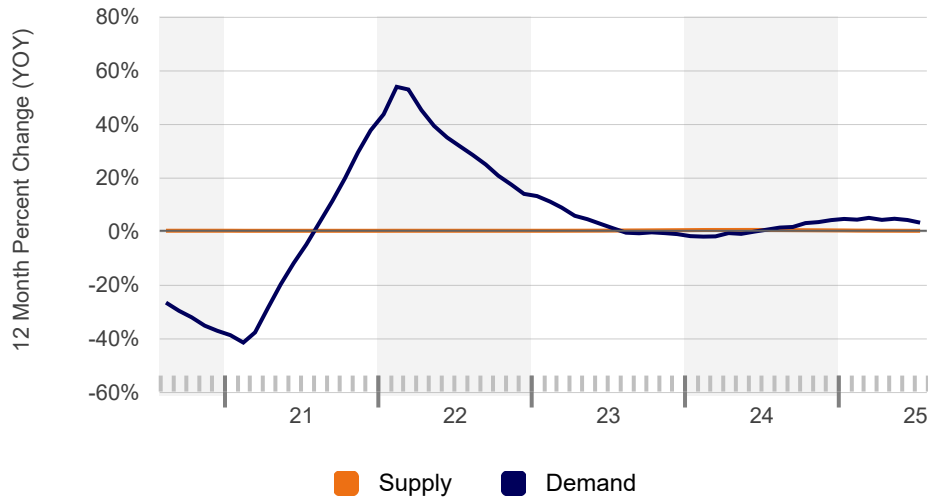
Key Metrics

Inventory		Sales Past Year	
Existing Properties	18 ↕	Sales Volume	\$7.6M ↓
12 Mo Delivered Rooms	0 ↕	Properties Sold	2 ↑
12 Mo Delivered Properties	0 ↕	Months to Sale	-
12 Mo Recently Opened Rooms	0 ↕	Average Price Per Building	\$7.6M ↓
12 Mo Recently Opened Properties	0 ↕	Market Price Per Room	\$98.7K ↑
Under Construction Properties	0 ↕	Market Cap Rate	-

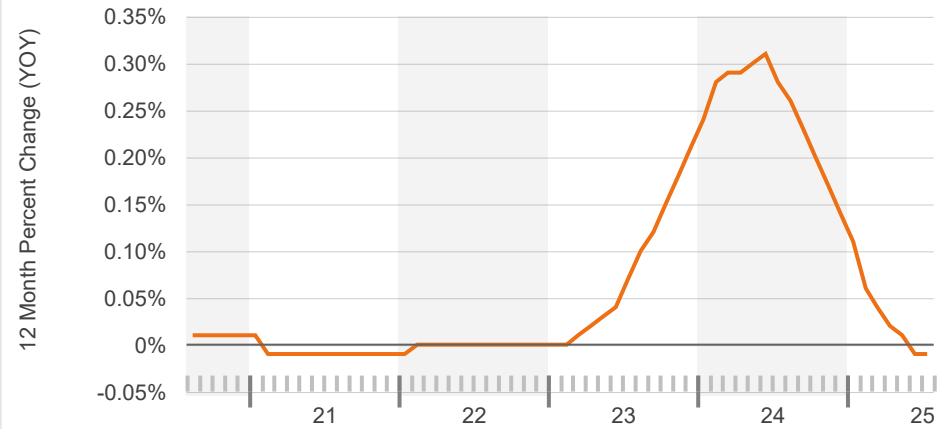
Performance Trend	
Occupancy Rate	67.4% ↓
Average Daily Rate	\$120.20 ↑
Revenue Per Available Room	\$81.03 ↓
YTD Occupancy Rate	72.5% ↑
YTD Average Daily Rate	\$120.46 ↑
YTD RevPAR	\$87.29 ↑
3 Mo Occupancy Rate	73.2% ↓
3 Mo Average Daily Rate	\$124.17 ↑
3 Mo RevPAR	\$90.84 ↓
12 Mo Occupancy Rate	73.4% ↑
12 Mo Average Daily Rate	\$120.71 ↑
12 Mo RevPAR	\$88.57 ↑

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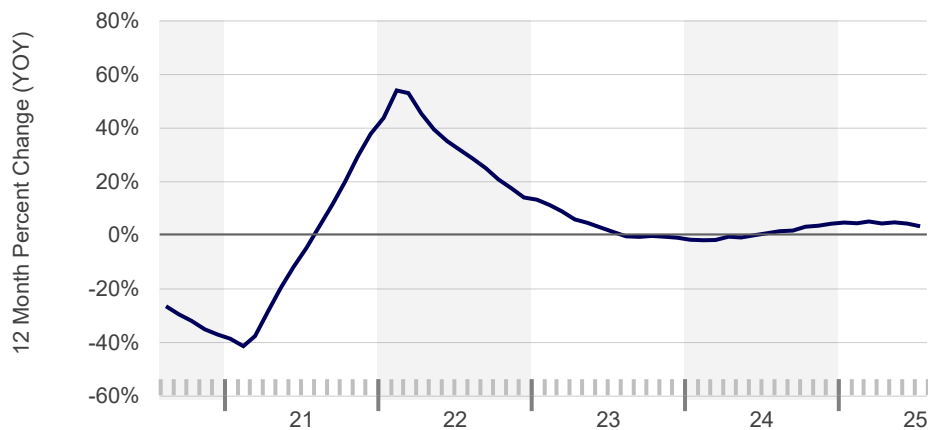
Supply & Demand Change



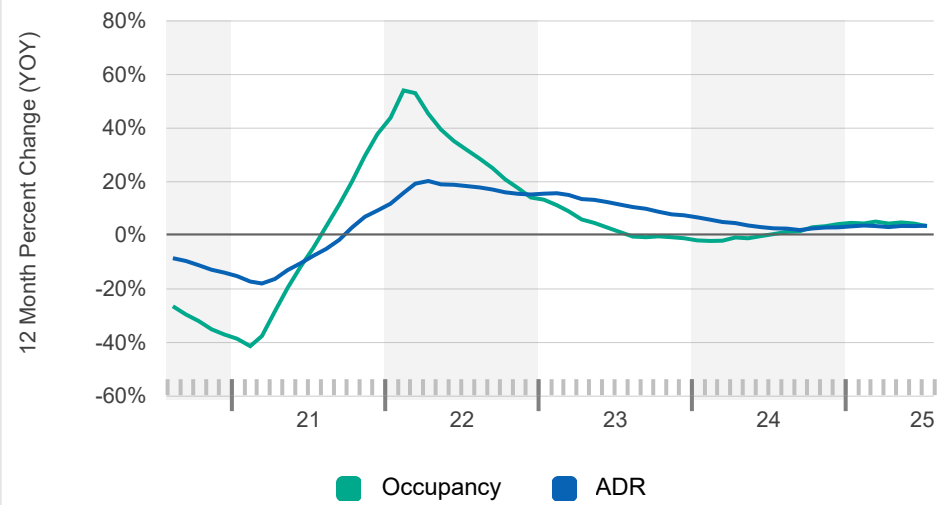
Supply Change



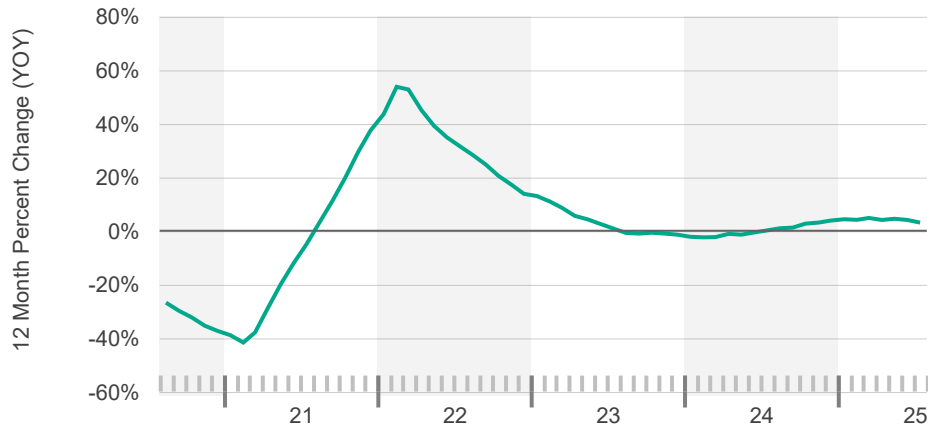
Demand Change



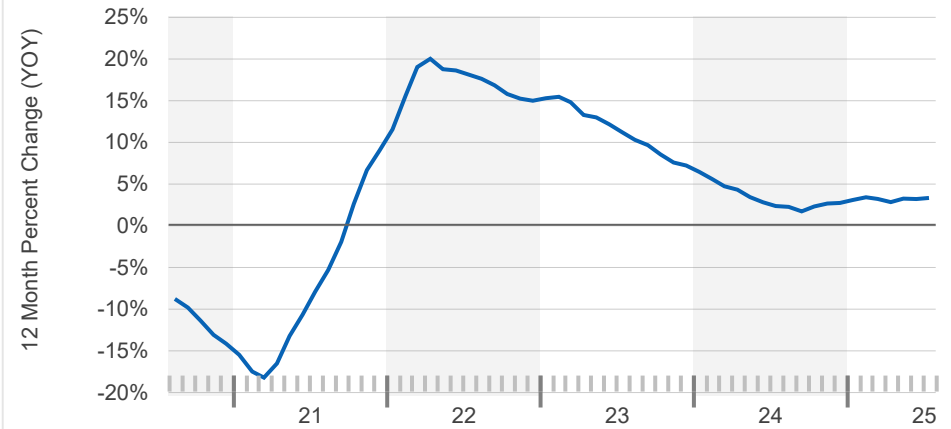
Occupancy & ADR Change



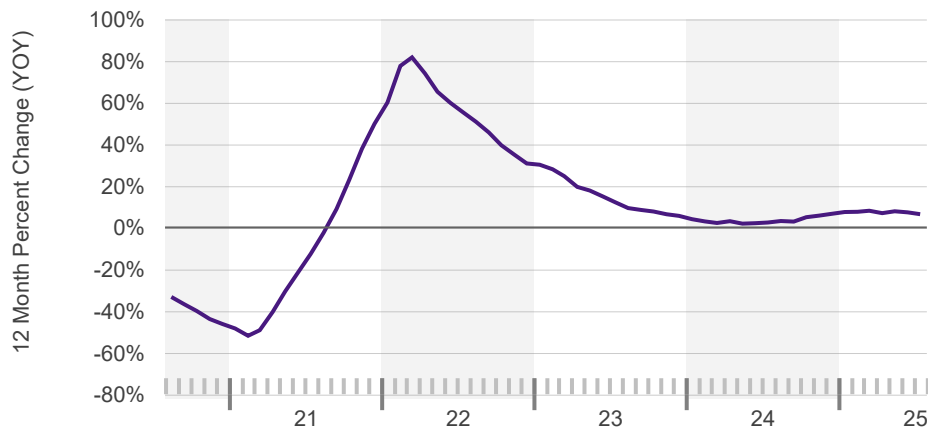
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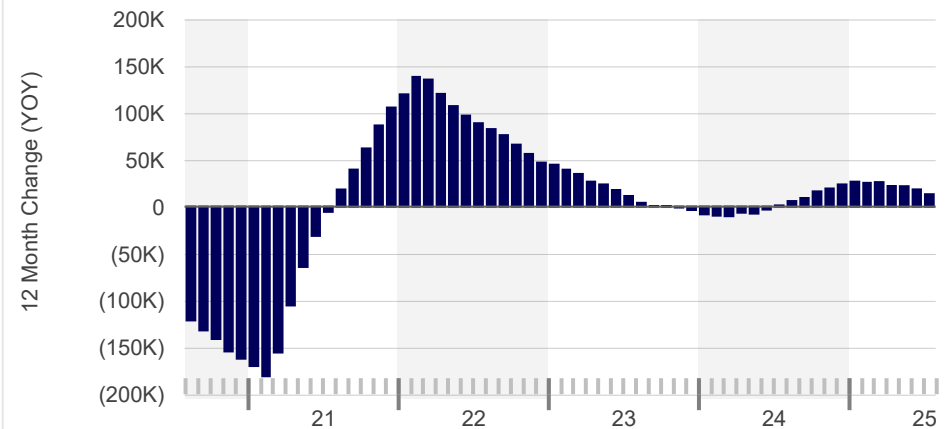
ADR Change



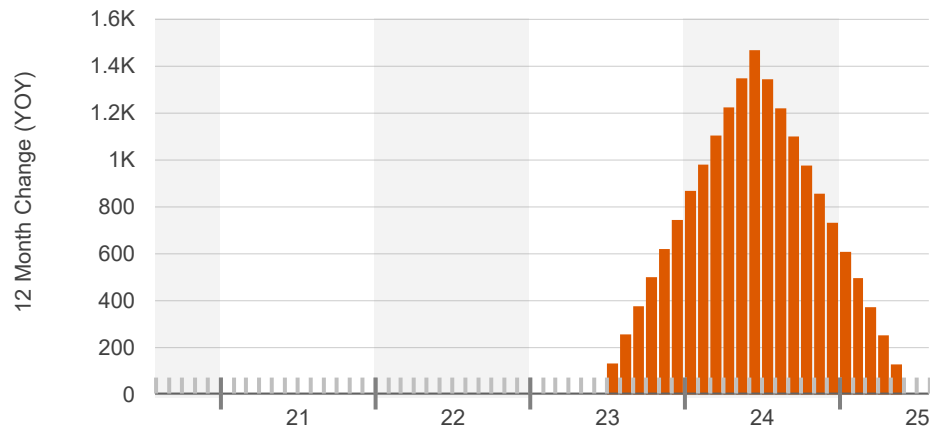
RevPAR Change



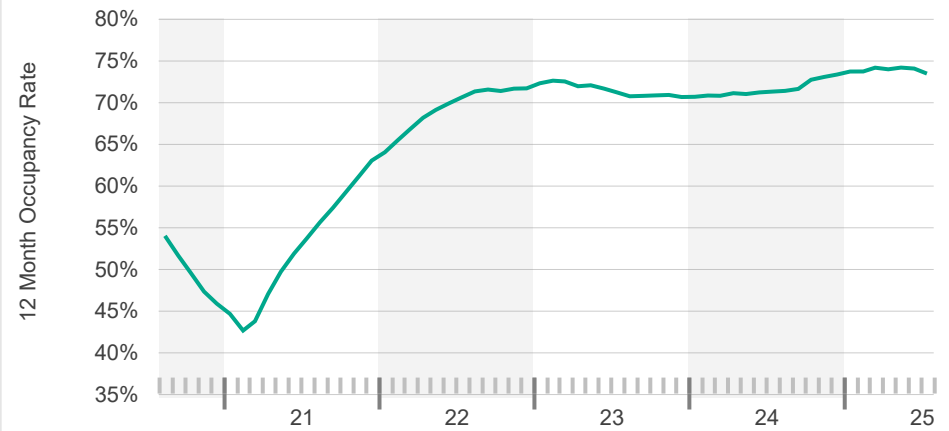
Demand Change



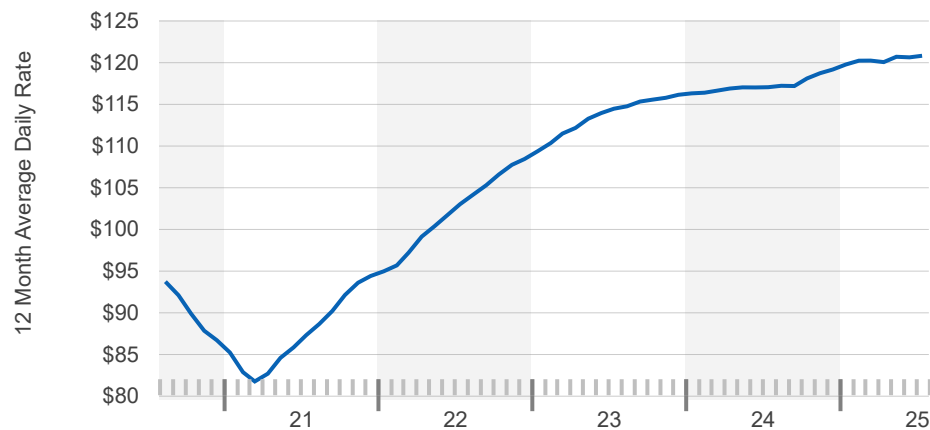
Supply Change



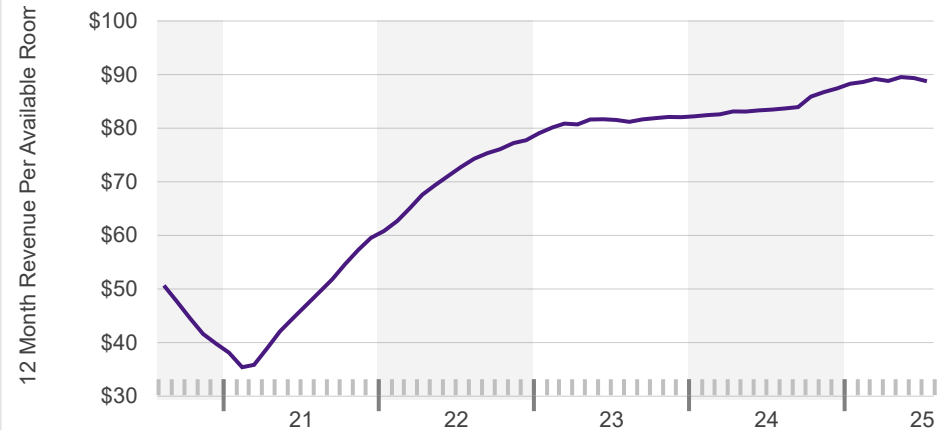
Occupancy



ADR

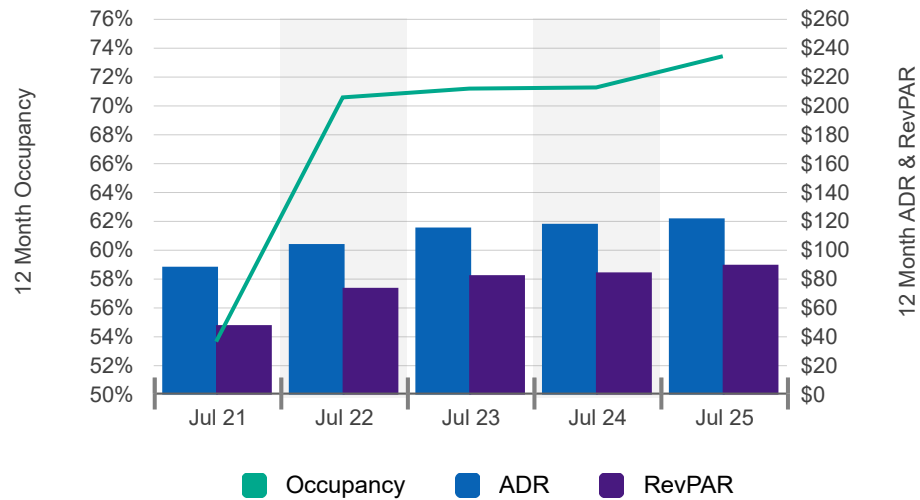


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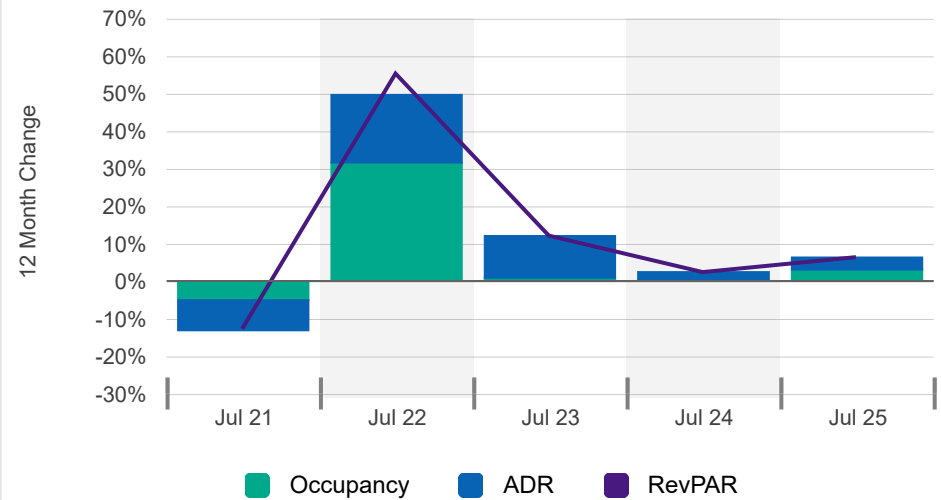


Search Analytics

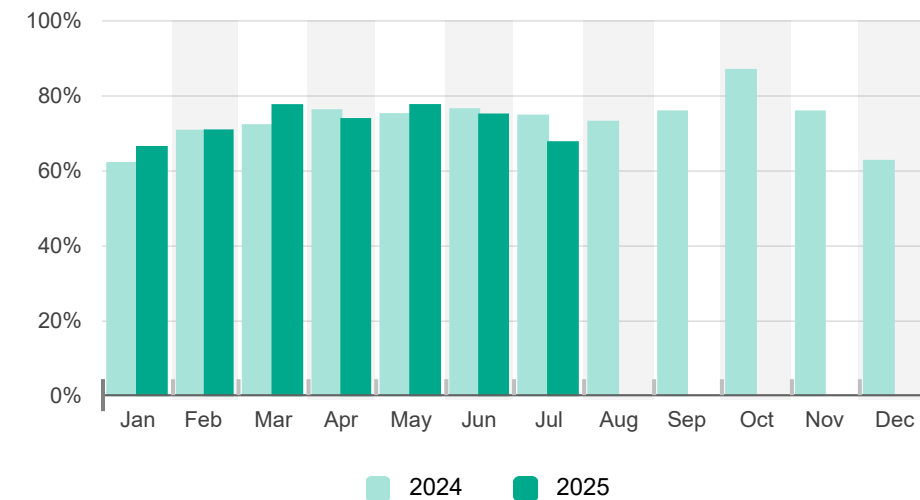
Occupancy, ADR & RevPAR



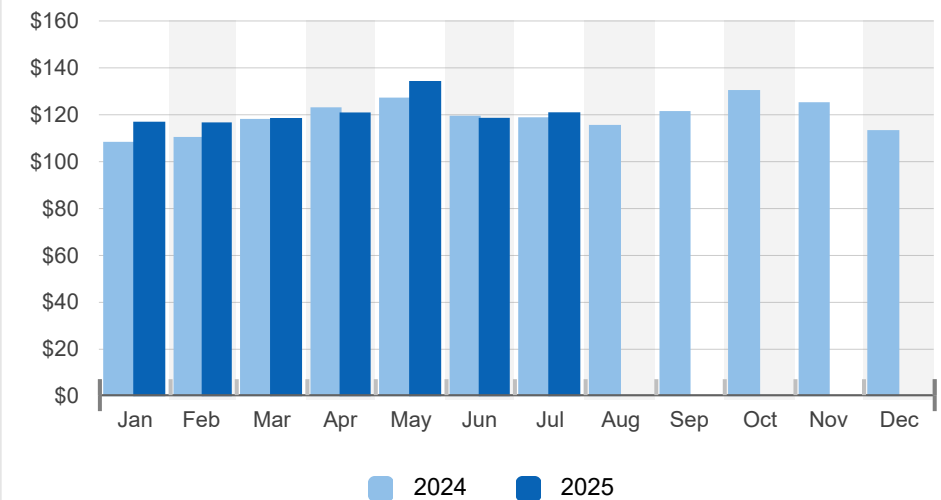
RevPAR Growth Composition



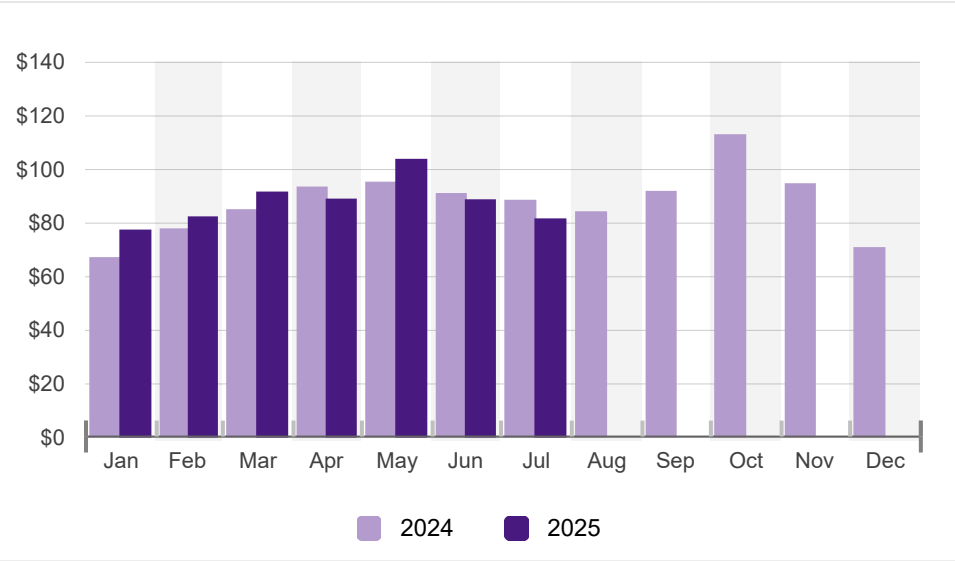
Occupancy Monthly



ADR Monthly



RevPAR Monthly



Rooms Delivered

No Data Available



No data available for the past 5 years

Rooms Under Construction

No Data Available



No data available for the past 5 years

Delivered, Demolished & Net Delivered Rooms

No Data Available



No data available for the past 5 years

Rooms Delivered By Class

No Data Available



No data available for the past 5 years

Demolished Rooms

No Data Available



No data available for the past 5 years

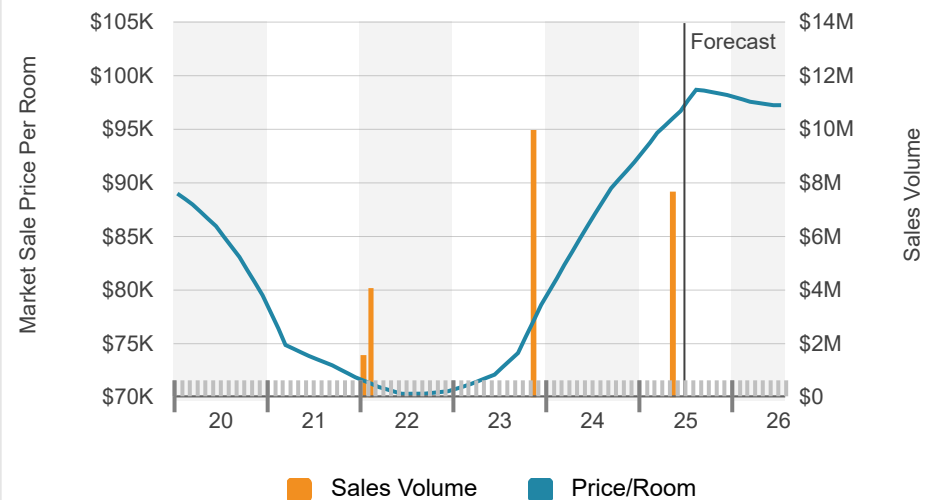
Rooms Under Construction % of Inventory

No Data Available

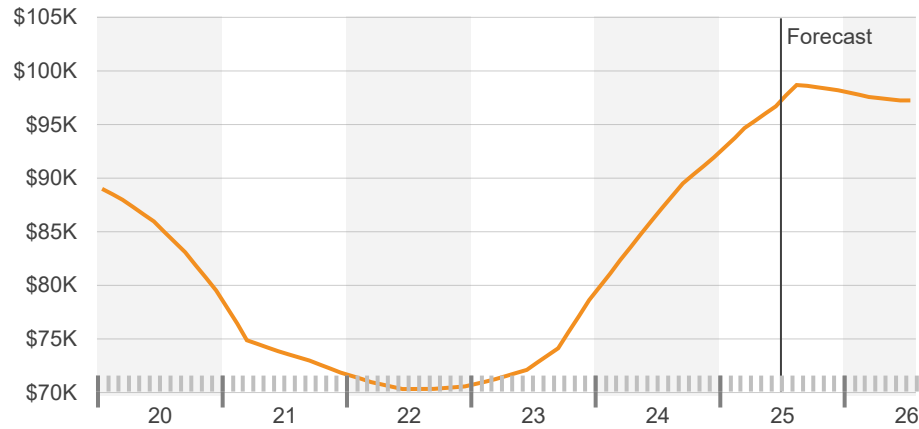


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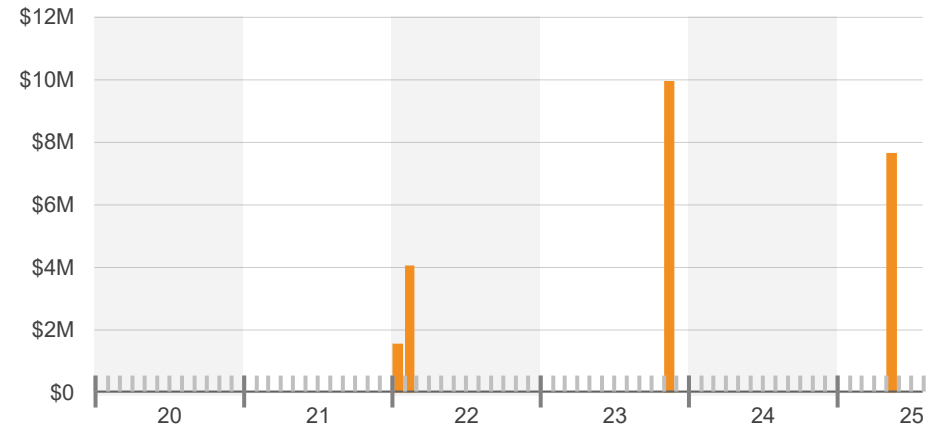
Sales Volume & Market Sale Price Per Room



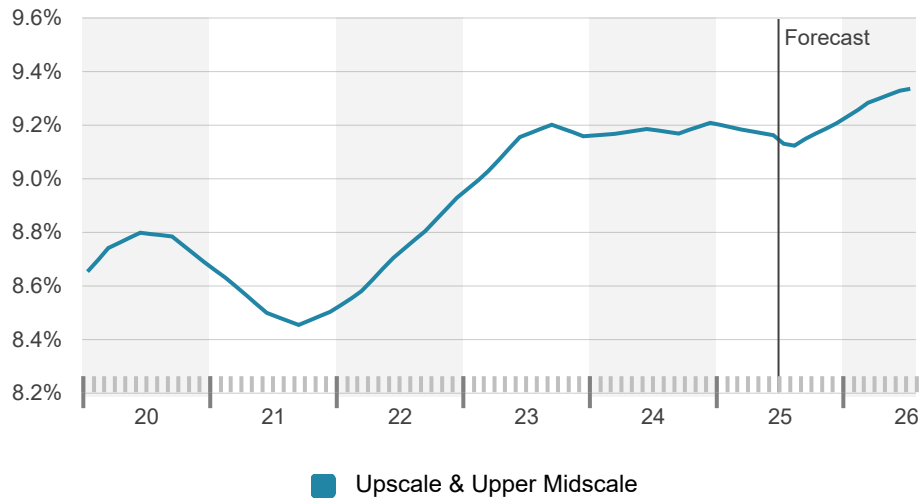
Market Sale Price Per Room



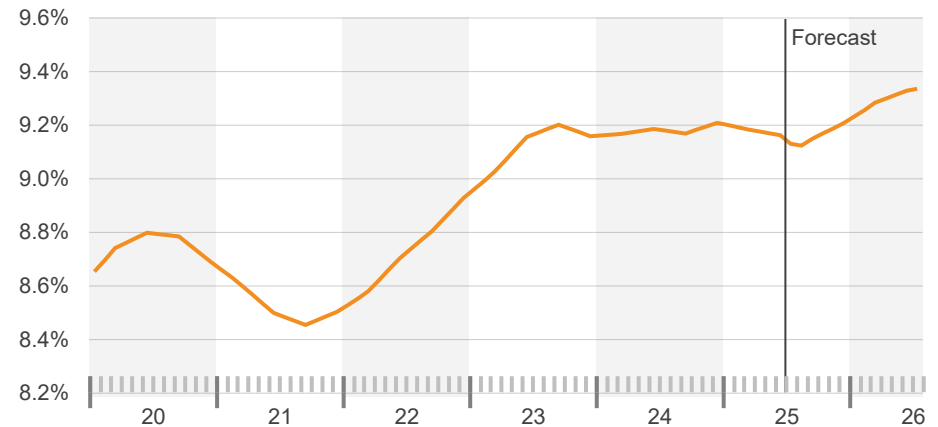
Sales Volume



Market Cap Rate By Class



Market Cap Rate



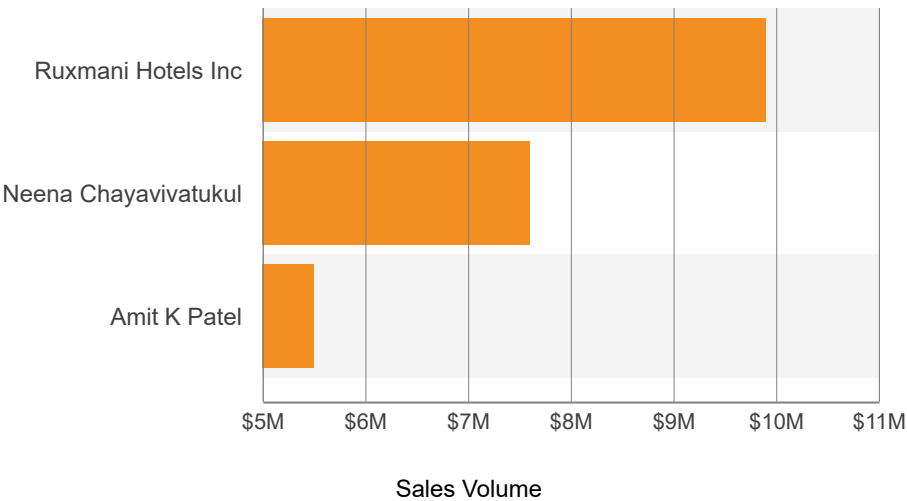
Top Brands Delivered

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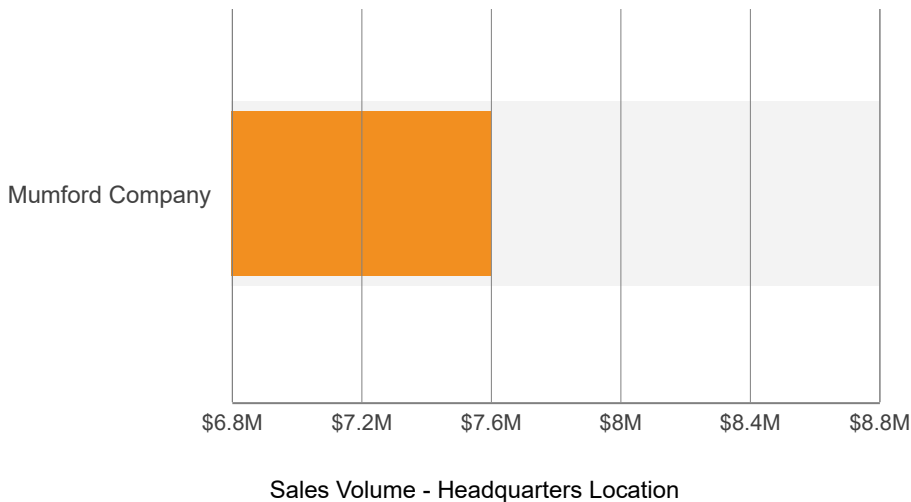


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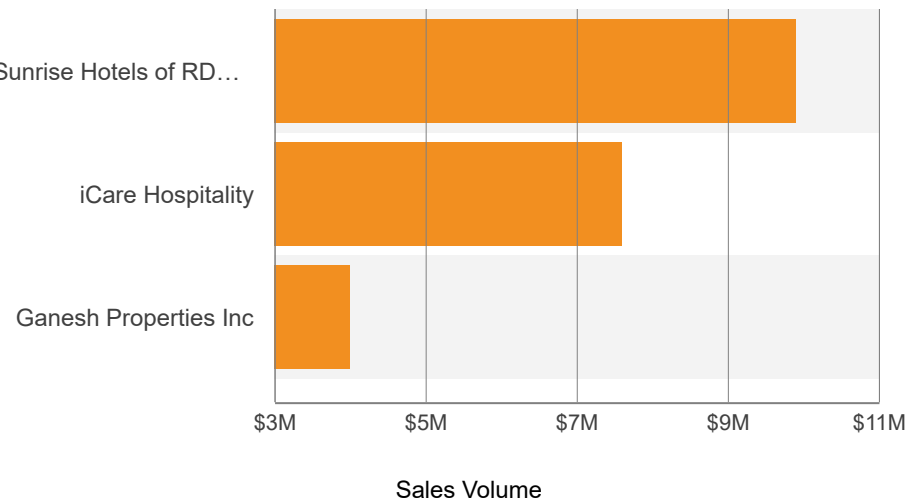
Top Sellers



Top Seller Brokers



Top Buyers



APPENDIX THREE

SECONDARY COMPETITIVE SET ANALYTICS



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

Search Analytics

INVENTORY ROOMS
996 +0%
Prior Period 996

UNDER CONSTRUCTION ROOMS
0 -
Prior Period 0

MARKET SALE PRICE/ROOM
\$96.1K +11.9%
Prior Period \$85.9K

MARKET CAP RATE
9.9% +0%
Prior Period 9.9%

ANALYTIC ROOMS
1,045 +0%
Prior Period 1,045

12 MO OCC RATE
72.0% +4.1%
Prior Period 69.2%

12 MO ADR
\$141 +4.4%
Prior Period \$135

12 MO REVPAR
\$102 +8.6%
Prior Period \$94

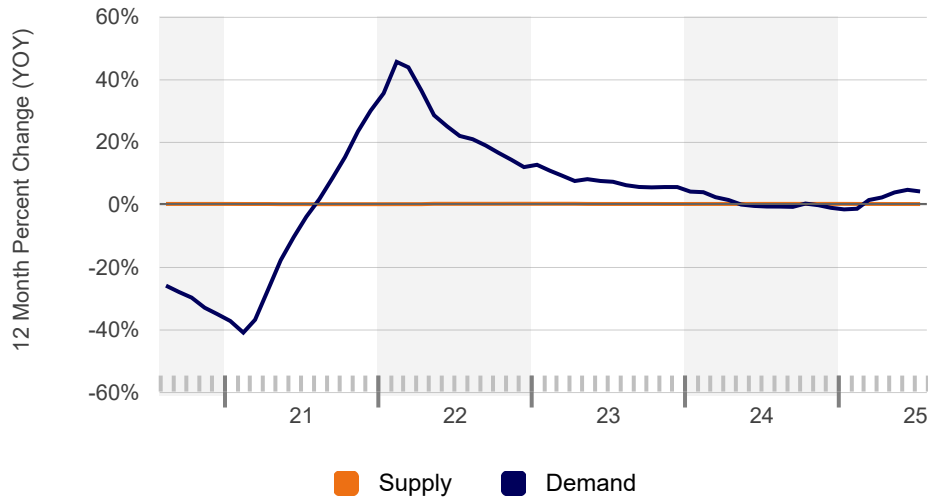
Key Metrics

Inventory	
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12 Mo Delivered Rooms	0
12 Mo Delivered Properties	0
12 Mo Recently Opened Rooms	0
12 Mo Recently Opened Properties	0
Under Construction Properties	0

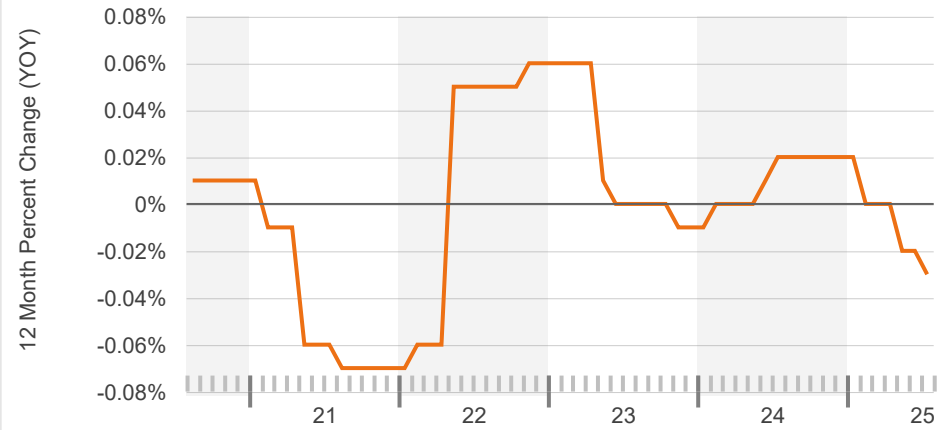
Sales Past Year	
Sales Volume	\$0
Properties Sold	0
Months to Sale	-
Average Price Per Building	-
Market Price Per Room	\$96.1K
Market Cap Rate	-

Performance Trend	
Occupancy Rate	72.1%
Average Daily Rate	\$142.54
Revenue Per Available Room	\$102.78
YTD Occupancy Rate	71.3%
YTD Average Daily Rate	\$142.80
YTD RevPAR	\$101.76
3 Mo Occupancy Rate	75.0%
3 Mo Average Daily Rate	\$146.96
3 Mo RevPAR	\$110.26
12 Mo Occupancy Rate	72.0%
12 Mo Average Daily Rate	\$140.99
12 Mo RevPAR	\$101.55

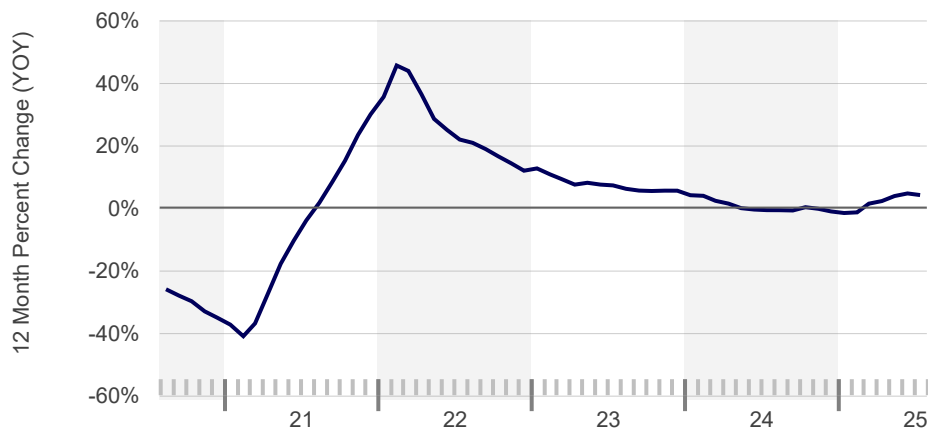
Supply & Demand Change



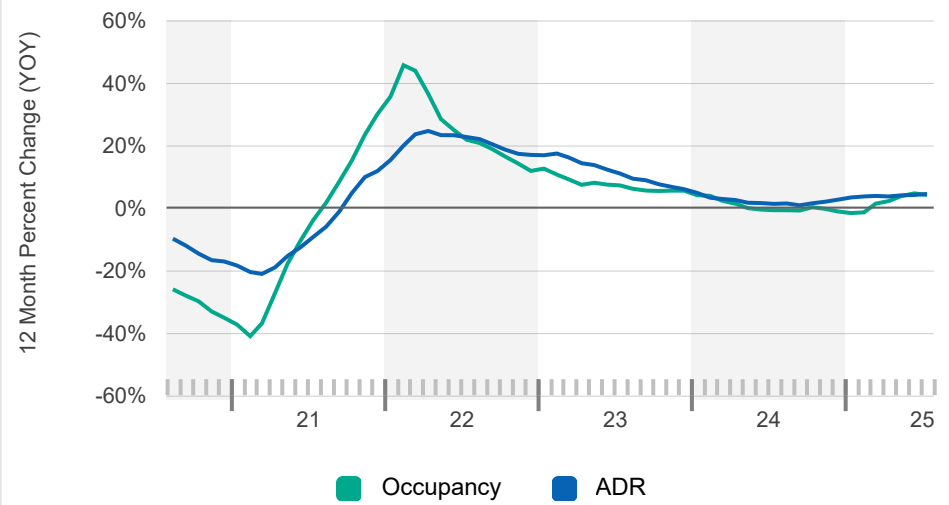
Supply Change



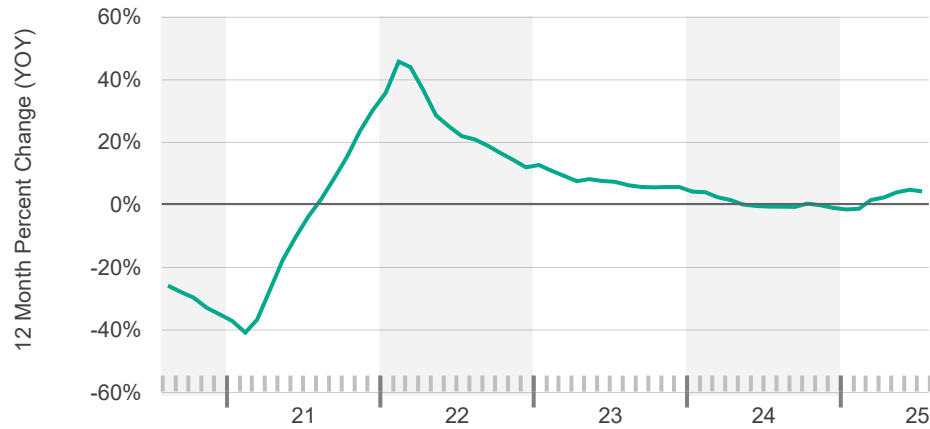
Demand Change



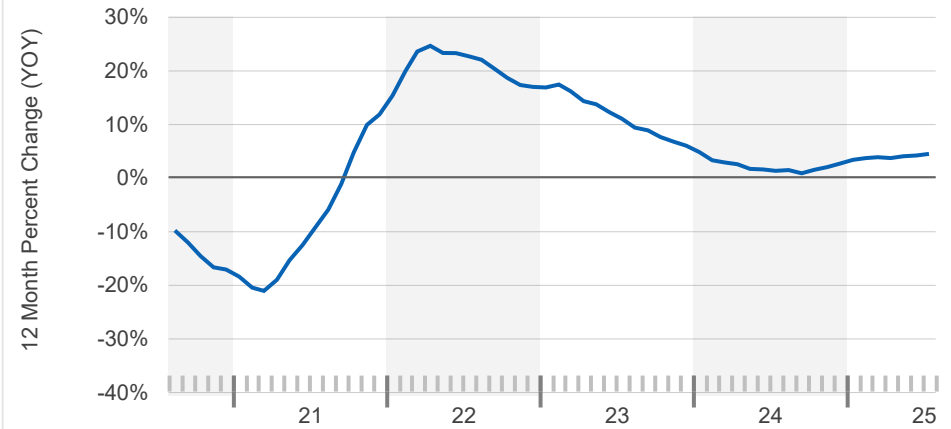
Occupancy & ADR Change



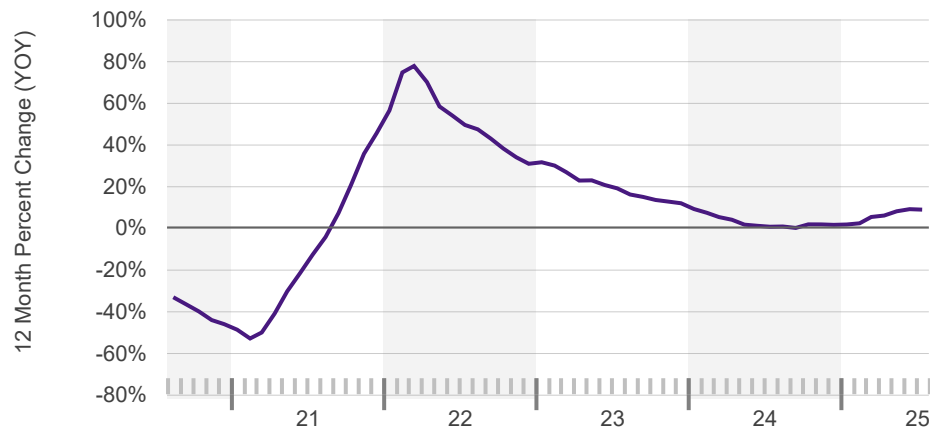
Occupancy Change



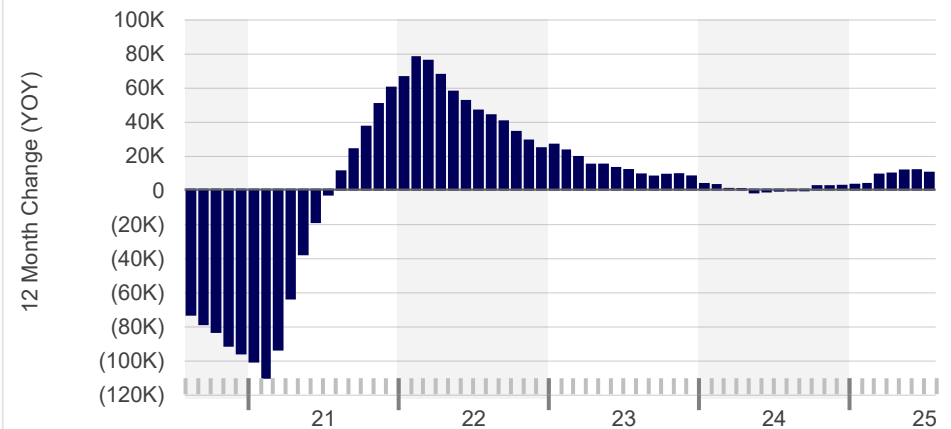
ADR Change



RevPAR Change



Demand Change



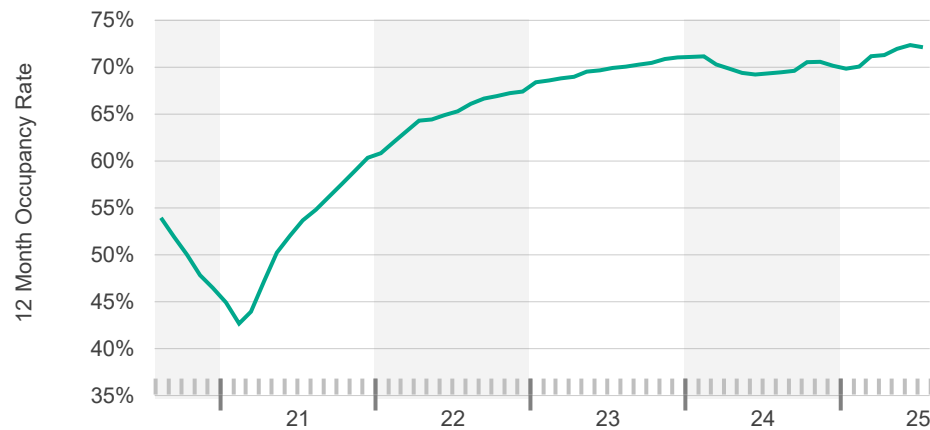
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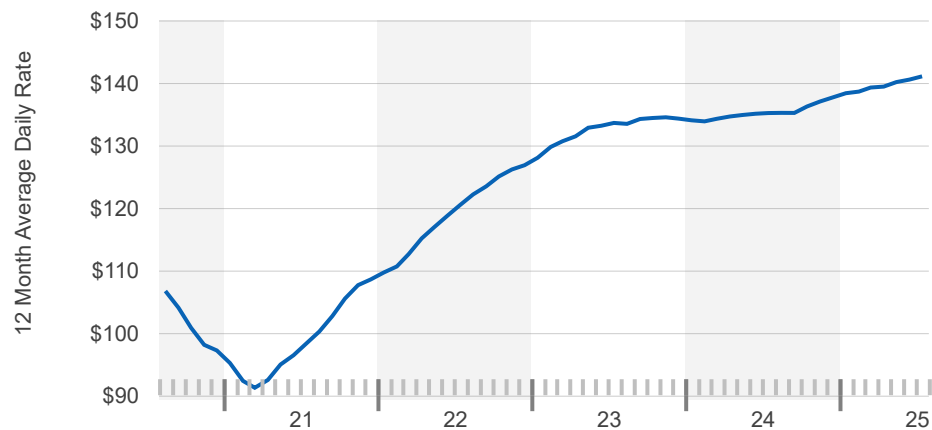


