



Kernersville Comprehensive Plan

OUR HOME • OUR FUTURE



Joint Meeting: Board of Aldermen, Planning Board, Board of Adjustment, & Comprehensive Plan Steering Committee

November 17, 2025

Agenda

Introductions

Comprehensive Planning Process Updates

Draft Recommendations & Discussion

Land Use, Economic Development, Placemaking

Breakout Group Discussion #1

Transportation, Community Facilities, & Environment

Breakout Group Discussion #2

Next Steps



INTRODUCTIONS

COMPREHENSIVE PLANNING

- A policy document that sets forth a community's vision and values
- Serves as a guidepost as the Town contemplates development, pursues grants and external funding, and assesses the allocation of municipal funds
- Document itself does not change zoning, but goals and recommendations (distilled from community input and data) can inform future actions
- Town embarked on a comprehensive plan update to address challenges exacerbated by rapid growth and to develop a framework for future development that respects the Town's character, preserves its natural resources, and fosters quality of place



A statement of community values.



A vision for the future + actions to achieve it.



Insights and recommendations about places + policies.



A marketing tool for the Town.



A guide for decision makers.



PROJECT UPDATES

Project Timeline

SPRING 2025

Phase 1: Assess Community Conditions

SUMMER 2025

Phase 2: Community Vision & Goals

FALL 2025

Phase 3: Preliminary Recommendations

WINTER 2025 – SPRING 2026

Phase 4: Draft Plan & Adoption

Community Input to Date

- Stakeholder Focus Groups (May)
- Community Open House #1 (May 13)
- Community Survey (closed June 30th)
- Community Pop-Ups (Spring Folly, Honeybee Festival, Rotary Youth Leadership Academy, Kiwanis Club, Rotary Club)
- Community Appearance Commission Meeting (June 17)
- Online Input (ongoing)
- Committee Engagement since last Joint Meeting:
 - Comprehensive Plan Steering Committee Meeting #3 (July 14) – Community Vision, Goals and Objectives
 - Comprehensive Plan Steering Committee Meeting #4 (September 8) – Draft Future Land Use Map, Future Land Use Definitions, and Draft Strategies

Online Input

54 contributions to date

Greenway extensions would be great

Fix not pedestrian friendly intersections to promote more walkability



Open air shopping district with small businesses, restaurants, and art show

Posted by Anonymous | 15 days ago

Close off a portion of downtown and create an outdoor walking mall with small mom and pop shops, restaurants, sidewalk vendors ect. I vision cobblestone streets. Completely walkable with parking around the perimeter. Kernersville is growing as...

Revitalize this [South Main] area! Bring some type of amenity this way to get it active again. It always looks like such a dreary parking lot with far too much unused concrete.

It would be cool to see some of these buildings [in the downtown] have the upstairs converted to apartments. I just moved back to Kernersville, and it would be nice to have a place to live in the heart of town where everything is easily accessible.

Kernersville, especially downtown area is in great need of liveliness, movement and energy! Please expand downtown by adding more shops, restaurants, bakeries, coffee shops, small play areas for kids (open or closed), entertainment and parking. Art-related (fine arts, music, dance, etc.) stores and activities are missing as well



LAND USE, ECONOMIC DEVELOPMENT, & PLACEMAKING

Select Goals & Strategies

*Land Use Goal #1: **Growth is strategically managed** and enhances Kernersville's small-town character.*

- Plan for **redevelopment along corridors at the edges of downtown** (such as Bodenhamer, Cherry, N. Main, and Mountain Streets) to accommodate an orderly growth of the downtown area and to allow for mixed-use development that brings more people and variety of jobs to the downtown.
- Update UDO districts to **accommodate “missing middle” housing types** (such as duplexes, triplexes, and townhomes) and other context-sensitive, gentle density in Residential Mix areas, including limited use in certain higher-density RS district.



Select Goals & Strategies

*Land Use Goal #2: **Mixed-use neighborhood centers** are strategically located to provide access to commercial and residential uses in walkable areas.*

- Review zoning to allow for **Neighborhood Mixed-Use** around an expanded downtown area, which includes N. Main St. and Piney Grove, and at key sites along Main Street, Macy Grove Road, Union Cross Road, Linville Springs Road west of Dobson St., and Ogden School Road.
- Review zoning to allow for **Regional Mixed-Use** at South Main Street, the Gateway (U.S. 421 and Hwy 66) and Hwy 66 and I-40. Attract more intensive commercial and residential uses at these Regional Mixed-Use areas.
- Update the **Common Recreational Areas** (Section 5.5) of the UDO to require greater common open space in new development. Consider decreasing the number of multifamily unit threshold (currently 40 units) and/or increasing the number of common recreational space required per unit (currently 100 square feet).

Select Goals & Strategies

*Land Use Goal #3: A **compatible mix of land uses** is encouraged throughout Kernersville and its growth areas.*

- Refine **design guidelines** for new construction with recommended standards (for site design, public realm, massing, and facades) to promote quality design.

*Land Use Goal #4: A **diverse housing stock** meets the needs of existing and prospective Kernersville residents.*

- Consider developing a **toolkit or guidelines** that can be used by developers seeking to build context-sensitive **missing middle housing** in residential neighborhoods. This may include pre-approved architectural designs that meet zoning and building codes.

Select Goals & Strategies

*Economic Development Goal #1: **Retail, services, and employment opportunities** are attracted to provide jobs, amenities, and support the Town's tax base.*

- Consider the creation of an Industrial **Municipal Services District (MSD)** to in key industrial areas to collect additional property tax that can be used for focused improvements and amenities (such as maintenance, landscaping, open space, branding, economic development).

*Economic Development Goal #2: **Downtown is expanded and enhanced as a vibrant hub** that also celebrates its historic roots.*

- Consider viability for mixed-use redevelopment of municipally-owned parking lots that can incorporate the shared parking for downtown users as part of new development if parking needs are met through other facilities such as **new structured parking**.

Select Goals & Strategies

*Economic Development Goal #3: A **diversified economy** supports a resilient and attractive community.*

- Allow for **mixed-use development along Kernersville Medical Parkway** to support the Medical District by providing housing, hospitality, and commercial uses.
- Designate an **arts district or corridor** where there are existing clusters of unique arts and cultural uses within the Downtown, such as retooling spaces along Bodenhamer St.
- **Study the use of public incentives** for projects that repurpose or renovate existing and/or **historic buildings**.



Select Goals & Strategies

*Placemaking Goal #2: Opportunities for **public gathering** are widespread throughout the community.*

- Assess viability of acquiring small portions of private property for public space such as **parklets and plazas**.
- In new development, **consider reduced off-street parking requirements** in order to carve out small areas for outdoor patios and dining.



