

LENOIR 2020

Growth
Investment
Opportunity



LENOIR
NORTH CAROLINA

ECONOMY

- **Local unemployment dropped to 3.4% in December 2019 (.03% change) (2/7/2020)**
 - **Tied for 39th lowest among the state's 100 counties, an improvement from November, when it was tied for 45th.**
- **Unemployment rate in the Hickory-Lenoir-Morganton MSA was 3.6% in November, tied with Burlington and Winston-Salem for the sixth lowest among the state's 15 metro area.**

ECONOMY

- Private-sector wages climbed 27% in the past four years to an average of \$38,957; the largest increase among counties in the Hickory-Lenoir-Morganton MSA.
- Job numbers remain at 12 year high, around 36,000 jobs
- 300+ more people working in May 2019 vs. May 2018

EDUCATION

- More than 4/5 of resident have high school diploma, compared to 2/3 in 2006
- 24.5% of residents have a two-year degree, compared to 18.4% in 2006

PRIVATE INVESTMENT
OPEN NOW



EXELA PHARMA SCIENCES

Exela acquired the old expo building, invested \$25 million and added 50 jobs. The average salary exceeds \$50,000.

A photograph of the exterior of Tybrisa Books. The building has a brick upper section and a lower section with grey shingles. A white sign with a pink border and pink cursive text reads "Tybrisa Books". Below the sign are two windows with white frames, each displaying several red and white paper lanterns and a pink "\$1.00 Books" sign. To the right is a light blue door with a white frame and a small wooden ramp. A black and white striped awning with a blue sign that says "We are OPEN" and "Come on in" is attached to the building. Two black outdoor lamps are mounted on the wall above the sign and above the door.

Tybrisa Books

TYBRISA BOOKS

Opened on West Ave in September 2018 and moved to a new location on the square in January 2019.



CROSSFIT LENOIR

Moved to new
location on
Boundary St in
January 2019.



LENOIR PRINTING SOLUTIONS

Purchased by
ICON, Lenoir
Printing
Solutions
reopened on
Harper Ave in
January 2019
adding 15 jobs.
The company
also has an
operation in
Bakersfield,
California. The
company does
business online
at
[www.printdirtch
eap.com](http://www.printdirtcheap.com).



HAMPTON INN & SUITES

Opened in
March 2019 on
Wilkesboro
Blvd.



SOUTHERN CROSSROADS RESTAURANT

Opened in
March 2019 on
Wilkesboro
Blvd.



FUMIYOSHI JAPANESE CUISINE

Opened in April
2019 on Harper
Ave.



WHITNEL MINI STORAGE

Opened in
May 2019 on
Connelly
Springs Rd SW
just north of
Southwest
Blvd.



THE SALAD BAR

Opened in May
2019 at West
Ave in downtown.



CAMP COFFEE ROASTERS

Camp Coffee moved their roasting headquarters, “to go café” training facility, and corporate headquarters to Mulberry St. They opened their coffee shop in July 2019.



TASTE OF HAVANA

Opened in August 2019 on Main St in Downtown. The restaurant offers authentic Cuban cuisine including sandwiches, rice and beans, traditional juicy pork, palomilla steak and many other old time favorite dishes.



CALDWELL UNC HEALTH CARE

In September 2019, Caldwell UNC Health Care held a dedication ceremony for the new additions to the hospital. The hospital invested \$24 million to renovate the facility and add services.



COMFORT INN

In October 2019, Comfort Inn completed a \$1.2 Million interior remodel of their location on Blowing Rock Blvd. Exterior remodeling will start in February 2020 and will include resurfacing the parking lot.



CORNER MARKET

A developer renovated the old convenience store on Harper Ave beside Fairfield Chair and opened the Corner Market in November 2019.



820 HARPER AVE

David Mauer,
Mauer
Architecture,
completed
renovations of
818 Harper Ave
in December
2019. The
building offers
commercial
space on the
first floor and
second-floor
residential.



FRESENIUS KIDNEY CARE

Fresenius Kidney Care opened their new location in the old Lowe's grocery on Hickory Blvd in December 2019. Future medical offices are currently under construction beside the center.



GRAGG ORTHODONTICS

Gragg
Orthodontics
opened their
new location on
Harper Ave in
December
2019.