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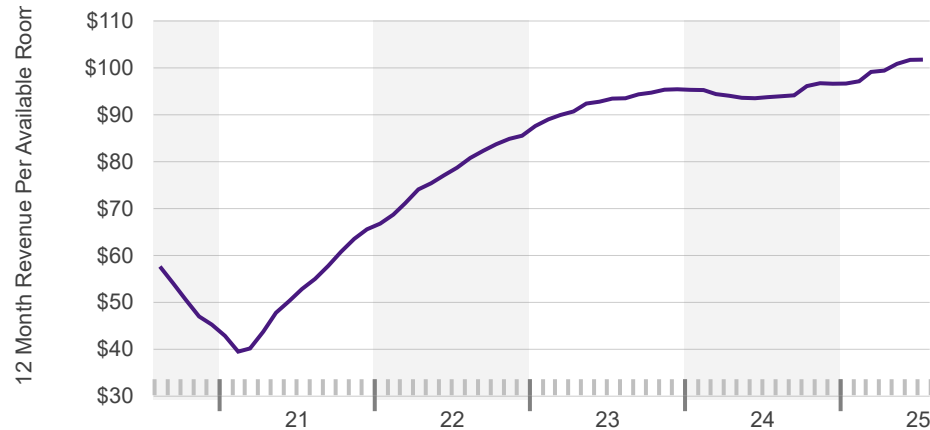
Occupancy



ADR

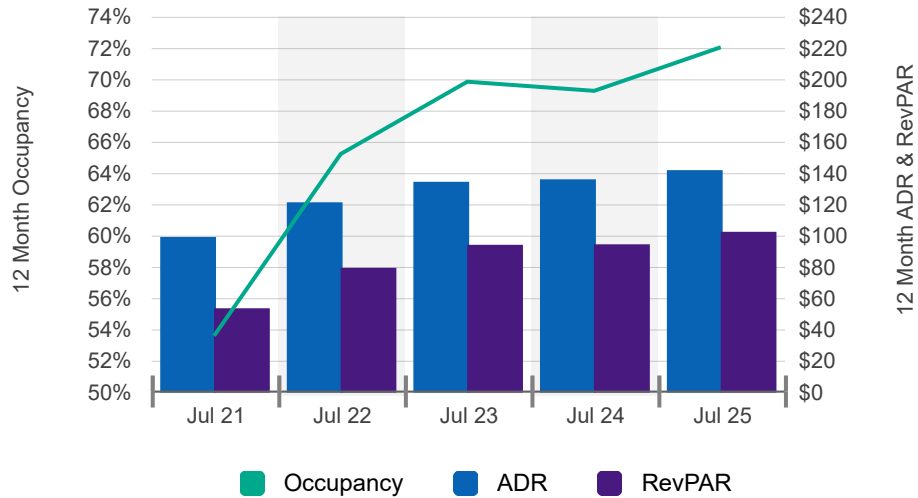


RevPAR

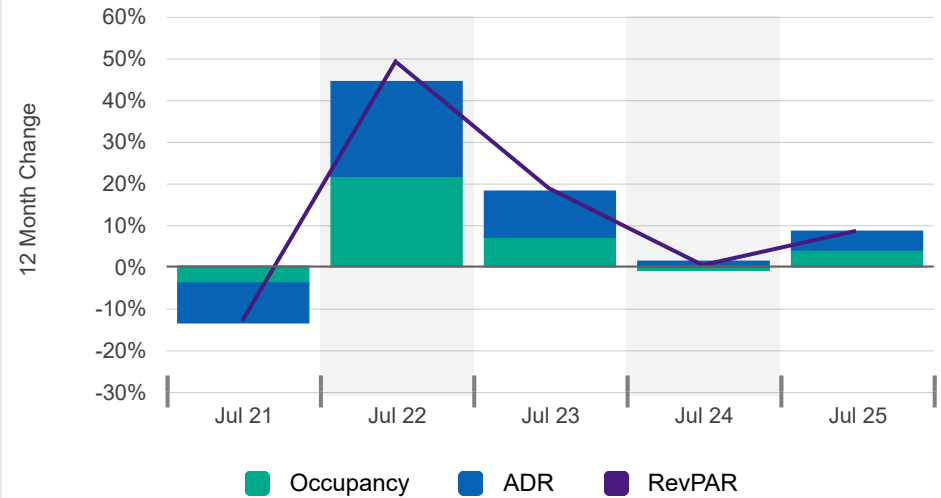


Search Analytics

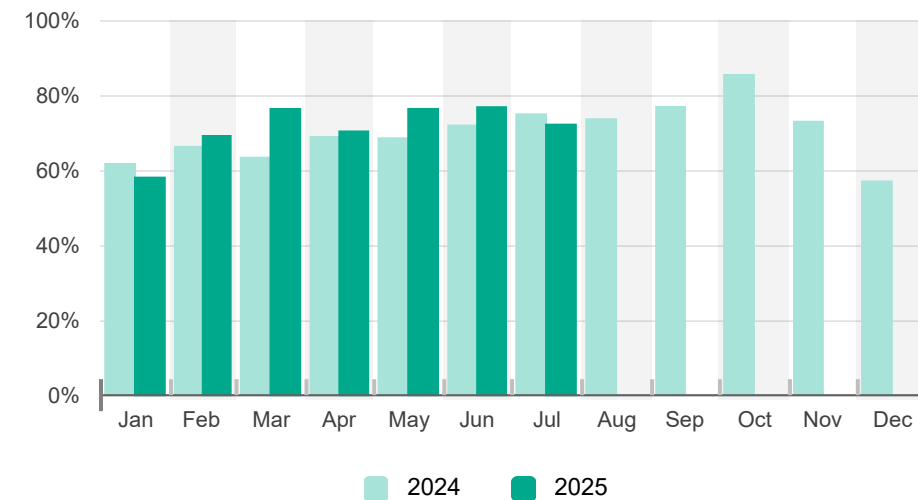
Occupancy, ADR & RevPAR



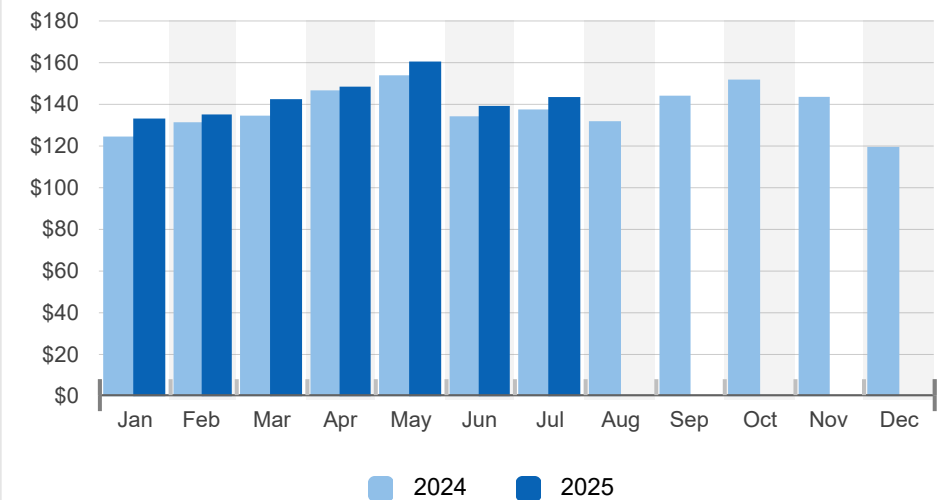
RevPAR Growth Composition



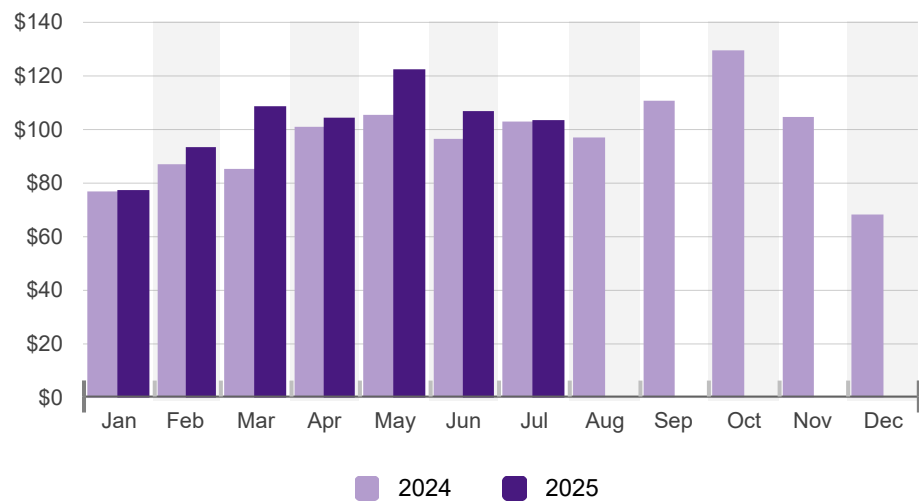
Occupancy Monthly



ADR Monthly



RevPAR Monthly



Rooms Delivered

No Data Available



No data available for the past 5 years

Rooms Under Construction

No Data Available



No data available for the past 5 years

Delivered, Demolished & Net Delivered Rooms

No Data Available



No data available for the past 5 years

Rooms Delivered By Class

No Data Available



No data available for the past 5 years

Demolished Rooms

No Data Available



No data available for the past 5 years

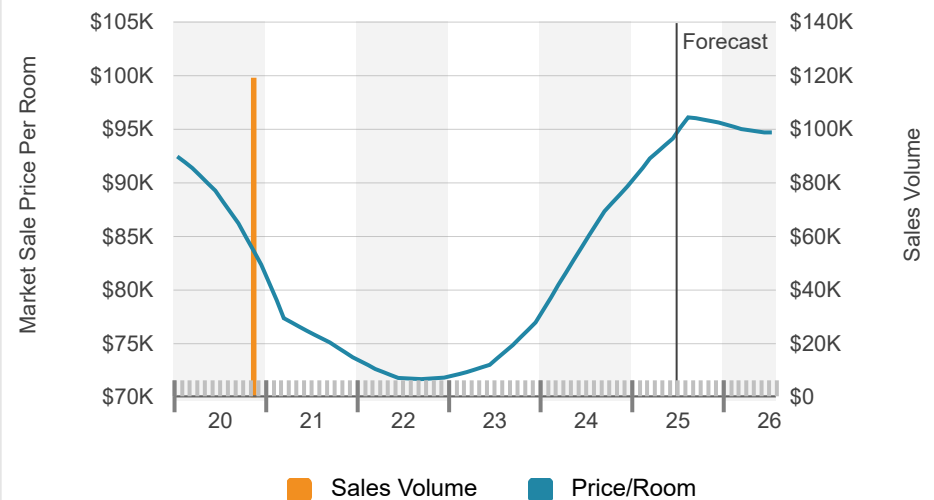
Rooms Under Construction % of Inventory

No Data Available

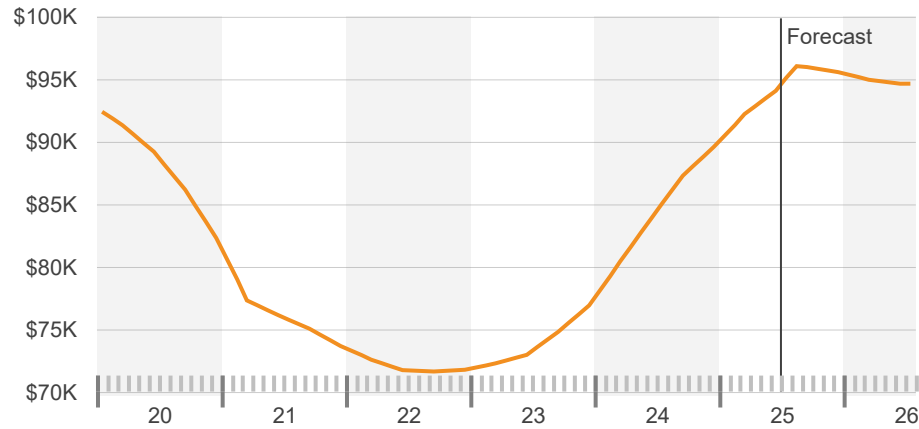


No data available for the past 5 years

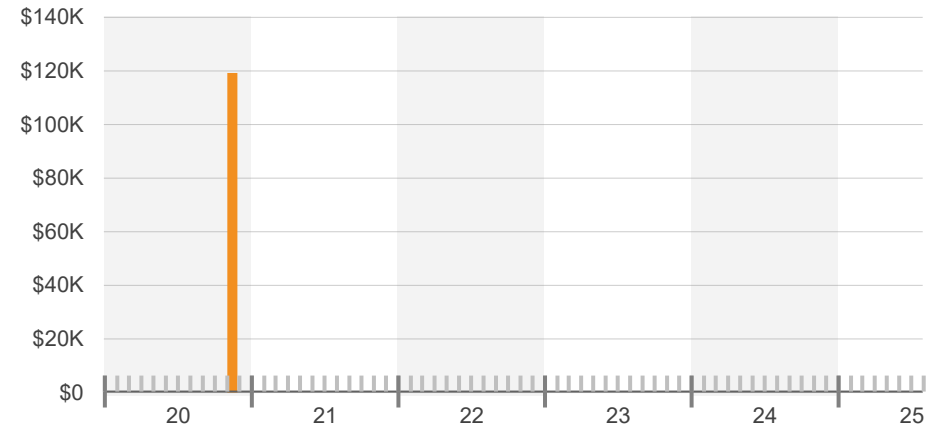
Sales Volume & Market Sale Price Per Room



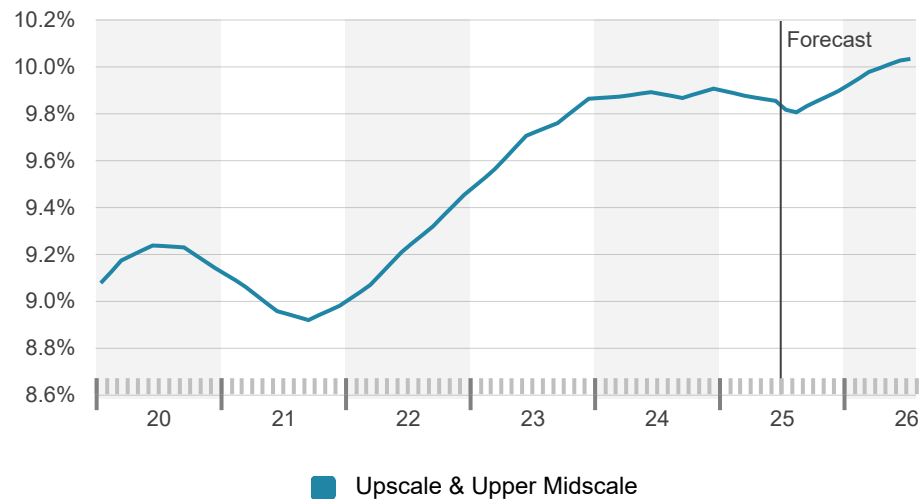
Market Sale Price Per Room



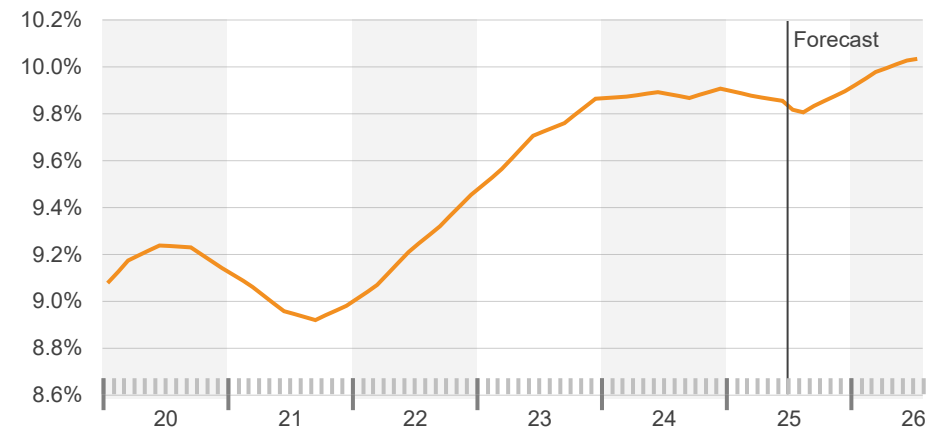
Sales Volume



Market Cap Rate By Class



Market Cap Rate



Top Brands Delivered

No Data Available



No data available for the current selection

Top Sellers

No Data Available



No data available for the current selection

Top Seller Brokers

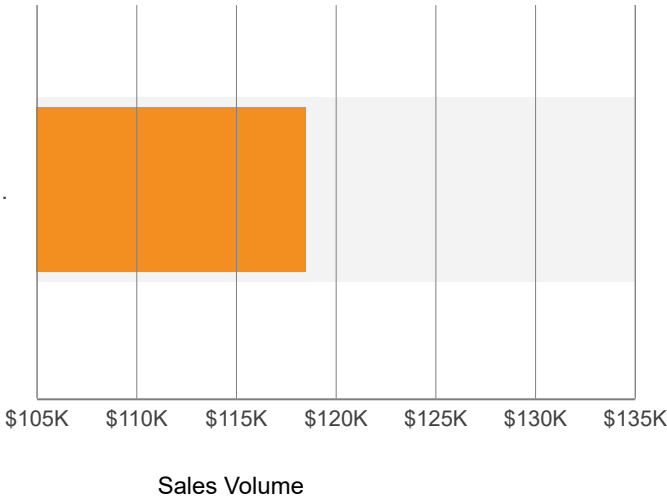
No Data Available



No data available for the current selection

Top Buyers

Drury Development C...



APPENDIX FOUR

REGIONAL LODGING INDUSTRY SUBMARKET REPORT



TAKING THE FIRST STEP TO DEVELOP A NEW HOTEL IN YOUR COMMUNITY

Overview

Concord/Salisbury Hospitality

12 Mo Occupancy

73.9%

12 Mo ADR

\$131.86

12 Mo RevPAR

\$97.41

12 Mo Supply

1.5M

12 Mo Demand

1.1M

Concord/Salisbury comprises 46 hotel properties, which contain around 4,200 rooms. Among the subtypes, there are 710 Luxury & Upper Upscale rooms, 1,800 Upscale & Upper Midscale rooms, and 1,700 Midscale & Economy rooms in Concord/Salisbury.

As of July, Concord/Salisbury 12-month occupancy is 73.9%, 12-month ADR is \$132, and 12-month RevPAR is \$97. Year over year, 12-month occupancy in

Concord/Salisbury has changed by 2.7%, 12-month ADR has changed 2.3%, and 12-month RevPAR has changed by 5.1%.

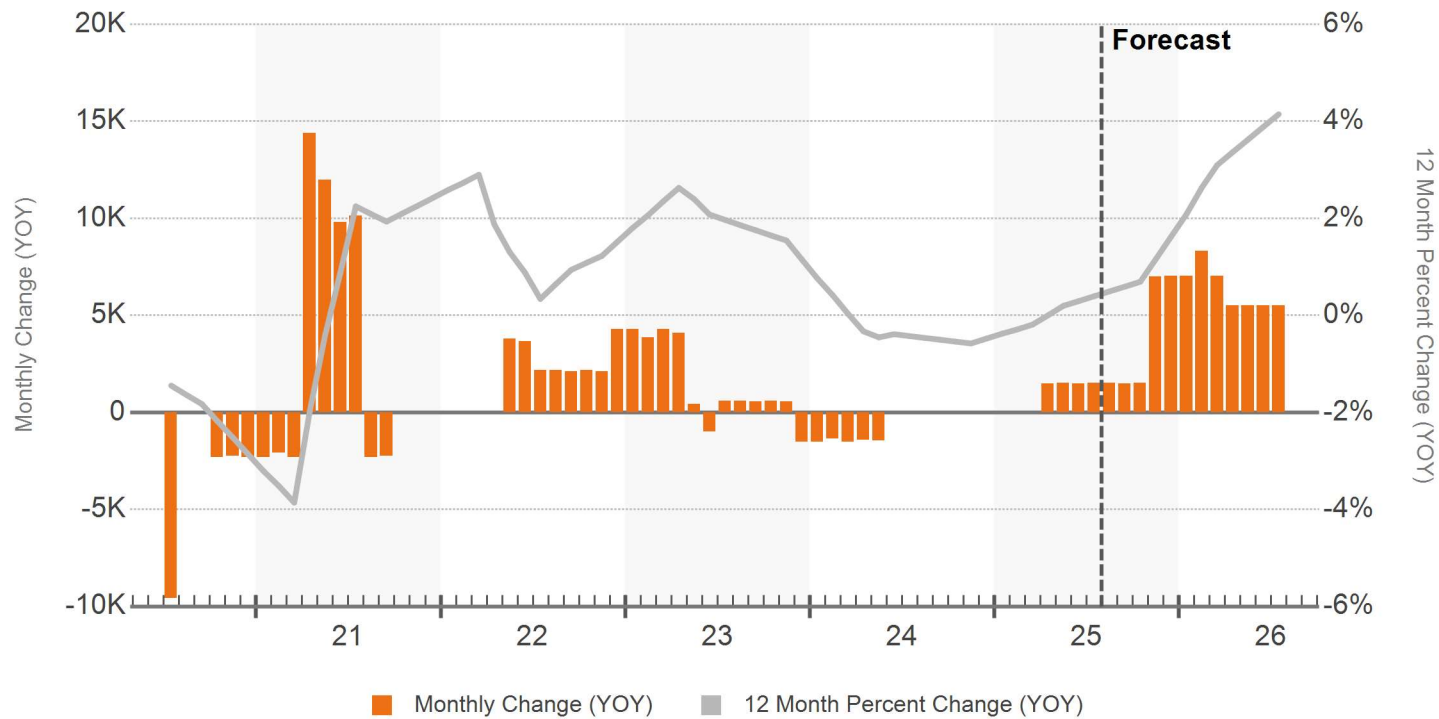
Approximately 180 rooms are under construction in Concord/Salisbury, accounting for 4.3% of its existing inventory. No hotel assets have delivered over the past 12 months.

KEY INDICATORS

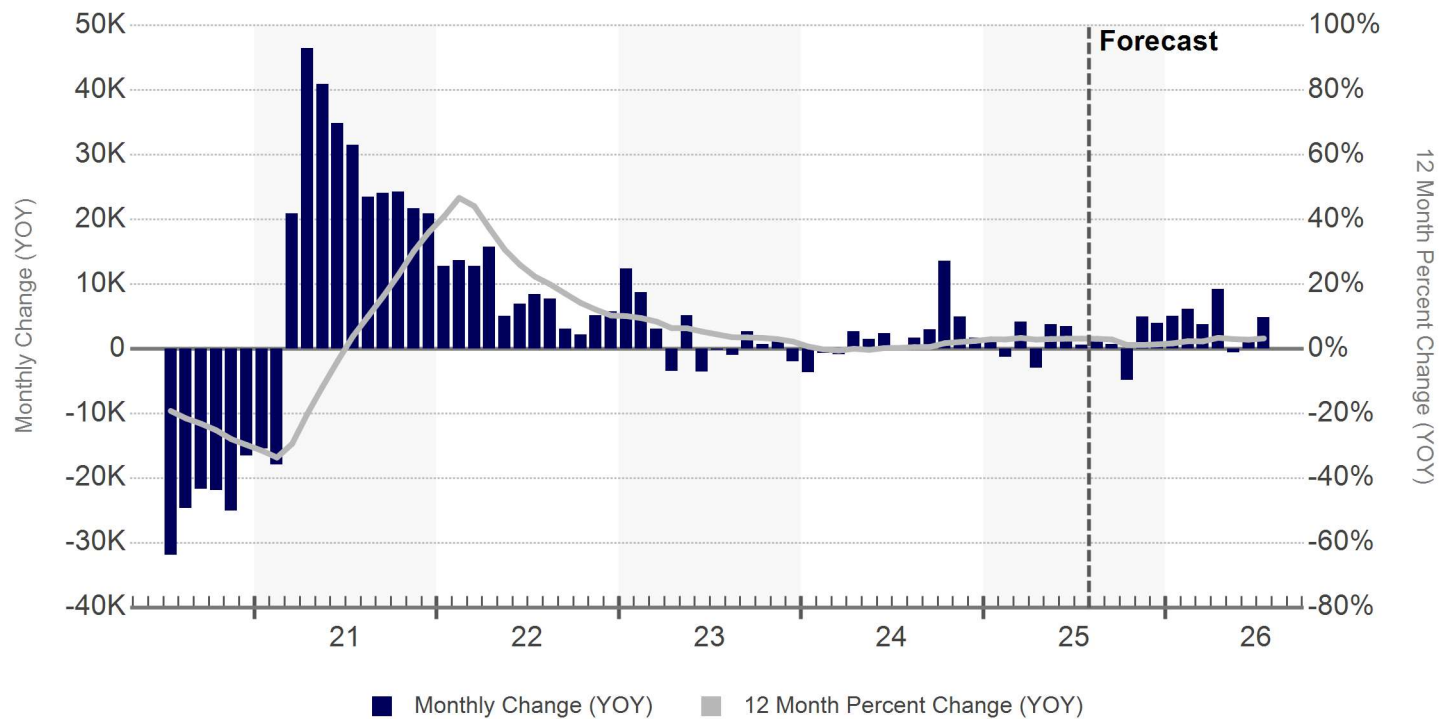
Class	Rooms	12 Mo Occ	12 Mo ADR	12 Mo RevPAR	12 Mo Delivered	Under Construction
Luxury & Upper Upscale	710				0	0
Upscale & Upper Midscale	1,786	76.0%	\$138.77	\$105.43	0	88
Midscale & Economy	1,735	68.0%	\$74.33	\$50.52	0	96
Total	4,231	73.9%	\$131.86	\$97.41	0	184

Average Trend	Current	3 Mo	YTD	12 Mo	Historical Average	Forecast Average
Occupancy	75.6%	76.5%	73.6%	73.9%	68.9%	72.7%
Occupancy Change	-0.6%	1.5%	0.8%	2.7%	5.6%	-0.3%
ADR	\$136.65	\$134.16	\$133.95	\$131.86	\$123.93	\$137.33
ADR Change	-0.5%	0.7%	2.3%	2.3%	5.9%	1.6%
RevPAR	\$103.32	\$102.68	\$98.56	\$97.41	\$85.37	\$99.82
RevPAR Change	-1.1%	2.2%	3.1%	5.1%	11.8%	1.3%

