

JOINT MEETING SUMMARY

NOVEMBER 17, 2025



ABOUT THE MEETING

The second Joint Meeting of the Comprehensive Plan Steering Committee, Board of Adjustment, Planning Board, and Board of Aldermen meeting began at 6:00 pm. The consultant team, consisting of Scott Goldstein and Francesca Lawrence of Teska Associates, and Alexis Garcia of Freese & Nichols, with assistance from Community Development staff Anna Gwyn, Liam Bowman, and Jordan Caudle, facilitated the presentation and breakout group discussions. The purpose of the meeting was to present the draft plan elements and recommendations and gather feedback from the joint group.

Dawn Morgan, Mayor of Kernersville, James Fradenburg, Planning Board Chair, and Joe Orenstein, Board of Adjustment Chair, opened the Board of Aldermen, Planning Board and Board of Adjustment Meetings, respectively. The meeting began with Scott Goldstein providing a brief overview of the Comprehensive Planning process and input received so far. Francesca Lawrence then provided a presentation on the Plan's proposed Land Use, Economic Development, and Placemaking goals and strategies. The proposed Future Land Use Map was also presented for attendees to review. Meeting attendees were then invited to participate in a visual preference survey using Mentimeter, where the Consultant Team presented various land use placetypes. Attendees were able to vote for images that they felt most aligned with the future of land use and development in Kernersville, and provide an explanation for their choice(s). Meeting attendees then began the first breakout session, with the Consulting Team and Planning Staff facilitating the breakout groups. The first breakout session focused on questions relating to Land Use, Economic Development, and Placemaking, with representatives from each group reporting out the group's thoughts.

After the first breakout session, Alexis Garcia provided a presentation on the Plan's proposed Transportation, Community Facilities, and Environment goals and strategies. The proposed Thoroughfare Plan Map and Greenways Map were also presented for attendees to review. Meeting attendees then began the second breakout session, which focused on questions relating to the Thoroughfare Plan Map, Community Facilities and Environment, with representatives from each group reporting out the group's thoughts.

The meeting concluded with the Consultant Team highlighting the next steps in the Comprehensive Planning process, which will primarily consist of incorporating all of the input received through various engagement efforts and meetings, into the Draft Plan. The following is a summary of the key takeaways from each discussion held during the meeting.



VISUAL PREFERENCE SURVEY

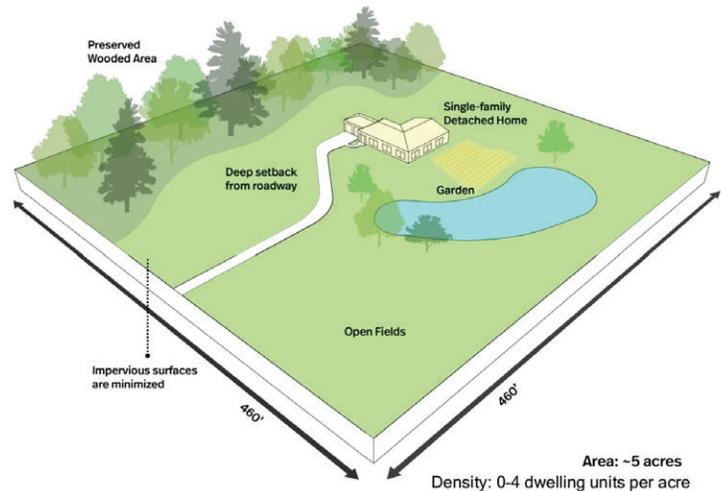
Meeting attendees were invited to participate in a visual preference survey using Mentimeter, where the Consultant Team presented images of various land use placetypes. Attendees were able to vote for images that they felt most aligned with the future of land use and development in Kernersville, and provide an explanation for their choice(s). The following pages display the land use placetypes and the corresponding responses.