Select Goals & Strategies

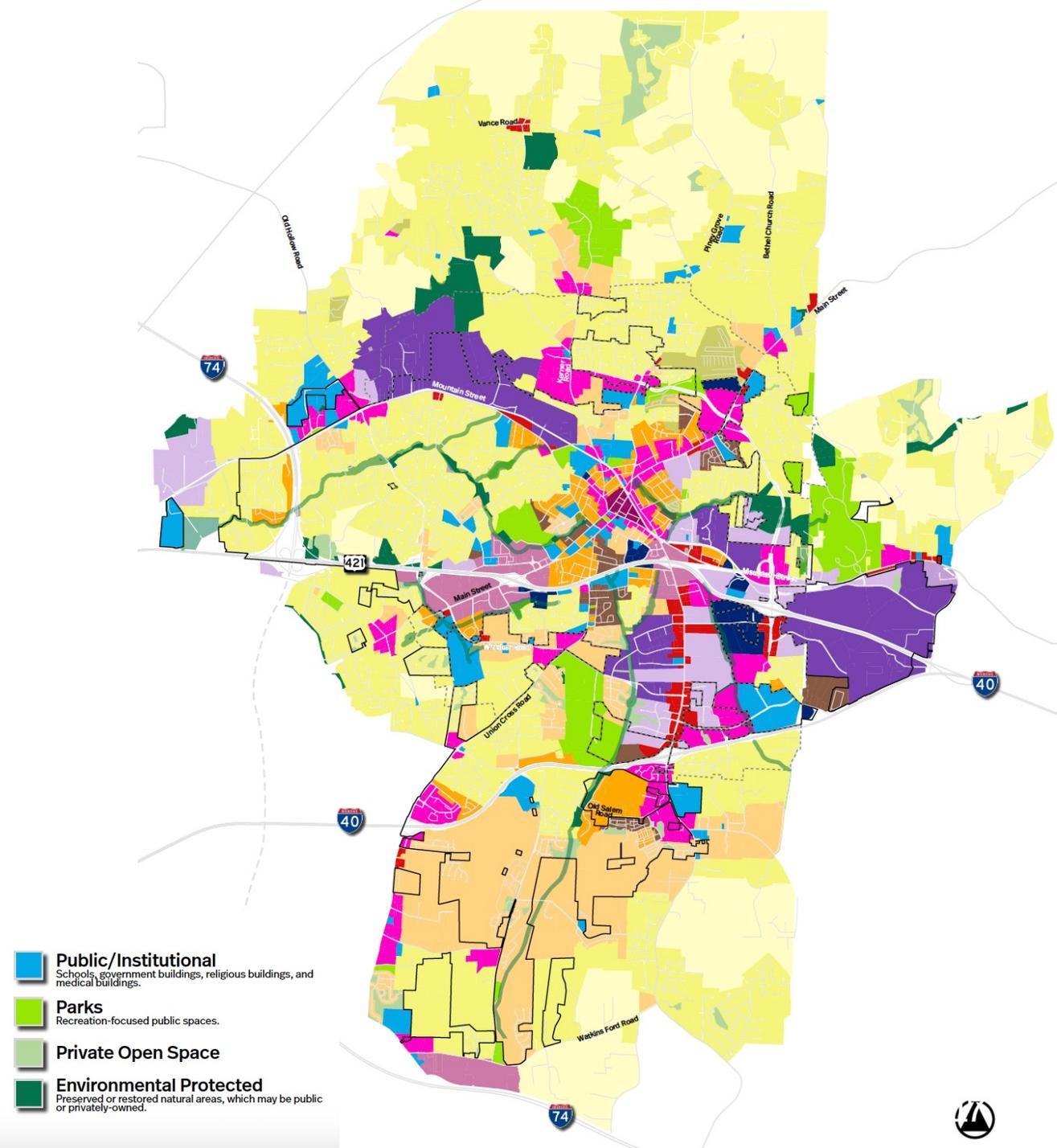
*Placemaking Goal #3: **Arts and culture** are expressed within the community as a part of public spaces.*

- Study potential upgrades to the **Kernersville Museum** at the Depot to improve programming and exterior spaces.
- Consider establishing a **Public Art Committee** to draft goals, criteria and programs to expand public art at strategic locations.



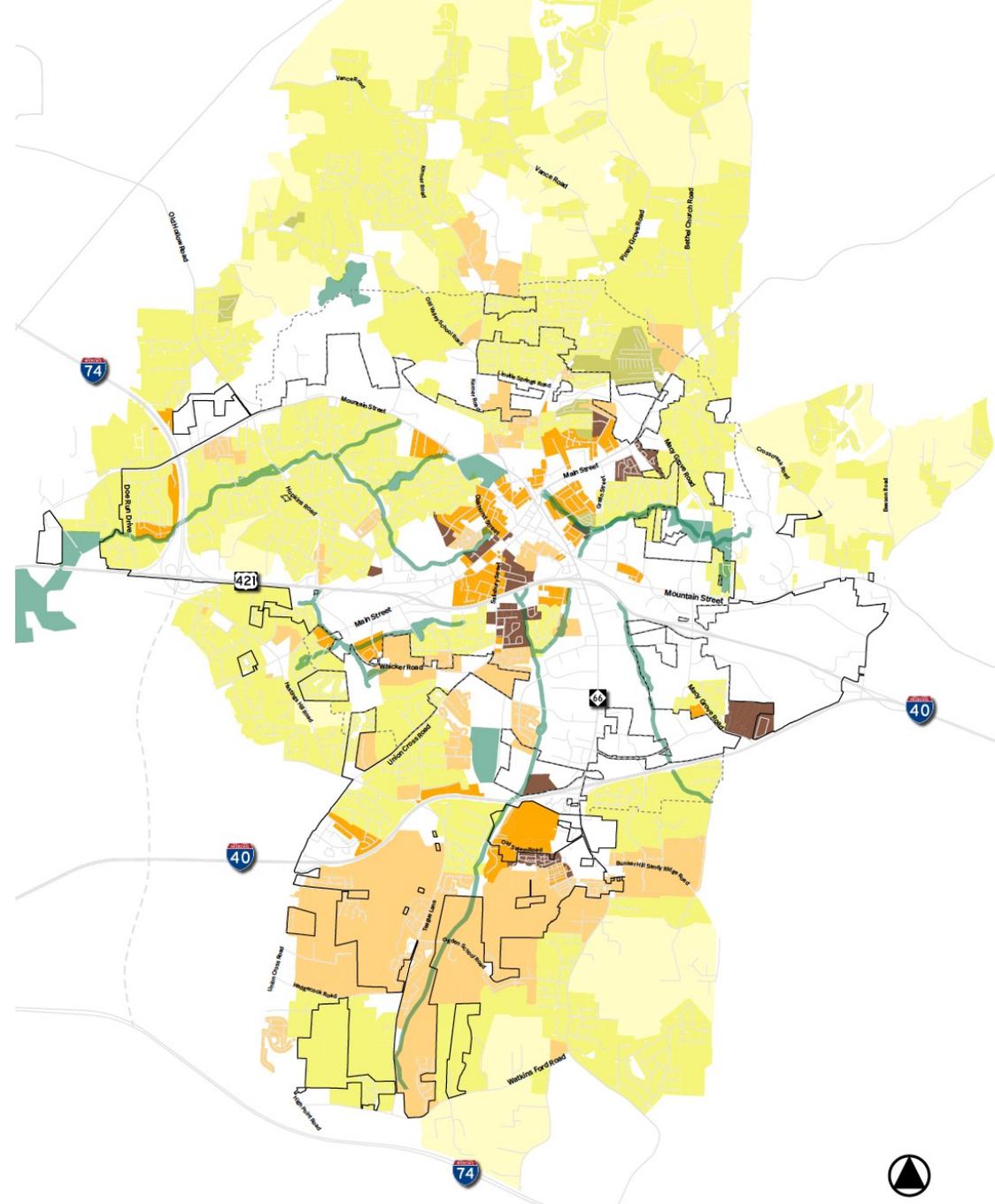
Future Land Use Map

- The Future Land Use map is not regulatory, but provides guidance and a framework for zoning and reviewing potential development
- Defines eighteen (18) different placetypes, which span public and private land uses, residential and commercial, and dense and rural
- Three major categories:
 - Residential Placetypes
 - Mixed-use and Non-residential Placetypes
 - Community Placetypes



