

OPEN HOUSE SUMMARY

NOVEMBER 18, 2025



ABOUT THE MEETING

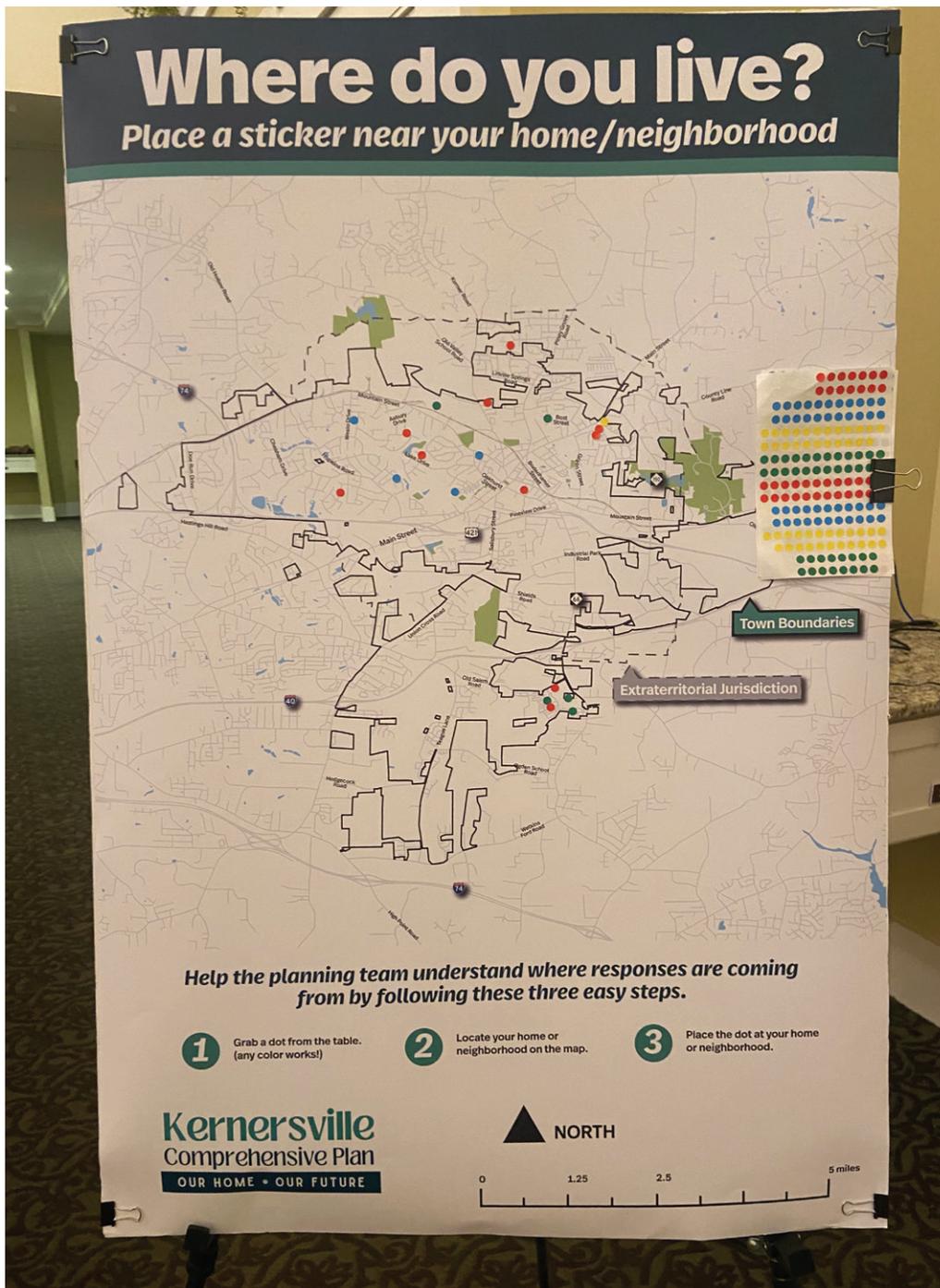
The second community Open House for the Comprehensive Plan was held on November 18, 2025, from 6:00 pm to 8:00 pm at the Paul J. Ceiner Botanical Garden. The purpose of the Open House was to provide an opportunity for the residents and stakeholders of Kernersville to provide feedback on the Plan Goals and Objectives, Land Use Placetypes, the proposed Future Land Use Map (FLUM), proposed Thoroughfare Plan Map, and talk with Town Staff and the consultant team from Teska Associates and Freese and Nichols, Inc.

During the meeting, participants had the opportunity to provide input at interactive stations relating to various topics, including Economic Development, Environment and Open Space, Land Use, Placemaking, Community Facilities, and Transportation. Participants were also able to provide input on the various Land Use Placetypes via interactive boards. Approximately 31 people were in attendance at the meeting, including residents, stakeholders, Board of Aldermen members, Planning Board members, Town Staff, and the consultant team. This Open House Summary provides an overview of the different stations at the Open House event and the feedback received.



WHERE DO YOU LIVE?

Participants were asked to mark where they live on a map with a dot. The results of this map help the planning team to know who is in attendance at the meeting and understand if feedback is coming from all parts of the Town or if there are certain areas that are not being represented. As shown on the map below, there was representation from several parts of Town, with the majority of participants living north of U.S. 421. Participants were not required to provide feedback on all interactive boards, meaning there may be stakeholders in attendance who are not represented on this map.



ECONOMIC DEVELOPMENT

Participants engaged in an interactive activity designed to gather public input on strategies for creating a strong and economically diverse town. A series of images and policy proposals were displayed, each representing different approaches to economic growth. Each participant was asked to “vote” by placing dots on the images and policies they believed would most contribute to a strong and economically diverse Town. Participants expressed the most interest in pursuing entertainment-focused land uses in the downtown area, with 14 votes. Participants also supported planning for mixed-use development that brings more housing units and people downtown to support restaurants and businesses, which received 10 votes. The third-most voted for policy was to attract cultural uses and creative industries, which received 8 votes.