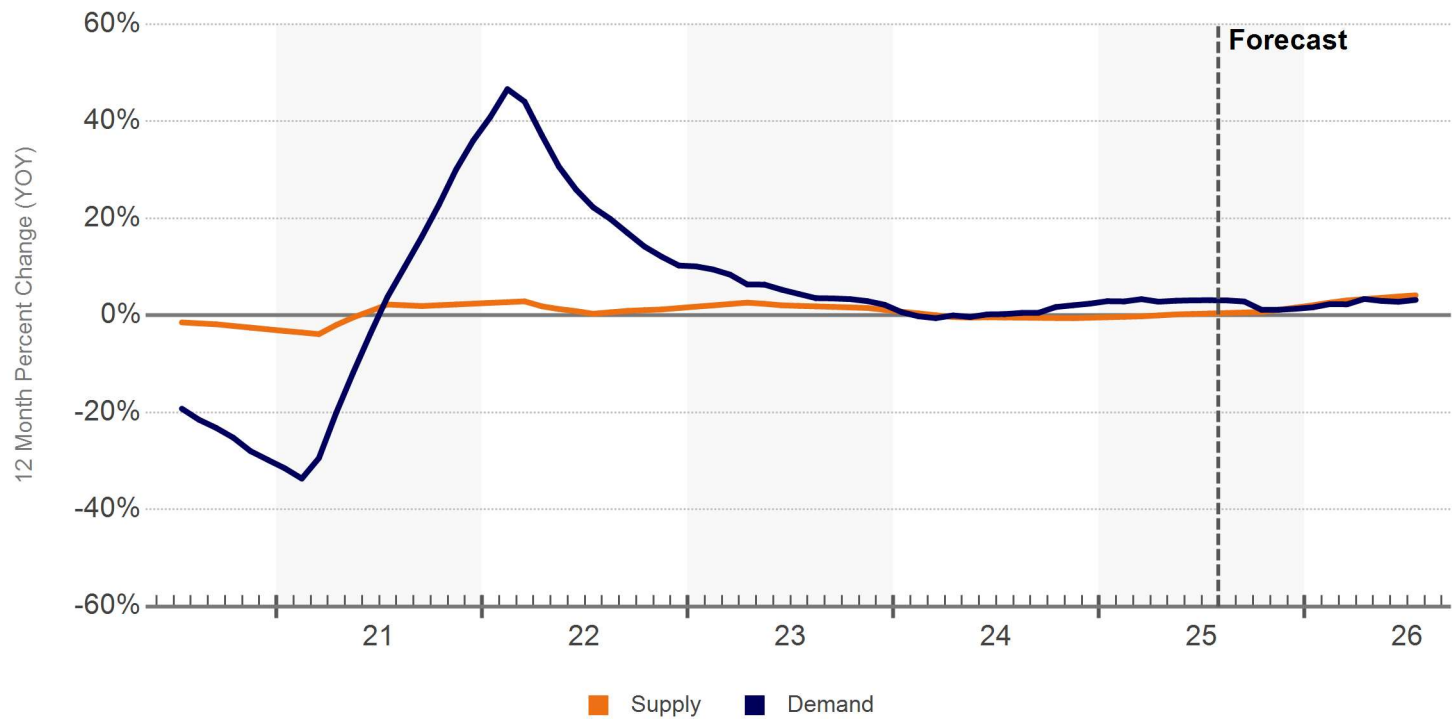
SUPPLY CHANGE



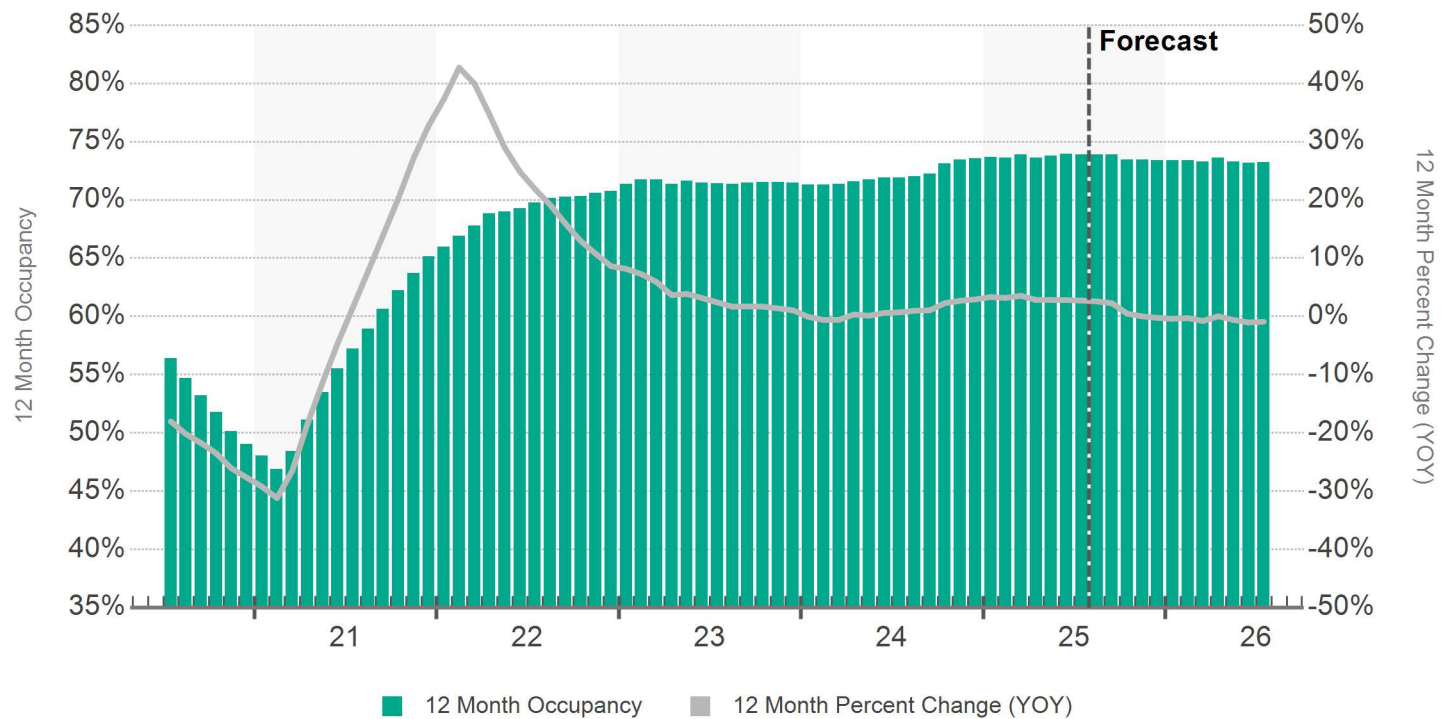
DEMAND CHANGE



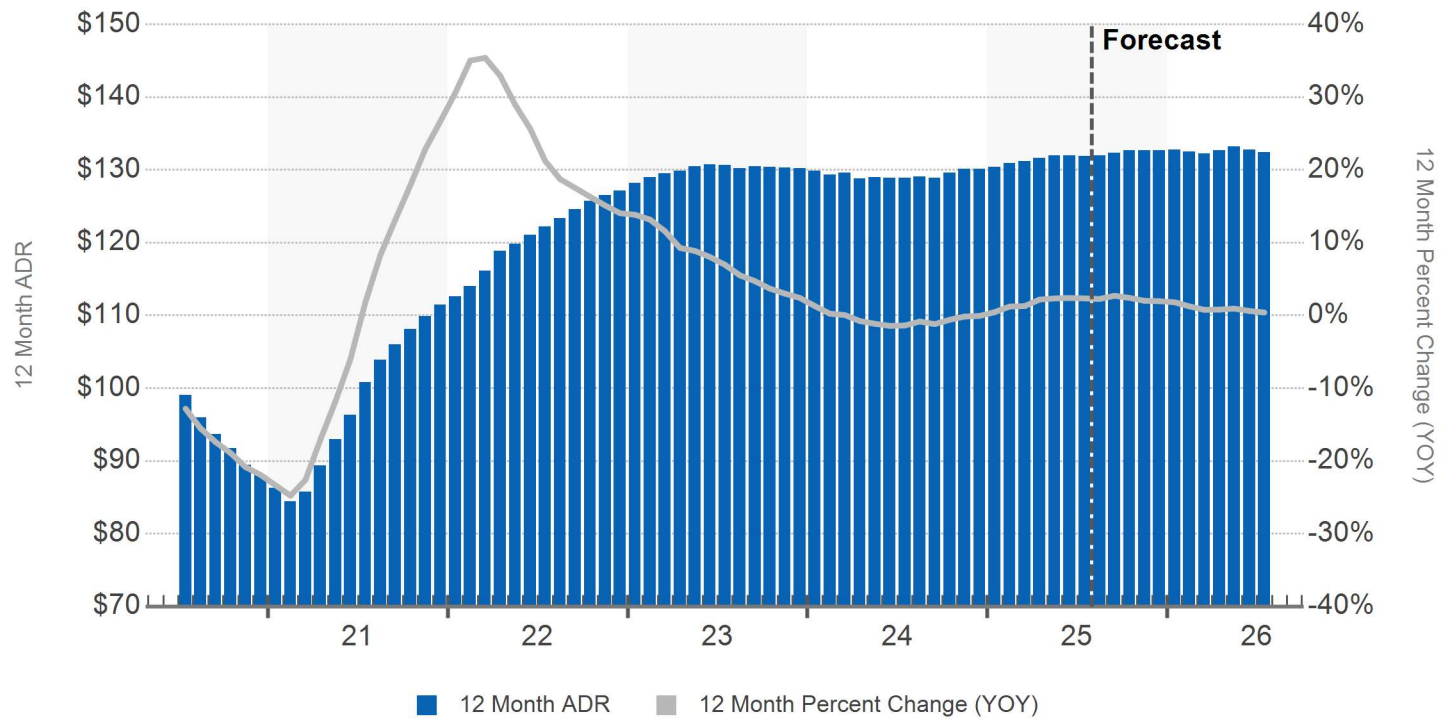
SUPPLY & DEMAND CHANGE



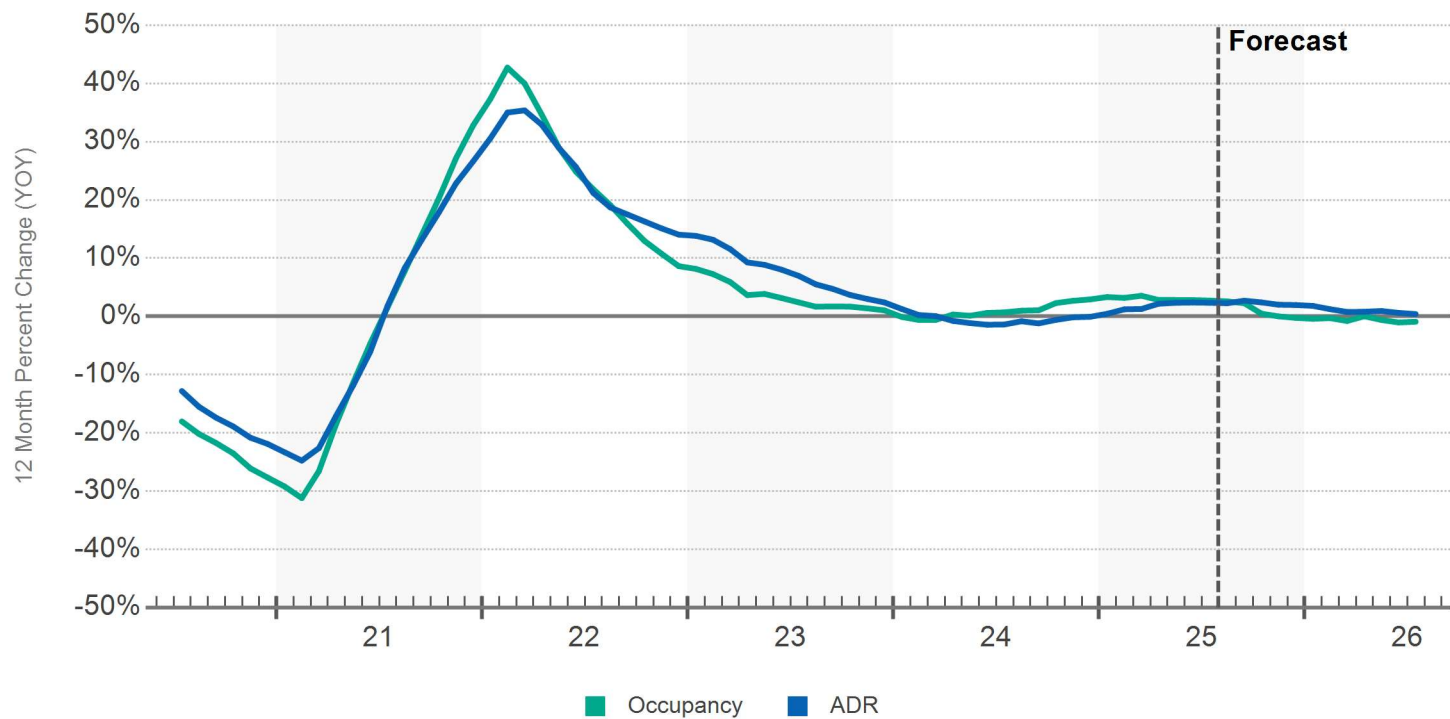
OCCUPANCY



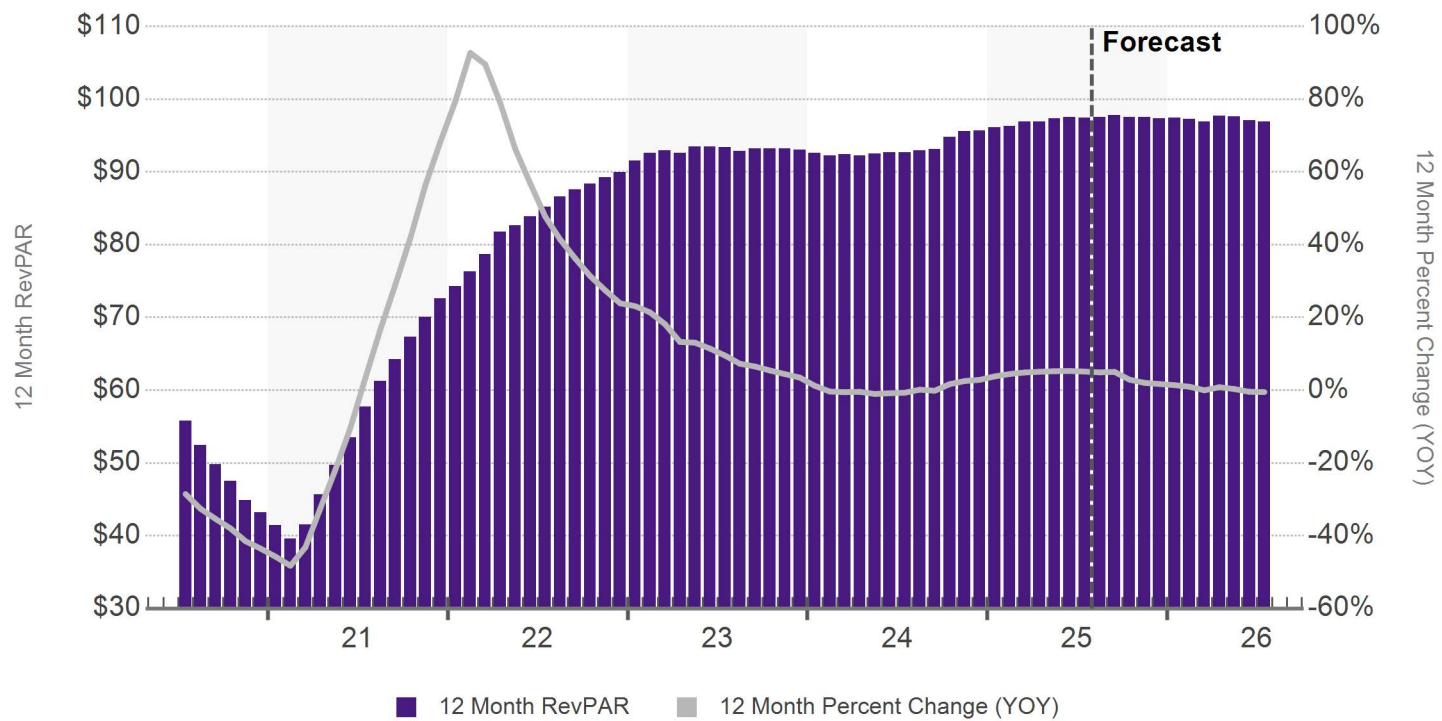
ADR



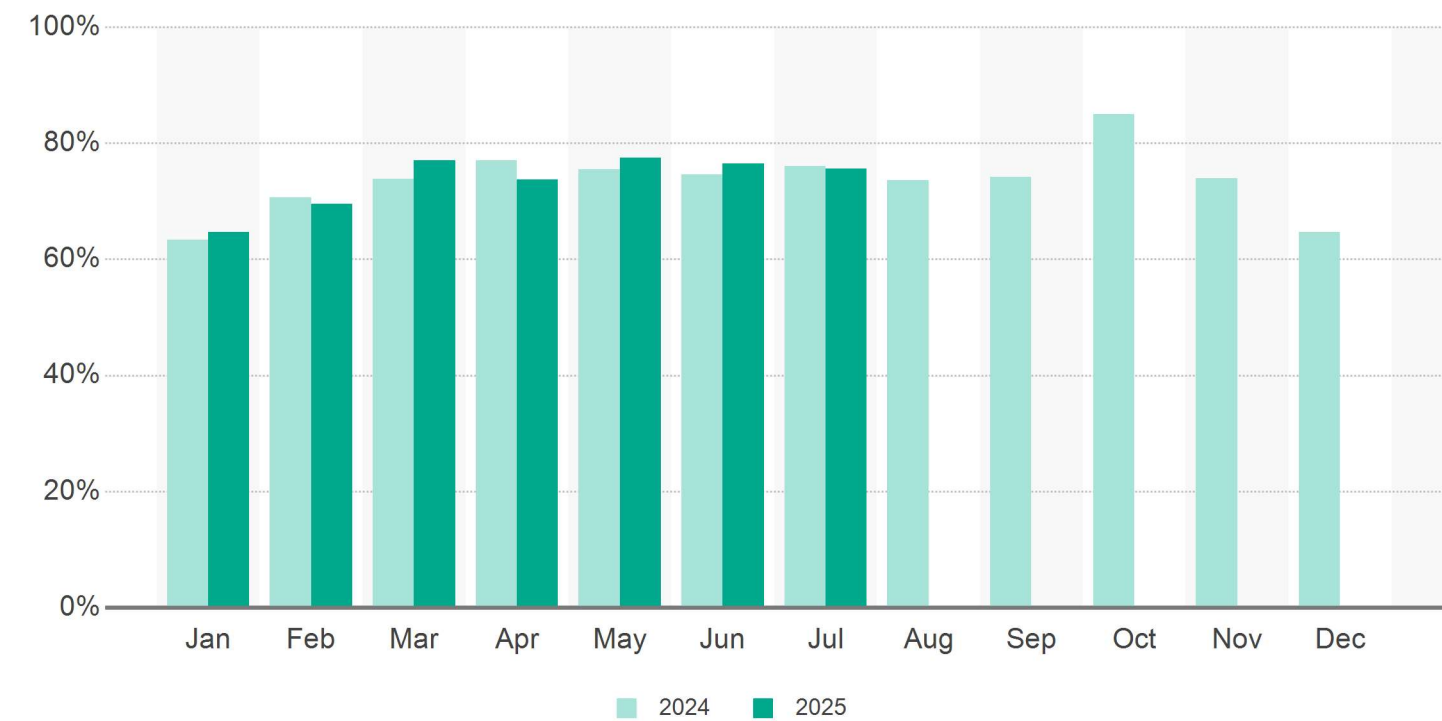
OCCUPANCY & ADR CHANGE



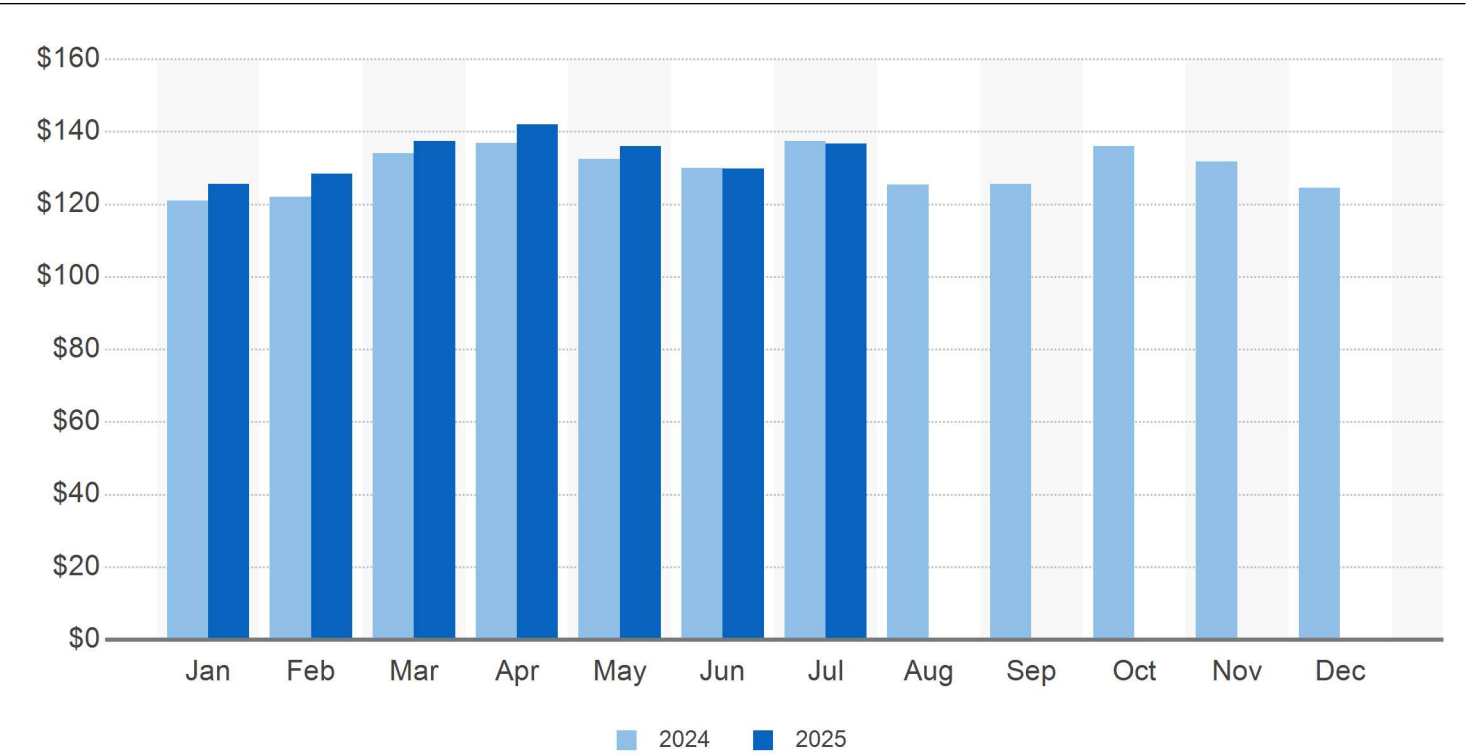
REVPAR



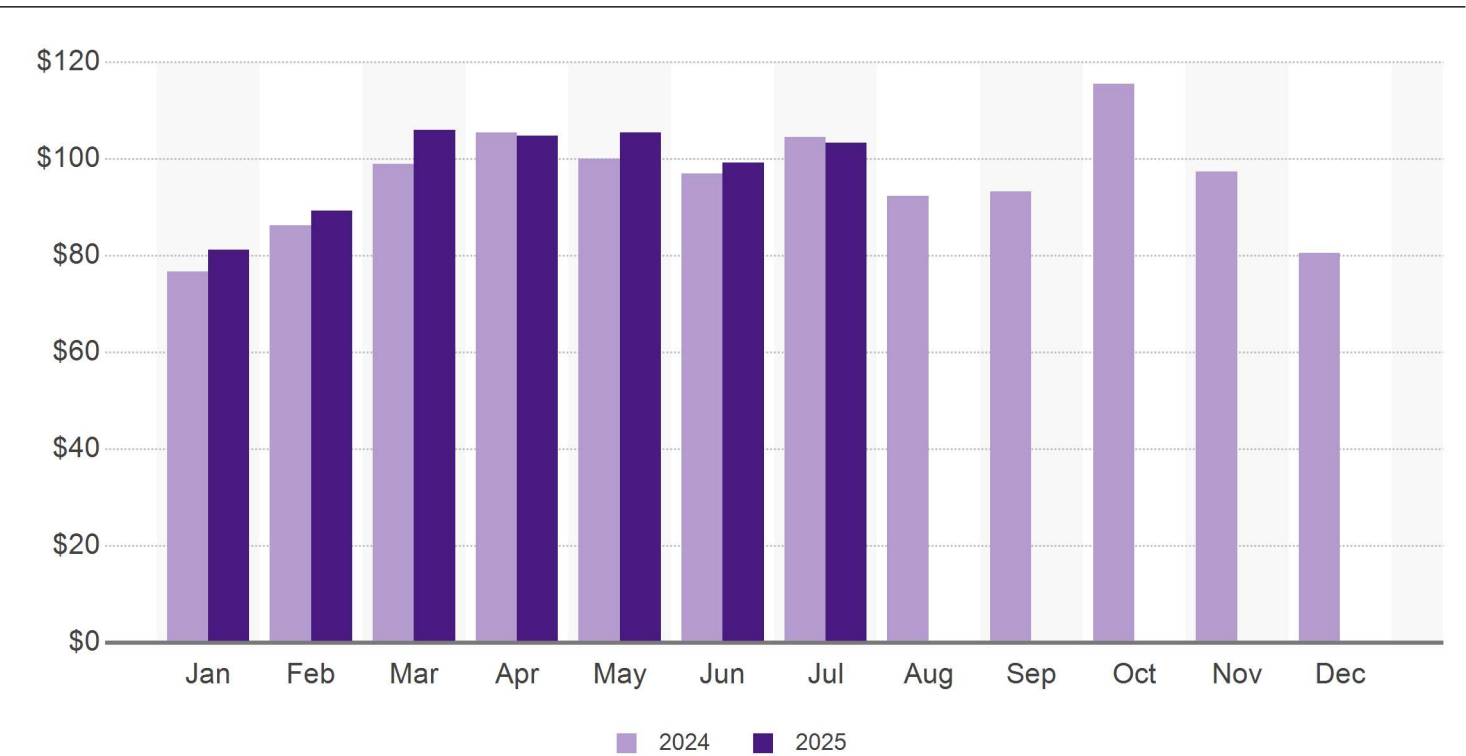
OCCUPANCY MONTHLY



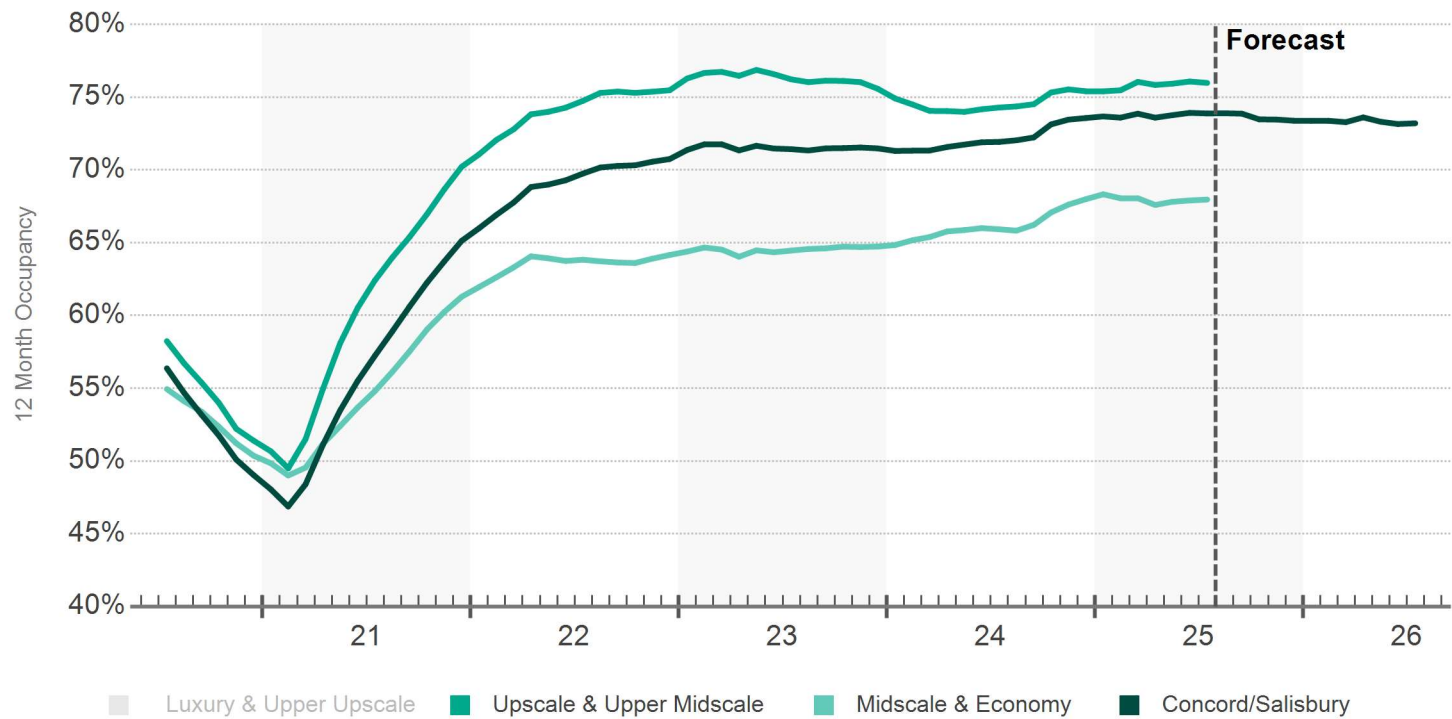
ADR MONTHLY



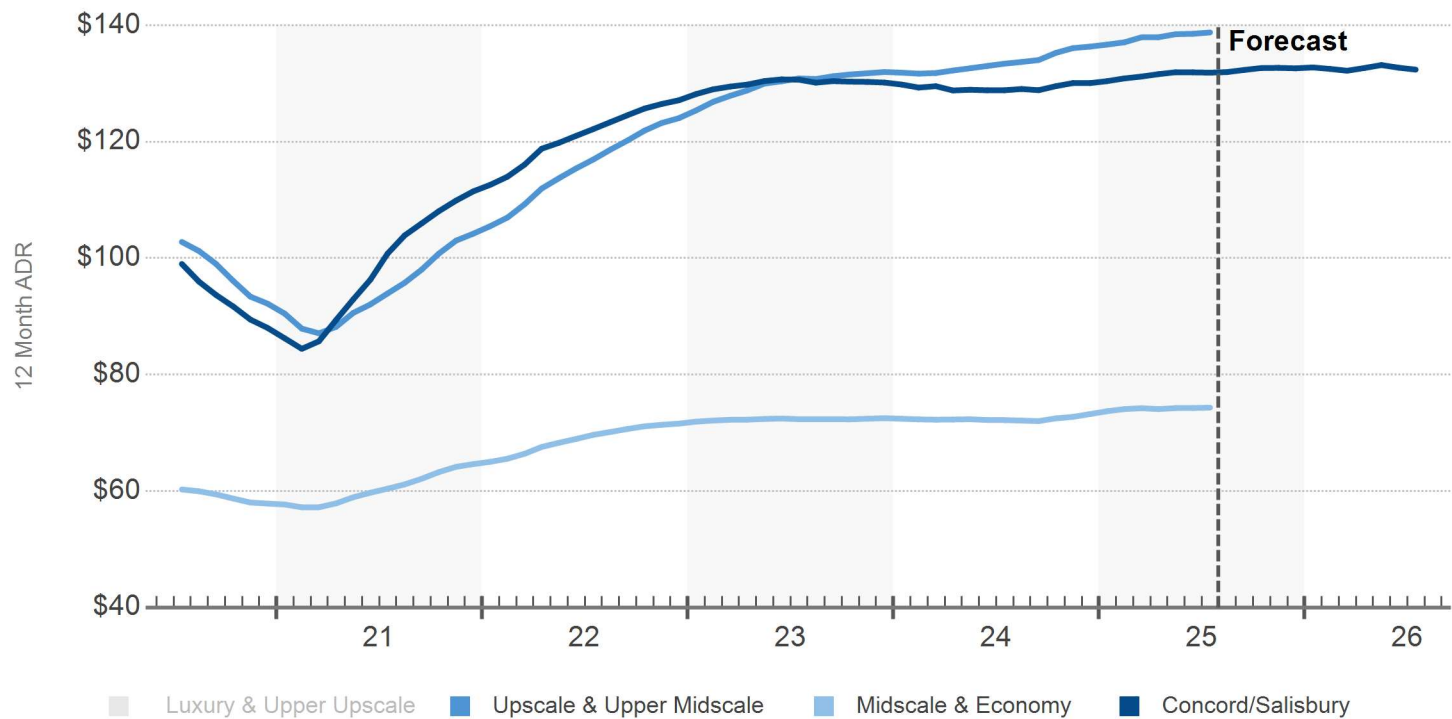
REVPAR MONTHLY



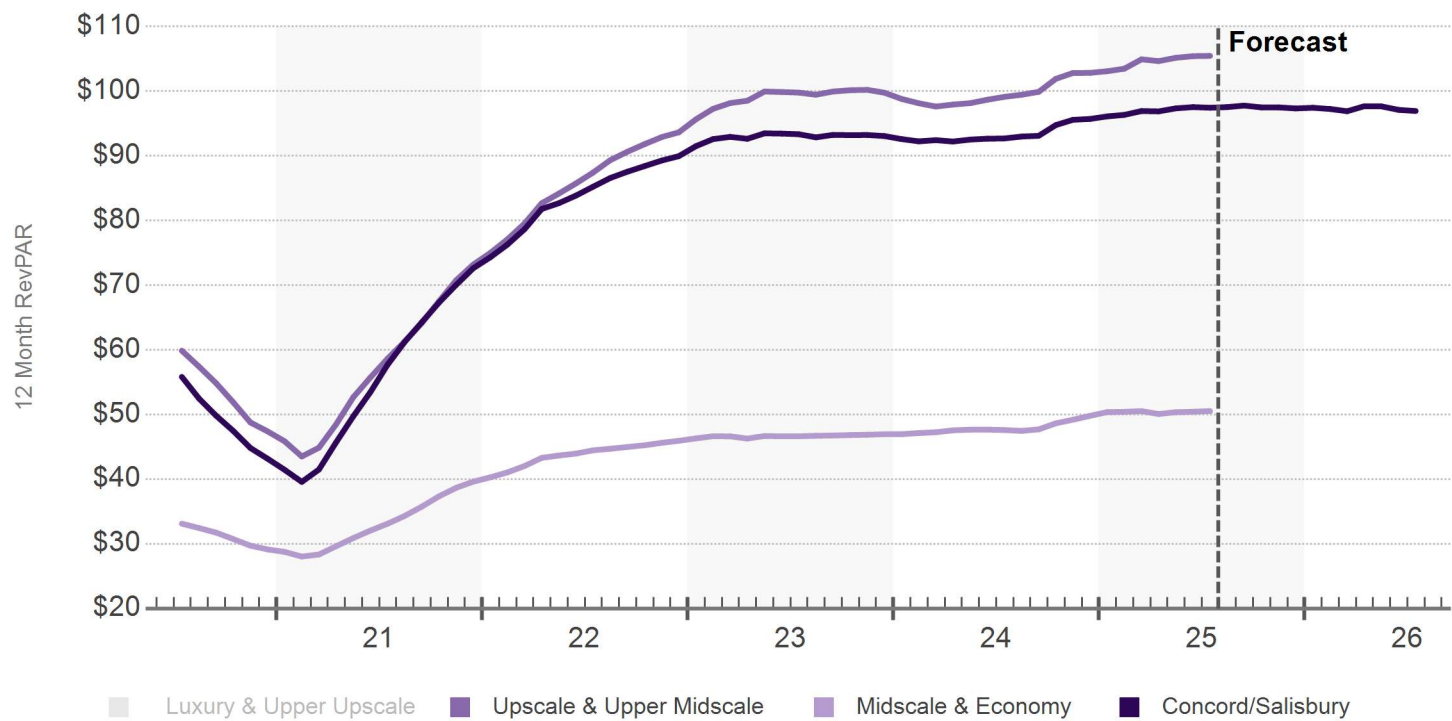
OCCUPANCY BY CLASS



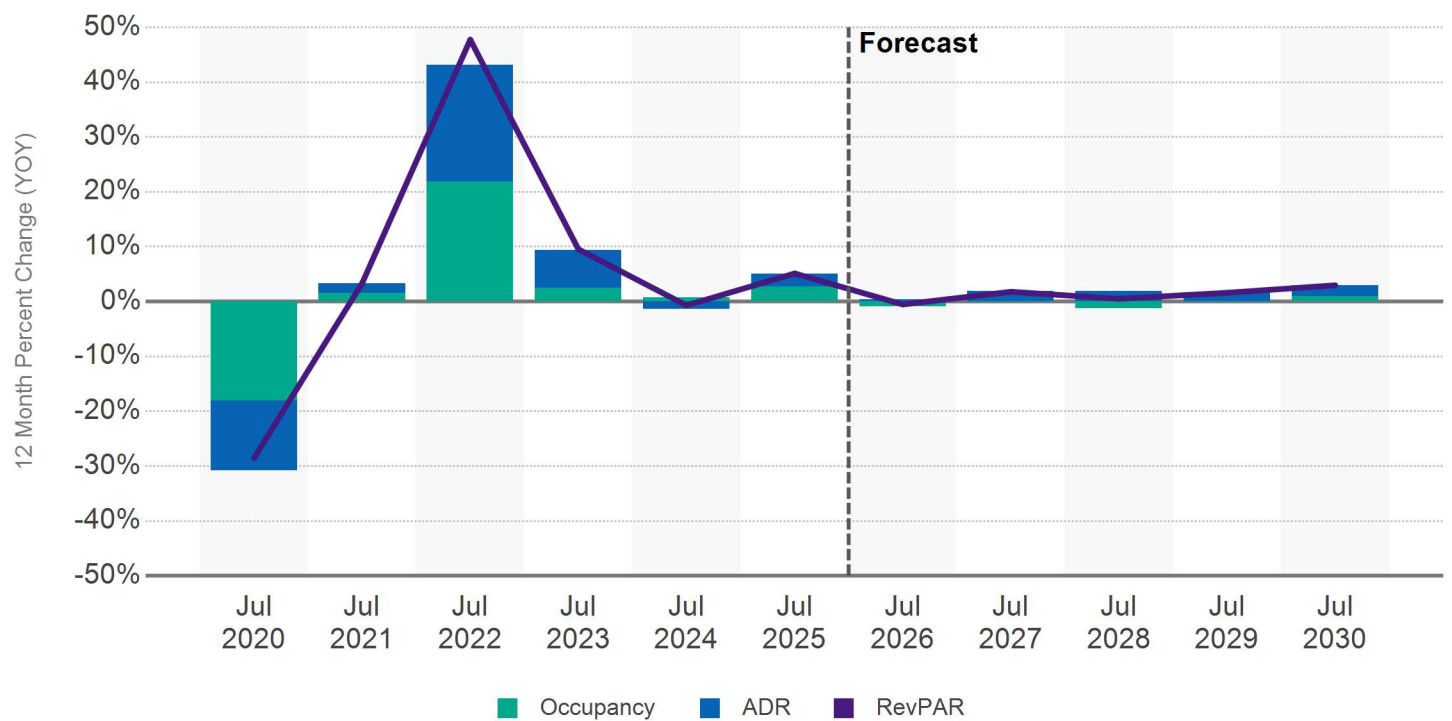
ADR BY CLASS



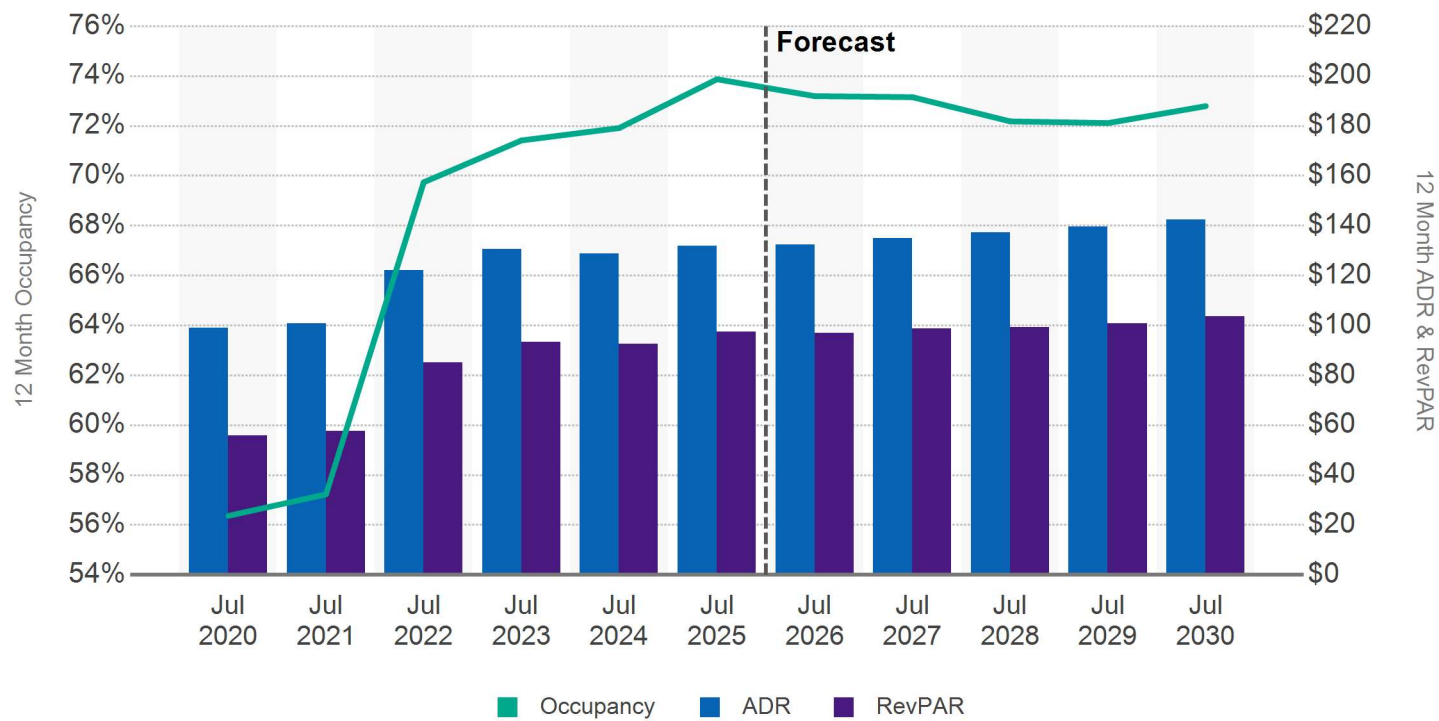
REVPAR BY CLASS



REVPAR GROWTH COMPOSITION



OCCUPANCY, ADR & REVPAR



FULL-SERVICE HOTELS PROFITABILITY (ANNUAL)

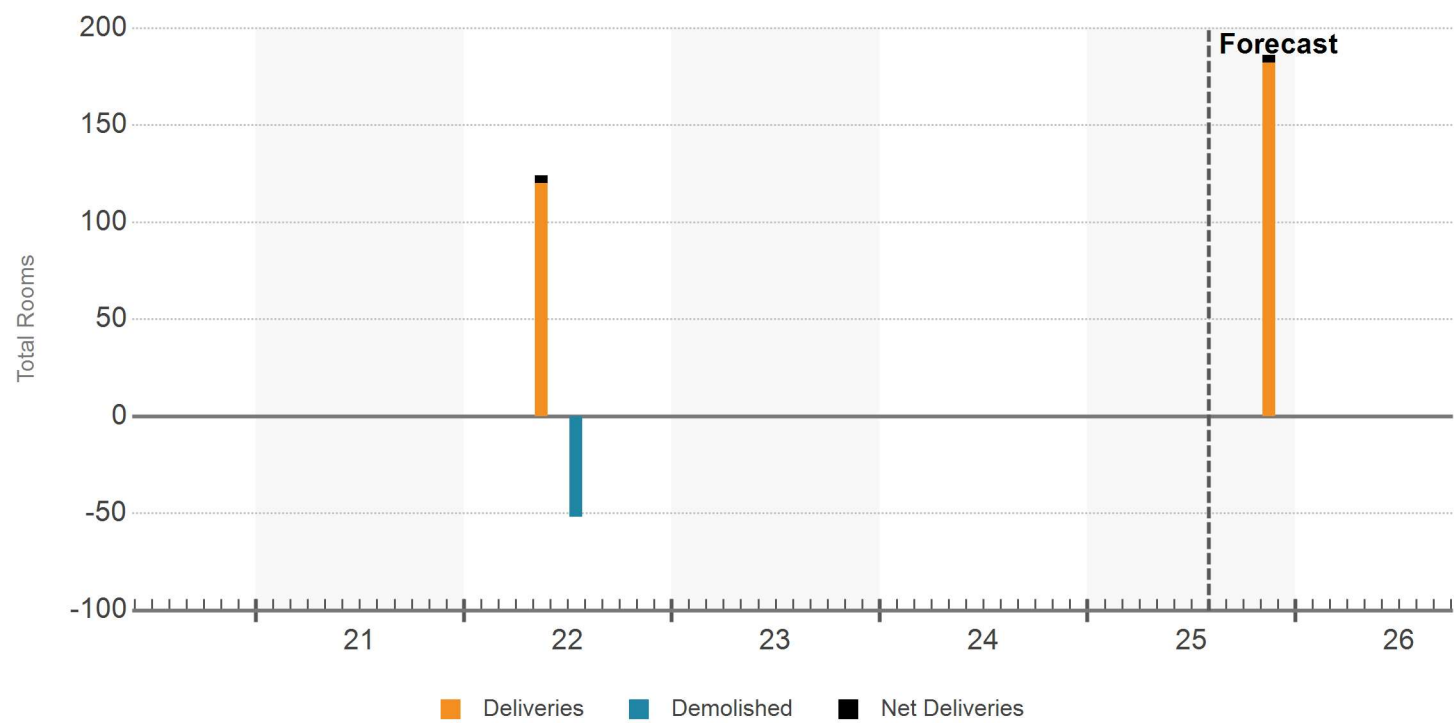
Market	2023			2022-2023 % Change	
	% of Revenues	Per Key	POR	Per Key	POR
Revenue					
Rooms					
Food					
Beverage					
Other F&B					
Other Departments					
Miscellaneous Income					
Total Revenue					
Operating Expenses					
Rooms					
Food & Beverage					
Other Departments					
Administrative & General					
Information & Telecommunication Systems					
Sales & Marketing					
Property Operations & Maintenance					
Utilities					
Gross Operating Profit					
Management Fees					
Rent					
Property Taxes					
Insurance					
EBITDA					
Total Labor Costs					

(1) For Annual P&L, the current year exchange rate is used for each year going back in time. This current year exchange rate is the average of all 12 monthly rates for that year.

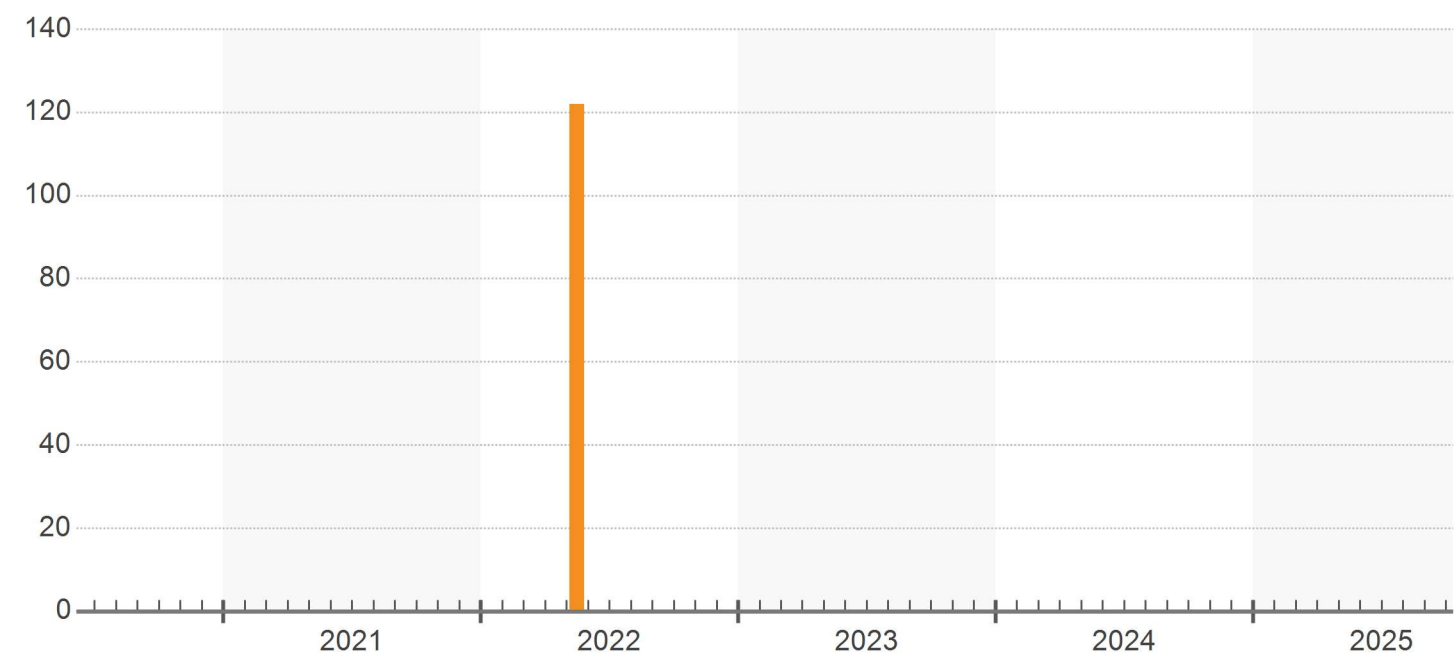
(2) Percentage of Revenues for departmental expenses (Rooms, Food & Beverage, and Other Departments) are based on their respective departmental revenues. All other expense percentages are based on Total Revenue.

(3) Labor costs are already included in the operating expenses above. Amounts shown in Total Labor Costs are for additional detail only.

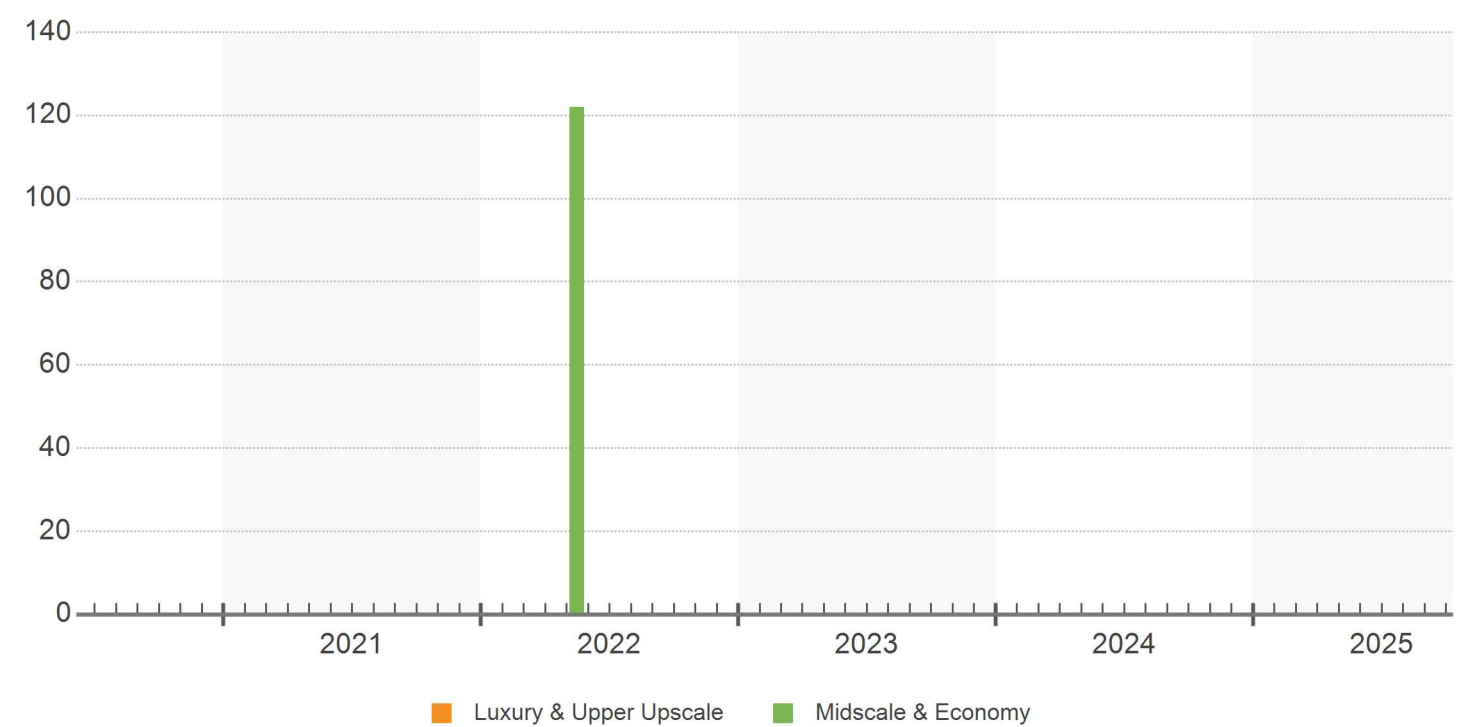
DELIVERIES & DEMOLITIONS



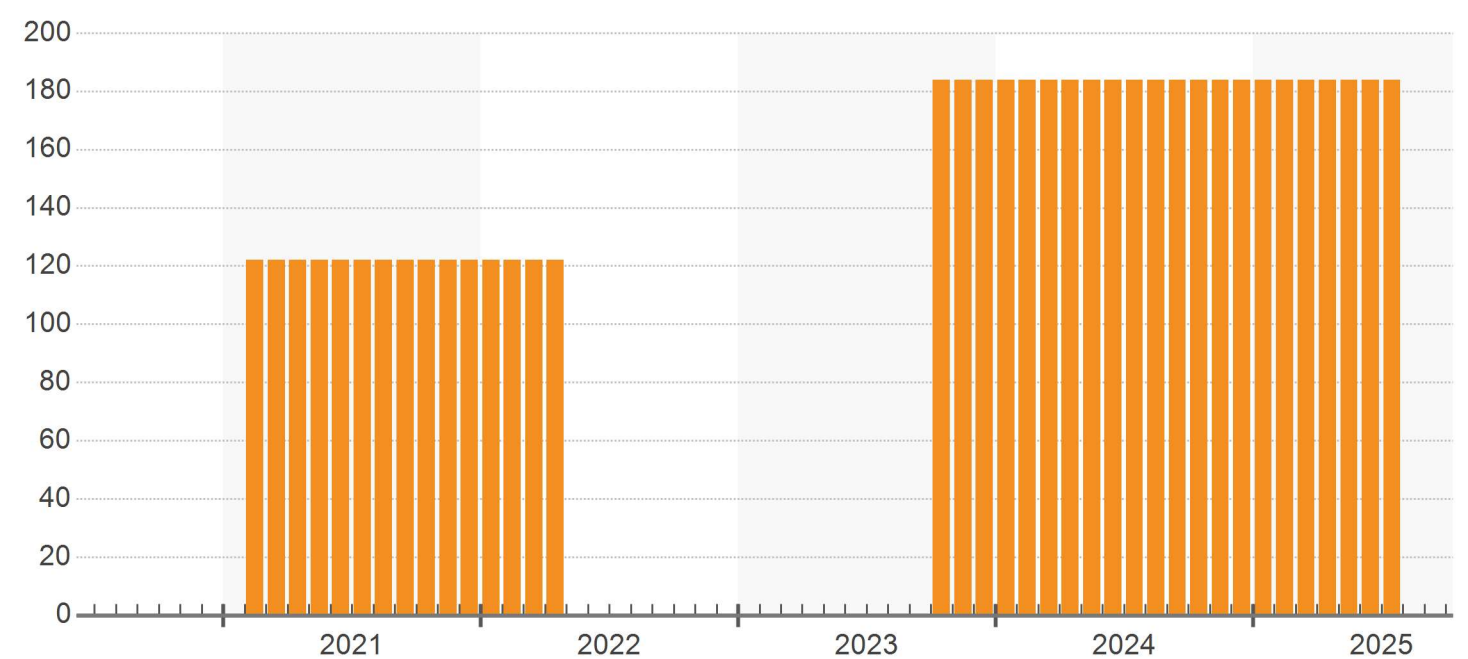
ROOMS DELIVERED



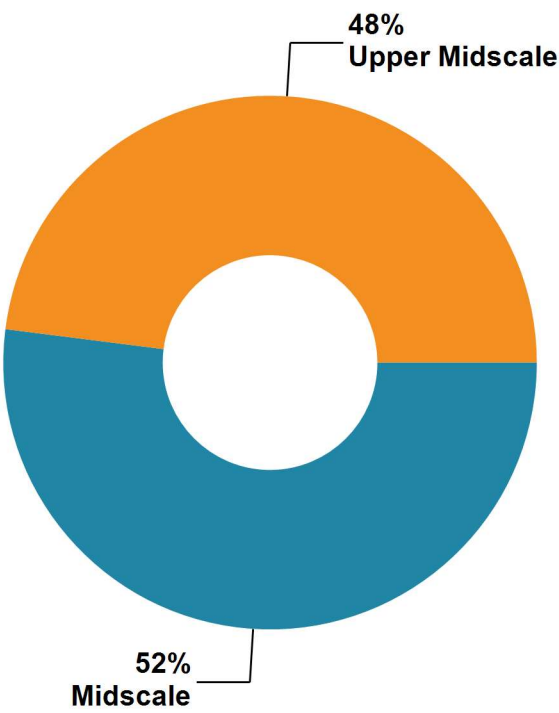
ROOMS DELIVERED BY CLASS



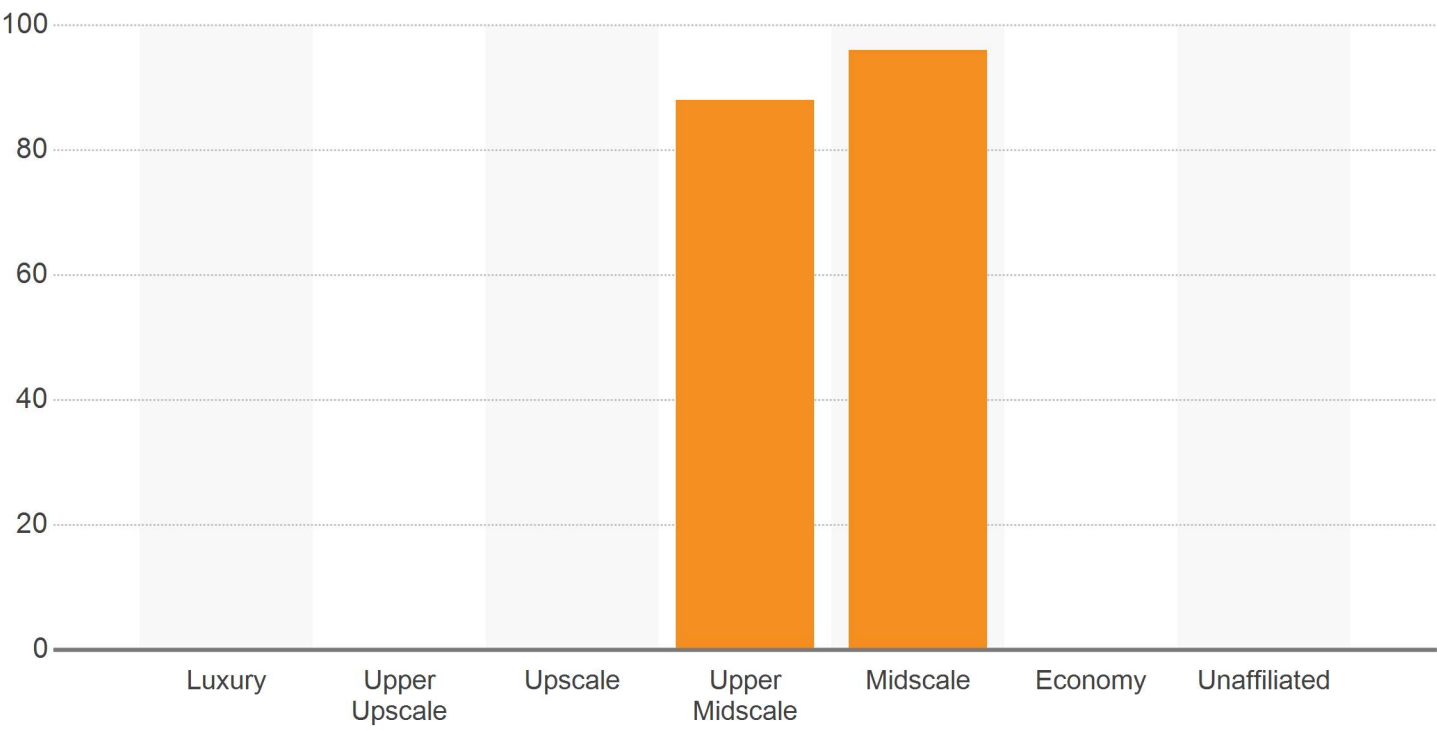
ROOMS UNDER CONSTRUCTION



TOTAL ROOMS UNDER CONSTRUCTION BY SCALE



ROOMS UNDER CONSTRUCTION BY SCALE

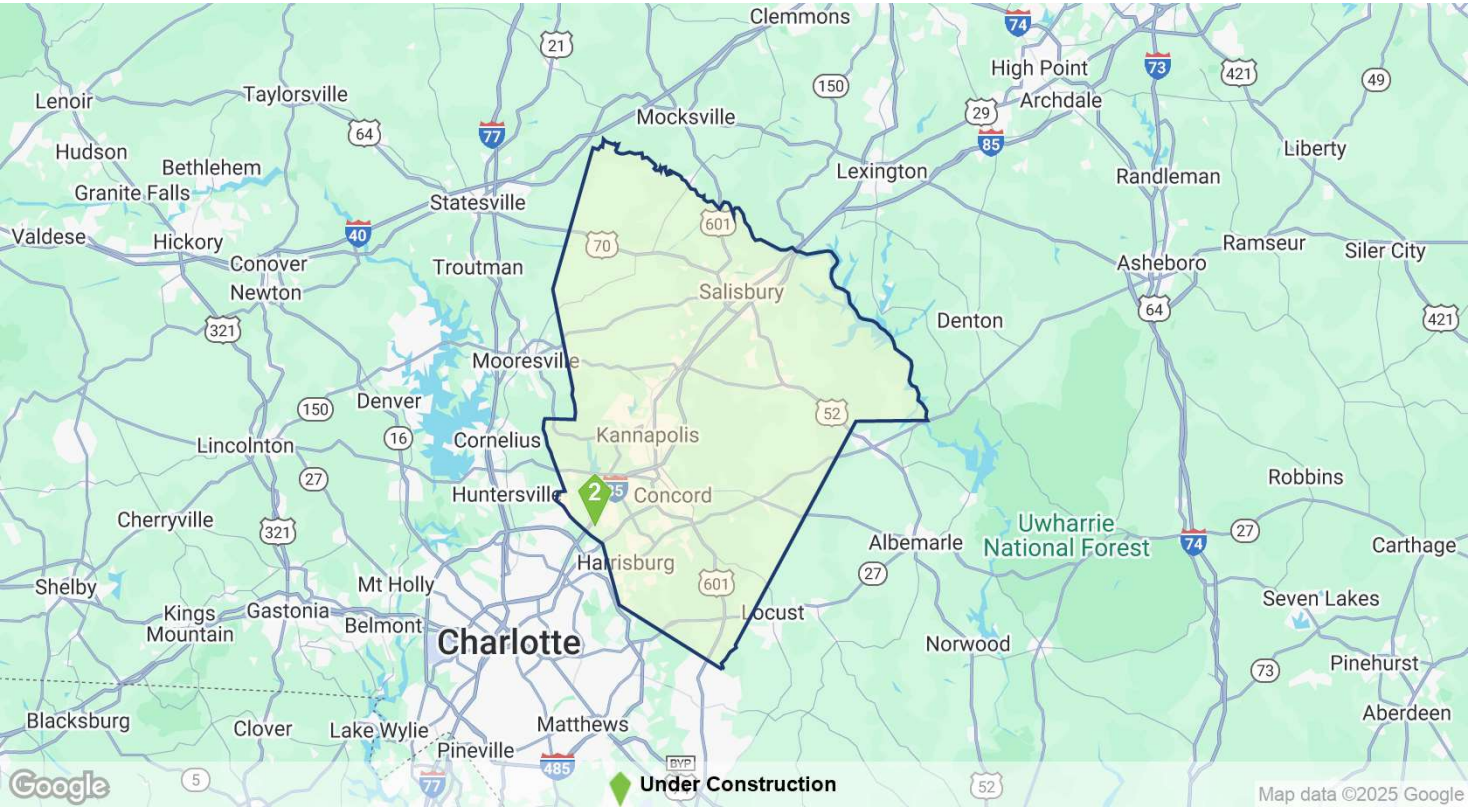


Under Construction Properties

Concord/Salisbury Hospitality

Properties	Rooms	Percent of Inventory	Average Rooms
2	184	4.3%	92

UNDER CONSTRUCTION PROPERTIES



UNDER CONSTRUCTION

	Property Name/Address	Class	Rooms	Stories	Start	Complete	Brand/Developer
1	Tru by Hilton Concord Charlotte 7300 Bruton Smith Blvd	Midscale	96	5	Oct 2023	Nov 2025	Tru by Hilton Naman Hotels
2	Home2 Suites by Hilton Concord... 7300 Bruton Smith Blvd	Upper Midscale	88	5	Oct 2023	Nov 2025	Home2 Suites by Hilton Naman Hotels

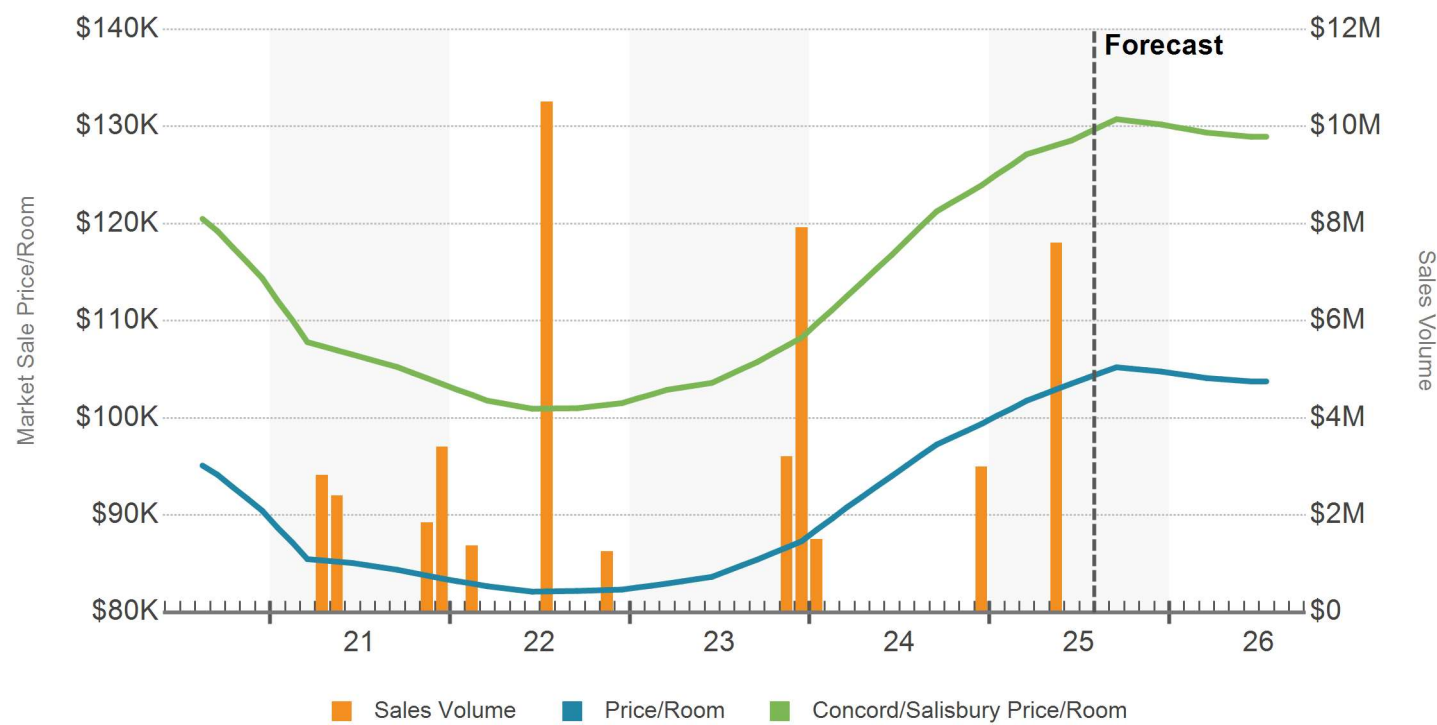
In the past 12 months, 2 hotels traded in Concord/Salisbury, for a transaction volume of \$10.6 million. This compares to the three-year annual sales volume average of \$9.7 million.

Sales involving Upscale & Upper Midscale accounted for \$7.6 million in sales volume over the past 12 months and

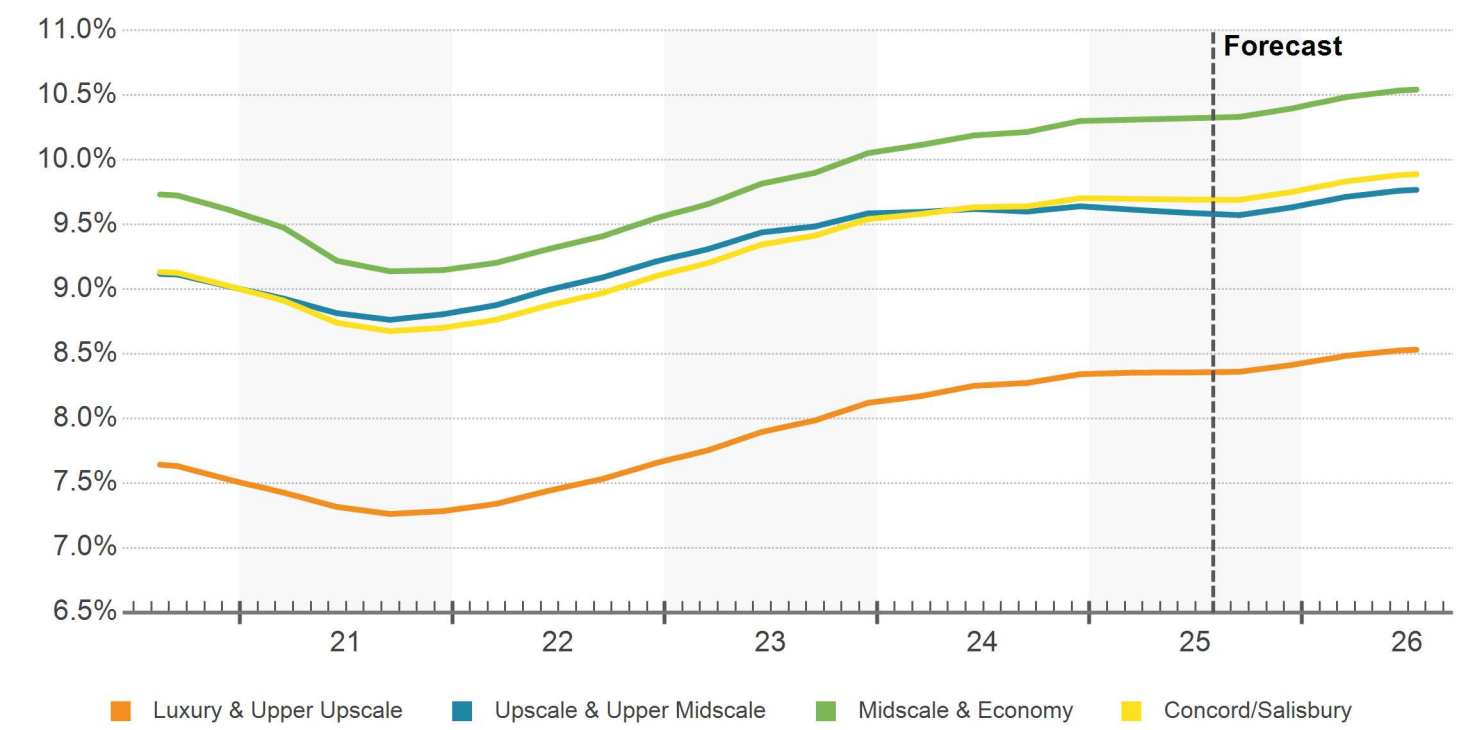
trades involving Midscale & Economy assets accounted for \$3.0 million over the same period.

The market cap rate, or the estimated cap rate for the market, stands at 9.7% compared to the Charlotte average of 9.8%.