STARBUCKS

In December 2019, Starbucks opened their new store on Blowing Rock Blvd. The store is located beside Dairy Queen in front of Belk.



**TIDAL
WAVE
CAR WASH**

Tidal Wave car wash opened in December 2019 on Wilkesboro Blvd.



KIMBRELL'S
Kimbrell's
Furniture moved
into their new
location on
Blowing Rock
Blvd in
December 2019.
(The former Big
Lots)



BLUE RIDGE ENERGY

In January 2020, Blue Ridge Energy started moving people into their new \$18 million corporate office located on Blowing Rock Blvd. The project should be complete in the spring.



TELCO
COMMUNITY
CREDIT
UNION
Telco
Community
Credit Union is
opened a
location on
Wilkesboro
Blvd in
January 2020.



THE SANDWICH SHOP

The Salad Bar owners opened The Sandwich Shop in the lower level of their building on West Ave. Customers can order from both menus in both locations.



TUMBLEWEEDS STEAK & TAVERN

Tumbleweed
Steak & Tavern
opened in
February 2020
on Valencia PL
NE behind Dos
Amigos.



DOWNTOWN BASEBALL & SOFTBALL

**In 2020,
CCC&TI's
Baseball team
is playing
games at
Walker Stadium
and the
Softball team
is playing at
the Lenoir
Optimist Park.
Combined with
the Lenoir
Oilers, this will
bring a lot of
visitors into the
City.**

PRIVATE INVESTMENT
COMING SOON



JONAS HILL HOSPITAL & CLINIC

In January 2019, Caldwell UNC Health Care broke ground on the \$10+ million Jonas Hill Hospital and Clinic, a psychiatric care and behavioral health services facility. The clinic will bring 50 jobs with an average salary \$50,000. The clinic is planned to open in the summer of 2020.



FIDELITY BUILDING

BAMF Fidelity LLC purchased the 916 West Avenue in February 2019. Second floor is being developed into downtown residential and first floor will be used for retail space.



FUTURE DISTILLERY

Rhythm & Booze, LLC, acquired the Old Williams Produce on Harper Avenue in May 2019. The company plans to develop the building into a distillery.



DISTILLERY ANNEX

In August 2019, Rhythm & Booze, LLC, acquired the City Service Cleaners building on Harper Avenue adjacent to the Williams Produce. The building will serve as an annex for the new distillery.



BIONUTRA

BioNutra Inc. purchased the former Hammary/ Kincaid Furniture building at 2464 Norwood St. in September 2019. The company is investing nearly \$8 million to build its first U.S. facility in Lenoir, which should open in 2020.



1001 WEST AVENUE

Owners are renovating the old Carolina Distillery Building on West Avenue into a mixed-use development. CrossFit Lenoir is located in the basement and work has started on five residential units on the top floor.



STEEL ST PROPERTY

**Developers
have purchased
the old
alterations
building on
Steel Street.**



NEW DENTIST OFFICE

A dentist plans to open a new office on Norwood Street.



NEW EMS BASE IN LOWER CREEK

Caldwell
County is
building a new
EMS base at
201 Taylorsville
Rd NE across
from Fire
Station No. 3



NEW EMS BASE IN VALMEAD

Caldwell
County is
building
another new
EMS base at
235 Clark DR
NW behind
Valmead
Elementary
School.



WATERLIFE CHURCH

Waterlife Church is renovating the old Belk building in the old mall.

A photograph of a large, white, single-story building with a dark awning over the entrance. The word "YOKEFELLOW" is printed in large, black, sans-serif capital letters on the white facade. The building has large glass windows and doors. In the foreground, there is a paved parking lot with white lines. To the left, there are two blue recycling bins. A yellow caution tape is strung across the entrance area. The sky is clear and blue, and some trees are visible in the background.

YOKEFELLOW

YOKEFELLOW

Yokefellow bought the Kimbrell's building on Pennton Avenue and plans to move their thrift shop to the location.



DAIRI-O

Dairi-O purchased the old Rite Aid on the northwest corner of Smith Crossroads. The company is currently doing a feasibility study on the old building.



LHS APTS.

The developer of the LHS Apartments on College Avenue is currently renovating the facility.



