



Town of Kernersville Comprehensive Plan

Steering Committee Meeting Summary | July 14, 2025

The third Kernersville Comprehensive Plan Steering Committee meeting began at 5:30 pm, called to order by James Fradenburg. Steering Committee members Thompson, Ensore, McDaniel, Gerald, Parmele were also present. Mayor Dawn Morgan, and Town planning staff Catherine Garner, Brad Rentz, and Liam Bowman also attended this meeting. Claudel Pressa of the Carroll Companies attended as a member of the public.

The intent of the meeting was for the consultant to present draft goals and objectives to the Steering Committee for their review and refinement. Scott Goldstein, Francie Lawrence and Andrew Dunham of Teska Associates, and Danny Wilson of Freese & Nichols, began the presentation by summarizing feedback received from the online survey and open house. A total of 239 survey responses were recorded, with Danny Wilson noting the opportunity to engage more residents under the age of 24 in the process. Responses showed a clear emphasis on the small-town character of the community and prioritized preserving this unique feel, attracting restaurants, developing trails and open space, and managing traffic congestion.

The depth and breadth of public feedback, data analysis, and discussions with stakeholders, were incorporated into the draft community vision. This community vision was presented ahead of goals and objectives, as it served as the foundation for these goals, objectives, and eventual strategies. The draft community vision seeks to define Kernersville's future by thoughtful and carefully-managed growth, a vibrant downtown and commercial nodes, unique and memorable places, connected transportation networks, abundant green spaces, diverse housing, and quality infrastructure. Mayor Morgan noted that "neighborhood commercial district" could be struck from the plan, as the Town did not have examples of districts that could be considered "neighborhood commercial" and wanted to make it clear that the Town supports all of their commercial development; Committee member Parmele suggested that the Welden development mixed-use area could be considered an example of neighborhood commercial.

Goals and objectives presented in the next portion of the presentation outlined overarching goals and actions to achieve the draft vision. Later in the process strategies will be added under each objective. The key concepts of each section are described below:

- ☐ **Land use:** Manage growth to preserve small-town character, develop mixed-use neighborhood center to serve residents across the Town, encourage a compatible mix of land uses, diversify the Town's housing stock to meet resident needs, and ensure land use regulations support the Town's growth and economic vitality. Also presented in this section was a "character map," which set forth a framework or theme for how different sections of the Town can develop.
- ☐ **Economic development:** Attract retail, service, and employment opportunities; expand and emphasize downtown; and diversify the economy of the community.
- ☐ **Placemaking:** Create a sense of place within business and mixed-use districts, identify opportunities for gathering space, and emphasize art and culture.

- **Transportation:** Promote active transportation modes, remain an active partner in transportation projects, emphasize accessibility, and manage parking in a creative manner.
- **Environment:** Utilize natural features to improve quality of life and preserve open space and natural areas.
- **Community facilities:** Create a network of community space that serve residents and ensure excellent public services.

Regarding the goals and objectives, Mayor Morgan commented that Community Facilities Goal #2 should be split between emergency services and sewer; further, she recommended swapping the word “wastewater” for “sewer” and requested that objectives also address stormwater concerns.

Member Fradenburg inquired about how to quantify and track the eventual plan recommendations. He noted that it would be helpful for a quantitative method to assess progress on goals. Scott Goldstein noted that while some goals may not be measurable, the consultant team and staff will work to identify quantitative assessments as much as possible so that the Town can track progress toward meeting the goals.

Catherine Garner of the Town of Kernersville invited the Steering Committee to read through the document and provide comments by July 28th. Scott Goldstein noted that the Freese & Nichols team and the Town will operate a pop-up booth at the Kernersville Honeybee Festival on August 16th. Mr. Goldstein also suggested adding a September 8th meeting with the Consultant Team on the Comprehensive Plan to the regular schedule of Plan Commission meetings. Future land use will be discussed at that meeting.

Mayor Morgan proposed moving the October joint committee meeting that was planned October 13th to a date in November. Town staff noted that they would coordinate with the consultant team offline. Brad Rentz noted that he will send a follow-up email to Steering Committee members regarding future dates and events.

Attendee Claudel Pressa spoke at the public comment portion of the meeting. He noted that he represents Greensboro-based Carroll Companies, a development firm with properties in Greensboro, High Point, and Winston-Salem. He expressed interest in participating in the comprehensive plan process and investing in Kernersville in the future.

Committee Chair Fradenburg adjourned the meeting prior to the 6:20 pm cut off.