SALES VOLUME & MARKET SALE PRICE PER ROOM



MARKET CAP RATE

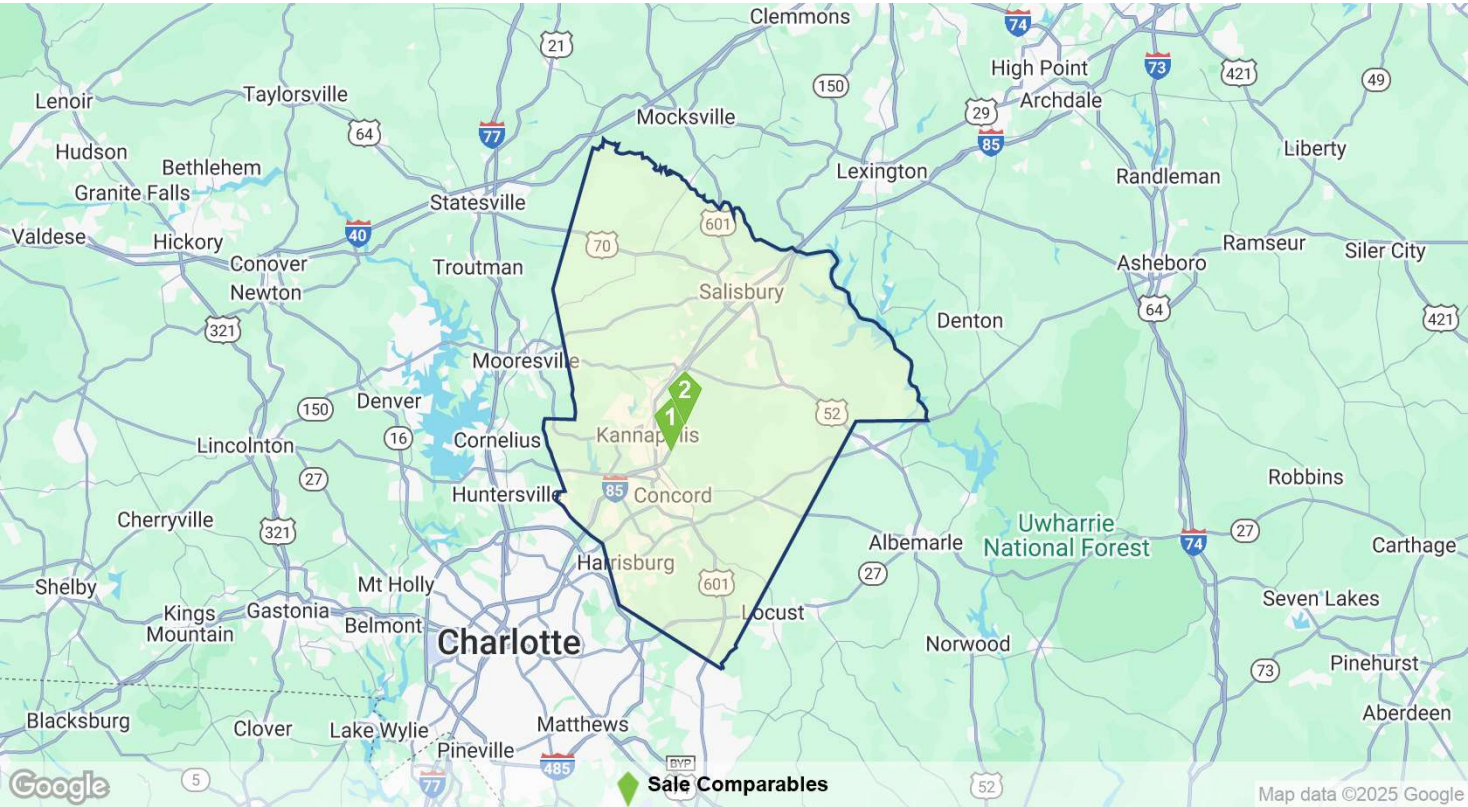


Sales Past 12 Months

Concord/Salisbury Hospitality

Sale Comparables	Average Price/Room	Average Price	Average Cap Rate
2	\$83K	\$5.3M	-

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sale Attributes	Low	Average	Median	High
Sale Price	\$3,000,000	\$5,300,000	\$3,000,000	\$7,600,000
Price/Room	\$63,830	\$83,465	\$63,830	\$95,000
Cap Rate	-	-	-	-
Time Since Sale in Months	3.4	6.1	3.4	8.7
Property Attributes	Low	Average	Median	High
Property Size in Rooms	47	63	47	80
Number of Floors	2	3	2	4
Total Meeting Space	288	288	288	288
Year Built	1997	2003	1997	2010
Class	Economy	Midscale	Economy	Upper Midscale

RECENT SIGNIFICANT SALES

		Property Information				Sale Information		
	Property Name/Address	Class	Yr Built	Rooms	Brand	Sale Date	Price	Price/Room
1	Country Inn & Suites By Radisson... 580 Dickens Pl	Upper Midscale	2010	80	Country Inn & Suites by Choice	5/15/2025	\$7,600,000	\$95,000
2	Super 8 by Wyndham Kannapolis 2808 Lane St	Economy	1997	47	Super 8	12/4/2024	\$3,000,000	\$63,830

OVERALL SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2029	1,599,190	0	0%	1,155,069	2,646	0.2%
2028	1,599,190	0	0%	1,152,424	(4,278)	-0.4%
2027	1,599,190	0	0%	1,156,701	(19,869)	-1.7%
2026	1,599,190	61,018	4.0%	1,176,571	47,933	4.2%
2025	1,538,172	24,517	1.6%	1,128,638	15,205	1.4%
YTD	885,142	5,978	0.7%	651,266	9,207	1.4%
2024	1,513,655	(7,277)	-0.5%	1,113,433	26,380	2.4%
2023	1,520,932	17,332	1.2%	1,087,053	23,400	2.2%
2022	1,503,600	22,430	1.5%	1,063,653	99,088	10.3%
2021	1,481,170	34,988	2.4%	964,565	255,427	36.0%
2020	1,446,182	(42,616)	-2.9%	709,138	(300,189)	-29.7%
2019	1,488,798	14,563	1.0%	1,009,327	(23,510)	-2.3%
2018	1,474,235	14,371	1.0%	1,032,837	75,229	7.9%
2017	1,459,864	103,609	7.6%	957,608	19,099	2.0%
2016	1,356,255	6,283	0.5%	938,509	36,056	4.0%
2015	1,349,972	3,821	0.3%	902,453	56,321	6.7%

LUXURY & UPPER UPSCALE SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2029	259,386	0	0%			
2028	259,386	0	0%			
2027	259,386	0	0%			
2026	259,386	236	0.1%			
2025	259,150	0	0%			
YTD	150,520	0	0%			
2024	259,150	0	0%			
2023	259,150	0	0%			
2022	259,150	0	0%			
2021	259,150	49,044	23.3%			
2020	210,106	(49,044)	-18.9%			
2019	259,150	0	0%			
2018	259,150	0	0%			
2017	259,150	0	0%			
2016	259,150	0	0%			
2015	259,150	0	0%			

UPSCALE & UPPER MIDSACLE SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2029	684,174	0	0%			
2028	684,174	0	0%			
2027	684,174	0	0%			
2026	684,174	27,003	4.1%			
2025	657,171	5,281	0.8%			
YTD	378,632	0	0%	286,749	3,722	1.3%
2024	651,890	0	0%	491,529	(1,098)	-0.2%
2023	651,890	0	0%	492,627	670	0.1%
2022	651,890	0	0%	491,957	34,274	7.5%
2021	651,890	2,820	0.4%	457,683	124,072	37.2%
2020	649,070	16,896	2.7%	333,611	(129,680)	-28.0%
2019	632,174	14,229	2.3%	463,291	(950)	-0.2%
2018	617,945	2,790	0.5%	464,241	23,121	5.2%
2017	615,155	68,470	12.5%	441,120	23,892	5.7%
2016	546,685	3,565	0.7%	417,228	12,063	3.0%
2015	543,120	0	0%	405,165	30,644	8.2%

MIDSCALE & ECONOMY SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2029	655,630	0	0%			
2028	655,630	0	0%			
2027	655,630	0	0%			
2026	655,630	33,779	5.4%			
2025	621,851	19,236	3.2%			
YTD	355,990	5,978	1.7%	236,154	3,910	1.7%
2024	602,615	(7,277)	-1.2%	409,684	14,887	3.8%
2023	609,892	17,332	2.9%	394,797	14,656	3.9%
2022	592,560	22,430	3.9%	380,141	30,774	8.8%
2021	570,130	(16,876)	-2.9%	349,367	53,723	18.2%
2020	587,006	(10,468)	-1.8%	295,644	(59,518)	-16.8%
2019	597,474	334	0.1%	355,162	(13,723)	-3.7%
2018	597,140	11,581	2.0%	368,885	46,894	14.6%
2017	585,559	35,139	6.4%	321,991	(7,849)	-2.4%
2016	550,420	2,718	0.5%	329,840	19,345	6.2%
2015	547,702	3,821	0.7%	310,495	21,869	7.6%

OVERALL PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2029	72.2%	0.2%	\$140.66	1.6%	\$101.59	1.9%
2028	72.1%	-0.4%	\$138.38	2.0%	\$99.72	1.6%
2027	72.3%	-1.7%	\$135.64	1.8%	\$98.11	0.1%
2026	73.6%	0.3%	\$133.18	0.4%	\$97.99	0.7%
2025	73.4%	-0.3%	\$132.61	2.0%	\$97.30	1.7%
YTD	73.6%	0.7%	\$133.95	2.3%	\$98.56	3.1%
2024	73.6%	2.9%	\$130.07	-0.1%	\$95.68	2.8%
2023	71.5%	1.0%	\$130.17	2.4%	\$93.03	3.5%
2022	70.7%	8.6%	\$127.12	14.0%	\$89.92	23.9%
2021	65.1%	32.8%	\$111.47	26.6%	\$72.59	68.2%
2020	49.0%	-27.7%	\$88.02	-21.9%	\$43.16	-43.5%
2019	67.8%	-3.2%	\$112.70	0.3%	\$76.41	-2.9%
2018	70.1%	6.8%	\$112.33	-3.5%	\$78.70	3.1%
2017	65.6%	-5.2%	\$116.40	0.6%	\$76.36	-4.7%
2016	69.2%	3.5%	\$115.74	2.8%	\$80.09	6.4%
2015	66.8%	6.4%	\$112.57	4.1%	\$75.25	10.7%

LUXURY & UPPER UPSCALE PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2029						
2028						
2027						
2026						
2025						
YTD	-		-		-	
2024						
2023						
2022						
2021						
2020						
2019						
2018						
2017						
2016						
2015						

UPSCALE & UPPER MIDSACLE PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2029						
2028						
2027						
2026						
2025						
YTD	75.7%	1.3%	\$138.68	3.1%	\$105.03	4.5%
2024	75.4%	-0.2%	\$136.34	3.3%	\$102.80	3.1%
2023	75.6%	0.1%	\$131.97	6.4%	\$99.73	6.5%
2022	75.5%	7.5%	\$124.04	19.0%	\$93.61	28.0%
2021	70.2%	36.6%	\$104.20	13.0%	\$73.16	54.4%
2020	51.4%	-29.9%	\$92.19	-17.0%	\$47.39	-41.8%
2019	73.3%	-2.5%	\$111.06	-0.3%	\$81.39	-2.7%
2018	75.1%	4.8%	\$111.34	-0.9%	\$83.64	3.8%
2017	71.7%	-6.0%	\$112.39	-0.5%	\$80.59	-6.5%
2016	76.3%	2.3%	\$112.91	5.7%	\$86.17	8.1%
2015	74.6%	8.2%	\$106.84	4.7%	\$79.70	13.2%

MIDSCALE & ECONOMY PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2029						
2028						
2027						
2026						
2025						
YTD	66.3%	0%	\$73.75	2.7%	\$48.92	2.7%
2024	68.0%	5.0%	\$73.23	1.0%	\$49.79	6.1%
2023	64.7%	0.9%	\$72.52	1.3%	\$46.94	2.2%
2022	64.2%	4.7%	\$71.59	10.8%	\$45.93	16.0%
2021	61.3%	21.7%	\$64.63	11.7%	\$39.61	35.9%
2020	50.4%	-15.3%	\$57.86	-9.4%	\$29.14	-23.3%
2019	59.4%	-3.8%	\$63.89	-0.8%	\$37.98	-4.5%
2018	61.8%	12.3%	\$64.39	-0.9%	\$39.78	11.3%
2017	55.0%	-8.2%	\$64.97	0.9%	\$35.73	-7.4%
2016	59.9%	5.7%	\$64.41	4.9%	\$38.60	10.9%
2015	56.7%	6.8%	\$61.42	5.5%	\$34.82	12.7%

OVERALL SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2029	-	-	-	-	-	-	\$110,045	236	9.7%
2028	-	-	-	-	-	-	\$109,066	234	9.7%
2027	-	-	-	-	-	-	\$107,448	231	9.7%
2026	-	-	-	-	-	-	\$104,047	224	9.9%
2025	-	-	-	-	-	-	\$104,778	225	9.8%
YTD	1	\$7.6M	1.9%	\$7,600,000	\$95,000	-	\$105,324	226	9.7%
2024	2	\$4.5M	1.9%	\$2,250,000	\$56,962	-	\$99,396	214	9.7%
2023	2	\$11.1M	4.4%	\$5,562,500	\$59,492	4.8%	\$87,323	188	9.5%
2022	4	\$13.1M	7.1%	\$3,280,400	\$43,885	-	\$82,340	177	9.1%
2021	5	\$10.5M	6.1%	\$2,094,250	\$41,225	-	\$83,471	179	8.7%
2020	-	-	-	-	-	-	\$90,442	194	9.0%
2019	3	\$7.2M	3.6%	\$3,580,000	\$48,054	-	\$100,521	216	9.0%
2018	3	\$92.5M	9.5%	\$46,237,878	\$237,727	8.2%	\$102,348	220	8.7%
2017	1	\$5.2M	2.0%	\$5,200,000	\$63,415	-	\$98,966	213	8.7%
2016	2	\$5.6M	3.4%	\$2,800,000	\$42,424	-	\$91,053	196	8.8%
2015	3	\$16.5M	7.0%	\$5,503,635	\$62,779	8.8%	\$82,758	178	8.8%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred. The price index is not smoothed.

LUXURY & UPPER UPSCALE SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2029	-	-	-	-	-	-	\$309,815	240	8.4%
2028	-	-	-	-	-	-	\$307,058	238	8.4%
2027	-	-	-	-	-	-	\$302,504	234	8.4%
2026	-	-	-	-	-	-	\$292,928	227	8.5%
2025	-	-	-	-	-	-	\$294,985	228	8.4%
YTD	-	-	-	-	-	-	\$296,754	230	8.3%
2024	-	-	-	-	-	-	\$280,877	217	8.3%
2023	-	-	-	-	-	-	\$248,855	193	8.1%
2022	-	-	-	-	-	-	\$237,549	184	7.7%
2021	-	-	-	-	-	-	\$242,218	187	7.3%
2020	-	-	-	-	-	-	\$264,144	204	7.5%
2019	1	\$0	0%	-	-	-	\$290,846	225	7.5%
2018	1	\$83.9M	43.4%	\$83,875,756	\$272,324	-	\$293,530	227	7.4%
2017	-	-	-	-	-	-	\$282,380	218	7.4%
2016	-	-	-	-	-	-	\$260,492	202	7.5%
2015	-	-	-	-	-	-	\$235,564	182	7.5%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

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UPSCALE & UPPER MIDSACLE SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2029	-	-	-	-	-	-	\$86,486	243	9.6%
2028	-	-	-	-	-	-	\$85,716	241	9.6%
2027	-	-	-	-	-	-	\$84,445	237	9.6%
2026	-	-	-	-	-	-	\$81,771	230	9.8%
2025	-	-	-	-	-	-	\$82,346	231	9.6%
YTD	1	\$7.6M	4.5%	\$7,600,000	\$95,000	-	\$82,825	233	9.5%
2024	-	-	-	-	-	-	\$77,291	217	9.6%
2023	-	-	-	-	-	-	\$66,530	187	9.6%
2022	-	-	-	-	-	-	\$61,598	173	9.2%
2021	-	-	-	-	-	-	\$62,241	175	8.8%
2020	-	-	-	-	-	-	\$68,324	192	9.0%
2019	-	-	-	-	-	-	\$76,673	215	8.9%
2018	1	\$8.6M	4.8%	\$8,600,000	\$106,173	8.2%	\$78,717	221	8.7%
2017	-	-	-	-	-	-	\$76,119	214	8.6%
2016	1	\$3.7M	4.9%	\$3,700,000	\$47,436	-	\$69,709	196	8.8%
2015	1	\$9.6M	6.8%	\$9,644,312	\$95,488	-	\$63,588	179	8.8%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred. The price index is not smoothed.

MIDSCALE & ECONOMY SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2029	-	-	-	-	-	-	\$56,224	221	10.3%
2028	-	-	-	-	-	-	\$55,724	219	10.3%
2027	-	-	-	-	-	-	\$54,897	216	10.4%
2026	-	-	-	-	-	-	\$53,159	209	10.6%
2025	-	-	-	-	-	-	\$53,533	210	10.4%
YTD	-	-	-	-	-	-	\$53,670	211	10.4%
2024	2	\$4.5M	4.6%	\$2,250,000	\$56,962	-	\$51,228	201	10.3%
2023	2	\$11.1M	10.8%	\$5,562,500	\$59,492	4.8%	\$45,603	179	10.1%
2022	4	\$13.1M	17.2%	\$3,280,400	\$43,885	-	\$43,042	169	9.5%
2021	5	\$10.5M	15.2%	\$2,094,250	\$41,225	-	\$43,292	170	9.1%
2020	-	-	-	-	-	-	\$45,329	178	9.6%
2019	2	\$7.2M	8.9%	\$3,580,000	\$48,054	-	\$50,692	199	9.5%
2018	1	\$0	0%	-	-	-	\$51,960	204	9.3%
2017	1	\$5.2M	4.9%	\$5,200,000	\$63,415	-	\$50,807	200	9.2%
2016	1	\$1.9M	3.5%	\$1,900,000	\$35,185	-	\$46,808	184	9.4%
2015	2	\$6.9M	10.5%	\$3,433,297	\$42,386	8.8%	\$42,776	168	9.3%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

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DELIVERIES & UNDER CONSTRUCTION

	Inventory			Deliveries		Net Deliveries		Under Construction	
Year	Bldgs	Rooms	% Change	Bldgs	Rooms	Bldgs	Rooms	Bldgs	Rooms
YTD	46	4,231	0%	0	0	0	0	2	184
2024	46	4,229	0%	-	-	-	-	2	184
2023	46	4,229	0%	-	-	-	-	2	184
2022	46	4,231	1.5%	1	122	0	70	-	-
2021	46	4,168	0%	-	-	-	-	1	122
2020	46	4,168	0%	-	-	-	-	-	-
2019	46	4,168	2.3%	1	93	1	93	-	-
2018	45	4,074	0%	-	-	-	-	1	93
2017	45	4,074	5.7%	2	217	2	217	-	-
2016	43	3,856	3.1%	1	115	1	115	1	90
2015	42	3,741	0.5%	-	-	-	-	2	205



OCTOBER 2025 SUMMARY

OCTOBER 2025

CATEGORY	AMOUNT
Total Calls Dispatched/Initiated	302
Traffic Stops Conducted	353
Business And Neighborhood Patrols	2,506
Arrests Made (Persons)	13
Total Arrest Charges	31
Citation Charges Issued	88
Warnings Issued	281
Total Traffic Crashes Reported	24
Street/Highway Crashes	15
PVA/Parking Lot Crashes	9
Total Activities Attended By LPD	3,161

OCTOBER 2025 OFFICER OF THE MONTH



PO2 D. Caleb Whitley

In October, PO2 Whitley conducted 355 completed patrols, initiated 80 traffic stops resulting in 11 citation charges and 69 warnings issued, and he also made 4 arrest charges including 1 DWI arrest. These statistics placed him in the top 2 for all department monthly statistics.

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Shape a safer future, together

Serving more than

4,000

law enforcement
agencies in 48 states

Helping to solve

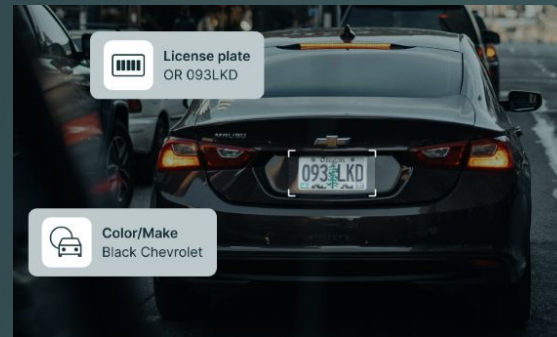
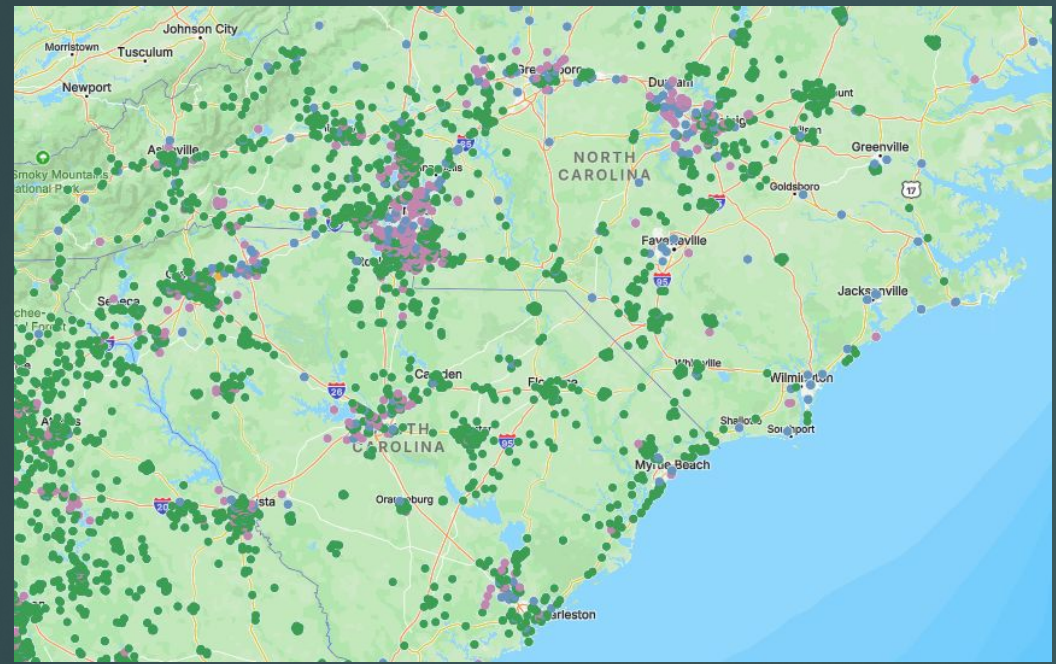
14%

reported crime
in the USA



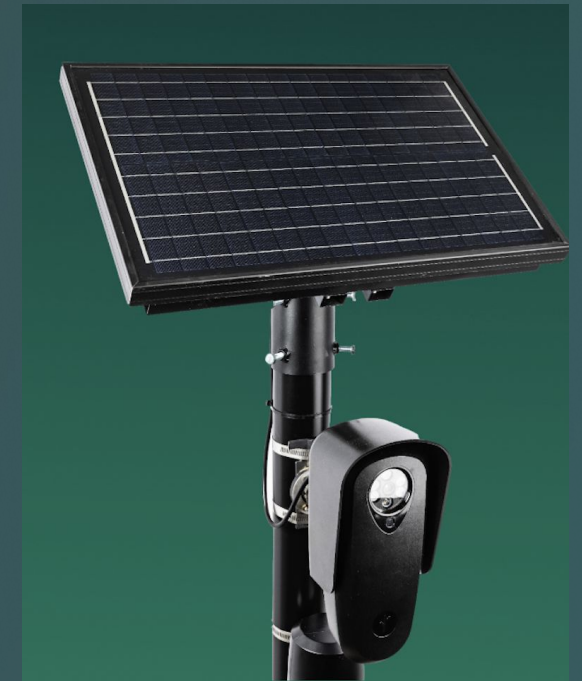
Why Flock?

- **Flock Network:** Over 100k cameras nationwide and over 6k in the Carolinas that you'll have access to.
- **Vehicle Fingerprint:** Search for suspects based on unique identifiers on the car layered with AI
- **Solar Powered Option:** for easy installation on perimeters
- **Innovation:** This is a long term partnership and you want to pick the company behind the product that you feel will help you win long term.
- **Payment model:** Always updated Tech that we support



“Of all the years I’ve been doing this, **I can’t think of a better piece of technology,** a more game-changing piece of technology.”

CHIEF THOMPSON | Elizabethtown PD (KY)



Perimeter Strategy:

- Strategically located the major roads and intersections with entry points in the city.
- Place LPRs at the entry and exit spots for these main arteries.
- This will allow the department to proactively know when an unwanted person enters the county and allow the detectives to use the technology after a crime occurs to accurately and quickly solve the case.

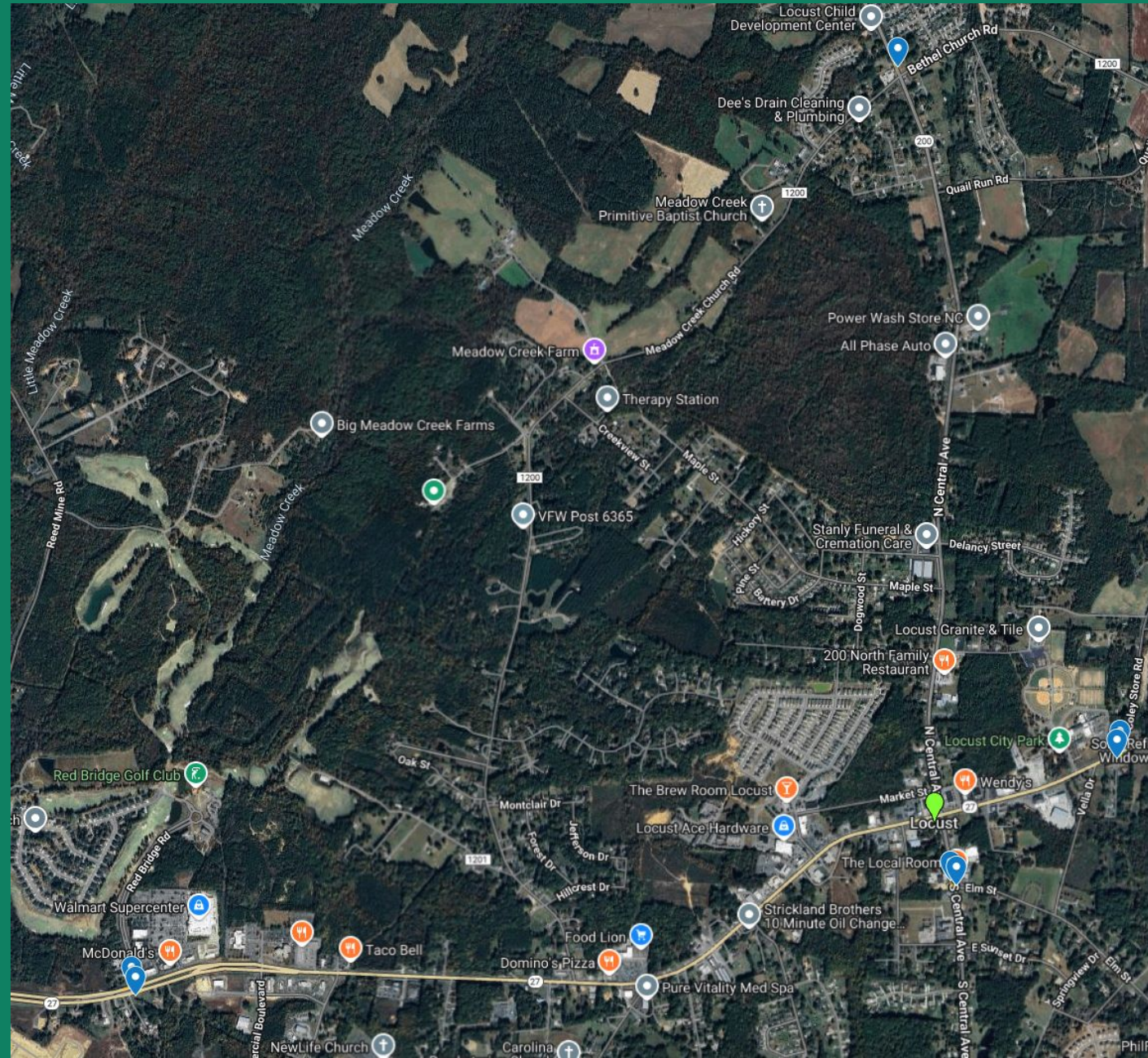




Plate	TX LBK2482	List Name	Stolen Vehicles	Camera	North Lot - Outbound Camera
Date	3/25/2025, 1:25:40 PM	Case Number	Case241118	Network	Scottsdale AZ - Demo LPR Cameras
	1 day ago	Reason	Stolen Vehicle Person Wanted		







LPR's strategically placed at all entry and exit points to the city. Proactively identify problem characters entering and also leverage AI searching tool to identify suspect vehicle after the fact.



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Full City Coverage



Product	QTY	Total Price
LPR - (\$3,000/year)	4	\$12,000
LPR Bundle Bundle - 2 LPR / 1 Pole (\$4,800/year)	2	\$9,600
Traffic Analytics - (\$2,500/year)	1	\$2,500
One Time Installation Fee (100% Discount on PREMIUM) \$4,500 in savings	8	INCLUDED
Flock - Access to all cameras in the state and country	1	INCLUDED
Recurring Flock Cost		\$24,100
INCLUDES - Hardware / Service / Install / Permitting / Updates / No big capital expense / Access to the Flock network / Sim Card LTE / Data Storage		

Project Prove It

What is it?

30-60 day trial of the Flock technology at no cost. If at the end of the agreed upon time, you want devices removed...Flock will remove them.

Goal to uncover?

- # Stolen vehicles recovered
- # cases Flock aided in or helped clear
- General documented success with Flock (ex: leads created, specific crime solved stories)
- Stolen vehicle recovery \$ amount (ex: 5 vehicles recovered resulting in \$120,000 recovery)
- Adoption metrics (X% patrol users or detectives using the system)
- Examples where Flock aided in Officer Safety by providing situational awareness





Project Prove It

- ✓ Risk-Free with No Obligation Trial for (60) Days
- ✓ Align on Success Criteria
- ✓ Trial begins upon 1st Camera Installation

What Happens at the End?

Can't live without it because you're Increasing Clearance Rates?

Roll right into your Agreement with Flock

Prefer to Remove Some Devices or Opt Out Completely?

We will remove all or some devices at the end of your trial should you choose to opt out.



Track Success

Outcomes

Track and manage incident data for your organization.

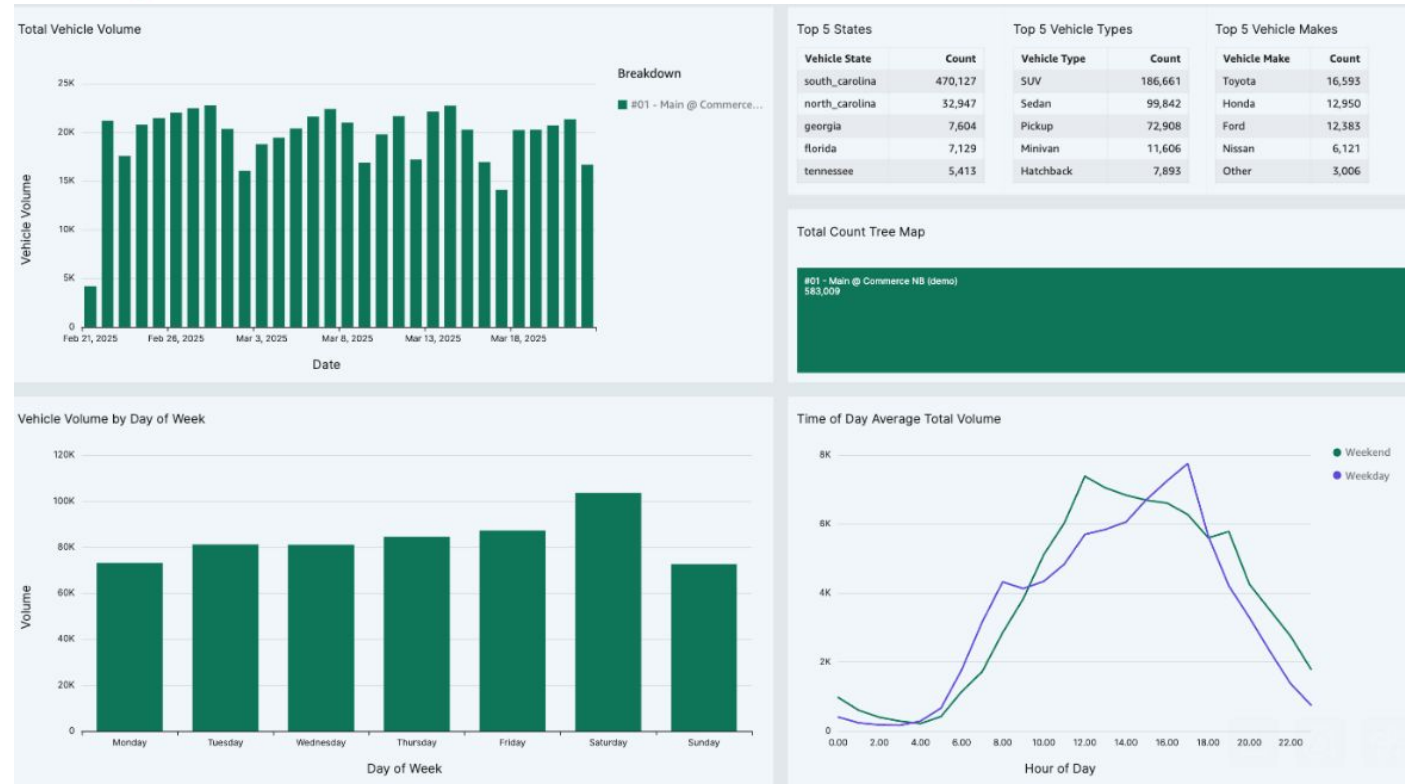
Status	Assigned to	Case Number	Device Name	Category	Disposition	Activity	Arrests	Approx. Value	Vehicles Recovered	Guns	Drugs
In Progress	AA-D	Case123456	North Lot - Outbound Ca...		Cleared by Arrest		1	\$5000	1		
		fdgfd	North Lot - Outbound Ca...		Lead Generated	Arson, Curfew And Loitering Law Violations, Dri...	3				
		123	North Lot - Outbound Ca...		Cleared by Arrest	Motor Vehicle Theft	1	\$2000	1		
	mb	123	Commercial Demo Falco...		Lead Generated	Burglary	1				
			031 CA @ H19		Lead Generated						
In Progress	JH	123ABC	School Safety Alert Dem...		Unable to locate	Aggravated Assault, Arson	2	\$5000	1	1	26 grams
In Progress	DM	0000	North Lot - Outbound Ca...	Incident	Cleared by Arrest	Arson	3				
In Progress	sj		North Lot - Outbound Ca...		Unable to locate						
		1234	#02 - Saltbox Entrance -...		Cleared by Arrest	Disorderly Conduct, Murder And Non-Negligen...	1		1		1
	GC-D	Ca-12345678	Commercial Demo Falco...		Cleared by Arrest	Arson					

Traffic Data Collection

Plug Into One of the Nation's Largest Roadway Sensor Networks

Traditional traffic studies often disrupt flow, create safety risks, and delay decision-making with outdated processing methods that take days or months to deliver insights.

Flock Safety empowers DOTs with access to one of the largest traffic sensor networks in the U.S., delivering vehicle volume counts and classification data without disrupting traffic. Our solar-powered, wireless devices and advanced software **instantly provide accurate traffic counts, enhancing safety, reducing costs, and streamlining decisions.**



AN EXISTING NETWORK OF TENS OF THOUSANDS OF SENSORS

Access traffic data from one of the largest sensor networks in the U.S., trusted by over **5,000 communities in 49 states**.

PERMANENT OR TEMPORARY STUDIES, SIMPLIFIED

Deploy quickly for short-term projects or integrate long-term for continuous insights.

DEPLOY SAFELY, WITHOUT DISRUPTING TRAFFIC

Safely install roadside sensors without lane closures or traffic disruptions, **ensuring worker safety while maintaining uninterrupted data collection**.



TRAFFIC MONITORING

Dramatically expand your network of continuous counting stations



RESOURCE PLANNING

Strategically deploy safety and enforcement resources where they make the most impact



EMERGENCY MANAGEMENT

Use traffic data to develop evacuation and emergency response plans



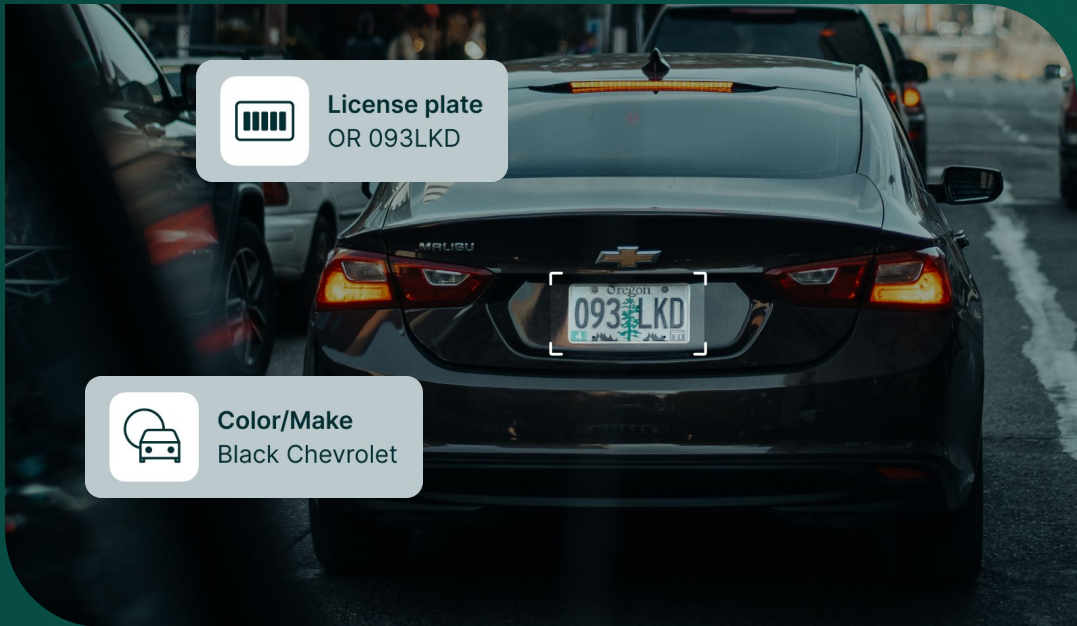
ECONOMIC DEVELOPMENT

Understand economic trends and make better strategic investments

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With Flock Safety, you get:

Flock Safety provides your police department with indiscriminate evidence from fixed locations. We provide all of the maintenance so that your police department and city staff can focus on keeping your city safe and prosperous.



INFRASTRUCTURE-FREE

Reduce time to value and utility costs with full-service deployment.



24/7 COVERAGE

Capture objective vehicle data around the clock to multiply your force.



REAL-TIME ALERTS

- NCIC
- NCMEC (Amber Alert)
- Custom Hot Lists



ETHICALLY BUILT

- No people
- No facial recognition
- No speed tracking
- Indiscriminate evidence

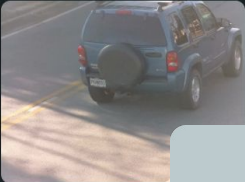
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Proactive policing with real-time alerts

Your police officers can receive SMS, email, and in-app alerts when vehicles entered into the FBI’s NCIC, NCMEC (Amber Alerts), or custom Hot Lists pass by a Flock Safety camera in your community.

Catalytic Converter Theft

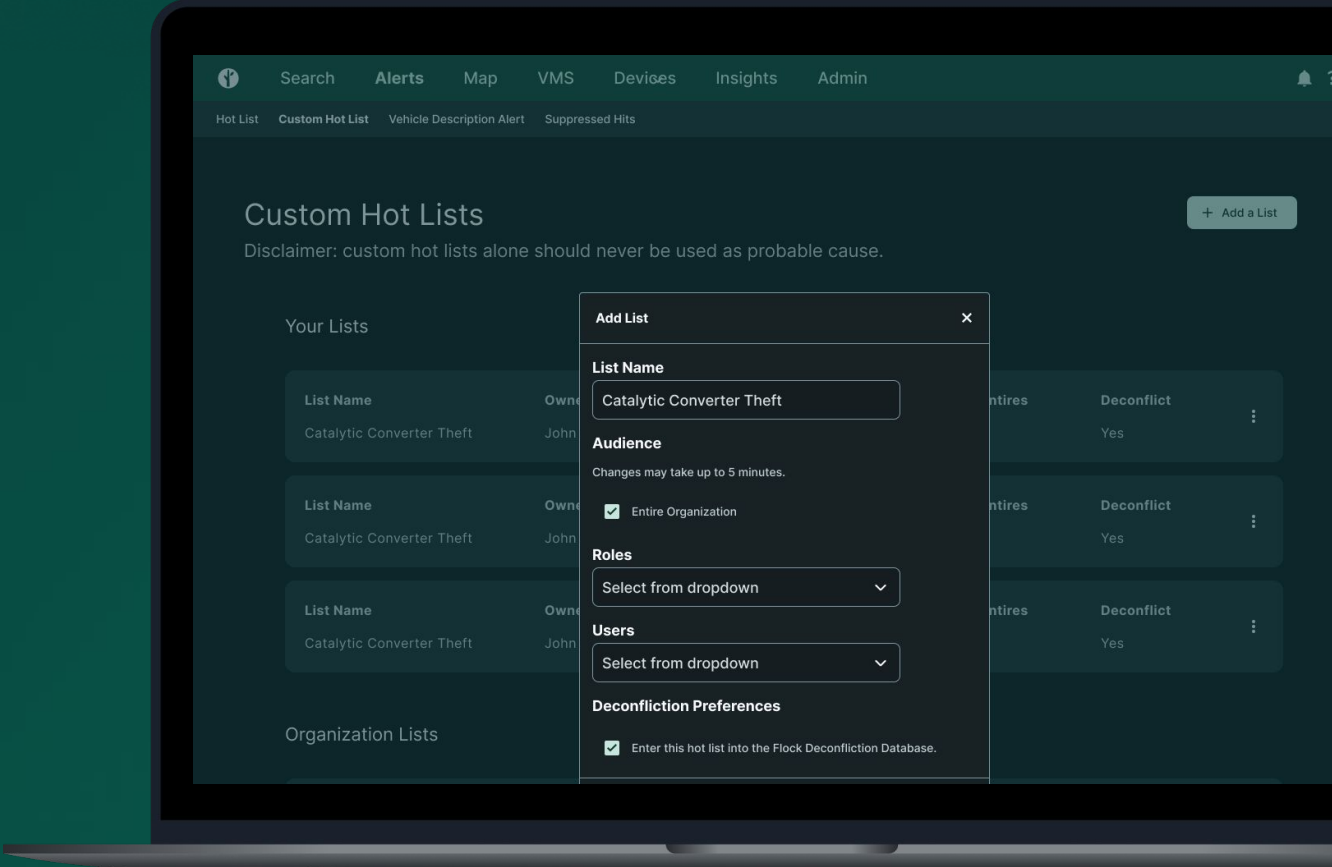
Plate	PKH8083	Source	Flock Hot List	Topic	Catalytic Converter Theft	Camera	Flock Camera
Date	1/1/2023, 10:00:00 1 min ago	Description	SUV, BLUE, JEEP, TOP RACK	Networks	NCIC		





Catalytic Converter Theft Hot List Alert

Blue SUV @FlockCamera
1/1/2023 @ 10:00:00 (1min ago)
Flock Camera
Flock network



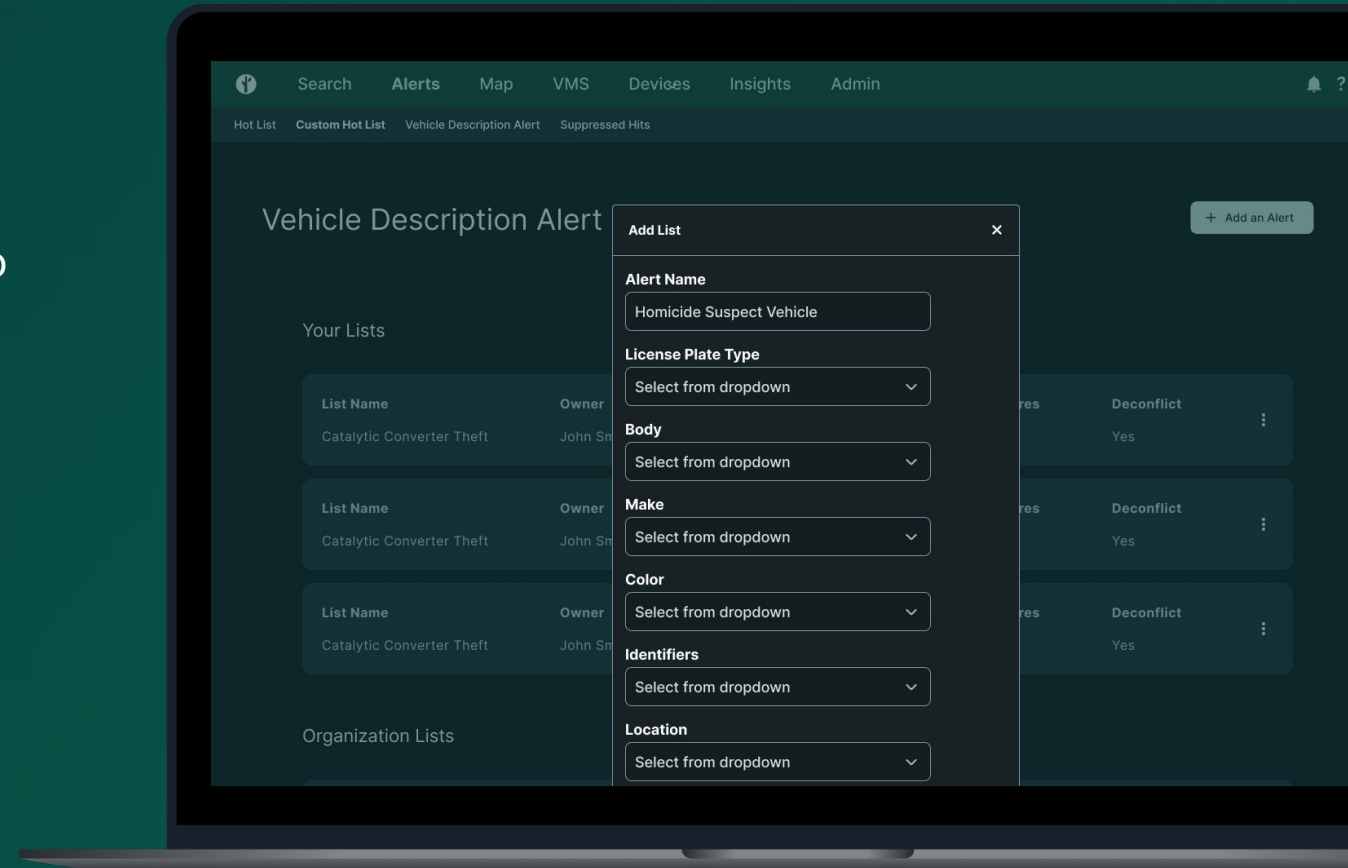
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What Vehicle Fingerprint® technology identifies

Flock's machine learning technology allows officers to search vehicles based on unique vehicle criteria, time, and location — objective, investigative evidence.

INCLUDING

- Vehicle make
- Body type
- Color
- Back racks
- Top racks
- License plates
 - Temporary tags
 - State recognition



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What this is:

- License Plate Recognition (LPR)
- Gathers objective evidence and facts about vehicles, not people
- Alerts police of wanted vehicles
- Used to solve crime
- Adheres to all state laws

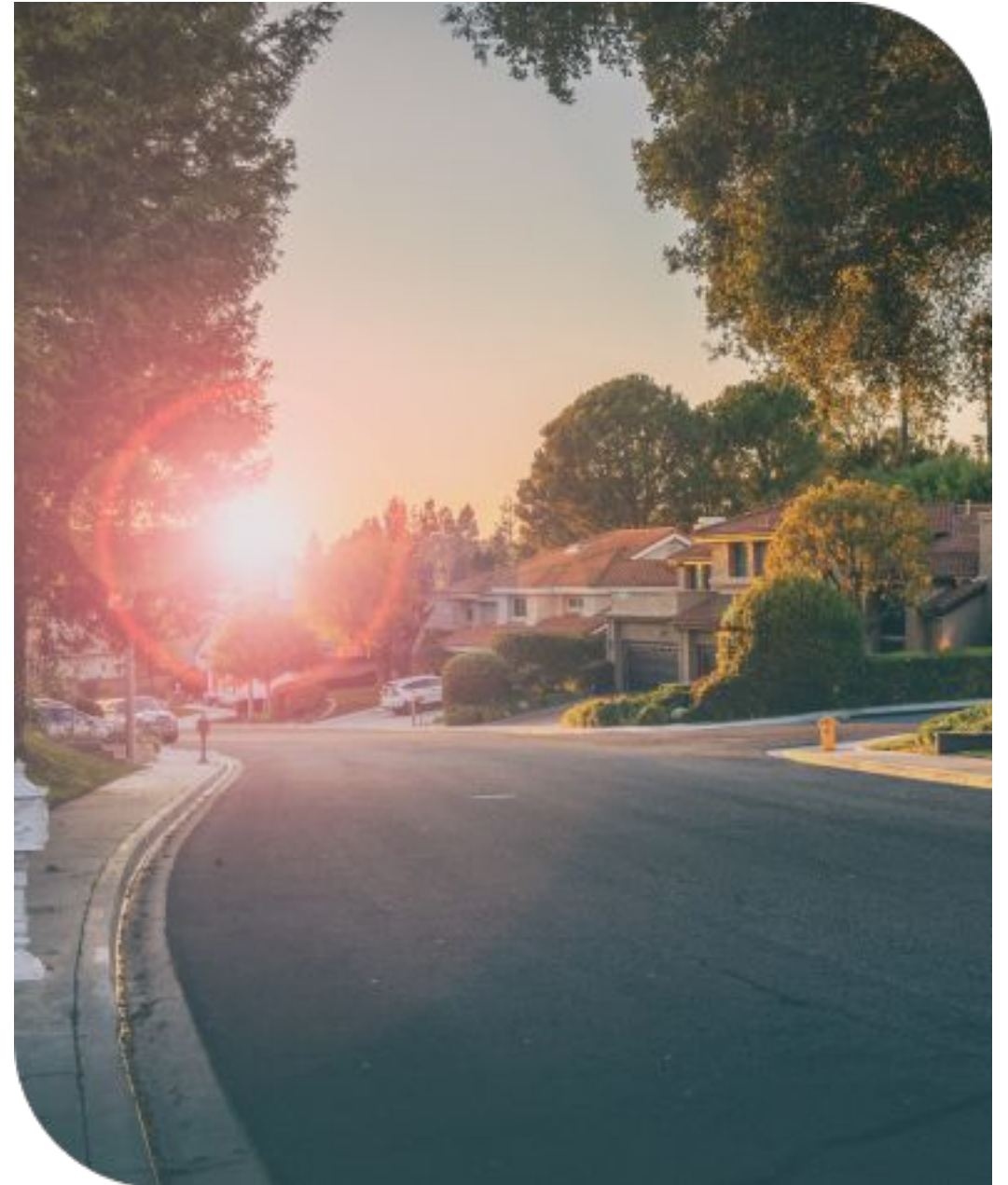
What this is not:

- Not facial recognition
- Not collection of biometric or sensitive information
- Not used for tracking speed or parking violations
- Data automatically deletes every 30 days

How does this technology deter and eliminate crime?

- **Proactive:** Real-Time Alerts when stolen or wanted vehicles enter your city
- **Investigative:** As clearance rates increase, overall crime often decreases
- Flock cameras serve as a **deterrent**

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Planning and Zoning

October 2025

24 New House Permits
Home.

SDH, Century, True, County

3 Remodels

1 Pool

2 Signs

Walmart, Amber Glen.

Plat Review Kolter Phase1 Map 3

Plan Review Taylor Morrison

Plan Review Meadow Creek Business Park

128 New homes as of 10/31/2025

Cesar Correa

From: Russell Fergusson <russell.fergusson@russellwfergusson.com>
Sent: Thursday, November 6, 2025 4:19 PM
To: Cesar Correa
Cc: Giorgio Prisco; Scott Efird
Subject: Re: Buzzed Viking
Attachments: image001.png

Cesar and Scott:

On behalf of Mr. Prisco, we would like to reach out and request a deferral for this rezoning petition to the next meeting (December I believe). Need more time to assess the matter and make plans accordingly. . . Don't want to rush things. Please confirm that you have received this and let us know if we should also attend the meeting in person.

-Russell

Russell W. Fergusson
Attorney at Law
The Law Offices of Russell W. Fergusson, PLLC
www.russellwfergusson.com
P.O. Box 5645
Charlotte, NC 28299
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f. (704) 612-0271

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City of Locust

Post Office Box 190
Locust, North Carolina 28097-0190
(704) 888-5260

MEMORANDUM

Date: November 5, 2025
From: Cesar Correa, City Manager
To: Mayor & City Council
Subject: Zoning Amendment – Stanly County PIN#: 5575-0146-7287

BACKGROUND & PETITION INFORMATION

On August 14, 2025, the City of Locust received an application for a Conditional Zoning Amendment (Exhibit #1) for the property shown on the attached zoning map (Exhibit 2). The specifics of the rezoning application are as follows:

Applicant: Leon Friedman

Owner Information: Red Bridge New Homes, LLC

Existing Zoning: Light Highway Commercial (LHC)

Proposed Zoning: General Residential – (GR)

Permitted Uses: All uses permitted in the General Residential zoning district as shown in Article 2 Section 5 Use Table of the City of Locust Land Development Ordinance, would be permitted on the subject property.

Parcel ID Numbers: Stanly County PIN#: 5575-0146-7287

Area in Acres: 1.09 acres.

Site Description: The property recently demolished the previous house in 2025. The previous home was used as the sales center for Locust Valley. The applicant will continue utilizing the property for a residential use, while separating the landscaping buffer/entrance for Locust Valley.

Adjacent Land Use: Commercial (Mi Fuentes Mexican Restaurant), Residential, Open Space (Locust property for future park expansion), and Vacant.

Surrounding Zoning: The property is surrounded by Open Space (OPS) to the north, east and south; and by Highway Commercial (HC) to the west.

Utility Service Provider: The property will be served by public water through Stanly County Utilities, and sewer provided by the City of Locust.

EXHIBITS

1. Application for Zoning Change
2. Zoning Map
3. Site Plan

LAND USE PLAN ANALYSIS

The property lies within the area designated on the adopted 2014 Land Use Plan for commercial use.

The property is currently zoned Light Highway Commercial. This amendment is reasonable because the property falls within the *Mixed-Use* Corridor and is described as “The NC Highway 200 Mixed-Use Corridor features a mixture of uses, such as less intensive retail, office, institutional, light industrial, and residential, carefully designed and located to ensure compatibility and harmony within the landscape”

FINDINGS AND CONCLUSIONS

The applicant submitted a Site Plan (Exhibit #3) for the overall development of the property that will be attached to the approval of the rezoning should the City choose to support this request.

Staff presented proposed development to NCDOT – Division 10 for feedback regarding the proposed access. According to Mr. Marc Morgan “given it is in a 45mph zone the spacing on the drives would need to be 250’. The entire lot is only approximately 225’ so they will need to share a driveway for the two lots. They will need a driveway permit for the shared drive from NCDOT Division 10 and will have to maintain the 10’ x 70’ sight distance triangle from the original plat for Locust Valley.

Staff reviewed the Site Plan and determined that it meets the standards of the City of Locust Land Development Ordinance.

POLICY IMPLICATIONS

The City of Locust Land Development ordinance and the North Carolina General statutes require the Planning & Zoning Board to make a recommendation on the zoning amendment.

On September 25, 2025 the Locust Planning & Zoning Board reviewed the zoning amendment petition and voted to recommend ***approval*** of the proposed General Residential (GR) zoning designation.

Notice of the meeting and this agenda item have been publicized, letters have been mailed to all adjacent property owners within 500ft of the subject property, and a zoning hearing sign has been posted on the property.

The Council may vote to recommend approval, denial, or to modify the recommended classification in accordance with the adopted 2014 Land Use Plan.

SUGGESTED MOTION LANGUAGE

The following suggested motion language is provided as a guideline to assist the Council with references required for zoning amendments. The language may be altered as deemed appropriate by any member of the City Council in the making of a motion.

Suggested motion: “To approve the rezoning request designating the subject property as General Residential (GR). The rezoning request is reasonable, and in the best interest of the public, because it compliments an adjacent residential subdivision previously developed by the applicant; and it’s consistent with the 2014 Land Use Plan within the Mixed-Use Corridor.