**MI
CARRETA**
Mi Carreta is planning an expansion of their business on Hickory Boulevard.



FAIRFIELD CHAIR EXPANSION

Fairfield Chair is planning an expansion of about \$770,000, which could come with the creation of 32 new full time jobs. Caldwell County approved job incentives for the project in October 2019.



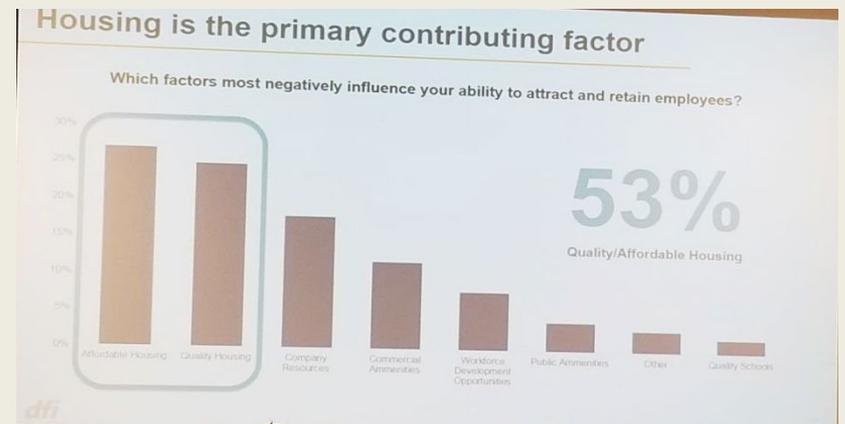
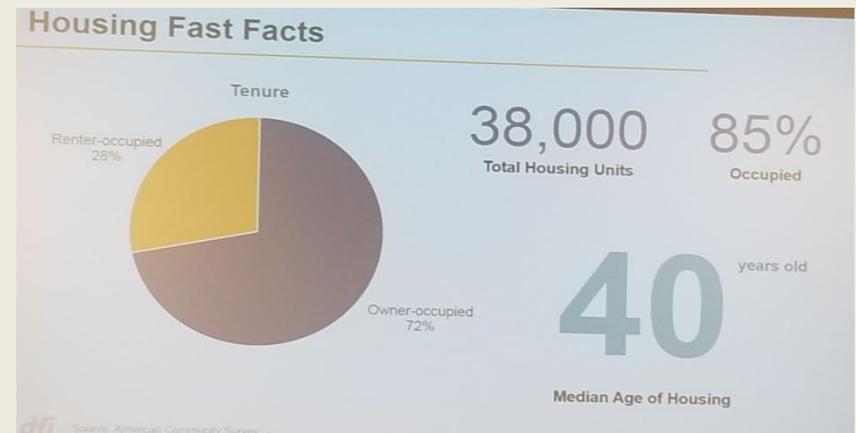
HOLE LOTTA DOUGHNUTS

In January 2020,
Hole Lotta
Doughnuts
announced plans
to open a
location at 308
Morganton Blvd
SW by spring this
year.

HOUSING

DFI HOUSING STUDY

- DFI housing study reports only **1%** vacancy rate in apartments renting for \$700-\$1,100 a month
- Potential to fill ~325 rental units with rent of \$700+
- **81%** of employers say tight housing market is a recruitment problem
- Vacant housing dropped to **16%**, down 2% from 2010 - U.S. Census Bureau's 2017 American Community Survey



CITY EFFORTS ON HOUSING

- Council adopted ordinances making it easier to place infill manufactured homes and easier to renovate single-family homes
- Council adopted zoning ordinance update to accommodate by-right multi-family development
- Council created Historic Preservation Commission (HPC)
- Upon recommendation from HPC, Council declared local mills as historic landmarks

KATTS CORNER

LENOIR, NC

2-15-2019



KATTS CORNER

In April 2019, Council approved a Conditional Use Permit for a 68-unit multi-family development on Lower Creek Drive known as Katts Corner. Katts Corner was awarded 2019 tax credit funding for development in August 2019.