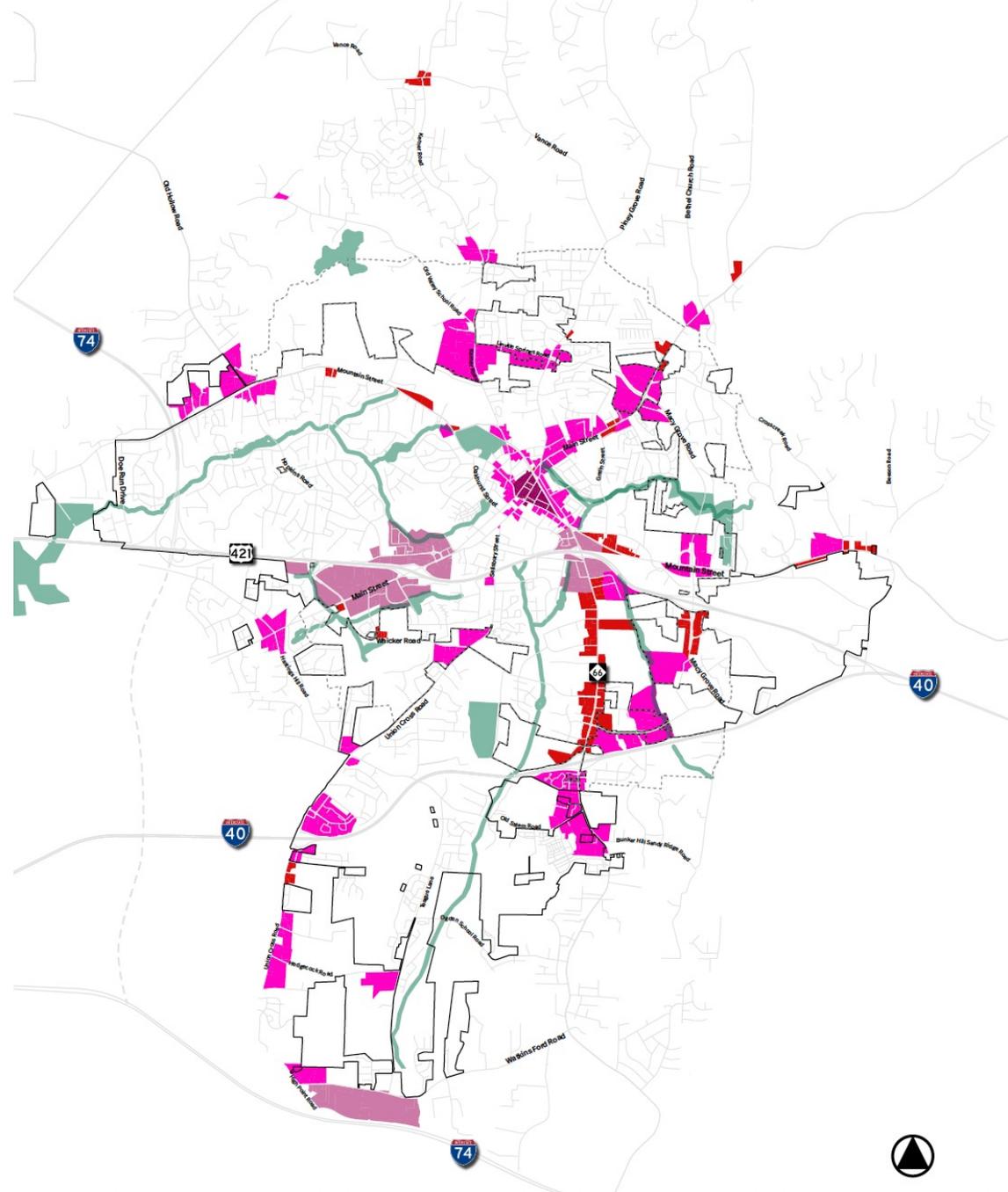
Future Land Use Map: Residential Areas

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



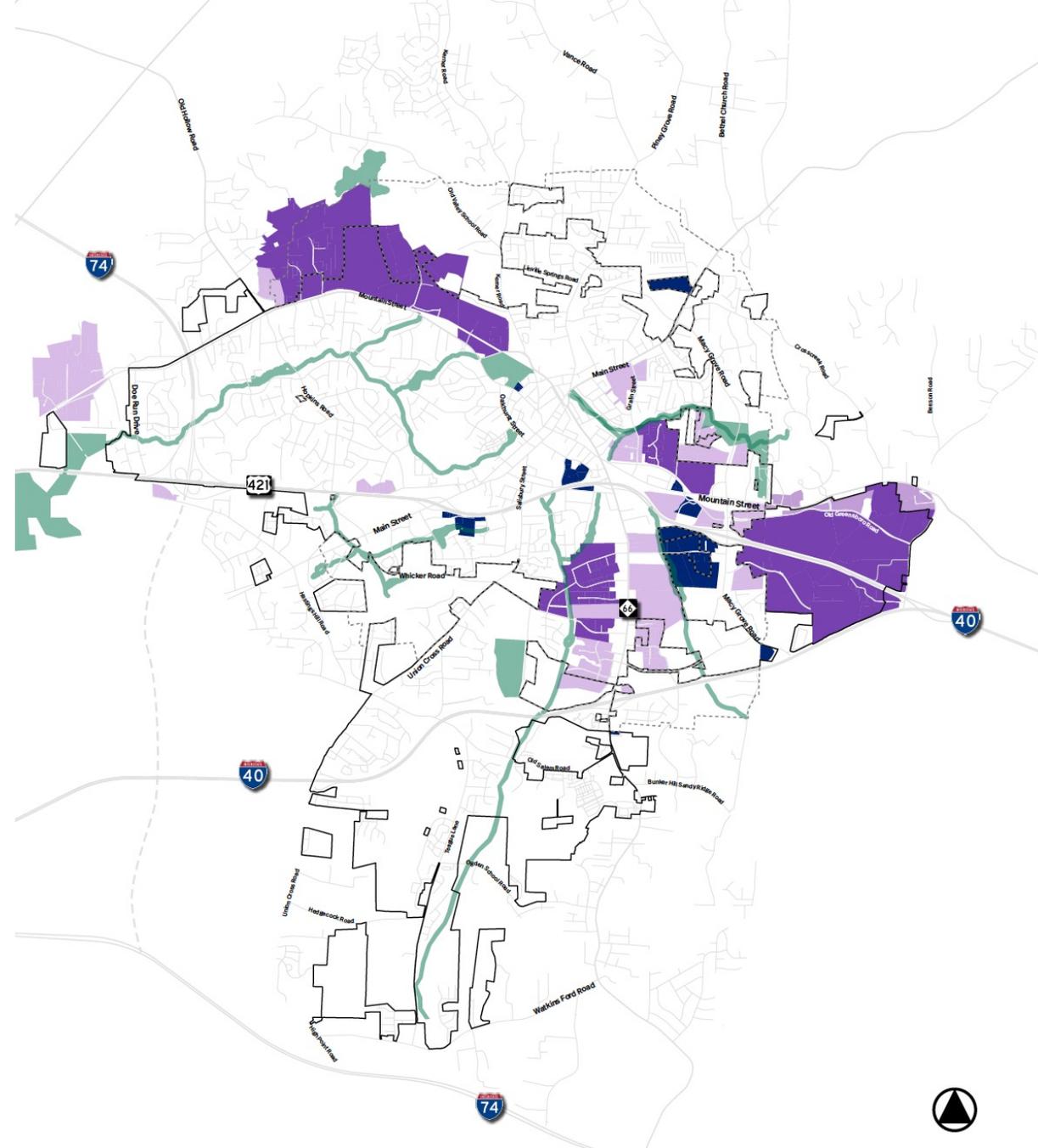
Future Land Use Map: Commercial & Mixed-Use Areas

