

FOR IMMEDIATE RELEASE

Rowan County, NC (March 26, 2026) — Property on Long Ferry Road has recently been purchased by a developer who is evaluating the site for a potential data center campus. No end user has been identified. Rowan County has not made any offers or paid any incentives to any data center company or developer.

There are no further Board of Commissioners approvals required for this use.

Since 2021, the County has conducted an extensive and deliberate review process that included completion of a comprehensive corridor traffic study of the area and six (6) properly noticed zoning public hearings. These included three Board of Commissioners hearings and three courtesy Planning Board hearings. The three courtesy Planning Board hearings are not required by North Carolina Statute but are required by Rowan County ordinance for the purpose of increasing transparency.

Notices for these six hearings included signage posted on Long Ferry Road, notices in the Salisbury Post and mailed notices to required adjoining landowners. These efforts ensured that residents were given multiple opportunities to participate and provide input on possible uses for this site.

Rowan County and the Rowan County Economic Development Corporation (EDC) have fully complied with all statutory requirements and local ordinances in evaluating development opportunities for the Long Ferry Road property. They have demonstrated a clear, purposeful, and sustained commitment to transparency, public engagement, and responsible planning.

Throughout this process, the EDC has proactively examined key community impacts for all potential industrial uses on the Long Ferry Road site, including traffic, necessary road improvements, noise, infrastructure capacity, and economic benefits. Rowan County recognizes community interest in this project and reaffirms that its actions have been transparent and fully compliant with the North Carolina General Statutes.

Questions: Contact Aaron Church at 704-216-8180.