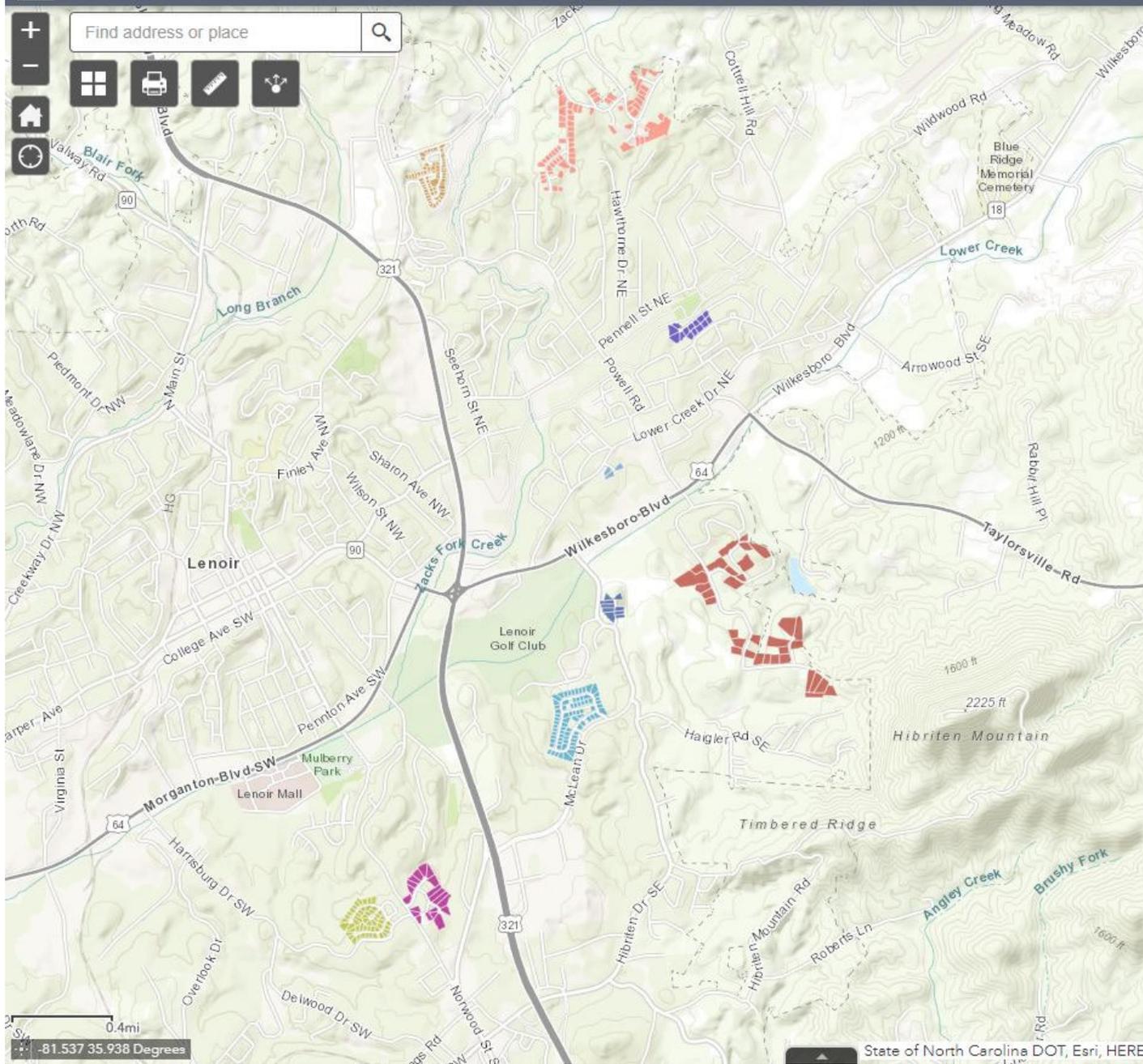


CRESCENT POINTE SENIOR LIVING

**In October
2019, the
Planning
Department
issued permits
to Crescent
Pointe Senior
Living.**



Find address or place



RESIDENTIAL READY TO BUILD

In May 2019, we added a Residential Ready to Build page to the City website. The page provides contact information and a map of the more than 300 residential lots currently served by utilities and ready to build.

[cityoflenoir.com/
readytobuild](http://cityoflenoir.com/readytobuild)



MILL PROJECTS

In June 2019, Council approved ordinances declaring several downtown mills as historic landmarks - Lenoir Cotton Mill-Blue Bell, Inc. Plant; Steele Cotton Mill-Hayes Cotton Mill; Freight Station-Lenoir Depot. Council also plans to approve mixed-use zoning for the properties.