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



Future Land Use Map: Industrial & Business Areas

-  Business Support
-  Industrial
-  Office

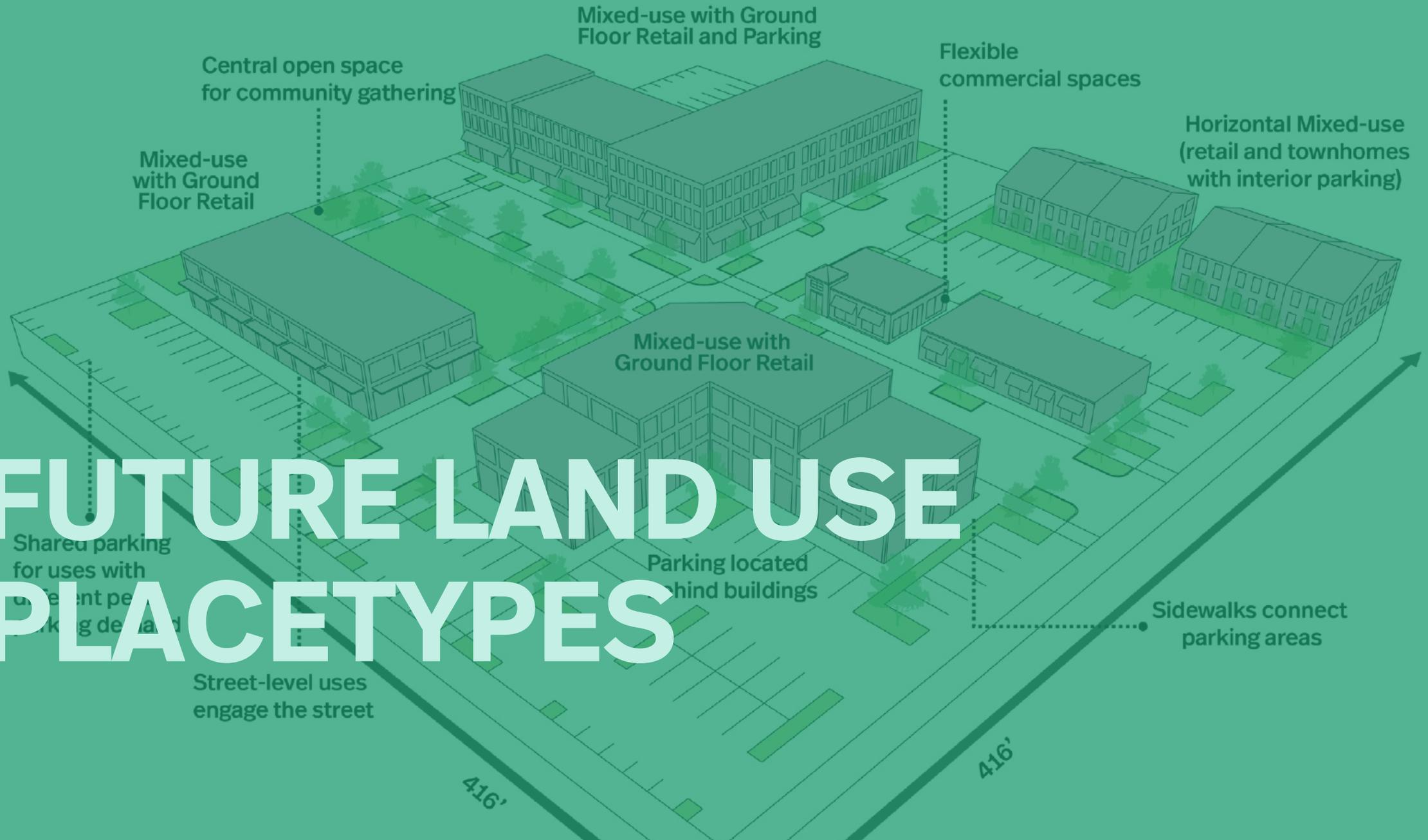


Future Land Use Definitions

Key changes from the Current Land Use Plan:

- Updated to reflect recent and underway development
- More flexible and can be applied where needed across Town (no longer location-specific, except for Downtown categories)
- Provide additional information about form and relationship to other land uses
- Replaced Activity Center and TND designations to use more specific categories related to mixed-use or residential placetypes
- Covers the entire area within the Town's annexation agreement boundary, extending beyond the Extraterritorial Jurisdiction (ETJ)

FUTURE LAND USE PLACETYPES



Scan this QR
code to join



DISCUSSION QUESTIONS:

Growth & Land Use

1. The draft strategies describe expansion of the downtown core. What aspects of the downtown character are most important in extending the downtown area east of the railroad along N. Main St. and Bodenhamer St.?
2. The future land use plan recommends creating new neighborhood and regional mixed-use nodes. What types of businesses and residential development would most be needed in these nodes?

DISCUSSION QUESTIONS:

Economic Development & Downtown

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

DISCUSSION QUESTIONS:

Placemaking

1. The draft plan includes several strategies focused on different ways to encourage public space/open space as part of public-private partnerships in new development or through other publicly-led projects/investments (such as increasing the open space requirement in new residential development). To what extent should the Town work to expand both public and private open spaces?



TRANSPORTATION & COMMUNITY FACILITIES

Select Goals & Strategies

*Transportation Goal #1: Kernersville's transportation network promotes active transportation, such as **walking, cycling, and transit**.*

- Identify key routes between residential developments and services for **greenway creation and/or expansion**, with prioritization based on proximity to existing greenway linkages, existing parks and recreation, and access between residential and commercial areas. Priority Routes could include:
 - The segment from N Main Street to Gralin Street.
 - The segment from the existing Kerner Mill Greenway west to Old Kernersville Lake Park.
 - The segment between Fourth of July Park and Old Kernersville Lake Park.
 - The segment along Abbotts Creek between Beeson Court and Heartland Drive Extension.
 - The segment of Shield Road between Abbotts Creek and Union Cross Road.
- **Extend the Downtown streetscape** along key corridors including S. Main Street, Cherry Street, Mountain Street and Bodenhamer Street.

Select Goals & Strategies

*Transportation Goal #2: Kernersville is an active **partner in transportation projects** that improve the experience for all users.*

- **Expand the roadway network** based on the proposed roadways identified in the Thoroughfare Plan, including these priorities:
 - The western extension of Linville Road east to Perry Road,
 - The Ogden School Road extension, and
 - The segment from Hwy 66 to Macy Grove Road.
- Identify opportunities to implement **traffic calming methods on local and state-maintained roadways**, particularly in downtown area, regional mixed-use, and neighborhood mixed-use areas.

Select Goals & Strategies

*Transportation Goal #3: **Accessibility is emphasized** in all modes of transportation in Kernersville.*

- Adopt and implement a **Complete Streets Policy** to include elements such as bicycle infrastructure, traffic calming measures, increased lighting, and enhanced landscaping
- **Conduct a transit study** to gather community feedback and identify transportation needs that could support a local shuttle or transit service.

Select Goals & Strategies

*Transportation Goal #4: **Parking is addressed in a creative manner** throughout the community.*

- Work with property owners to establish **parking agreements to utilize parking areas during “off-hours,”** where applicable.
- Conduct a **downtown parking study** to determine feasibility of a parking structure in the downtown area.
- Encourage the **use of shared parking areas** for mixed-used developments as permitted by the UDO, particularly in Regional Mixed Use and Neighborhood Mixed Use areas

Select Goals & Strategies

*Community Facilities Goal #1: Creation of a **network of community spaces** that serve local residents and businesses as well as attract visitors to Kernersville*

- Create a plan to make **improvements to the Farmers Market pavilion and Town Hall area** to create a more usable space to facilitate for additional events and programming, such as concerts, food trucks, and festivals.

