

Kernersville Comprehensive Plan

OUR HOME • OUR FUTURE

ABOUT THE COMPREHENSIVE PLAN

The Town of Kernersville is in the process of updating its Comprehensive Plan. The Comprehensive Plan will serve as the Town's road map for the next 10 to 20 years. The Board of Aldermen, Planning Board, and Town Staff will use the Plan to make important land use, budgeting, and development decisions.

THIS PLAN WILL ADDRESS THE FOLLOWING TOPIC AREAS:

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



GET INVOLVED!

- Visit the project website
- Join a community meeting
- Check out a pop-up event
- Talk with the planning team
- Sign up to receive updates

Visit the project website

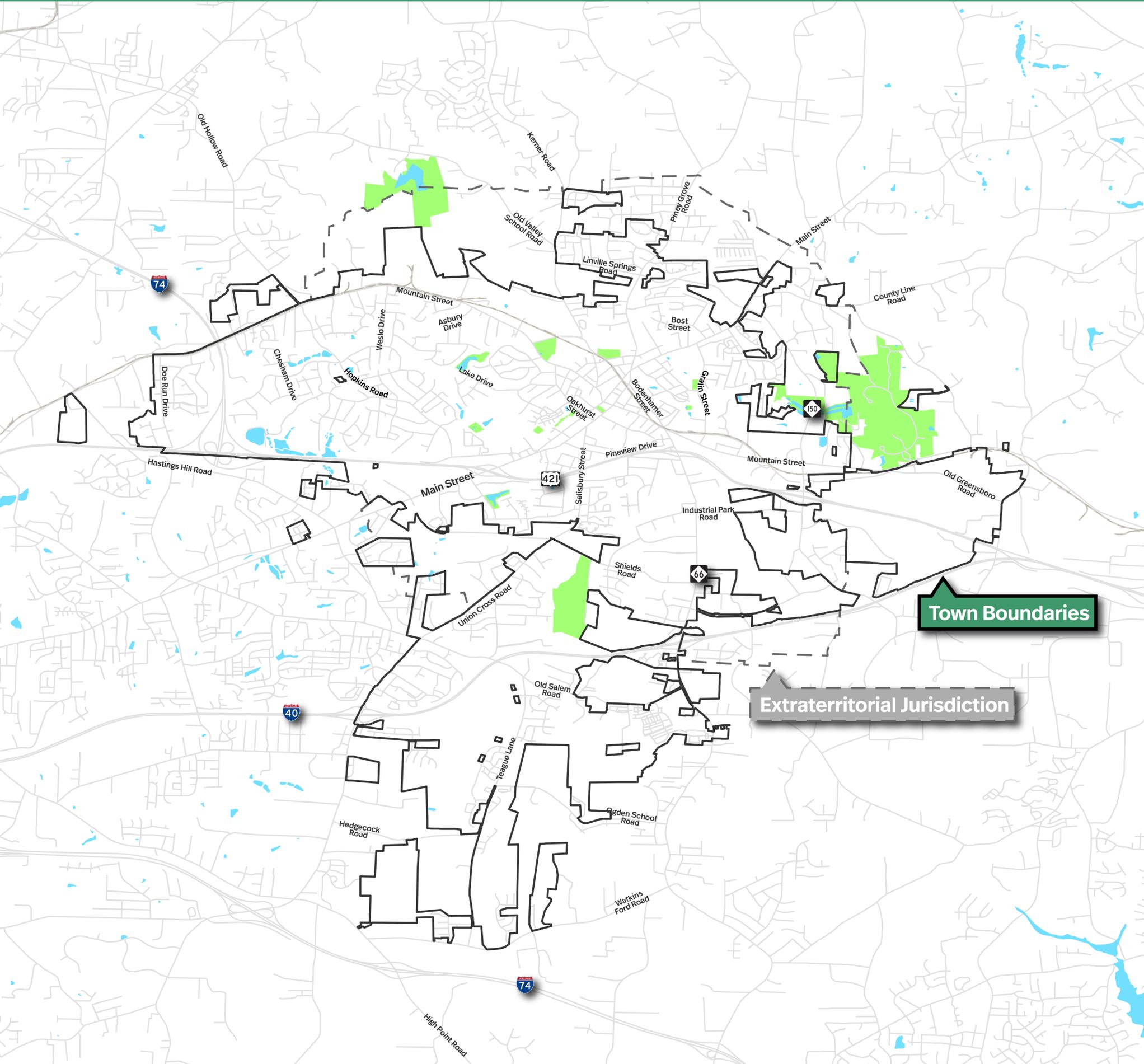


Visit the project website to learn more about the project, sign up to receive updates and take the online survey.

PlanKernersville.com

Where do you live?

Place a sticker near your home/neighborhood



Help the planning team understand where responses are coming from by following these three easy steps.

1

Grab a dot from the table.
(any color works!)

2

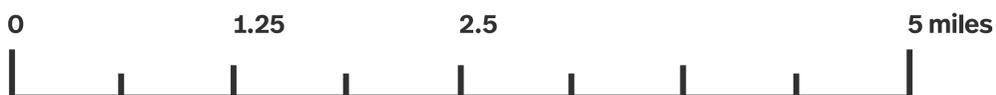
Locate your home or
neighborhood on the map.

3

Place the dot at your home
or neighborhood.

Kernersville
Comprehensive Plan

OUR HOME • OUR FUTURE



Kernersville Comprehensive Plan

OUR HOME • OUR FUTURE

**Do you have additional thoughts to share about
the Comprehensive Plan?**

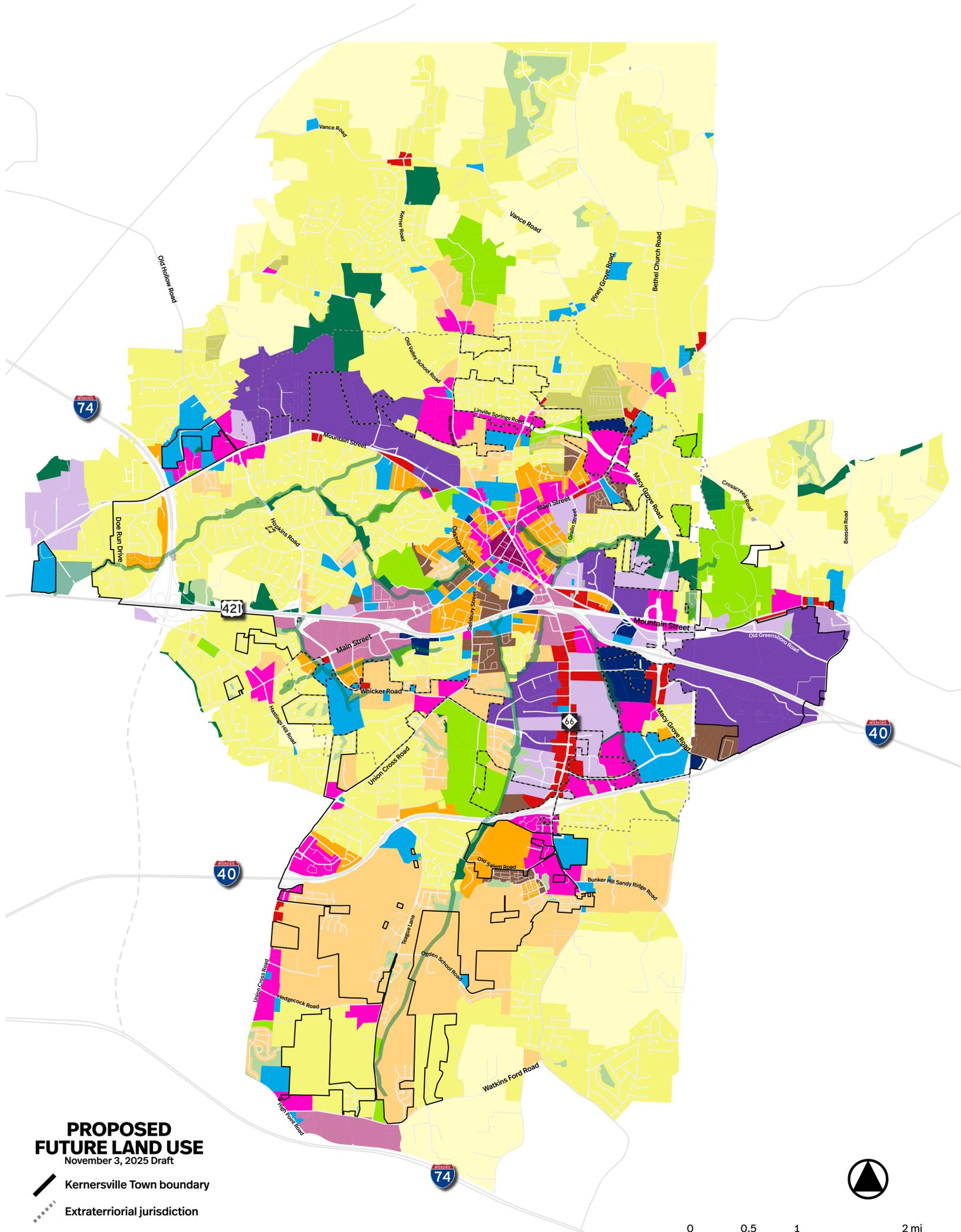
Use a sticky note to write down your thoughts and place it on the board.