EDUCATION FOUNDATION TOWN HOMES

Contractors are currently working on the Education Foundation teacher housing at 1015 Ashe Ave. Council approved a Conditional Use Permit in November 2018 allowing a 3-unit multi-family townhome.



GLENN MILLER CONST.

Glenn Miller Construction has purchased three lots on Woodbine Place with plans to build market-rate, single-family homes. The company had one home currently underway as of Feb. 12, 2020.

DOWNTOWN HOUSING

- Currently, 12 residential units are under construction in downtown
- Once new construction is complete, ~20 residences will be in the downtown district.



**PUBLIC INVESTMENT
*COMPLETED PROJECTS***

Buildings
Services
Recreation



COMMUNITY GARDEN

In April 2019, the City expanded the number of garden beds at the Unity Park Community Gardens on College Avenue. Appalachian State University students plan to build an educational pavilion as part of a class project.

Microsoft Access ribbon with tabs: Sort & Filter, Records, Find, Window, Text Formatting. Includes buttons for Ascending, Descending, Selection, Advanced, Refresh, Save, Delete, More, Find, Go To, Select, Replace, Size to Fit, Switch Windows, Bold, Italic, Underline, Font Color, Paragraph Spacing, and Bulleted List.

Address	City	State	Zip
	Lenoir	NC	
Watershed		Flood Zone	
Base Year	Project Year	Record Last Updated	
0	0	4/18/2019 1:53:41 PM	
Longitude	Recommended Action		
Latitude	Responsible Party		
Initial Project Cost Estimate	Projected % Completed by City		
\$0	0%		
Projected % Outside Funding	Final CIP Cost Estimate		
0%	\$0		
Funding Notes			
Description of Concern			
Description of Resolution			
City Actions			
Cost	Action	Date	

Vertical sidebar of action buttons: Add Record, Delete Record, Show All Ranked, Update Rankings, Show All Records, Edit Project Status Dropdown, Edit Concern Type Dropdown, Edit Recommended Action Dropdown, Edit Watershed Dropdown, Project Report Current Record, Open Switchboard.

TotalScore

Project Criteria

- Innovative Practice** 0
Extent to which project promotes new ideas and methods
- Level of Service** 0
Extent to which project is necessary for City to continue or improve current service standards
- Environmental Improvement** 0
Extent to which project improves environmental quality through pollutant reduction, aquatic habitat improvement and riparian buffer enhancement
- Life Safety** 0
Extent to which project eliminates, prevents, or reduces an immediate hazard to safety
- Property Damage** 0
Extent to which project reduces damage to commercial and/or private property
- Project Efficiency** 0
Extent to which project efficiently utilizes City's capital and resources
- Criticality of Project** 0

Unfiltered Search



STORM WATER STUDY

Freese and Nichols completed a stormwater study for the City in May 2019. Part of the project included creating a database to help City staff track stormwater issues, along with base mapping file(s).



DOWNTOWN SOUND

The Lenoir Tourism Development Authority funded a new downtown sound system and electrical improvements to the downtown stage. The City installed new speakers in May 2019.



CHARTERS OF FREEDOM

Public Works staff built and landscaped the majority of the new Charters of Freedom setting beside the county courthouse. Local leaders and elected officials dedicated the setting July 3, 2019.



J.E. BROYHILL PARK

The City held a ribbon cutting for J.E. Broyhill Park in July 2019. The park now boasts new picnic shelters and grills, a new basketball court, new restrooms, new benches and trash cans, and new sidewalks.

Create an Account - Increase your productivity, customize your experience, and engage in information you care about.



LENOIR
NORTH CAROLINA

Services

Community

City Government

Business



Services



News



Events



SERVICES



Pay Online

Pay bills online at your convenience.



Calendar

Upcoming events, meetings, & more



Contact Us

Have a question? Contact the Ci

NEW WEBSITE

The City launched a new website in July 2019. The new site has many new features including a robust notification system.



FIRE STATION 3

In Aug. 2019, the City held a dedication ceremony for Fire Station No. 3. Station 3 will allow Fire staff to provide faster responses to calls in the Lower Creek area.

