









Kernersville Comprehensive Plan

OUR HOME • OUR FUTURE



Community Conditions Analysis

DRAFT | July 29, 2025

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PLANNING TEAM

The Town of Kernersville is supported by a consultant team of Teska Associates and Freese & Nichols, firms that bring expertise in land use and transportation planning and community engagement.

A Steering Committee consisting of the Mayor, representatives from the Kernersville Board of Aldermen, Planning Board and Board of Adjustment, will provide guidance throughout the planning process and serve as project ambassadors to the community.

Most importantly, Kernersville stakeholders will be integral to the planning process. Community input and involvement is encouraged throughout the process to ensure the final plan accurately reflects the ambitions, concerns, priorities, and values of Town residents.



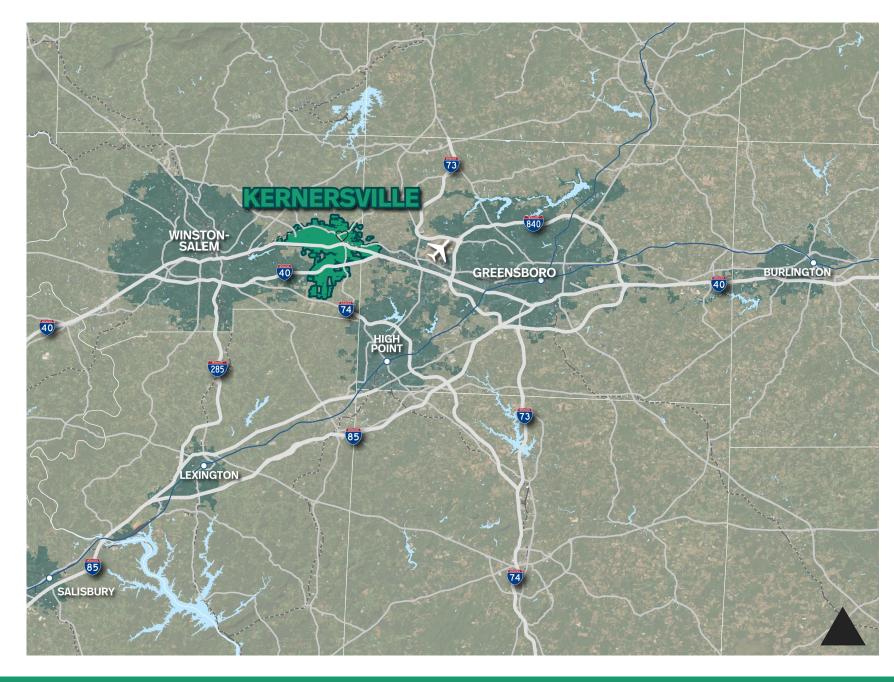




CONTEXT

As the "Heart of the Triad,"
Kernersville is well positioned within
the Piedmont Triad region. The Town
enjoys easy access to the Piedmont
Triad International Airport, Interstate
highways, and rail, supporting a
thriving manufacturing and logistics
sector in Kernersville. The
Greensboro

Kernersville also benefits from nearby universities (Wake Forest, Winston-Salem State University, Carolina Christian College, High Point University, University of North Carolina Greensboro, Guilford College), and institutions within the region. These universities support the growing health sector a drive the Triad forward with innovation and research. The Town's location allows residents and businesses to easily access the talent, amenities, and resources of larger nearby cities.



COMPREHENSIVE PLANNING

A comprehensive plan is a policy document that sets forth a community's vision and values. This document serves a guidepost as the Town contemplates development, pursues grants and external funding, and assesses the allocation of municipal funds. While the document itself does not change zoning, its goals and recommendations (distilled from community input and data) can inform future actions.

In the face of continued growth, the Town of Kernersville has embarked on a comprehensive plan update to address challenges exacerbated by rapid growth and to develop a framework for future development that respects the Town's character, preserves its natural resources, and fosters quality of place.



A statement of **community values.**



A vision for the future + actions to achieve it.



Insights and recommendations about places + policies.



A marketing tool for the Town.



A guide for decision makers.

TOPIC AREAS

- Land Use
- Community Character + Placemaking
- Economic Development
- Community Facilities, Programs, and Services
- Transportation + Infrastructure
- Impacts of Regional Growth
- Implementation





KERNERSVILLE DEVELOPMENT PLAN

The 2014 Kernersville Development Plan took stock of existing conditions and relevant plans at the time. The intent of the plan is to serve as a "tool to guide the community's goals of retaining many small town qualities with up-to-date conveniences and services for our residents, business community, and institutions."

Goals from the 1997 *Kernersville 2020 Strategic Plan* carried over into the 2014 development plan:

- Enhance Kernersville's small town atmosphere
- Develop a progressive planning program
- Establish Kernersville as a unique high quality community within the Triad
- Improve the natural environment

KERNERSVILLE DEVELOPMENT PLAN

Introduction

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Growth & Traffit

Transportation Capital

Improvement Program

Land Use Plan

Street Plan

Masterplan

Thoroughfare and

Overlay Districts

Parks and Recreation



Kernersville, has been a growing community experiencing consistent change since the 1700's. It has had to move from dirt wagon trails to well traveled automobile driven roads. Neighborhoods and streets have evolved from a one traffic light town in the 1970's to a recognizable urbanized community within the Triad.

Our citizen's recognition of Kernersville's growth have established the *Kernersville Development Plan* as the tool to guide the community's goals qualities with up-to-date conveniences and services for our residents, business community, and institutions.

The Kernersville Development Plan is inclusive of all the other adopted plans for Kernersville and is updated as issues and opportunities result from the evolving community progress.



It is the policy of the Town of Kernersville, as adopted in Resolution 52-99, that amendments to the Kernersville Development Plan may be initiated by the Aldermen, Planning Board or by petition of any interested person.

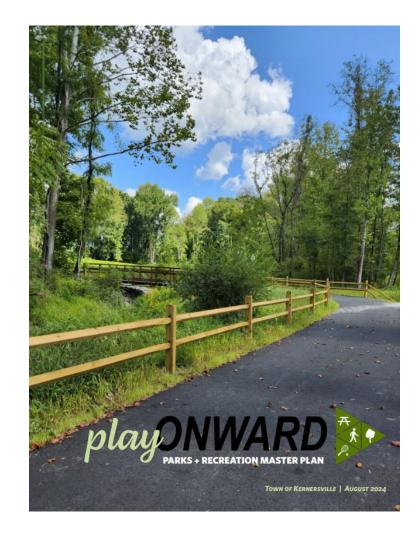
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PARKS + RECREATION MASTER PLAN

The PlayOnward Parks + Recreation Plan provides a vision for Kernersville's 315 acres of open space and outlines opportunities to grow the Town's park network.

The plan assessed existing park access and noted that the lack of sidewalk and trail infrastructure hinders access for many residents, even those within a walkable distance to a park. Community engagement noted desire for performing arts, greenways, athletic programming, and accessibility.

An action plan recommended creating more community parks and mini-parks to better serve residents, while adding amenities to existing parks. A series of park upgrades, potential new parks, and land acquisition opportunities were also noted alongside potential revenue sources from paid park parking, occupancy taxes geared toward visitors, grants, and bonds.



02 PAST PLANNING EFFORTS 10

METROPOLITAN TRANSPORTATION PLANS

Kernersville is situated within the jurisdiction of two metropolitan planning organizations (MPOs): the Winston-Salem Area Transportation Planning Organization (WSATPO) in Forsyth County and the Piedmont Triad Rural Planning Organization (PTRPO) in its Guilford County portion. Each MPO has a long-range, 20-year plan, the 2040 Metropolitan Transportation Plan. WSATPO is currently in the process of updating the plan for the year 2050. Each Metropolitan Transportation Plan is further refined into the Comprehensive Transportation Plan (CTP) with projects identified in the State Transportation Improvement Program (STIP).