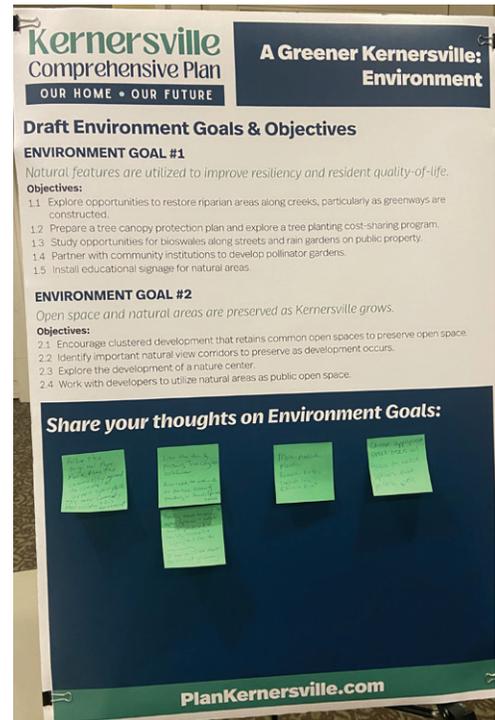
Which image(s) and/or policies would contribute to a strong, economically diverse Kernersville?		
Choice	Count	Percentage
Pursue entertainment-focused land uses in the downtown area.	14	35%
Plan for mixed-use development that brings more housing units and people downtown to support restaurants and businesses.	10	25%
Attract cultural uses and creative industries.	8	20%
Support the continued development of the medical district.	4	10%
Recruit tech, biotech, research and development, and other growth industries in the Triad.	2	5%
Continue to plan for commercial and industrial growth.	2	5%
Total	40	100%

Economic Development Goals And Objectives Comments	
#	Comment
1	Preference for #3.4, 2.1, 2.2, 3.2.
2	Keep character of downtown and make sure it is safe for pedestrians to be there.
3	Strategic growth and well planned communities are needed to protect pedestrians and the safety of all who travel on the roads inside of Kernersville.
4	Highway businesses need to be separated from communities.
5	More arts. Less history preservation.

ENVIRONMENT

Participants had an opportunity to read the Draft Environment Goals and Objectives and provide their thoughts via sticky notes. A full list of Environment goals, objectives, and strategies was also available for attendees to review.

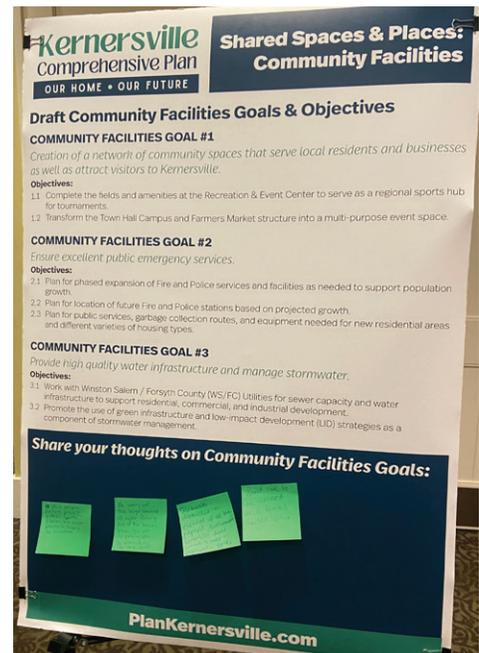
Environment Goals And Objectives Comments	
#	Comment
1	Follow the original Pope Park Plan the community agreed to create a greenspace park. The new community pool violates this agreement.
2	Like the idea of pursuing Tree City USA certification. Also need to pursue issue of ponding in streets/private homes.
3	Really want to see open spaces and natural areas preserved and possibly increased and highlighted for the community. I hear very little about the current greenway.
4	More native plants. Remove kudzu, English Ivy, Chinese Privet.
5	Choose appropriate street trees w/ focus on native species that perform well.



COMMUNITY FACILITIES

Participants had an opportunity to read the Draft Community Facilities Goals and Objectives and provide their thoughts via sticky notes. A full list of the Community Facilities goals, objectives, and strategies was also available for attendees to review.

Community Facilities Goals And Objectives Comments	
#	Comment
1	Give people nature places. Not all sports places. We need places to simply be in nature.
2	Be wary of large amount of water flowing out of the banks when you put up parking lots. Use alternatives for storm runoff.
3	Stormwater infrastructure is essential with all the proposed development. Kernersville should continue to invest in stormwater BMPs.
4	Would love to see increased used of farmers market space.



PLACEMAKING

Participants engaged in an interactive activity designed to gather public input on how Kernersville can be an even more special and memorable place through Placemaking strategies. A series of images and strategies was displayed, each representing different approaches to strengthening community identity. Each participant was asked to “vote” by placing dots on the images and strategies they supported the most. Participants expressed the most interest in two Placemaking strategies: identifying opportunities for gateway signage at key entry points to different districts and promoting historic preservation and the telling of the Town’s history, both receiving 10 votes. Participants also supported working with property owners and developers to create a community open space within each mixed-use center, which received 9 votes.



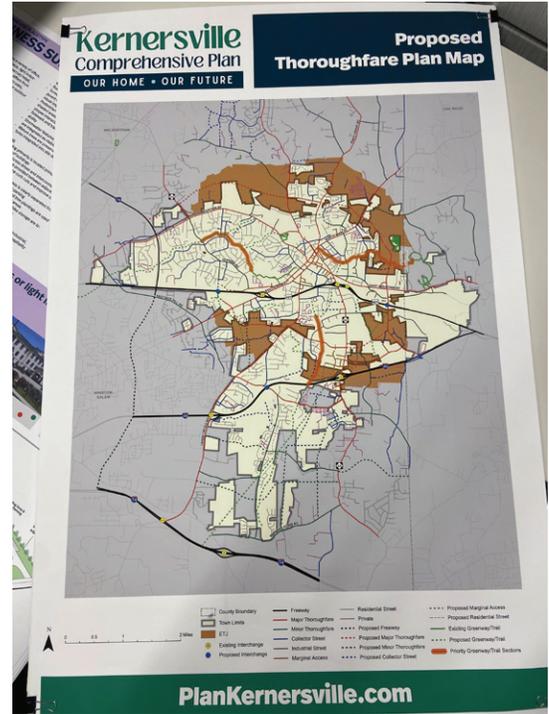
Which image(s) would make Kernersville an even more special and memorable place?		
Choice	Count	Percentage
Promote historic preservation and the telling of the Town’s history.	10	21%
Identify opportunities for gateway signage at key entry points to different districts.	10	21%
Work with property owners and developers to create a community open space within each mixed-use center.	9	19%
Continue to program public spaces with art-focused events and cultural performances through partnerships with local institutions.	8	17%
Work with local partners to develop distinct identities for business districts in the Town.	6	13%
Pursue opportunities for improved wayfinding.	4	9%
Total	47	100%

Placemaking Goals And Objectives Comments	
#	Comment
1	Asheville and Greenville, SC are excellent examples i.e. mice statues in Greenville, Farmer’s Market, tree lined streets.
2	I like the art district in Winston-Salem and Trade Street. Art, shops, restaurants, all walkable.
3	Would love to see more cultural events in Kernersville, not just focused on kids.
4	Really like #3 esp. 3.3/ Also like #1.3 and 2.1.
5	S. Main and 421 in each direction, a huge, Victorian style brick curved wall with “Kernersville” on it - lit at night. Wire the area for Xmas lights.