FIRE STATION SIGNS

Station 3 August 2019



Station 1 October 2019



MINIMUM HOUSING

- **The Planning and Police departments' Code Enforcement Divisions facilitated six housing abatement and demolition projects in 2019.**
 - **934 Emerald Pl Abatement, August**
 - **1519 Barcose St Demolition, August**
 - **610 Hospital Ave Demolition, October**
 - **1252 Fairview Dr Demolition, October**
 - **114 Palmer St NW Demolition, December**
 - **1208 Delwood Dr Demolition, December**

114 PALMER, DEMO

Before



After



934 EMERALD PL, OWNER ABATED

Before



After



WRIGHTWAY DEMOLITION

839 CREEKWAY DR NW, AUGUST 2019

Before



After





LPD TRUCKS

In August 2019, the Lenoir Police Department bought three Dodge Ram Trucks for administrative positions. The trucks are cheaper than a patrol cars and give the department more carrying options.



LENOIR OPTIMIST PARK (PARTF)

The Lenoir Optimist Park received many upgrades in 2019 thanks to a state grant and matching funds from the City. The park got a new parking lot, restrooms, playground, two picnic shelters, permanent cornhole boards, walking paths, and new lights on the rear ball field.



WATER PLANT UPGRADES

- \$11 Million project to install Active Flow System and two new water filters completed in December 2019

- \$6 Million project to build new chemical storage building and control systems and refurbish existing filters completed in February 2019.



SECOND BRUSH TRUCK

Public Works purchased a second brush truck in September 2019 to improve brush pick up service. The purchase was funded in part with the \$1 increase in the solid waste fee.

NEW K9S

FEBRUARY 2020

CPL Brown & Major



MPO Foust & Uwais (Wise)