City of Locust
Post Office Box 190
Locust, North Carolina 28097-0190
(704) 888-5260

Exhibit 1

Application for Conditional Zoning Change

Date: 09/02/2025

Applicant Name: Leon Friedman

Company Name (if applicable): Red Bridge New Homes, llc

Address: PO Box 40, Locust NC 28097

Phone Number: (646) 737- 2622 / (704) 996-7844

Address of Property Change: 504 N. Central Ave, Locust, NC 28097

Present Zoning District: Light Highway Commercial

Requested Zoning District: General Residential

Applicant Signature: _____

The following information is required with the application:

- (1) Map of the property to be rezoned, accurate description to show the following:
 - a. All property lines with dimensions, north arrow.
 - b. Names and addresses of adjoining landowners.
 - c. Location of all existing structures, use of all land.
 - d. Zoning classifications of all abutting zoning districts.
- (2) Comprehensive site plan.
- (3) Color renderings of the exterior.
- (4) Comprehensive landscape plan
- (5) All proposed signage (monument and/or building mounted)
- (6) A fee of \$500 (non- refundable) must accompany this application.

Exhibit 2

101 AMBER GLEN DR

101 DELANCY ST, LOCUST, NC, 28097

103 DELANCY ST,

N CENTRAL AVE

DELANCY ST

GREEN SPACE

7287

7580

9227

0215

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(225)

290

490

B&C

HC

Page 214 of 345

Map of a residential area in Locust, NC, showing a large green space (7287) and surrounding lots. The map includes street names like N Central Ave and Delancy St, and lot numbers such as 7580, 7287, 7055, 8075, and 0013. A large green space is labeled (1.1A) and 7287.

Exhibit 2

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N CENTRAL AVE

DELANCY ST

DELANCY ST

DELANCY ST

GREEN SPACE

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101 DELANCY ST, LOCUST, NC, 28097

103 DELANCY ST,

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Page 214 of 345

Exhibit 2

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DELANCY ST

N CENTRAL AVE

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101 DELANCY ST, LOCUST, NC, 28097

103 DELANCY ST,

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Page 214 of 345

Exhibit 2

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N CENTRAL AVE

DELANCY ST

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101 DELANCY ST, LOCUST, NC, 28097

103 DELANCY ST,

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Page 214 of 345

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The map displays a residential neighborhood in Locust, NC. A large green space, labeled 7287, is the central feature, surrounded by various lots. To the north of the green space is a lot labeled 7580. To the south are lots 7055 and 8075. The green space is bordered by N Central Ave to the west and Delancy St to the south. Other lots visible include 7280, 7281, 7282, 7283, 7284, 7285, 7286, 7288, 7289, 7290, 7291, 7292, 7293, 7294, 7295, 7296, 7297, 7298, 7299, 7300, 7301, 7302, 7303, 7304, 7305, 7306, 7307, 7308, 7309, 7310, 7311, 7312, 7313, 7314, 7315, 7316, 7317, 7318, 7319, 7320, 7321, 7322, 7323, 7324, 7325, 7326, 7327, 7328, 7329, 7330, 7331, 7332, 7333, 7334, 7335, 7336, 7337, 7338, 7339, 7340, 7341, 7342, 7343, 7344, 7345, 7346, 7347, 7348, 7349, 7350, 7351, 7352, 7353, 7354, 7355, 7356, 7357, 7358, 7359, 7360, 7361, 7362, 7363, 7364, 7365, 7366, 7367, 7368, 7369, 7370, 7371, 7372, 7373, 7374, 7375, 7376, 7377, 7378, 7379, 7380, 7381, 7382, 7383, 7384, 7385, 7386, 7387, 7388, 7389, 7390, 7391, 7392, 7393, 7394, 7395, 7396, 7397, 7398, 7399, 7400, 7401, 7402, 7403, 7404, 7405, 7406, 7407, 7408, 7409, 7410, 7411, 7412, 7413, 7414, 7415, 7416, 7417, 7418, 7419, 7420, 7421, 7422, 7423, 7424, 7425, 7426, 7427, 7428, 7429, 7430, 7431, 7432, 7433, 7434, 7435, 7436, 7437, 7438, 7439, 7440, 7441, 7442, 7443, 7444, 7445, 7446, 7447, 7448, 7449, 7450, 7451, 7452, 7453, 7454, 7455, 7456, 7457, 7458, 7459, 7460, 7461, 7462, 7463, 7464, 7465, 7466, 7467, 7468, 7469, 7470, 7471, 7472, 7473, 7474, 7475, 7476, 7477, 7478, 7479, 7480, 7481, 7482, 7483, 7484, 7485, 7486, 7487, 7488, 7489, 7490, 7491, 7492, 7493, 7494, 7495, 7496, 7497, 7498, 7499, 7500, 7501, 7502, 7503, 7504, 7505, 7506, 7507, 7508, 7509, 7510, 7511, 7512, 7513, 7514, 7515, 7516, 7517, 7518, 7519, 7520, 7521, 7522, 7523, 7524, 7525, 7526, 7527, 7528, 7529, 7530, 7531, 7532, 7533, 7534, 7535, 7536, 7537, 7538, 7539, 7540, 7541, 7542, 7543, 7544, 7545, 7546, 7547, 7548, 7549, 7550, 7551, 7552, 7553, 7554, 7555, 7556, 7557, 7558, 7559, 7560, 7561, 7562, 7563, 7564, 7565, 7566, 7567, 7568, 7569, 7570, 7571, 7572, 7573, 7574, 7575, 7576, 7577, 7578, 7579, 7580, 7581, 7582, 7583, 7584, 7585, 7586, 7587, 7588, 7589, 7590, 7591, 7592, 7593, 7594, 7595, 7596, 7597, 7598, 7599, 7600, 7601, 7602, 7603, 7604, 7605, 7606, 7607, 7608, 7609, 7610, 7611, 7612, 7613, 7614, 7615, 7616, 7617, 7618, 7619, 7620, 7621, 7622, 7623, 7624, 7625, 7626, 7627, 7628, 7629, 7630, 7631, 7632, 7633, 7634, 7635, 7636, 7637, 7638, 7639, 7640, 7641, 7642, 7643, 7644, 7645, 7646, 7647, 7648, 7649, 7650, 7651, 7652, 7653, 7654, 7655, 7656, 7657, 7658, 7659, 7660, 7661, 7662, 7663, 7664, 7665, 7666, 7667, 7668, 7669, 7670, 7671, 7672, 7673, 7674, 7675, 7676, 7677, 7678, 7679, 7680, 7681, 7682, 7683, 7684, 7685, 7686, 7687, 7688, 7689, 7690, 7691, 7692, 7693, 7694, 7695, 7696, 7697, 7698, 7699, 7700, 7701, 7702, 7703, 7704, 7705, 7706, 7707, 7708, 7709, 7710, 7711, 7712, 7713, 7714, 7715, 7716, 7717, 7718, 7719, 7720, 7721, 7722, 7723, 7724, 7725, 7726, 7727, 7728, 7729, 7730, 7731, 7732, 7733, 7734, 7735, 7736, 7737, 7738, 7739, 7740, 7741, 7742, 7743, 7744, 7745, 7746, 7747, 7748, 7749, 7750, 7751, 7752, 7753, 7754, 7755, 7756, 7757, 7758, 7759, 7760, 7761, 7762, 7763, 7764, 7765, 7766, 7767, 7768, 7769, 7770, 7771, 7772, 7773, 7774, 7775, 7776, 7777, 7778, 7779, 7780, 7781, 7782, 7783, 7784, 7785, 7786, 7787, 7788, 7789, 7790, 7791, 7792, 7793, 7794, 7795, 7796, 7797, 7798, 7799, 7800, 7801, 7802, 7803, 7804, 7805, 7806, 7807, 7808, 7809, 7810, 7811, 7812, 7813, 7814, 7815, 7816, 7817, 7818, 7819, 7820, 7821, 7822, 7823, 7824, 7825, 7826, 7827, 7828, 7829, 7830, 7831, 7832, 7833, 7834, 7835, 7836, 7837, 7838, 7839, 7840, 7841, 7842, 7843, 7844, 7845, 7846, 7847, 7848, 7849, 7850, 7851, 7852, 7853, 7854, 7855, 7856, 7857, 7858, 7859, 7860, 7861, 7862, 7863, 7864, 7865, 7866, 7867, 7868, 7869, 7870, 7871, 7872, 7873, 7874, 7875, 7876, 7877, 7878, 7879, 7880, 7881, 7882, 7883, 7884, 7885, 7886, 7887, 7888, 7889, 7890, 7891, 7892, 7893, 7894, 7895, 7896, 7897, 7898, 7899, 7900, 7901, 7902, 7903, 7904, 7905, 7906, 7907, 7908, 7909, 7910, 7911, 7912, 7913, 7914, 7915, 7916, 7917, 7918, 7919, 7920, 7921, 7922, 7923, 7924, 7925, 7926, 7927, 7928, 7929, 7930, 7931, 7932, 7933,

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Exhibit 2

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101 DELANCY ST, LOCUST, NC, 28097

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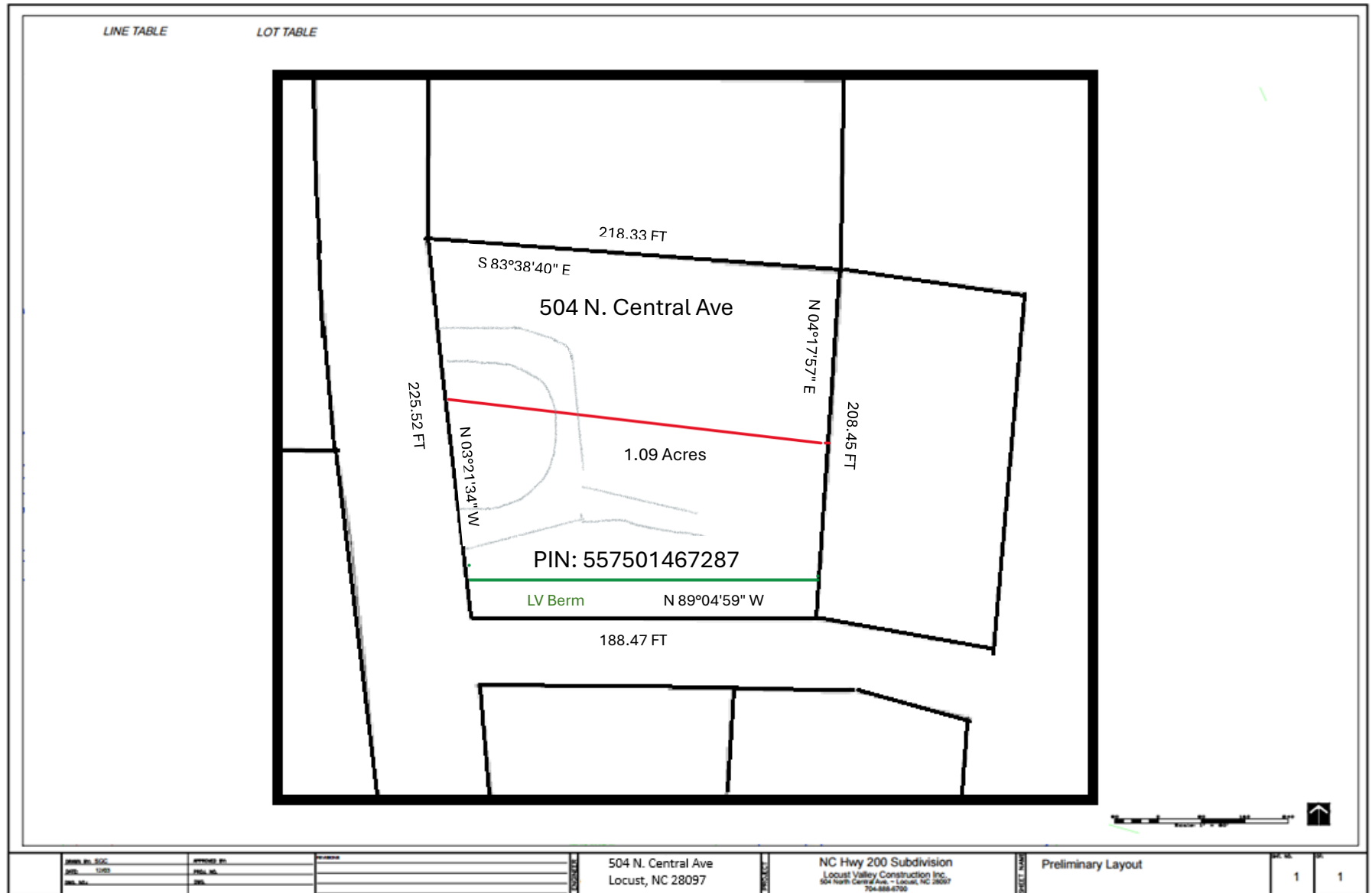
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Exhibit 3





City of Locust
Post Office Box 190
Locust, North Carolina 28097-0190
(704) 888-5260

ORDINANCE NO. 2025-07: AN ORDINANCE AMENDING THE OFFICIAL ZONING MAP

- WHEREAS,** the City of Locust, North Carolina, has a Land Development Ordinance (LDO) and Official Zoning Map that provides various rules and operational framework for how land can be used and developed within Locust's planning and zoning jurisdiction; and
- WHEREAS,** the Applicant Leon Friedman and Red Bridge New Homes, LLC, submitted an application for zoning (rezoning case 2025-9) to rezone PIN# 5575-0146-7287 from Light Highway Commercial (LHC) to General Residential (GR); and
- WHEREAS,** the public hearing for this zoning map amendment has been noticed in compliance with North Carolina General Statutes; and
- WHEREAS,** the Locust Planning & Zoning Board reviewed this zoning map amendment at its September 25, 2025 public meeting and voted unanimously to recommend approval to the City Council; and
- WHEREAS,** the City of Locust City Council held a public hearing on November 13, 2025 for the map amendment and, after considering the testimony in the public hearing and Council deliberations, made the finding that this petition is:
- The proposed rezoning is reasonable, and it is in the best interest of the public because it compliments an adjacent residential subdivision previously developed by the applicant; and
 - It is consistent with the 2014 Land Use Plan within the Mixed Use Corridor.

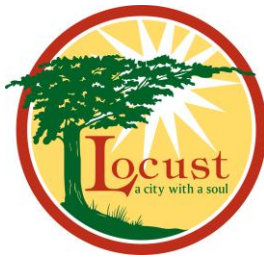
NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Locust, North Carolina: that approval is granted to rezoning case 2025-9 and the Locust Zoning Map is hereby amended establishing General Residential (GR) to (PIN# 5575-0146-7287) on the subject property fully enforced from the time this ordinance is adopted.

Adopted this 13th day of November 2025.

Mayor, Steve Huber

ATTEST:

Amy Furr, City Clerk



City of Locust

Post Office Box 190
Locust, North Carolina 28097-0190
(704) 888-5260

AN ORDINANCE TO EXTEND THE CORPORATE LIMITS OF THE CITY OF LOCUST, NORTH CAROLINA

WHEREAS, the Locust City Council has been petitioned under G.S. 160A-31 to annex the area described below; and

WHEREAS, the Locust City Council has by resolution directed the City Clerk to investigate the sufficiency of the petition; and

WHEREAS, the City Clerk has certified the sufficiency of the petition and a public hearing on the question of this annexation was held in the Joel Huneycutt Community Room at 7:00pm or soon thereafter November 13, 2025 after due notice by the Stanly News Journal on (date); and

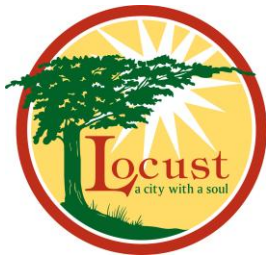
WHEREAS, the Locust City Council finds that the petition meets the standards of G.S. 160A-31:

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Locust, North Carolina that:

Section 1. By virtue of the authority granted by G.S. 160A-31, the following described territory is hereby annexed and made part of the City of Locust as of June 30, 2026

Kevin and Donna Huneycutt , Stanly County PIN# 556503400141 and
Cabarrus County PIN# 55653092660000

Beginning at an iron pipe located at NC Grid Coordinates Northing:550333.6190, Easting: 1563641.9240, the northwestern corner of the property of Steve Hartsell (Deed Book 16075, Page 115; Cabarrus PIN 55643979150000); Thence, North 73-36-14 East a length of 193.01 feet, a cord of 192.99 feet, along a radius of 3944.39 and to an iron; Thence, North 81-00-04 East 18.10 feet to a number four rebar, said rebar marking the POINT AND PLACE OF BEGINNING and being located at the northwestern corner of Kendale and Kevin Huneycutt and the northeastern corner of Steve M. Hartsell; Thence, continuing North 81-00-04 East 188.16 feet to an iron pin; Thence, South 31-50-53 East 41.48 feet to a point; Thence, South 02-11-00 East 23.60 feet to a point; Thence, South 18-41-33 East 18.92 feet to a point; Thence, South 04-54-37 East 14.47 feet to point; Thence, South 33-33-27 West 32.68 feet to an iron pin; Thence, South 15-11-41 East 208.57 feet to an iron pin; Thence, South



City of Locust

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(704) 888-5260

01-25-58 West 18.40 feet to an iron pin, a new corner in Huneycutt; Thence. South 67-22-43 West 144.38 feet to a number four rebar, another new corner in Huneycutt; Thence, North 18-04-05 West 383.06 feet back to the point and place of beginning, the foregoing constituting 1.38 acres of the Huneycutt property as shown on that certain survey dated March 17-March 30, 2025 and being identified as the "Minor Division Survey for Kevin Huneycutt" as prepared by Douglas S. Pressley, PLS - 3488, South Point Surveying, PLLC.

Section 2. Upon and after June 30, 2026 the above described territory and its citizens and property shall be subject to all debts, laws, ordinances and regulations in force in the City of Locust and shall be entitled to the same privileges and benefits as other parts of the City of Locust. Said territory shall be subject to municipal taxes according to G.S. 160A-58.10.

Section 3. The Mayor of the City of Locust shall cause to be recorded in the office of the Register of Deeds of Stanly County, and in the office of the Secretary of State at Raleigh, North Carolina, an accurate map of the annexed territory, described in Section 1 above, together with a duly certified copy of this ordinance. Such a map shall also be delivered to the Stanly County Board of Elections, as required by G.S. 163-288.1.

Adopted this 13th day of November, 2025

Amy Furr, City Clerk

Stephen Huber, Mayor

AS APPROVED TO FORM:

Connie Mosher, City Attorney



City of Locust

Post Office Box 190
Locust, North Carolina 28097-0190
(704) 888-5260

MEMORANDUM

Date: November 5, 2025
From: Cesar Correa, City Manager
To: Mayor & City Council
Subject: Zoning Amendment – Cabarrus PIN# 5565-3092-6600 and Stanly PIN# 5565-0340-0141

BACKGROUND & PETITION INFORMATION

On August 21, 2025, the City of Locust received an application for a Zoning Amendment (Exhibit #1) for the property shown on the attached zoning map (Exhibit 2). The specifics of the rezoning application are as follows:

Applicant: Kevin and Donna Huneycutt

Existing Zoning: Agricultural/Open Space (AO) *Cabarrus County Zoning*

Proposed Zoning: Highway Commercial (HC)

Permitted Uses: All uses permitted in the Highway Commercial zoning district as shown in Article 2 Section 5 Use Table of the City of Locust Land Development Ordinance, would be permitted on the subject property.

Parcel ID Numbers: Cabarrus PIN# 5565-3092-6600 and Stanly PIN# 5565-0340-0141

Area in Acres: 1.397 acres.

Site Description: The property submitted a voluntary annexation application, to be voted on November 13, 2025. Should the property be annexed into the corporate city limits of Locust, it will require a Locust zoning classification. Currently unincorporated and under the development jurisdiction of Cabarrus County. Applicant intends to market the property for commercial development.

Adjacent Land Use: Commercial (SECU and Red Bridge Commons), Residential, and Vacant.

Surrounding Zoning: The property is surrounded by Open Space (OPS) to the east, west and south, Highway Commercial (HC) to the north.

Utility Service Provider: The property will be served by public water through Stanly County Utilities, and sewer provided by the City of Locust.

EXHIBITS

1. Application for Zoning Change
2. Zoning Map

LAND USE PLAN ANALYSIS

The property lies within the area designated on the adopted 2014 Land Use Plan for commercial use.

The property is currently zoned under Cabarrus County's Agricultural/Open Space (AO). This amendment is reasonable because, and in the best interest of the public, because it brings the recently annexed property's use in compliance with the 2014 Land Use Plan for future commercial development along NC Hwy 24/27.

FINDINGS AND CONCLUSIONS

Staff reviewed the rezoning application and determined that it meets the standards of the City of Locust Land Development Ordinance.

POLICY IMPLICATIONS

The City of Locust Land Development ordinance and the North Carolina General statutes require the Planning & Zoning Board to make a recommendation on the zoning amendment.

On September 25, 2025 the Locust Planning & Zoning Board reviewed the zoning amendment petition and voted to recommend ***approval*** of the proposed Highway Commercial (HC) zoning designation.

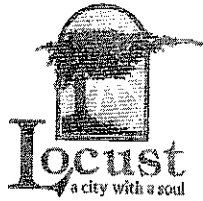
Notice of the meeting and this agenda item have been publicized, letters have been mailed to all adjacent property owners within 500ft of the subject property, and a zoning hearing sign has been posted on the property.

The Council may vote to recommend approval, denial, or to modify the recommended classification in accordance with the adopted 2014 Land Use Plan.

SUGGESTED MOTION LANGUAGE

The following suggested motion language is provided as a guideline to assist the Council with references required for zoning amendments. The language may be altered as deemed appropriate by any member of the City Council in the making of a motion.

Suggested motion: "To approve the rezoning request designating the subject property as Highway Commercial (HC). The rezoning request is reasonable, and in the best interest of the public, because it brings the recently annexed property's use in compliance with the 2014 Land Use Plan for future commercial development along NC Hwy 24/27; and it's consistent with the 2014 Land Use Plan for "Commercial Corridor".



City of Locust
 Post Office Box 190
 Locust, North Carolina 28097-0190
 (704) 888-5260

Application for Zoning Change: From DPS to HC

Date: Aug 21 2025

Applicant Name: Kevin H. Huneycutt DONNA C. Huneycutt

Company Name (if applicable) _____

Address: 6780 NC 24/27 Hwy E. Midland NC 28107

Phone Number: 980-621-7350 7352

Address of Property Change: SAME

Present Zoning District: AO CABARRUS

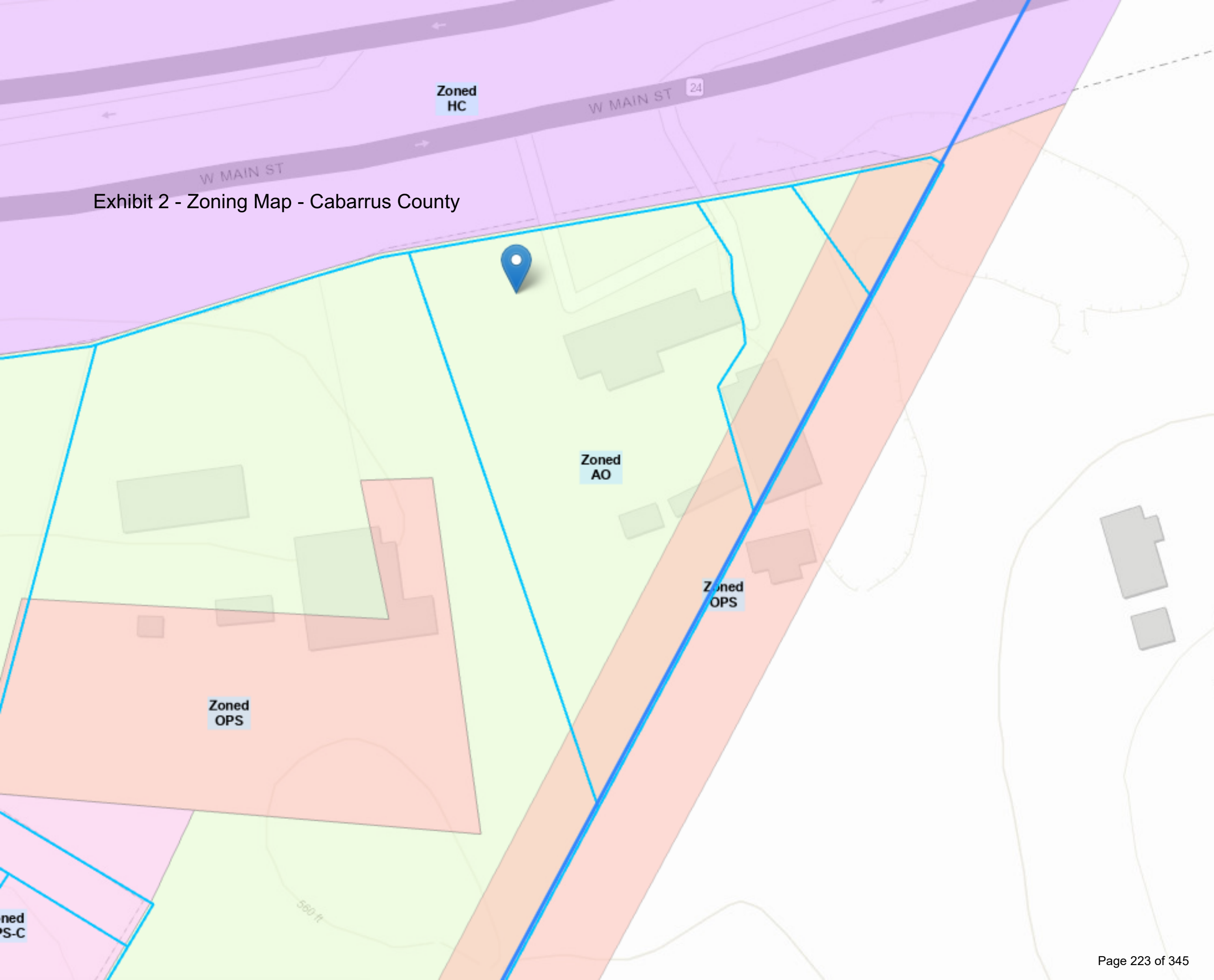
Requested Zoning District: HC

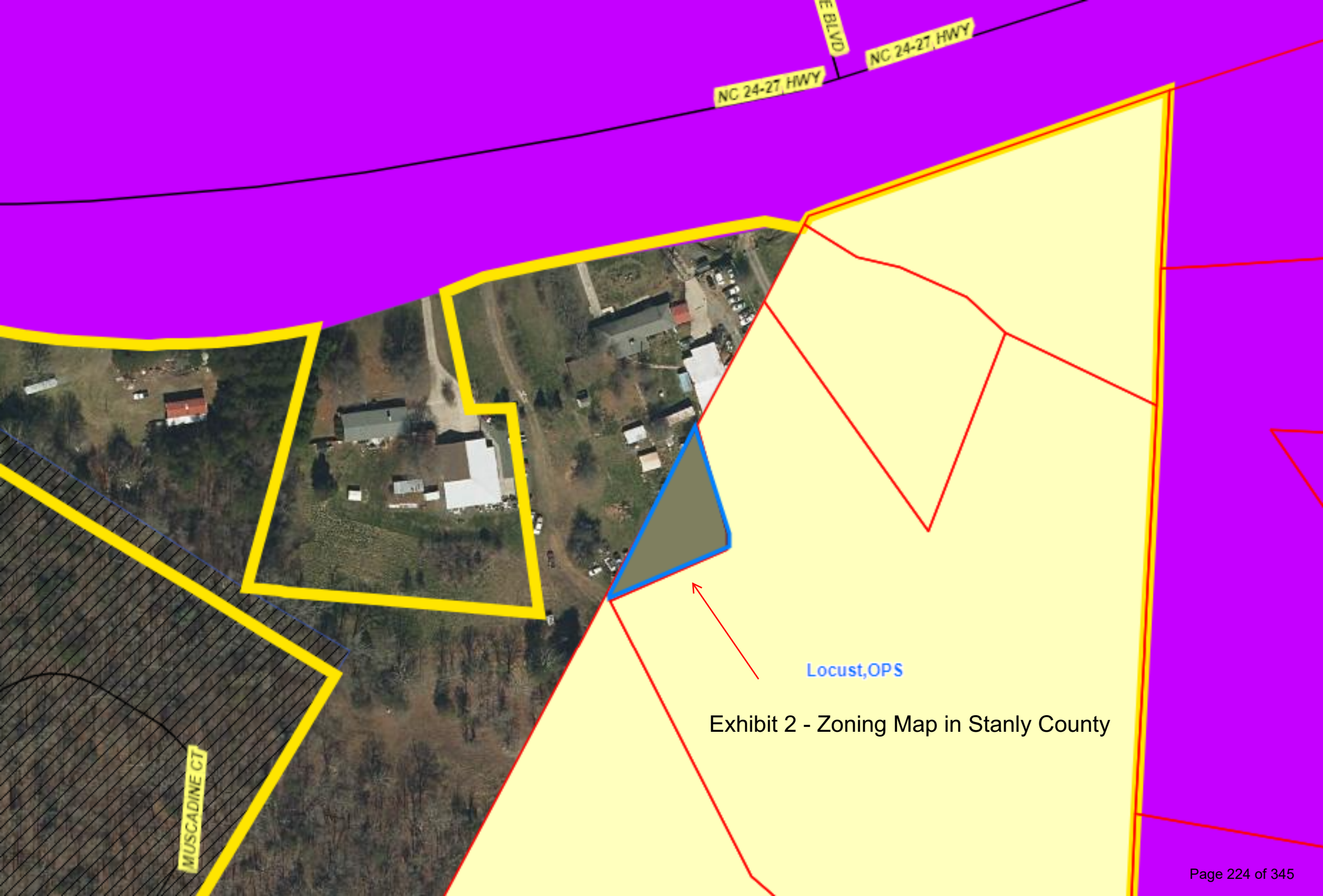
Applicant Signature: Kevin H. Huneycutt Donna C. Huneycutt
980-621-7352

The following information is required with the application:

- (1) Map of the property to be rezoned, accurate description to show the following:
 - a. All property lines with dimensions, north arrow.
 - b. Names and addresses of adjoining landowners.
 - c. Location of all existing structures, use of all land.
 - d. Zoning classifications of all abutting zoning districts.
- (2) Comprehensive site plan, if commercial or multi-family.
- (3) A fee of \$500 (non-refundable) must accompany this application.

Exhibit 2 - Zoning Map - Cabarrus County





Locust,OPS

Exhibit 2 - Zoning Map in Stanly County



City of Locust
Post Office Box 190
Locust, North Carolina 28097-0190
(704) 888-5260

ORDINANCE NO. 2025-08: AN ORDINANCE AMENDING THE OFFICIAL ZONING MAP

- WHEREAS,** the City of Locust, North Carolina, has a Land Development Ordinance (LDO) and Official Zoning Map that provides various rules and operational framework for how land can be used and developed within Locust’s planning and zoning jurisdiction; and
- WHEREAS,** the Applicant Kevin H. Huneycutt and Donna C. Huneycutt, submitted an application for zoning (rezoning case 2025-10) to rezone (Cabarrus PIN# 5565-3092-6600 and Stanly PIN# 5565-0340-0141) from Open Space (OPS) to Highway Commercial (HC) associated with an annexation petition (2025-1-ANX); and
- WHEREAS,** the public hearing for this zoning map amendment has been noticed in compliance with North Carolina General Statutes; and
- WHEREAS,** the Locust Planning & Zoning Board reviewed this zoning map amendment at its September 25, 2025, public meeting and voted unanimously to recommend approval to the City Council; and
- WHEREAS,** the City of Locust City Council held a public hearing on November 13, 2025, for the map amendment and, after considering the testimony in the public hearing and Council deliberations, made the finding that this petition is:
- The proposed rezoning is reasonable, and it is in the best interest of the public, because it brings the recently annexed property’s use in compliance with the 2014 Land Use Plan for future commercial development along NC Hwy 24/27.
 - It is consistent with the 2014 Land Use Plan for “Commercial Corridor”.
- NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Locust, North Carolina:** that approval is granted to rezoning case 2025-10 and the Locust Zoning Map is hereby amended establishing Highway Commercial (HC) to (Cabarrus PIN# 5565-3092-6600 and Stanly PIN# 5565-0340-0141) on the subject property fully enforced from the time this ordinance is adopted.

Adopted this 13th day of November 2025.

Mayor, Steve Huber

ATTEST:

Amy Furr, City Clerk



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Post Office Box 190
Locust, North Carolina 28097-0190
(704) 888-5260

ORDINANCE NO. 2025-03: AN ORDINANCE AMENDING

ARTICLE 7 – GENERAL PROVISIONS, SECTION 7.18: DRAINAGE AND STORMWATER MANAGEMENT

OF THE CITY OF LOCUST LAND DEVELOPMENT ORDINANCE

WHEREAS, the City of Locust, North Carolina, has a Land Development Ordinance (LDO) and Official Zoning Map that provides various rules and operational framework for how land can be used and developed within Locust’s planning and zoning jurisdiction; and

WHEREAS, the public hearing for this zoning text amendment has been noticed in compliance with North Carolina General Statutes; and

WHEREAS, the Locust Planning & Zoning Board reviewed this zoning text amendment at its September 25, 2025, public meeting and voted unanimously to recommend approval to the City Council; and

WHEREAS, the City of Locust City Council held a public hearing on November 13, 2025, for the zoning text amendment and, after considering the testimony in the public hearing and Council deliberations, made the finding that this petition is:

- The proposed zoning text amendment is a reasonable, and it is in the best interest of the public because it seeks to strengthen post construction stormwater requirements for new construction; and
- It is consistent with the 2014 Land Use Plan, Section 2: Purpose of Plan

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Locust, North Carolina: that approval is granted to the zoning text amendment to the Locust Land Development Ordinance as provided in Exhibit A and be fully enforced from the time this ordinance is adopted.

Adopted this 13th day of November 2025.

Mayor, Steve Huber

ATTEST:

Amy Furr, City Clerk

Exhibit A:

ARTICLE 7 – GENERAL PROVISIONS, SECTION 7.18 “**DRAINAGE AND STORMWATER MANAGEMENT**RESERVED”:

1. General Drainage Standards:

- a. All developments must be provided with a drainage system that is adequate to prevent the undue retention of surface water on the development site.
- b. No surface water may be channeled or directed into a sanitary sewer.
- c. Whenever practicable, the drainage system of a development must coordinate with and connect to the drainage systems or drainage ways on surrounding properties or street.
- d. Private streets (including alleys) must utilize curb and gutter, and storm drains to provide adequate drainage if the grade of such streets or alleys is too steep to provide drainage in another manner.
- e. Drainage swales, curbs and gutters, and storm drains must be designed and constructed in accordance with NCDOT standards.
- f. No fences or structures may be constructed across an open drainageway that will reduce or restrict the flow of water.

2. Stormwater Management:

- a. No development may be constructed or maintained so that such development impedes the natural flow of water from higher adjacent properties.
- b. No development may be constructed or maintained so that the natural flow of surface waters from such development are discharged in another location.
- c. Post-development stormwater discharge rates at the property boundary for all developments exceeding one acre of land disturbance or .25 acres of impervious area may not exceed the pre-development rate for the 2-, 10- and 50- year storm events.

3. Site Grading:

- a. **Positive drainage required:** Developments must be designed and constructed with a positive drainage flow away from buildings towards approved stormwater management facilities.
- b. **Drainage plans to account for all development:** In the design of site grading plans, all impervious surfaces in the proposed development (including off-street parking areas and other built-upon areas) must be considered.
- c. **Protection from sedimentation:** Site grading and drainage facilities must protect wetlands, ponds and lakes from increased sediment loading.
- a-d. **Landscaping:** All disturbed areas within the development must be restored with vegetation.

City of Locust Comprehensive Land Use Plan - Update

Plan Presentation
September 25, 2025 | 6:00 – 8:30 PM



Agenda

- **Welcome and Meeting Goals**
- **Overview of *Locust Land Use Plan Update***
- **Wrap Up & Next Steps**

Meeting Goals

1. How did we get here?
2. Provide Overview of Final Plan
 - *Plan Format*
 - *Goals and Strategies*
 - *Land Use Map*
 - *Implementation Plan*
3. Next Steps



How We Got Here

~~July 2024—PROJECT KICK OFF~~

~~—July—January 2025—Data Collection~~

~~—Monthly project team meetings with staff~~

~~January 2025—PUBLIC ENGAGEMENT KICK OFF~~

~~—January 23, 2025—Workshop—~~

~~—April 12, 2025—Movie Night~~

~~—Monthly project team meetings with staff~~

~~March 2025—August 2025—PLAN DEVELOPMENT~~

~~—Drafted Plan Content~~

~~—Created Plan Maps and Graphics~~

~~—Created Draft Land Use Map~~

~~—Monthly project team meetings with staff~~

September 25, 2025 – FINAL PLAN PRESENTED TO PLANNING AND ZONING BOARD

November 13, 2025 – PUBLIC HEARING/ADOPTION

Project Timeline



Locust Land Use Plan Update

Plan Outline

- Plan Purpose
- Plan Process
- Vision Statement
- Community Profile
- Big Ideas
- Land Use
- Future Land Use Map
- Implementation Plan

Plan Purpose

“The City of Locust is committed to fostering a vibrant, sustainable, and inclusive community that meets the diverse needs of its residents while attracting visitors and businesses. As we look to the future, it is essential to develop a comprehensive land use plan that guides growth and development in a way that enhances the quality of life for all. This plan aims to balance housing variety, economic development, and the opportunity to age in place, ensuring that Locust remains a standout destination where people want to live, work, and visit.”

Project Timeline



PLANNING PROCESS OVERVIEW

Phase 1: August 2024 – January 2025

Developing Plan & Framework

Locust and Centralina staff launched the planning process by defining project goals and establishing a detailed timeline. Centralina began compiling and analyzing data to assess demographic, economic, and spatial changes that have occurred in Locust over the past decade.

Phase 2: February 2025 – April 2025

Engaging the Community

Centralina facilitated a workshop with the Locust Planning Board to share preliminary findings and gather input. Additionally, Centralina staff participated in a community event in April, providing residents an opportunity to contribute feedback and ideas for the updated plan.

Phase 3: May 2025 – September 2025

Plan Development

Informed by community input and updated data, Centralina and Locust staff collaboratively developed the revised land use plan. The draft incorporated strategic recommendations to guide future development while preserving the character of the community.

Phase 4: October 2025 – December 2025

Plan Presentation & Adoption

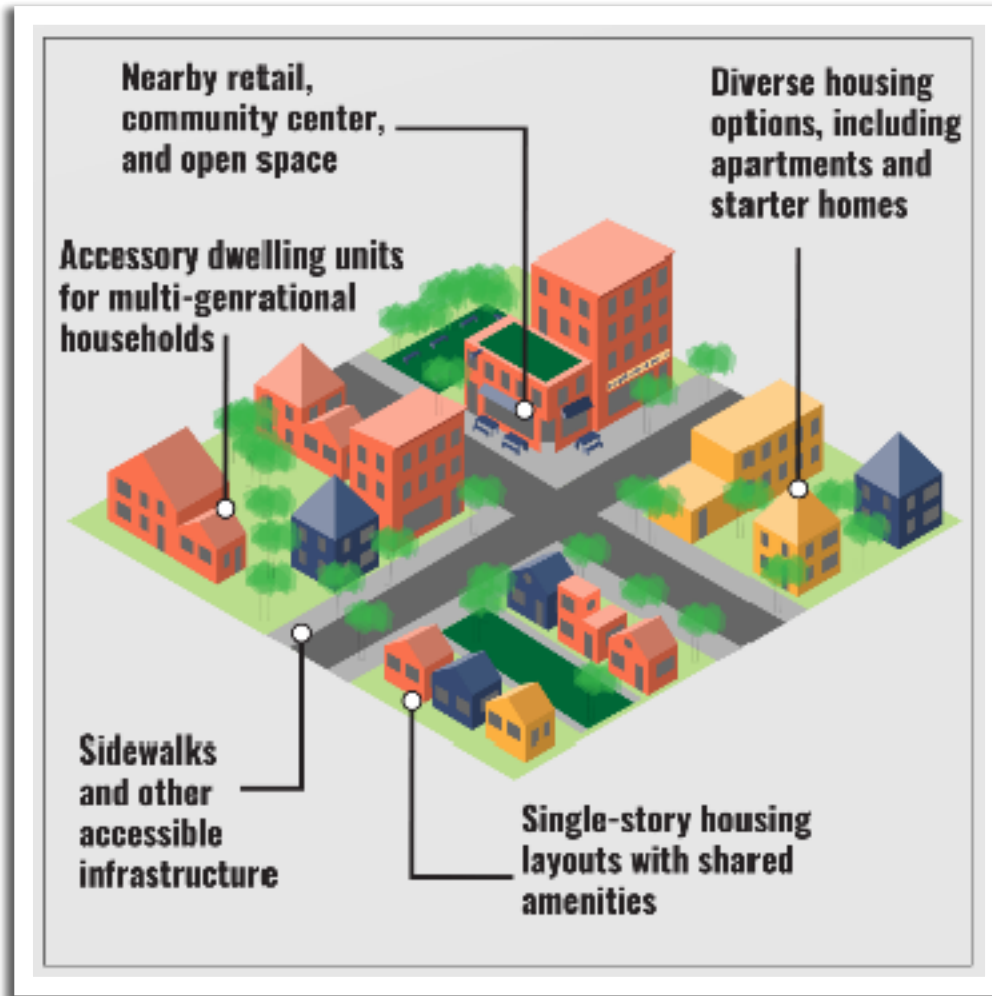
The finalized Comprehensive Land Use Plan was presented to the Planning Board and City Council. Following review and public comment, the plan was formally adopted, setting a renewed vision for Locust's growth and land use strategy.

Plan Process

Vision Statement

“Locust is a small but thriving community where residents and businesses collaborate to create a vibrant hometown for all stages of life. We balance growth and tradition, offering diverse housing, strong local businesses, and exceptional recreation—all within easy reach of regional opportunities. Our well-connected community fosters neighborly charm while embracing thoughtful progress, ensuring Locust remains a welcoming place to live, work, and play for generations.”

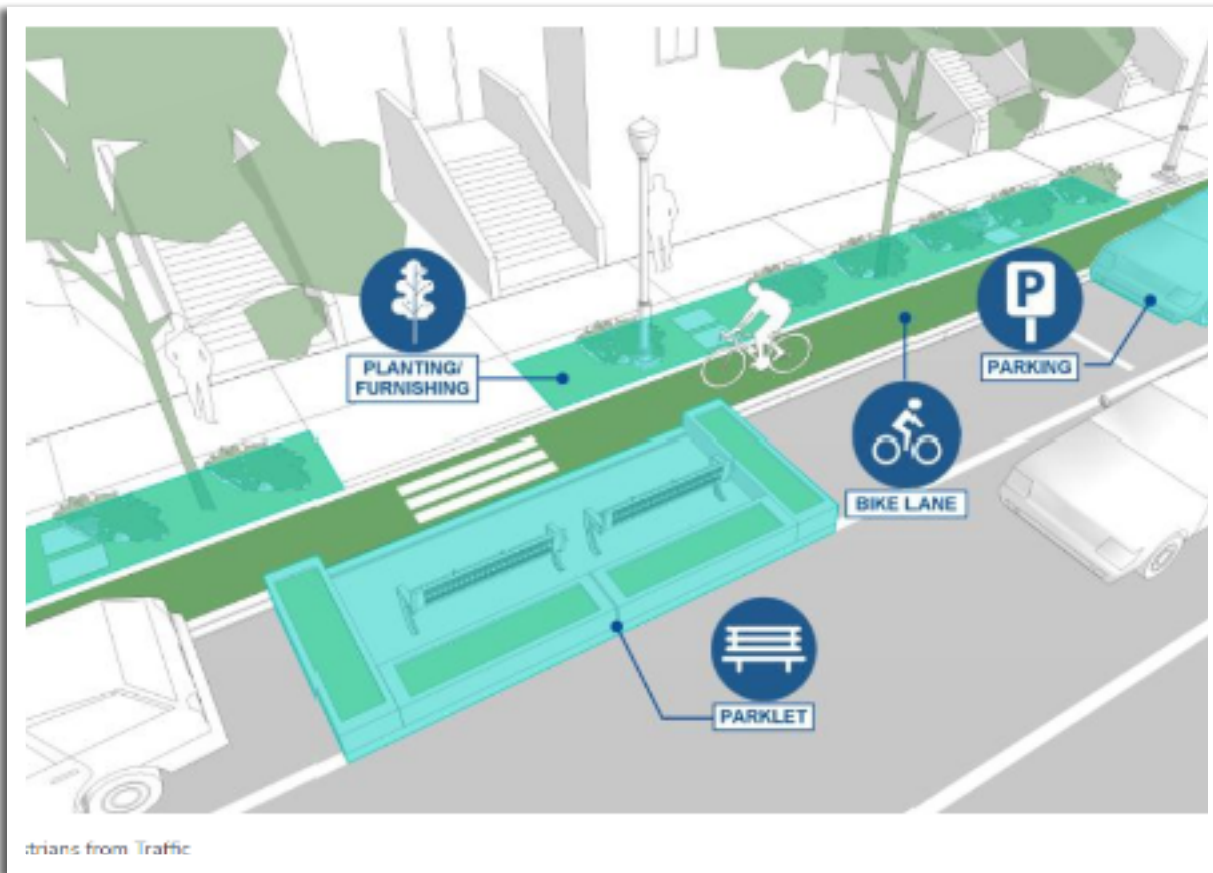
Big Idea #1



Uphold High Standards for Sustainable Development

- **GOAL 1:** Implement robust regulatory frameworks that not only drive sustainable and high-quality growth but also prioritize the preservation of community-valued characteristics.
- **GOAL 2:** Foster citizen-centric development that significantly enhances the quality of life for all residents, ensuring their well-being and satisfaction.
- **GOAL 3:** Champion sustainable development that not only meets the immediate needs of current citizens but also ensures the well-being and prosperity of future generations.

Big Idea #2



Enhance Connectivity and Walkability

- **GOAL 1: Promote traffic calming measures along Highway 24/27 and other areas of high traffic congestion.**
- **GOAL 2: Develop and maintain an extensive network of safe, accessible, and well-lit sidewalks and pedestrian pathways that connect key areas such as residential neighborhoods, commercial districts, parks, and public facilities.**
- **GOAL 3: Continue to support the full build-out of the City Center.**
- **GOAL 4: Actively create connections that significantly enhance residents' health and wellness.**
- **GOAL 5: Proactively establish connections that are sustainable and environmentally friendly.**

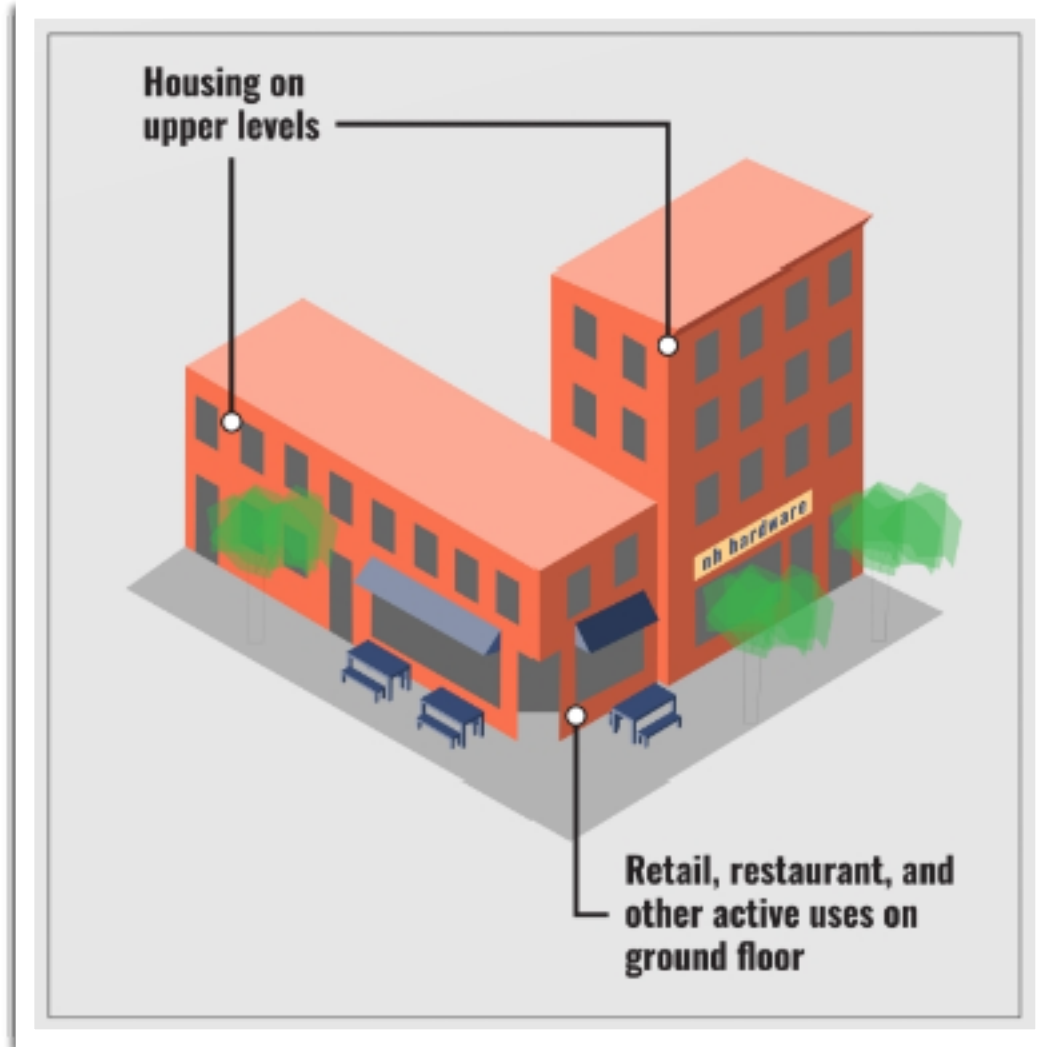
Big Idea #3



Foster Community Through Culture & Recreation

- **GOAL 1:** Improve and expand facilities at Officer Jeff Shelton Memorial Park.
- **GOAL 2:** Enhance the City's recreational offerings through the acquisition of new park lands and expansion of recreational programs.
- **GOAL 3:** Diligently explore hosting events and creating opportunities that actively foster and strengthen community bonds.
- **GOAL 4:** Ensure that development initiatives prioritize the enhancement and creation of public spaces and gathering places, fostering community connections.

Big Idea #4



Support and Grow Small Businesses

- **GOAL 1: Provide support and remove barriers for small businesses.**
- **GOAL 2: Foster a diverse economy that accommodates individuals of all ages and skill levels, enabling them to live and work in Locust.**
- **GOAL 3: Cultivate an economy that will enhance and define the distinctive character of the City of Locust, ensuring sustainable growth that contributes to the city's unique identity and community well-being.**

Big Idea #5



Encourage Diverse Housing Opportunities

- **GOAL 1:** Offer a wide range of housing types and price points to meet the diverse and evolving needs of current and future residents and promote diverse neighborhoods.
- **GOAL 2:** Encourage connectivity through well-planned, multi-modal, and walkable neighborhoods.
- **GOAL 3:** Encourage innovative design standards that protect the integrity of existing neighborhoods and create aesthetically pleasing new neighborhoods.

Big Idea #6

Locust as a Regional Destination

- **GOAL 1:** Enhance the downtown area with unique shops, restaurants, and entertainment venues to create a lively and attractive hub for both residents and visitors.
- **GOAL 2:** Invest in public safety measures, including better lighting, security cameras, and community policing, to ensure that residents and visitors feel safe.
- **GOAL 3:** Organize and promote regular events and festivals that celebrate local culture, arts, and history. This can draw visitors and foster community pride.
- **GOAL 4:** Develop a strong marketing campaign to promote Locust as a desirable destination for living, working, and visiting. Highlight the unique features and amenities that set the city apart.

Crime Prevention Through Environmental Design

Best Practices for Developing Safer Spaces

Crime Prevention Through Environmental Design (CPTED) leverages improved planning, design, and management of built environments in a way that can increase safety and reduce opportunities for crime. Here are some crime prevention strategies to incorporate in your development.



Activity Support
Involves designing spaces, opportunities, and events that promote social interaction and recreational use.

Natural Surveillance
Focuses on increasing visibility and a sense of safety by allowing people to easily observe their surroundings as well as activities of potential offenders, which deters criminal activity.

Access Control
Uses design elements to limit access while enhancing legitimate entry.