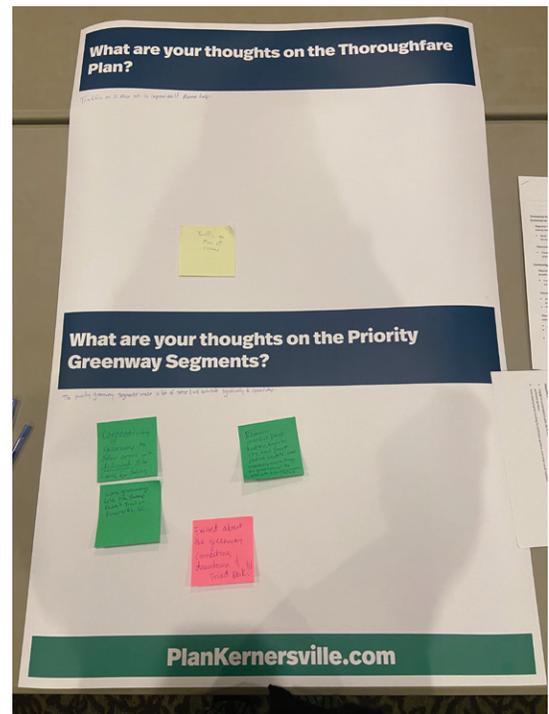
PROPOSED THOROUGHFARE PLAN

Participants had an opportunity to review the Proposed Thoroughfare Plan Map and provide their thoughts on the Thoroughfare Plan and the Priority Greenway Segments. A full list of Transportation goals, objectives, and strategies was also available for attendees to review.

What are your thoughts on the Thoroughfare Plan?	
#	Comment
1	Traffic on Main St issues.
2	Traffic on S. Main St is impossible!! Please help.



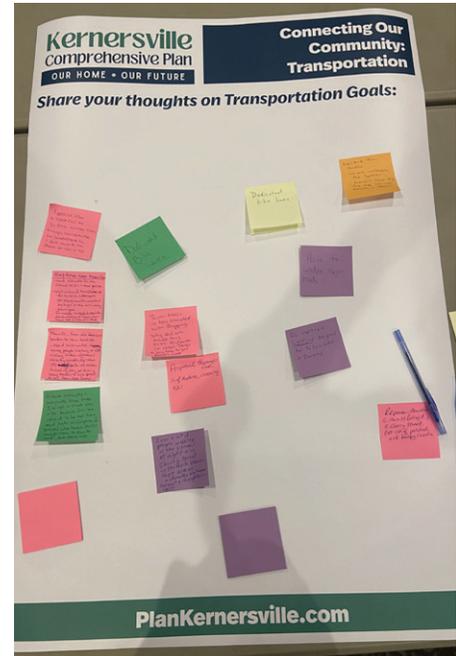
What are your thoughts on the Priority Greenway Segments?	
#	Comment
1	The priority greenway segments make a lot of sense and will contribute significantly to connectivity.
2	Connectivity of greenway to other areas with dedicated bike lanes for safety.
3	Love greenways like the Swamp Rabbit Trail in Greenville, SC.
4	Remove invasive plants; kudzu, english ivy and plant native plants. Have monthly work days on greenways to educate and build community.
5	Excited about the greenway connecting downtown and Triad Park!!!



TRANSPORTATION

Participants had an opportunity to read and comment on the Transportation Draft Goals and Objectives. A full list of Transportation goals, objectives, and strategies was available for attendees to review as well.

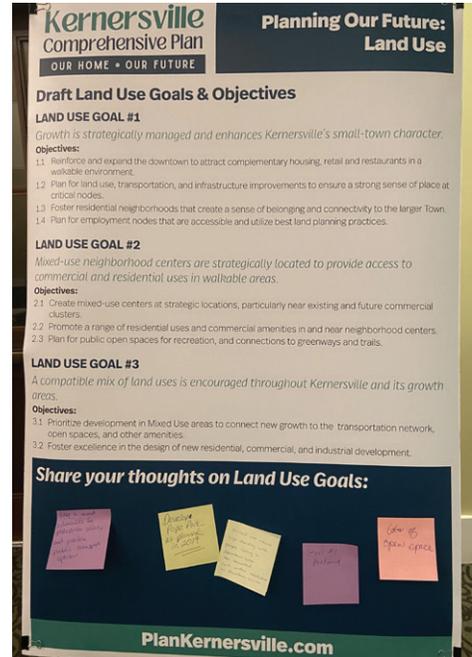
Transportation Goals And Objectives Comments	
#	Comment
1	I would like a light rail to go from Winston-Salem through Kernersville to Greensboro so I don't have to be stuck on 421 or 40.
2	Dedicated bike lanes x2
3	Main St. from old Food Lion location to new location: need sidewalks, many people walking on side and along ditches with groceries, really unsafe especially when it's dark at certain times of day or during busy traffic and high speed drivers from Oak Ridge
4	Piney Grove near Middle School: Need sidewalks for the school kids and other pedestrians. Need widened lanes/center lane for turns to Lakecrest, for school traffic construct backups in this area during school year, for increase in resident population due to addition of housing near school - no improvement in roads.
5	South Main is too crowded with shopping. Why did we make this area so dense in retail. Takes a long time to get through lights.
6	Proposed thoroughfare South of Hopkins, crossing 421.
7	I see a lot of people walking in the street at night on Cherry Street in the dark because there are no sidewalks between Oakhurst and Cherry/Main split.
8	Add improved lighting to goal for sidewalks and parking.
9	Repave Mountain St, S Main St (all of it), S Cherry St. Get rid of patched and bumpy roads.
10	Ensure sidewalks and adequate bike lanes. I'm not a street bike ride because I'm too afraid to be out there and hate driving around bikes who think there's enough room to share the road - but there isn't.
11	Relieve the traffic. More walkable the better. Transit that first the area, serves seniors and others.
12	Have to widen major roads.



LAND USE

Participants had an opportunity to read and comment on the Land Use Draft Goals and Objectives. A full list of Land Use goals, objectives, and strategies was available for attendees to review as well.

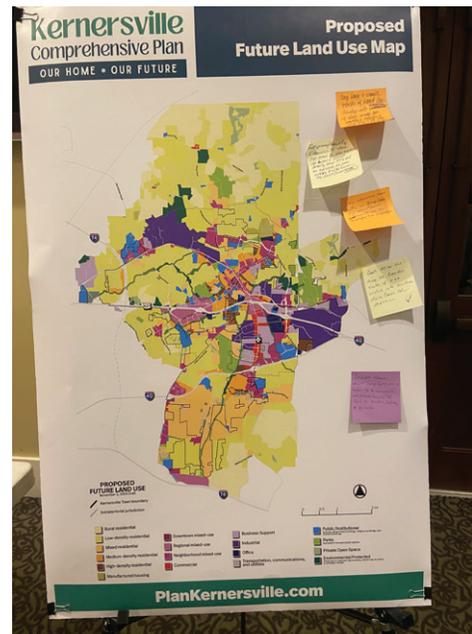
Land Use Goals And Objectives Comments	
#	Comment
1	Keep in mind sidewalks for pedestrian safety and possible public transport options.
2	Develop Pope Park as planned in 2019.
3	Mixed use means high density with people living in downtown area - too crowded. Can't widen roadways in downtown K'ville.
4	Preserve agricultural land for use by local producers.
5	Single family - smaller sq footage homes to downsize to - 1400-1900 sqft.



PROPOSED FUTURE LAND USE MAP

Participants had an opportunity to review the Proposed Future Land Use Map and provide their feedback via sticky notes. A copy of the Existing Future Land Use Map was available for reference as well.