FUTURE LAND USE PLACETYPE

RURAL RESIDENTIAL

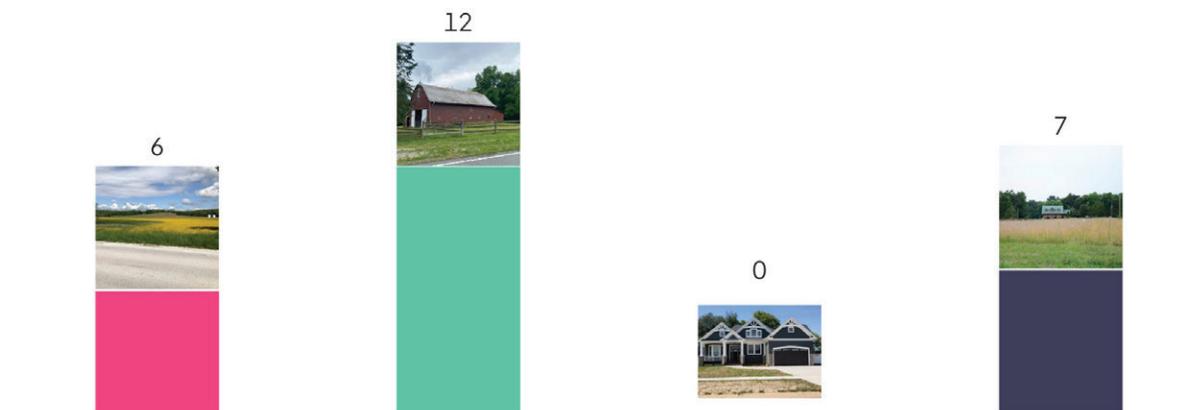
- Large parcel residential development that preserves rural vistas, scenic open space, agricultural uses, and open space
- May also include clustered development and conservation subdivisions which groups properties on a development site to preserve and maximize open space



1 ✓



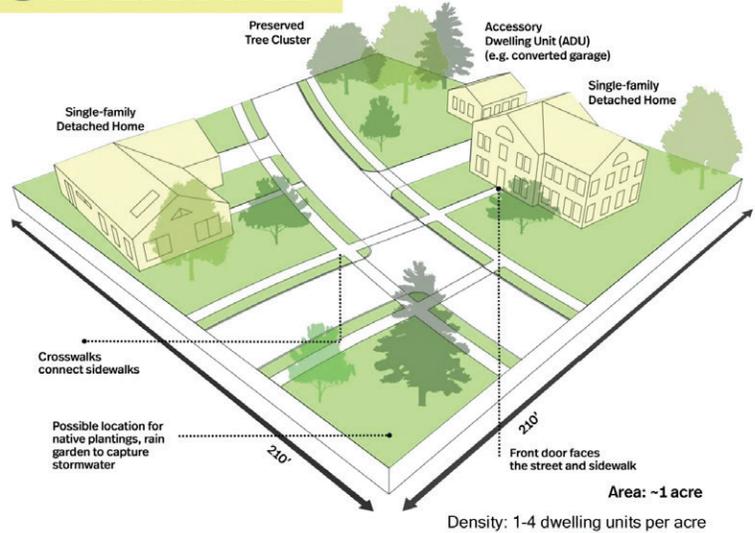
RURAL RESIDENTIAL: Which image(s) show the kind of rural character that the Town should preserve?



13 ✓

LOW-DENSITY RESIDENTIAL

- Nurtures the single-family nature of many residential areas of Kernersville, the Town’s primary land use
- Provides a balance of private and public open space, access to schools and other amenities, and walkable streets with sidewalks