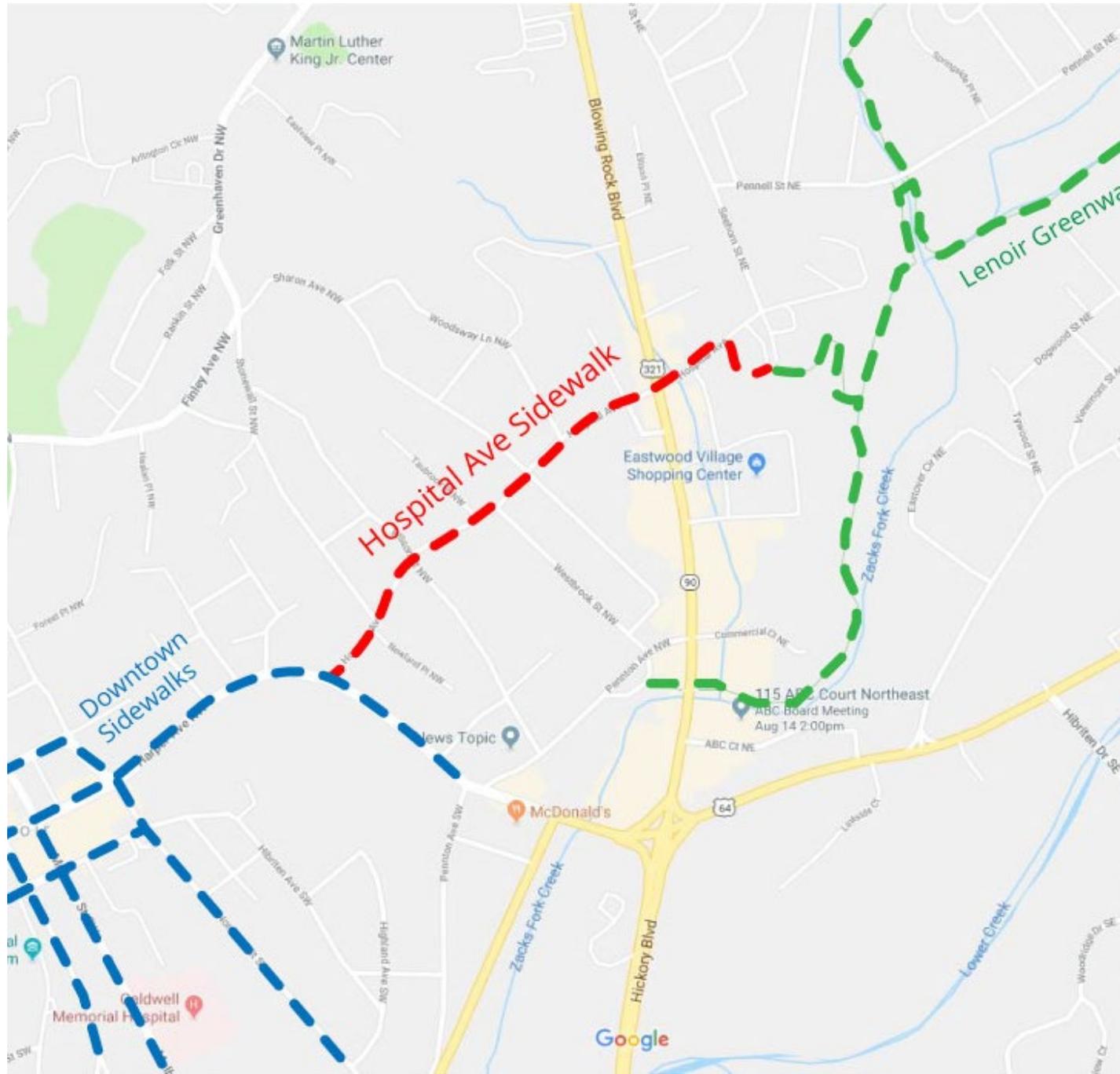




SECURITY CAMERAS

The IT Division of Finance continued installing security cameras in 2019. New locations include the; Public Works, Police, Fire Station III, JE Broyhill Park, and the Wastewater Treatment Plant.

**PUBLIC INVESTMENT
*IN PROGRESS***



HOSPITAL AVENUE SIDEWALK

The \$1 million sidewalk project will connect downtown and the City's greenway. It will connect neighborhoods to jobs, medical facilities, pharmacies, and shopping on U.S. 321, and it will improve the appearance of the corridor. Construction should start in 2020.

WATER PLANT STUDIES

Plant Expansion

- Staff is working with an engineering firm to consider future needs and create a plan to accommodate increasing water demands

Water Distribution

- Staff also is working with an engineering firm to evaluate the city's water distribution system, explore interconnection opportunities, and make the system more robust



TWO-WAY TRAFFIC CONVERSION

In 2019, Council approved a 3-phase plan to convert Harper and West Ave in downtown back to two-way traffic. In September 2019, Council approved closing Steel St and returning the property back to the adjacent property owners.



BIOSOLIDS PROJECT

In Feb. 2019, Council approved the purchase of a Gryphon Dryer system to handle biosolid waste produced at the Wastewater Treatment Plant. The City received a low-interest State Reserve loan in the amount of \$6,600,000 to fund the project.



VIRGINIA STREET PROPERTY

In April 2019, the City received a \$300,000 EPA grant in April 2019 to help clean up the Virginia Street property. Staff will leverage Brownfield funds to conduct environmental assessments on the property.