Proposed Future Land Use Map Comments	
#	Comment
1	Buy large and small tracks of land to develop manufacturing and also areas for beautiful offices and corp. HQ's etc. like Green Valley Rd. but around the Loop Rd.
2	Improve/beautify E. Mountain St. where OXO motel is, plus another old hotel and vacant beauty shop. It's all an eyesore as one enters Kernersville from the East (Greensboro/Colfax).
3	Very concerned about traffic on Macy Grove plus water/storm runoff into the Huntington Run neighborhood.
4	Don't allow the Hwy 66 corridor south of I40 evolve into another Union Cross Rd....mess.
5	Concern about multi story commercial near Arboretum neighborhood (TH) due to traffic, safety, and privacy.
6	Consider where business/industry employees will live and impact on traffic.



LAND USE PLACETYPES

Interactive boards featuring 14 different Land Use Placetypes were placed throughout the room as well. Each placetype board featured the placetype definition, context, density, mass, form, and potential uses. A 3D rendering was also provided for each placetype. Under each placetype were a series of images representing that placetype, and attendees were encouraged to vote for the two images that they supported the most. The following images show the results of the visual preference questions for each placetype.

Kernersville Comprehensive Plan
2023 - HOME + GROW FUTURE

FUTURE LAND USE PLACETYPE
RURAL RESIDENTIAL

DEFINITION
This placetype provides large parcel residential development that preserves rural vistas, scenic open space, agricultural uses, and open space. This may also include clustered development and conservation subdivisions which group properties on a development site to preserve and maximize open space. This placetype generally applies in areas where public water/sewer is not available, it may also accommodate agricultural preservation measures.

CONTEXT
Rural Residential land uses may be situated near the edge of Town or within pockets of the community where natural or rural heritage is well-preserved areas with farmsteads, barns, farm-to-rolling fields, or other distinct geographic or built features. This placetype is primarily about Low-Density Residential. Development should reflect a gradient from suburban to rural character. Rural Residential areas are also appropriate near Parks, Private Open Space, Environmental Protected, and Institutional placetypes where open space is incorporated.

Rural Residential may often be found at the crossroads of two major roadways alongside Commercial and Institutional uses. Commercial uses at these crossroads should be low-intensity (such as service stations or family restaurants) in order to provide commercial amenities to residents and passersby without overwhelming the rural nature of the area.

DENSITY
0-4 dwelling units per acre; Acreage: >5 acres
To preserve and enhance the rural character of Kernersville and the areas surrounding it, the density of residential units should be limited to encourage large properties of open fields, farms, or woodlands.

MASS
Single-family homes have building heights of 2.5 stories or fewer
Residential buildings are setback from the roadway to maintain rural character and to not crowd view corridors from the roadway

FORM
Development generally has traditional architectural elements of single-family homes, such as hipped, gabled, dormer, and gambrel roofs; front porches; friezes, fascias, and other architectural details
Architectural form honors the rural character of the area
Other on-site features may include barns, silos, and stables

POTENTIAL USES
Primary use: Single-family detached residential
Other uses: Agricultural uses, equestrian uses, protected environmental areas, public or private open space, schools, places of worship

Which image(s) show the kind of rural character that the Town should preserve?
VOTE FOR TWO (2)

VOTE

VOTE

VOTE

VOTE

FUTURE LAND USE PLACETYPE
LOW-DENSITY RESIDENTIAL

DEFINITION
This placetype nurtures the single-family nature of many residential areas of Kernersville, the Town's primary land use. Low-Density Residential provides a balance of private and public open space, access to schools and other amenities, and walkable streets with sidewalks.

CONTEXT
Low-Density Residential areas may take the form of traditional suburban subdivisions with gridded or curvilinear streets, or as conservation subdivisions which cluster development and maximize open space and preserved natural areas. This placetype may abut many different placetypes, including Commercial or Business Support if a buffer is provided. Developing a "gradient" of densities is important within Low-Density Residential. Larger lots are appropriate where this land use abuts Rural Residential or Environmental areas, while smaller residential lots may be more suitable when abutting Medium-Density, High-Density, Mixed Residential and/or Mixed Uses.

DENSITY
1-4 dwelling units per acre
To create a cohesive urban form, density is higher (2-4 dwelling units per acre) where this placetype abuts higher-intensity land uses and lower (2 or fewer dwelling units per acre) where this placetype abuts rural and conservation land uses.

MASS
Homes are compatible with the scale of others in the neighborhood, with mass that relates directly to surrounding buildings
Heights are 2.5 stories or fewer and consistent front, side, and rear-yard setbacks, in keeping with the suburban character
Homes may be on standard lots or clustered, with separation provided via side yards or common open space
Rooflines are varied and step-backs or projections reduce visual bulk

FORM
Development has traditional architectural elements of single-family homes, such as hipped, gabled, dormer, and gambrel roofs; front porches; friezes; fascias; and other architectural details
Architectural form is designed to be compatible with the small town heritage of Kernersville
Pedestrian-friendly frontages have walkways, porches, and entries facing the street
Native plantings and low fencing maintain open, green character
Driveways, garages, and utilities are screened with vegetation

POTENTIAL USES
Primary use: Single-family detached residential
Other limited uses: Accessory dwelling units, parks, schools, places of worship, and other small-scale community amenities

Which image(s) fit well into existing low-density single-family neighborhoods?
VOTE FOR TWO (2)

VOTE

VOTE

VOTE

VOTE

OPEN HOUSE SUMMARY

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FUTURE LAND USE PLACETYPE
MEDIUM-DENSITY RESIDENTIAL

DEFINITION
This placetype provides a range of housing types in areas near employment opportunities, centers for retail and services, transportation links, and open space. Medium-Density Residential areas provide a transition between lower-density residential neighborhoods and higher-density commercial and residential areas.

CONTEXT
This placetype is appropriate near the downtown area, near mixed-use centers, along corridors, or near key transportation connections. Other areas with access to open space, transportation, and commercial amenities may also be considered. Additional buffering should be provided where this placetype abuts Commercial and Business Support placetypes. Medium-Density Residential can support diverse housing types, ranging from single-family residential to smaller-scale multi-family (e.g. duplexes and triplexes).

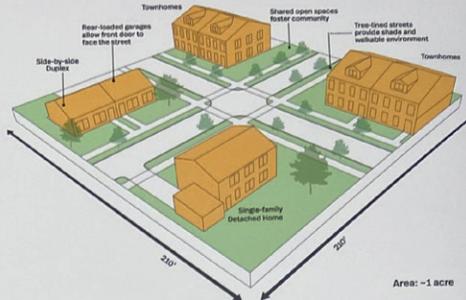
DENSITY
2-8 dwelling units per acre
To accommodate a wide array of neighborhood-scale residential building types, this placetype can accommodate levels of density that range from a traditional single-family home to denser, attached housing types, such as triplexes.