PlanKernersville.com

Kernersville Comprehensive Plan

OUR HOME • OUR FUTURE

Proposed Future Land Use Map



**PROPOSED
FUTURE LAND USE**
November 3, 2025 Draft

— Kernersville Town boundary
- - - - Extraterritorial jurisdiction

- | | | | |
|----------------------------|------------------------|---|---|
| Rural residential | Downtown mixed-use | Business Support | Public/Institutional
Schools, government buildings, religious buildings, and medical buildings. |
| Low-density residential | Regional mixed-use | Industrial | Parks
Recreation-focused public spaces. |
| Mixed residential | Neighborhood mixed-use | Office | Private Open Space |
| Medium-density residential | Commercial | Transportation, communications, and utilities | Environmental Protected
Preserved or restored natural areas, which may be public or privately-owned. |
| High-density residential | | | |
| Manufactured housing | | | |

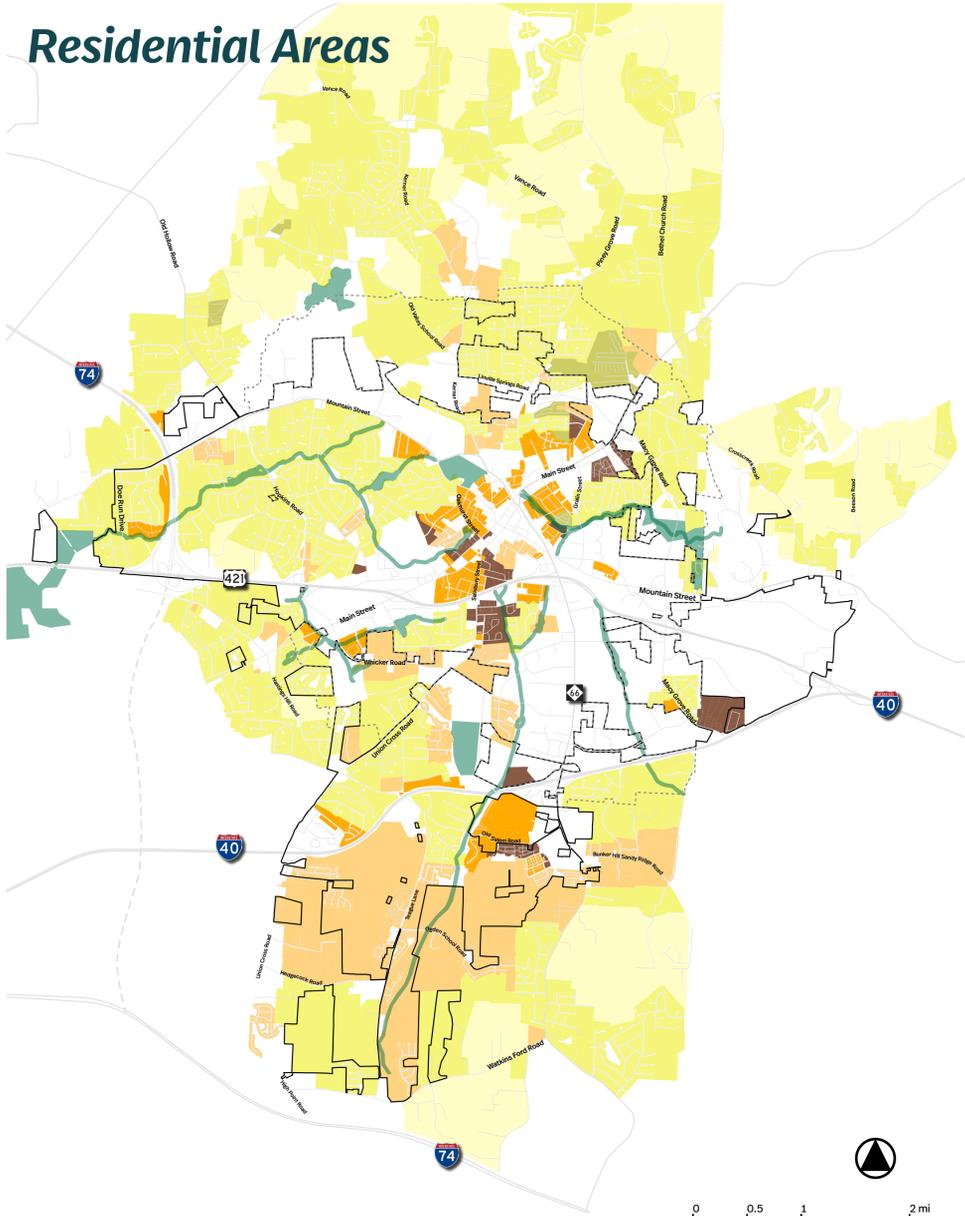
Kernersville

Comprehensive Plan

OUR HOME • OUR FUTURE

Proposed Future Land Use Maps

Residential Areas



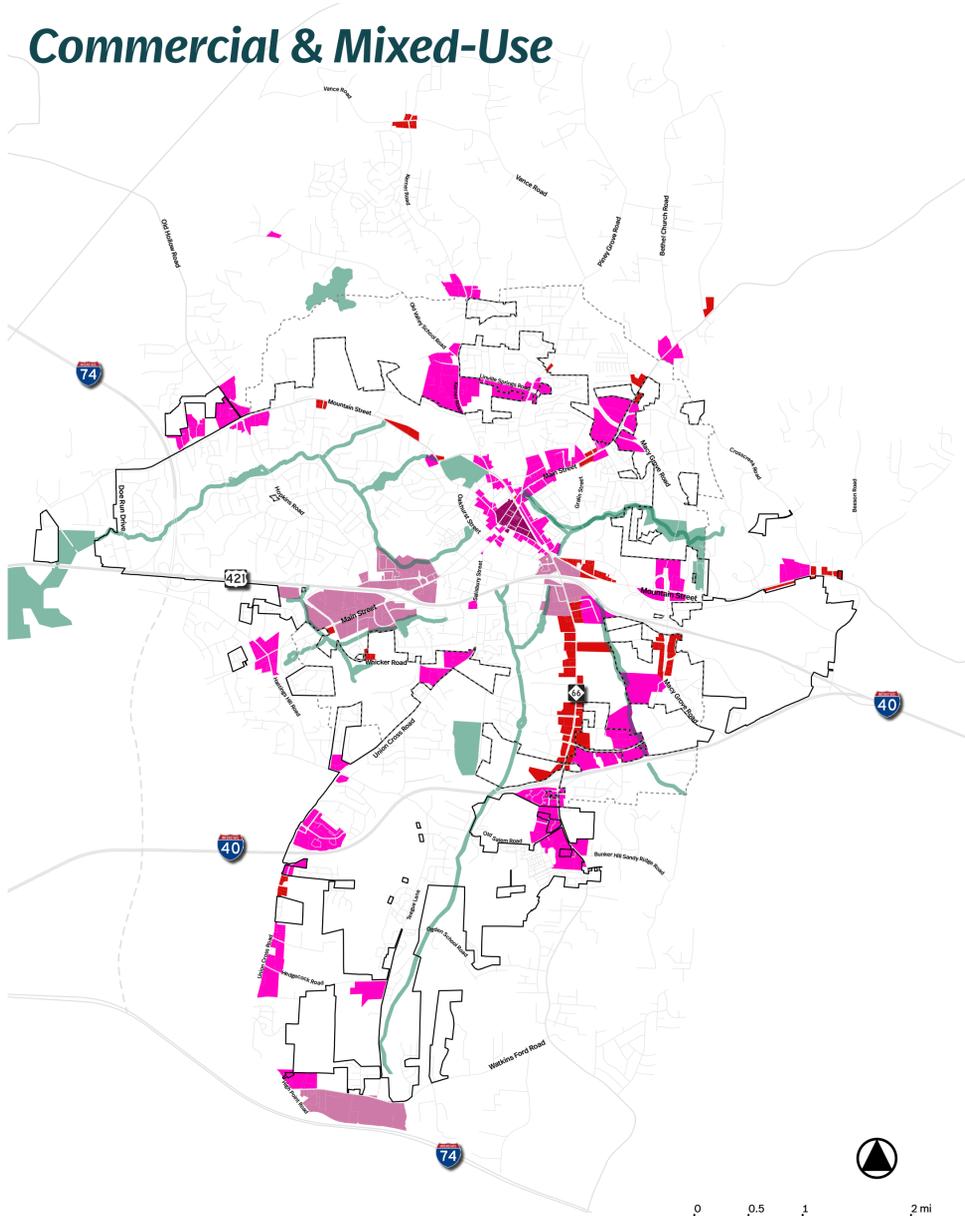
FUTURE LAND USE (Residential areas)