*Community Facilities Goal #2: Ensure excellent **public emergency services***

- Identify potential locations for future Police Substations throughout the Town to provide comprehensive coverage based on the phasing plan.
- Evaluate existing development ordinances for future updates to provide adequate access for trucks to improve accessibility and safety

Select Goals & Strategies

*Community Facilities Goal #3: Provide high-quality **water infrastructure and manage stormwater***

- **Utilize low-impact development strategies**, such as rain gardens, bioswales, permeable pavement, and bioretention ponds, for Town-owned facilities to enhance stormwater management.
- Investigate updating the UDO to **encourage the use of low-impact development strategies by incentivizing developers** to incorporate these elements in the design of new developments.

Select Goals & Strategies

*Environment Goal #1: Natural features are utilized to **improve resiliency and resident quality-of-life.***

- **Acquire privately-owned, undeveloped parcels** along creeks to build out the Greenways Plan.
- **Update the Tree Protection and Tree Coverage standards** in the UDO to take into account greater open space requirements and allow clustering of tree stands
- Investigate the feasibility of **installing bioswales along streets** in areas with chronic ponding issues.

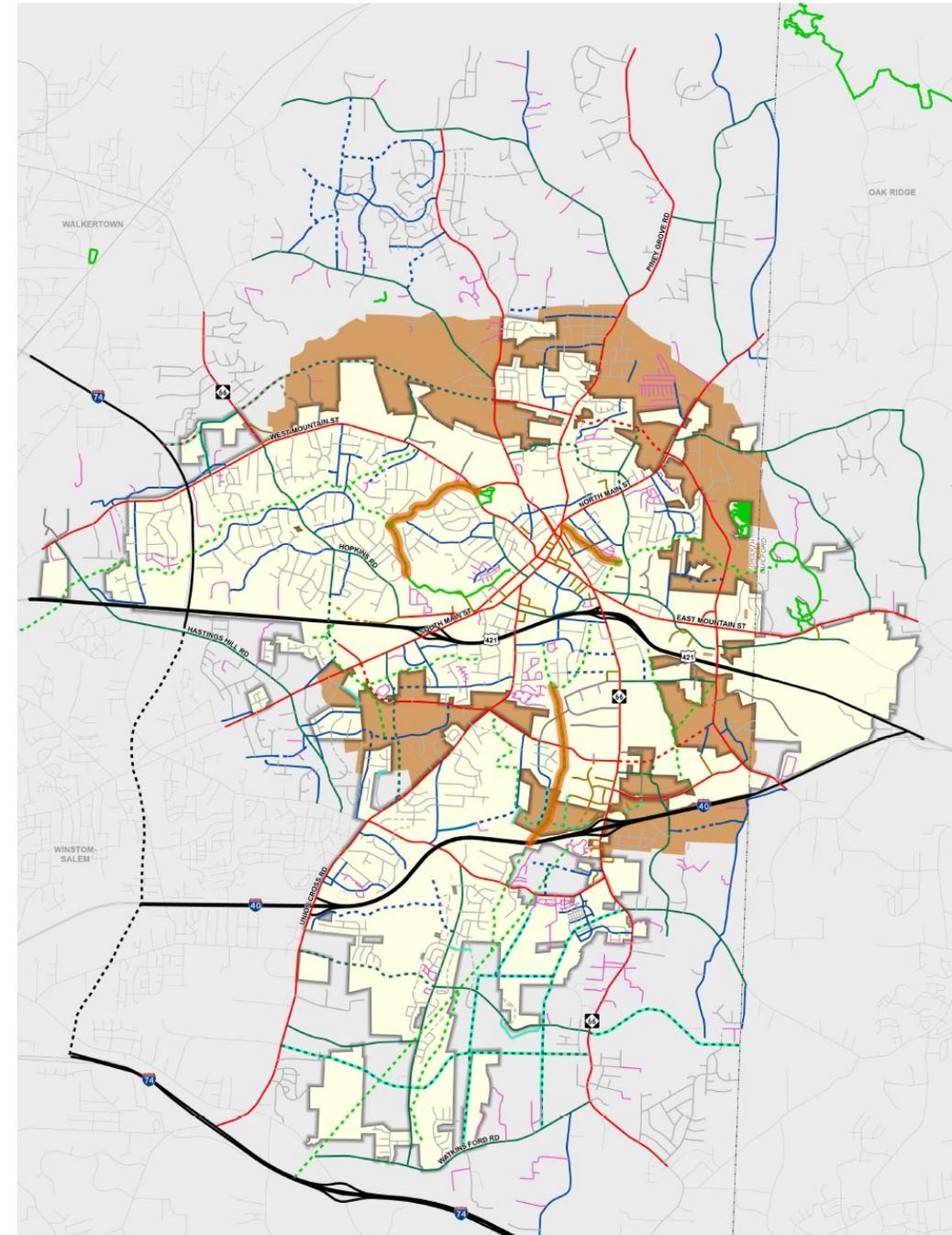
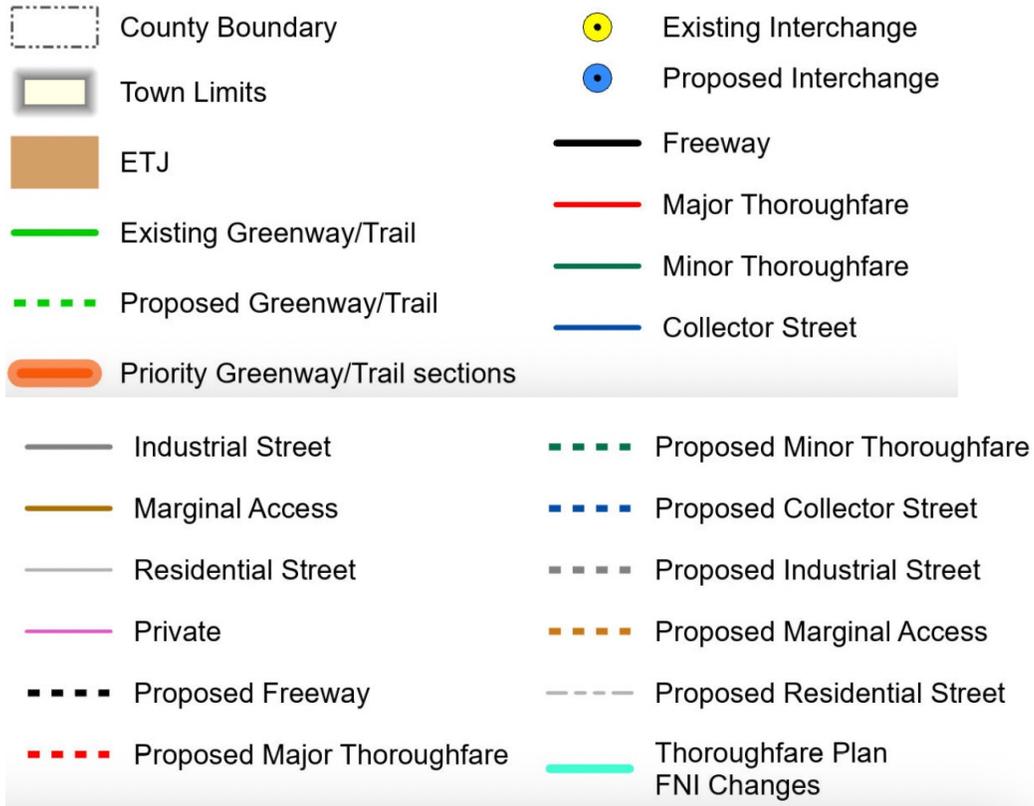
Select Goals & Strategies