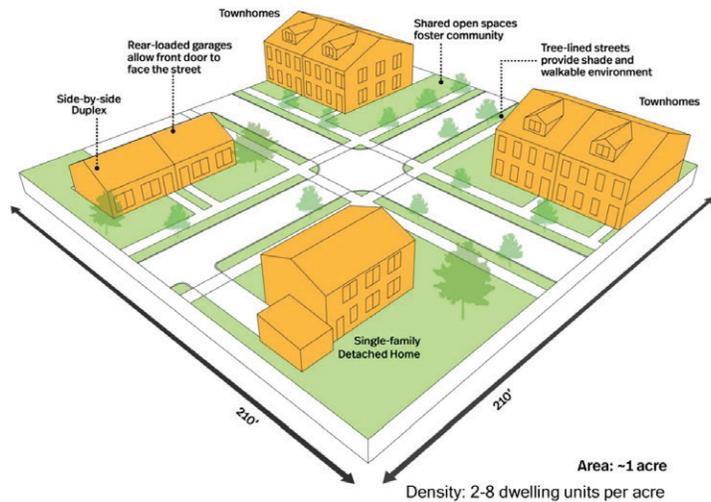
LOW-DENSITY RESIDENTIAL: Which image(s) fit well into existing low-density single-family neighborhoods?



FUTURE LAND USE PLACETYPE

MEDIUM-DENSITY RESIDENTIAL

- Provides a range of housing types in areas near employment opportunities, centers for retail and services, transportation links, and open space
- Transition between lower-density residential neighborhoods and higher-density commercial and residential areas



3 ✓

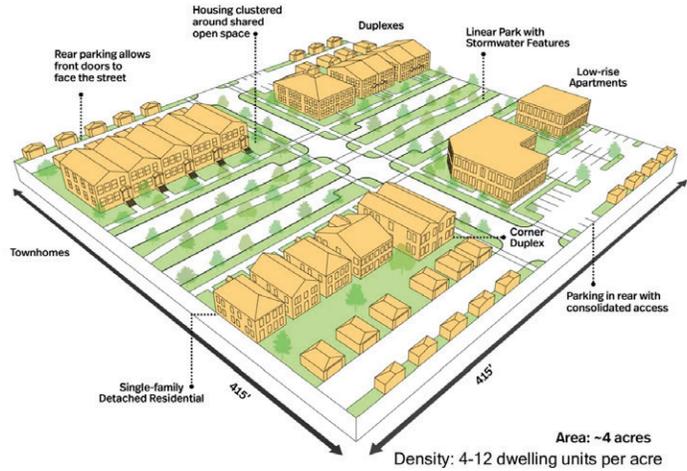
MEDIUM-DENSITY RESIDENTIAL: Which image(s) would provide greater housing diversity in a walkable environment?



14 ✓

MIXED RESIDENTIAL

- Provides for the widest range of housing types, from single-family to townhomes to multi-family
- Appropriate in transitional land use areas, areas that have historically evolved to include a mix of housing options, and in areas nearby/surrounding mixed-use centers to provide a range of housing and population that can support commercial uses

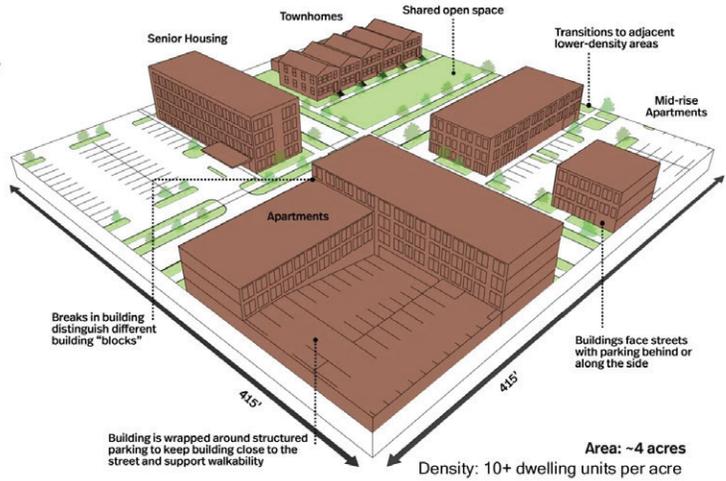


MIXED RESIDENTIAL: Which image(s) could contribute to a balanced mix of housing types?