November 12, 2025 Draft

- Kernersville Town boundary
- Extraterritorial jurisdiction

- Rural residential
- Low-density residential
- Mixed residential
- Medium-density residential
- High-density residential
- Manufactured housing

Commercial & Mixed-Use



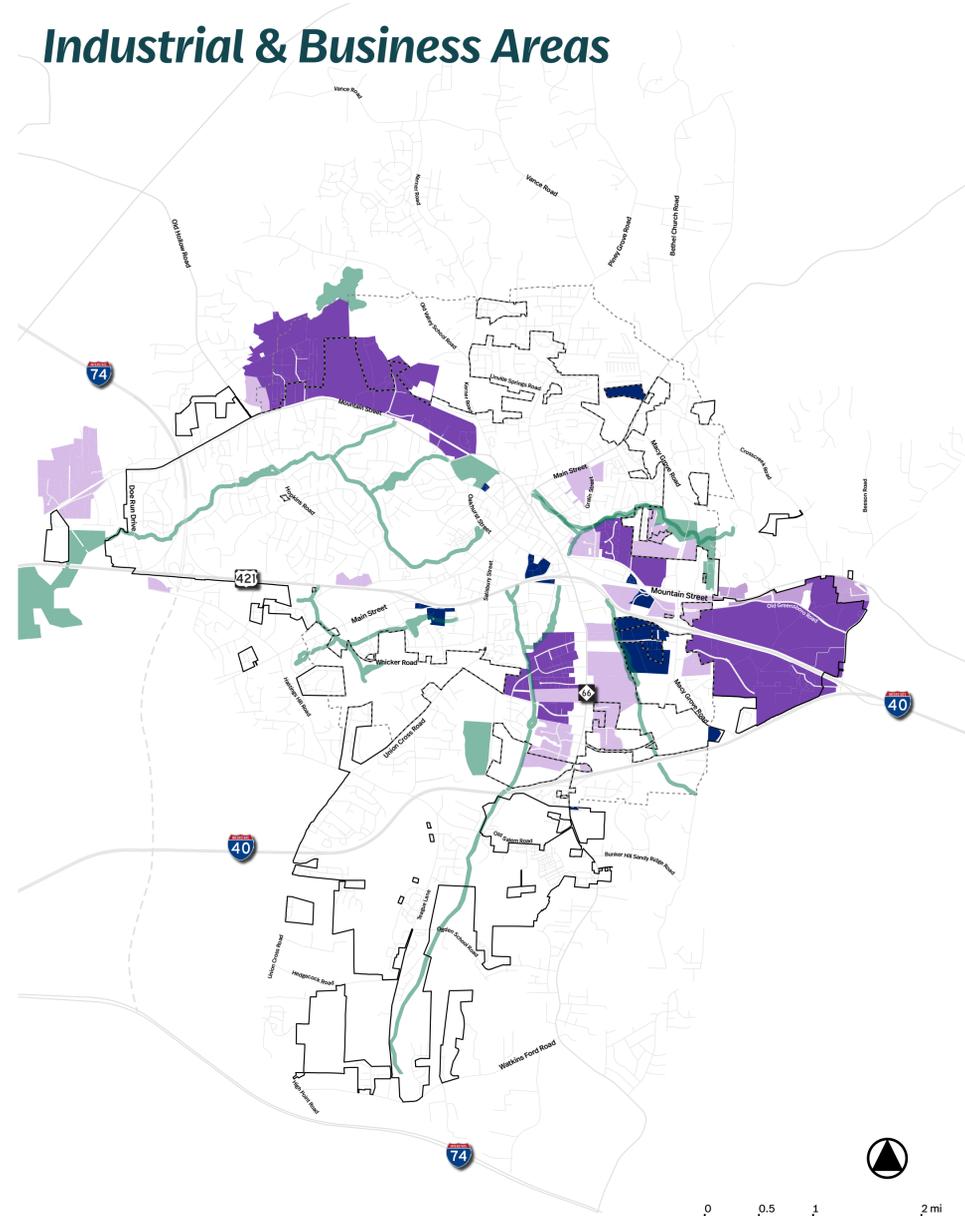
FUTURE LAND USE (Commercial/mixed-use areas)

November 12, 2025 Draft

- Kernersville Town boundary
- Extraterritorial jurisdiction

- Downtown mixed-use
- Regional mixed-use
- Neighborhood mixed-use
- Commercial

Industrial & Business Areas



FUTURE LAND USE (Industrial/business areas)

November 12, 2025 Draft

- Kernersville Town boundary
- Extraterritorial jurisdiction

- Business Support
- Industrial
- Office

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 groups 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, forests, rolling fields, or other distinct geographic or built features). This placetype will primarily abut 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

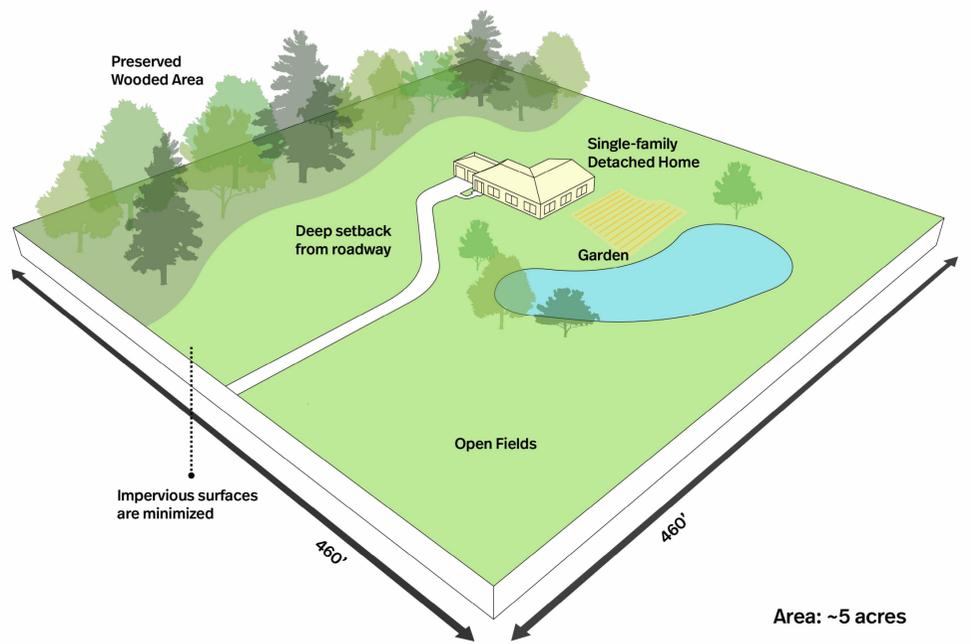
FORM

- Development generally has traditional architectural elements of single-family homes, such as hip, gable, 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

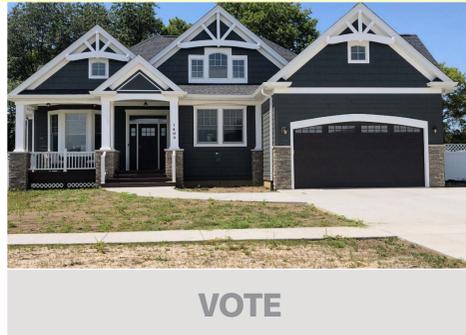
Primary use: Single-family detached residential

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)