The WSATPO plan contains the majority of transportation improvements relevant to Kernersville, including:

- Southern extension of I-74 (in progress)
- Northern extension of Route 150 to Piney Grove Road and improvements to Piney Grove Road
- Northwestern extension of Shields Road to Hopkins Road with a new interchange at Route 421
- Cycling improvements along Mountain Avenue between Bodenhammer Avenue and Cherry Stree
- Pedestrian improvements along Mountain Avenue north of Bodenhammer Avenue
- Pedestrian improvements along Century Place Boulevard
- Various capacity improvements to existing roadways, like Mountain Avenue and Route 421

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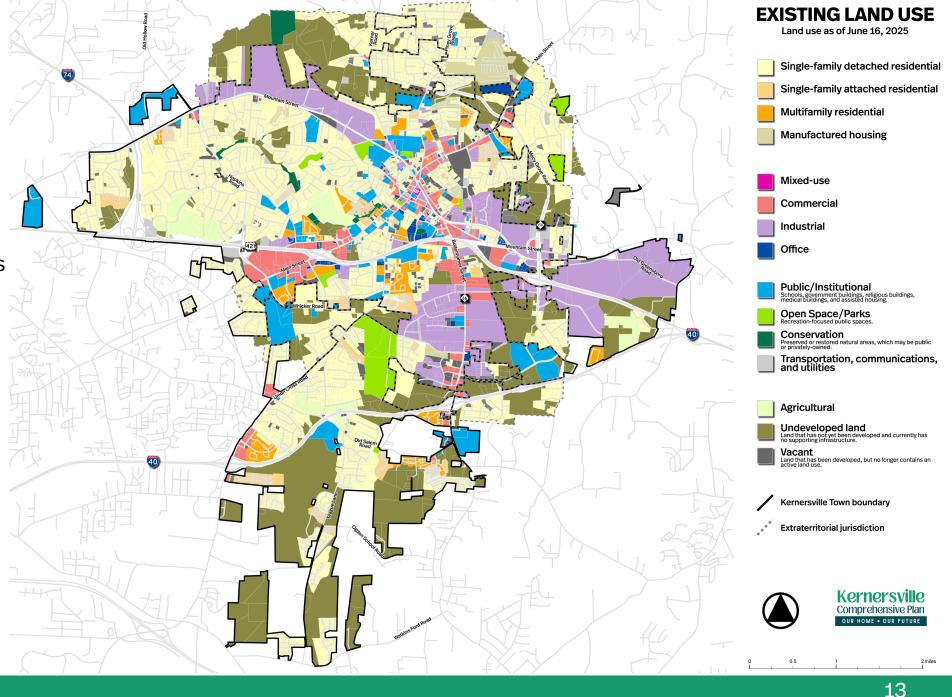


EXISTING LAND USE

Existing land use in Kernersville is diverse in its more historic core, with more clearly-defined commercial, industrial, and residential areas in newer portions of the community. This is likely the result of the widespread adoption of singleuse zoning and planned developments, which rigidly define land uses.

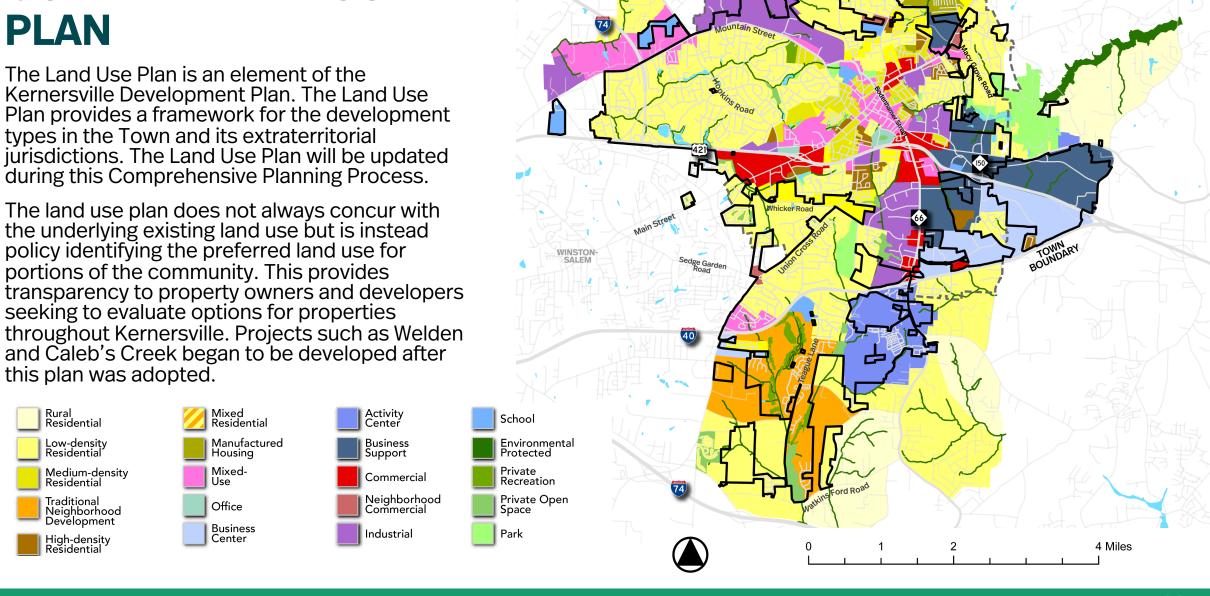
Commercial areas are located along major arterials and industrial areas are near transportation links, like highways and railroads.

Vacant land is present in noncontiguous lots in the Town core. Undeveloped land is present at the community's peripheries, much of which is anticipated to develop in the future.



03 LAND USE

CURRENT LAND USE



Extraterritorial

14 **02 PAST PLANNING EFFORTS**

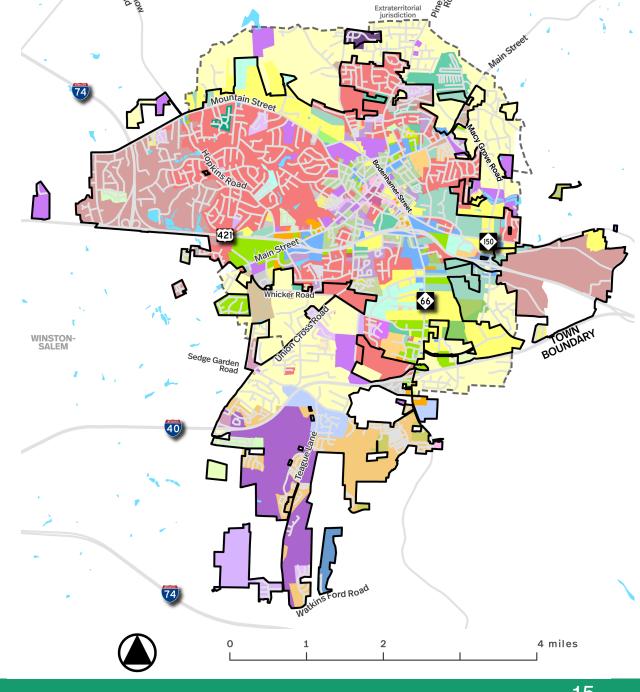
ZONING

Kernersville has over 70 zoning districts, each of which tie back to the land use plan.

Zoning regulates land uses, set backs, heights, signage and other land use requirements.

A full Kernersville zoning map and complete list of zoning districts can be obtained from the Kernersville GIS portal at:

https://toknc.com/gis/kernersville-zoning-map/

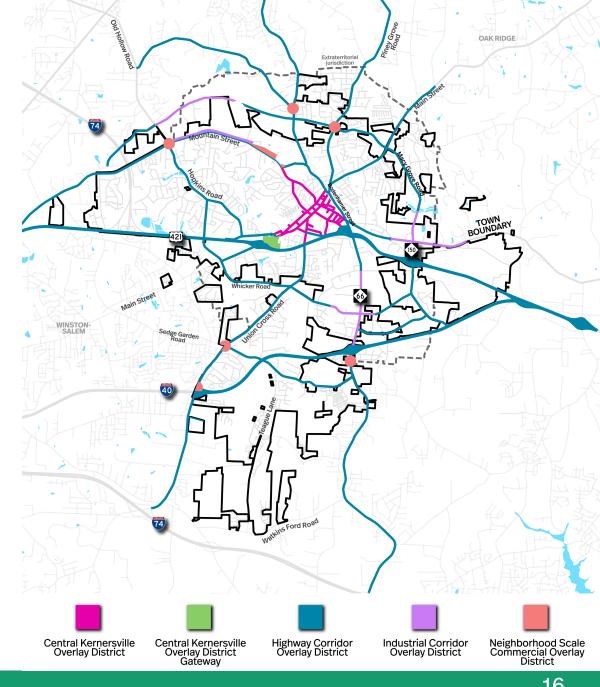


03 LAND USE 15

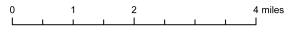
OVERLAY DISTRICTS

Overlay districts provide an additional level of detail and guidance beyond zoning to help Kernersville achieve its land use goals.