HIGH-DENSITY RESIDENTIAL

- Provides a variety of multi-family housing types in easily accessible areas of Kernersville
- Accommodates different types of units to meet the needs of current housing demand for a working population and residents at different life stages



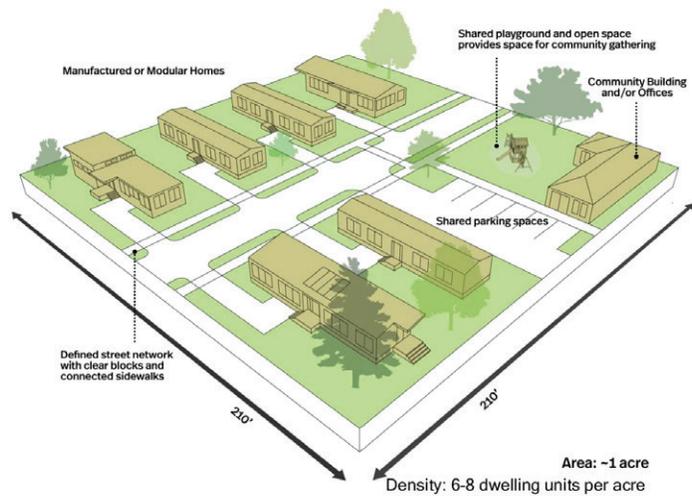
HIGH-DENSITY RESIDENTIAL: Which image(s) would best contribute to a vibrant, urban neighborhood?



FUTURE LAND USE PLACETYPE

MANUFACTURED HOUSING

- Includes both manufactured housing and modular housing that provide naturally-occurring affordable housing, both owner-occupied and rental



6 ✓

MANUFACTURED HOUSING: Which image(s) depict attractive, attainable housing?

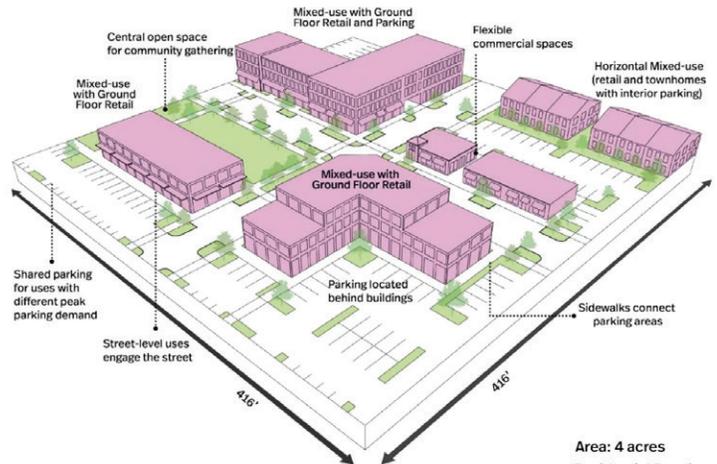


13 ✓

FUTURE LAND USE PLACETYPE

NEIGHBORHOOD MIXED-USE

- Accommodates a variety of uses (residential, commercial, office, and institutional) that serve and are supported by surrounding residential neighborhoods and commercial corridors



Area: 4 acres
Residential Density:
4-12 dwelling units per acre

7 ✓

NEIGHBORHOOD MIXED-USE: Which image(s) convey a walkable, convenient neighborhood of homes and businesses?