Target Hardening
Involves mechanical systems like emergency alarms and smash-resistant doors and windows.

Territorial Reinforcement
Communicates a sense of ownership and responsibility for spaces by using design elements to delineate between public and private spaces.

Maintenance
Signals an area is cared for and monitored, which can improve aesthetics, foster community pride and ownership, and deter crime.

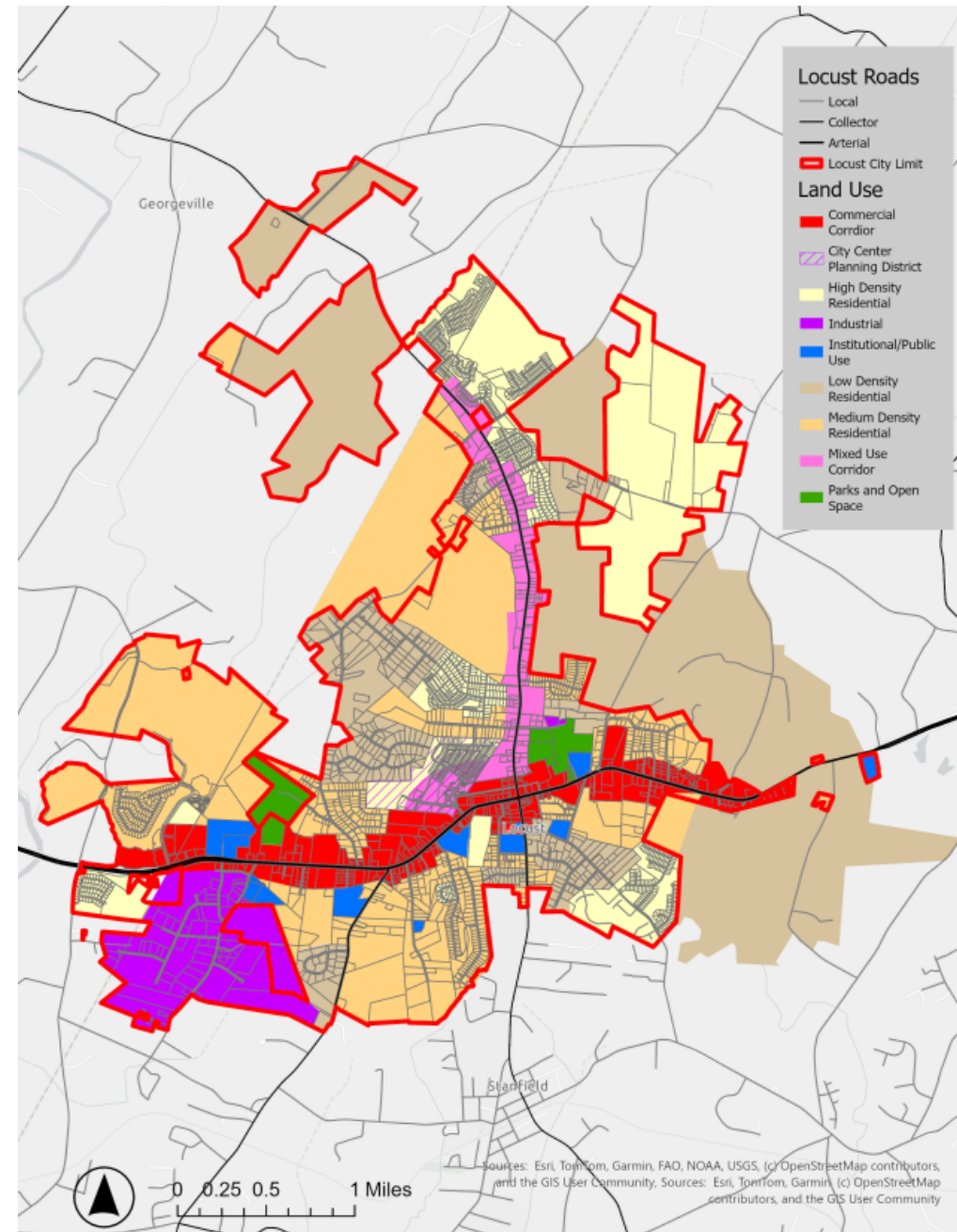
To learn more about CPTED principles and other detailed recommendations, visit stpaul.gov/CPTED-developers

	✓ DO	✗ DON'T
Natural Surveillance	- Downcast and uniform lighting for visibility without glare or shadows; LED and motion-sensor lighting where possible. - Main entrances, driveways and parking spaces visible from entrances, streets, and/or nearby windows. - Indoor workstations and active areas facing windows and entrances. - See-through stairways and railings to minimize blind turns. - Light-colored parking garage walls and ceilings with convex mirrors at turns.	- Floor lighting that creates glare or shadows, limiting visibility of areas that are beyond 30 feet or more from you. - Dense vegetation, narrow alleyways, garbage cans, electrical boxes or blind corners that can create hiding spots. - Windows obstructed by signs, pamphlets, or plants. - Shrubs taller than 2 feet; tree branches lower than 6 feet high. - Fences, gates, or walls that are difficult to see through and easy to hide behind.
Access Control	- Plan and assign responsibilities for regular upkeep of property, repairs, cleanliness, functional lighting and trimming of landscaping. - Pathways, barriers, landscaping, and signage directing movement to well-marked entrances, exits, and away from restricted areas. - Gates, buzzers, peepholes and electronic systems like key fobs, cameras and vehicle sensors to control access.	- Let the site go into a state of disrepair, ignore litter and overgrown landscaping, make it seem abandoned. - More than one entry and exit point, which make it difficult to monitor trespasses and unauthorized entries. - Fences, walls, gates, or plants that are easy to climb over.
Territorial Reinforcement	- Fences, low walls, gates, or plants to separate public, private, and semi-private spaces and show property boundaries. - Signs to communicate ownership, hours of operation, and permissible activities.	- Ignore the role of landscaping in defining territorial boundaries. - No clear signs or barriers to differentiate between public and private spaces.
Activity Support	Community spaces and events that promote social interaction and recreational use with clear sightlines to streets, nearby windows, and other well-used spaces.	Abandoned, isolated, or poorly maintained areas that are not attractive for regular use by inhabitants.
Target Hardening	Install smashproof doors, locks, and windows whenever possible.	Ignore vulnerable spots around the property, like holes in fences or broken gates.

Land Use

- GOAL 1: Promote efficient and sustainable land uses
- GOAL 2: Utilize land uses that support economic development
- GOAL 3: Enhance community character and livability
- GOAL 4: Coordinate Land Use with Transportation and Infrastructure

Future Land Use Map



Next Steps...

- 1. Revisions*
- 2. City Council Presentation and Adoption*



CITY OF LOCUST

Land Use Plan Update

DRAFT
9/2/2025

PLAN INDEX

<u>Plan Purpose</u>	3
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PLAN PURPOSE

The City of Locust is committed to fostering a vibrant, sustainable, and inclusive community that meets the diverse needs of its residents while attracting visitors and businesses. As we look to the future, it is essential to develop a comprehensive land use plan that guides growth and development in a way that enhances the quality of life for all. This plan aims to balance housing variety, economic development, and the opportunity to age in place, ensuring that Locust remains a standout destination where people want to live, work, and visit.

Our comprehensive future land use plan is built on a foundation of community engagement and collaboration. We have sought input from residents, elected and appointed officials, businesses, and community stakeholders to understand their vision for Locust's future. This plan reflects their aspirations and provides a strategic framework for achieving our shared goals.

Key components of the plan include:

- **Sustainable Development:** Encouraging development that provides lasting economic and community value by strengthening the tax base, aligning with community needs, and minimizing long-term demands on public services and infrastructure.
- **Diverse Housing Options:** Ensuring a range of housing types and price points that accommodate the evolving needs of current and future residents, including opportunities for residents to age in place and remain in the community throughout all stages of life.
- **Enhanced Connectivity:** Developing well-planned, multi-modal transportation networks that connect neighborhoods and key destinations, making Locust accessible and walkable.
- **Economic Vitality:** Supporting local businesses and attracting new services and amenities that contribute to a thriving economy and vibrant community.
- **Cultural and Recreational Opportunities:** Investing in cultural institutions, parks, and recreational facilities to enrich the community's cultural life and promote outdoor activities.

This comprehensive future land use plan is a roadmap for Locust's growth and development, guiding us toward a future where our city is not only a place to live and work but also a destination that draws visitors and enhances the quality of life for all. Together, we can build a community that reflects our values, meets our needs, and fulfills our aspirations.



PLAN PURPOSE

WHY HAVE A PLAN?

The Locust Future Land Use Plan serves as a strategic guide for how a community intends to grow and develop over time. It outlines the desired types and patterns of land use, such as residential, commercial, industrial, and open space, based on community goals, values, and projected needs. By providing a long-term vision, the plan helps ensure that development occurs in a coordinated, sustainable, and equitable manner. It also informs zoning decisions, infrastructure investments, and public services, helping to preserve community character, protect natural resources, and support economic development. Ultimately, a Future Land Use Plan is a tool for shaping a community's future in a thoughtful and intentional way.



PLAN PURPOSE

WHY HAVE A PLAN?

A comprehensive land use plan serves as a foundational policy document and is utilized by a diverse range of stakeholders, each with distinct roles and interests:

Developers and Real Estate Professionals -

Private sector stakeholders consult the plan to identify suitable locations for residential, commercial, and industrial projects. It offers clarity on permitted uses, density guidelines, and design expectations, reducing uncertainty and facilitating responsible investment.

Planning and Zoning Departments -

Professional planners rely on the plan to evaluate development proposals, issue permits, and enforce land use policies. It provides a framework for consistent decision-making and helps manage growth in a sustainable and orderly manner.

Municipal and County Officials -

Elected leaders, planning commissions, and municipal staff use the plan to inform decisions related to zoning, infrastructure investment, capital improvement planning, and land use regulation. It ensures that development aligns with the community's long-term vision and statutory requirements.

Regional and State Agencies -

Intergovernmental entities reference the plan to coordinate transportation, environmental, and economic development initiatives across jurisdictions. It ensures local planning efforts are integrated with broader regional strategies.

Residents and Community Organizations -

Citizens and advocacy groups use the plan to understand future growth patterns and participate meaningfully in public engagement processes. It empowers them to voice concerns, support initiatives, and hold decision-makers accountable to the community's stated goals.



PLAN PROCESS

PLANNING PROCESS OVERVIEW

The update to the 2014 Comprehensive Land Use Plan commenced in August 2024, initiated through collaborative discussions between City of Locust staff and representatives from Centralina. The objective was to establish a clear framework for revising the plan to reflect Locust's growth and evolving community needs.

PHASE 1: AUGUST 2024 – JANUARY 2025

Developing Plan & Framework

Locust and Centralina staff launched the planning process by defining project goals and establishing a detailed timeline. Centralina began compiling and analyzing data to assess demographic, economic, and spatial changes that have occurred in Locust over the past decade.

PHASE 2: FEBRUARY 2025 – APRIL 2025

Engaging the Community

Centralina facilitated a workshop with the Locust Planning Board to share preliminary findings and gather input. Additionally, Centralina staff participated in a community event in April, providing residents an opportunity to contribute feedback and ideas for the updated plan.

PHASE 3: MAY 2025 – SEPTEMBER 2025

Plan Development

Informed by community input and updated data, Centralina and Locust staff collaboratively developed the revised land use plan. The draft incorporated strategic recommendations to guide future development while preserving the character of the community.

PHASE 4: OCTOBER 2025 – DECEMBER 2025

Plan Presentation & Adoption

The finalized Comprehensive Land Use Plan was presented to the Planning Board and City Council. Following review and public comment, the plan was formally adopted, setting a renewed vision for Locust's growth and land use strategy.



PLAN PROCESS

COMMUNITY ENGAGEMENT

Below is a summary of the comments we heard from the community about Locust's strengths, weaknesses, opportunities, and threats.

STRENGTHS:

- Appeal
- Low crime/Safe
- Clean
- Small town feel
- Easy access to other communities
- Youth/parks and rec activities
- Variety of housing
- People want to stay
- Not old but not new
- Quality of life

WEAKNESSES:

- Traffic
- School capacity
- Lack of family recreation opportunities (bowling, movie theatre, etc.)
- Connectivity
- Lack of medical facilities
- Sidewalk/bike route connectivity

OPPORTUNITIES:

- Transit to Charlotte
- Nursing homes/assisted living facilities
- Create a destination (niche park, recreation opportunity, etc.)
- Greenways
- Medical campus
- Grocery stores
- Restaurants

THREATS:

- Balancing growth with infrastructure
- Increased traffic with more development
- Affordability
- Growth increases crime
- Aging population
- Limited services impacts the ability for growth



LOCUST VISION STATEMENT:

VISION STATEMENT

The Land Use Plan Vision Statement, serves as a foundational expression of the community's long-term aspirations for growth, development, and quality of life. This statement helps to unify stakeholders around a common direction, ensuring that planning efforts support a cohesive and sustainable future. By setting the tone for the entire land use plan, the vision statement provides clarity and inspiration for shaping Locust's evolving identity while preserving what makes it unique.

“Locust is a small but thriving community where residents and businesses collaborate to create a vibrant hometown for all stages of life. We balance growth and tradition, offering diverse housing, strong local businesses, and exceptional recreation—all within easy reach of regional opportunities. Our well-connected community fosters neighborly charm while embracing thoughtful progress, ensuring Locust remains a welcoming place to live, work, and play for generations.”



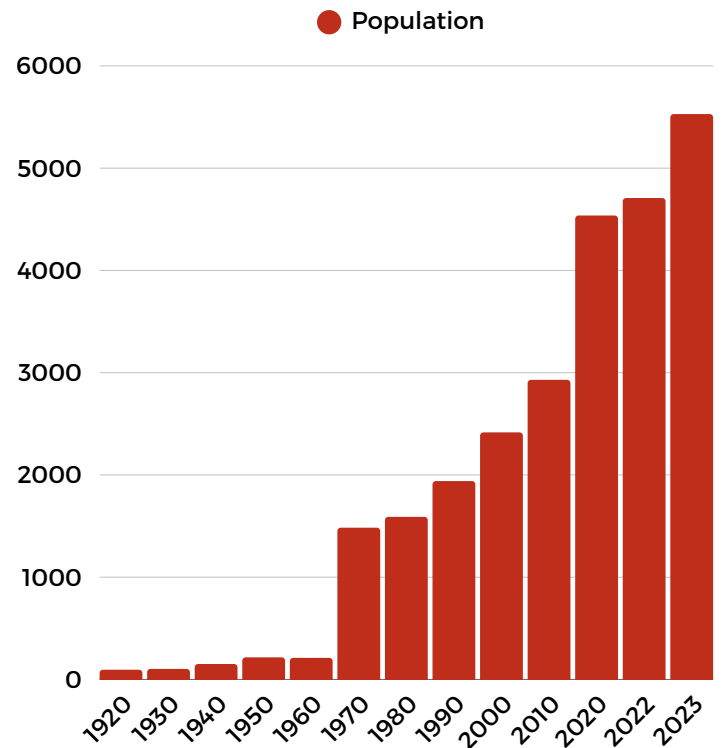
COMMUNITY PROFILE



Locust Community Profile

POPULATION

The 2014 Land Use Plan analyzed various growth factors. The following community profile shows similar data to understand what growth has occurred since 2014. The City of Locust has experienced a large population increase in the last 10 years and a steady increase in the past century. The population in 2023 was 5,529 which is a 33% increase since 2010 at 2,930.



SOURCE: CENSUS BUREAU



**CURRENT
POPULATION
5,529**

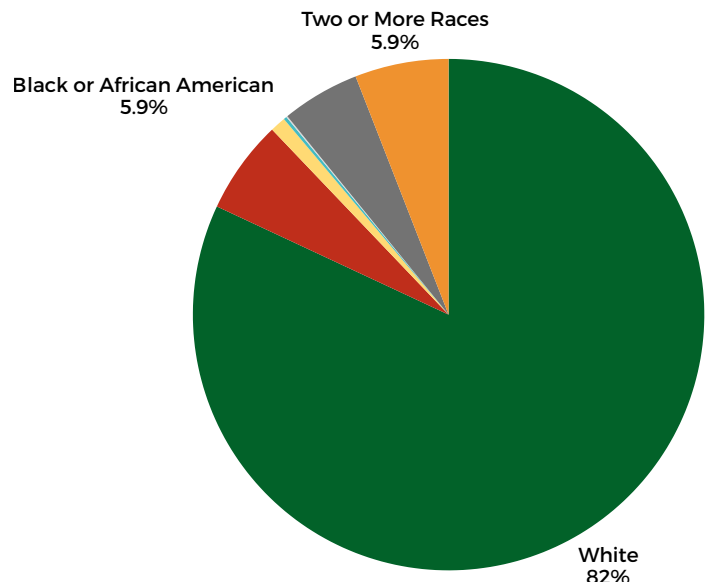
**2014
POPULATION
3,027**



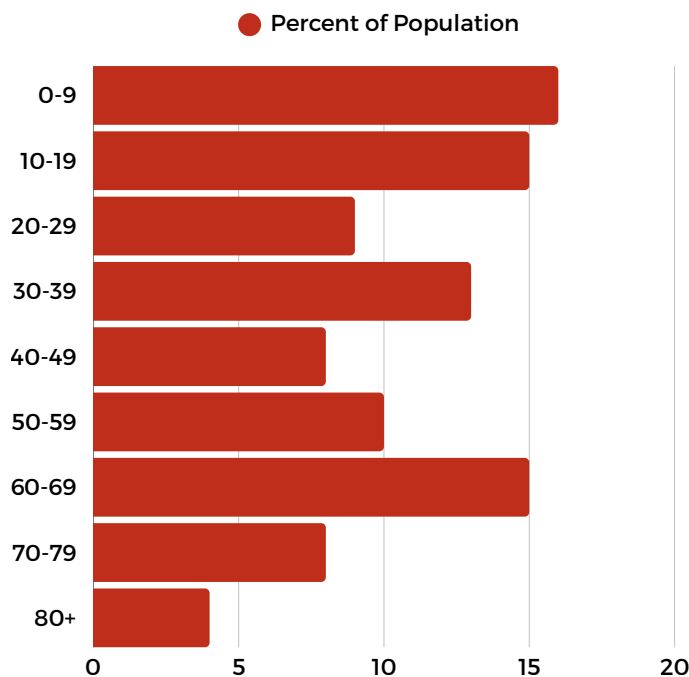
Locust Community Profile

RACE

Most of the population (83%) of Locust is Caucasian followed by Two or More races (6%), African American (6%) and Some Other Race (4%). Native American or American Indian, Asian Alone, and Native Hawaiian or Pacific Islander are all under 1% of the population. Since 2014, the population has become more diversified with an increase in the African American and Two or More Races.



SOURCE: CENSUS BUREAU



SOURCE: CENSUS REPORTER

AGE

Locust's median age is 35.4 which is less than that of Stanly County at 41.1 and North Carolina at 39.1. Locust's median age has decreased since 2010 (40.5). The following tables show two different ways of looking at the age distribution of the population. The table to the left shows the percentages in five-year increments.



MEDIAN AGE
2010
40.5

MEDIAN AGE
TODAY
35.4

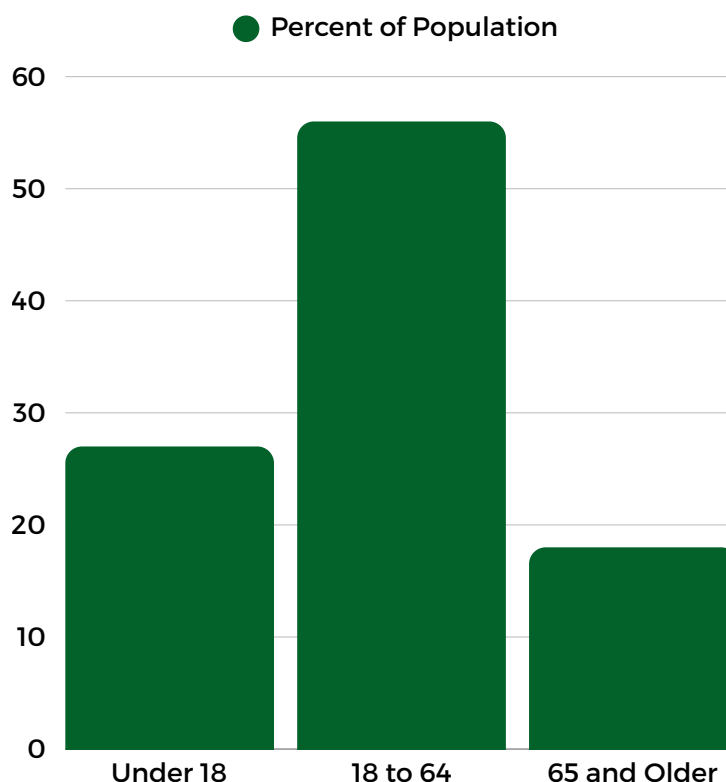
Locust Community Profile

AGE

The table below shows age groups that are important to observe as we plan for the future. The age groups “under 5” and “under 18” give good insight for the younger population and school aged population in comparison to the entire population. The age group “15-64” gives insight to the working age population. The age group “65 and older” gives insights into the aging population.

The working age population (15-64) represents a large portion of the population at 62.9%. This population is important to understand because it represents the stability of the economy. This shows that most of the population are contributing to the economy by earning wages but also by spending money. It also shows that jobs within the local economy are likely to be filled as people entering and exiting the workforce are balanced.

The other age groups give an indication of how the working age population will change in the near future. A large youth population shows that the working age population will be stable in the next decade as those individuals enter the working age. A large percentage of the aging population could indicate that the population as a whole is aging and could show that younger individuals are not moving into Locust. With the 65 and over population at 19.8%, which is less than that of the under 18 population (23.1%), this indicates that the population is not aging, and younger individuals are moving into and staying in Locust.



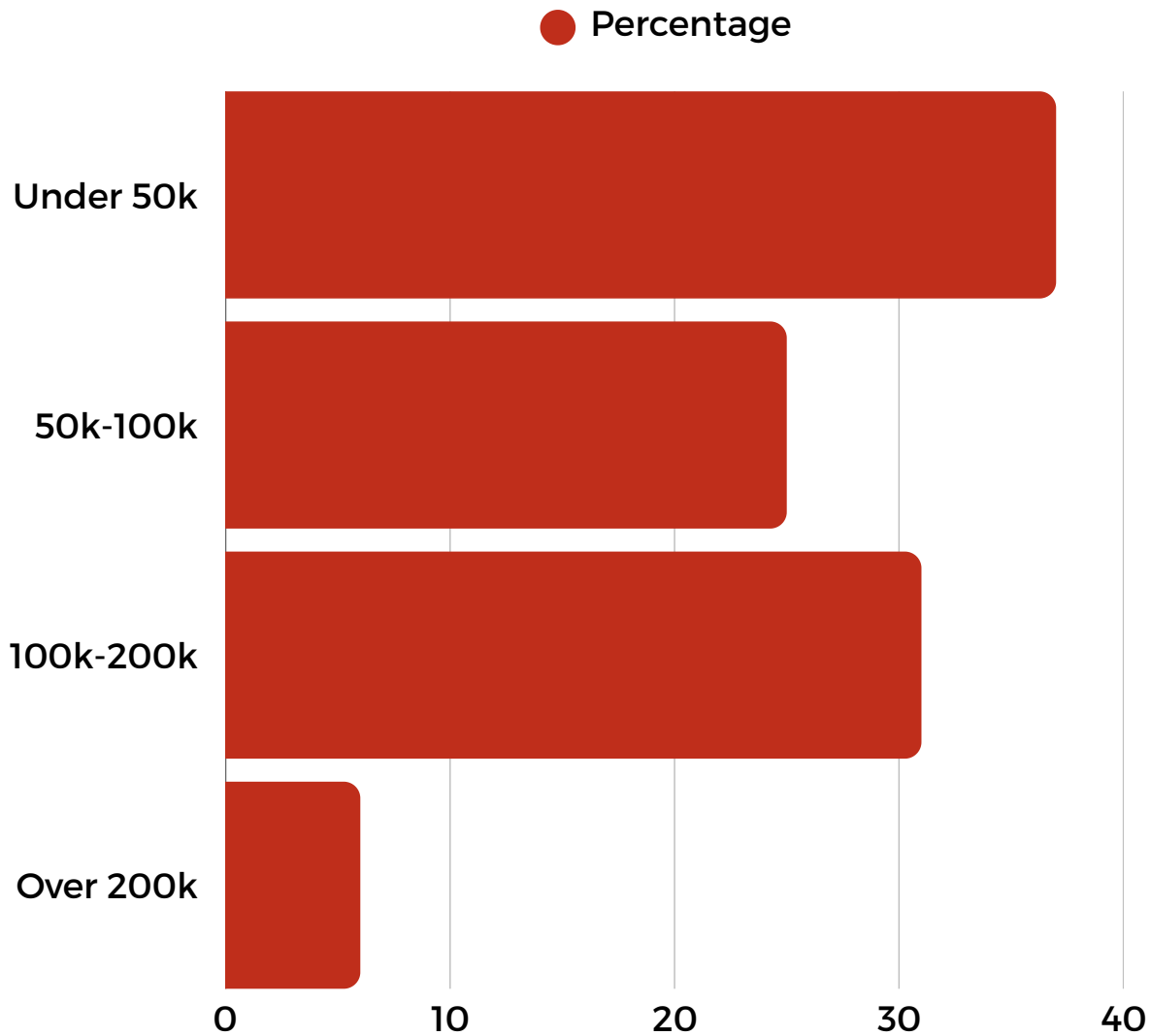
SOURCE: CENSUS REPORTER



Locust Community Profile

INCOME

The median household income for Locust is \$78,280. This has increased since 2010 with the median household income being \$58,719. The table below shows the distribution of income for Locust.



SOURCE: CENSUS REPORTER

Locust Community Profile

CITY BUDGET

The total revenues for the 2024-2025 fiscal year are expected to be \$4,267,550. The budget has increased by roughly two million dollars since 2014 (2,269,600). Almost half of Locust's revenue comes from "Ad Valorem" which is most commonly referred to as property tax (including real estate and vehicle). This has decreased from 55% of the budget in 2014. Other taxes and licenses account for over one quarter of the total revenues which has also decreased from 33% in 2014.

The total expenditures for the 2024-2025 fiscal year are predicted to be \$4,267,550 and would result in a balanced budget. Some categories vary from the 2014 budget which make it difficult to compare to the 2024-2025 budget. However, some categories are the same. For example, public safety accounts for 41% of the overall expenditures in 2024. This has increased from 39% in 2014. Most other categories, like Parks and Recreation and Public Works remain the same from the 2014 budget.

**BUDGET
TODAY
\$4,267,550**

**BUDGET
2014
\$2,269,600**

Total Revenue	4,267,550
Ad Valorem	48%
Other Tax & Licenses	26%
Intergovernmental Revenues	5%
Beer and Wine Tax	1%
Solid Waste Fees	6%
Powell (Transportation)	3%
Misc. Revenues	12%

Total Expenditures	4,267,550
Administration	16%
Central Services	2%
Public Safety	41%
Public Works	9%
Powell (Transportation)	8%
Sanitation	12%
Economic Development	1%
Parks & Recreation	13%



BIG IDEAS



Big Idea #1

Uphold High Standards for Sustainable Development

DEVELOPMENT STANDARDS

"Locust is committed to fostering thoughtful, high-quality growth that balances progress with preservation. Through clear local ordinances and development standards, we will ensure that new projects align with our community's values—promoting sustainability, aesthetic appeal, and long-term desirability. By maintaining these benchmarks, we aim to attract responsible development that enhances our city's character and quality of life."



Big Idea #1

Uphold High Standards for Sustainable Development

OVERVIEW

Locust is dedicated to fostering growth that thoughtfully balances progress with preservation. By implementing clear local ordinances and development standards, we ensure that new projects align with our community's core values. This approach emphasizes sustainability, aesthetic appeal, and long-term desirability.

KEY OBJECTIVES

1. Development Sustainability

Supporting development that creates lasting economic and community value while minimizing the strain on public services.

2. Aesthetic Appeal

Ensuring that new developments enhance the visual and cultural character of our city.

3. Long-Term Desirability

Creating spaces that are not only functional but also enjoyable and beneficial for future generations.

By upholding these benchmarks, Locust aims to attract responsible development that enriches our city's character and improves the quality of life for all residents. This commitment to high standards ensures that growth is managed in a way that respects our heritage while paving the way for a vibrant and sustainable future.

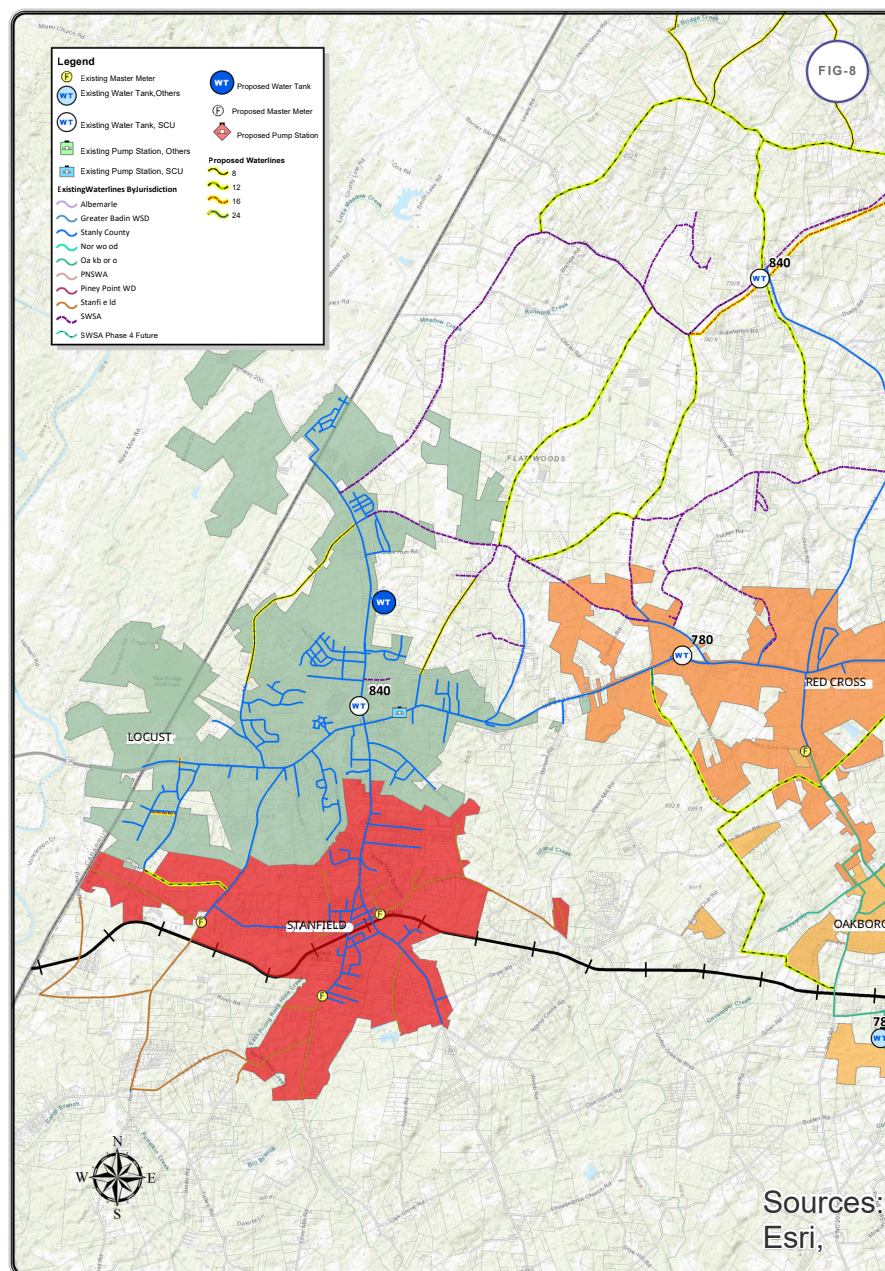


Big Idea #1

Uphold High Standards for Sustainable Development

INVENTORIES

The map below illustrates the existing water infrastructure within and surrounding the City of Locust. This infrastructure plays a critical role in supporting and attracting future development. The City of Locust manages sewer services and transports wastewater to the West Stanly Treatment Plant, encompassing approximately 36 miles of water lines. Water services in The City of Locust are provided by Stanly County.

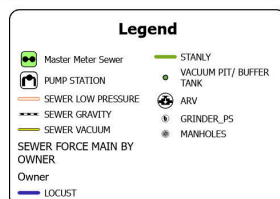
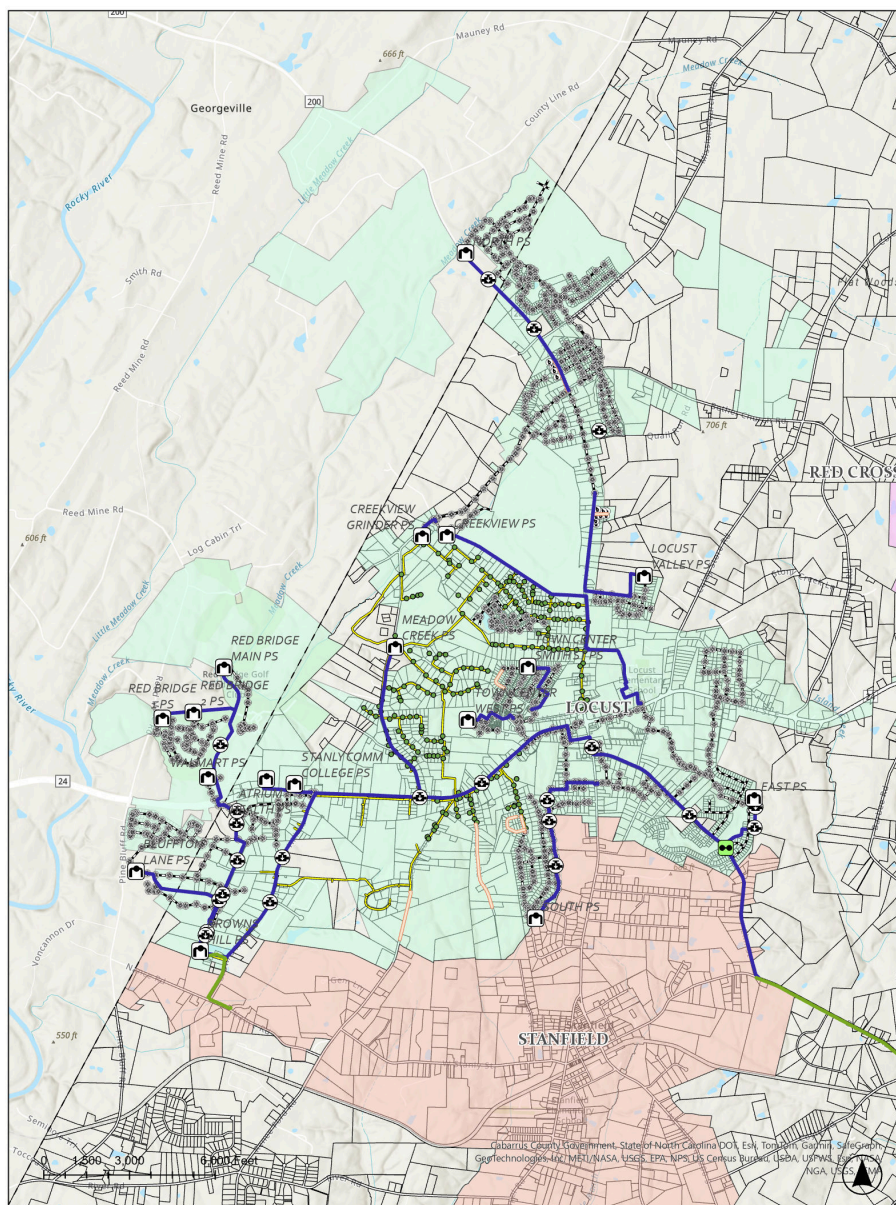


Big Idea #1

Uphold High Standards for Sustainable Development

INVENTORIES

The map below depicts the existing sewer infrastructure within and around the City of Locust. The City currently maintains approximately 49 miles of sewer lines, supporting nearly 2,000 connections that serve residential, commercial, and industrial properties.



chambers
engineering, pa

129 North First Street | 704.984.6427 ph
Albemarle, NC 28001 | www.ce-pa.com

STANLY COUNTY
NORTH CAROLINA
Water. Air. Land. Success.

Stanly County - City of Locust
Merger Regionalization Feasibility Study
NC DEQ Proj: MRF-W-ARP-0002

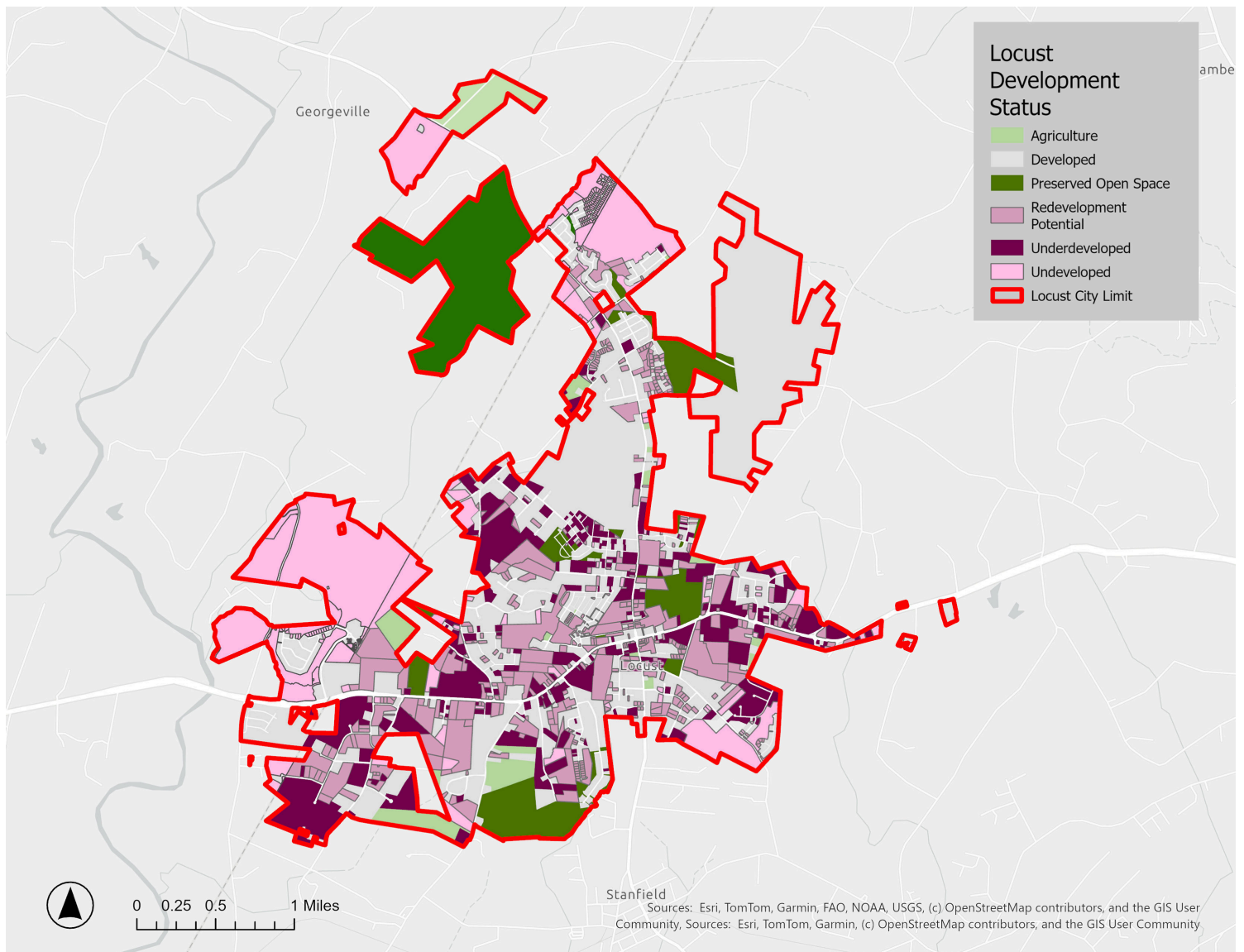
City of Locust Wastewater System Overview

Big Idea #1

Uphold High Standards for Sustainable Development

INVENTORIES

The map below uses CommunityViz data to show the development status of parcels in the City of Locust. Agriculture is considered a working farm where preserved open space is parks or conservation districts that is not likely to develop in the near future. The grey areas are considered fully developed. The light pink color shows parcels that are completely undeveloped. The medium pink and dark purple show areas that are not developed to their full potential.



Big Idea #1

Uphold High Standards for Sustainable Development

CHALLENGES

Achieving the goal of fostering thoughtful, high-quality growth in Locust comes with several challenges:

1. Balancing Development and Preservation



- Ensuring new developments do not compromise the city's historical and cultural heritage.
- Managing urban sprawl while protecting green spaces and natural resources.

2. Economic Viability



- Attracting responsible developers who are willing to invest in high-quality, sustainable projects.
- Balancing the cost of sustainable practices with the economic benefits they bring.

3. Community Engagement



- Involving residents in the planning process to ensure their needs and values are reflected in new projects.
- Addressing diverse opinions and potential resistance to change.

4. Regulatory Compliance



- Developing and enforcing clear ordinances and standards that promote sustainability and aesthetic appeal.
- Ensuring developers adhere to these regulations without stifling innovation.

5. Infrastructure and Services



- Ensuring that infrastructure and public services can support new developments without overburdening existing systems.
- Planning for long-term maintenance and upgrades.

Addressing these challenges requires a collaborative effort from local government, developers, and the community. By working together, Locust can achieve its goal of thoughtful, high-quality growth that enhances the city's character and quality of life.

Big Idea #1

Uphold High Standards for Sustainable Development

OPPORTUNITIES

Achieving Locust's goal of fostering thoughtful, high-quality growth opens several exciting opportunities:



Economic Development

- High standards for development can attract investors and developers who are committed to sustainable and high-quality projects.
- New developments can create jobs in construction, retail, services, and other sectors, boosting the local economy.



Enhanced Quality of Life

- Thoughtful development can lead to better public spaces, recreational facilities, and community services.
- Thoughtful development can create spaces that bring people together, enhancing social interactions and community bonds.



Cultural Preservation

- Opportunities to preserve and celebrate the city's historical and cultural landmarks.
- Ensuring new developments complement and enhance the city's visual and cultural character.



Long-Term Planning

- Developing strategies to make the city more resilient to environmental, economic, and social challenges.
- Ensuring that developments are adaptable to future needs and trends.
- Ensuring that short-term decisions align with long-term goals for sustainability and quality of life.

These opportunities can help Locust grow in a way that is not only economically viable but also environmentally sustainable and socially enriching, creating a vibrant and desirable community for current and future generations.

Big Idea #1

Uphold High Standards for Sustainable Development

GOALS & STRATEGIES

Goal 1: Implement robust regulatory frameworks that not only drive sustainable and high-quality growth but also prioritize the preservation of community-valued characteristics.

Strategies

- Conduct comprehensive reviews of codes and ordinances to ensure they uphold the highest standards of thoughtful, high-quality development.
- Proactively update codes and ordinances based on insights gained from thorough reviews, ensuring continuous improvement and relevance.
- Identify and designate key areas for preservation, ensuring that growth is harmoniously balanced with conservation efforts.

Goal 2: Foster citizen-centric development that significantly enhances the quality of life for all residents, ensuring their well-being and satisfaction.

Strategies

- Adopt policies that prioritize pedestrian and multimodal infrastructure in urban planning and development projects.
- Encourage developers to include pedestrian-friendly and multimodal features in their projects.
- Promote architectural designs that are visually appealing and relatable, such as natural materials, varied textures, and detailed craftsmanship.
- Create and maintain public spaces such as parks, plazas, and community centers that serve as gathering places for social interaction and community activities.

Big Idea #1

Uphold High Standards for Sustainable Development

GOALS & STRATEGIES

Goal 3: Champion sustainable development that not only meets the immediate needs of current citizens but also ensures the well-being and prosperity of future generations.

Strategies

- Continue efforts to complete consolidation of sewer utility with Stanly County Utilities.
- Plan, upgrade, and maintain infrastructure to ensure they can accommodate anticipated growth in a fiscally responsible manner.
- Advocate for development that offers variety of housing types and sizes, reduces environmental impact, and fosters vibrant, sustainable communities.
- Strengthen stormwater management standards for new development to reduce risks from flooding and draining issues.
- Expand and maintain a variety of parks, open spaces, and recreational amenities that meet the needs of residents, support public health, and preserve community character.



Big Idea #2

Enhance Connectivity & Walkability

TRANSPORTATION

"Locust envisions a seamlessly connected community where residents can safely and conveniently walk, bike, or stroll between neighborhoods, parks, and the town center. By expanding our sidewalk and greenway network, we will create a more accessible, healthy, and environmentally friendly city—encouraging outdoor activity, reducing traffic congestion, and strengthening neighborhood bonds."



Big Idea #2

Enhance Walkability & Connectivity

OVERVIEW

Locust envisions a community where residents can safely and conveniently walk, bike, or stroll between neighborhoods, parks, and the town center. By expanding our sidewalk and greenway network, we aim to create a more accessible, healthy, and environmentally friendly city.

KEY OBJECTIVES

1. Accessibility

Developing a comprehensive network of sidewalks and greenways to ensure all areas of the city are easily reachable by foot or bike.

2. Health and Wellness

Promoting outdoor activities to improve physical health and well-being among residents.

3. Environmental Sustainability

Reducing traffic congestion and encouraging other means of transportation such as golf carts.

4. Community Bonds

Strengthening neighborhood connections and fostering a sense of community through shared public spaces.

By achieving these objectives, Locust will enhance the quality of life for its residents, making the city more vibrant and sustainable. This vision supports a future where mobility is effortless, the environment is protected, and community ties are stronger than ever.

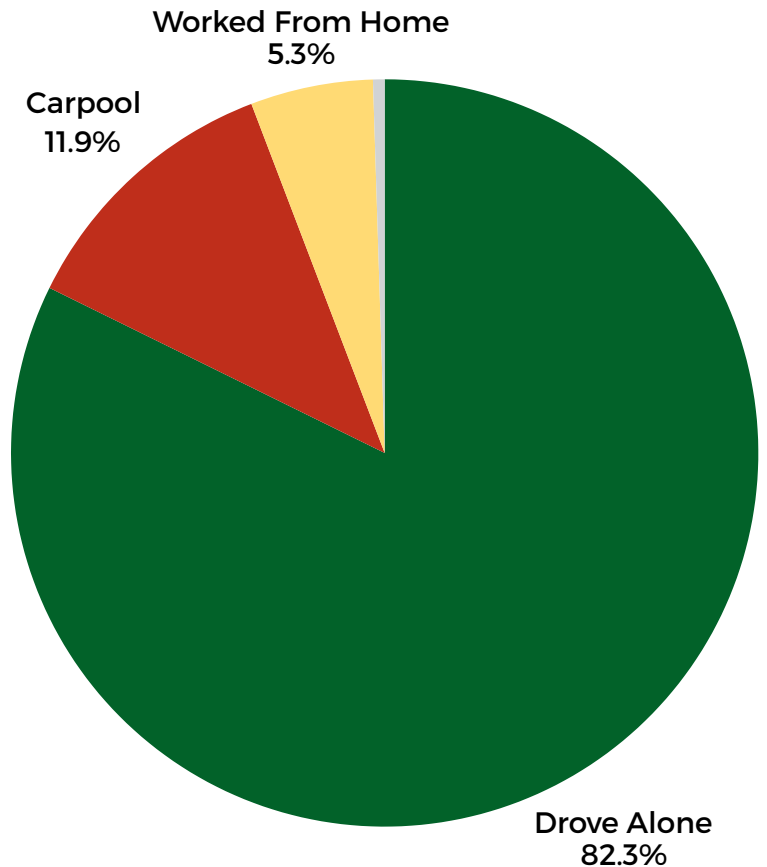
Big Idea #2

Enhance Walkability & Connectivity

INVENTORIES

COMMUTING

The majority of the population drove alone as their means of transportation (82%). A very small portion of the population walked (0.5%). The remaining population carpoolled (11.9%) and worked from home (5.3%). The mean travel time is 30.4 minutes.



**MEAN TRAVEL
TIME:
33.1 MINUTES**

**WALK SCORE:
40**

**BIKE SCORE:
34**

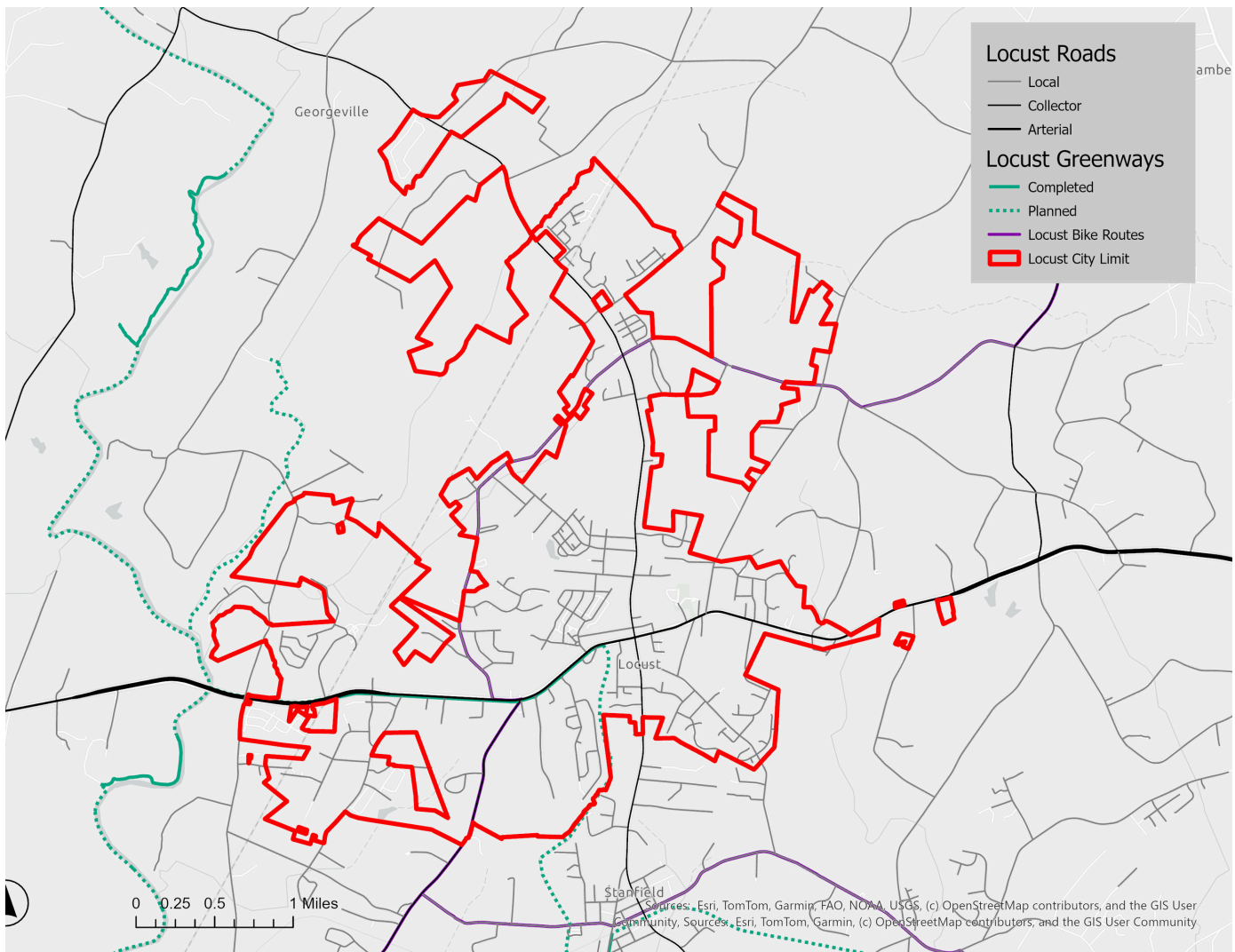
Big Idea #2

Enhance Walkability & Connectivity

INVENTORIES

EXISTING TRANSPORTATION SYSTEM

The map below shows the existing transportation system within and around the City of Locust. Locust has two main roads that serve as arterial and collectors. There is a bike route, and an existing greenway located within the city.



Arterial Roads:

a high capacity road that carries large amounts of traffic between urban centers and freeways.