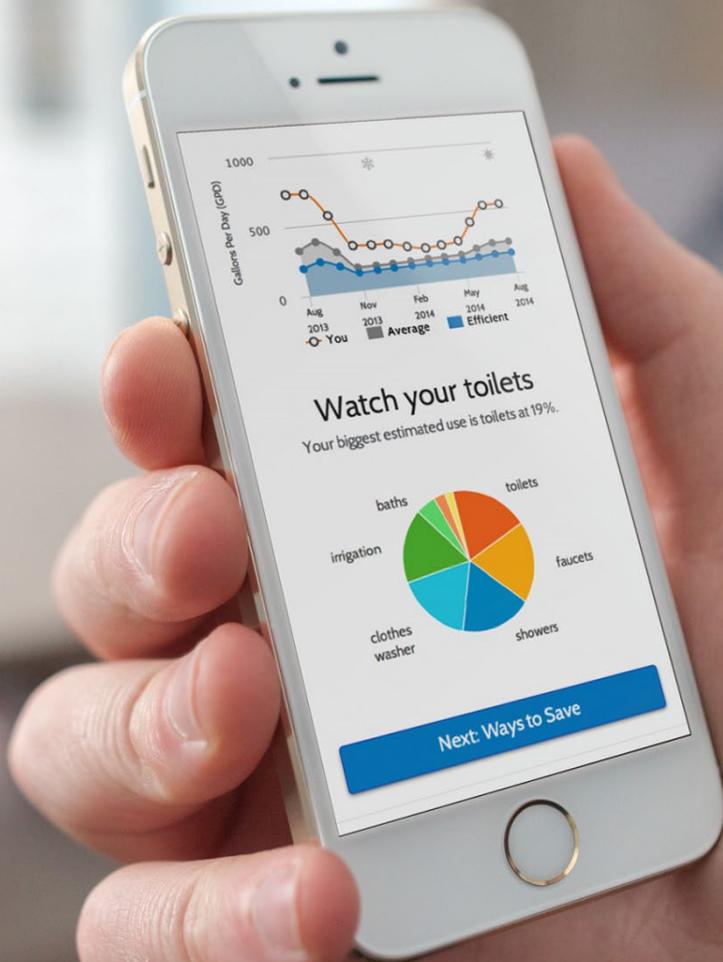
RAIL TRAIL PAVING

Public Works started paving the Rail Trail through Lenoir in October 2019. The Rail Trail is part of the Overmountain Victory National Historic Trail.



RAIL TRAIL PAVING

Public Works started paving the Rail Trail through Lenoir in October 2019. Workers started at North Main Street and went south to Harper Ave. Harper Ave to Morganton Blvd will be completed in 2020.



ADVANCED METERING PROJECT

Contractors started installing test meters in November 2019. In the future, City water customers will be able to access their water usage information online. The portal will provide leak alerts and other notices and link to the City's online payment site.



LENOIR HIGH SCHOOL

The City has budgeted \$100K+ of CDBG funding for upgrades to Lenoir High School auditorium, gym, and Mack Cook Stadium.

Foothills Performing Arts announcement plans to move their operations to the LHS auditorium.



LHS RESTROOMS

Contractors completed two new restrooms on the first floor in December 2019. The Lenoir Tourism Development Authority (LTDA) funded \$30,000 of the \$60,000 project. The LHS developer funded the remainder.



PEDESTRIAN BRIDGE

In December 2019, Google completed construction of a greenway pedestrian bridge across lower creek that connects Google's property to the City trailhead on Morganton Blvd.

Public Works will start paving the Rail Trail at North Main Street and head south.

GREENWAY EXTENSION

Staff are working with Waterlife Church and Google to acquire easements to connect and continue the greenway along Morganton Blvd.





NEW GARBAGE TRUCKS

Public Works purchased three new automated garbage trucks between October 2019 and January 2020. The cost for all three was \$288,000. Staff & WPCOG has started analyzing routes and plans to launch a pilot route by May.



J.E. BROYHILL PHASE 2

NC State University staff visited J.E. Broyhill Park in January 2020. NCSU is working with the local Ag Extension Office to make stormwater improvements at the park. The project is funded with a \$240,000 United States Environmental Protection Agency grant.



NEW ROOFS

Public Works led a project to replace four roofs on city buildings in 2019.

Contractors replaced the roof at Public Works/Public Utilities, Fire Station 2, the Water Treatment Plant, and the Police Dept. (in progress). The cost was \$158,000.



CITY HALL 1ST FLOOR REMODEL

In February, Building Maintenance started remodeling the first floor of City Hall. The project will enhance ADA accessibility and security in the teller area and provide controlled access to 2nd and 3rd floor. The budget is \$45,000.



COMMUNITY GARDEN PAVILION

Students with Appalachian State designed an Education Pavilion as a fall semester project. The project would add teaching space, storage, and restrooms to the facility. Garden volunteers are working to secure funding to build the pavilion in the future.

BROWNFIELDS PROGRAM PROGRESS

- City Service Cleaners building – Phase 1 and 2 Assessment
- Blue Bell building – Phase 1 and 2 Assessment; lead and asbestos assessment
- Norfolk Southern Depot – Phase 1 and 2 Assessment
- Bost Lumber/Steel St Building – Phase 1 and 2 Assessment
- Jo Jas service station – Phase 1 and 2 Assessment
- Working on the Brownfield agreement for the City owned site on Virginia St / College Ave



STAY TUNED FOR

MORE in
LENOIR