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

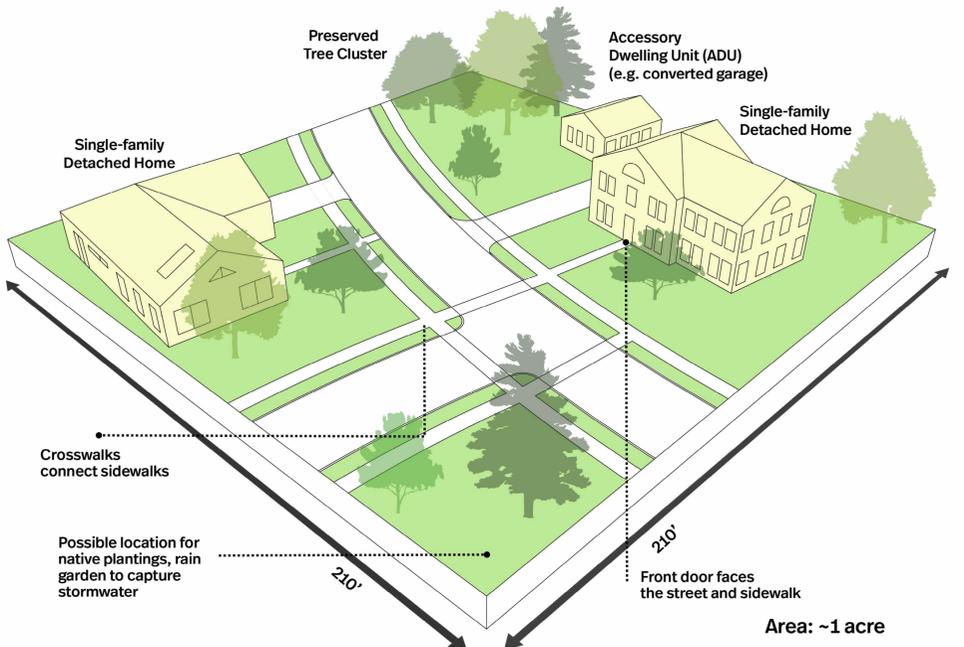
FORM

- Development has traditional architectural elements of single-family homes, such as hip, gable, 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)



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

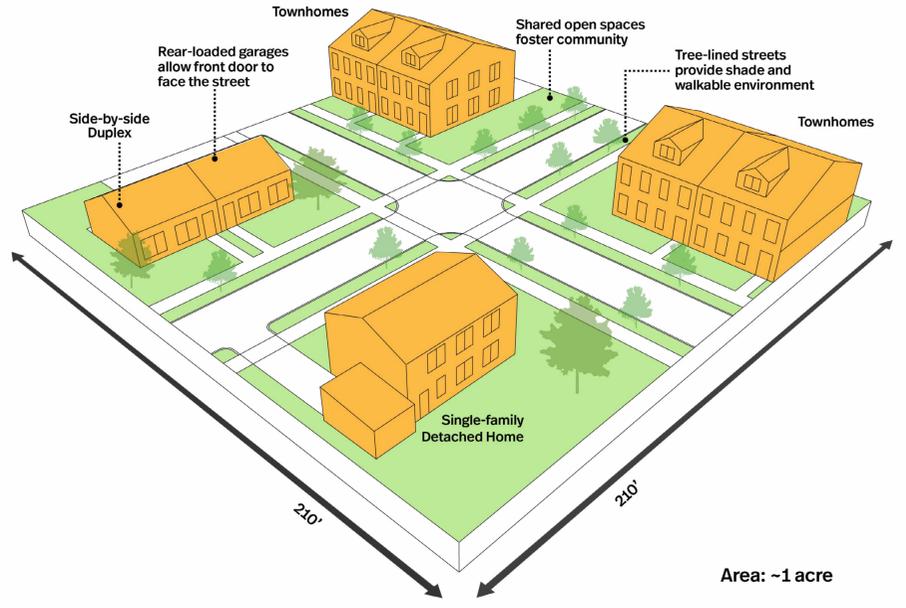
FORM

- 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)



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

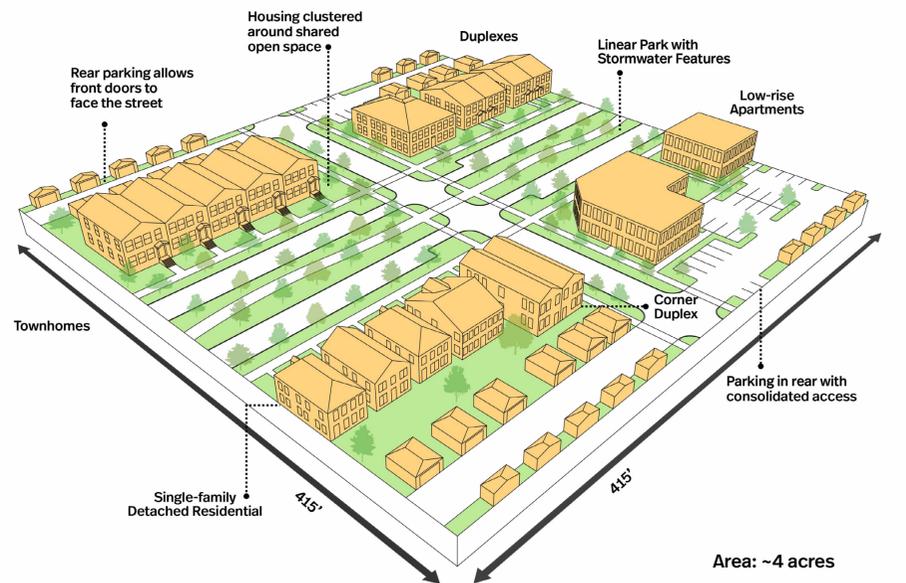
FORM

- 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, quadraplexes, 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)



HIGH-DENSITY RESIDENTIAL

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”

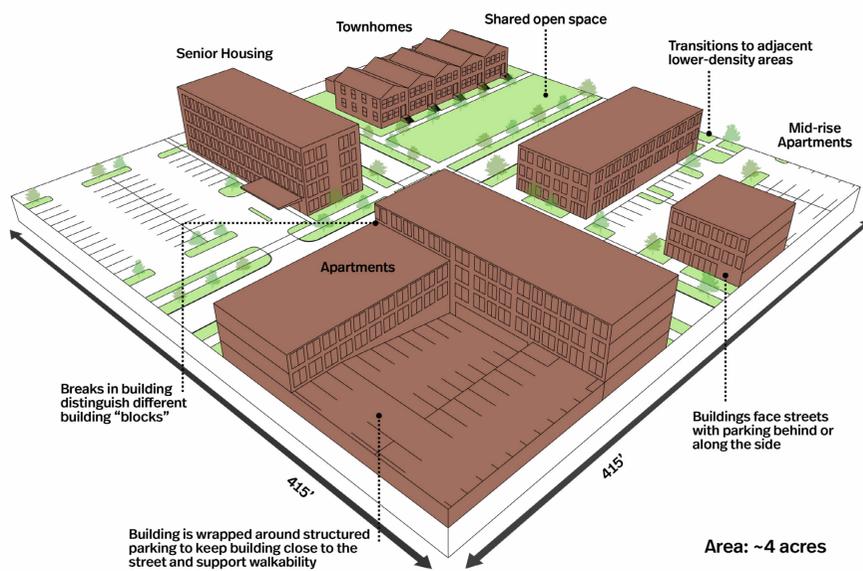
FORM

- 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)



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

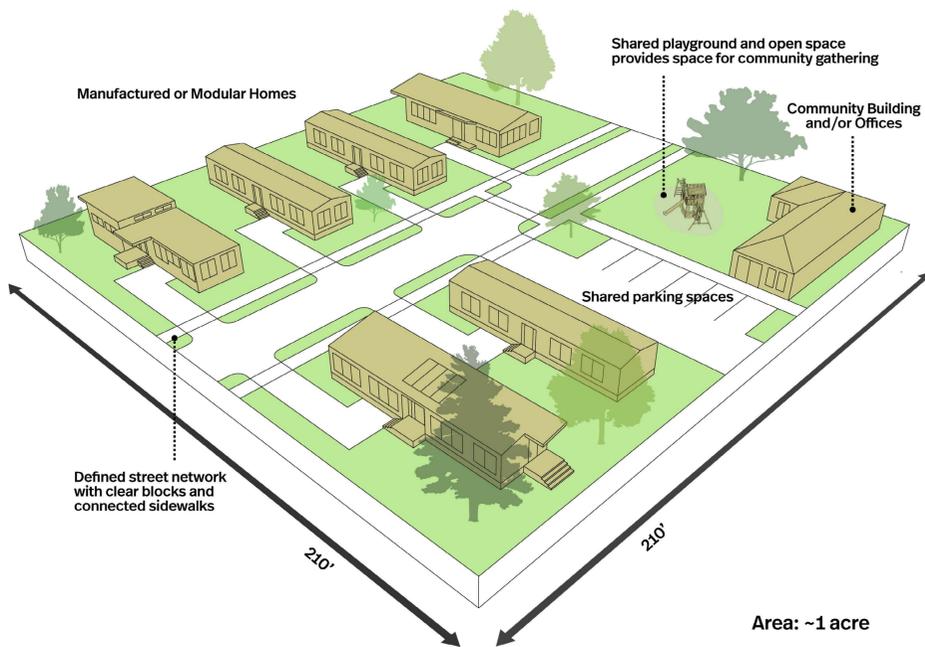
FORM

- 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)