*Environment Goal #2: **Open space and natural areas are preserved** as Kernersville grows.*

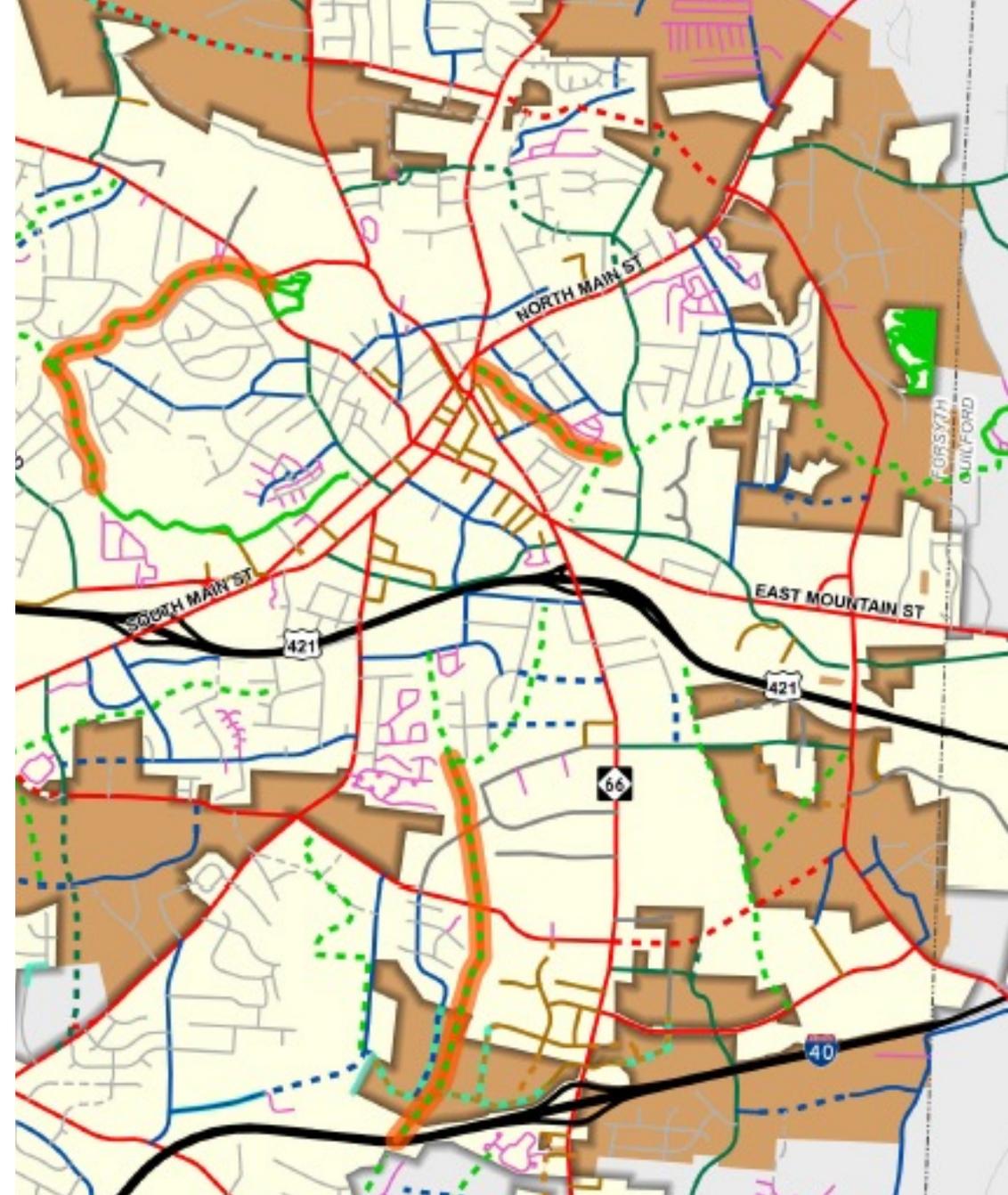
- Increase open space and natural area requirements in subdivision sections of the UDO (See Land Use Goal #2).
- Work with developers to preserve unique on-site features, such as barns, mature tree clusters, and knolls, as development occurs.
- Work with developers to effectively allocate required open space into usable public open space.