Overlay districts are intended to guide growth in the downtown area, industrial areas, along corridors, and in neighborhood commercial nodes.



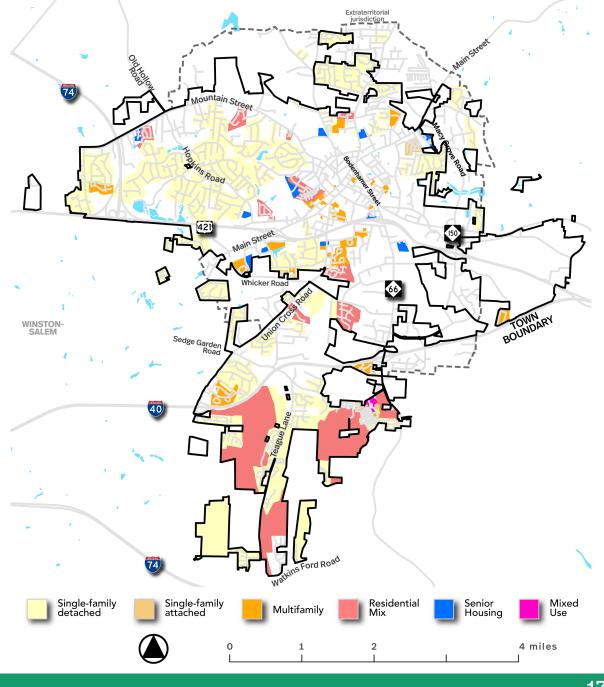




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RESIDENTIAL DEVELOPMENTS

Numerous residential developments at varying scales and density have occurred in Kernersville over the past 50 years. Generally, these developments have occurred on smaller properties and at higher densities near the core of the Town, whereas developments near the community's peripheries are larger and oftentimes lower density.

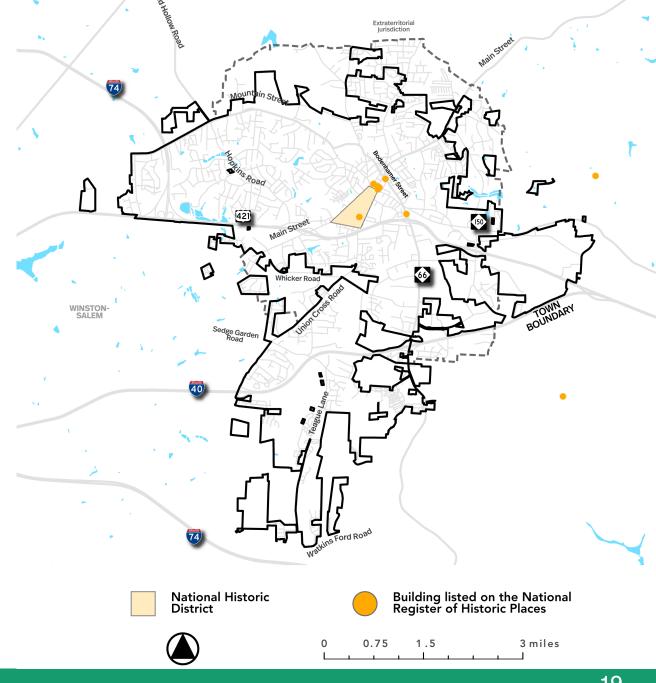


03 LAND USE 1



HISTORIC PRESERVATION

The historic built form of Kernersville informs the community's character today. Kernersville has seven buildings individually listed on the National Register of Historic Places. The South Main Street Historic District contains an additional 53 buildings, two sites, and two objects which contribute to its designation. Renovations or changes to Registered Historic Places require authorization from Forsyth County.



ARCHITECTURE (historic)

Architecture in Kernersville can best be described as "traditional." Southern vernacular homes employ front porches in a variety of bungalow, craftsman, and colonial styles. Brick and siding are common features in older homes and in postwar ranch homes in the Town.

Commercial buildings in the downtown area employ durable red brick and masonry facades in vernacular commercial styles.











ARCHITECTURE (new)

The design language of Kernersville is carried forward in new developments that lean into the traditional brick, masonry, and siding facades to provide a sense of cohesion with the community at large.

















EVENTS

The Town of Kernersville and its partners host a variety of events that build community and highlight local businesses.

Major events include:

- Spring Folly
- Honeybee Festival
- Fourth of July Parade
- Veteran's Parade
- Christmas Tree Lighting
- Christmas Parade
- Arts & Crafts Markets



Image: Kernersville Magazine



POPULATION

Kernersville's population of 27,439 is lower than its major city peers (Winston-Salem, High Point), but higher than its suburban counterparts of Clemmons and Lewisville.

Kernersville has added over 10,000 new residents since 2000, a growth rate of 65%. This growth rate is significantly higher than its peer communities.

Population	Kernersville	Clemmons	Greensboro	High Point	Lewisville	Winston-Salem
2000	16,663	13,990	223,299	85,949	8,794	185,480
2023 Estimate	27,439	21,574	302,307	116,205	13,655	252,970
Change in Population 2000-2023	+10,776	+7,584	+79,008	+30,256	+4,861	+67,490
% Change	65%	54%	35%	35%	55%	36%

Source: Esri Business Analyst,

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KERNERSVILLE POPULATION (1970-2023)

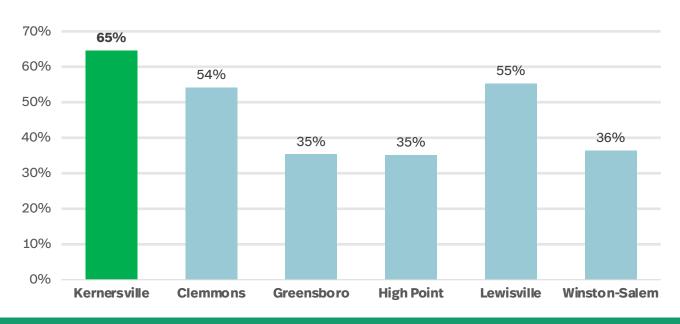
POPULATION GROWTH

Kernersville has grown rapidly in the past 50 years, blossoming from a small town of about 5,000 residents to a dynamic, diverse, and prosperous community of nearly 30,000 residents today.

Between 2000 and 2023, Kernersville grew by 65%, the highest growth rate among its peer communities.

30,000 27,439 25,000 23,123 20,000 16,663 15.000 10,836 10,000 4,815 5,000 2023 (est.) 1970 1980 1990 2000 2010

POPULATION GROWTH (2000-2023)



Source: Esri Business Analyst, 2025

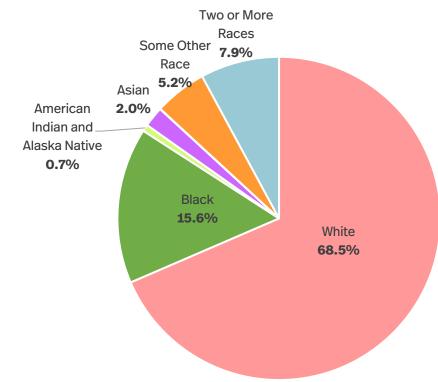
RACE & ETHNICITY

As Kernersville has grown, it has become more diverse. Today, white people make up the majority of Kernersville residents, with sizeable percentages of Black (15.6%), multiracial (7.9%), other (5.2%), and Asian (2%) residents.