NEIGHBORHOOD MIXED-USE

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

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

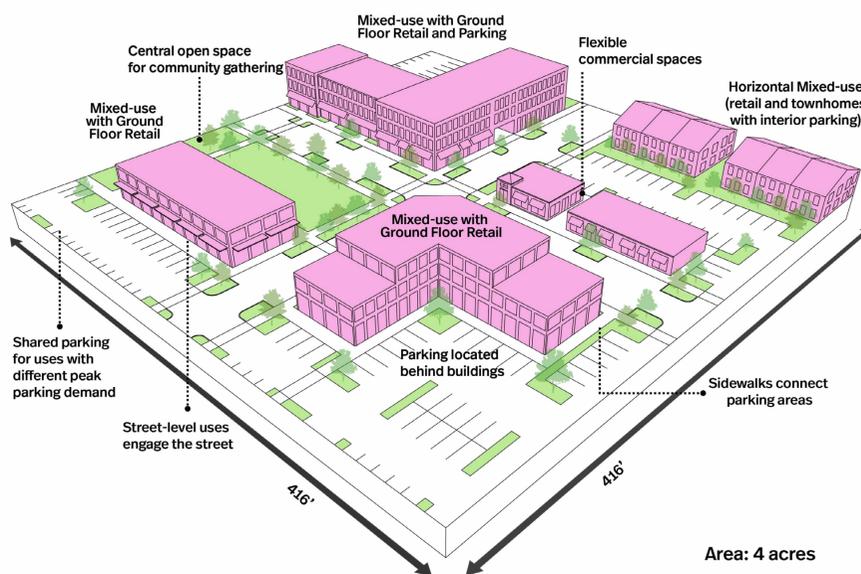
PARKING

- 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)



VOTE



VOTE



VOTE



VOTE

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

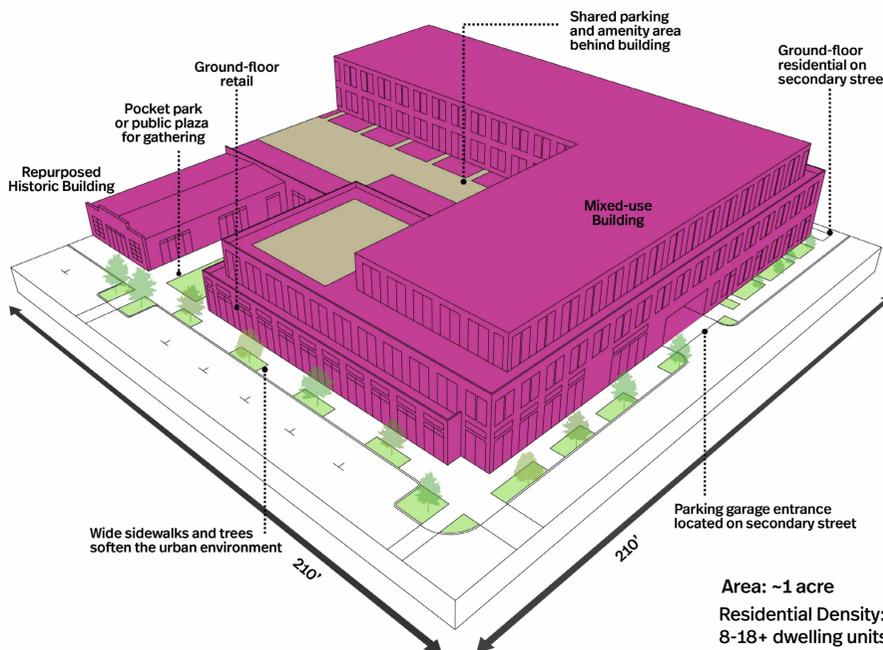
PARKING

- 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)



VOTE



VOTE



VOTE



VOTE

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 abut 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

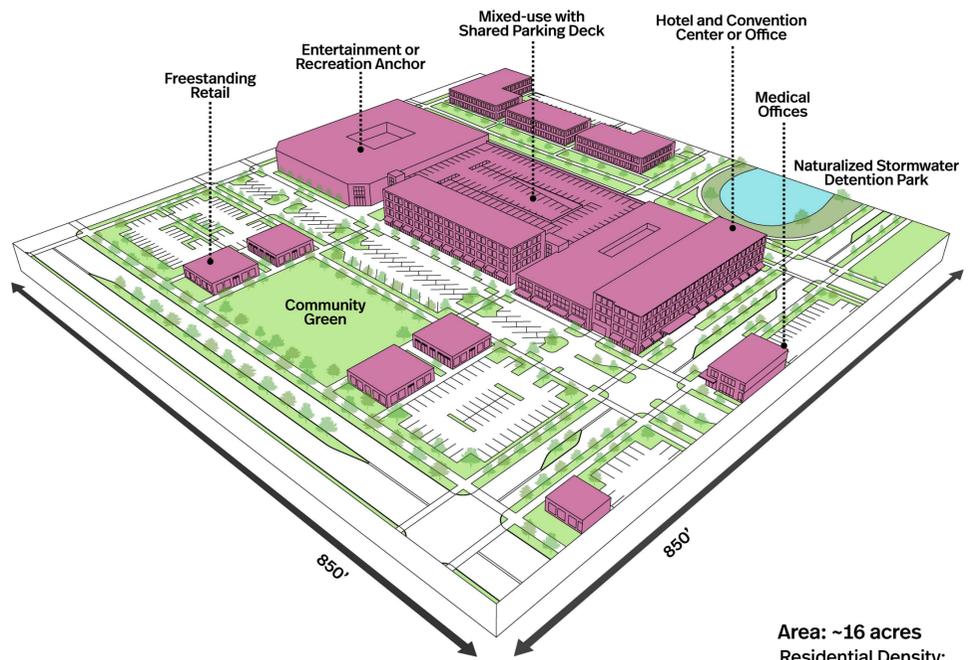
PARKING

- 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)



VOTE



VOTE



VOTE



VOTE

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

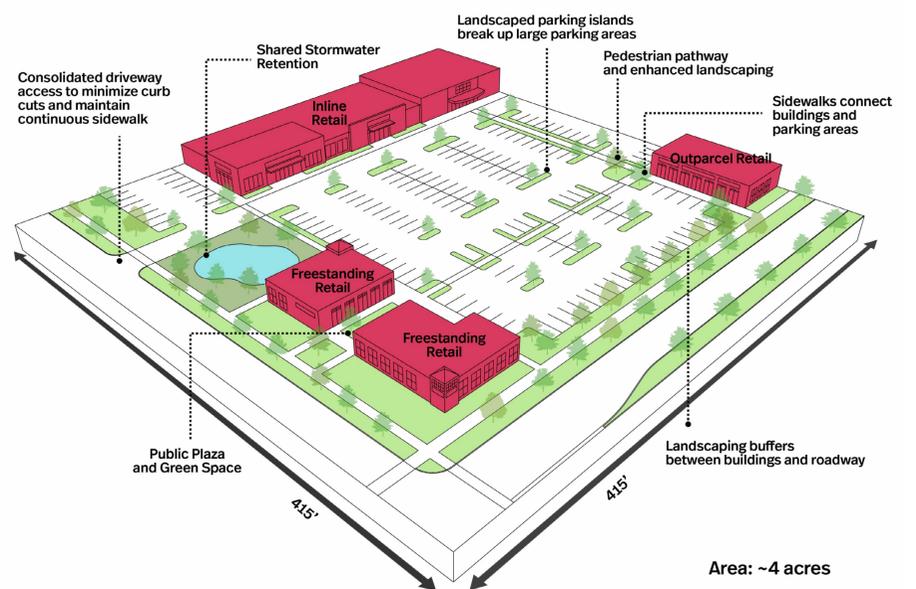
PARKING

- 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)