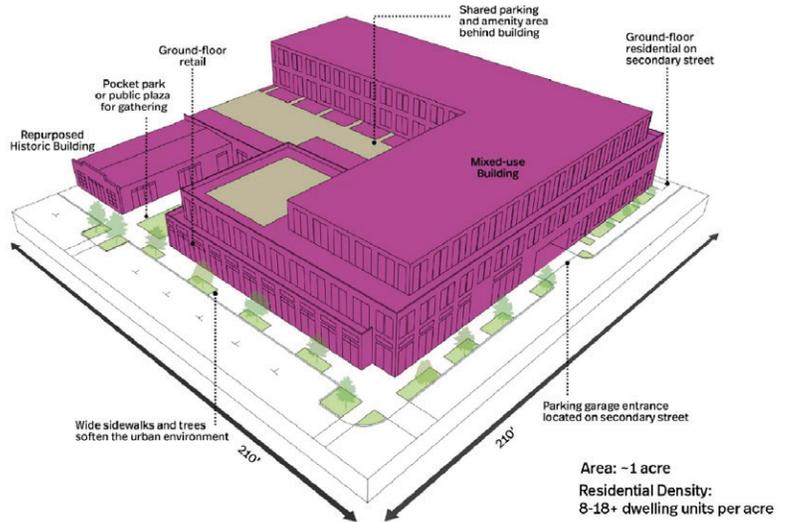


14 ✓

FUTURE LAND USE PLACETYPE

DOWNTOWN MIXED-USE

- Enhances the vibrancy of downtown and strengthens and continues its historic character
- Buildings have active first floor uses and upper stories with residential, hospitality, or offices to foster a population base that can support existing and new businesses



8 ✓

DOWNTOWN MIXED-USE: Which image(s) are good models for Kernersville's downtown?

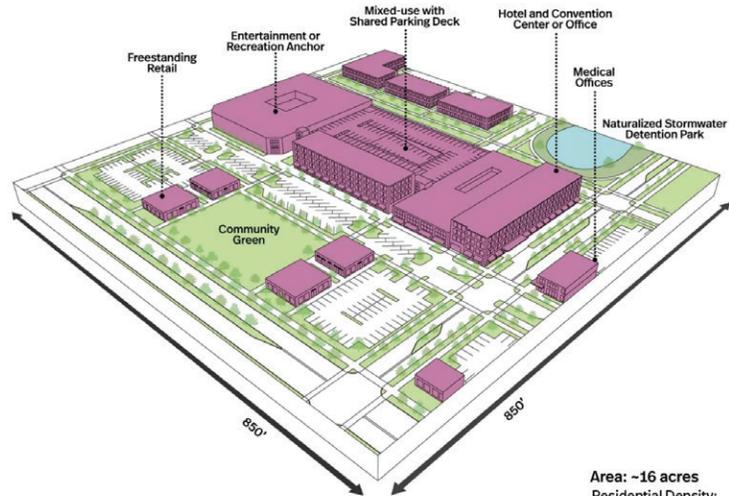


15 ✓

FUTURE LAND USE PLACETYPE

REGIONAL MIXED-USE

- Allows for commercial, retail, entertainment, and hospitality uses that serve as a destination for a regional customer base alongside multi-family residential (incorporated as horizontal or vertical mixed-use)



Area: ~16 acres
Residential Density:
12-18+ dwelling units
per acre

9 ✓

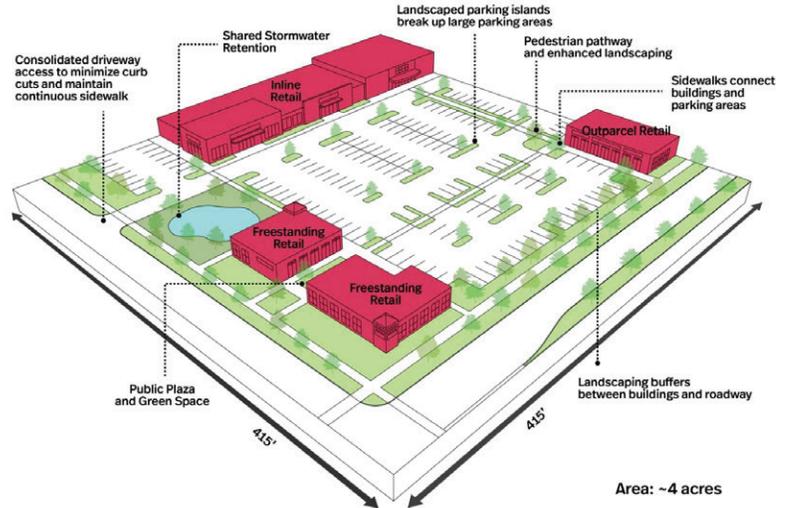
REGIONAL MIXED-USE: Which image(s) portray a destination you'd like to see and visit in Kernersville?