Collector Roads:

roads that connect local roads and streets to arterials.

Local Roads:

a street that provides access to nearby properties, such as homes, businesses, and farms.



Big Idea #2

Enhance Walkability & Connectivity

CHALLENGES

Achieving Locust's vision of a seamlessly connected community comes with several challenges:

1. Funding and Resources



- Obtaining the necessary financial resources to expand the sidewalk and greenway network.
- Efficiently allocating resources to ensure timely and cost-effective project completion.
- Securing long-term funding to ensure the network remains in good condition.

3. Infrastructure Planning



- Acquiring land for new sidewalks and greenways, which can be complex and time-consuming.
- Establishing a plan for the regular maintenance and repair of sidewalks and greenways.
- Ensuring new pathways integrate seamlessly with existing roads, parks, and neighborhoods.

2. Safety and Accessibility



- Designing pathways that are safe for all users, including pedestrians, cyclists, and those with disabilities.
- Meeting accessibility standards to ensure pathways are usable by everyone, including those with mobility challenges.



Addressing these challenges requires careful planning, strong community engagement, and a commitment to sustainability and inclusivity. By overcoming these obstacles, Locust can create a connected, vibrant, and healthy community for all residents.

Big Idea #2

Enhance Walkability & Connectivity

OPPORTUNITIES

Achieving Locust's vision of a seamlessly connected community opens up several exciting opportunities:



Enhanced Mobility

- Creating a network of sidewalks and greenways makes it easier for residents to move around the city without relying on cars.
- Encouraging walking and biking can reduce traffic congestion and promote healthier lifestyles.



Economic Benefits

- Increased foot traffic can boost local businesses, especially those near new pathways.
- Properties near well-maintained greenways and sidewalks may see an increase in value.
- Greenways and sidewalks can serve as venues for community events, festivals, and recreational activities.



Environmental Sustainability

- Promoting non-motorized transportation helps lower carbon emissions and improve air quality.
- Opportunities to incorporate sustainable practices, such as rain gardens and native plantings, into the greenway network.



Health and Wellness

- Encouraging outdoor activities can improve physical health and reduce healthcare costs.
- Access to green spaces and safe walking paths can enhance mental health and overall well-being.



Community Engagement

- Shared public spaces can foster social interactions and strengthen community bonds.
- Engaging residents in the planning and development process can enhance community pride and ownership.



Safety Improvements

- Well-designed sidewalks and greenways provide safe routes for pedestrians and cyclists, reducing accidents and injuries.
- Ensuring pathways are accessible to all residents, including those with disabilities, promotes inclusivity.

These opportunities can help Locust grow in a way that is not only economically viable but also environmentally sustainable and socially enriching, creating a vibrant and desirable community for current and future generations.

Big Idea #2

Enhance Walkability & Connectivity

GOALS & STRATEGIES

Goal 1: Promote traffic calming measures along Highway 24/27 and other areas of high traffic congestion.

Strategies

- Continue to work with NC Department of Transportation on alleviating traffic congestion along Highway 24/27 (i.e. additional stoplights, limiting left turns during peak traffic times, etc.).
- Promote the inclusion of infrastructure for alternative modes of travel to commercial areas (i.e. bicycle lanes, golf cart paths, and pedestrian walkways) to reduce local vehicular traffic.

Goal 2: Develop and maintain an extensive network of safe, accessible, and well-lit sidewalks and pedestrian pathways that connect key areas such as residential neighborhoods, commercial districts, parks, and public facilities.

Strategies

- Implement traffic calming measures such as raised crosswalks and pedestrian islands to ensure pedestrian safety.
- Address existing and emerging issues with multimodal transportation.
- Create connections between appropriate neighborhoods and development to encourage multimodal transportation options.

Big Idea #2

Enhance Walkability & Connectivity

GOALS & STRATEGIES

Goal 3: Continue to support the full build-out of the City Center.

Strategies

- Work in conjunction with Locust Town Center to review and revise plan, as needed.
- Work on enhancing connectivity in and out of the City Center by identifying potential new roadways and walking trails, and work with landowners on the granting of easements.

Goal 4: Actively create connections that significantly enhance residents' health and wellness.

Strategies

- Conduct a greenway/walking trail study to identify areas of need for pedestrian connections.
- Prioritize and allocate funding for the completion of greenway connections.
- Promote and educate on the impacts of multimodal transportation on how it relates to mental and physical health.

Goal 5: Proactively establish connections that are sustainable and environmentally friendly.

Strategies

- Create green corridors and recreational trails that connect urban areas with natural spaces, promoting outdoor activities and enhancing the urban environment.
- Incorporate landscaping along these corridors to improve air quality and provide aesthetic value.
- Encourage sustainable development that leads to walkable commercial and residential centers.



Big Idea #3

Foster Community Through Culture & Recreation

OPEN SPACES AND RECREATION

"Locust believes in shared experiences that bring people together. We strive to cultivate a vibrant society by offering diverse cultural events, recreational programs, and public gatherings. Through our Parks and Recreation initiatives, we aim to create spaces and activities that unite residents of all ages and backgrounds; to foster community engagement, and a true sense of belonging."



Big Idea #3

Foster Community Through Culture & Recreation

OVERVIEW

Locust believes in the power of shared experiences to bring people together. We strive to cultivate a vibrant society by offering diverse cultural events, recreational programs, and public gatherings. Through our Parks and Recreation initiatives, we aim to create spaces and activities that unite residents of all ages and backgrounds, fostering community engagement and a true sense of belonging.

KEY OBJECTIVES

1. Diverse Cultural Events

Hosting a variety of cultural events that celebrate the rich heritage and diversity of our community.

2. Recreational Programs

Providing recreational programs that cater to different interests and age groups, promoting physical activity and well-being.

3. Public Gatherings

Organizing public gatherings that encourage social interaction and community bonding.

4. Inclusive Spaces

Developing parks and recreational areas that are accessible and welcoming to everyone.

5. Community Activities

Offering activities and programs that bring residents together, fostering a sense of unity and shared purpose.

6. Engagement and Belonging

Creating opportunities for residents to engage with one another, building strong community ties and a sense of belonging.

By achieving these objectives, Locust aims to create a vibrant and inclusive community where shared experiences enrich the lives of all residents. This commitment to community engagement ensures that Locust remains a place where everyone feels connected and valued.

Big Idea #3

Foster Community Through Culture & Recreation

INVENTORIES

The City of Locust, through its Parks and Recreation Department, operates one primary facility: Locust City Park. This 30.72-acre park is located approximately one mile from the City Center, adjacent to Locust Elementary School. It primarily serves as a sports complex, featuring:

- Four youth baseball fields
- Two soccer fields
- Tennis, football, and basketball facilities
- Two playgrounds
- Two restrooms and three picnic shelters
- A 0.70-mile walking loop
- A Memorial Garden dedicated to Officer Jeff Shelton

Additionally, the open green space behind City Hall, which was recently turned over to the City of Locust by Locust Town Center to be incorporated as part of the city's park system, is regularly used for community events such as movie nights and fireworks and is included in the park inventory due to its recreational use.



Big Idea #3

Foster Community Through Culture & Recreation

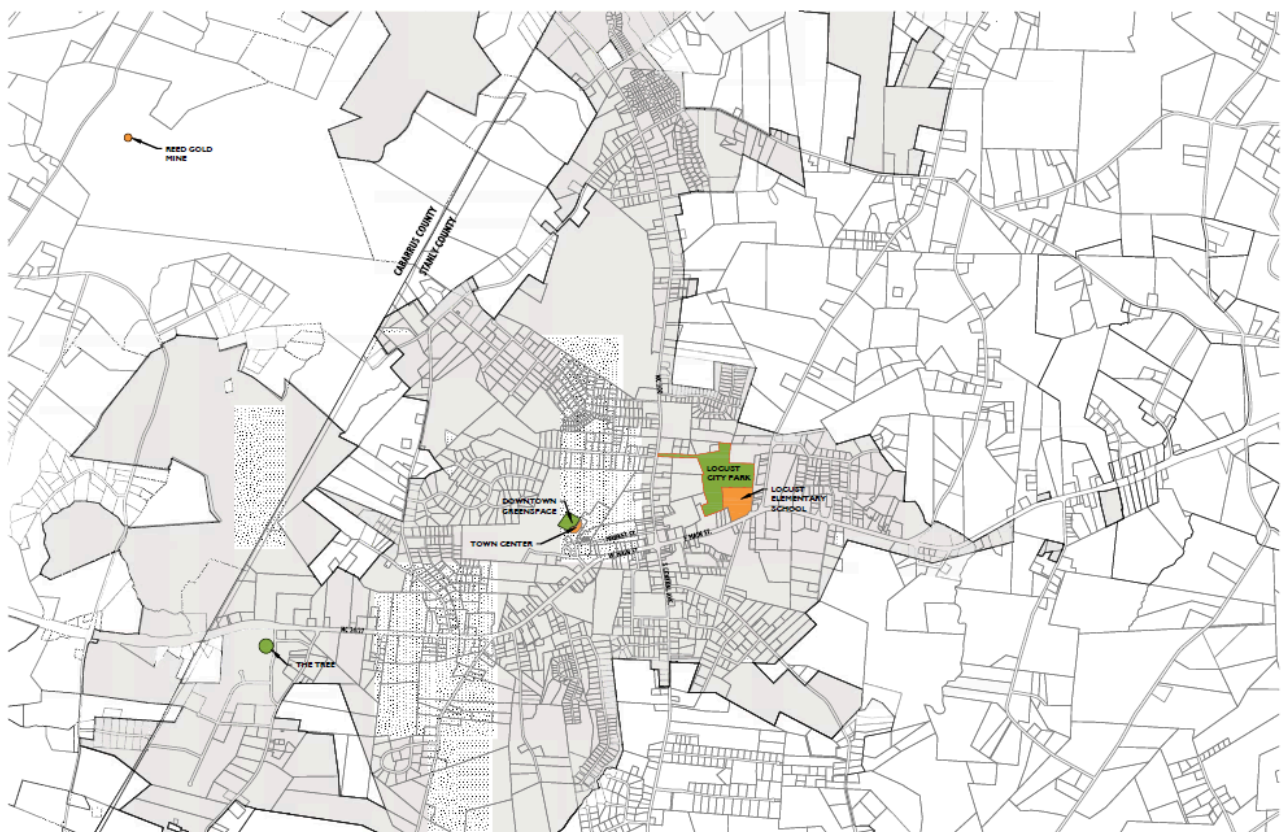
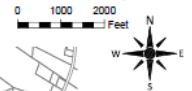
INVENTORIES

Below is a map from the Parks and Recreation Master Plan. The map depicts existing parks within the City of Locust.

City of Locust | Existing Community Park Inventory

Locust, North Carolina

City of Locust Parks and Recreation | 05.09.2023



Alfred Benesch & Company | 2355 Portmotor Pkwy, Suite 300 | Charlotte, NC 28208
www.benesch.com | P 704.522.3800

Big Idea #3

Foster Community Through Culture & Recreation

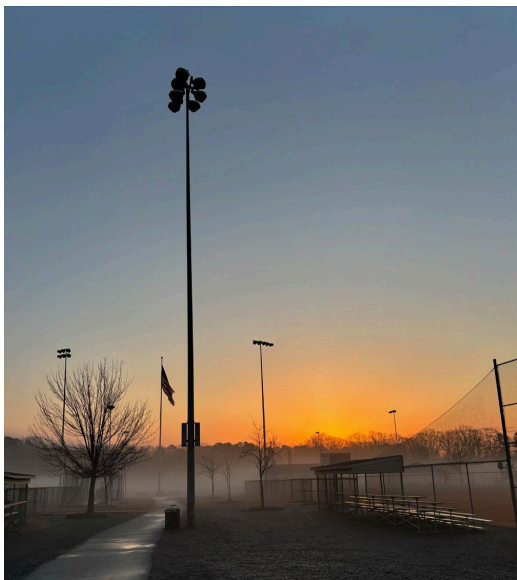
CHALLENGES

Achieving Locust's goal of fostering shared experiences and community engagement through diverse cultural events, recreational programs, and public gatherings comes with several challenges:

1. Funding and Resources



- Obtaining the necessary financial resources to support a wide range of events and programs.
- Ensuring funds are used effectively to maximize the impact of community initiatives.



2. Community Participation



- Encouraging participation from all segments of the community, including different age groups, cultural backgrounds, and socioeconomic statuses.
- Addressing potential lack of interest or engagement from residents.
- Keeping the community consistently engaged and interested in participating in events and programs over the long term.
- Continuously developing new and exciting programs to keep the community engaged.

Addressing these challenges requires careful planning, strong community involvement, and a commitment to inclusivity and sustainability. By overcoming these obstacles, Locust can create a vibrant and engaged community where shared experiences bring people together and foster a true sense of belonging.

Big Idea #3

Foster Community Through Culture & Recreation

OPPORTUNITIES

Achieving Locust's goal of fostering shared experiences and community engagement through diverse cultural events, recreational programs, and public gatherings opens up several exciting opportunities:



Enhanced Community Bonds

- Creating spaces and events where residents can meet and interact, strengthening community ties.
- Fostering a sense of belonging and pride among residents through shared experiences.



Cultural Enrichment

- Hosting cultural events that celebrate the diverse backgrounds of residents, promoting understanding and inclusivity.
- Providing platforms for local artists and preserving cultural heritage through community events.
- Encouraging residents to volunteer, fostering a spirit of community service and involvement.
- Enhancing civic pride and responsibility through active participation in community initiatives.



Health and Wellness

- Encouraging physical activity through recreational programs, leading to improved health and well-being.
- Offering activities that reduce stress and promote mental well-being.



Economic Benefits

- Events and programs can attract visitors and boost local businesses, contributing to the local economy.
- Opportunities for employment in event planning, management, and related services.
- Developing innovative and creative programs that engage residents and keep the community vibrant.
- Forming partnerships with local organizations, businesses, and artists to bring fresh ideas and resources to community initiatives.



Youth Engagement

- Providing recreational and cultural programs for young people, fostering their development and engagement.
- Offering opportunities for youth to develop new skills and interests.

By leveraging these opportunities, Locust can create a dynamic and inclusive community where residents of all ages and backgrounds come together to enjoy shared experiences, fostering a vibrant and engaged society.

Big Idea #3

Foster Community Through Culture & Recreation

GOALS & STRATEGIES

Goal 1: Improve and expand facilities at Officer Jeff Shelton Memorial Park.

Strategies

- Expand the passive use of the park through installation of new facilities, such as walking trails, picnic shelters, and an amphitheater.
- Conserve the natural features of the site by routing the trails around wetlands and installing raised walkways.
- Address the stormwater drainage problem through the installation of rain gardens or drainage ponds and stream channel definition.
- Require additional stormwater control features for new developments located adjacent to the park.

Goal 2: Enhance the City's recreational offerings through the acquisition of new park lands and expansion of recreational programs.

Strategies

- Identify property best suited to a passive use park, connected to neighborhoods, the school, and other community facilities through a system of sidewalks and greenways, and pursue acquisition.
- Establish facilities that will draw visitors to the area and generate economic gain (i.e. equestrian facilities, campgrounds, etc.).
- Expand the city's sports league program by providing additional playing fields to accommodate increasing youth league needs and to provide playing space for new adult leagues.
- Include such features as a community garden, Farmer's Market, and event center in park designs and seek funding for future construction.
- Empower and actively engage youth to shape and lead programs and initiatives that reflect their needs, interests, and aspirations.

Big Idea #3

Foster Community Through Culture & Recreation

GOALS & STRATEGIES

Goal 3: Diligently explore hosting events and creating opportunities that actively foster and strengthen community bonds.

Strategies

- Sustain and enhance community events that are highly valued by both residents and visitors.
- Implement mechanisms for gathering feedback from residents about community events and initiatives and use this feedback to continuously improve and tailor activities to meet the needs and preferences of the community.
- Ensure events and opportunities are inclusive and accessible to all residents, including those with disabilities, different cultural backgrounds, and varying age groups.
- Utilize parks, plazas, and other public spaces for regular community activities such as yoga classes, art workshops, and cultural performances.
- Develop and maintain a comprehensive calendar of community events, including festivals, farmers' markets, outdoor concerts, and sports activities. Ensure the calendar is easily accessible online and through local media.
- Support neighborhood associations in organizing block parties, clean-up days, and local gatherings.

Goal 4: Ensure that development initiatives prioritize the enhancement and creation of public spaces and gathering places, fostering community connections.

Strategies

- Advocate for low-impact development that prioritizes the preservation and creation of open spaces for residents.
- Design streetscapes that prioritize pedestrians with wide sidewalks, street trees, benches, and pedestrian plazas, making walking a safe and enjoyable experience.
- Mandate that all new developments incorporate connections to existing infrastructure wherever feasible, ensuring seamless integration and enhanced accessibility.

Big Idea #4

Support and Grow Small Businesses

ECONOMIC DEVELOPMENT

“Locust is dedicated to fostering a strong local economy by supporting small businesses. Our focus is on maintaining a vibrant commercial landscape that offers diverse goods and services while preserving the unique character of our community.”



Big Idea #4

Support and Grow Small Businesses

OVERVIEW

Locust is dedicated to fostering a strong local economy by supporting small businesses. Our focus is on maintaining a vibrant commercial landscape that offers diverse goods and services while preserving the unique character of our community.



KEY OBJECTIVES

1. Support for Small Businesses:

Providing resources, incentives, and opportunities for small businesses to thrive.

2. Diverse Commercial Offerings:

Ensuring a variety of goods and services are available to meet the needs and preferences of residents.

3. Community Character:

Preserving the unique charm and identity of Locust through thoughtful commercial development.

By achieving these objectives, Locust aims to create a thriving local economy that enhances the quality of life for residents and preserves the community's unique character. This commitment to supporting small businesses ensures that Locust remains a vibrant and welcoming place for all.

Big Idea #4

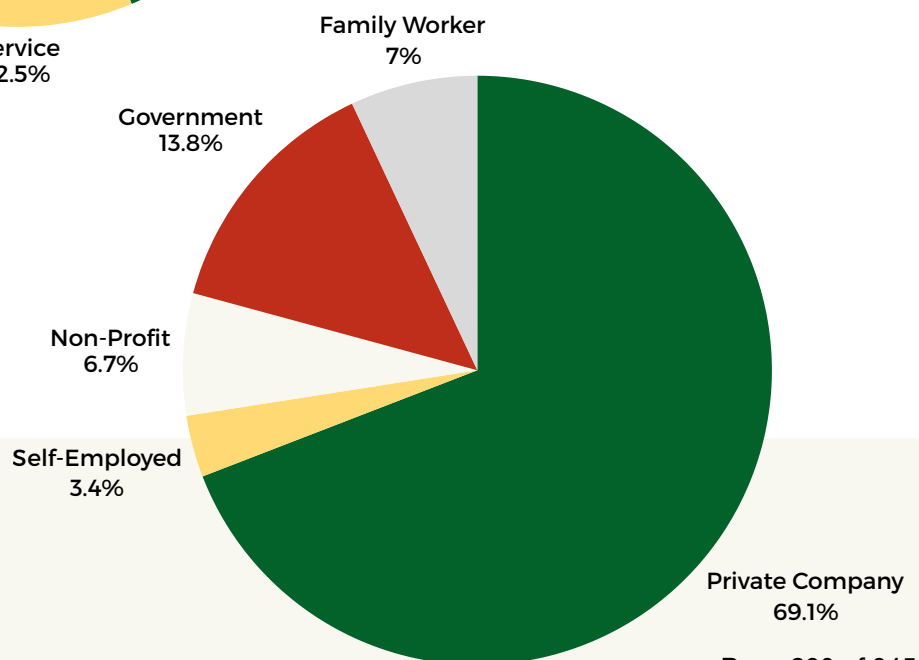
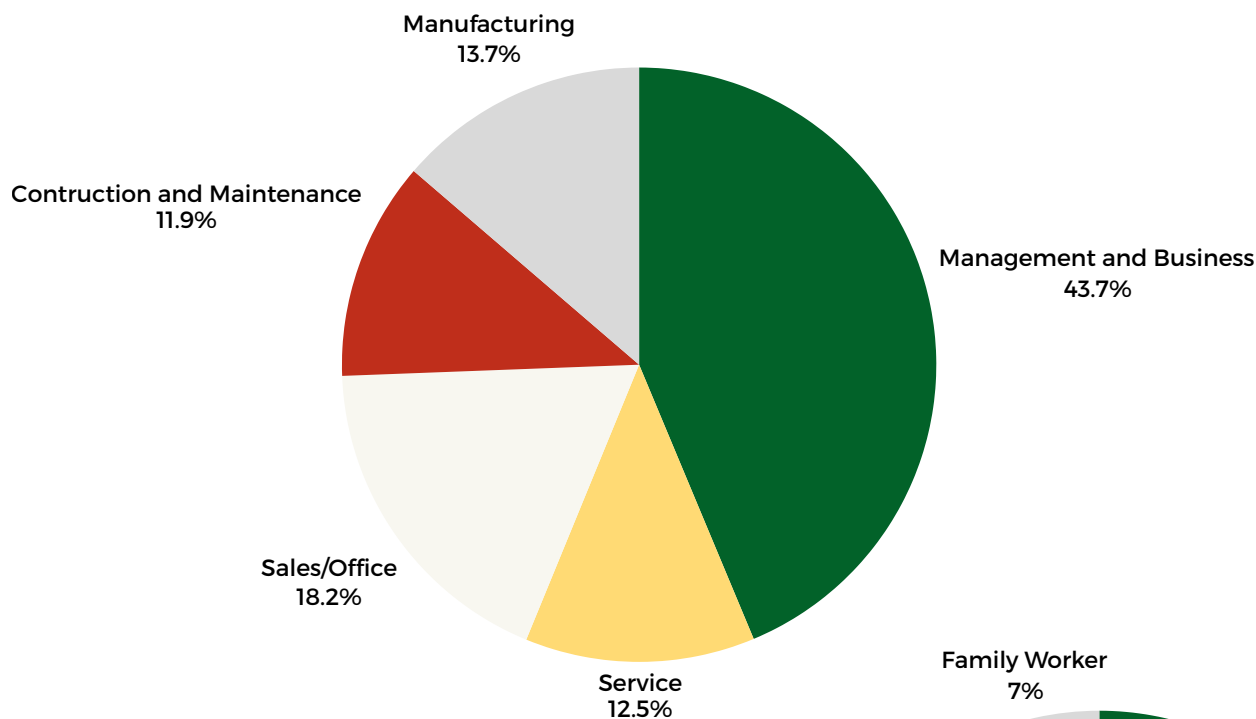
Support and Grow Small Businesses

INVENTORIES

EMPLOYMENT

Most of the population work as an employee of a private company followed by an employee of the local, state, and federal government.

The largest percentage of the population works in management, business, science and arts job sectors (43.7%). This is followed by sales and office jobs (18.2%). Since 2010, the percentage of the population working in management has increased while the other job sectors have become more balanced. Sales and Office jobs have decreased since 2010 (29.4).



Big Idea #4

Support and Grow Small Businesses

INVENTORIES

EDUCATION

Around 86% of the City of Locust population has attained their high school degree or equivalent. This is followed by 53% of the population at least having gone through some college. Around 19% have their bachelors degree and only 6% have a post-graduate degree. Locust has a lower percentage of people with Bachelor's degrees when compared to surrounding areas but higher than that of 2010 (9%). Locust has a higher percentage of the population with a high school degree than the surrounding area and is comparable with surrounding areas for associates degree.

Location	High School	Some College	Associates	Bachelors	Graduate
Locust	33.10	34.40	13.60	12.70	6.20
Cabarrus	28.50	15.50	10.90	26.30	14.00
Stanly	32.80	22.00	12.40	13.20	5.50
North Carolina	24.90	19.30	10.10	22.80	13.20

Source: Census Reporter



Big Idea #4

Support and Grow Small Businesses

CHALLENGES

Achieving Locust's goal of fostering a strong local economy by supporting small businesses comes with several challenges:

1. Funding and Resources



- **Access to Capital:** Small businesses often struggle to secure funding and investment needed for growth and sustainability.
- **Resource Allocation:** Ensuring adequate resources and support are available to all small businesses, regardless of size or industry.

3. Regulatory and Administrative Burdens



- **Navigating Regulations:** Small businesses may find it challenging to comply with complex local, state, and federal regulations.
- **Administrative Overhead:** Managing paperwork and administrative tasks can be time-consuming and costly for small business owners.

2. Market Competition



- **Competing with Larger Businesses:** Small businesses often face stiff competition from larger, established companies with more resources.
- **Market Saturation:** Ensuring a diverse commercial landscape without oversaturating the market with similar businesses.

4. Economic Fluctuations



- **Economic Instability:** Small businesses are more vulnerable to economic downturns and fluctuations in consumer spending.
- **Adaptability:** The need for small businesses to quickly adapt to changing market conditions and consumer preferences.

Big Idea #4

Support and Grow Small Businesses

CHALLENGES

5. Workforce Challenges



- **Talent Acquisition:** Attracting and retaining skilled employees can be difficult for small businesses with limited resources.
- **Training and Development:** Providing ongoing training and development opportunities for employees.

7. Community Engagement



- **Building Relationships:** Establishing strong relationships with the local community and other businesses.
- **Customer Loyalty:** Encouraging repeat business and building a loyal customer base.

6. Marketing and Visibility



- **Small businesses may struggle to build brand awareness and attract customers.**
- **Effective Marketing:** Developing and implementing effective marketing strategies with limited budgets.

8. Technological Advancements



- **Adopting Technology:** Keeping up with technological advancements and integrating them into business operations.
- **Cybersecurity:** Protecting business data and customer information from cyber threats.

Addressing these challenges requires a collaborative effort from local government, business associations, and the community. By providing targeted support and resources, Locust can help small businesses overcome these obstacles and thrive, contributing to a vibrant and resilient local economy.

Big Idea #4

Support and Grow Small Businesses

OPPORTUNITIES

Achieving Locust's goal of fostering a strong local economy by supporting small businesses opens up several exciting opportunities:



Economic Growth

- **Job Creation:** Small businesses can create local jobs, reducing unemployment and boosting the local economy.
- **Increased Revenue:** A thriving small business sector can increase tax revenues, which can be reinvested into community services and infrastructure.



Community Development

- **Vibrant Commercial Areas:** Developing diverse and lively commercial districts that attract residents and visitors.
- **Community Engagement:** Small businesses often foster a sense of community, encouraging residents to shop locally and support their neighbors.



Innovation and Entrepreneurship

- **Encouraging Startups:** Providing a supportive environment for new businesses to launch and grow, fostering innovation and entrepreneurship.
- **Diverse Offerings:** Small businesses can offer unique products and services that cater to the specific needs and preferences of the community.



Cultural Preservation

- **Local Character:** Supporting businesses that reflect and preserve the unique cultural and historical character of Locust.
- **Cultural Events:** Small businesses can sponsor and participate in local events, enhancing the cultural vibrancy of the community.

Big Idea #4

Support and Grow Small Businesses

OPPORTUNITIES



Sustainability

- **Local Sourcing:** Encouraging businesses to source products locally, reducing carbon footprints and supporting other local enterprises.
- **Sustainable Practices:** Promoting environmentally friendly business practices that contribute to the community's overall sustainability goals.



Networking and Collaboration

- **Business Networks:** Creating opportunities for small businesses to collaborate, share resources, and support each other.
- **Public-Private Partnerships:** Forming partnerships between local government and businesses to address community needs and drive economic development.



Enhanced Quality of Life

- **Convenience and Accessibility:** Providing residents with convenient access to a variety of goods and services.
- **Community Services:** Small businesses often contribute to the community by offering services that improve residents' quality of life.



Resilience

- **Economic Diversification:** A diverse small business sector can make the local economy more resilient to economic downturns.
- **Adaptability:** Small businesses can quickly adapt to changing market conditions and consumer preferences, ensuring long-term sustainability.

By leveraging these opportunities, Locust can create a dynamic and resilient local economy that enhances the quality of life for all residents while preserving the unique character of the community.

Big Idea #4

Support and Grow Small Businesses

GOALS & STRATEGIES

Goal 1: Provide support and remove barriers for small businesses.

Strategies

- Simplify and expedite the permitting and licensing processes to reduce administrative burdens on small businesses.
- Offer online applications and clear guidelines to make the process more accessible.
- Develop comprehensive, user-friendly "how-to" guides to empower first-time business owners in navigating city processes with ease.
- Connect small businesses with Stanly Community College, Small Business Center.
- Launch campaigns to promote local small businesses, highlighting their unique offerings and contributions to the community.
- Utilize city platforms, such as websites and social media, to feature small business success stories and events.
- Establish channels for small business owners to provide feedback on city services and support programs. Use this feedback to continuously improve and tailor support initiatives to better meet the needs of small businesses.



Big Idea #4

Support and Grow Small Businesses

GOALS & STRATEGIES

Goal 2: Foster a diverse economy that accommodates individuals of all ages and skill levels, enabling them to live and work in Locust.

Strategies

- Identify gaps within the local economy through continuous partnerships with retail recruitment companies.
- Update City of Locust Marketing Guide to recruit new businesses.
- Develop industry clusters that focus on sectors such as healthcare, technology, manufacturing, and the arts.
- Partner with local educational institutions to offer job training and skill development programs.

Goal 3: Cultivate an economy that will enhance and define the distinctive character of the City of Locust, ensuring sustainable growth that contributes to the city's unique identity and community well-being.

Strategies

- Encourage mixed-use zoning that integrates residential, commercial, and recreational spaces, promoting a walkable community where residents can live, work, and play.
- Host cultural events and festivals that attract visitors and support local artists, enriching the community's cultural life.
- Incorporate small-scale retail and community services at street level to enhance accessibility and convenience for residents, such as mixed use development.
- Design streetscapes that prioritize pedestrians with wide sidewalks, street trees, benches, and pedestrian plazas, making walking a safe and enjoyable experience and increasing patronage to local businesses.

Big Idea #5

Encourage Diverse Housing Opportunities

HOUSING AND NEIGHBORHOODS

“Locust is committed to providing a range of housing choices to meet the needs of all residents. By implementing thoughtful zoning and development strategies, Locust seeks to promote a variety of housing types - from single-family homes to traditional neighborhoods and age-friendly residencies - ensuring options for different lifestyles, family sizes, and budgets.”



Big Idea #5

Encourage Diverse Housing Opportunities

OVERVIEW

Locust is committed to providing a range of housing choices to meet the needs of all residents. By implementing thoughtful zoning and development strategies, Locust seeks to promote a variety of housing types—from single-family homes to traditional neighborhoods and age-friendly residences—ensuring options for different lifestyles, family sizes, and budgets.

KEY OBJECTIVES

1. Diverse Housing Options:

Offering a mix of housing types to accommodate various preferences and needs, including single-family homes, multi-family units, and senior-friendly housing.

2. Inclusive Development:

Ensuring that housing developments are inclusive and accessible to all residents, regardless of age, income, or family size.

3. Sustainable Growth:

Fostering housing opportunities that are developed in a way that generates lasting revenue and minimizes the long-term burden on public services and infrastructure.

By achieving these objectives, Locust aims to create a vibrant and inclusive community where residents have access to a range of housing options that suit their lifestyles and budgets. This commitment to diverse housing choices ensures that Locust remains a welcoming and sustainable place for all.

Big Idea #5

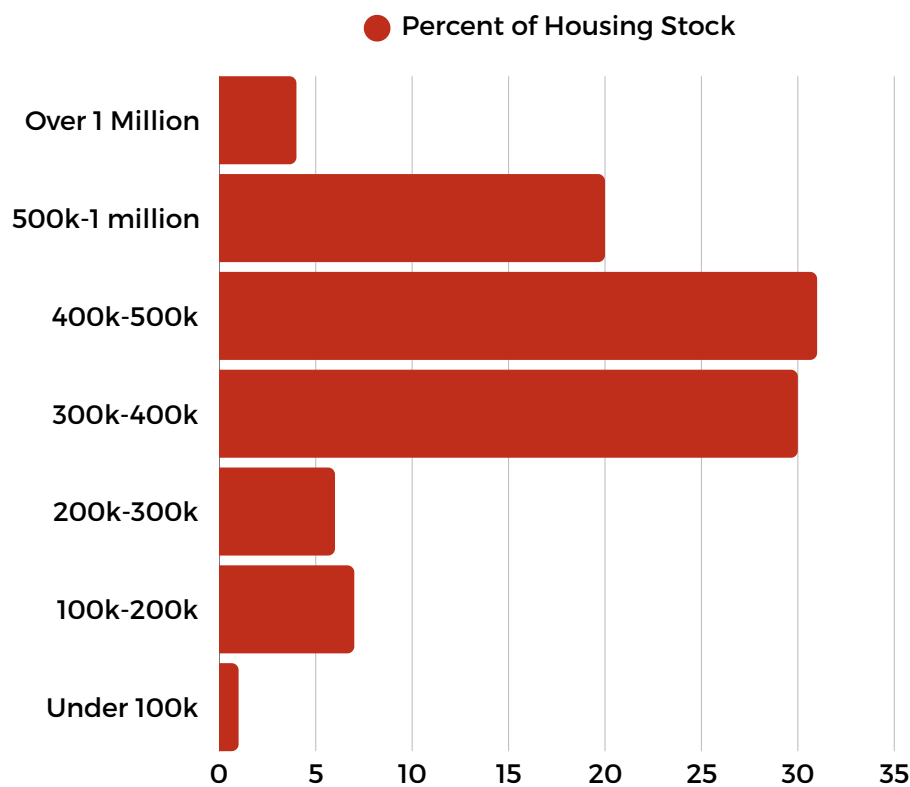
Encourage Diverse Housing Opportunities

INVENTORIES

HOUSING

There are a total of 2,102 housing units within Locust of which 90% of them are occupied and 10% are vacant. Of the occupied units, 88% are owned and 12% are rented. Most of those units are single family at 85%. A small portion of housing units are multifamily (5%) and mobile (10%).

The table below shows the distribution of housing stock with the largest percentage of housing fall within \$400,000-\$500,000. The median home value is slightly lower than this at \$285,800. This value is more than that of Stanly County at \$235,800. The median home value has increased since 2010 (\$156,700). The median rent is \$833 which is less than half of the median rent of North Carolina (\$1,895).



Source: Census Reporter

**MEDIAN
HOME
VALUE
TODAY
\$285,800**

**MEDIAN
HOME
VALUE
2010
\$156,700**



Big Idea #5

Encourage Diverse Housing Opportunities

INVENTORIES

HOUSING

The table to the right shows the distribution of when housing structures were built. Around 33% of the total housing units (691 units) were built after 2010. Additionally, almost 50% of the housing stock was built after 2000 (49%).

Year Structure Built	Percentage
2020 or later	2.70%
2010 to 2019	30.20%
2000 to 2009	15.70%
1990 to 1999	12%
1980 to 1989	15.70%
1970 to 1979	2.70%
1960 to 1969	6.60%
1950 to 1959	11.30%
1940 to 1949	2%
1939 or earlier	1.10%

Source: Census Bureau

HOUSING
UNITS
TODAY
2,102

HOUSING
UNITS
2010
1,271



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Cresswind at Rocky River
Locust, NC

Image # 35
Date 05.21.25

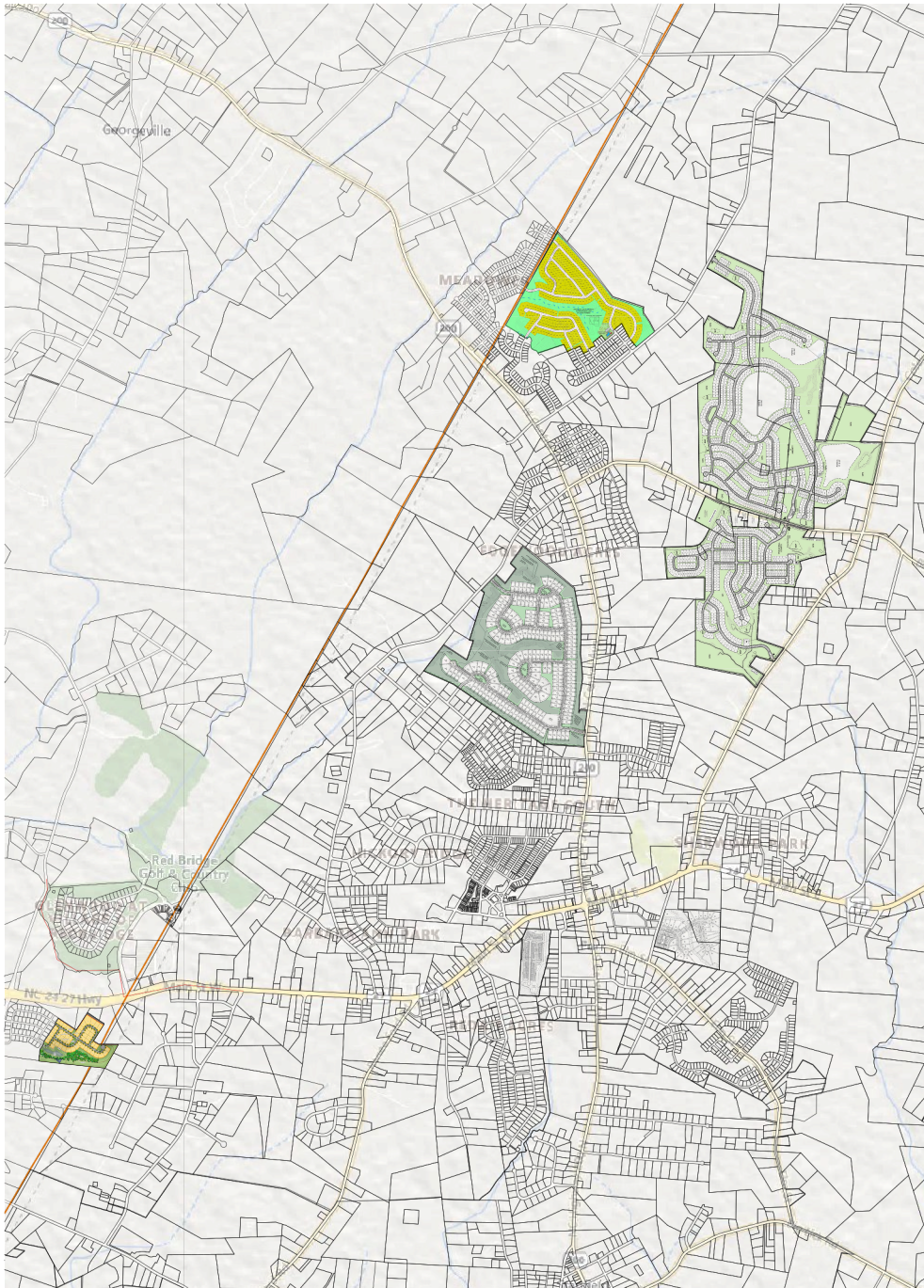


Big Idea #5

Encourage Diverse Housing Opportunities

INVENTORIES

The map on the following page from October 2024 shows recent housing developments in the City of Locust. Some of these developments have resulted in voluntary annexations into the city.



Big Idea #5

Encourage Diverse Housing Opportunities

CHALLENGES

Achieving Locust's goal of providing a range of housing choices to meet the needs of all residents comes with several challenges:

1. Zoning and Regulatory Hurdles



- **Complex Regulations:** Navigating and updating zoning laws to accommodate diverse housing types can be complex and time-consuming.
- **Community Resistance:** Addressing resistance from residents who may oppose changes to zoning or new developments in their neighborhoods.

2. Infrastructure and Services



- **Supporting Infrastructure:** Ensuring that infrastructure such as roads, utilities, and public services can support new housing developments.
- **Public Services:** Providing adequate public services, including schools, public safety, and transportation, to accommodate growing populations.

3. Affordability



- **High Land and Construction Costs:** Increasing land and construction costs.
- **Purchasing Power:** Existing and new homeowners diminished purchasing power due to higher mortgage interest rates.

4. Market Demand



- **Balancing Supply and Demand:** Ensuring that the supply of various housing types meets the diverse needs and preferences of residents.
- **Economic Fluctuations:** Adapting to changes in the housing market and economic conditions that can impact housing demand.

Big Idea #5

Encourage Diverse Housing Opportunities

CHALLENGES

5. Sustainability



- **Environmental Impact:** Minimizing the environmental impact of new housing developments and promoting sustainable building practices.
- **Green Spaces:** Balancing the need for housing with the preservation of green spaces and natural areas.

7. Inclusivity and Accessibility



- **Designing for All Ages:** Creating housing that is accessible and suitable for residents of all ages, including seniors and people with disabilities.

6. Community Engagement



- **Involving Residents:** Engaging the community in the planning process to ensure that housing developments reflect their needs and values.
- **Addressing Concerns:** Managing and addressing concerns from residents about new developments and changes to their neighborhoods.

8. Partnerships and Collaboration



- **Stakeholder Coordination:** Coordinating efforts between local government, developers, non-profits, and other stakeholders to achieve common goals.
- **Innovative Solutions:** Encouraging innovative approaches to housing development that can address multiple challenges simultaneously.

Addressing these challenges requires a collaborative and proactive approach, involving all stakeholders in the planning and development process. By working together, Locust can create a diverse and inclusive housing landscape that meets the needs of all its residents.

Big Idea #5

Encourage Diverse Housing Opportunities

OPPORTUNITIES

Achieving Locust's goal of providing a range of housing choices to meet the needs of all residents opens several exciting opportunities:



Economic Growth

- **Job Creation:** New housing developments can create jobs in construction, real estate, and related industries.
- **Increased Property Values:** Diverse and well-planned housing options can boost property values and attract investment.



Community Development

- **Vibrant Neighborhoods:** Creating diverse housing options can lead to vibrant, mixed-use neighborhoods that enhance community life.
- **Social Integration:** Promoting a variety of housing types can foster social integration and reduce segregation.



Inclusivity and Accessibility

- **Age-Friendly Housing:** Developing age-friendly residences can support the needs of seniors and promote intergenerational living.
- **Affordable Housing:** Providing affordable housing options can ensure that all residents, regardless of income, have access to safe and comfortable homes.



Sustainability

- **Green Building Practices:** Encouraging sustainable building practices can reduce environmental impact and promote energy efficiency.
- **Smart Growth:** Implementing thoughtful zoning and development strategies can prevent urban sprawl and preserve green spaces.

Big Idea #5

Encourage Diverse Housing Opportunities

OPPORTUNITIES



Enhanced Quality of Life

- **Improved Amenities:** Diverse housing developments can include amenities such as parks, community centers, and recreational facilities.
- **Health and Well-being:** Access to quality housing can improve residents' health and overall well-being.



Innovation and Creativity

- **Innovative Housing Solutions:** Exploring new and creative housing solutions, such as age-restricted communities, accessory dwelling units, and mixed-use developments.
- **Technological Advancements:** Integrating smart home technologies and sustainable building materials into new housing projects.



Community Engagement

- **Resident Involvement:** Engaging residents in the planning process can foster a sense of ownership and pride in their community.
- **Public-Private Partnerships:** Forming partnerships between local government, developers, and non-profits to create innovative housing solutions.



Resilience

- **Economic Resilience:** A diverse housing market can make the local economy more resilient to economic fluctuations.
- **Adaptability:** Developing housing that can adapt to changing demographics and needs over time.

By leveraging these opportunities, Locust can create a dynamic and inclusive housing landscape that enhances the quality of life for all residents while promoting sustainable growth and community cohesion.

Big Idea #5

Encourage Diverse Housing Opportunities

GOALS & STRATEGIES

Goal 1: Offer a wide range of housing types and price points to meet the diverse and evolving needs of current and future residents and promote diverse neighborhoods.

Strategies

- Work with local real estate agents and developers to actively market land within the City Center for future market rate multi-family development and single-family housing.
- Commission a detailed income analysis for the City and surrounding area to determine what types and price points of residential development the local market will support.
- Encourage the development of infill spaces within residential areas with low-density development.
- Develop “How to” guide for ADUs (Accessory Dwelling Units)

Goal 2: Encourage connectivity through well-planned, multi-modal, and walkable neighborhoods.

Strategies

- Encourage developments that promote walkability, connectivity, and a sense of place.
- Develop greenways and trails that provide scenic and safe routes for walking, biking, and other non-motorized transportation. Connect these greenways to key destinations such as neighborhoods, parks, schools, and shopping areas.
- Talk to landowners in existing subdivisions about obtaining right-of-way access to build walking trails/greenways allowing for greater connectivity through and between neighborhoods.
- Review the City’s Land Development Ordinance and revise, as necessary, to ensure the regulations concerning emergency access align with the state’s new Fire Code regulations.

Big Idea #5

Encourage Diverse Housing Opportunities

GOALS & STRATEGIES

Goal 3: Encourage innovative design standards that protect the integrity of existing neighborhoods and create aesthetically pleasing new neighborhoods.

Strategies

- Review and revise the architectural standards in the Land Development Ordinance to ensure quality building materials are used and appropriate residential sizing is employed.
- Encourage designs that complement the existing architectural character and enhance the visual appeal of neighborhoods.
- Recognize and reward projects that demonstrate exceptional design and contribute positively to the community.
- Promote adaptive reuse of existing structures to maintain neighborhood character while accommodating new uses.
- Design new neighborhoods with ample public spaces, such as parks, plazas, and community centers, to enhance livability and foster social interaction. Ensure that these spaces are well maintained and accessible to all residents.



Big Idea #6

Locust as a Regional Destination

COMMUNITY IDENTITY

Locust aims to become a standout destination by attracting services and amenities that draw visitors and enhance quality of life. Our goal is to position Locust as a place where people want to live, work, and visit.



Big Idea #6

Community Identity

OVERVIEW

Locust aims to become a standout destination by attracting services and amenities that draw visitors and enhance the quality of life for residents. Our goal is to position Locust as a place where people want to live, work, and visit.

KEY OBJECTIVES

1. Attracting Services and Amenities:

Bringing in a diverse range of services and amenities that cater to the needs and interests of both residents and visitors.

2. Enhancing Quality of Life:

Ensuring that the amenities and services available contribute to a high quality of life, making Locust an attractive place to live.

3. Boosting Tourism:

Developing attractions and events that draw visitors, boosting the local economy and showcasing the unique character of Locust.

By achieving these objectives, Locust will become a vibrant and dynamic community that attracts new residents, visitors, and businesses. This commitment to enhancing services and amenities ensures that Locust remains a place where people want to live, work, and visit.

Big Idea #6

Community Identity

CHALLENGES

Achieving Locust's goal of becoming a standout destination by attracting services and amenities that draw visitors and enhance quality of life comes with several challenges:

1. Funding and Investment



- **Securing Capital:** Obtaining the necessary funding to develop new amenities and services can be challenging.
- **Attracting Investors:** Convincing investors of the potential return on investment in Locust.

3. Balancing Growth and Preservation



- **Maintaining Character:** Ensuring that new developments enhance rather than detract from the unique character of Locust.
- **Sustainable Development:** Promoting growth that is environmentally sustainable and does not overburden local resources.

2. Infrastructure Development



- **Upgrading Infrastructure:** Ensuring that the existing infrastructure can support increased visitor numbers and new developments.
- **Transportation:** Improving transportation options to make Locust more accessible to visitors.

4. Community Engagement



- **Gaining Support:** Ensuring that residents support and are involved in the development process.
- **Addressing Concerns:** Managing potential concerns about increased tourism and its impact on the community.

Big Idea #6

Community Identity

CHALLENGES

5. Competition



- **Standing Out:** Differentiating Locust from other destinations and making it a unique and attractive place to visit.
- **Attracting Visitors:** Competing with other locations to attract visitors and businesses.

7. Economic Viability



- **Sustaining Businesses:** Ensuring that new businesses and services are economically viable and can thrive in the long term.
- **Seasonal Variability:** Managing the impact of seasonal fluctuations in visitor numbers on local businesses.

6. Marketing and Promotion



- **Effective Marketing:** Developing and implementing effective marketing strategies to promote Locust as a desirable destination.
- **Branding:** Creating a strong and appealing brand identity for Locust.

8. Quality of Life



- **Balancing Needs:** Ensuring that the needs of residents are balanced with the goal of attracting visitors.
- **Avoiding Overcrowding:** Preventing overcrowding and maintaining a high quality of life for residents.

Addressing these challenges requires careful planning, strong community involvement, and a commitment to sustainable and inclusive development. By overcoming these obstacles, Locust can achieve its goal of becoming a standout destination that enhances the quality of life for all residents.

Big Idea #6

Community Identity

OPPORTUNITIES

Achieving Locust's goal of becoming a standout destination by attracting services and amenities that draw visitors and enhance quality of life opens several exciting opportunities:



Economic Growth

- **Increased Revenue:** Attracting visitors can boost local businesses and increase tax revenues, which can be reinvested into community services and infrastructure.
- **Job Creation:** New services and amenities can create jobs in various sectors, including hospitality, retail, and entertainment.



Community Development

- **Enhanced Amenities:** Developing new amenities such as parks, recreational facilities, and cultural venues can improve the quality of life for residents.
- **Vibrant Public Spaces:** Creating lively public spaces where residents and visitors can gather, fostering a sense of community.



Tourism and Hospitality

- **Boosting Tourism:** Promoting Locust as a destination can attract tourists, leading to increased spending in the local economy.
- **Cultural Events:** Hosting events and festivals can draw visitors and showcase the unique character of Locust.
- **Continue partnership with Stanly County Convention & Visitors Bureau and Explore Cabarrus.**



Sustainability

- **Green Initiatives:** Incorporating sustainable practices into new developments can enhance environmental stewardship and attract eco-conscious visitors.
- **Smart Growth:** Promoting smart growth strategies can ensure that development is balanced with the preservation of natural resources.

Big Idea #6

Community Identity

GOALS & STRATEGIES

Goal 1: Enhance the downtown area with unique shops, restaurants, and entertainment venues to create a lively and attractive hub for both residents and visitors.

Strategies

- Support and promote local artists, galleries, theaters, and cultural institutions to create a rich cultural scene that attracts visitors and enhances the quality of life for residents.
- Support for local businesses to thrive, ensuring a diverse and vibrant local economy that can attract visitors and new residents.
- Encourage the development of mixed-use buildings that combine residential, commercial, and recreational spaces to create dynamic and convenient living environments.

Goal 2: Invest in public safety measures, including better lighting, security cameras, and community policing, to ensure that residents and visitors feel safe.

Strategies

- Designate specific zones for high-traffic areas, such as commercial districts and public spaces, where enhanced lighting and security measures are prioritized. This ensures that resources are allocated effectively to areas with the highest need.
- Conduct regular public safety audits to identify areas that need improvement. Engage community members in these audits to gather input and ensure that the measures taken address their concerns.
- Plan for the development of infrastructure that supports quick emergency response, such as well-marked and accessible routes for emergency vehicles and strategically located emergency call stations.

Big Idea #6

Community Identity

GOALS & STRATEGIES

Goal 3: Organize and promote regular events and festivals that celebrate local culture, arts, and history. This can draw visitors and foster community pride.

Strategies

- Identify and designate specific areas within the city for hosting events and festivals. These spaces should be easily accessible, well-maintained, and equipped with necessary infrastructure such as stages, seating, and restrooms.
- Develop a comprehensive calendar of events that includes a variety of festivals and cultural activities throughout the year.
- Collaborate with local artists, musicians, and performers to showcase their talents at events. This not only supports the local arts community but also adds authenticity and local flavor to the festivals.
- Organize festivals that celebrate the diverse cultures within the community. This can include food festivals, cultural parades, and international music and dance performances.
- Partner with local businesses and organizations to sponsor and support events. These partnerships can provide additional resources and help in promoting events to a wider audience.
- Use social media, websites, and email newsletters to promote events and engage with the community. Share event details, behind-the-scenes content, and highlights to generate excitement and attract attendees.
- Regularly assess the success of events through feedback and attendance data. Use this information to improve future events and ensure they continue to meet the community's needs.

Big Idea #6

Community Identity

GOALS & STRATEGIES

Goal 4: Develop a strong marketing campaign to promote Locust as a desirable destination for living, working, and visiting. Highlight the unique features and amenities that set the city apart.

Strategies

- Develop a clear and consistent brand that reflects Locust's unique features, culture, and values. This brand should be used across all marketing materials, including logos, slogans, and visual elements.
- Regularly assess the effectiveness of marketing campaigns using data and feedback.
- Partner with local businesses to create joint marketing campaigns. Highlight local shops, restaurants, and services that contribute to the city's appeal.
- Create blog posts, articles, and videos that tell the story of Locust. Highlight the city's history, culture, and unique amenities to create a personal connection with the audience.
- Ensure the city's official website is well-organized, mobile-friendly, and visually appealing. Include information about services, events, and attractions, along with engaging visuals and easy navigation.



LAND USE

LAND USE

Land use refers to the way land is managed and developed for various purposes such as residential, commercial, industrial, agricultural, recreational, and conservation. It encompasses development patterns, and the allocation of space to meet the needs of a community. Land use is critically important to a city because it directly influences how people live, work, and move through their environment. Thoughtful land use planning helps ensure efficient infrastructure, balanced growth, environmental sustainability, and equitable access to housing, services, and amenities. It also plays a key role in shaping a city's character, economic vitality, and long-term resilience.



LAND USE

Existing land use serves as a foundational reference for developing the future land use map, providing insight into current patterns of development, infrastructure, and community needs. By analyzing how land is currently utilized, whether for residential, commercial, industrial, or open space, planners can identify areas of stability, transition, or opportunity. This understanding helps guide decisions about where growth should be encouraged, preserved, or redirected, ensuring that future land use aligns with long-term goals for sustainability, equity, and economic vitality.

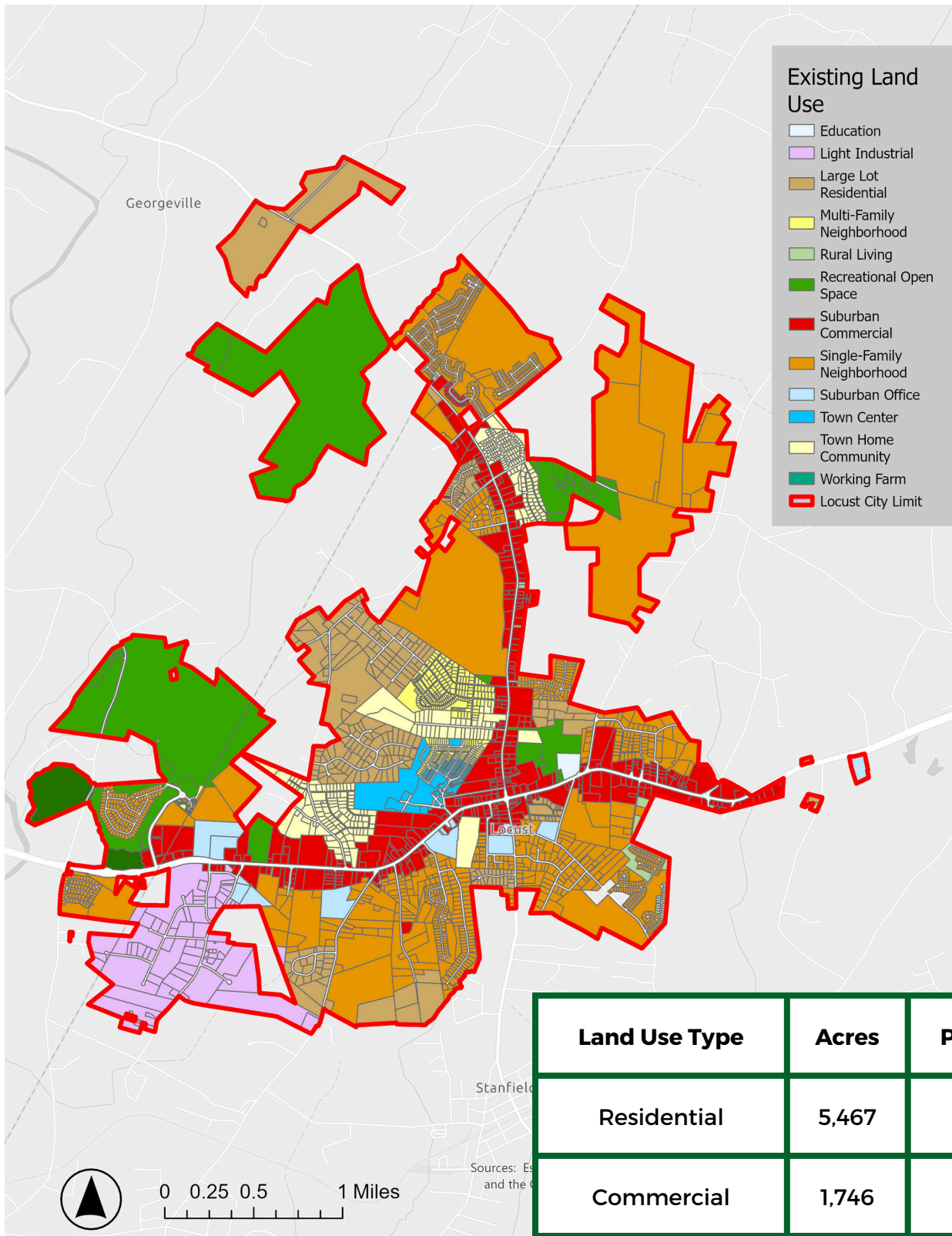
The map on the following page shows community types taken from Community Viz data. This data is a broad way to categorize land use across multiple government boundaries. Most categories are broad by definition and emphasize the type of use and pattern of development for that area. Specifics of neighborhoods, like Kolter Homes' age restricted communities are not shown in this map.

EXISTING LAND USE

The map below illustrates the current community types within the city limits, providing a comprehensive overview of existing land use patterns.

- Of the more than 10,000 acres encompassed by the city, a majority, approximately 54%, is designated for **residential** use. Residential areas are further categorized by density, with lower-density classifications including large-lot residential, rural living, and single-family residential. Higher-density residential areas consist of multi-family developments and townhome communities.
- The second-largest land use category is **open space**, which comprises 22% of the total land area. This includes working farms, preserved natural areas, and recreational spaces. A notable example is the Red Bridge Golf Club which, while containing some residential elements, is primarily used for recreational purposes.
- **Commercial** land accounts for 17% of the city's total area, with the majority concentrated along two key corridors: Highway 24 and North Central Avenue.
- **Industrial** land use represents the smallest category at 7% of the total area. Currently, all industrial activity within city limits is classified as light industrial. Meadow Creek Business Park is a great example of this type of land use within Locust.

Locust Existing Land Use Map



Land Use Type	Acres	Percentage
Residential	5,467	54%
Commercial	1,746	17%
Industrial	696	7%
Open Space	2,194	22%

LAND USE

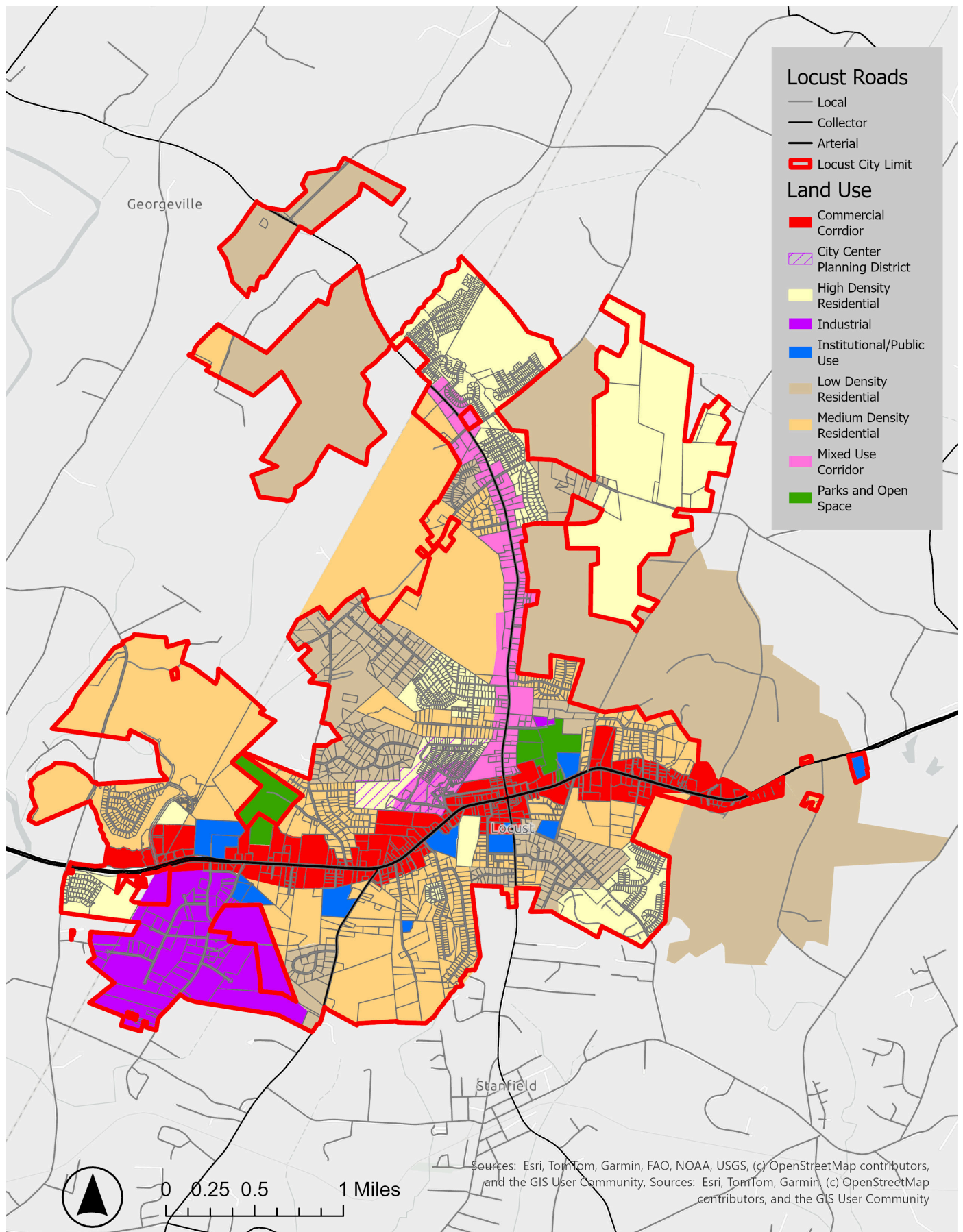
As part of the 2025 update to the Comprehensive Land Use Plan, a revised Land Use Map was developed to reflect current development patterns, community priorities, and future growth strategies. The updated map incorporates a range of land use categories to guide sustainable development and preserve the character of Locust. Key land use designations include:

- **Commercial Corridor** – The NC Highway 24/27 Commercial Corridor encompasses an area of intensive retail use primarily accessible via automobile. Residential uses should be discouraged. To ease traffic, the number of new curb cuts should be minimized and shared driveways encouraged. Landscaping of large parking lots should be emphasized.
- **City Center Planning District** – The traditional center of the City, incorporating a traditional mix of commercial, office, institutional, residential, and open space uses. The City Center is designed to serve the entire community, is pedestrian oriented, and features reduced building setbacks. The City Center is an overlay classification.
- **High Density Residential** – Residential neighborhoods and areas that feature smaller lots up to $\frac{1}{2}$ acre in size. These areas are often located in close proximity to commercial areas and major thoroughfares and can contain scattered multi-family residential complexes or units. These areas are generally infrastructure intensive.
- **Medium Density Residential** – Residential neighborhoods and areas that feature lots sized from $\frac{1}{2}$ acre up to $\frac{3}{4}$ acre. These areas often feature traditional neighborhood development and can contain scattered multi-family residential complexes or units. These areas require more infrastructure.
- **Low Density Residential** – Residential neighborhoods and areas that feature lots in excess of $\frac{3}{4}$ acre. These areas require less infrastructure (curb and gutter, sidewalks, public water and sewer, etc.), maximize the preservation of open space, and are characterized by larger lots in established neighborhoods or residential areas.

LAND USE

- **Mixed Use Corridor** – The NC Highway 200 Mixed-Use Corridor features a mixture of uses, such as less intensive retail, office, institutional, light industrial, and residential, carefully designed and located to ensure compatibility and harmony within the landscape.
- **Industrial** – Areas designed for the manufacturing and processing of goods. Ideal industrial areas will be larger sites, often located together in an Industrial Park, and have ready access to state transportation networks. Landscaping and the use of natural buffers should be emphasized to mitigate impacts on surrounding properties.
- **Institutional/Public Use** – Areas that contain uses such as schools, churches, or other facilities offering services to the public.
- **Parks and Open Space** – Areas designed for both passive and active recreational use, as well as areas that should be preserved for natural beauty and valuable resources. The City's parks should be located in close proximity to residential areas. Preservation areas include wetlands, stream banks, bodies of water, areas of steep slope, and areas of aesthetic value

Locust Future Land Use Map



Land Use

Land Use Recommendations

The following land use recommendations, along with specific strategies or action steps, will aid efforts to achieve the goals and realize the visions reflected in the Future Land Use Map. The goal and strategies are in no particular order. They are presented to enable those involved in implementation to effectively evaluate and determine priorities, and identify short-, mid-, and long-term tasks.



Land Use

GOALS & STRATEGIES

Goal 1: Promote efficient and sustainable land uses

Strategies

- Encourage thoughtfully designed, compact, and mixed-use development patterns that support walkability, reduce urban sprawl, and make efficient use of infrastructure and public services.
- Identify and support strategic infill development and the revitalization of underutilized or vacant properties to enhance community character, optimize land use, and stimulate economic growth.

Goal 2: Utilize land uses that support economic development

Strategies

- Ensure land use policies align with job creation and business retention goals.
- Promote development near transit and infrastructure to attract investment.
- Promote policies and programs that strengthen rural economic opportunities while encouraging sustainable land management practices that protect natural resources and maintain community character.

Goal 3: Enhance community character and livability

Strategies

- To foster a stronger sense of community and enhance the public realm, streetscape design should incorporate elements such as sidewalks, street trees, wayfinding signage, and public furnishings that encourage pedestrian activity and social interaction.
- Strategically guide land use decisions around existing neighborhoods to preserve and enhance their unique character and sense of place.
- Identify neighborhood nodes that function as focal points, providing essential services and amenities that anchor and enhance the surrounding residential areas

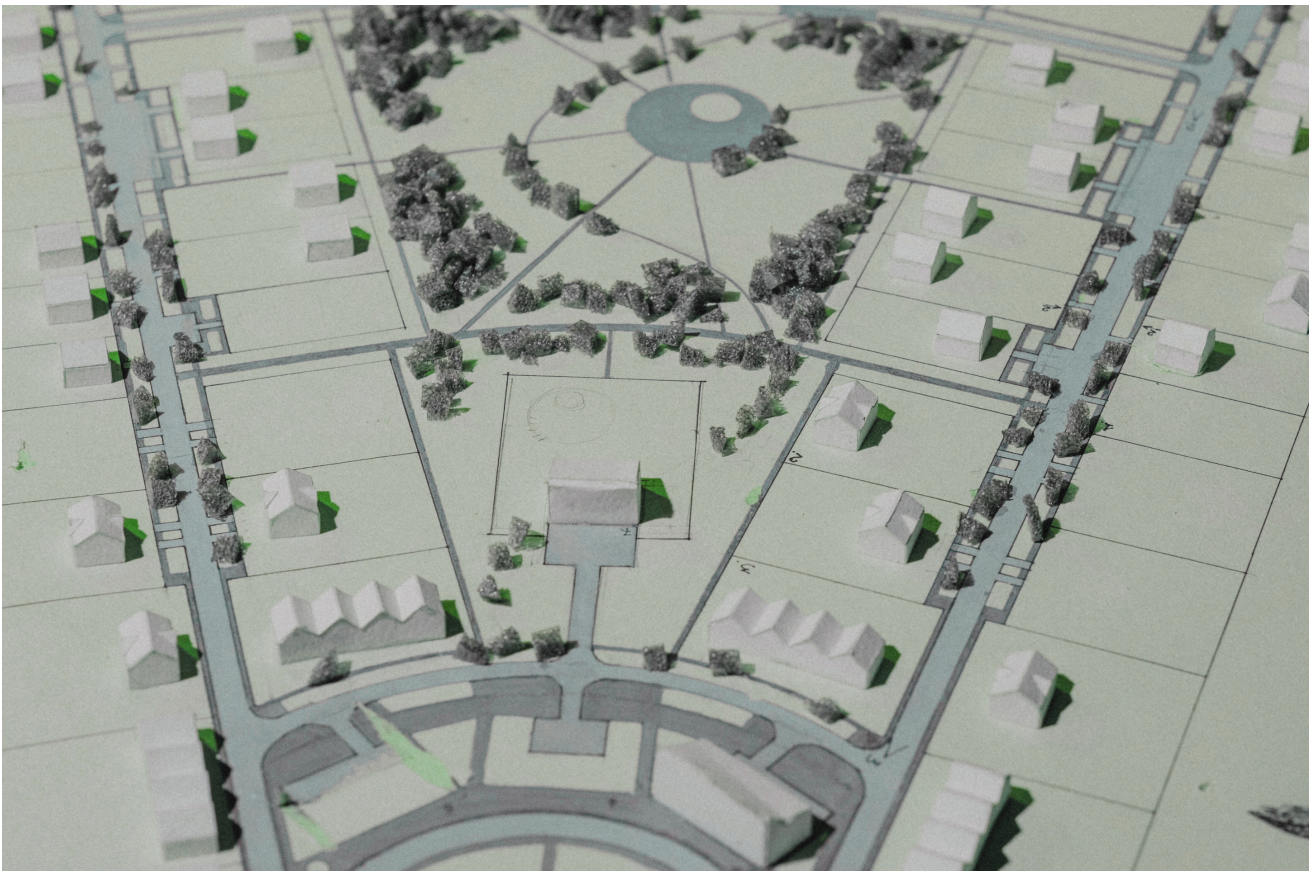
Land Use

GOALS & STRATEGIES

Goal 4: Coordinate Land Use with Transportation and Infrastructure

Strategies

- Ensure that land use decisions are closely aligned with transportation planning to support efficient mobility, enhance connectivity, and maximize the impact of public infrastructure investments.
- Promote walkable, mixed-use areas, particularly near key corridors and community hubs, that support transit-oriented development, contributing to a more sustainable and accessible Locust.
- Proactively assess and expand infrastructure capacity (including water, sewer, roads, and broadband) to accommodate anticipated growth and maintain a high quality of life for residents and businesses in Locust.



IMPLEMENTATION PLAN



IMPLEMENTATION

The intent of the Comprehensive Land Use Plan is to enable citizens and decision makers to understand the context of land use to develop more informed decisions.

The Locust Land Use Plan will be implemented through the strategic use of various planning tools such as the City's official zoning ordinance, subdivision ordinance, and the capital improvements program. This Plan should be used as an essential decision-making guide for all land use related decisions made over the next decades. Successful implementation will require a sustained effort by the public and private sectors. It is through the incremental, daily decisions of the Planning Board, City Council, private property owners, developers, and other interest groups that the City's vision will be realized.

BIG IDEA #1

Uphold High Standards for Sustainable Development

GOAL 1:
Implement robust regulatory frameworks that not only drive sustainable and high-quality growth but also prioritize the preservation of community-valued characteristics.

Strategy 1: Conduct comprehensive reviews of codes and ordinances to ensure they uphold the highest standards of thoughtful, high-quality development.

ACTION:

- Have staff perform an internal review of the LDO and begin creating a list of needed amendments.
- Create a working committee to advise staff on which updates should be presented to the Council for approval.

Strategy 2: Proactively update codes and ordinances based on insights gained from thorough reviews, ensuring continuous improvement and relevance.

Strategy 3: Identify and designate key areas for preservation, ensuring that growth is harmoniously balanced with conservation efforts.

ACTION:

- Encourage cluster developments in identified areas to reduce sprawl and preserve natural areas.
- Through the plan review process ensure that new projects align with conservation goals.
- Update LDO: Create tree save percentages and apply them to all new developments.

	Strategy 1: Adopt policies that prioritize pedestrian and multimodal infrastructure in planning and development projects. ACTION: · Consider creating and adopting a comprehensive greenway plan that provides pedestrian connections through the city. · Make construction of greenway trails is a requirement of all new developments.
GOAL 2: Foster citizen-centric development that significantly enhances the quality of life for all residents, ensuring their well-being and satisfaction.	Strategy 2: Encourage developers to include pedestrian-friendly and multimodal features in their projects. ACTIONS: · LDO Update: Amend the LDO to include required pedestrian and multi modal elements by development type.
	Strategy 3: Promote architectural designs that are visually appealing and relatable, such as natural materials, varied textures, and detailed craftsmanship. ACTIONS: · Continue to use the conditional zoning process to work with developers to ensure these elements are incorporated into all developments.
	Strategy 4: Create and maintain public spaces such as parks, plazas, and community centers that serve as gathering places for social interaction and community activities. ACTION: · Incorporate art, local culture, and flexible spaces for events. · Design for safety and visibility – good lighting, clear sightlines, and active edges.
GOAL 3: Champion sustainable development that not only meets the immediate needs of current citizens but also ensures the well-being and prosperity of future generations.	Strategy 1: Continue efforts to complete consolidation of sewer utility with Stanly County Utilities.
	Strategy 2: Plan, upgrade, and maintain infrastructure to ensure that anticipated growth can be accommodated in a fiscally responsible manner. ACTION: · Use demographic, economic, and land-use data to model future demand. · Align infrastructure planning with comprehensive plans and regional growth strategies. · Inventory existing infrastructure and assess condition, capacity, and remaining lifespan. · Develop maintenance schedules and capital improvement plans based on data.
	Strategy 3: Advocate for development that offers variety of housing types and sizes, reduces environmental impact, and fosters vibrant, sustainable communities.
	Strategy 4: Strengthen stormwater management standards for new development to reduce risks from flooding and draining issues. ACTION: · Use green infrastructure (e.g., rain gardens, permeable pavements) to manage stormwater.
	Strategy 5: Expand and maintain a variety of parks, open spaces, and recreational amenities that meet the needs of residents, support public health, and preserve community character.

BIG IDEA #2

Enhance Walkability & Connectivity

GOAL 1: Promote traffic calming measures along Highway 24/27 and other areas of high traffic congestion.	Strategy 1: Continue to work with NC Department of Transportation on alleviating traffic congestion along Highway 24/27 (i.e., additional stoplights, limiting left turns during peak traffic times, etc.). ACTION: · Hire an outside traffic engineering firm to perform a study assessing how to improve traffic flow on 24/27. Present recommendations from the study to the RPO and actively work to have recommendations placed on the STIP for funding. Strategy 2: Promote the inclusion of infrastructure for alternative modes of travel to commercial areas (i.e., bicycle lanes, golf cart paths, and pedestrian walkways) to reduce local vehicular traffic. ACTION: · LDO Amendment. Adopt <i>Complete Street</i> Policies within Section 4.3.2
GOAL 2: Develop and maintain an extensive network of safe, accessible, and well-lit sidewalks and pedestrian pathways that connect key areas such as residential neighborhoods,	Strategy 1: Implement traffic calming measures such as raised crosswalks and pedestrian islands to ensure pedestrian safety. ACTION: · Encourage the use of traffic circles in new developments to reduce speed in neighborhoods. · Promote on street parking and a reduction in travel lane size. Strategy 2: Address existing and emerging issues with multimodal transportation. Strategy 3: Create connections between appropriate neighborhoods and development to encourage multimodal transportation options. ACTION: · Create a connectivity study that identifies areas of the city that will benefit from new connections, vehicular and pedestrian.
GOAL 3: Continue to support the full build-out of the City Center.	Strategy 1: Work with Locust Town Center to review and revise plan, as needed. Strategy 2: Work on enhancing connectivity in and out of the City Center by identifying potential new roadways and walking trails, and work with landowners on the granting of easements. ACTION: · Add bike lanes, and trails that connect neighborhoods, cyclists, and vehicles.
GOAL 4: Actively create connections that significantly enhance residents' health and wellness.	Strategy 1: Conduct a greenway/walking trail study to identify areas of need for pedestrian connections. ACTION: · Pursue the creation of a citywide greenway plan. Strategy 3: Prioritize and allocate funding for the completion of greenway connections. Strategy 4: Promote and educate on the impacts of multimodal transportation on how it relates to mental and physical health.
GOAL 5: Proactively establish connections that are sustainable and environmentally friendly.	Strategy 1: Create green corridors and recreational trails that connect urban areas with natural spaces, promoting outdoor activities and enhancing the urban environment. Strategy 2: Incorporate landscaping along these corridors to improve air quality and provide aesthetic value. ACTION: · Pursue the creation of a streetscape plan that includes landscape and hardscape elements. Strategy 3: Encourage sustainable development that leads to walkable commercial and residential centers.

BIG IDEA #3

Foster Community Through Culture & Recreation

GOAL 1: Improve and expand facilities at Officer Jeff Shelton Memorial Park.	Strategy 1: Expand the passive use of the park through installation of new facilities, such as walking trails, picnic shelters, and an amphitheater. ACTION: · Incorporate passive recreation elements in the overall park master plan. Strategy 2: Conserve the natural features of the site by routing the trails around wetlands and installing raised walkways. Strategy 3: Address the stormwater drainage problem by installing rain gardens or drainage ponds and stream channel definition. Strategy 4: Require additional stormwater control features for new developments located adjacent to the park. ACTION: · LDO Update. Incorporate stormwater measures into the Land Development Ordinance.
GOAL 2: Enhance the City's recreational offerings through the acquisition of new park lands and expansion of recreational programs.	Strategy 1: Identify property best suited to a passive use park, connected to neighborhoods, the school, and other community facilities through a system of sidewalks and greenways, and pursue acquisition. Strategy 2: Establish facilities that will draw visitors to the area and generate economic gain (i.e., equestrian facilities, campgrounds, etc.). Strategy 3: Expand the city's sports league program by providing additional playing fields to accommodate increasing youth league needs and to provide playing space for new adult leagues. Strategy 4: Include such features as a community garden, Farmer's Market, and event center in park designs and seek funding for future construction. Strategy 5: Empower and actively engage youth to shape and lead programs and initiatives that reflect their needs, interests, and aspirations.

GOAL 3: Diligently explore hosting events and creating opportunities that actively foster and strengthen community bonds.	Strategy 1: Sustain and enhance community events that are highly valued by both residents and visitors.
	Strategy 2: Implement mechanisms for gathering feedback from residents about community events and initiatives and use this feedback to continuously improve and tailor activities to meet the needs and preferences of the community.
	Strategy 3: Ensure events and opportunities are inclusive and accessible to all residents, including those with disabilities, diverse cultural backgrounds, and varying age groups.
	Strategy 4: Utilize parks, plazas, and other public spaces for regular community activities such as yoga classes, art workshops, and cultural performances.
	Strategy 5: Develop and maintain a comprehensive calendar of community events, including festivals, farmers' markets, outdoor concerts, and sports activities. Ensure the calendar is easily accessible online and through local media.
	Strategy 6: Support neighborhood associations in organizing block parties, clean-up days, and local gatherings.
GOAL 4: Ensure that development initiatives prioritize the enhancement and creation of public spaces and gathering places, fostering community connections.	Strategy 1: Advocate for low-impact development that prioritizes the preservation and creation of open spaces for residents. ACTION: · LDO Update. Incorporate minimum open space requirements for all new development within the LDO and ensure compliance through the plan review process.
	Strategy 2: Design streetscapes that prioritize pedestrians with wide sidewalks, street trees, benches, and pedestrian plazas, making walking a safe and enjoyable experience. ACTION: · Pursue the creation of a citywide streetscape plan that incorporates landscape and hardscape elements.
	Strategy 3: Mandate that all new developments incorporate connections to existing infrastructure wherever feasible, ensuring seamless integration and enhanced accessibility.

BIG IDEA #4

Support and Grow Small Businesses

GOAL 1: Provide support and remove barriers for small businesses.	Strategy 1: Simplify and expedite the permitting and licensing processes to reduce administrative burdens on small businesses.
	Strategy 2: Offer online applications and clear guidelines to make the process more accessible.
	Strategy 3: Develop comprehensive, user-friendly "how-to" guides to empower first-time business owners in navigating city processes with ease.
	Strategy 4: Connect small businesses with Stanly Community College, Small Business Center.
	Strategy 5: Launch campaigns to promote local small businesses, highlighting their unique offerings and contributions to the community.
	Strategy 6: Utilize city platforms, such as websites and social media, to feature small business success stories and events.
	Strategy 7: Establish channels for small business owners to provide feedback on city services and support programs. Use this feedback to continuously improve and tailor support initiatives to better meet the needs of small businesses.
GOAL 2: Foster a diverse economy that accommodates individuals of all ages and skill levels, enabling them to live and work in Locust.	Strategy 1: Identify gaps within the local economy through continuous partnerships with retail recruitment companies.
	Strategy 2: Update City of Locust Marketing Guide to recruit new businesses.
	Strategy 3: Develop industry clusters that focus on sectors such as healthcare, technology, manufacturing, and the arts.
	Strategy 4: Partner with local educational institutions to offer job training and skill development programs.
GOAL 3: Cultivate an economy that will enhance and define the distinctive character of the City of Locust, ensuring sustainable growth that contributes to the city's unique identity and community well-	Strategy 1: Encourage mixed-use zoning that integrates residential, commercial, and recreational spaces, promoting a walkable community where residents can live, work, and play.
	Strategy 2: Host cultural events and festivals that attract visitors and support local artists, enriching the community's cultural life.
	Strategy 3: Incorporate small-scale retail and community services at street level to enhance accessibility and convenience for residents. ACTION: · Provide language within the Locust LDO that allows retail over residential development within the City Center to promote residential activity that will support the local businesses.
	Strategy 4: Design streetscapes that prioritize pedestrians with wide sidewalks, street trees, benches, and pedestrian plazas, making walking a safe and enjoyable experience and increasing patronage to local businesses.

BIG IDEA #5

Encourage Diverse Housing Opportunities

GOAL 1: Offer a wide range of housing types and price points to meet the diverse and evolving needs of current and future residents and promote diverse neighborhoods.	Strategy 1: Work with local real estate agents and developers to actively market land within the City Center for future market rate multi-family development and single-family housing. Strategy 2: Commission a detailed income analysis for the city and surrounding area to determine what types and price points of residential development the local market will support. Strategy 3: Encourage the development of infill spaces within residential areas with low-density development. ACTION: · Create language within the Locust Land Development Ordinance that provides specific standards for the development of infill properties by reducing setbacks, minimum lot sizes, and encouraging the use of ADU's. Strategy 4: Develop "How to" guide for ADUs (Accessory Dwelling Units)
GOAL 2: Encourage connectivity through well-planned, multi-modal, and walkable neighborhoods.	Strategy 1: Encourage developments that promote walkability, connectivity, and a sense of place. ACTION: · Include language within the Locust Land Development Ordinance that requires pedestrian connections within all new developments. Where no adjacent connections exist, provide for a future connection identified by the city for continuation of sidewalks and trails. Strategy 2: Develop greenways and trails that provide scenic and safe routes for walking, biking, and other non-motorized transportation. Connect these greenways to key destinations such as neighborhoods, parks, schools, and shopping areas. ACTION: · Create a greenway/trail cross section that standardizes the width, surface type and required amenities (trash cans, benches) for all trails built within the city. Strategy 3: Talk to landowners in existing subdivisions about obtaining right-of-way access to build walking trails/greenways allowing for greater connectivity through and between neighborhoods. Strategy 4: Review the City's Land Development Ordinance and revise, as necessary, to ensure the regulations concerning emergency access align with the state's new Fire Code regulations.

GOAL 3:
Encourage innovative design standards that protect the integrity of existing neighborhoods and create aesthetically pleasing new neighborhoods.

Strategy 1: Review and revise the architectural standards in the Land Development Ordinance to ensure quality building materials are used and appropriate residential sizing is employed.

ACTION:

- Make architectural standards a part of the conditional zoning process, requiring applicants to submit building design and renderings with application for zoning approval.

Strategy 2: Encourage designs that complement the existing architectural character and enhance the visual appeal of neighborhoods.

ACTION:

- Create a city design review board responsible for reviewing the design of new commercial developments and residential development approved through the conditional zoning process to ensure compliance with approved renderings.

Strategy 3: Recognize and reward projects that demonstrate exceptional design and contribute positively to the community.

ACTION:

- Create an architectural excellence award and appoint the Design Review Board as the entity responsible for review of projects eligible for a city architectural excellence award.

Strategy 4: Promote adaptive reuse of existing structures to maintain neighborhood character while accommodating new uses.

Strategy 5: Design new neighborhoods with ample public spaces, such as parks, plazas, and community centers, to enhance livability and foster social interaction. Ensure that these spaces are well maintained and accessible to all residents.

ACTION:

- Review the Locust LDO to ensure that these elements are requirements for all new developments.

BIG IDEA #6

Locust as a Regional Destination

GOAL 1: Enhance the downtown area with unique shops, restaurants, and entertainment venues to create a lively and attractive hub for both residents and visitors.	Strategy 1: Support and promote local artists, galleries, theaters, and cultural institutions to create a rich cultural scene that attracts visitors and enhances the quality of life for residents.
	Strategy 2: Support for local businesses to thrive, ensuring a diverse and vibrant local economy that can attract visitors and new residents. ACTION: · Work with the Stanly County EDC to promote listed properties within the city limits. · Work with the Stanly County EDC on locating property and attracting hotel developers to the city.
	Strategy 3: Encourage the development of mixed-use buildings that combine residential, commercial, and recreational spaces to create dynamic and convenient living environments.
GOAL 2: Invest in public safety measures, including better lighting, security cameras, and community policing, to ensure that residents and visitors feel safe.	Strategy 1: Designate specific zones for high-traffic areas, such as commercial districts and public spaces, where enhanced lighting and security measures are prioritized. This ensures that resources are allocated effectively to areas with the highest need.
	Strategy 2: Conduct regular public safety audits to identify areas that need improvement. Engage community members in these audits to gather input and ensure that the measures taken address their concerns.
	Strategy 3: Plan for the development of infrastructure that supports quick emergency response, such as well-marked and accessible routes for emergency vehicles and strategically located emergency call stations.

GOAL 3: Organize and promote regular events and festivals that celebrate local culture, arts, and history. This can draw visitors and foster community pride.	Strategy 1: Identify and designate specific areas within the city for hosting events and festivals. These spaces should be easily accessible, well-maintained, and equipped with necessary infrastructure such as stages, seating, and restrooms.
	Strategy 2: Develop a comprehensive calendar of events that includes a variety of festivals and cultural activities throughout the year.
	Strategy 3: Collaborate with local artists, musicians, and performers to highlight their talents at events. This not only supports the local arts community but also adds authenticity and local flavor to the festivals.
	Strategy 4: Organize festivals that celebrate the diverse cultures within the community. This can include food festivals, cultural parades, and international music and dance performances.
	Strategy 5: Partner with local businesses and organizations to sponsor and support events. These partnerships can provide additional resources and help in promoting events to a wider audience.
	Strategy 6: Use social media, websites, and email newsletters to promote events and engage with the community. Share event details, behind-the-scenes content, and highlights to generate excitement and attract attendees.
GOAL 4: Develop a strong marketing campaign to promote Locust as a desirable destination for living, working, and visiting. Highlight the unique features and amenities that set the city apart.	Strategy 7: Regularly assess the success of events through feedback and attendance data. Use this information to improve future events and ensure they continue to meet the community's needs.
	Strategy 1: Develop a clear and consistent brand that reflects Locust's unique features, culture, and values. This brand should be used across all marketing materials, including logos, slogans, and visual elements. ACTION: · Incorporate the city's logo into wayfinding and street signs.
	Strategy 2: Regularly assess the effectiveness of marketing campaigns using data and feedback.
	Strategy 3: Partner with local businesses to create joint marketing campaigns. Highlight local shops, restaurants, and services that contribute to the city's appeal.
	Strategy 4: Create blog posts, articles, and videos that tell the story of Locust. Highlight the city's history, culture, and unique amenities to create a personal connection with the audience.
	Strategy 5: Ensure the city's official website is well-organized, mobile-friendly, and visually appealing. Include information about services, events, and attractions, along with engaging visuals and easy navigation.

LAND USE

GOAL 1: Promote efficient and sustainable land uses	Strategy 1: Encourage thoughtfully designed, compact, and mixed-use development patterns that support walkability, reduce urban sprawl, and make efficient use of infrastructure and public services.
	Strategy 2: Identify and support strategic infill development and the revitalization of underutilized or vacant properties to enhance community character, optimize land use, and stimulate economic growth.
GOAL 2: Utilize land uses that support economic development	Strategy 1: Ensure land use policies align with job creation and business retention goals. ACTION: · Conduct an internal audit of all ordinances that apply to business creation to ensure consistency and efficiency when issuing all required permits and licenses.
	Strategy 2: Promote development near transit and infrastructure to attract investment.
	Strategy 3: Promote policies and programs that strengthen rural economic opportunities while encouraging sustainable land management practices that protect natural resources and maintain community character.
GOAL 3: Enhance community character and livability	Strategy 1: To foster a stronger sense of community and enhance the public realm, streetscape design should incorporate elements such as sidewalks, street trees, wayfinding signage, and public furnishings that encourage pedestrian activity and social interaction.
	Strategy 2: Strategically guide land use decisions around existing neighborhoods to preserve and enhance their unique character and sense of place
	Strategy 3: Identify neighborhood nodes that function as focal points, providing essential services and amenities that anchor and enhance the surrounding residential areas. ACTION: · Consider creating a small area plan for identified nodes that promote a sense of place and identity.
GOAL 4: Coordinate Land Use with Transportation and Infrastructure	Strategy 1: Ensure that land use decisions are closely aligned with transportation planning to support efficient mobility, enhance connectivity, and maximize the impact of public infrastructure investments.
	Strategy 2: Promote walkable, mixed-use areas, particularly near key corridors and community hubs, that support transit-oriented development, contributing to a more sustainable and accessible Locust.
	Strategy 3: Proactively assess and expand infrastructure capacity (including water, sewer, roads, and broadband) to accommodate anticipated growth and maintain a high quality of life for residents and businesses in Locust.

IMPLEMENTATION

Plan Maintenance

This plan is not intended to be a static document that holds immutable power over land development. It is a set of guiding principles and policies, based on the current needs of Locust and its residents. While the recommendations and policies proposed are based on a 25-year look into the future, this plan will be most effective when used as the basis for actions in more nimble, finite increments.

A Yearly Action Plan

The City should use the plan to define the annual work programs of policies, actions, and capital investments. Although most of the plans' recommendations are not capital items, this program should be coordinated with the existing capital improvement budgeting process. This annual process should be completed before the beginning of each budget year.

Annual Plan Evaluation

In addition, this process should include an evaluation of the Comprehensive Plan policies and procedures. This evaluation should happen at the end of each calendar year and should culminate in a written report that:

- Summarizes key land use developments and decisions of the past year and relates them to the Comprehensive Plan.
- Reviews actions taken by the city to implement plan recommendations during the past year.
- Defines any changes that should be made to the Comprehensive Plan.

DEFINITIONS



DEFINITIONS

CommunityViz Community Type Definitions

Educational Campus, K-12 – a public, private, or charter school that serves students in kindergarten through twelfth grade (including elementary, middle and high schools). Daycare centers and nurseries are not considered part of an educational campus for the MCM v. 3.0.

Light Industrial Center – land supporting opportunities to concentrate employment in the study area on normal workdays. Each center generally supports manufacturing and production uses: including warehousing, light manufacturing, medical research, and assembly operations. These areas are found near major transportation corridors (i.e., highway or rail) and are generally buffered from surrounding development by transitional uses or landscaped areas that shield the view of structures, loading docks, or outdoor storage from adjacent properties. Clusters of uses that support or serve one another are often located in the same light industrial center.

Large-Lot Residential – land generally formed as subdivisions, which consist almost entirely of single-family detached homes. Buildings are oriented interior to the site and are typically buffered from surrounding development by transitional uses, topography, or vegetative areas. Many neighborhoods “borrow” open space from adjacent rural or natural settings. Blocks are typically large, and streets are rural or suburban in character. In some cases, the neighborhood is served by only one long cul-de-sac.

Working Farm – land actively used for agriculture or forestry activities, including cultivated farmland, timber harvest, livestock, and woodlands. These areas may also support the primary residence of the property owner, and any out-buildings associated with activities on the working farm.

Suburban Office Center – land supporting opportunities to concentrate employment in the study area. They include both large-scale isolated buildings with numerous employees as well as areas containing multiple office uses that support and serve one another. They are typically buffered from surrounding development by transitional uses or landscaped areas and are often located near major highways or thoroughfares.

DEFINITIONS

Multifamily Neighborhood – land generally formed as complexes or communities, with a relatively uniform housing type and density throughout. They support the highest residential density in the suburban landscape and may support condominiums or apartments. Multifamily neighborhoods are found in close proximity to suburban commercial, suburban office, or suburban mixed-use centers, which helps provide the customers and employees needed to support these centers. Buildings are oriented interior to the site and typically buffered from surrounding development by transitional uses or landscaped areas. Large parking lots and low street connectivity are common in suburban multifamily neighborhoods.

Rural Living – land characterized by large lots, abundant open space, and a high degree of separation between buildings. Large acreage, rural family homes, and “hobby farms” are scattered throughout the countryside and often integrated into the landscape. The lot size and distance between dwelling units decrease with greater development densities. Conservation-based subdivisions in the study area promote cluster development and leave large areas for permanent open space and uninterrupted views. Small nodes of commercial activity – gas stations, convenience stores or restaurants – are concentrated at rural crossroads, serving some daily needs of the surrounding rural population.

Recreational Open Space – land dedicated for active and passive recreation uses. These areas are intended to be publicly accessible. In the study area, these areas include municipal and community parks, open air sports complexes, and athletic fields.

Suburban Commercial Center – land supporting the daily needs of surrounding suburban residential neighborhoods. They typically locate near high-volume roads and key intersections and are designed to be accessible primarily by automobile. Buildings are set back from the road behind large surface parking lots with little connectivity between adjacent businesses. Common types of suburban centers in the study area include multi-tenant strip centers, big box stores, small outparcels with a drive-through, and large shopping malls.

DEFINITIONS

Single-Family Neighborhood – land generally formed as subdivisions or communities, with a relatively uniform housing type and density throughout. They may support a variety of single-family detached residential types, from mobile homes to large-lot, low-density single-family homes to denser formats of smaller single-family detached homes. Homes are oriented interior to the neighborhood and typically buffered from surrounding development by transitional uses or landscaped areas. Single-family neighborhoods are often found near suburban commercial, suburban office, or suburban mixed-use centers, which help provide the consumers and employees needed to support these businesses.

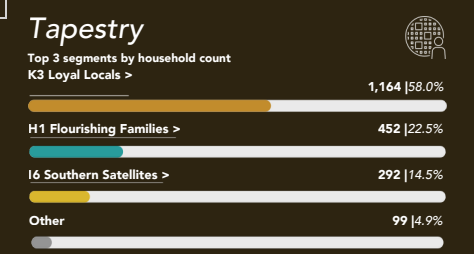
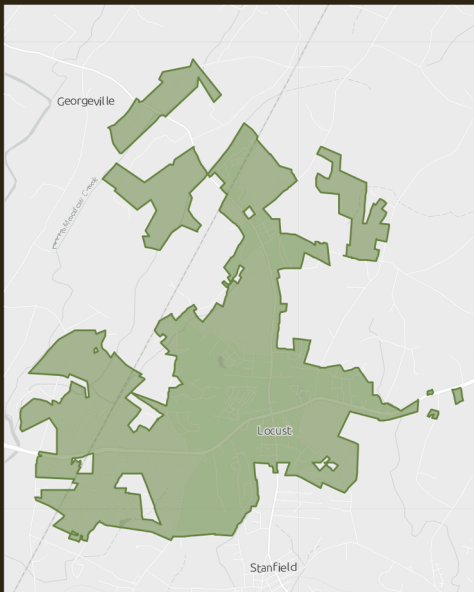
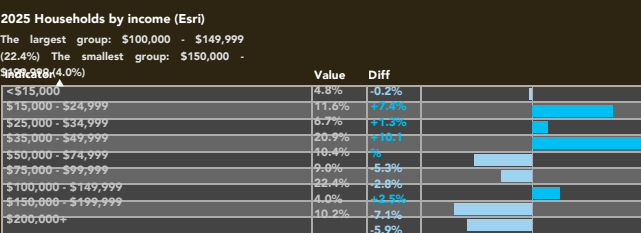
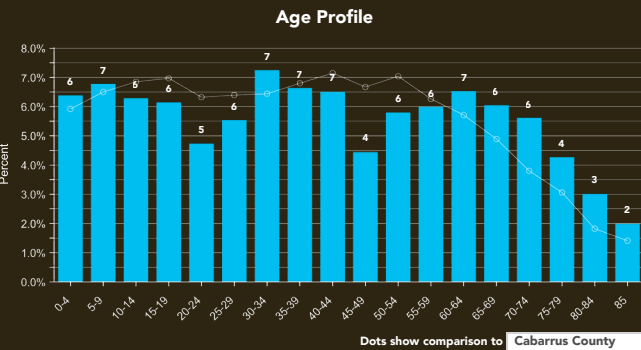
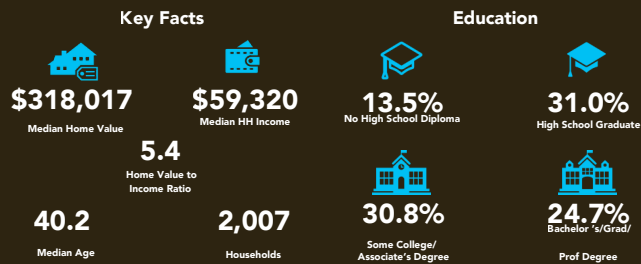
Town Center – land that satisfies daily economic, entertainment, and community needs for surrounding neighborhoods. Uses and buildings are located on small blocks with streets designed to encourage pedestrian activity. Buildings in a town center typically stand two or more stories in height with nonresidential uses on the ground floor and residential units above storefronts. Neighborhoods surrounding the commercial core are relatively compact and support moderate- to high-density housing options, including single-family homes (small lots), townhomes, condominiums, and apartments.

Town Home Community – land generally developed to provide pockets of greater residential density, often in locations that create a transition between commercial or mixed-use areas and small-lot or large-lot single family neighborhoods. The more-dense development intensities help provide “rooftops” to support nearby suburban commercial, suburban office, or suburban mixed-use centers.

ESRI TAPESTRY



LifeMode	Households	HHs %	% US HHs	Index
learn more...				
A: Urban Threads	0	0.0%	4.53%	0
B: Books and Boots	0	0.0%	1.39%	0
C: Metro Vibes	0	0.0%	8.77%	0
D: Tech Trailblazers	0	0.0%	9.04%	0
E: Community Connections	0	0.0%	7.37%	0
F: Urban Harmony	0	0.0%	4.55%	0
G: Family Fabric	0	0.0%	4.28%	0
H: Family Prosperity	452	22.5%	10.65%	211
I: Countryscapes	292	14.6%	13.68%	106
J: Mature Reflections	0	0.0%	4.01%	0
K: Suburban Shine	1,210	60.3%	22.08%	273
L: Premier Estates	53	2.6%	9.65%	27



Tapestry Segmentation Profile

Locust City, NC

Locust City, NC(3738860)

Geography: Place

Dominant Tapestry Segment



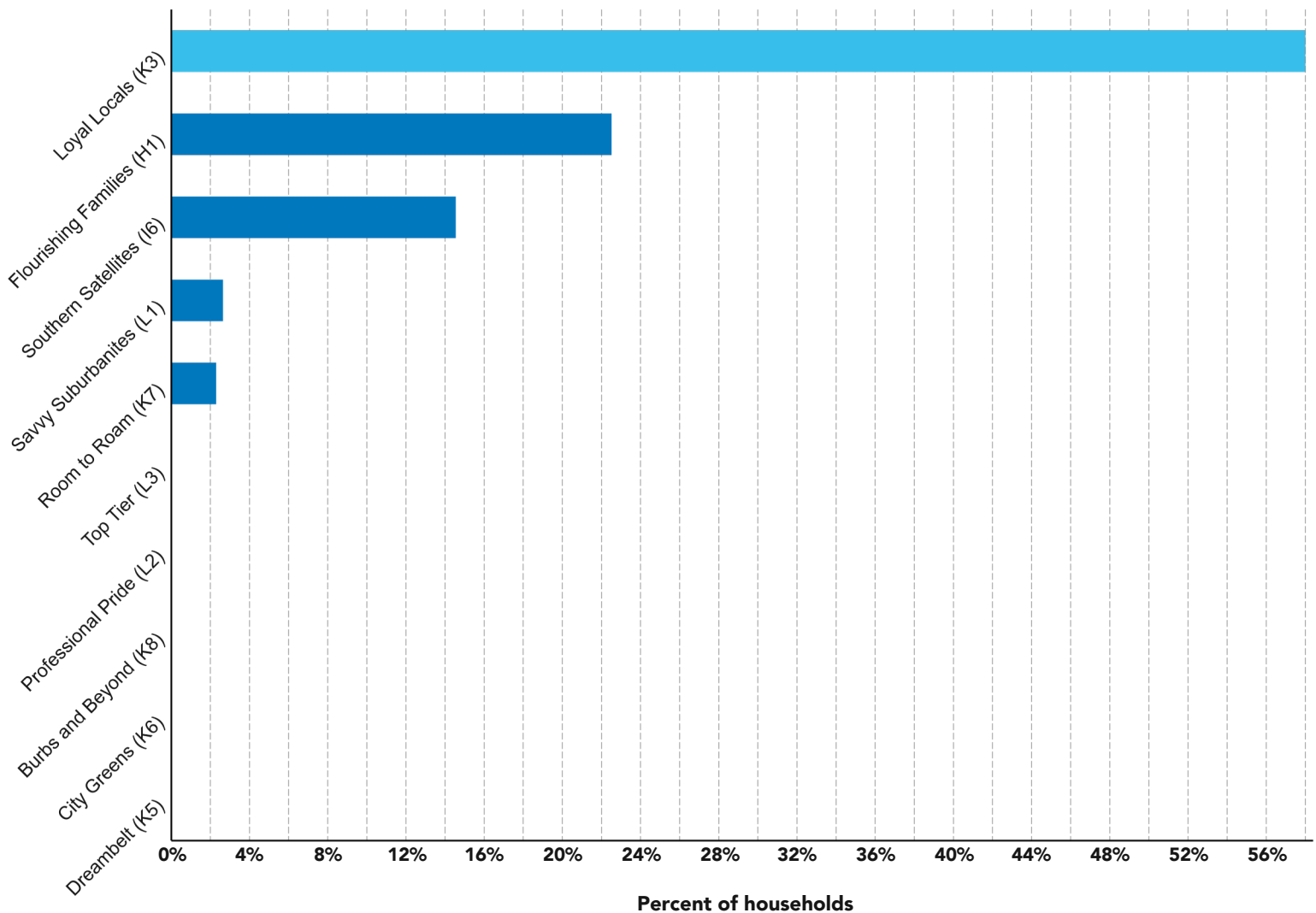
Loyal Locals:Suburban Shine**LifeMode**

This segment is characterized by senior Midwestern and Southern suburbanites in stable growth areas.

1,164households are*Loyal Locals*. 58.0% households are in this segment.

[Learn more about this segment](#)

2025 Tapestry Market Segmentation (Households)





City of Locust
Post Office Box 190
Locust, North Carolina 28097-0190
(704) 888-5260

ORDINANCE NO. 2025-04: AN ORDINANCE AMENDING THE 2014 LAND USE PLAN OF THE CITY OF LOCUST, NORTH CAROLINA

WHEREAS, the City of Locust, North Carolina, pursuant to the authority conferred by the North Carolina General Statutes enacted an official Land Development Ordinance for the City of Locust, North Carolina; and

WHEREAS, the City of Locust, North Carolina, pursuant to the authority conferred by North Carolina General Statute 160D, may from time to time as necessary amend, supplement, change, modify or repeal certain of its zoning regulations and restrictions and zone boundaries; and

WHEREAS, the City of Locust, North Carolina, pursuant to the authority conferred by North Carolina General Statute 160D, does hereby recognize a need to amend the text of certain articles of the City of Locust Land Development Ordinance.

WHEREAS, the City of Locust City Council held a public hearing on November 13, 2025, for the land use map and plan amendment, and after considering testimony in the public hearing and Council deliberations, made the finding that this amendment is:

- The proposed land use map and plan amendment is reasonable and in the best interest of the public because it updates the comprehensive land use plan adopted in 2014 to align with Locust's vision for growth; and
- It is consistent with Section 2: Purpose of Plan with the current 2014 Land Use Plan.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Locust, North Carolina:

Section 1: That the 2014 Land Use Plan be amended to reflect the changes illustrated in Exhibit A.

Section 2: This ordinance shall become effective immediately upon adoption.

Adopted this 13th day of November 2025.

Mayor, Steve Huber

ATTEST:

Amy Furr, City Clerk