VOTE



VOTE



VOTE



VOTE

BUSINESS SUPPORT

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

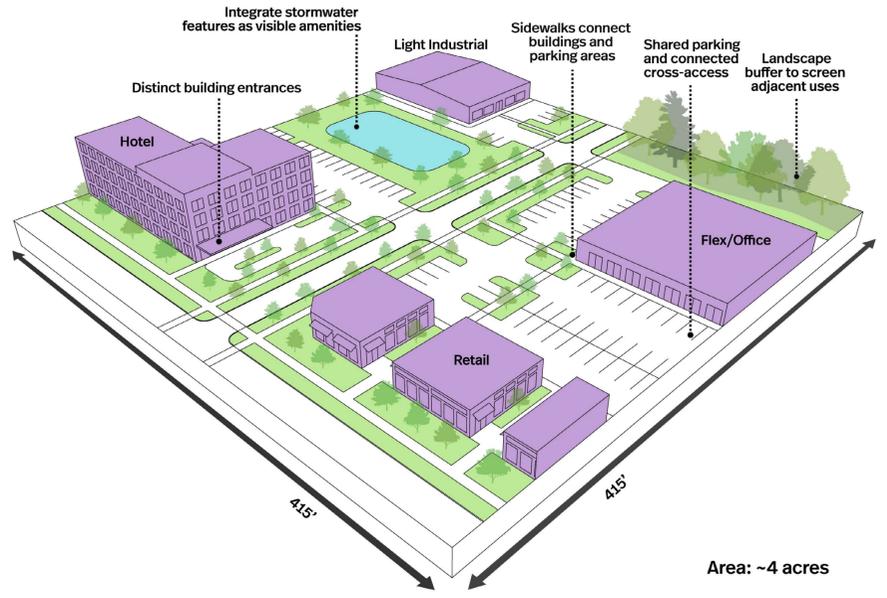
- Building entrances are identifiable
- Screening and landscape buffers shield adjacent residential uses from noise, traffic and visual impacts
- Pedestrian walkways, outdoor seating, and shaded areas are provided to encourage employee interaction and outdoor use
- Sidewalk and trail connections support 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)



VOTE



VOTE



VOTE



VOTE

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

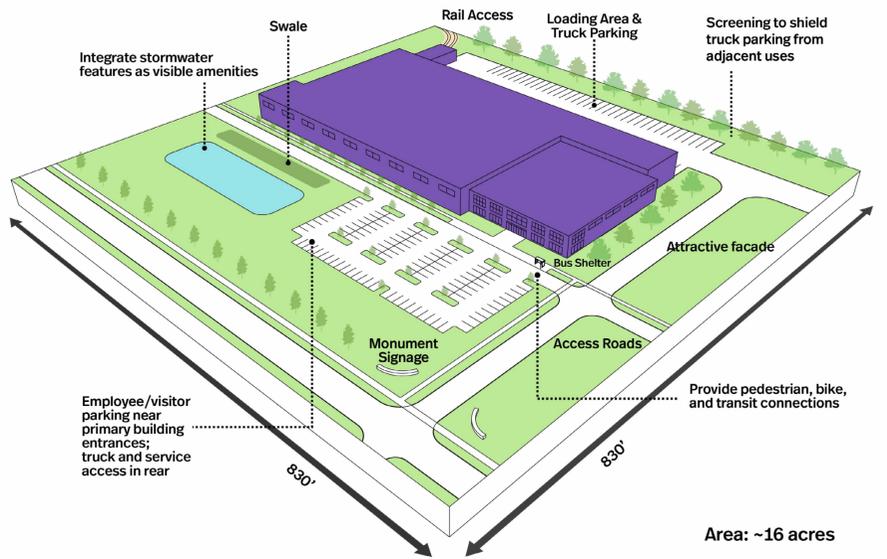
- Building entrances and front facades are defined with human-scaled elements
- Landscape buffers (approx. 30-50 feet) are provided along property lines adjacent to non-industrial uses
- Berms, fences, or plantings are used to screen operations, truck courts, and storage yards
- Stormwater management 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)



VOTE



VOTE



VOTE



VOTE

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

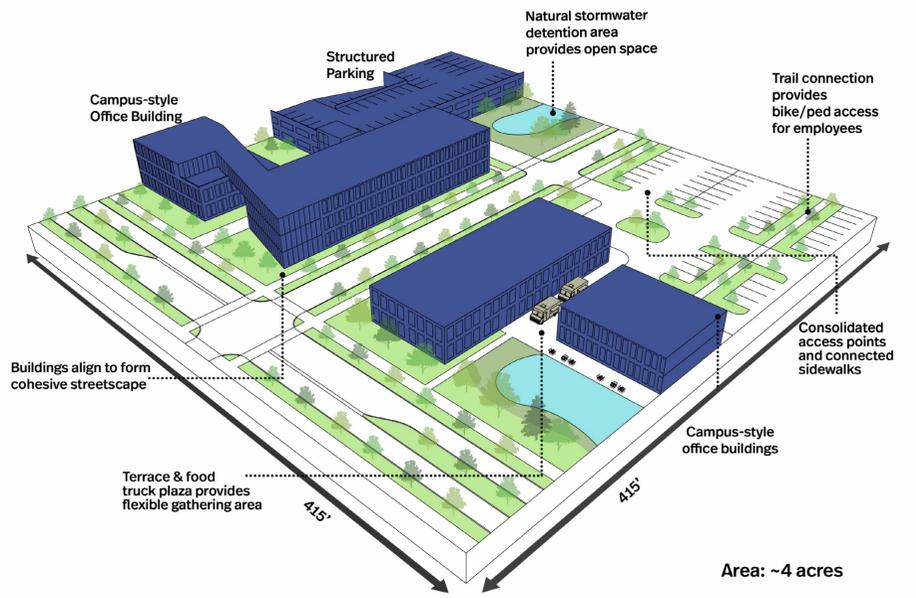
- Developments have defined internal streetscapes with clear wayfinding
- Loading facilities are located behind structures to be screened from public view
- Landscape buffers are provided along property lines adjacent to non-office uses
- Stormwater management features (detention ponds, bioswales) are 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



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.



Public/institutional

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.



Park

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.



Transportation, Communications, Utilities

Draft Land Use Goals & Objectives

LAND USE GOAL #1

Growth is strategically managed and enhances Kernersville's small-town character.

Objectives:

- 1.1 Reinforce and expand the downtown to attract complementary housing, retail and restaurants in a walkable environment.
- 1.2 Plan for land use, transportation, and infrastructure improvements to ensure a strong sense of place at critical nodes.
- 1.3 Foster residential neighborhoods that create a sense of belonging and connectivity to the larger Town.
- 1.4 Plan for employment nodes that are accessible and utilize best land planning practices.

LAND USE GOAL #2

Mixed-use neighborhood centers are strategically located to provide access to commercial and residential uses in walkable areas.

Objectives:

- 2.1 Create mixed-use centers at strategic locations, particularly near existing and future commercial clusters.
- 2.2 Promote a range of residential uses and commercial amenities in and near neighborhood centers.
- 2.3 Plan for public open spaces for recreation, and connections to greenways and trails.

LAND USE GOAL #3

A compatible mix of land uses is encouraged throughout Kernersville and its growth areas.

Objectives:

- 3.1 Prioritize development in Mixed Use areas to connect new growth to the transportation network, open spaces, and other amenities.
- 3.2 Foster excellence in the design of new residential, commercial, and industrial development.

Share your thoughts on Land Use Goals:

Draft Land Use Goals & Objectives

LAND USE GOAL #4

A diverse housing stock meets the needs of existing and prospective Kernersville residents.

Objectives:

- 4.1 Encourage residential development near greenways, trails, transit, and amenities to encourage walking, cycling, and transit usage.
- 4.2 Continue to foster a range of housing types.
- 4.3 Pursue infill development utilizing “missing middle” housing types.

LAND USE GOAL #5

Land use regulations support the continued growth and vitality of the Town of Kernersville.

Objectives:

- 5.1 Update the Unified Development Ordinance (UDO) based on the goals, objectives, and Future Land Use following the adoption of the Comprehensive Plan.

Share your thoughts on Land Use Goals:

Draft Economic Development Goals & Objectives

ECONOMIC DEVELOPMENT GOAL #1

Retail, services, and employment opportunities are attracted to provide jobs, amenities, and support the Town's tax base.

Objectives:

- 1.1 Continue to plan for commercial and industrial growth.
- 1.2 Focus commercial development at Neighborhood and Regional Mixed-Use areas within the community.
- 1.3 Pursue infrastructure projects to facilitate industrial growth.

ECONOMIC DEVELOPMENT GOAL #2

Downtown is expanded and enhanced as a vibrant hub that also celebrates its historic roots.

Objectives:

- 2.1 Plan for mixed-use development that brings more housing units and people downtown to support restaurants and businesses.
- 2.2 Enhance placemaking in the downtown to attract shoppers, diners and visitors.
- 2.3 Pursue entertainment uses in the downtown area.
- 2.4 Partner with businesses and organizations that can market the downtown to attract more visitors.

ECONOMIC DEVELOPMENT GOAL #3

A diversified economy supports a resilient and attractive community.

Objectives:

- 3.1 Recruit tech, biotech, research & development, and other growth industries in the Triad.
- 3.2 Support the continued development of the medical district.
- 3.3 Attract cultural uses and creative industries.
- 3.4 Support adaptive reuse efforts within existing commercial or industrial buildings.