- MASS**
- Buildings' scale and setbacks transition to blend with adjacent lower-density neighborhoods, and gradually increase scale when closer to higher-density areas
 - Building mass or long facades are broken up with projections, bays, or material changes

- FORM**
- Architectural form honors the small town heritage of Kernersville and creates a look and feel of a traditional neighborhood
 - Features include architectural elements like hip, gable, dormer, and gambrel roofs; front porches; friezes; fascias; and other traditional elements
 - Front doors, porches, and windows are oriented towards public streets or pedestrian paths
 - Courtyards, greens, or small parks foster community and define yards and shared spaces
 - Shared access points reduce curb cuts and maintain a green, walkable streetscape
 - Connections to sidewalks and trails enhance walkability

POTENTIAL USES
Primary use: Single-family detached residential, townhomes, duplexes, triplexes

Other limited uses: Accessory dwelling units, parks, schools, places of worship, and other small-scale community amenities



Which image(s) would provide greater housing diversity in a walkable environment?

VOTE FOR TWO (2)



FUTURE LAND USE PLACETYPE
MIXED RESIDENTIAL

DEFINITION
Mixed Residential provides for the widest range of housing types, providing options from single-family to townhomes to multi-family. Mixed Residential is 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.

CONTEXT
A mix of housing options can support livable neighborhoods that provide options for people at various life stages. These areas should be walkable and bikeable in proximity to schools, parks, commercial areas, and other community amenities. This placetype can also be considered for new residential developments at the peripheries of the community wherein a variety of residential products are encouraged.

DENSITY
4-12 dwelling units per acre
This placetype accommodates the widest range of housing types at varying densities.

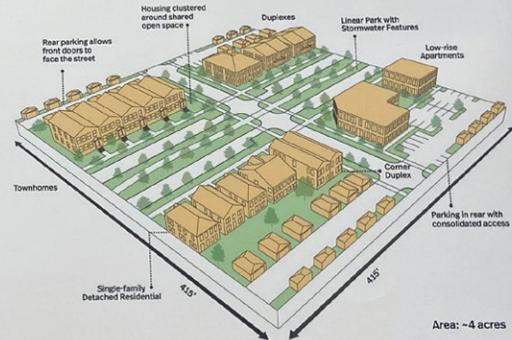
- MASS**
- Building heights are stepped down near lower-density edges
 - Buildings, streets, and open spaces feel unified despite a mix of housing types

- Building heights vary within a compatible range and are generally in keeping with surrounding neighborhood context and/or provide transitional buffering between different scales and uses

- FORM**
- Architectural emphasis is used on primary entrances and corner lots to enhance legibility and identity
 - Common areas, porches, or stoops are oriented toward public spaces and sidewalks
 - Rear or internal parking areas are prioritized; front-loaded driveways and surface lots are minimized
 - Individual yards and communal greens, plazas, or courtyards are incorporated as open space
 - Housing is clustered around shared amenities and open spaces
 - Connections link to nearby transit, bike routes, and pedestrian networks

POTENTIAL USES
Primary use: Cluster homes, townhomes, duplexes, triplexes, quadplexes, apartments, and condominiums

Other limited uses: Accessory dwelling units, parks, schools, places of worship, and other small-scale community amenities



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

VOTE FOR TWO (2)



FUTURE LAND USE PLACETYPE

HIGH-DENSITY RESIDENTIAL

Kernersville
Comprehensive Plan
OUR HOME • OUR FUTURE

DEFINITION

High-Density Residential provides a variety of multi-family housing types in easily accessible areas of Kernersville. This placetype accommodates different types of units to meet the needs of current housing demand for a working population and residents at different life stages.

CONTEXT

High-Density Residential adds more housing opportunities and grows the population base that can in turn support commercial, retail, restaurants, and vibrant areas across Kernersville. This placetype is appropriate in areas surrounding downtown Kernersville, areas with excellent transportation access, and adjacent to highly connected, mixed-use areas.

DENSITY

10+ dwelling units per acre
Intended for the highest density of housing in Kernersville.

MASS

- Building scale, setbacks, and landscaping are used to create smooth transitions to adjacent lower-density areas
- Building bulk is broken up by setbacks, step-backs on upper stories, and varied heights
- Breaks in the facade provide a rhythm and distinguish different building "blocks"

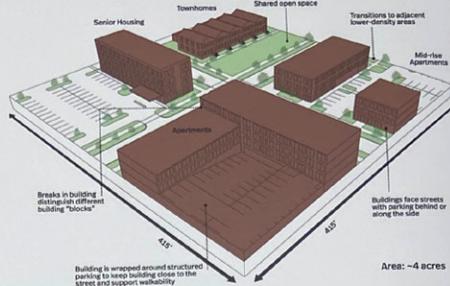
FORM

- Buildings are located close to the sidewalk to frame the public realm and support walkability
- Building entrances are oriented to the street
- Ground floors are defined with elements like canopies, stoops, lobbies, and porches
- Courtyards, greens, or internal plazas provide light, air, and community gathering areas
- Roof forms are varied
- Balconies and bays add depth and texture
- Street trees, pedestrian lighting, seating, and other amenities are integrated
- Utilities, trash enclosures, and loading areas are located away from public view
- Front-yard parking is limited and landscaping is used to buffer parking areas
- Bicycle parking/storage and pedestrian connections are provided

POTENTIAL USES

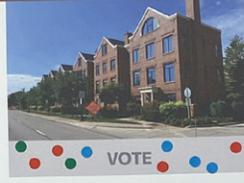
Primary use: Multi-family residential, senior housing, townhomes

Other limited uses: Parks, schools, places of worship, and other community amenities



Which image(s) would best contribute to a vibrant, urban neighborhood?

VOTE FOR TWO (2)



FUTURE LAND USE PLACETYPE

MANUFACTURED HOUSING

DEFINITION

This placetype includes both manufactured housing and modular housing that provide naturally-occurring affordable housing, both owner-occupied and rental.

CONTEXT

Rising land and development costs are increasing demand for affordably priced housing. Often located near major thoroughfares, Manufactured Housing developments should be buffered when abutting major corridors or adjacent to business and commercial districts. These areas should also include connectivity (for vehicles and pedestrians) to adjacent residential neighborhoods, commercial areas, and other community destinations to combat the traditional single-entry design of manufactured housing developments.

DENSITY
6-8 dwelling units per acre

MASS

- Building heights are one or two stories, compatible with surrounding homes
- Homes are grouped or clustered to preserve open space and use infrastructure efficiently

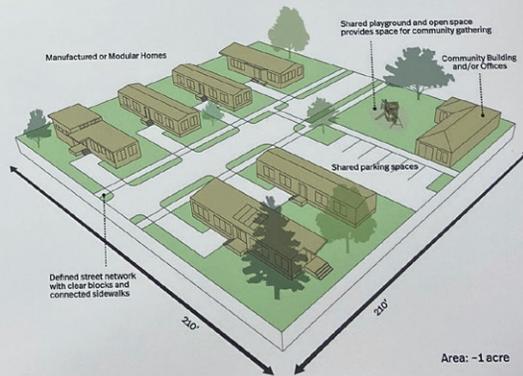
FORM

- Clear street network is defined by blocks or clusters
- Central greens, playgrounds, or small parks encourage social interaction
- Mature trees, topography, and drainage ways are incorporated into the overall design
- A variety of roof forms, colors, and facade treatments are used
- Sidewalks or paths connect homes to common areas and nearby streets
- Curb cuts are limited and shared or clustered parking is provided when possible

POTENTIAL USES

Primary use: Single-wide, double-wide, or triple-wide manufactured homes, modular homes

Other limited uses: Parks, schools, places of worship, and other community amenities



Which image(s) depict attractive, attainable housing?