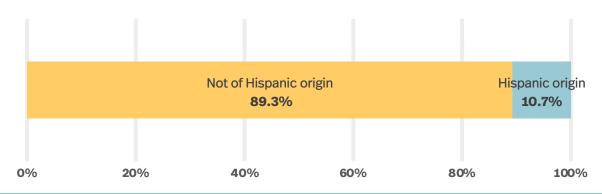
Roughly 10% of Kernersville identifies as Hispanic Origin of any race.

Source: Esri Business Analyst, 2025

RACE (2023)



HISPANIC ETHNICITY (2023)



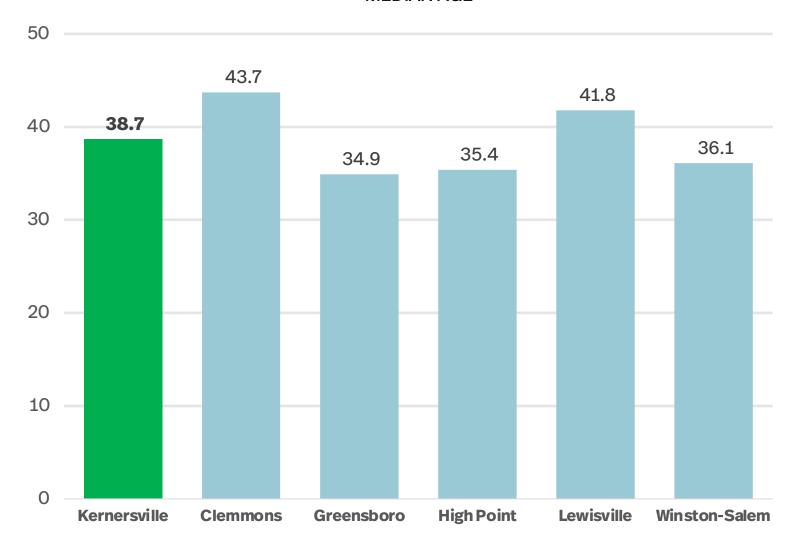
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MEDIAN AGE

The median age in Kernersville is 38.7 years old. This is in the midrange of peer communities.

Source: Esri Business Analyst, 2025

MEDIAN AGE

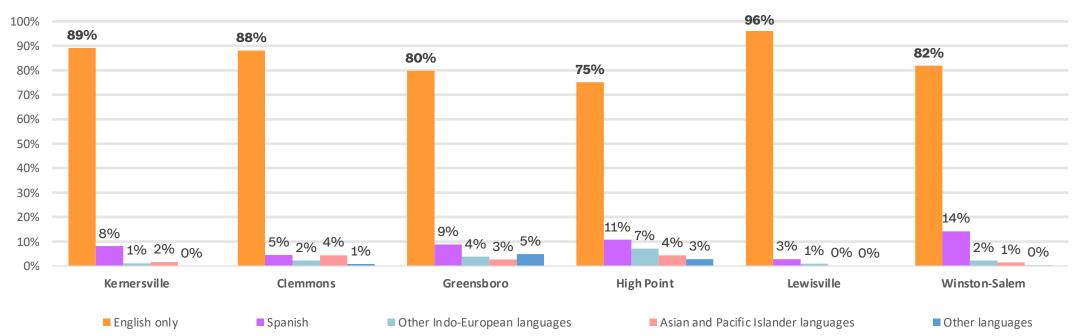


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LANGUAGE SPOKEN AT HOME

Roughly 90% of households in Kernersville speak English at home, slightly higher than the average among comparable communities. Nearly one in ten households (8.1%) in Kernersville speak Spanish at home.

LANGUAGE SPOKEN AT HOME (2023)

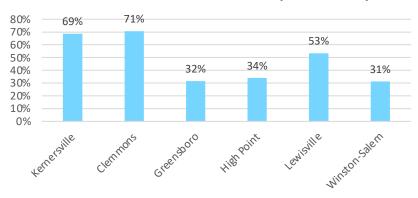


Source: Esri Business Analyst, 2025

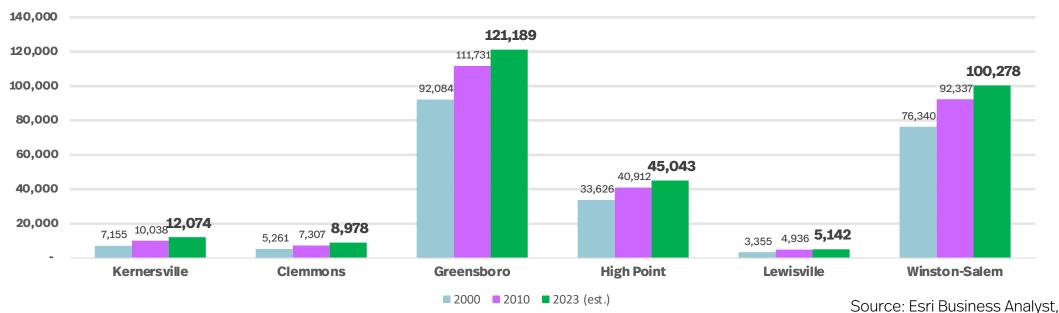
HOUSEHOLDS

Kernersville and its peer communities have seen household numbers grow alongside their population. Notably, households grew by 69% in Kernersville, while population grew by 65%, suggesting smaller household sizes on average. This trend can be seen in many peer communities and is occurring nationally.

% CHANGE IN HOUSEHOLDS (2000-2023)



NUMBER OF HOUSEHOLDS (2000-2023)

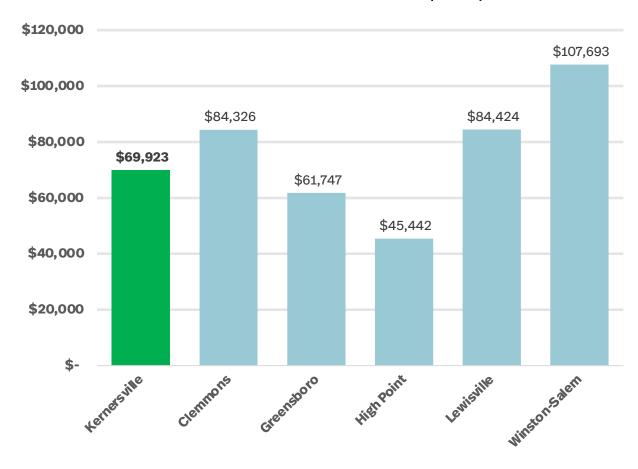


2025

INCOME

The median household income in Kernersville is \$69,923. This number is lower than the suburban communities of Clemmons and Lewisville, but higher than some of the major cities in the Triad, like Greensboro and High Point.

MEDIAN HOUSEHOLD INCOME (2023)



Source: Esri Business Analyst, 2025

EDUCATIONAL ATTAINMENT

One-quarter have high school degree or equivalent

31% have some college or Associate Degree

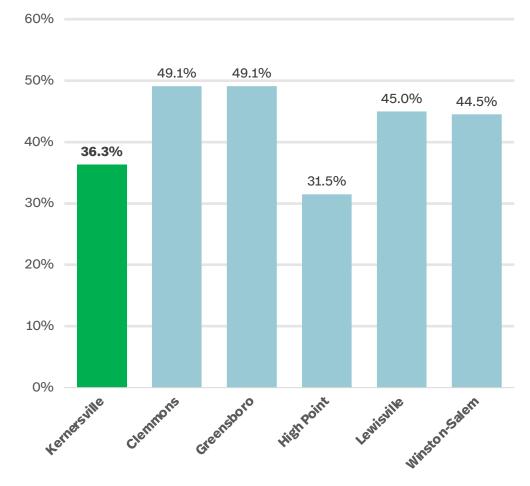
37% of Kernersville residents have completed a Bachelors degree or higher education.

Educational Attainment	Kernersville	Clemmons	Greensboro	High Point	Lewisville	Winston- Salem
High School or Equivalent Degree	25%	15%	16%	24%	21%	21%
Some College, No Degree	19%	18%	18%	22%	18%	19%
Associate Degree	12%	12%	11%	10%	12%	7%
Bachelor's Degree	23%	32%	31%	21%	33%	27%
Graduate/ Professional Degree	14%	18%	18%	11%	12%	18%

Source: Esri Business Analyst,

2025

PERCENT OF POPULATION 25+ WITH A BACHELORS DEGREE OR HIGHER (2023)



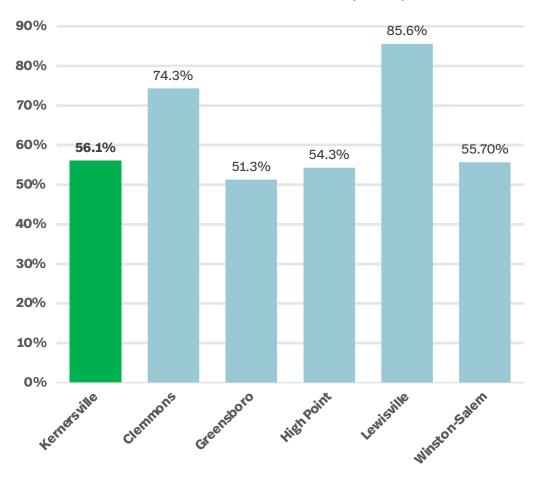
MIX OF HOUSING TENURE

Kernersville offers a wide variety of housing options to cater to people at different life stages.

This is evidenced by the homeownership rate of 56% – while lower than some peer communities, this reflects a housing stock that offers a mix of rental and owner-occupied housing choices.



HOMEOWNERSHIP RATE (2023)

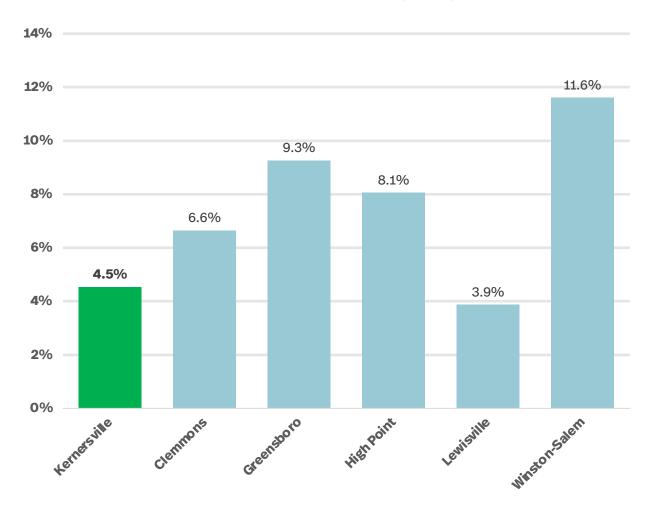


Source: Esri Business Analyst, 2025

VACANT HOUSING

Only 4.5% of Kernersville's housing units are vacant. This figure is much lower than many of its peer communities. This vacancy rate is considered low, indicating that new and existing housing is in high demand.

HOUSING VACANCY RATE (2023)



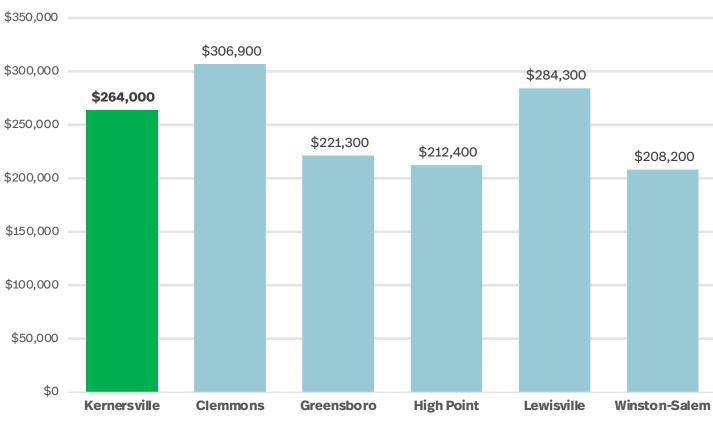
Source: Esri Business Analyst, 2025

HOUSING VALUES

The median home price in Kernersville is \$264,000, which falls in the middle of surrounding communities' median prices. The Town is neither the most expensive nor most affordable community in the region.



MEDIAN HOME PRICE (2023)



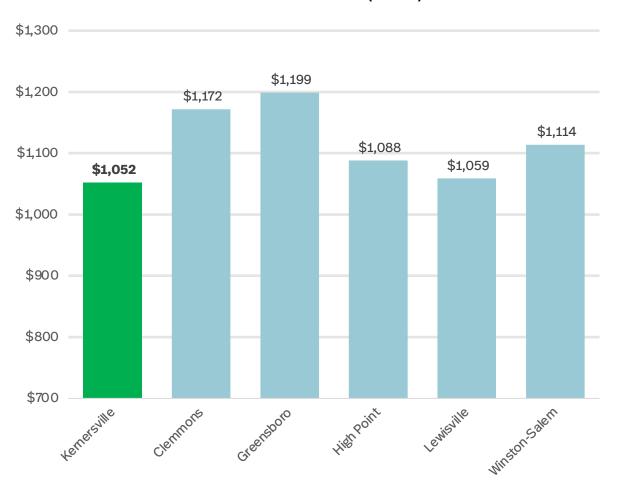
Source: Esri Business Analyst, 2025

MEDIAN RENT

Median rent in Kernersville is \$1,052, which is slightly lower but similar to peer communities. This may suggest an older rental housing stock and limited new, higher quality rental product available in the market. The relatively more affordable rental units are attractive to residents interested in living near the many employers in Kernersville.



MEDIAN GROSS RENT (2023)



Source: Esri Business Analyst,

²⁰²⁵ 35

EMPLOYMENT

Kernersville is a regional employment hub, as far more workers come to the Town daily for work than residents who leave Town for work. About 1,404 residents both work and live in Kernersville, signaling a potential opportunity to add employment in line with residents' skills or to add housing to accommodate Kernersville workers.

18,186

Work in Kernersville, live elsewhere

1,404
Live and work in
Kernersville

10,501

Live in Kernersville, work elsewhere

TOTAL EMPLOYMENT: 19,590

Source: On The Map, 2025

WHAT RESIDENTS DO FOR WORK

Kernersville residents are employed in a wide variety of white collar, blue collar, and service industries. Though many residents work outside of the Town, the top employment industries are present in Kernersville. Service industries and healthcare in particular have seen significant growth as new development has occurred.



TOP INDUSTRIES IN WHICH KERNERSVILLE RESIDENTS ARE EMPLOYED



HEALTHCARE & SOCIAL ASSISTANCE 14.4%



RETAIL TRADE 12.2%



MANUFACTURING 10.9%



ADMINISTRATION, SUPPORT & MANAGEMENT 8.8%



HOSPITALITY & FOOD SERVICE 8%

Source: Esri Business Analyst, 2025

WHAT WORKERS IN TOWN DO

While many of the top employment industries for Kernersville residents are present in the Town, transportation and warehousing is the largest employer. This is likely the result of the significant new investment in logistics facilities along Interstate 40 and Kernersville's favorable regional position at large.



TOP INDUSTRIES IN KERNERSVILLE



TRANSPORTATION & WAREHOUSING 23.1%



RETAIL TRADE 15.8%



MANUFACTURING 11.1%



ADMINISTRATION, SUPPORT & MANAGEMENT 10%



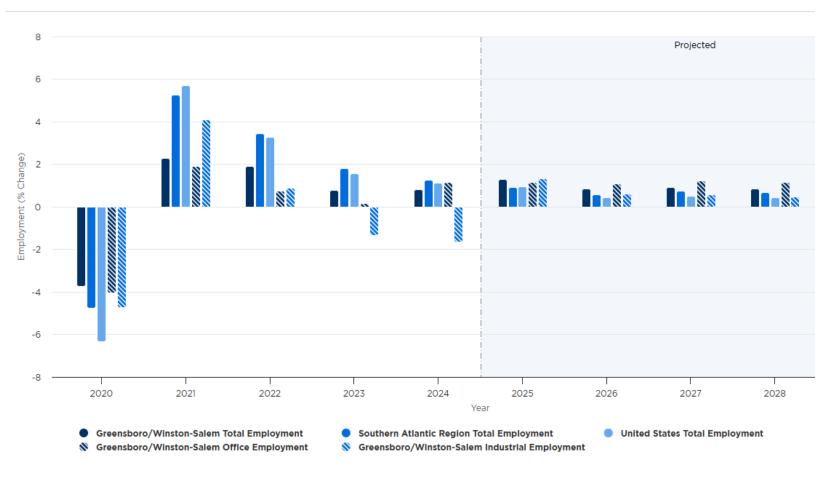
HOSPITALITY AND FOOD SERVICE 9.6%

Source: Esri Business Analyst, 2025

EMPLOYMENT GROWTH

Total employment has grown each year since 2021, growing 0.8% in 2024 and projected to grow 1.3% in 2025 in Greensboro/Winston-Salem region.





Source: Moody's CRE, 2025

05 MARKET SNAPSHOT & DEMOGRAPHICS

RETAIL DEMAND

Retail spending is \$780 million and is projected to grow to \$997 million.

Top sectors that the Town can attract include groceries, entertainment, dining and home supplies.



TOP RETAIL SECTORS FOR PROJECTED SPENDING GROWTH 2024-2029



FOOD AT HOME (GROCERIES) + \$22.745,980



HOME REMODELING & MAINTENANCE + \$17,436,454



ENTERTAINMENT & RECREATION + \$12,790,642



FOOD AWAY FROM HOME (DINING) + \$12,264,486



HOME GOODS + \$6,544,090

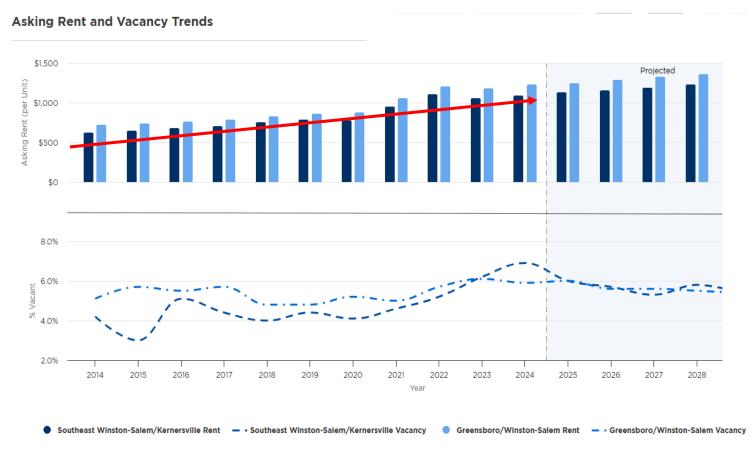
Source: Esri 2025

MULTI-FAMILY HOUSING

Rent continues to increase for apartments in Southeast Winston-Salem - Kernersville (shown in dark blue) and the greater Greensboro/Winston Salem region (shown in light blue).

Average asking rent is \$1,094 with a vacancy rate of 6.9% compared with household income growth of 1.2%, indicating rents are increasing faster than income.





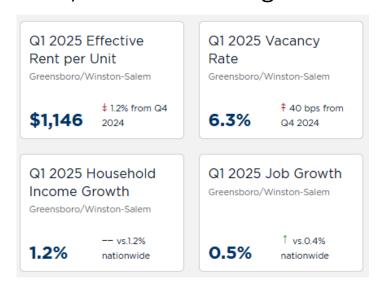
Source: Moody's CRE, 2025

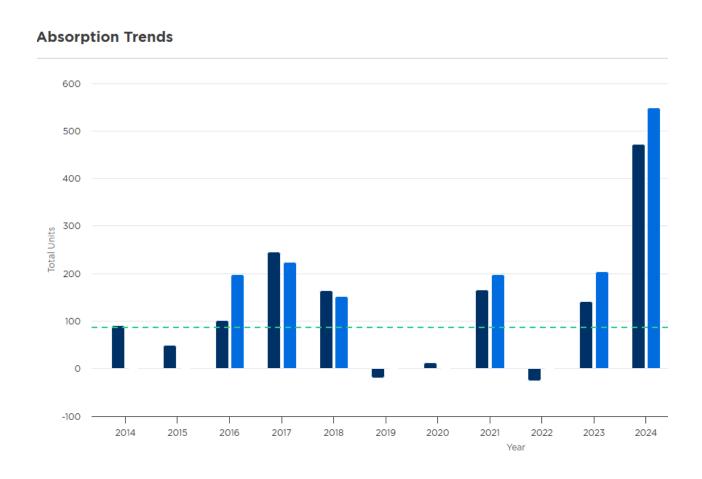
05 MARKET SNAPSHOT & DEMOGRAPHICS 4:

MULTI-FAMILY HOUSING ABSORPTION

There has been strong absorption of new units coming into the submarket area, particularly in 2021, 2023 and 2024. Vacancy rates remain low at 6.3%.

This indicates that there is ample demand for new multi-family housing units, even at increasing rent levels.

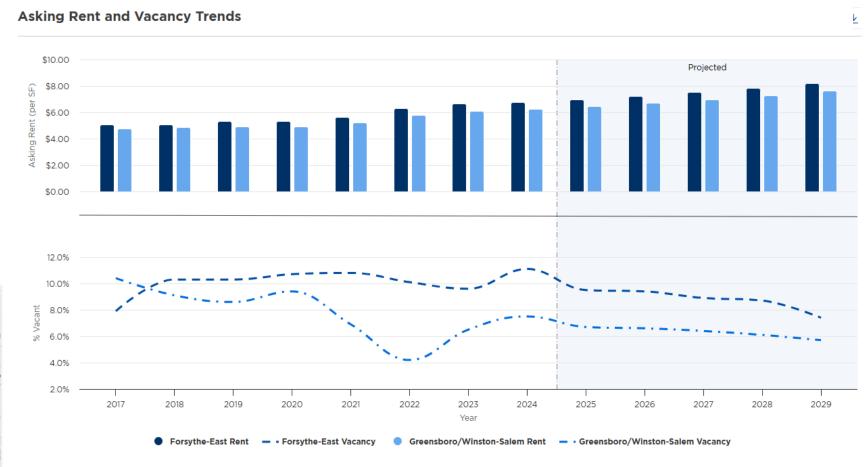




INDUSTRY/WAREHOUSE RENT RISING

The Forsyth-East submarket contains 9 million rental square feet of industrial and warehouse space. There has been 1.5 million SF of new additions, amounting to annualize inventory growth of 3.1%, compared with 2.% in the Greensboro/Winston-Salem regional market.



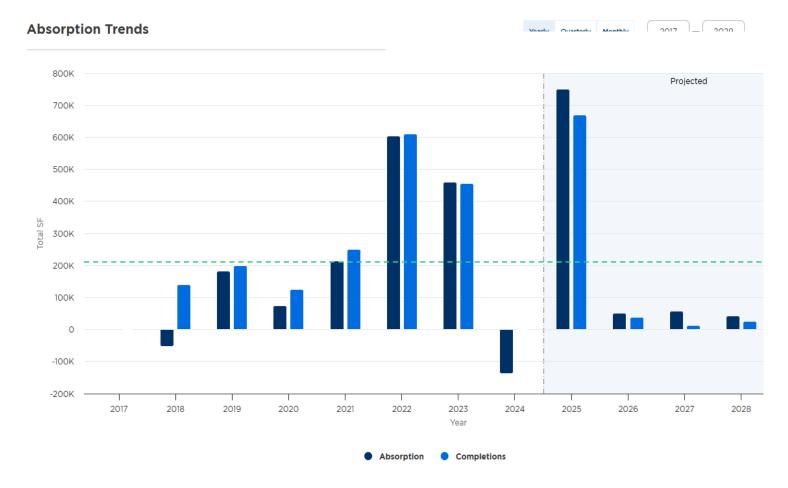


Source: Moody's CRE, 2025

INDUSTRY/WAREHOUSE ABSORPTION

Between now and year-end 2026, developers are expected to deliver a total of 864,000 square feet of warehouse/distribution space to the submarket amounting to 38.6% of the new construction introduced to Greensboro/Winston-Salem. Industrial job growth over the same period is expected to average 0.8% annually.

The Forsyth-East submarket will benefit disproportionately from this growth rate, posting absorption averaging 404,000 square feet per year, 33.0% of the projected metro total.



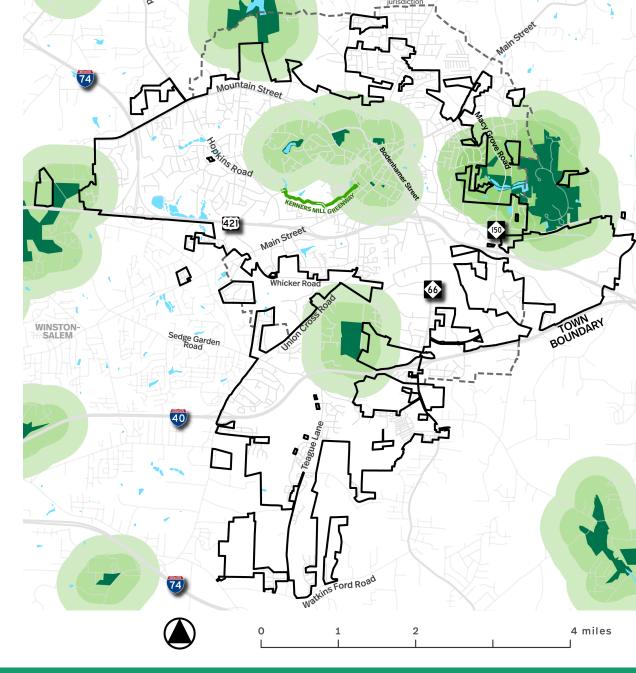
Source: Moody's CRE, 2025

06 ENVIRONMENT + RESILIENCE

OPEN SPACE

Areas near the historic core of the Town are well-served by open space; however, areas near Hwy 421 and the western portion of the community offer opportunities for to add open space.

Open space is anticipated to be included in new developments, like Caleb Creek, which will bridge gaps in open space coverage.



Public parks and open space

Quarter-mile radius from a park

Half-mile radius from a park

06 ENVIRONMENT + RESILIENCE 46

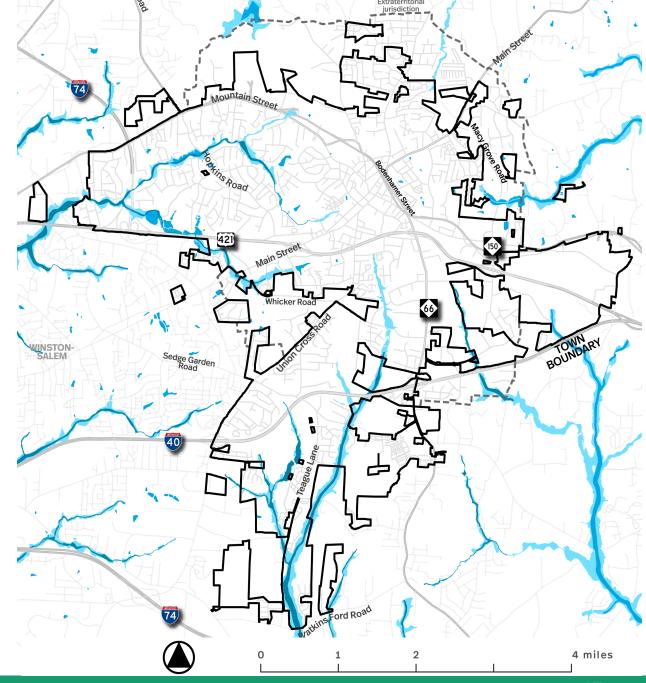
FLOOD RISK

Like much of central North Carolina, creeks form in valleys between hills and plains. Newer development utilizes retention ponds to offset potential flooding risks posed by new buildings and roadways. While many properties do not fall within the regulatory floodplain, opportunities to utilize these flood risk areas as open space or trails are present throughout the community.





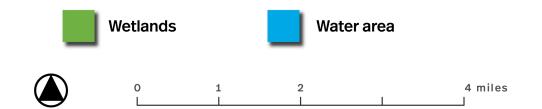


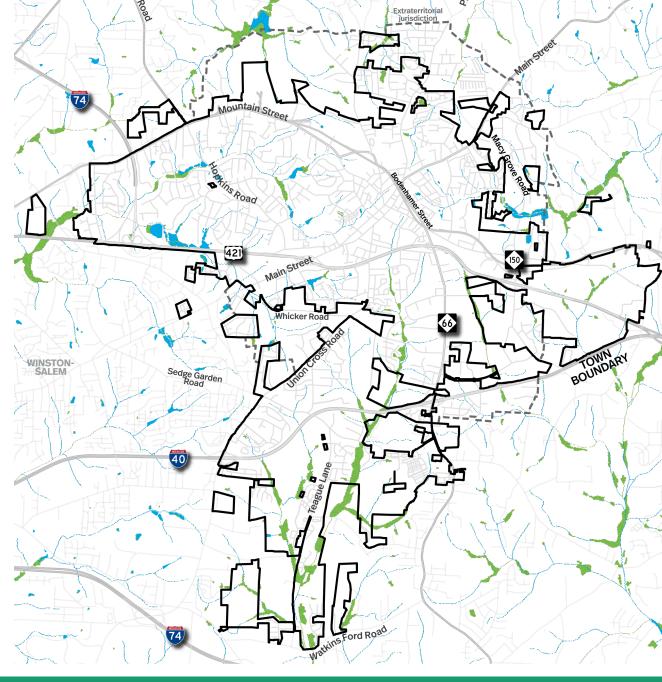


06 ENVIRONMENT + RESILIENCE 47

WETLANDS

Wetlands largely follow creek paths and valleys, creating unique habitat that fosters biodiversity and resiliency.





06 ENVIRONMENT + RESILIENCE 48

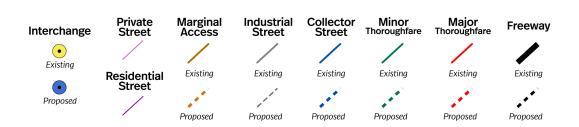


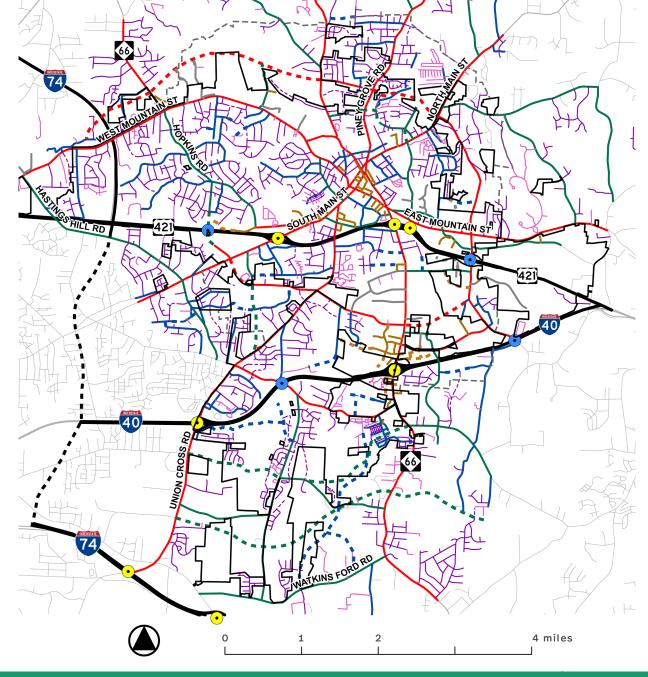
THOROUGHFARE PLAN

As the land use plan is developed, consideration is made for the roadway network connecting existing development and new growth areas. The Town uses the thoroughfare plan to identify the future road improvements and potential connections.

Selection of Proposed Roadway Improvements:

- Teague Ln Widening
- Macy Grove Rd Extension
- Ogden School Road Extension
- Glen Hi Road Extension
- Big Mill Farm Rd/Hopkins Rd Improvement





BIKE AND PEDESTRIAN CONNECTIVITY

The ability for residents to navigate the Town by nonvehicular modes of transportation is enhanced by the network of sidewalks, bike routes, and greenways.

The previous pedestrian and bike plan identified gaps in the network and recommended new pathways along requested routes.

Proposed sidewalk extension or improvements:

- W. Mountain Creek Street Sidewalk and Turn Lane
- Southern Street at Greenfield Meadow
- Cherry Street
- Harmon Lane
- Broad Street



Kerner Mill Greenway

ACTIVE TRANSPORTATION

Opportunities exist for transportation users to be connected to the greater region without a vehicle, as the Town is connected to the greater region through bus service and bicycle routes.

The regional bus system is provided through the Piedmont Authority for Regional Transportation (PART) via Route 17, which provides connects multiple stops in Kernersville to Greensboro and Winston-Salem. This allows Kernersville residents to commute to/from Greensboro and Winston-Salem, as well as around Kernersville through eight fixed route stops.

There is a regional bicycle network which includes bike routes that connect Kernersville with adjacent communities; however, very little dedicated bicycle infrastructure exists (such as bike lanes, cycle tracks, or multi-use paths). The existing bicycle network is geared towards advanced riders who are comfortable sharing the roadway with vehicular traffic.

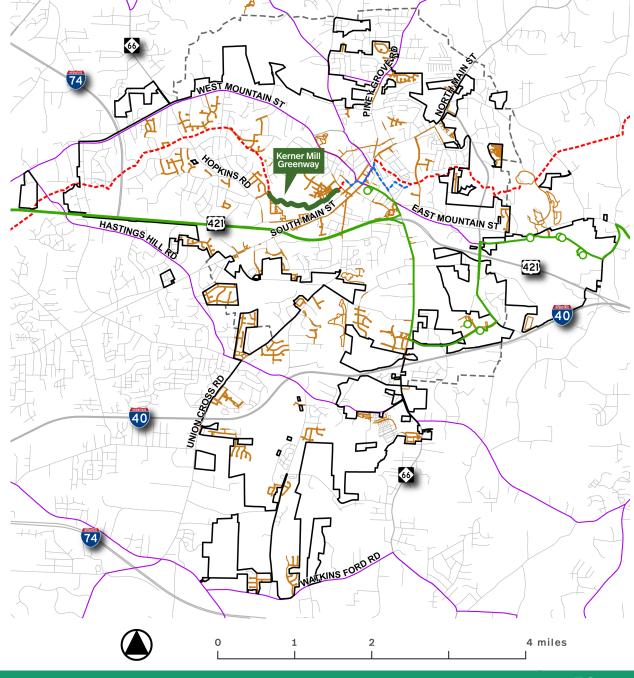








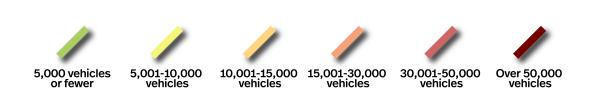


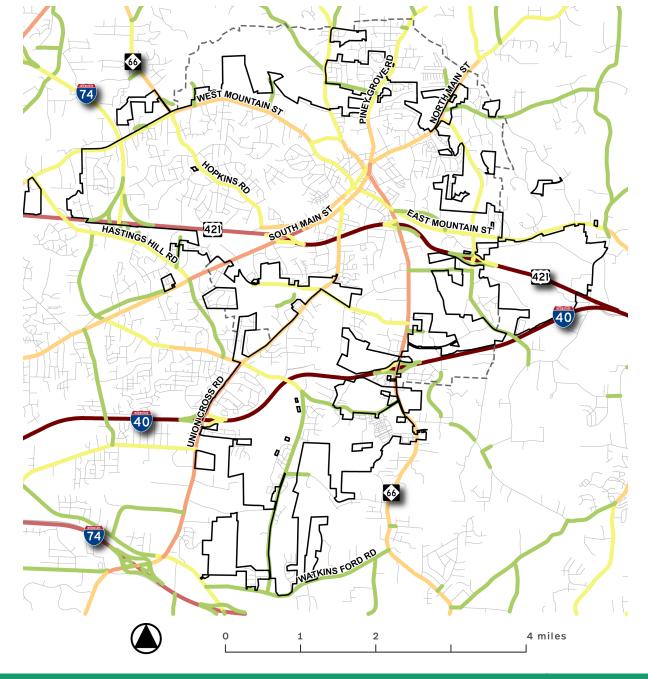


DAILY TRAFFIC VOLUMES

As expected, the highest traffic volumes are along the primary highway corridors: Salem Parkway / Hwy 421 and I-40. These corridors carry both local and through traffic, making them important connectors to the greater region.

Where high traffic volumes exist, this may indicate a need for roadway improvements to better facilitate the load or the creation of new connections or parallel networks within the existing roadway network, as shown on the Thoroughfare Plan Map.





COMMUNITY FACILITIES

This process will conduct an overall assessment of existing public facilities to review existing programs, location of facilities, and potential gaps that may exist.

Pedestrian and vehicular connectivity to these facilities is important to consider to provide proper service and access to the community.









Hospital

Theater





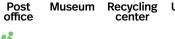




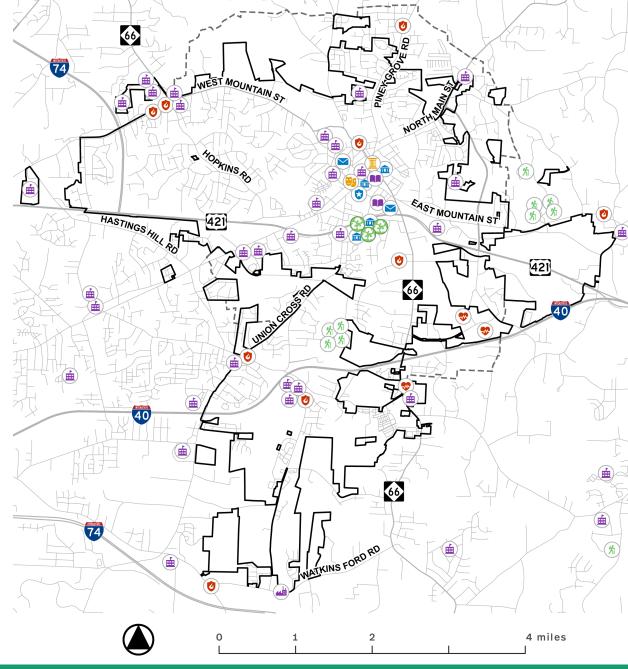












Paul J. Ciener Botanical Garden

O8
ENGAGEMENT

WHO'S INVOLVED?

- Consultant Team
- Town Staff
- Committee
- Planning Board
- Board of Aldermen
- Kernersville Community



08 ENGAGEMENT

OUTREACH METHODS

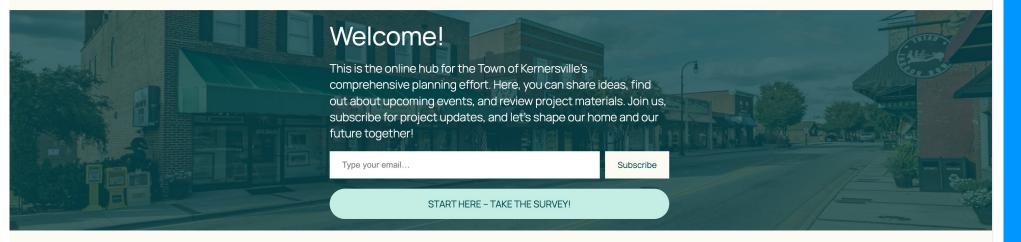
- Community Meetings and Open Houses
- Pop-up Events
- Focus Group Interviews
- Online Survey
- Online Engagement
- Project Website
- Steering Committee



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Your questions, answered. Learn about the comprehensive planning process and how your input will be utilized as we create a plan for Kernersville.

A's to Q's

TAKE THE SURVEY

Spend 10-15 minutes filling out this survey to help us understand Kernersville's unique opportunities, challenges, and priorities for the future.

Share Priorities

SHARE IDEAS

We need your input to create a vision for Kernersville! What makes our Town great, or what could be improved? Share ideas on the interactive comment map and ideas wall!

Add Your Thoughts



PlanKernersville.com

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