Share your thoughts on Economic Development Goals:

Kernersville Comprehensive Plan

OUR HOME • OUR FUTURE

Economic Development

Which image(s) and/or policies would contribute to a strong, economically diverse Kernersville?

Continue to plan for commercial and industrial growth.



VOTE

Pursue entertainment-focused land uses in the downtown area.



VOTE

Plan for mixed-use development that brings more housing units and people downtown to support restaurants and businesses.



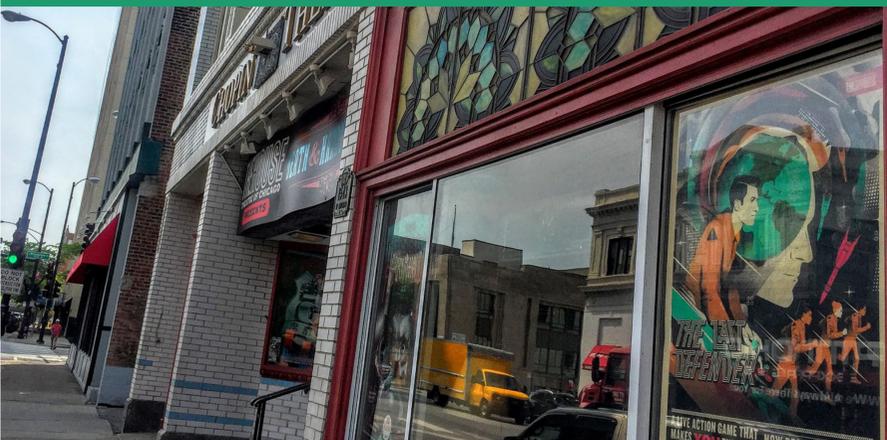
VOTE

Recruit tech, biotech, research & development, and other growth industries in the Triad.



VOTE

Attract cultural uses and creative industries.



VOTE

Support the continued development of the medical district.



VOTE

PlanKernersville.com

Draft Placemaking Goals & Objectives

PLACEMAKING GOAL #1

Business and mixed-use districts within Kernersville employ design elements to create a sense of place.

Objectives:

- 1.1 Work with local partners to develop distinct identities for business districts in the Town (such as South Main, the Highway 66 Corridor, and mixed-use centers).
- 1.2 Identify opportunities for gateway signage at key entry points to different districts.
- 1.3 Install improved street furniture, streetscaping, and banners to reinforce identity.
- 1.4 Pursue opportunities for improved wayfinding.

PLACEMAKING GOAL #2

Opportunities for public gathering are widespread throughout the community.

Objectives:

- 2.1 Work with property owners and developers to create a community open space within each mixed-use center.
- 2.2 Continue to support and encourage regular events within mixed-use districts.
- 2.3 Encourage the allocation of space for outdoor dining in existing and new development.

PLACEMAKING GOAL #3

Arts and culture are expressed within the community as a part of public spaces.

Objectives:

- 3.1 Study potential upgrades to the Kernersville Museum at the Depot to improve programming and exterior spaces.
- 3.2 Explore the installation of public art at high-visibility intersections, open spaces, and as part of new development and commercial centers.
- 3.3 Continue to program public spaces with art-focused events and cultural performances through partnerships with local institutions.
- 3.4 Promote historic preservation and the telling of the Town's history.

Share your thoughts on Placemaking Goals:

Which image(s) would make Kernersville an even more special and memorable place?

Work with local partners to develop distinct identities for business districts in the Town



VOTE

Identify opportunities for gateway signage at key entry points to different districts.



VOTE

Work with property owners and developers to create a community open space within each mixed-use center.



VOTE

Continue to program public spaces with art-focused events and cultural performances through partnerships with local institutions.



VOTE

Pursue opportunities for improved wayfinding.



VOTE

Promote historic preservation and the telling of the Town's history.

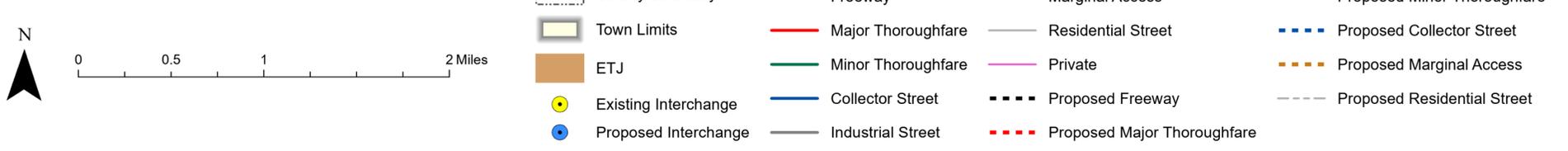
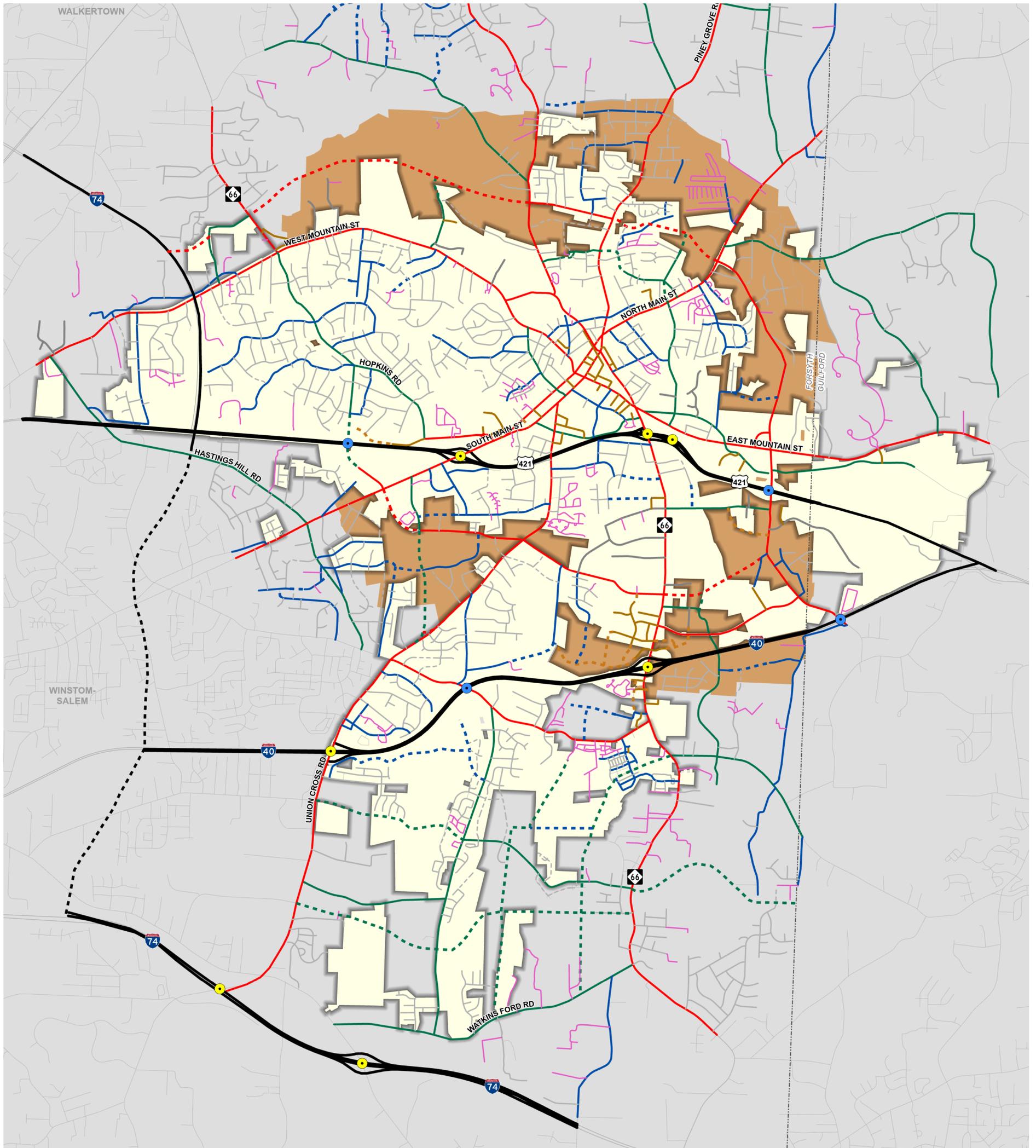