15 ✓

COMMERCIAL

- Accommodates high-quality, automobile-oriented commercial uses on high-traffic corridors, including services and retail that provide convenient access to residents
- Not intended to support a high volume of residential uses, though upper-story residential could be an ancillary use to Commercial

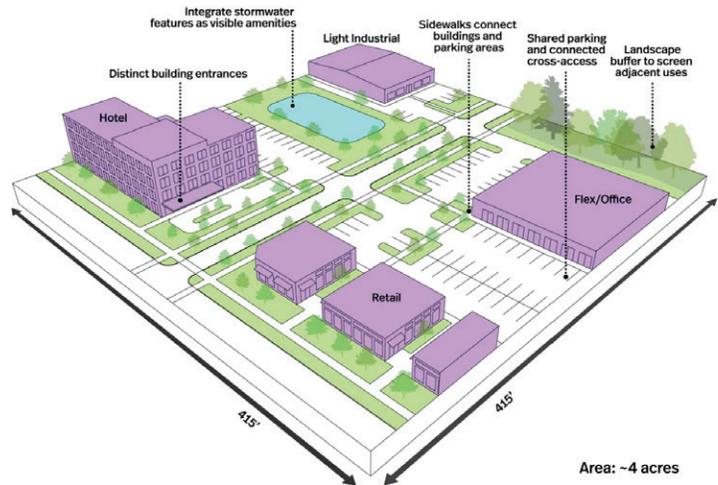


COMMERCIAL: Which commercial area(s) would you want to visit?



FUTURE LAND USE PLACETYPE
BUSINESS SUPPORT

- Accommodates a variety of office, corporate park, warehouse, flex space, light industrial, research & development, commercial/retail, hotel, and related uses
- Differs from Industrial as it is intended for lower-impact uses, rather than manufacturing and production or outdoor storage



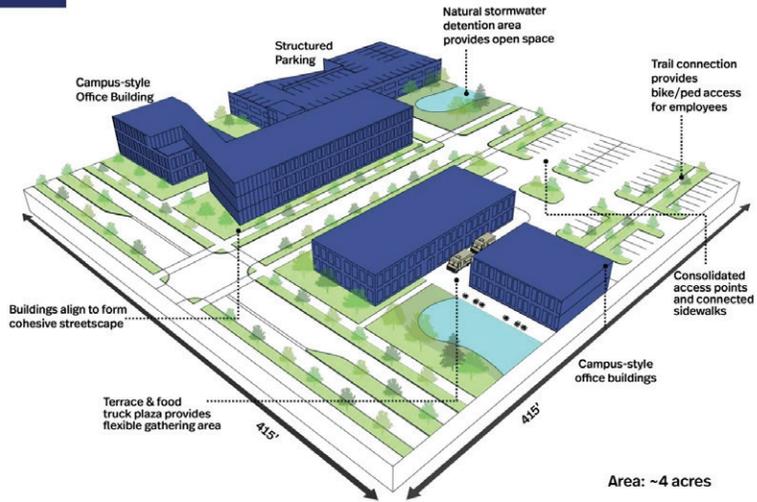
BUSINESS SUPPORT: Which image(s) show the type of business or light industrial development you'd like to see in Kernersville?



FUTURE LAND USE PLACETYPE

OFFICE

- Accommodates a wide range of employment, professional, and service-based uses
- Includes traditional office spaces, medical and dental offices, corporate or multi-tenant office buildings, and campus or office park developments
- Also supports low-impact flex, research and development, and laboratory or technology-focused uses

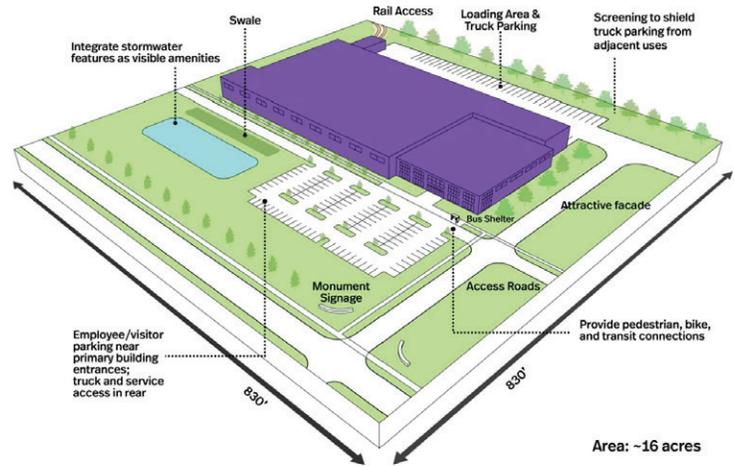


OFFICE: Which images show the type of office development you'd like to see in Kernersville?

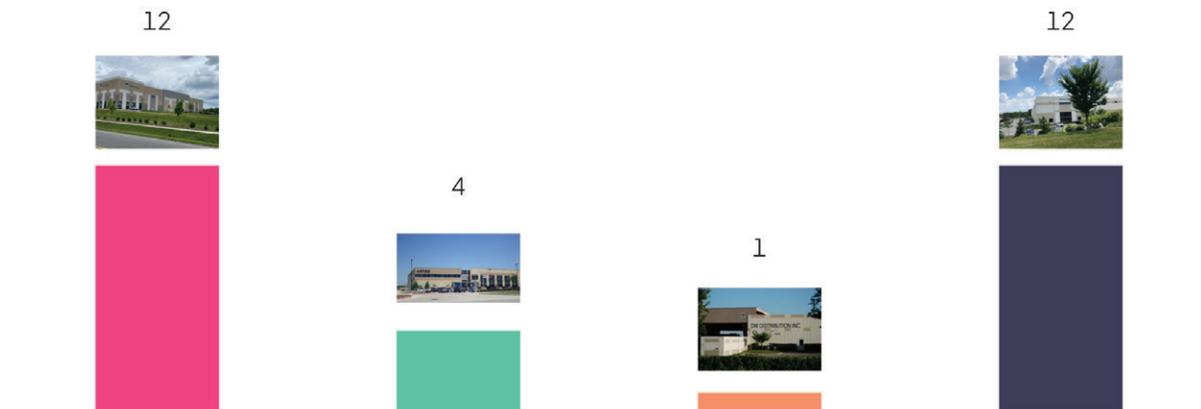


INDUSTRIAL

- Provides space for manufacturing, distribution, and related services that provide employment and tax base for the Town
- Also includes business parks and areas with adequate space for storage, manufacturing, and/or logistics operations



INDUSTRIAL: Which industrial developments are most appropriate for Kernersville's employment areas?



BREAKOUT SESSION #1

LAND USE, ECONOMIC DEVELOPMENT, & PLACEMAKING

GROWTH & LAND USE

The draft strategies describe expansion of the downtown core. What aspects of the downtown character are most important in extending the downtown area east of the railroad along N. Main St. and Bodenhamer St.?

KEY TAKEAWAYS

1. Major Barriers & Access Concerns

- The biggest issue is poor access across the railroad and Bodenhamer St.
- Crossing N. Main St. and Bodenhamer St. is viewed as dangerous for both drivers and pedestrians.
- Heavy traffic on Bodenhamer makes walking unsafe.

2. Preference for Western Expansion

- Some feel that expansion west along Mountain St. should be an area of focus.
- Western expansion should be prioritized instead of eastward growth.

3. Desired Downtown Character

- Walkability - Create wider sidewalks, safer crossings, and improved streetscapes.
- Historic feel - Expand the UDO Historic Overlay District and architectural requirement.
- Appropriate scale - Buildings should generally be 2-3 stories, with 4 stories seen as too tall for the downtown's character.
- Vibrant street life - Incentivize innovative restaurants and businesses, develop outdoor seating, and other features that contribute to a sense of place.

4. Redevelopment Focus

- There is support for redevelopment and infill as essential to strengthening the downtown core.
- There is recognition that concerns about gentrification should be addressed as plans move forward.

The future land use plan recommends creating new neighborhood and regional mixed-use nodes. What types of businesses and residential development would most be needed in these nodes?

KEY TAKEAWAYS

1. Diverse, Local Retail & Food Options

- Encourage small, boutique retail and shops that reinforce a small-town feel.
- Encourage creative projects, with support for packaging finance options to help developers pursue them.

2. Reuse of Existing Buildings

- Preserve and repurpose existing commercial buildings.
- Maintain commercial uses within neighborhood mixed-use settings.

3. Housing to Support Aging, Downsizing, & Variety

- There is demand for smaller-scale, owner-occupied housing, such as condos.
- There is a need for single-story homes for young adults and older residents.
- Increase housing choice, mixed-use, and variety of densities at different price points.

4. Better Street Connectivity

- Focus on moving away from cul-de-sacs and dead-end streets.
- Nodes should feature connected streets and sidewalks that tie neighborhoods together.

2. ECONOMIC DEVELOPMENT & DOWNTOWN

How much of a role should the Town play in economic development? Who else needs to be involved as partners, and are there obvious partnership opportunities to kickstart implementation of the strategies?

KEY TAKEAWAYS

1. Town Should Play an Active Role

- The Town must be proactive because it competes with larger nearby cities like Greensboro and Winston-Salem.
- The Town doesn't need to engage in large-scale national marketing (e.g., Vegas conferences) but does need someone who understands local opportunities and can respond quickly to interest.

2. Need for a Coordinated Local “Opportunity Team”

- Much development activity is tied to the broader Triad market, so the Town should have a ready-to-act team that includes the Mayor, Chamber of Commerce, Piedmont Triad Regional Council.
- A designated Town staff contact is needed who can serve as a consistent point of contact.

BREAKOUT SESSION #2

TRANSPORTATION & MOBILITY

1. COMMUNITY FACILITIES & ENVIRONMENT GOALS & STRATEGIES

Do you have any comments on the strategies?

KEY TAKEAWAYS

- Residents expected sidewalks on both sides of Macy Grove Rd, along with bike lanes.
- There is a desire for better connectivity for walking and biking, but concern for people who do not want it within their neighborhood.
- Provide more options for biking and walking.

2. THOROUGHFARE PLAN MAP/GREENWAYS MAP

Which sidewalk or greenway projects should be the top priority for immediate funding to improve safety and connectivity? What should the criteria be? Would you prefer investing in sidewalks or greenways? Do you have comments on the Thoroughfare Plan Map?

KEY TAKEAWAYS

1. Greenway Development

- There is a preference for greenways and multi-use trails over sidewalks due to multi-modal uses.
- There is a desire for longer greenways (20-30 miles) that connect neighborhoods, commercial areas, parks, and schools.
- Property ownership, easements, utilities, and a lack of parking at trailheads are challenges facing development of greenways.
- Golf cart usage on greenways is a concern.

2. Sidewalk Development

- Sidewalks are important for local, neighborhood connectivity and downtown areas (interconnectivity). Greenways are for connecting different area of Town (intraconnectivity).
- Priority areas should include Cherry St, Main St, Mountain St, and routes to the YMCA and schools.
- Sidewalks should be wide, especially in the downtown core.
- Consider the possibility to encourage or incentivize developers to construct sidewalks.

3. Criteria for Prioritization

- Areas where neighborhoods can currently access greenways and sidewalks.
- Cost-effectiveness.
- Proximity to schools to aid in alleviating traffic.
- Infrastructure should be in place first and support future growth.