THOROUGHFARE PLAN

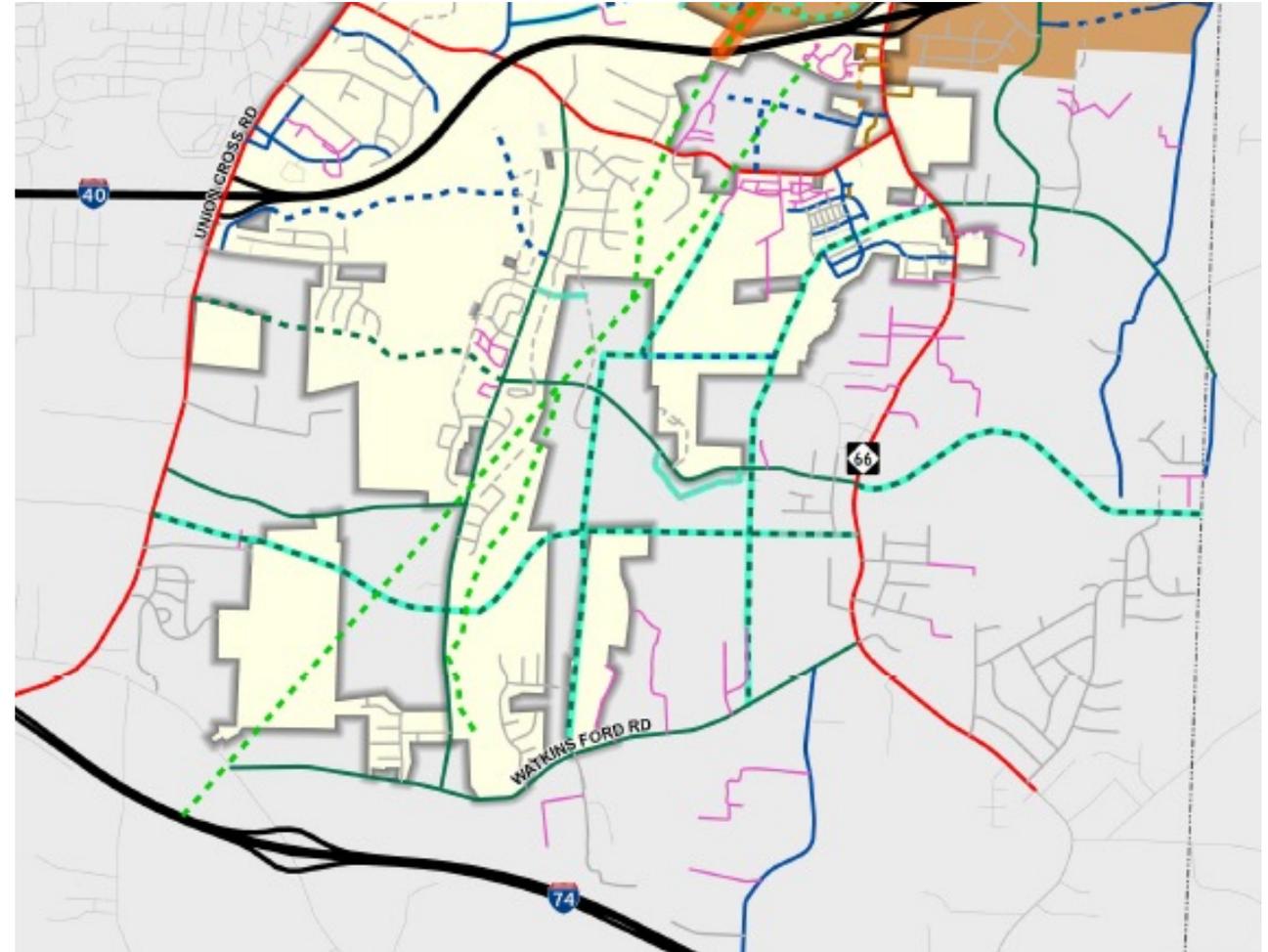
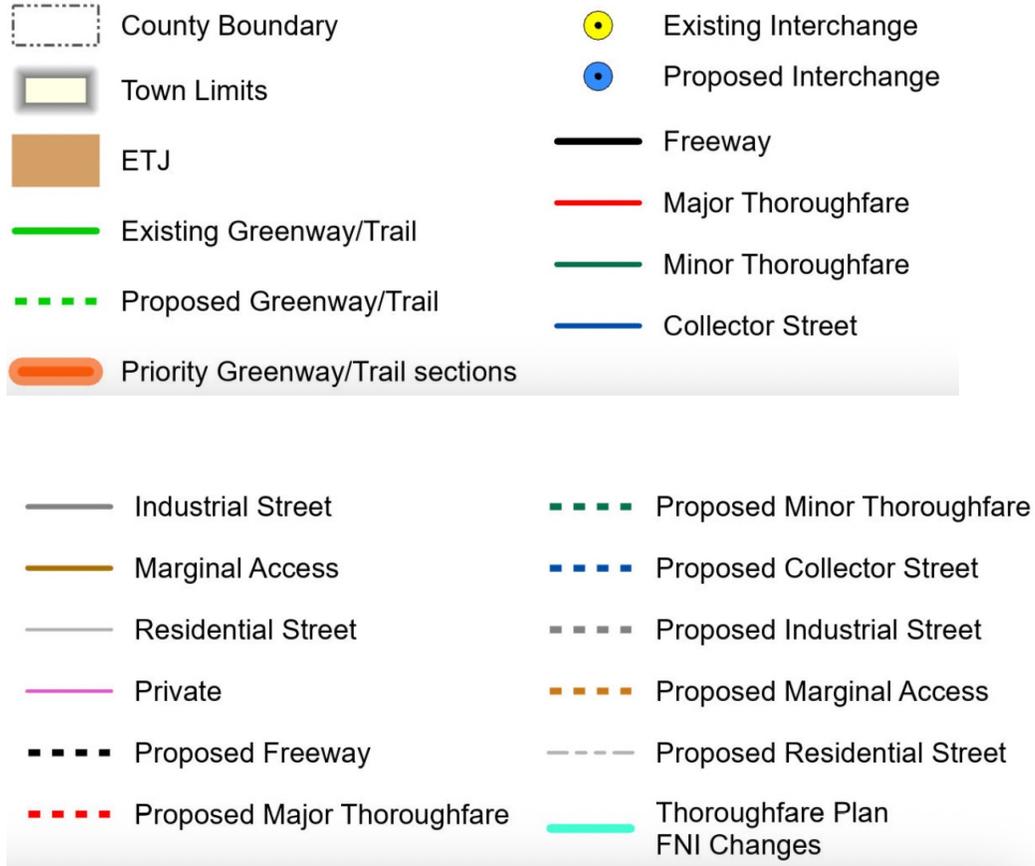
The Thoroughfare Plan aligns with the Future Land Use Plan and considers future changes to the roadway network to connect existing development and new growth areas.



THOROUGHFARE PLAN



THOROUGHFARE PLAN



THOROUGHFARE PLAN



DISCUSSION QUESTIONS:

Community Facilities & Environment

1. Do you have any questions or comments on the draft strategies?

DISCUSSION QUESTIONS:

Thoroughfare Plan & Greenways Map

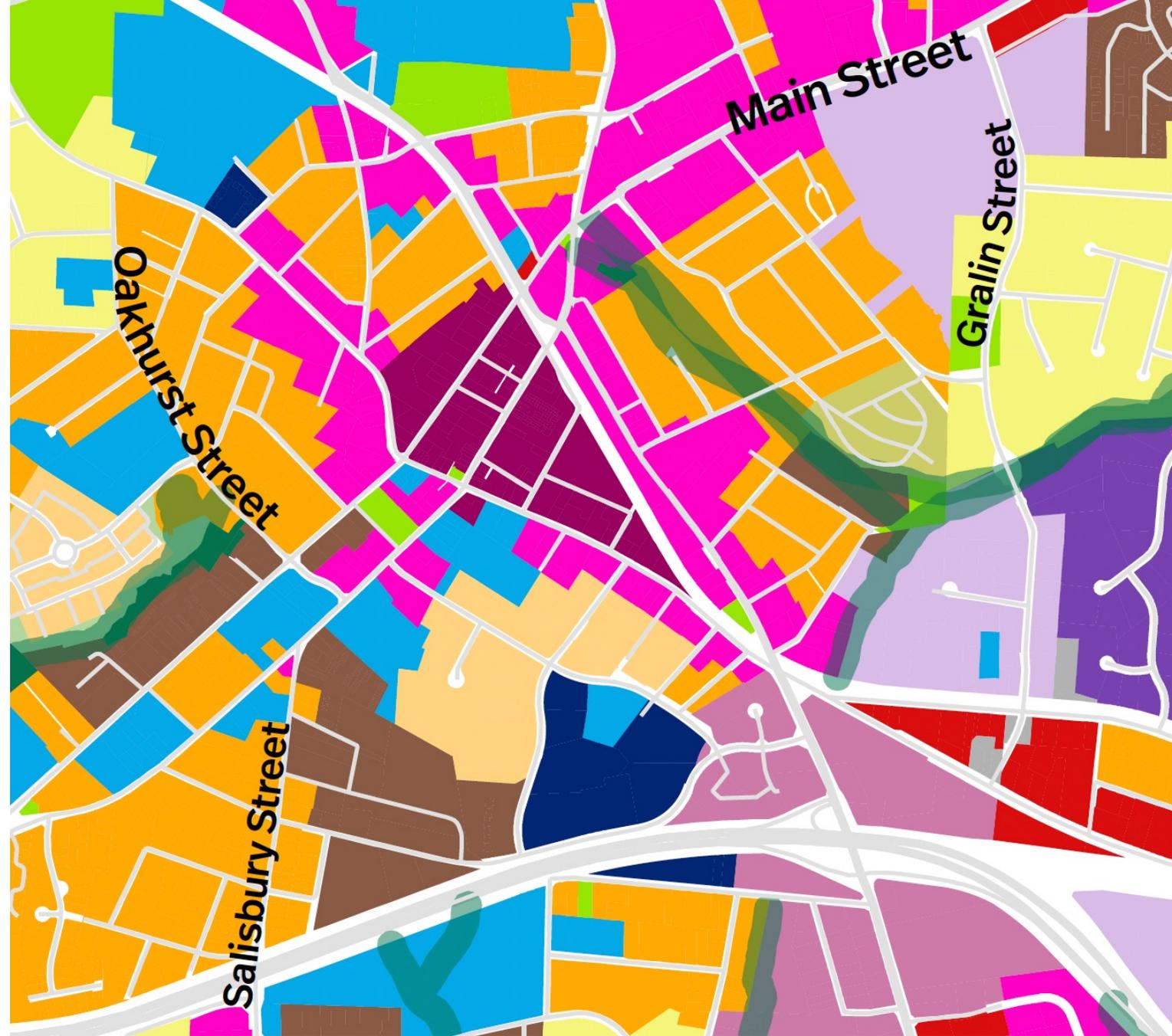
1. Which sidewalk or greenway projects should be the top priority for immediate funding to improve safety and connectivity?
2. What should the criteria be? Cost? Proximity to schools, Downtown, Parks, etc.?
3. Would you prefer investing in sidewalks or greenways?
4. Do you have comments on the Thoroughfare Plan Map?

Next Steps

- Community Open House – TOMORROW, November 18, 6-8pm at Ceiner Botanical Gardens
- Refine draft recommendations and combine all elements into a draft comprehensive plan for review by staff, officials, and community

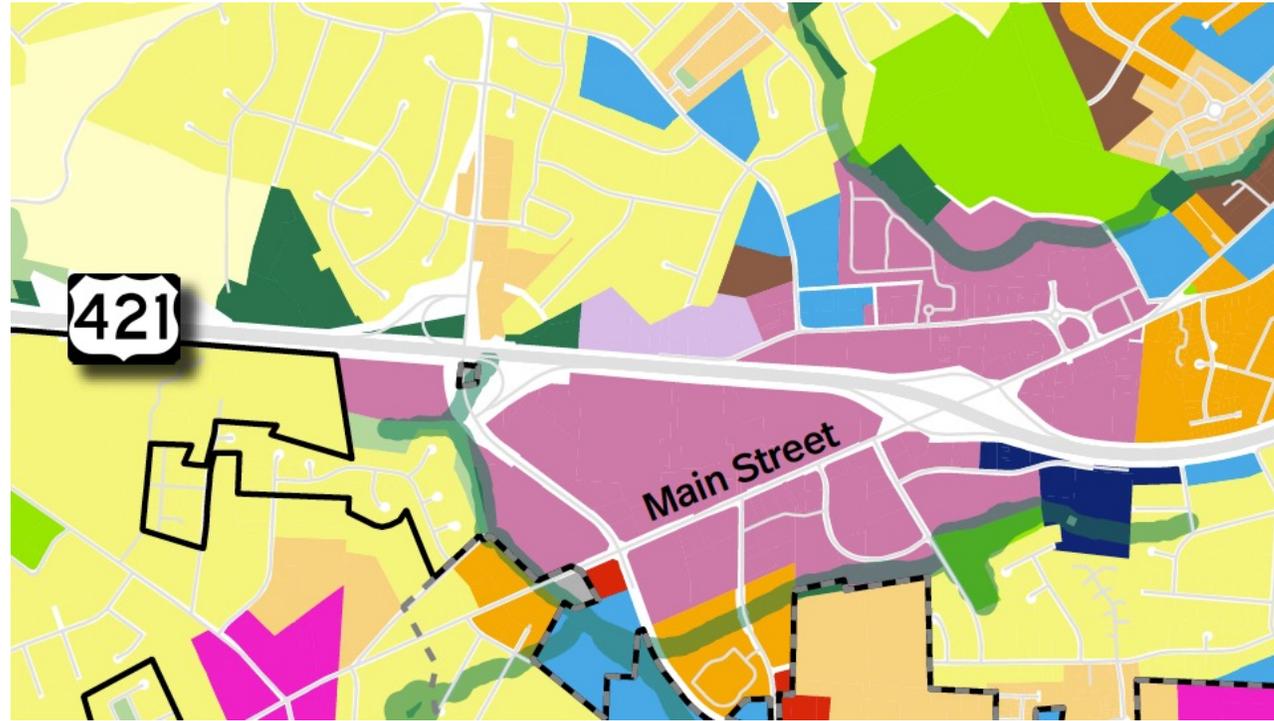
Extra Slides

Future Land Use Map: Downtown



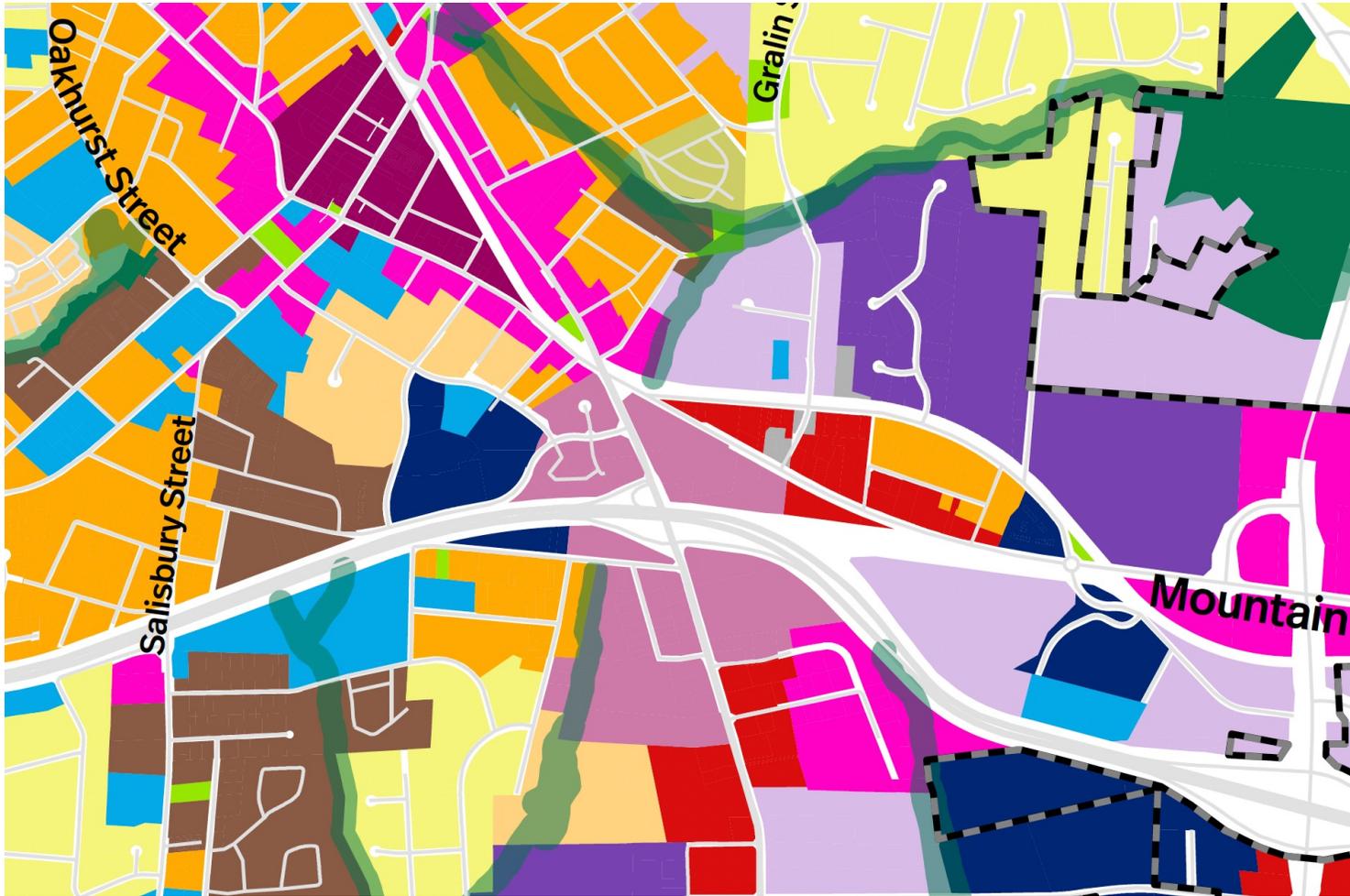
Future Land Use Map: Regional Mixed Use (South Main)

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



Future Land Use Map: Regional Mixed Use (the Gateway)

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



Future Land Use Map: Regional Mixed Use (High Point Road & I-74)