VOTE FOR TWO (2)



FUTURE LAND USE PLACETYPE NEIGHBORHOOD MIXED-USE

Kernersville
Comprehensive Plan
OUR HOME • OUR FUTURE

DEFINITION
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.

CONTEXT
This placetype encourages development and redevelopment that provides a traditional village-style development pattern, offering comfortable land use transitions and amenities that are walkable to adjacent residential neighborhoods, as opposed to the common alternative of an auto-oriented strip-center development. Development should define a clear center utilizing architecture or open space, and taper down at the edges where buildings abut lower-density residential, to provide a dynamic area in keeping with a neighborhood scale. Buildings may take the form of vertical mixed-use (residential above commercial ground floor use) or horizontal (different uses in separate buildings within the same development).

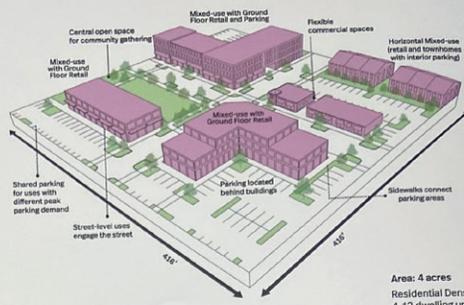
MASS
Height is proportional to the street, open space, or other abutting use, likely no more than four to five stories.
Articulate buildings through extrusions, material changes, or other methods reduce the appearance of a monolithic facade.
Step-back upper stories where development abuts lower-density commercial or residential areas.

FORM
Commercial uses are located near intersections or main neighborhood streets.
Ground-floor or freestanding commercial uses engage the street (public road or internal retail street) to facilitate a vibrant pedestrian environment.

- Plazas, pocket parks, or courtyards create focal points for neighborhood activity.
- Private outdoor space is provided via balconies, small yards, or patios for units above or behind commercial buildings.
- Commercial space is designed for retail, service, or community use that can adapt over time.
- Signage is pedestrian-scaled.
- Sidewalks, street trees, pedestrian lighting, and seating areas are part of the streetscape.
- Bike racks and pedestrian pathways enhance mobility.

PARKING
Shared parking is utilized for projects where peak parking demand characteristics or hours of operation are distinctly different.
This placetype may include developments with shared parking or reduced parking requirements in exchange for providing public benefits such as trail connections, bicycle facilities, bicycle parking, bus stations, public open space, enhanced landscaping, and/or use of stormwater Best Management Practices.
Rear- or side-accessed parking, shared lots, or on-street parking is commonly used.

POTENTIAL USES
Primary uses: Retail, restaurants, personal services, indoor recreation/physical fitness, convenience goods, residential, hotel, office, medical
Other limited uses: Lobby/resident amenity areas, parking (when not along retail street), parks and open space, community facilities, institutions



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

Which image(s) convey a walkable, convenient neighborhood of homes and businesses?

VOTE FOR TWO (2)



FUTURE LAND USE PLACETYPE DOWNTOWN MIXED-USE

DEFINITION
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.

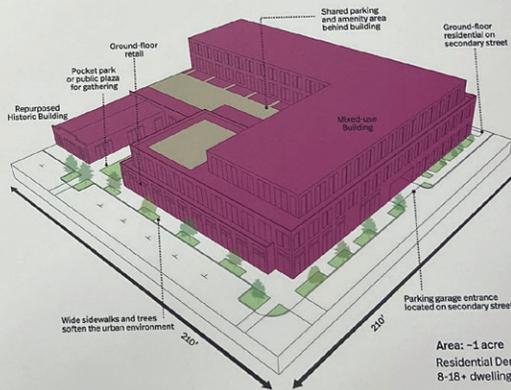
CONTEXT
This placetype is found in the "triangle" that comprises Kernersville's downtown (roughly between Cherry Mountain and Railroad Streets) but may be considered in other historic commercial areas in the future. The intent is to maintain the character of Kernersville's historic downtown while encouraging context-sensitive infill development. Densities and design should respect the existing historic building stock, incorporating design measures like stepping back of upper stories so as not to overwhelm existing scale, and/or the articulation of facades to mimic smaller historic storefronts. The Downtown Mixed-Use placetype should complement the look and feel of the historic downtown core and transition to areas of newer development on the peripheries of the downtown area, such as Neighborhood Mixed-Use.

MASS
Step down heights or reduce density at district edges near lower-scale areas.
Align parapets, cornices, or upper-story setbacks with adjacent buildings to create visual harmony.
Express a clear base, middle, and top of buildings by differentiating levels with material or detailing changes.
Corner buildings anchor intersections with distinctive massing or architectural features.

- FORM**
- Historic buildings are well-preserved and new development mimics or draws inspiration from historic design elements and materials.
 - Buildings are positioned at or near the sidewalk to create continuous, active streetwalls.
 - Traditional block patterns and frequent building entrances are utilized.
 - Entries and transparent ground floor windows are oriented toward streets and public spaces.
 - Awnings, arcades, or recessed entries are used for comfort and visual continuity.
 - Walkability is supported with wide sidewalks, street trees, benches, bike racks, and pedestrian-oriented lighting.
 - Cafés, parklets, and public gathering spaces are incorporated where possible.
 - Trees, planters, and street furnishings help soften the urban environment.

PARKING
Shared parking solutions are commonly used.
Driveways and garages are located on secondary streets or alleys.
Pedestrian and bike linkages are provided.

POTENTIAL USES
Primary uses: Retail, restaurants, personal services, indoor recreation/physical fitness, convenience goods, residential, hotel, office, medical
Other limited uses: Lobby/resident amenity areas, parking (when not along retail street), parks and open space, community facilities, institutions



Area: ~1 acre
Residential Density:
8-18+ dwelling units per acre

Which image(s) are good models for Kernersville's downtown?

VOTE FOR TWO (2)



FUTURE LAND USE PLACETYPE
REGIONAL MIXED-USE

DEFINITION
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).

CONTEXT
This placetype is intended to support Kernersville's commercial areas along regional thoroughfares, such as state highways. A range of commercial uses are appropriate, including: restaurants, grocery, service-based businesses, offices, institutions, medical office, hotels, cinemas, and department/big-box stores. These commercial uses should avoid major roadways to capitalize on accessibility and visibility, with residential located either above the ground floor or tucked behind, shielded from the roadway.

MASS

- Step-backs, varied rooflines, or facades reduce perceived bulk and enhance visual interest
- Long frontages are broken up with bays, facade articulation, or multiple storefronts to avoid monotonous buildings

FORM

- Restaurants, retail, offices, and other high-traffic destinations are along main corridors for visibility and accessibility
- First floors uses are active with retail, restaurants, and personal services while

residential or office spaces are located above the ground-floor to create vertically mixed use buildings that activate the street

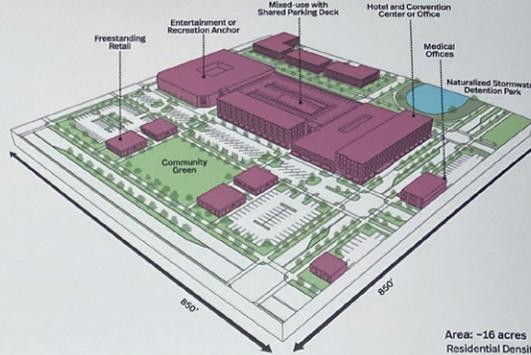
- Canopies, overhangs, or covered walkways enhance pedestrian comfort
- Trees, shrubs, and screen plantings are located along roadways, parking lots, and between commercial and residential areas
- Plazas, patios, terraces, or communal courtyards are located behind or above commercial buildings
- Residential areas are linked to commercial amenities via walkways and shared open space
- Pedestrian, bicycle, and transit connections are provided

PARKING

- Vehicular access to parking and service areas is clearly defined and separated from pedestrian connections between uses
- Landscaping, berms, or low walls screen large parking areas from main corridors
- Curb cuts are limited on high-speed roads in favor of shared driveways or internal circulation lanes

POTENTIAL USES
Primary uses: Retail, restaurants, personal services, indoor recreation/physical fitness, convenience goods, residential, hotel, office, medical

Other limited uses: Lobby/resident amenity areas, parking (when not along retail street), parks and open space, community facilities, institutions



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

Which image(s) portray a destination you'd like to see and visit in Kernersville?

VOTE FOR TWO (2)



FUTURE LAND USE PLACETYPE
COMMERCIAL

DEFINITION
The Commercial placetype accommodates high-quality, automobile-oriented commercial uses on high-traffic corridors, including services and retail that provide convenient access to residents. This placetype is not intended to support a high volume of residential uses, though upper-story residential could be an ancillary use to Commercial.

CONTEXT
Commercial placetypes are located along major arterial and collector roadways, which offer high-visibility locations for businesses to attract potential customers.

MASS

- Retail centers are compatibly scaled to the corridor and abutting land uses
- Long facades are broken up with changes in materials or architectural details
- Building heights are stepped down near residential property lines

FORM

- New development enhances the built environment and provide amenities through landscaping, common open space, sidewalks, lighting, and trail connections

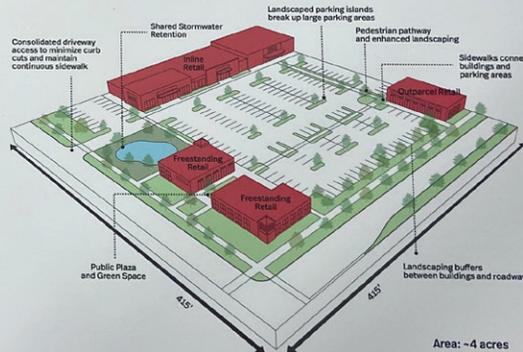
- Buildings are oriented toward the main roadway with customer entrances visible from the street
- Architectural elements are visible on all facades of a building
- Windows are transparent along main facades
- Buffering and landscaping reduce noise and light impacts on adjacent uses
- Signs are scaled to the building and street context, with monument or wall-mounted signs commonly used
- Pedestrian connections between buildings, sidewalks, and parking areas are well defined

PARKING

- Parking and loading areas are located primarily to the side or rear of buildings to minimize large front parking lots
- Driveway access points are consolidated to minimize curb cuts along major roadways
- Driveways align with existing or planned intersections, where possible
- Landscaped islands and trees are used to visually break up large parking lots
- Bicycle parking is provided near primary entrances

POTENTIAL USES
Primary use: Commercial retail, restaurant, office, or service-based uses

Other limited uses: Residential



Area: ~4 acres

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

VOTE FOR TWO (2)



FUTURE LAND USE PLACETYPE BUSINESS SUPPORT

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DEFINITION
Business Support accommodates a variety of office, corporate park, warehouse, flex space, light industrial, research & development, commercial/retail, hotel, and related uses. This placetype differs from Industrial as it is intended for lower-impact uses, rather than manufacturing and production or outdoor storage.

CONTEXT
This placetype provides a gradient of land use intensity between industrial and non-industrial land uses. It is also intended to offer flexibility for a range of businesses and entrepreneurs that can benefit from being near, but not within, more intensive industrial areas.

MASS

- Long facades are broken up through modulation, recesses, and height or material changes
- Varied roof heights, parapets, and other architectural features reduce monotony and define building entrances
- Building heights transition when adjacent to commercial or residential uses, stepping down near edges
- Buildings often cluster to create cohesive campuses or employment centers, with shared access and internal circulation

FORM

- Higher-intensity uses are located toward the interior of sites, and lower-scale uses toward

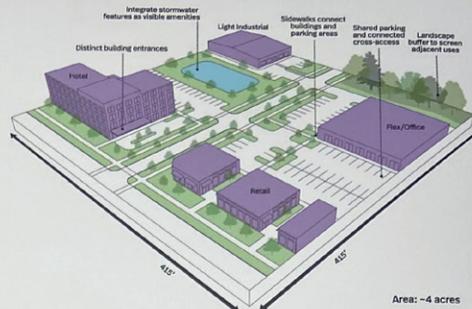
street frontages

- Building entrances are identifiable
- Screening and landscape buffers shield adjacent residential uses from noise, traffic and visual impacts
- Pedestrian walkways, outdoor seating, and shaded areas are provided to encourage employee interaction and outdoor use
- Sidewalk and trail connections support walkability
- Stormwater features (bioswales, rain gardens) are integrated as visible site amenities
- Mature trees are preserved and natural features integrated into site design

PARKING

- Parking primarily is located primarily to the side or rear of buildings
- Shared access drives and interconnected parking areas are provided between adjacent properties to reduce curb cuts and improve circulation
- Truck/service access is clearly separated from employee and visitor parking
- Landscaped islands and tree plantings are used to break up large parking areas
- Bike racks and/or covered bike storage are located near building entrances

POTENTIAL USES
Primary Uses: Office, flexible office, light industrial, research & development, warehouse, and hospitality



Area: ~4 acres

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

VOTE FOR TWO (2)



FUTURE LAND USE PLACETYPE INDUSTRIAL

DEFINITION
Industrial areas provide space for manufacturing, distribution, and related services that provide employment and tax base for the Town. This also includes business parks and areas with adequate space for storage, manufacturing, and/or logistics operations.

CONTEXT
This placetype follows high-capacity roads or railroads to provide access to materials, employees and distribution networks and minimize impacts on residential neighborhoods.

MASS

- Building masses are minimized along visible facades with adequate setbacks and screening
- Expansive facades are broken up with vertical articulation, fenestration, or material variation
- Developments maintain a unified development pattern with consistent building heights, rooflines, and setbacks
- Building heights are stepped down where industrial buildings border other uses

FORM

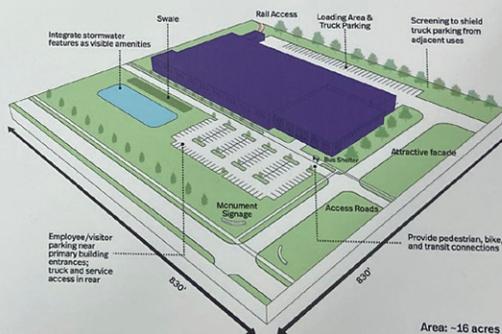
- Developments have consistent internal streetscapes with clear wayfinding
- Buildings present an attractive, durable facade facing major roadways, business districts, and other public areas
- Loading facilities are located behind structures to be screened from public view

- Building entrances and front facades are defined with human-scaled elements
- Landscape buffers (approx. 30-50 feet) are provided along property lines adjacent to non-industrial uses
- Berms, fences, or plantings are used to screen operations, truck courts, and storage yards
- Stormwater management features (detention ponds, bioswales) are integrated as visual site features with native vegetation
- Employee outdoor open spaces (e.g., small patios or seating near offices) are provided
- Links to existing pedestrian, bike, or transit connections support multimodal access for employees

PARKING

- Employee and visitor parking is located near primary building entrances while truck and service access is to the rear or side
- Shared or consolidated access points are common
- Landscape islands and shade trees are used to break up large parking expanses
- Dedicated pedestrian routes between parking areas and building entrances are provided

POTENTIAL USES
Primary Uses: Manufacturing, distribution, data center, warehousing



Area: ~16 acres

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

VOTE FOR TWO (2)



FUTURE LAND USE PLACETYPE OFFICE

DEFINITION

Office accommodates a wide range of employment, professional, and service-based uses. This placetype includes traditional office spaces, medical and dental offices, corporate or multi-tenant office buildings, and campus or office park developments. It also supports low-impact flex, research and development, and laboratory or technology-focused uses.

CONTEXT

Office uses are compatible with many different mixed-use placetypes. Increasingly, office uses are located near other commercial and residential uses that benefit from a concentration of multiple daily users in close proximity.

MASS

- Buildings are scaled to fit surrounding development, stepping down near residential or pedestrian-oriented areas
- Facade articulation, window groupings, and horizontal breaks help to break up monotonous buildings
- Ground floor transparency and human scale are emphasized on the first and second stories
- Taller building elements are located near major roadways or intersections and lower portions toward neighborhoods or open space

FORM

- Main building entries are visible, well-defined, and connected to pedestrian paths
- Design treatments are applied to every

facade, especially along streets or parking areas

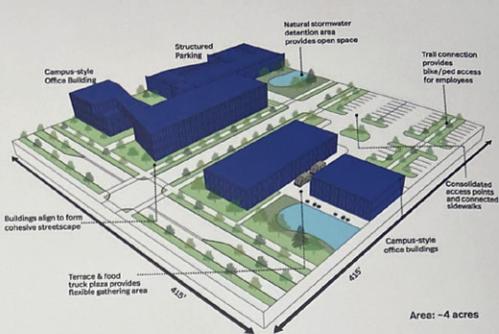
- Developments have defined internal streetscapes with clear wayfinding
- Loading facilities are located behind structures to be screened from public view
- Landscape buffers are provided along property lines adjacent to non-office uses
- Stormwater management features (detention ponds, bioswales) are integrated as visual site features with native vegetation
- Employee outdoor open spaces (e.g., small patios or seating near offices) are provided
- Links to existing pedestrian, bike, or transit connections support multimodal access for employees

PARKING

- Parking is located to the side or rear to minimize visibility of large surface lots from the roadway
- Landscaping, low walls, or berms help to screen parking
- Shared parking is utilized between uses with different peak hours
- Landscaped pedestrian walkways link parking areas to building entrances
- Curb cuts and driveways are minimized by consolidating access points
- Permeable paving, bioswales, and trees manage stormwater and reduce heat islands

POTENTIAL USES

Primary Uses: Traditional office, medical or service-based offices, multi-tenant office buildings, campus-style office



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

VOTE FOR TWO (2)



OTHER FUTURE LAND USE PLACETYPES

Public/Institutional

DEFINITION: Public/Institutional uses include a wide range of community amenities and public services, such as government buildings, schools, hospitals, and religious institutions.

CONTEXT: Uses in this placetype are often compatible with and located near residential neighborhoods, such as schools and places of worship. Special attention should be paid to higher-intensity land uses, such as hospitals or public works facilities, to maintain convenient access while limiting adverse impacts to residential neighborhoods.

Parks

DEFINITION: This land use is intended to continue the development and operation of community parks, neighborhood parks, and special facilities such as recreation centers/gymnasiums, bikeways/greenways, and sports complexes.

CONTEXT: As new growth occurs, the adequate siting of these facilities should be a priority to ensure that all portions of the Town are provided with community and recreational facilities and open space.

Private Open Space

DEFINITION: Private open space includes properties that have recorded conservation easements, properties with commercial or private recreation components, golf courses, homeowner association open space in planned development, and farms as identified on tax records.

CONTEXT: Private open spaces are often found in residential neighborhoods.

Environmental Protected

DEFINITION: Environmental Protected areas consist of FEMA designated flood zones, other environmentally sensitive areas, and North Carolina-designated water supply streams and buffers along those streams.

CONTEXT: Areas in all parts of the Town may be categorized as this placetype.

Transportation, Communications, and Utilities

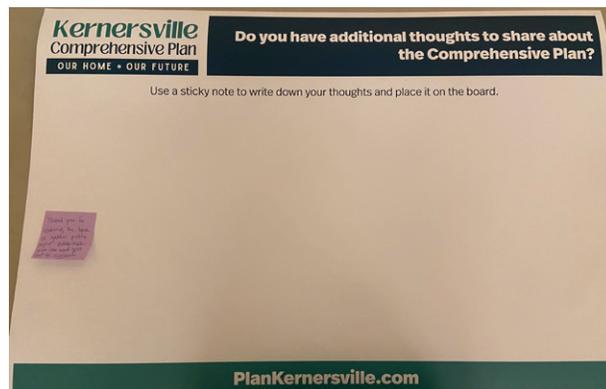
DEFINITION: This placetype includes non-right-of-way parcels in which the primary use is a public-serving utility, such as power substations, water treatment facilities, communications towers or network centers, transmission lines, and other utilities.

CONTEXT: While there are various power, telecommunications, water, and gas lines around the community that lie within easements, the land use category of those properties reflects the underlying land use. This placetype is specific to properties that are dedicated for primarily transportation, communication, or utilities use.



ADDITIONAL FEEDBACK

Participants had the opportunity to fill out a comments cards or an interactive board to provide additional input. The following is a transcription of the feedback received.



Additional Comments	
#	Comment
1	Thank you for taking the time to gather public input - please make sure the word gets out to everyone.
2	Thanks for the opportunity to see proposals and for having personnel present to explain and answer questions.