VOTE

Kernersville Comprehensive Plan

OUR HOME • OUR FUTURE

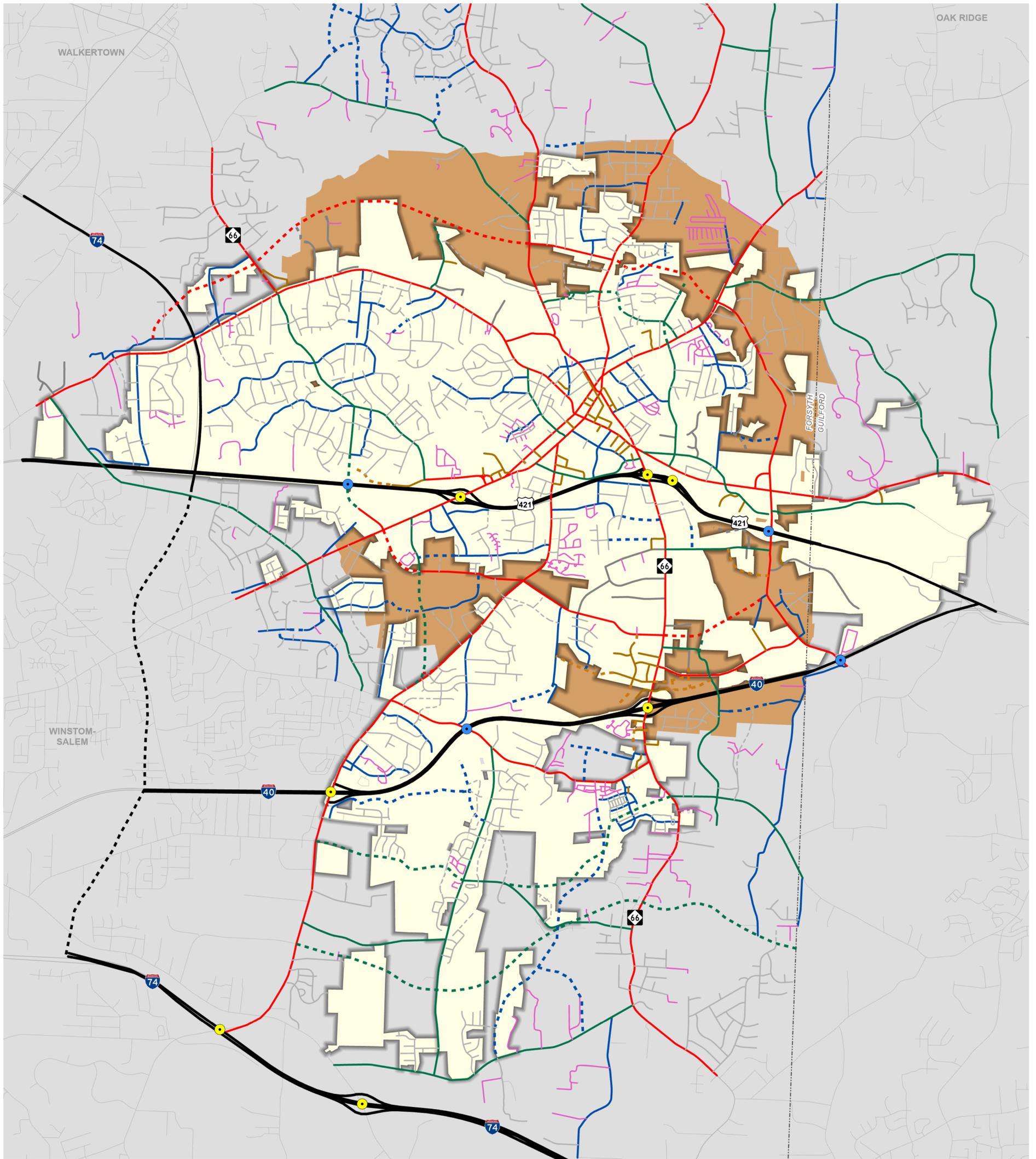
Proposed Thoroughfare Plan Map



Kernersville Comprehensive Plan

OUR HOME • OUR FUTURE

Adopted Thoroughfare Plan Map



0 0.5 1 2 Miles

- | | | | |
|----------------------|--------------------|-----------------------------|-----------------------------|
| County Boundary | Freeway | Marginal Access | Proposed Minor Thoroughfare |
| Town Limits | Major Thoroughfare | Residential Street | Proposed Collector Street |
| ETJ | Minor Thoroughfare | Private | Proposed Marginal Access |
| Existing Interchange | Collector Street | Proposed Freeway | Proposed Residential Street |
| Proposed Interchange | Industrial Street | Proposed Major Thoroughfare | |

PlanKernersville.com

What are your thoughts on the Thoroughfare Plan?

What are your thoughts on the Priority Greenway Segments?

Draft Transportation Goals & Objectives

TRANSPORTATION GOAL #1

Kernersville's transportation network promotes active transportation, such as walking, cycling, and transit.

Objectives:

- 1.1 Continue to develop greenways to create a community-wide network that connects housing with schools, businesses, downtown, and other places of interest and serves as a transportation alternative to streets.
- 1.2 Identify high-priority locations for constructing sidewalks.
- 1.3 Improve the streetscape within the downtown and nearby transitional neighborhoods.
- 1.4 Work with the North Carolina Department of Transportation (NCDOT), developers, and property owners to install sidewalks and greenways along identified routes.
- 1.5 Work with transit partners to improve local transit service and explore greater regional connectivity.

TRANSPORTATION GOAL #2

Kernersville is an active partner in transportation projects that improve the experience for all users.

Objectives:

- 2.1 Continue to work with NCDOT to support new roadway projects.
- 2.2 Expand roadway network to reduce congestion on high-volume roads.
- 2.3 Explore opportunities for traffic calming in high-volume pedestrian areas.
- 2.4 Identify opportunities for medians and streetscape improvements.

TRANSPORTATION GOAL #3

Accessibility is emphasized in all modes of transportation in Kernersville.

Objectives:

- 3.1 Design complete streets for new and improved roadways.
- 3.2 Explore opportunities to provide shuttle and transit service in key areas across the Town.
- 3.3 Pursue grants and other funding sources to improve accessibility and safety of sidewalks and other pedestrian infrastructure.
- 3.4 Install road sharing signage or markings on streets where the construction of sidewalks is not feasible.

TRANSPORTATION GOAL #4

Parking is addressed in a creative manner throughout the community.

Objectives:

- 4.1 Partner with local property owners to utilize parking during off-hours and assist in shared parking negotiations.
- 4.2 Study the feasibility of a small-scale parking structure in the downtown area.
- 4.3 Encourage the use of shared parking in mixed-use development to reduce excess spaces.

Share your thoughts on Transportation Goals:

Draft Environment Goals & Objectives

ENVIRONMENT GOAL #1

Natural features are utilized to improve resiliency and resident quality-of-life.

Objectives:

- 1.1 Explore opportunities to restore riparian areas along creeks, particularly as greenways are constructed.
- 1.2 Prepare a tree canopy protection plan and explore a tree planting cost-sharing program.
- 1.3 Study opportunities for bioswales along streets and rain gardens on public property.
- 1.4 Partner with community institutions to develop pollinator gardens.
- 1.5 Install educational signage for natural areas.

ENVIRONMENT GOAL #2

Open space and natural areas are preserved as Kernersville grows.

Objectives:

- 2.1 Encourage clustered development that retains common open spaces to preserve open space.
- 2.2 Identify important natural view corridors to preserve as development occurs.
- 2.3 Explore the development of a nature center.
- 2.4 Work with developers to utilize natural areas as public open space.

Share your thoughts on Environment Goals:

Draft Community Facilities Goals & Objectives

COMMUNITY FACILITIES GOAL #1

Creation of a network of community spaces that serve local residents and businesses as well as attract visitors to Kernersville.

Objectives:

- 1.1 Complete the fields and amenities at the Recreation & Event Center to serve as a regional sports hub for tournaments.
- 1.2 Transform the Town Hall Campus and Farmers Market structure into a multi-purpose event space.

COMMUNITY FACILITIES GOAL #2

Ensure excellent public emergency services.

Objectives:

- 2.1 Plan for phased expansion of Fire and Police services and facilities as needed to support population growth.
- 2.2 Plan for location of future Fire and Police stations based on projected growth.
- 2.3 Plan for public services, garbage collection routes, and equipment needed for new residential areas and different varieties of housing types.

COMMUNITY FACILITIES GOAL #3

Provide high quality water infrastructure and manage stormwater.

Objectives:

- 3.1 Work with Winston Salem / Forsyth County (WS/FC) Utilities for sewer capacity and water infrastructure to support residential, commercial, and industrial development.
- 3.2 Promote the use of green infrastructure and low-impact development (LID) strategies as a component of stormwater management.

Share your thoughts on Community Facilities Goals: