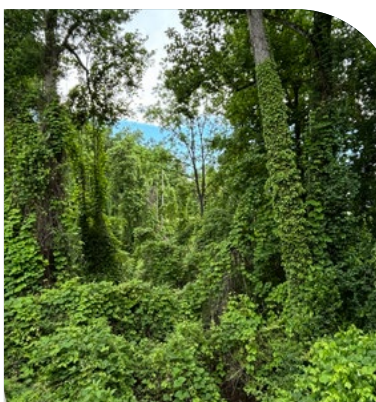
Kernersville
COMPREHENSIVE PLAN

JULY 31, 2026 DRAFT



LETTER FROM THE MAYOR

Dear Kernersville residents,

Over the past 25 years, our town has experienced tremendous economic growth. A new hospital, expansion of manufacturing, and a growing strength in logistics are all benefits of that growth. For our citizens, this growth has made possible new amenities. An expansion of Ivey Redmon Sports Complex, a new Recreation and Events Center, and renovations of Civitan, Harmon, and Fourth of July Parks.

Kernersville's emergency services have grown and changed over this time frame as well, with the Kernersville Fire Rescue Department increasing its rescue capabilities, geographic response area, and evolving as an all-hazards response department. In light of this growth and change, Kernersville residents are now served by a fire department that has been recognized as one of the best in the state of North Carolina, that has been serving the citizens for more than 100 years.

The Kernersville Police Department has continued its long-standing reputation as a department of community involvement, as symbolized by the Police Protector statue standing in front of the Stockton Law Enforcement Center, and continuing to value the motto, "to wear the badge is a choice, to serve the public is an honor." Kernersville's police department deploys new technology along with time-tested investigative techniques to keep our town a safer place for all to work, raise a family, and retire in Kernersville.

With the positive benefits of growth can come increased traffic and differing visions of the best land use and development for the long term for our community.

This Comprehensive and Future Land Use Plan, the first major update since 2014, reached out to the residents of Kernersville to incorporate viewpoints of growth, services, and amenities that they enjoy in our town and areas to be aware of for future consideration and possible implementation. This new update builds on a value and tradition of planning that has been consistently deployed since the Vision 2020 Plan in 1997 and has continued with Transportation Planning, Overlay District, Stormwater Plan, multiple Area Plans, and earlier Land Use Plans.

With that in mind, I would like to thank the Community Development Director Catherine Garner, Lead Planner Brad Rentz, Community Development staff, the Town Manager, Curtis Swisher, the members of the Comprehensive Plan Steering Committee, and the Chair Jim Fradenburg, the Planning Board, the Board of Adjustment, the Kernersville Board of Aldermen, and, most of all, the citizens who stopped by a pop-up booth, came to a community Open House, the children who drew a picture about the future, and all who made your voices heard.

As this Comprehensive and Future Land Use Plan is implemented over the next several years, your voice is still welcomed and your input is valued.

All the best,

Mayor Dawn Morgan

ACKNOWLEDGMENTS

This Comprehensive Plan would not be possible without the guidance and efforts of the Comprehensive Plan Steering Committee, the Kernersville Planning Board, elected officials, Town of Kernersville staff, residents, business owners, community organizations, and other stakeholders.

BOARD OF ALDERMEN

Dawn Morgan, Mayor*
J.R. Gorham, Mayor Pro Tem
Bill Apple, Alderman*
Randall Pegram, Alderman
Sarah Sabanis, Alderman
Chris Thompson, Alderman*
John Barrow, Former Alderman
Joe Pinnix, Former Alderman

PLANNING BOARD

James Fradenburg, Chair*
Tom McDaniel, Vice Chair*
LuAnn Davis
Michael Enscore*
Fentress Gerald*
Steve Hutchins*
Nathan Meyer
Russell Parmele*
Scott Sapp

BOARD OF ADJUSTMENT

Joe Orenstein, Chair
David Collins, Vice Chair
Lance Antieau
Victor Evjen
Debbie Juday
Jeffrey Manter
Suzanne Meyer
Michael Nichols
Michael Woods

**COMPREHENSIVE PLAN COMMITTEE MEMBERS*

TOWN OF KERNERSVILLE STAFF

Curtis L. Swisher, Town Manager
Catherine Garner, AICP, CZO, Community Development Director
Chris Jensen, PE, CFM, Public Services Director
Brad Rentz, MPA, AICP, CZO, Community Development Manager
Jordan Caudle, AICP, CZO Planner II
Liam Bowman, GIS Planner
Anna Gwyn, CZO, Planner I
Megan Grigg, GIS Specialist/Administrator

TESKA ASSOCIATES

Scott Goldstein, FAICP, LEED AP, President
Francesca Lawrence, AICP, Associate Principal
Andrew Dunham, AICP, Associate Planner

FREESE & NICHOLS

Danny Wilson, AICP, ISA, Urban Planning Manager
Alexis Garcia, AICP, Urban Planner
Liz Hanson, Project Planner

CONTENTS

01 **EXECUTIVE SUMMARY**
PAGE 05

02 **THE KERNERSVILLE STORY**
PAGE 11: TOWN IDENTITY & INTRODUCTION

03 **PLANNING OUR FUTURE**
PAGE 25: LAND USE

04 **CONNECTED KERNERSVILLE**
PAGE 77: TRANSPORTATION

05 **COMMUNITY PROSPERITY**
PAGE 89: ECONOMIC DEVELOPMENT

06 **A GREENER KERNERSVILLE**
PAGE 100: ENVIRONMENT

07 **SHARED PLACES & SPACES**
PAGE 110: COMMUNITY FACILITIES

08 **QUALITY OF PLACE**
PAGE 116: PLACEMAKING

09 **ACTION PLAN**
PAGE 130: IMPLEMENTATION

10 **GLOSSARY**
PAGE 149: TERMS DEFINED

1 EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The Town of Kernersville Comprehensive Plan sets forward a vision to guide the development of the Town into the next decade and beyond. As a rapidly-evolving community driven by significant economic and residential growth in the 21st century, this Plan aims to preserve the quintessential small-town character and charm of Kernersville while providing opportunities for continued economic development, quality of life enhancements, and a broad range of housing options to meet diverse demand.

This Comprehensive Plan presents recommendations relating to land use, urban design, transportation, economic development, the environment, public spaces, and community facilities. These recommendations are driven by the overarching goals of maintaining economic prosperity, preserving and enhancing the historic look and feel of the community, and connectivity to open space and transportation improvements.

Each component of this plan is informed by an overall vision that has been synthesized from the data collection and community engagement efforts of the planning process. Goals, strategies, and recommendations provide additional layers of detail and specificity in how a vision is applied to projects, policies, and initiatives.

Kerner Mill Greenway

Downtown businesses

Joint Meeting of the Board of Aldermen, Board of Adjustment, and Planning Board

COMMUNITY VISION

Kernersville's future is defined by:

- **Thoughtful, carefully managed growth that honors the Town's history and preserves its small-town charm.**
- A welcoming and distinct sense of place, cultivated through a vibrant downtown and commercial districts that serve as destinations for both residents and visitors.
- Well-connected streets, sidewalks, and greenways that make walking, biking, and getting around town easy and enjoyable.
- Abundant parks, green spaces, and public gathering areas that provide opportunities to connect with nature and one another.
- Neighborhoods and housing options that serve residents at various stages of life.
- High-quality and well-maintained infrastructure that supports the needs of residents and businesses, ensuring a resilient and thriving future for generations to come.

PLANNING OUR FUTURE
LAND USE

Land use in Kernersville is typical of a traditional North Carolina community, with a distinct downtown district, diverse housing stock, thriving commercial corridors and districts, and prosperous industrial areas. Pockets of density and activity are located throughout the community near major crossroads and transportation connections. The land use vision in this plan aims to guide future development in a manner that links these pockets and emphasizes walkability, open space, and compatible development types.

Future land use in the community retains the primarily single-family nature of the Town, preserving the distinct and diverse neighborhoods across the community. Opportunities for mixed housing types are identified to provide diverse housing opportunities for a variety of different lifestyles and needs, while supporting local businesses through added density.

Mixed-use corridors and districts provide additional opportunities for development that add a variety of new housing types, retail opportunities, services, and community spaces. Mixed-use developments are scaled based on their context: downtown, neighborhood, or regional. Mixed-use placetypes are situated on corridors, along existing and future greenways, and employment centers to encourage walkability and connectivity.

The future land use plan presents an approach to land use that provides opportunities for both infill growth and new development while preserving key open spaces, natural areas, and the rural character of the Town's outskirts. Conceptual placetypes detail land planning and design principles that should be encouraged in new development; these placetypes and key subareas concepts are presented within the **Planning Our Future** chapter.

The Shoppes on Main

New development in the Welden Village area

CONNECTED KERNERSVILLE
TRANSPORTATION

Kernersville inherited a historic network of roadways befitting of a community of a few thousand residents; however, as Kernersville's population nears 30,000 residents and continues to grow rapidly, new transportation improvements and increased transportation options are considered in this Plan. Maintaining and continuing to develop a safe, uncongested, and accessible transportation network will allow for economic opportunity for residents and businesses, improved quality of life, and improved air quality. This Comprehensive Plan outlines various transportation improvements including a Thoroughfare Plan and Greenway Plan.

The Thoroughfare Plan outlines major transportation improvements, such as the under-construction extension of Interstate 74 and the Macy Grove Road extension. Generally, the objective of future roadways and roadway extensions is to provide a variety of transportation connections that reduce strain on roadway choke points, such as downtown or the South Main Street area. This future transportation network will allow automobile traffic to take more direct routes and reduce truck traffic through residential areas and downtowns.

Creating new opportunities for pedestrian and cycling can also play a key role in reducing congestion, traffic noise, and emissions. The Greenway Plan highlights potential corridors for multi-use trails, generally along creeks, to provide key connections between neighborhoods and access to nature. Traffic calming treatments, bridging sidewalk gaps in a strategic manner, and improved pedestrian connections can also help promote walkability to create an interconnected and diverse transportation network.

The historic Kernersville Depot

As the community continues to grow, other transportation options such as public transit may be considered to efficiently move large numbers of people. Currently served by the PART regional transit network, opportunities to accommodate new transit are a transportation consideration. The implications of a potential rail extension from the Amtrak Piedmont Corridor to Winston-Salem via Kernersville are also considered in this Plan.

Sunset over Downtown

COMMUNITY PROSPERITY
ECONOMIC DEVELOPMENT

Situated in the heart of the booming Piedmont Triad region and with enviable access to interstate highways, freight rail, air, and regional institutions, Kernersville has enjoyed exceptional economic growth in recent decades. Fueled by industrial growth, new healthcare facilities, and commercial development, Kernersville has a diverse economy that provides many employment opportunities.

Continuing to provide opportunities for residential, commercial, and industrial growth in the Town is a key goal that supports the growth of Kernersville's tax base, increases employment opportunities, and provides quality services to residents. Land use policies, such as the development of mixed-use centers and industrial areas, support this goal. Proactive recruiting efforts and policies are also explored as part of community prosperity.

This chapter also focuses on the continued development of the downtown area through new, appropriately-scaled development and the recruitment of new businesses. These efforts can yield continued downtown vibrancy and a shared neighborhood for all residents and visitors.

Paul J. Ciener Botanical Garden

A GREENER KERNERSVILLE ENVIRONMENT

Kernersville's natural setting in the rolling hills of the Piedmont Triad, covering ten separate watersheds, creates an agrarian community set within a Carolina forest. This natural look and feel is present both along natural riparian corridors and in established residential neighborhoods under mature canopies. The unique habitat of the Town is exemplified in parks and open spaces across the community, like Fourth of July Park, the Kerner Mill Greenway, and Ivey Redmon Sports Complex. The area's climate and topography also present challenges for stormwater management and tree canopy preservation.

The primary environmental goals relate to the utilization of natural features to improve the community. Naturalized detention areas, rain gardens, bioswales, and canopy trees are among potential treatments that can be applied to new developments, existing properties, and infrastructure projects to improve the community.

As Kernersville grows, the preservation of open space and important natural habitat is also a quality of life consideration. Natural or culturally important areas to preserve and enhance are noted in this chapter and as part of future land use planning.

SHARED SPACES & PLACES COMMUNITY FACILITIES

Community facilities refer to essential services (such as emergency services, government, and education) as well as key infrastructure, like water, power, and stormwater. The rapid growth of Kernersville has increased strain on existing public facilities and necessitated both the expansion of existing facilities and the construction of new ones. As the community continues its trajectory of growth the thoughtful placement of new facilities and strategic expansion or enhancement of existing facilities is central to providing Kernersville residents with the high level of services expected in such a community.

Creating public facilities for gathering, such as marketplaces, event centers, and recreation areas, is an existing focus of the Town and one that will be carried on to provide community cohesion throughout the lifespan of this Comprehensive Plan.

Essential services, such as emergency response services, are also highlighted in this chapter. The location of existing and future facilities will guide the growth of the community in order to ensure that all Town residents, existing and future, receive excellent public services.

Kernersville Fire Station 42

Residents at a community open house

QUALITY OF PLACE
PLACEMAKING

Placemaking refers to strategies that elevate and enhance the charm and feel of Kernersville. A beloved community with plentiful historic assets and unique places, Kernersville's identity can be reinforced through treatments and installations that enhance its public places and communicate the Kernersville story to residents and visitors alike.

Placemaking opportunities include the branding of its commercial districts, which can bring about unique identities that attract shoppers and entrepreneurs to activate commercial spaces. A Town-wide brand may also be deployed in the form of gateway signage, banners, historical markers, bespoke seating, and other unique touches that make the built environment something uniquely "Kernersville." Other opportunities to enhance existing public buildings, like the Kernersville Depot or the Town Hall Campus may also be seized to better define business districts in the downtown.

New spaces and opportunities for gathering can also emphasize the intangible feel of the community by bringing its residents together for entertainment, culture, and general opportunities to be neighborly. Where appropriate, art can also reinforce the identity and story of Kernersville while enhancing public spaces and places.

The Town Hall Courtyard

ACTION PLAN
IMPLEMENTATION

The implementation chapter offers a roadmap for Town officials, staff, residents, property owners, and stakeholders to translate this Plan from paper to reality. This chapter identifies the resources, partners, and timeline needed to achieve the recommendations set forth in this document.

Generally, this Plan will be used in the following ways:

- **Development of policies and priorities.** This Plan will help guide the Town as it creates new policies for the next few decades.
- **Review of development.** Adherence to the goals of the Comprehensive Plan and its Future Land Use Plan are key metrics by which the appropriateness of new development will be assessed. Developers and property owners are encouraged to familiarize themselves with this Comprehensive Plan.
- **Funding.** The Comprehensive Plan assists in the identification of capital projects for funding allocation as the Town completes its annual budget. Further, the nature of this Plan can make the community more competitive in seeking grant funding.
- **Assessing community needs.** This Plan is a living document, and Kernersville's volunteer boards and elected officials are encouraged to periodically review the goals and recommendations of this document to ensure they are on track to meet key performance indicators to remain current and relevant.

New development in Kernersville

2 THE KERNERSVILLE STORY

KERNERSVILLE AT A GLANCE

Referred to as the "Heart of the Triad," Kernersville is a prosperous, family-oriented community situated within the Piedmont Triad region of North Carolina. The community is characterized by a traditional Main Street downtown along the historic rail line connecting Winston-Salem and Greensboro. Traditional residential neighborhoods surround the downtown area, containing a diverse array of single-family and multifamily homes of various ages and price points.

As the community's population grew in the 1960s, new auto-oriented development became commonplace, with corridor commercial development along major thoroughfares and suburban residential neighborhoods growing throughout. Unique to Kernersville, however, is the diverse housing that developed during this time, with multifamily, attached, and single-family housing contrasting the primarily single-family residential development that occurred in many other communities in the same time period.

In recent years, new industrial, commercial, and residential development has occurred throughout the community at greenfield and infill sites. This new development has accommodated a spike in population and economic development, resulting in doubling of the Town's population since 1990 as well as new, thriving commercial and industrial districts.

Today, Kernersville is a key economic and cultural component of the rapidly-growing Piedmont Triad region. Kernersville is home to major manufacturing operations, such as the growing John Deere facility in the northern portion of the Town, Holt Experiential along Main Street, and logistics facilities, such as the FedEx Ground Hub and XPO Logistics,

FIGURE 2.1
LOCATION MAP

contributing to the regional economy. Kernersville has established itself as a key regional center for health through the development of the Kernersville Medical Parkway area, home to the Novant Health Kernersville Medical Center and VA Health Care Center. Regionally-focused retail and services are also highly-concentrated around the South Main Street district.

Regional destinations, such as Körner's Folly and the Ivey M. Redmon Sports Complex further exemplify Kernersville's important role in the Triad's tourism.

Employment opportunities and community amenities exist harmoniously with Kernersville's small town character, driving significant population growth. This growth has challenged the Town's delicate balance of maintaining its small town character while continuing to serve as an economic engine. Furthermore, the high rate of the community's growth has placed further strain on the Town's ability to plan in an interconnected, long-term manner. Through this Comprehensive Plan, recommendations and policies will be synthesized to preserve the quintessential attributes that make Kernersville unique while addressing land use and challenges.

Clockwise, from top left: The Kernersville Recreation & Event Center, Main Street in Downtown Kernersville, Novant Health Kernersville Medical Center, and the Rufus Hastings Homeplace

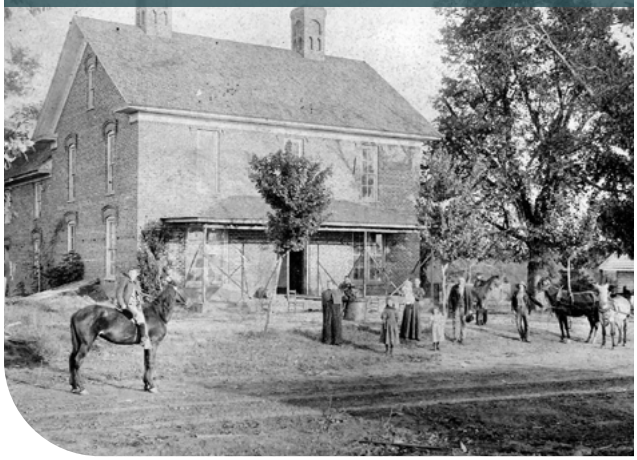
THE KERNERSVILLE STORY

Kernersville's history dates back to the 1700s, and the historical record of its founding is limited. Prior to European settlement, the northern piedmont of North Carolina was inhabited by different indigenous tribes. It is not known if any of the tribes had permanent settlements in what would become Kernersville, or if they just passed through. Much of the early history is based on legends that have been passed down through the generations about land grants.

Historical documentation by our Nation's first President, George Washington, states that he ate breakfast at Dobson's, a local tavern in Kernersville, which was then known as Dobson's Crossroads, on June 2, 1791 while on his Southern Tour. An historic marker in downtown Kernersville commemorates this visit. It was not until the early 1800's that Joseph Kerner, a German immigrant, purchased the land on November 14, 1817. Kerner changed the name from Dobson's Crossroads to Kerner's Crossroads, which became Kernersville upon incorporation.

The Town of Kernersville was officially incorporated with a population of 147 on March 31st, 1871, and within two years of incorporation, the Kerner family and other community members joined together to raise $10,000 to fund and construct a four-mile segment of railroad to bring commerce to Kernersville. These efforts would pay great dividends in bringing industry, trade, and new people to this growing community in eastern Forsyth County.

An early Main Street building
Images courtesy of the Kernersville Museum



The town's population increased steadily in the years following. Thanks to the railroad and the tobacco and textile industries, Kernersville's population surpassed 1,000 citizens in the 1910 United States Census, and progressed from a small crossroads on the map to a booming town.

With the burgeoning economy, many residential homes and commercial storefronts were constructed in the early twentieth century, including a vibrant downtown area with storefronts, restaurants, and a theatre. Residential development was concentrated along Main and Cherry Streets, the downtown area continued to grow and change, and the Town's population continued to increase. By the 1950 U.S. Census, the population was roughly 2,000 people. It increased to 5,000 in 1970, then 11,000 in 1990, 23,000 in 2010, and is approaching 30,000 today.

Kernersville's growth resulted in the need for new and additional services. Early needs included more schools, a formal Town Hall building, a police department, and a fire department. Our town's first park, Harmon Park, was established in 1948.

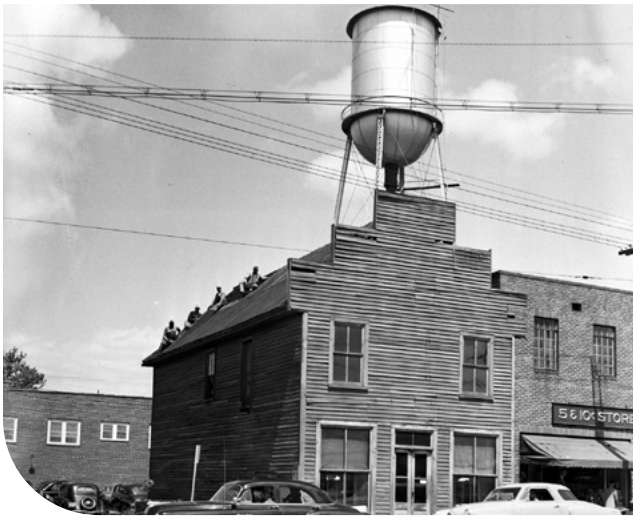
Featuring an excellent location within the Piedmont Triad region of North Carolina, Kernersville has experienced success in attracting logistics industries, including the early railroad line which was later followed by logistics companies as well as warehousing and distribution facilities. The Town's central location has also been a driving factor for several major manufacturing facilities, most notably being John Deere Kernersville. Kernersville's economy continues to expand and in the present day continues to include as major industries health care, manufacturing, and logistics.

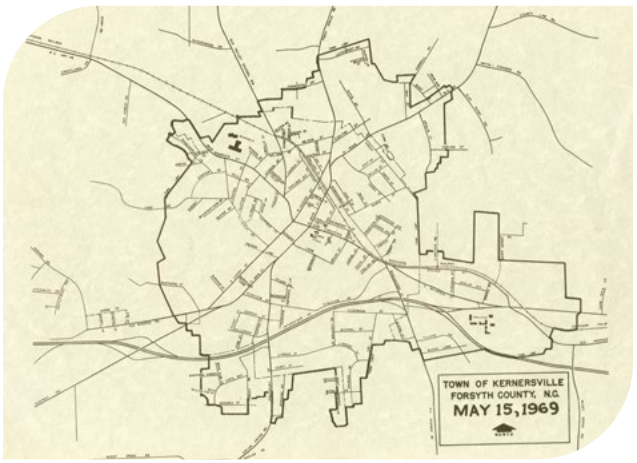
While Harmon Park continues to be a well-loved park by town residents, Kernersville has expanded its outdoor recreational opportunities to include Fourth of July Park and several smaller parks, and is planning for future development of Pope Park. Ivey Redmon Sports Complex is Kernersville's largest park, featuring outdoor fields and indoor recreation, and has earned its place as a regional attraction for sports tourism, hosting state-wide cross country meets and other large youth sports events.

Kernersville is a full-service municipality, providing recreation opportunities, round-the-clock fire and police services, an award-winning public services department, as well as building inspections, planning, and administrative support departments for municipal operations.

Kernersville invests in its rich history through many historic community preservation efforts, such as the Kernersville Museum, upkeep of St. Paul's Cemetery, the preservation of the Pine Grove Schoolhouse, the restoration of the Train Depot, and the Körner's Folly Museum and Visitor's Center. These efforts have not only maintained the Town's sense of place within the growing Piedmont Triad, but also given citizens a glimpse into Kernersville's past.

Kernersville's story is still being written. The Town's citizens, elected officials, and staff seek to honor Kernersville's past, provide quality services for the town's residents, and plan and prepare for the future of our growing community. Kernersville strives to be a safe community, with quality development and a hometown spirit, and to be great place to live, work, and raise a family, both now and into the future. Thoughtful and deliberate community planning efforts will help to foster this spirit of community and innovative development to continue to have an excellent quality of life for the citizens of Kernersville.





Clockwise, from left: The W.H. Leak Tobacco Factory, a class waiting for the train at the Kernersville Depot, a water tower on Main Street in the 1940s, and a Town map from 1969.
Images courtesy of the Kernersville Museum

PREVIOUS PLANNING EFFORTS

This Comprehensive Plan document is built upon the previous planning efforts undertaken by the Town of Kernersville, regional entities, and partner governmental organizations. Ensuring concurrence with these planning efforts is essential to an effective Comprehensive Plan, as this coordination will reduce planning conflicts and maintain the momentum in implementing projects and policies. This section will outline and summarize various plans undertaken by the Town and partner agencies and the relevancy of each document to this Plan is described in **bold text**.

PARKS & RECREATION MASTER PLAN (2024)

The *Play Onward Parks & Recreation Master Plan* is an update of the 2012 Master Plan. The 2012 plan has been largely implemented in the form of new and improved parks, facilities, and greenways. The *Play Onward* 2024 plan was guided by the following goals:

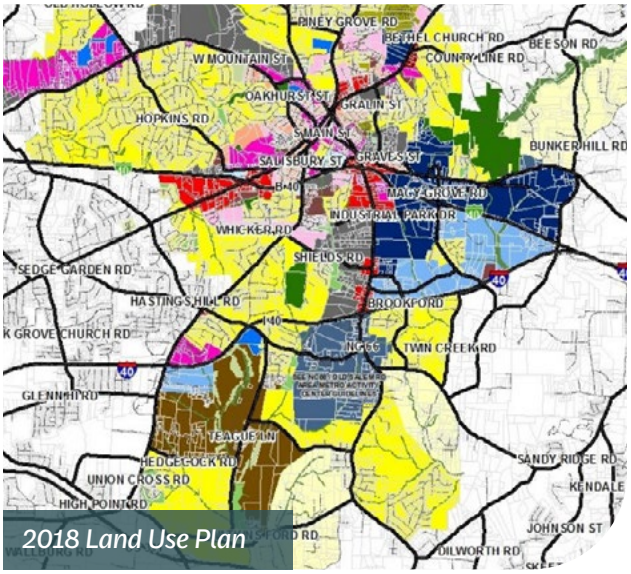
- Provide maximum benefit for each dollar spent for facilities.
- Expedite action taken to expand recreational facilities when funding is available.
- Consider community needs for programming.
- Evaluate opportunities to connect existing and future green spaces.
- Increase its economic impact through sports tourism.

The *Play Onward* plan undertook a needs assessment and recommended improvements. **This future investment in parks and open space will be considered in this Comprehensive Plan, particularly through land uses recommendations that maximize access to open space and preserve the unique setting of each Town park. Additionally, greenway and transportation recommendations intend to expand and improve connections to these important public spaces.**

LAND USE PLAN (2018)

Adopted in 2004 with the last widespread amendment being in 2018, the *Land Use Plan* set forth a future land use map to shape development and inform the future infrastructure investments. The plan identifies 20 distinct land use types across the community with distinct mixed-use

2024 Parks & Recreation Master Plan

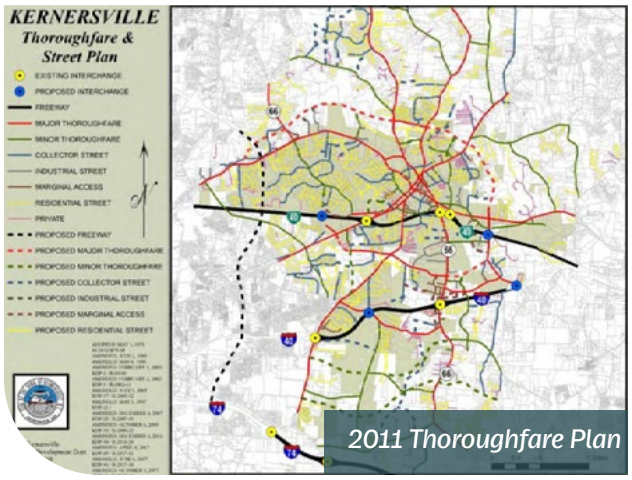


2018 Land Use Plan

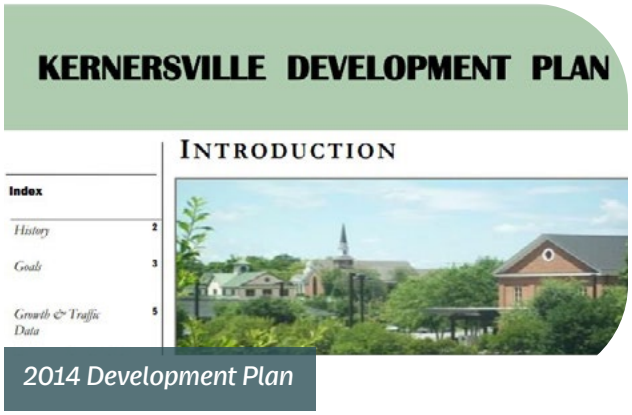
centers, commercial, and industrial centers along major corridors. The Land Use Plan also outlines development opportunities in critical subareas across the community. The plan is guided by three primary goals:

- Enhance Kernersville's small town atmosphere.
- Develop a progressive planning program.
- Establish Kernersville as a unique high quality community within the Triad.

The Land Use Plan's use designations, priorities, and subareas, will serve as a starting point for this Comprehensive Plan and will be refined to reflect community priorities, market realities, and existing and future infrastructure capacity.



2011 Thoroughfare Plan



2014 Development Plan

KERNERSVILLE DEVELOPMENT PLAN (2014)

The *Kernersville Development Plan*, last revised in 2014, considers and expands upon the previous planning efforts in the community by applying the goals and recommendations to guide new development. The *Kernersville Development Plan* adopted three goals from the 2004 Land Use Plan and added a fourth:

- Enhance Kernersville's small town atmosphere.
- Develop a progressive planning program.
- Establish Kernersville as a unique high quality community within the Triad.
- Improve the natural environment.

Inclusive of previous plans, the 2014 *Development Plan* assesses the Town's development potential with special consideration given to the new medical development, FedEx logistics facility, and the community's location in the Piedmont Triad region. As the Town continues to manage the downstream development from these major economic drivers, the goals set forth by this plan will help guide this Comprehensive Plan.

THOROUGHFARE AND STREET PLAN (2011)

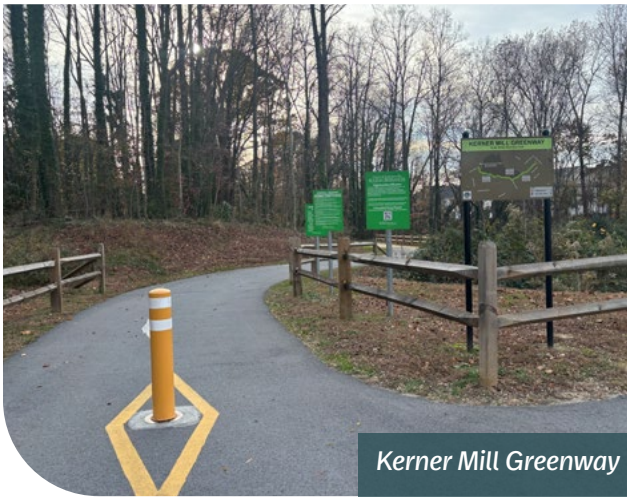
The Town of Kernersville prepared a Thoroughfare and Street Plan to outline transportation investments to support the community's growth. Since the plan's adoption, many of the proposed transportation improvements have been constructed or are underway as of 2026.

- Macy Grove Road extension (completed Summer 2026)
- Macy Grove Road and US 421/Salem Parkway interchange (completed)
- Big Mill Farm Road extension and interchange (under construction)
- Interstate 74 extension (under construction)

The *Thoroughfare and Street Plan* will be updated as part of this Comprehensive Plan and proposals from the previous Thoroughfare and Street Plan will be reassessed for relevancy and feasibility in this current plan.

PEDESTRIAN & BICYCLE PLAN (2007)

The *Pedestrian & Bicycle Plan* assessed Kernersville's existing sidewalk and trail network and outlined opportunities to expand transportation options across the municipality. The plan set forth a vision for a connected sidewalk network along Kernersville's major arterial roadways and the envisioned a greenway network that primarily utilizes riparian areas and utility rights-of-way. **The Transportation chapter of this Plan will assess the progress and implementation of the previous plan and recommend new sidewalks and priority projects in the community.**



Kerner Mill Greenway

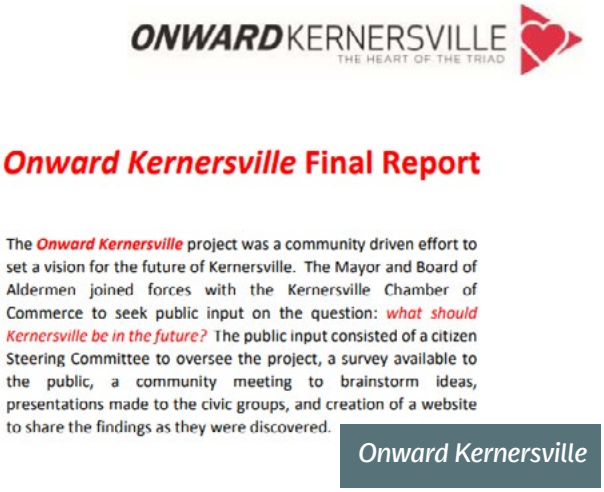
TPO & REGIONAL PLANS

Transportation Planning Organizations (MPOs) oversee transportation planning within urbanized regions, working closely with intergovernmental partners, such as municipalities, counties, and the North Carolina Department of Transportation (NCDOT). Kernersville falls within the Winston-Salem Area Transportation Planning Organization (WSATPO). This organization publishes and updates metropolitan transportation plans for their jurisdictions. Further, Kernersville is adjacent to and impacted by both the Greensboro Urban Area MPO (GUAMPO), and the High Point MPO (HPMPO). **Concurrence with the transportation plans will allow for more effective efforts in implementing transportation improvements, which will inform transportation recommendations in this Comprehensive Plan.**

Current Metropolitan Transportation Plan

ONWARD KERNERSVILLE (2021)

Led by the Kernersville Chamber of Commerce, Mayor, and Board of Aldermen, *Onward Kernersville* was a community visioning project that collected and documented public input on the Town's desired future, focusing on four key areas: Quality of Life, Transportation, Development, and Services. A citizen task force for each focus area identified goals, action items, and partners. **While *Onward Kernersville* did not include a land use component, this Comprehensive Plan builds upon that effort with an aligned, consistent vision and policy direction. Many of the goals and actions are carried forward into this plan, such as those that focus on enhancing walkability and bikeability across Town; increasing opportunities for new housing, infill development and redevelopment; and expanding upon and branding Kernersville's downtown as a destination.**



Onward Kernersville

ENGAGEMENT & THE PLANNING PROCESS

First and foremost, a comprehensive plan should reflect and communicate the values and priorities of the community. In this way, the plan can be used as it is intended: a policy document that guides future decision-making, rather than a technical study that provides a single "right" answer.

Towards that end, the planning team and Town staff developed a community engagement strategy designed to reach as many Kernersville residents as possible, collecting input across a wide variety of venues and formats.

Each engagement activity is described below, followed by overall takeaways and key themes that emerged throughout the planning process.

Steering Committee

At the start of the process, the Town formed a Steering Committee to oversee the comprehensive plan. The Committee consists of members from the Board of Aldermen, Planning Board, and Board of Adjustment. This group of engaged Kernersville residents and community leaders served as ambassadors for the plan, providing direction to ensure the planning process, public engagement, and the final document itself are tailored to the needs of the Town.

Over the course of six meetings, the Committee reviewed draft plan ideas and deliverables at key stages of the project. On two occasions–at the beginning of the process and near the end–the Committee hosted a "Joint Meeting" that included all members of each of the three bodies (Board of Aldermen, Planning Board, and Board of Adjustment).

Not only did Committee members play a critical role in steering the plan's vision, goals, and recommendations, but they also were active participants at community events and workshops, helping to explain planning concepts and spread the word about the importance of the project.

Stakeholder Focus Groups

The project team gained early input from residents and community stakeholders and learned more about the big-picture issues and opportunities facing Kernersville. To ascertain these insights, project team held a series of Focus Group Interviews over the course of two days in May 2025.

A total of 23 stakeholders represented different organizations, businesses, industries, and other interests across Town, organized into the following group interviews:

1. Developers, real estate agents, and commercial brokers
2. Downtown stakeholders (small businesses, Chamber, Community Appearance Commission)
3. Community services (non-profits, healthcare, churches)
4. Chamber of Commerce Executive Committee

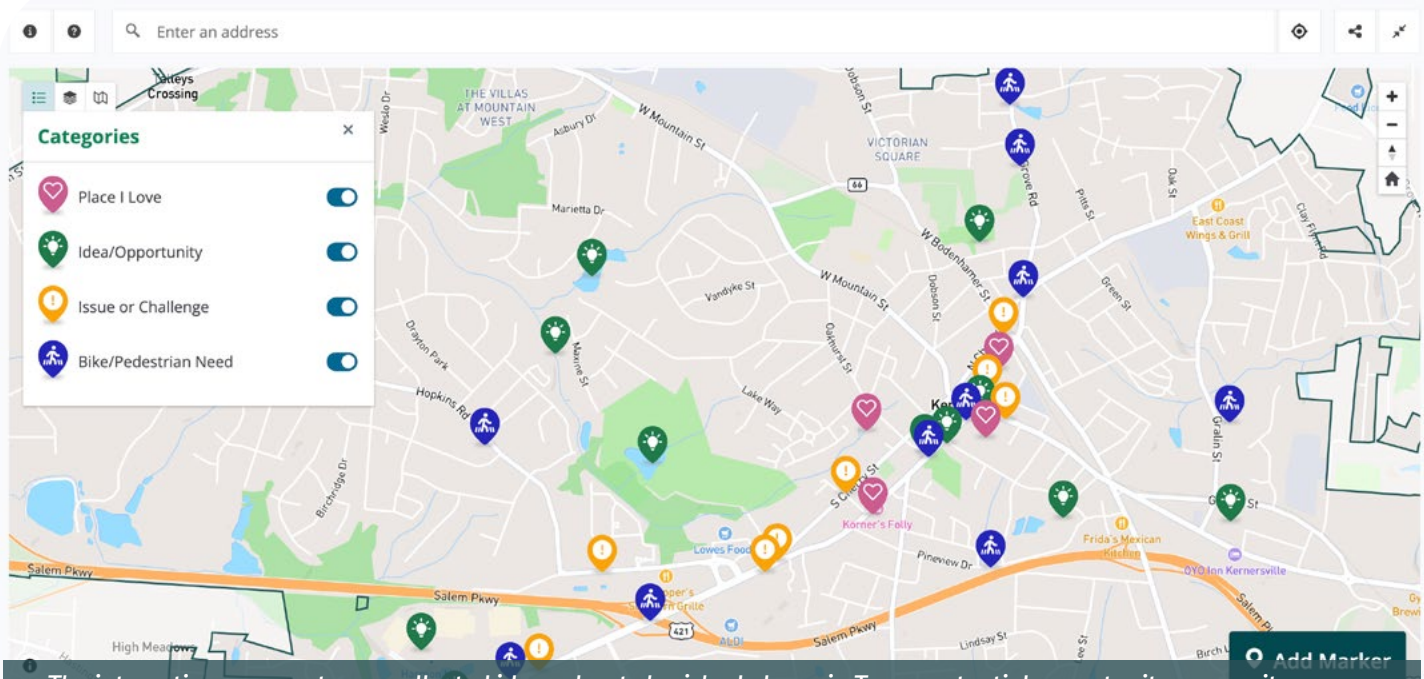
These preliminary conversations helped the planning team identify strengths, challenges, and future priorities for the Town. These insights informed key questions that guided next steps of community engagement.

Project Website

PlanKernersville.com launched in Spring 2025 as the virtual hub of the plan. The website provided a single destination for the public to view project information, draft materials, and meeting summaries. Users could also enter their email address to "subscribe" to the website and receive project news updates in their inbox.

The website featured two online input tools that were available for idea-sharing 24/7. The interactive comment map allowed anyone to add place-based input to specific locations in town, while the ideas wall collected general comments and image uploads.

The website saw nearly 3,000 total views, more than 1,500 unique visitors, 130 subscribers, and over 50 contributions shared to the online input tools.



The interactive comment map collected ideas about cherished places in Town, potential opportunity areas, sites with issues and challenges, and areas for bike and pedestrian improvements.

Community Pop-Up Events

Informal and small-scale "pop-ups" were hosted in conjunction with existing community events to help spread the word about the plan and collect input in places where people were already gathering.

Town staff and planning team representatives engaged community members of all ages at:

- Spring Folly (May 2025)
- Juneteenth Celebration (June 2025)
- Kiwanis Club (June 2025)
- Taqueria Los Potros Pop-up (June 2025)
- Youth Rotary Leadership Academy and Rotary Club (July 2025)
- Honeybee Festival (August 2025)

Community Survey

An online survey was widely disseminated to gather input from as many voices as possible on the issues, opportunities, and vision for Kernersville. The survey was open from April 30 to June 30, 2025, and was accessible on either a computer or a mobile device.

The community survey was promoted through the project website, email distribution lists, flyers, and social media, with a total of 239 participants completing the survey.

The complete survey summary can be viewed in the Appendix, and key takeaways from the responses are noted below:

- **Preserve Kernersville's Small-Town Identity While Managing Growth:** Residents overwhelmingly value the Town's charm, history, and sense of community, and want to see development that is thoughtfully planned, avoids overdevelopment, and maintains the unique identity of Kernersville.
- **Invest in Infrastructure and Walkability:** The community consistently identified traffic congestion, road conditions, and a lack of pedestrian and bike connectivity as key concerns. The participants would like to see mobility improvements alongside growth.
- **Support Local Business and Downtown Vitality**: There is strong support for expanding full-service dining, entertainment, and walkable retail options–especially downtown–while emphasizing local, community-driven economic development over national chains.

Town staff engaged with the Kernersville community at Spring Folly in May 2025 (top left) and at the Honeybee Festival in August 2025, in tandem with members of the consultant team. Residents reviewed draft goals and objectives and shared ideas for where future development should be focused.

Community Open Houses

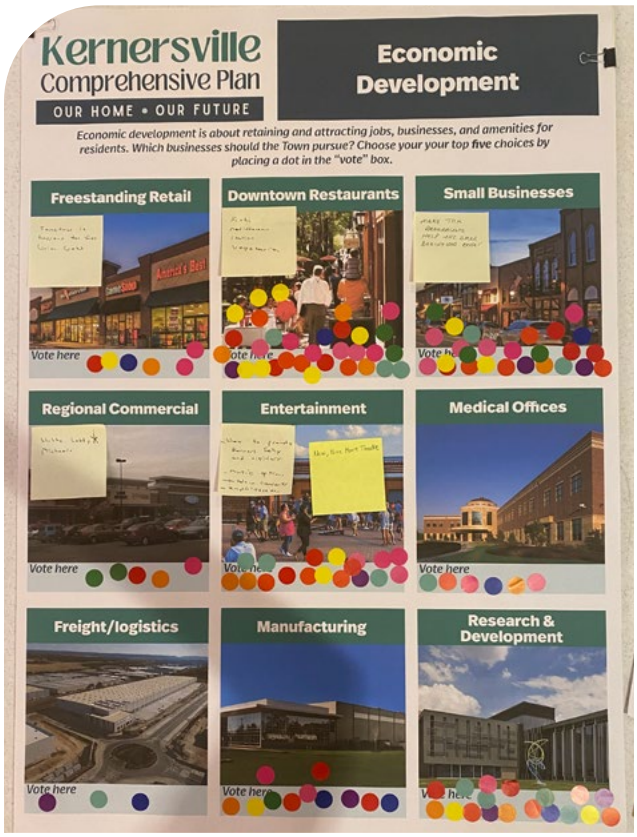
Two community open houses, both held at the Paul J. Ciener Botanical Garden, provided in-person opportunities for residents and stakeholders to meet the project team, ask questions, and provide substantive input on key plan ideas.

Open House #1

The first open house was held early in the planning process on the evening of May 13, 2025. At this open house, the intent was to gather broad ideas across all of the plan focus areas. This input was then used by the planning team to develop the vision, goals, and recommendations.

Over 60 attendees had the opportunity to provide input at interactive stations relating to various plan topics, including Economic Development, Environment and Open Space, Land Use and Housing, and Transportation and Mobility. Residents and stakeholders also shared their ideas for Kernersville on an ideas mural, took the online survey, and drew their vision for the future at a coloring station.

Top ideas and input related to 1) walkability and greenways, 2) more restaurant variety, 3) public art, 4) historic preservation, and 5) green spaces.



Participants wanted to see the Town pursue downtown restaurants, small businesses, entertainment, and research & development.

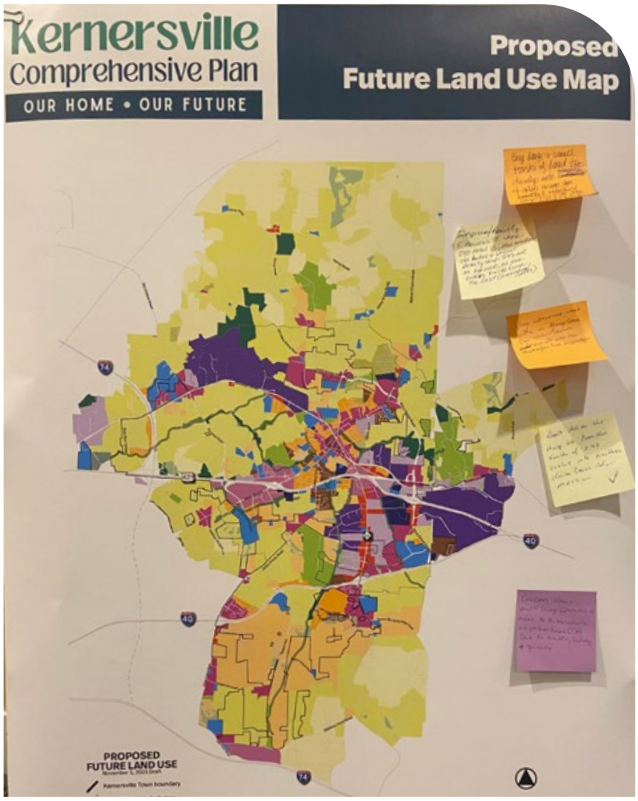
Residents were most interested in single-family detached, cottage courts (small homes around a shared green space), and cluster style housing.

Open House #2

The second open house, held on November 18, 2025, focused on presenting draft plan recommendations to the community and collecting input prior to developing the complete draft plan.

In addition to presenting recommendations across plan topic areas (Economic Development, Environment & Open Space, Placemaking, and Transportation), stations asked attendees to review the draft Thoroughfare Plan, draft Future Land Use Plan, and a series of draft Future Land Use Placetypes.

Comments from participants ranged from enthusiasm around proposed greenways and improved connectivity, interest in more open spaces and natural areas, and continued concern over traffic and over-development that could detract from small-town character.



The Proposed Future Land Use Map (FLUM) is a geographic depiction of the plan's land use policies. Comments touched on traffic, beautification, and redevelopment.

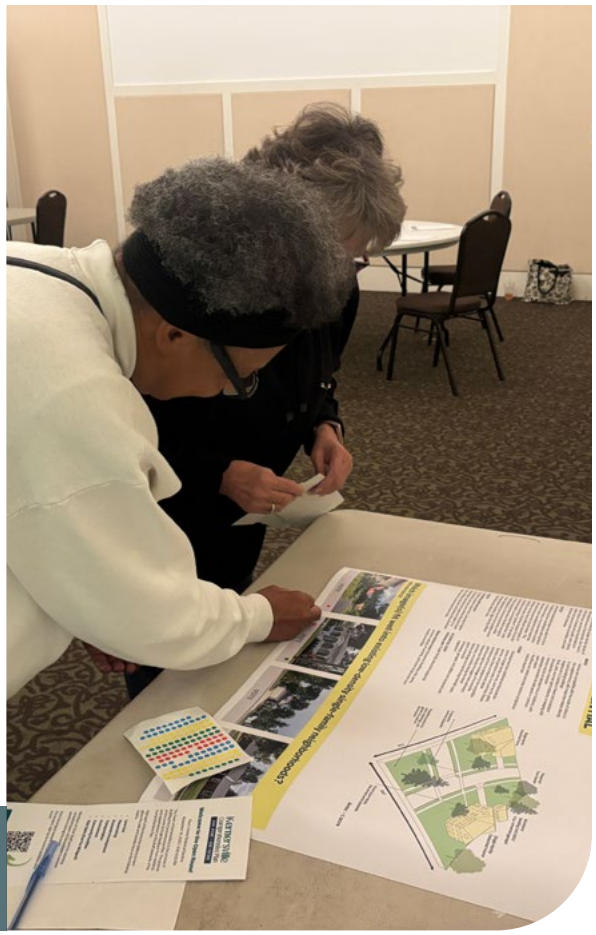
To make Kernersville a more special and memorable place, participants preferred gateway signage and historic preservation that tells the Town's story.

Attendees and the planning team had substantive conversations about draft plan recommendations and policies.

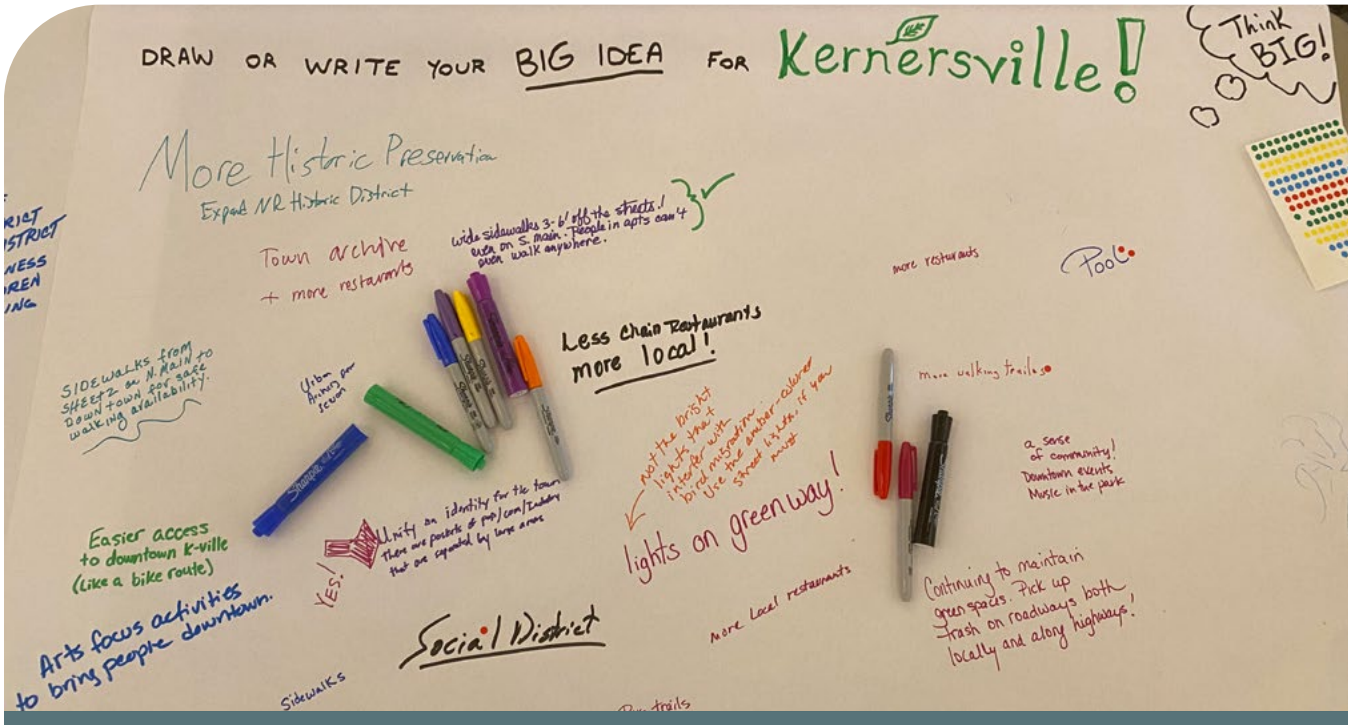
How Input Was Used

The comprehensive planning process was wide-reaching and iterative. At every key step, questions and draft ideas were shared with the community for feedback. The input from residents, the Steering Committee, elected and appointed officials, and Town staff was used to refine the focus and direction of the plan from start to finish.

This input also included partners in the implementation process - from local organizations, businesses, residents, and other government agencies. Working together, the comprehensive plan provides a roadmap to coordinate the activities under a unified approach.



Input on the Future Land Use Placetypes at Open House #2 helped refine the draft plan and recommendations around land use and development.



Big ideas and high-level aspirations for the future shared at Open House #1 shed light on areas of focus for Kernersville's future from community members, which then guided next steps in the process.

3 PLANNING OUR FUTURE

LAND USE VISION

Kernersville will continue to grow and evolve over time through thoughtful and balanced development. Historic assets, small-town charm, green space, and parks will be protected and celebrated as change occurs. Kernersville will have a mix of land uses that collectively form a vibrant and harmonious community, well-connected to each other and the rest of town through a multi-modal transportation network.

"Strategic growth and well-planned communities are needed."

-Public comment from November 2025 Open House

EXISTING LAND USE

Kernersville is defined by a mix of residential neighborhoods, commercial districts and open space. Centered around a historic downtown and the historic neighborhoods that surround it, commercial corridors extend out from downtown Kernersville. Well-defined industrial areas are present in the northern and eastern portions of the Town.

Land use within the residential neighborhoods and along commercial corridors is diverse, with a variety of housing types and densities within older as well as newer neighborhoods. A variety of businesses, housing, and industries are also situated along major roadways and highways. This diversity of land use helps foster a range of housing options for different needs and levels of affordability as well as a variety of commercial, industrial, and office space to support emerging industries. While this eclectic land use tapestry provides economic opportunity, it can produce issues of traffic and incompatible adjacent uses if not carefully managed.

Development has often taken the form of greenfield development, expanding the footprint of the Town by developing rural land. Recent development has also occurred at a larger scale, primarily consisting of large residential subdivisions, industrial parks, and commercial strip centers. As a result, land uses are far more fragmented outside of the historic sections of the community and their relationship to one another should be a primary consideration in contemplating future land uses.

As Kernersville expanded in both population and physical size, distinct nodes (hubs or clusters) have taken shape throughout the community. Large commercial nodes are present along South and North Main Street and along Highway 66. Industrial nodes exist in the northern and eastern portions of the Town, and a medical node has developed along Kernersville Medical Parkway. Other clusterings of institutional uses, such as schools and religious assembly uses, are located throughout Kernersville.

Development in the past two decades introduced mixed land uses as part of development and redevelopment projects across the community. Mixed-use development occurs when two or more distinct land uses are present in a given development, usually commercial space with a residential or office component. Traditional mixed-use (first floor retail with upper-story residential or office) is present in downtown Kernersville and in the newer Gateway Plaza development (office over retail). Horizontal mixed-use (freestanding retail adjacent to residential or office), however, is far more common in newer developments; this land use mix is present at newer mixed-use centers, like Smith Crossing and Welden Village. For the purposes of this Plan, both traditional and horizontal mixed-use are referred to as "mixed-use."

Existing land use types in Kernersville exist in a patchwork across the community as shown in **Figure 3.1**. Preserving productive land uses while creating a more manageable and compatible land use pattern is a primary focus of this Comprehensive Plan. Existing land use types are outlined within this section.

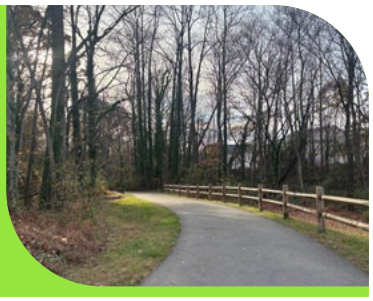
SINGLE-FAMILY DETACHED RESIDENTIAL, consisting of traditional single-family homes, is the most common land use in Kernersville.

SINGLE-FAMILY ATTACHED RESIDENTIAL is comprised of townhomes, duplexes, and tri-plexes, and quadraplexes.

MULTIFAMILY RESIDENTIAL in Kernersville takes the form of apartments, condominiums, and senior housing.

MANUFACTURED HOUSING includes mobile home parks found through the Town.

OPEN SPACE / PARKS includes land that is dedicated for public space, recreation, or nature, including parks and greenways.



MIXED USE means two or more land uses, such as residential, commercial, or office are located on the same site.

CONSERVATION areas are preserved or restored natural areas, which may be publicly or privately owned.

COMMERCIAL includes businesses that provide goods or services such as retail, restaurants, and entertainment.

TRANSPORTATION, COMMUNICATIONS, UTILITIES includes land used for infrastructure like roads, railroads, power facilities, and water treatment.

INDUSTRIAL areas are dedicated to manufacturing, warehousing, processing, and distribution of goods.

AGRICULTURAL land is used for farming, crop production, or related agricultural services.

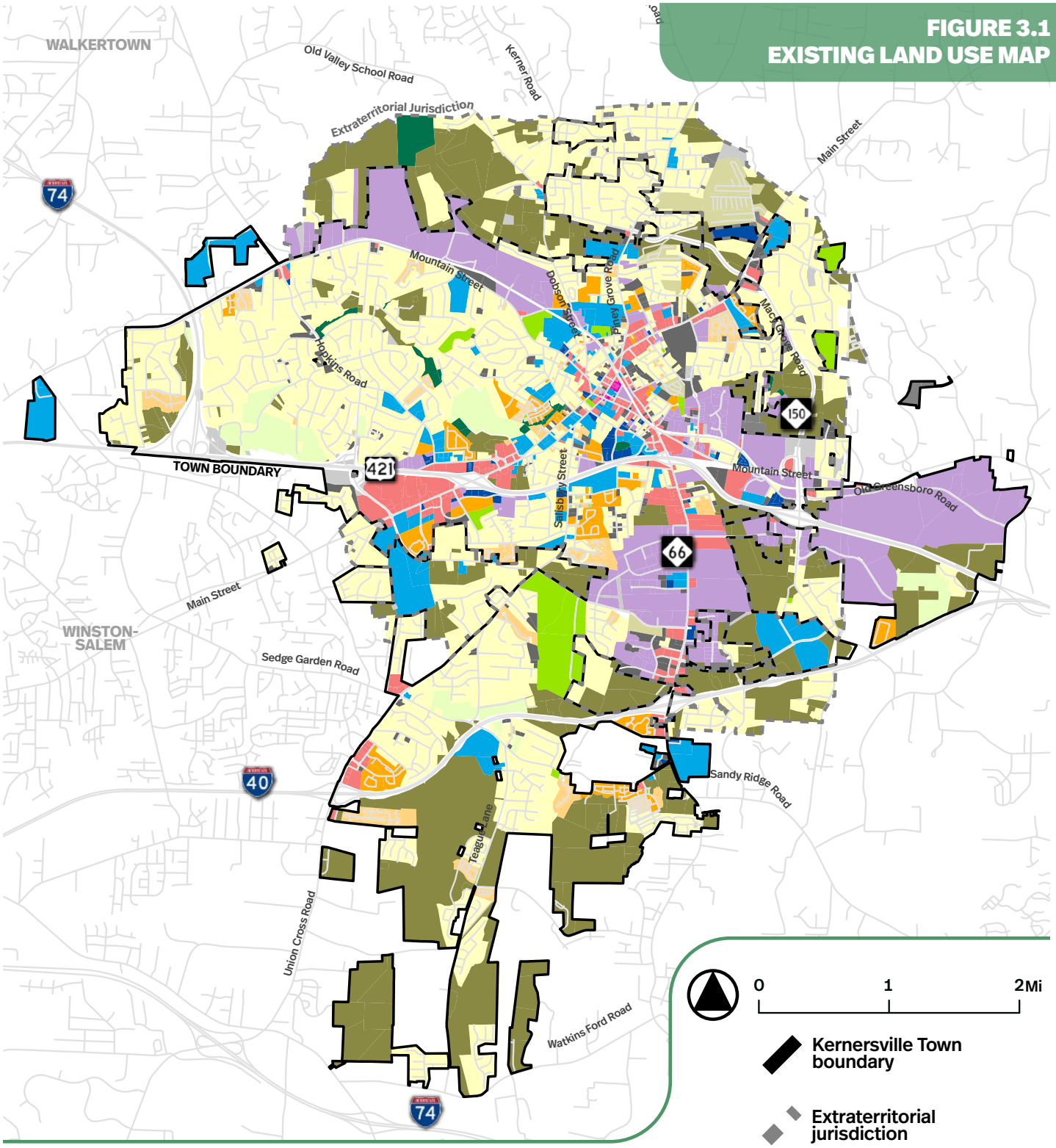
OFFICE is land primarily used for administrative, professional, or business services.

UNDEVELOPED LAND has not yet been developed and currently has no or limited supporting infrastructure.

PUBLIC/ INSTITUTIONAL uses include schools, government, religious uses, medical, and libraries.

VACANT land has been developed at one point in time but no longer contains any active land use.

FIGURE 3.1
EXISTING LAND USE MAP



- Single-family detached residential
- Single-family attached residential
- Multifamily residential
- Manufactured housing
- Mixed-use
- Commercial
- Industrial
- Office
- Public/Institutional
- Open Space/Parks
- Conservation
- Agricultural
- Undeveloped land
- Vacant
- Transportation, communications, and utilities

ZONING

Zoning is a system for regulating how land and buildings can be used, in order to organize development in a way that promotes the health, safety, and welfare of a community.

Land use and zoning serve related but distinct roles. Land use refers to the broad, long-term vision for how different areas of a community should be used and developed over time at a policy or conceptual level. By contrast, zoning is the regulatory tool used to implement that vision with specific and enforceable rules for what is allowed to occur on a parcel of land (e.g. permitted uses, building height, density, and setbacks). As such, zoning is an important tool to be used for implementing the comprehensive plan.

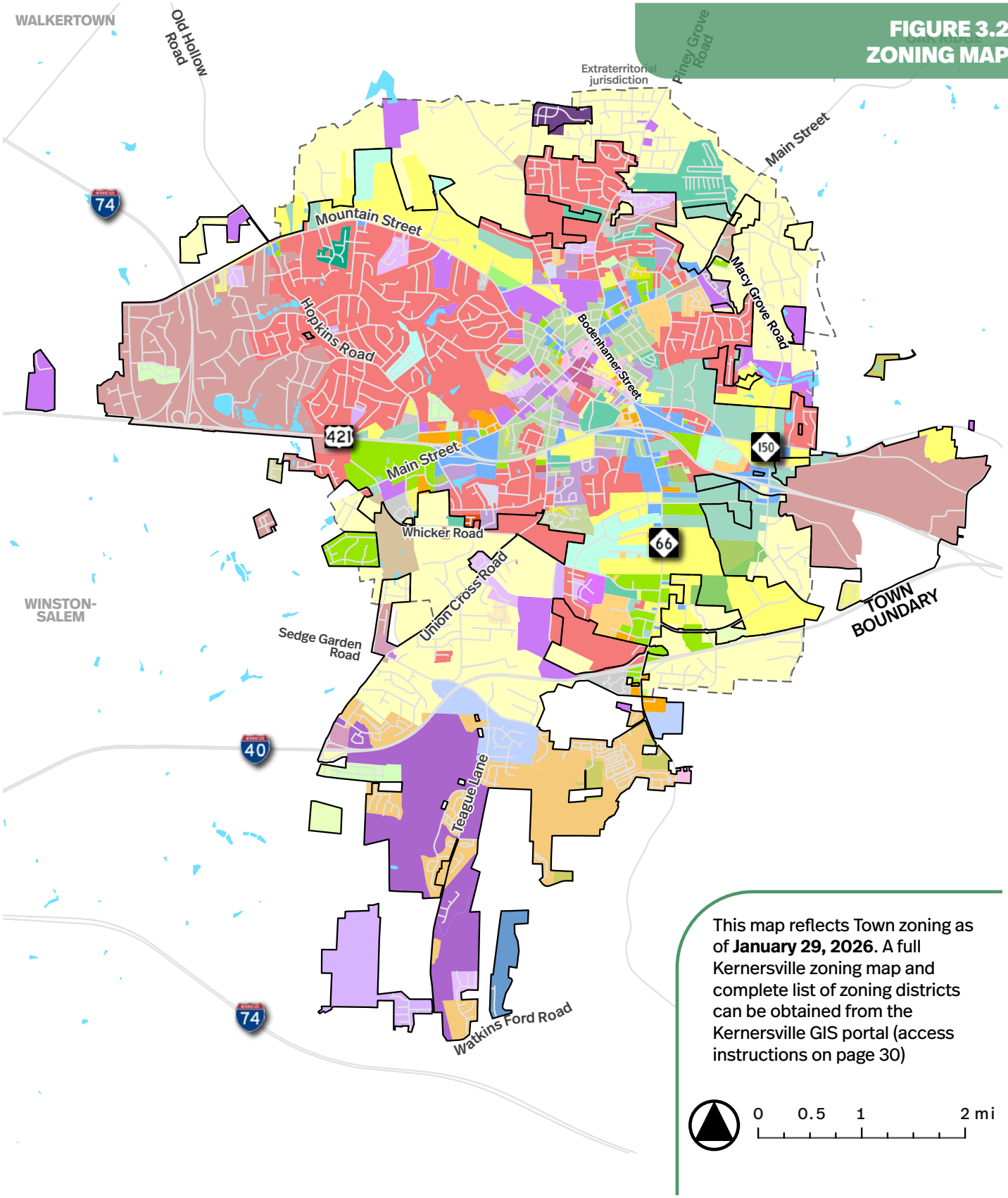
As of June 2026, Kernersville has thirty-three (33) general use districts with accompanying conditional districts, three (3) special purpose districts, four (4) overlay districts, and two (2) historic districts. The intent and requirements of each of the zoning districts are detailed in Article 3 of the Kernersville UDO. It should be noted that the Town anticipates updating its UDO in the near future, following adoption of the Comprehensive Plan.

The location and boundaries of each district is mapped on the Town's Official Zoning Map, which can be viewed as an interactive GIS web app on the Town's website (**toknc.com**) through its Maps & Apps page, part of the Development tab. A current link is available at: **toknc.com/gis/kernersville-zoning-map/** (accessible via the Town website).

Town of Kernersville Zoning Districts

- Agricultural (AG)
- Residential Single-family: RS-40, RS-30, RS-20, RS-15, RS-12, RS-9, RS-7
- Residential Single-family Quadraplex (RSQ)
- Residential Multifamily: RM-5, RM-8, RM-12, RM-18, RM-U
- Manufactured Housing Development (MH)
- Neighborhood Office (NO)
- Limited Office (LO)
- Corporate Park Office (CPO)
- Neighborhood Business (NB)
- Pedestrian Business (PB)
- Limited Business (LB)
- Neighborhood Shopping Center Business (NSB)
- Highway Business (HB)
- General Business (GB)
- Central Business (CB)
- Limited Industrial (LI)
- Corporate Park Industrial (CPI)
- General Industrial (GI)
- Central Industrial (CI)
- Business Industrial (BI)
- Institutional and Public (IP)
- Campus (C)
- Mixed-Use - Conditional (MU-C)
- Traditional Neighborhood Design (TND-C)
- Medical Business Park (MBP)
- Central Kernersville Overlay District (CKOD)
- Highway Corridor Overlay District (HCOD)
- Neighborhood Scale Commercial Overlay District (NSCOD)
- Industrial Corridor Overlay District (ICOD)
- Historic (H)
- Historic Overlay (HO)

FIGURE 3.2
ZONING MAP



This map reflects Town zoning as of **January 29, 2026**. A full Kernersville zoning map and complete list of zoning districts can be obtained from the Kernersville GIS portal (access instructions on page 30)

FUTURE LAND USE

A comprehensive plan's Future Land Use Map (FLUM) is a way of communicating the vision outlined in the plan and providing guidance for future development. As a policy statement, the FLUM indicates where existing land uses are appropriate to remain and where some may change; these are intended to provide land use guidance, rather than a strict regulatory framework such as zoning. Recommended land use changes are based on resident input, potential community benefit, responsiveness to market trends, and ability to support the goals and objectives of this plan.

Figure 3.3 depicts the overall FLUM, and **Figures 3.4** through **3.6** portray different views of the same map to highlight distinct land use categories (commercial and mixed-use, industrial and business areas, and residential areas).

The planning area extends beyond the municipal boundaries to include the Extraterritorial Jurisdiction (ETJ) as well as land within existing boundary agreements with neighboring communities.

The Town will use the FLUM to evaluate development proposals and potential zoning changes. It is not meant to be a rigid framework, and is subject to being updated independently of the rest of the Comprehensive Plan upon action by the Board of Aldermen.

FUTURE LAND USE MAP LEGEND

- **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/ Utilities**

- **Public/Institutional**
- **Parks**
- **Private Open Space**
- **Environmental Protected**

- **Municipal Boundary**
- **Extraterritorial Jurisdiction**
- **Potential Greenway Overlay**

FIGURE 3.3
FUTURE LAND USE MAP (FLUM)

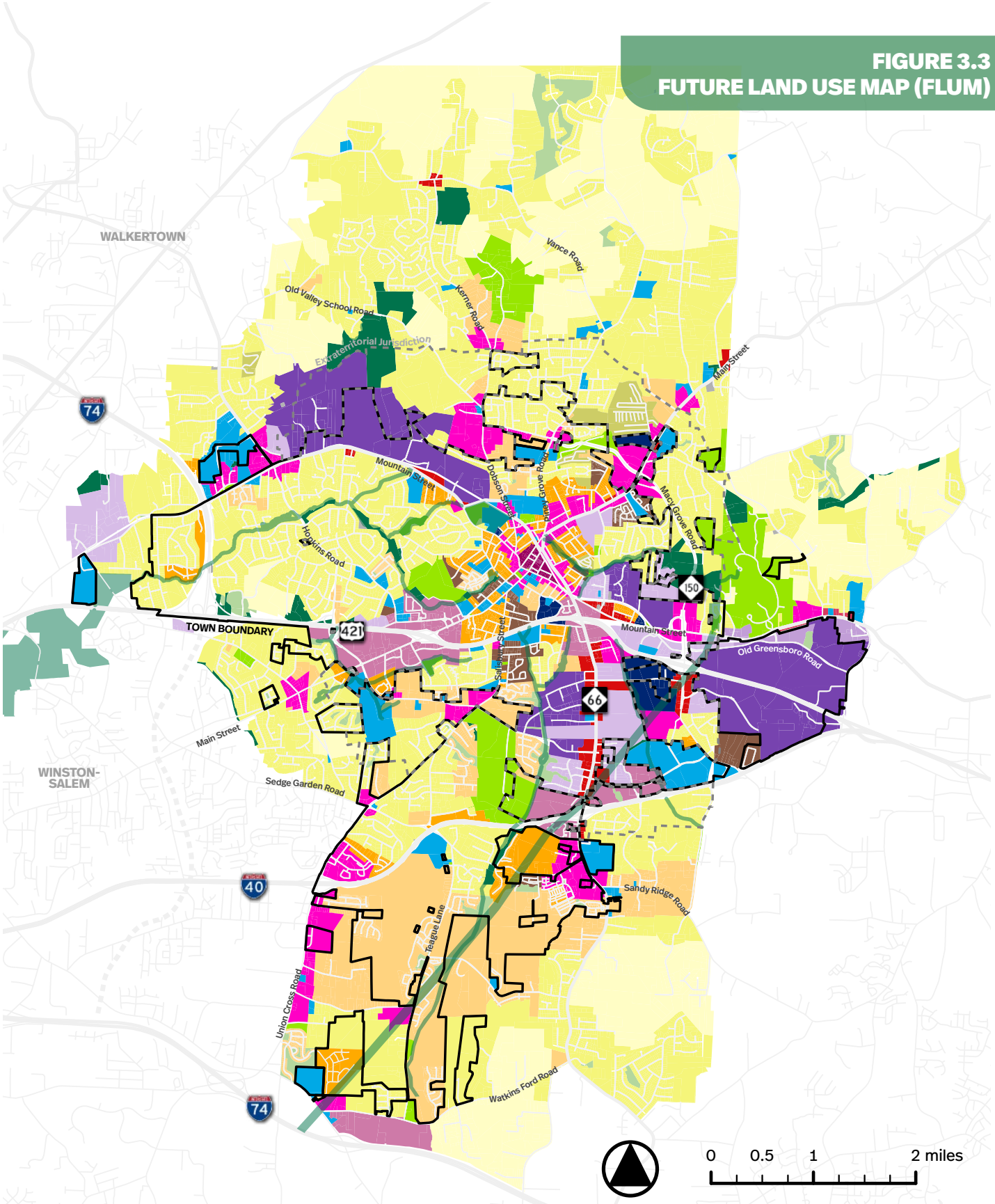


FIGURE 3.4
FUTURE LAND USE MAP: COMMERCIAL & MIXED-USE AREAS

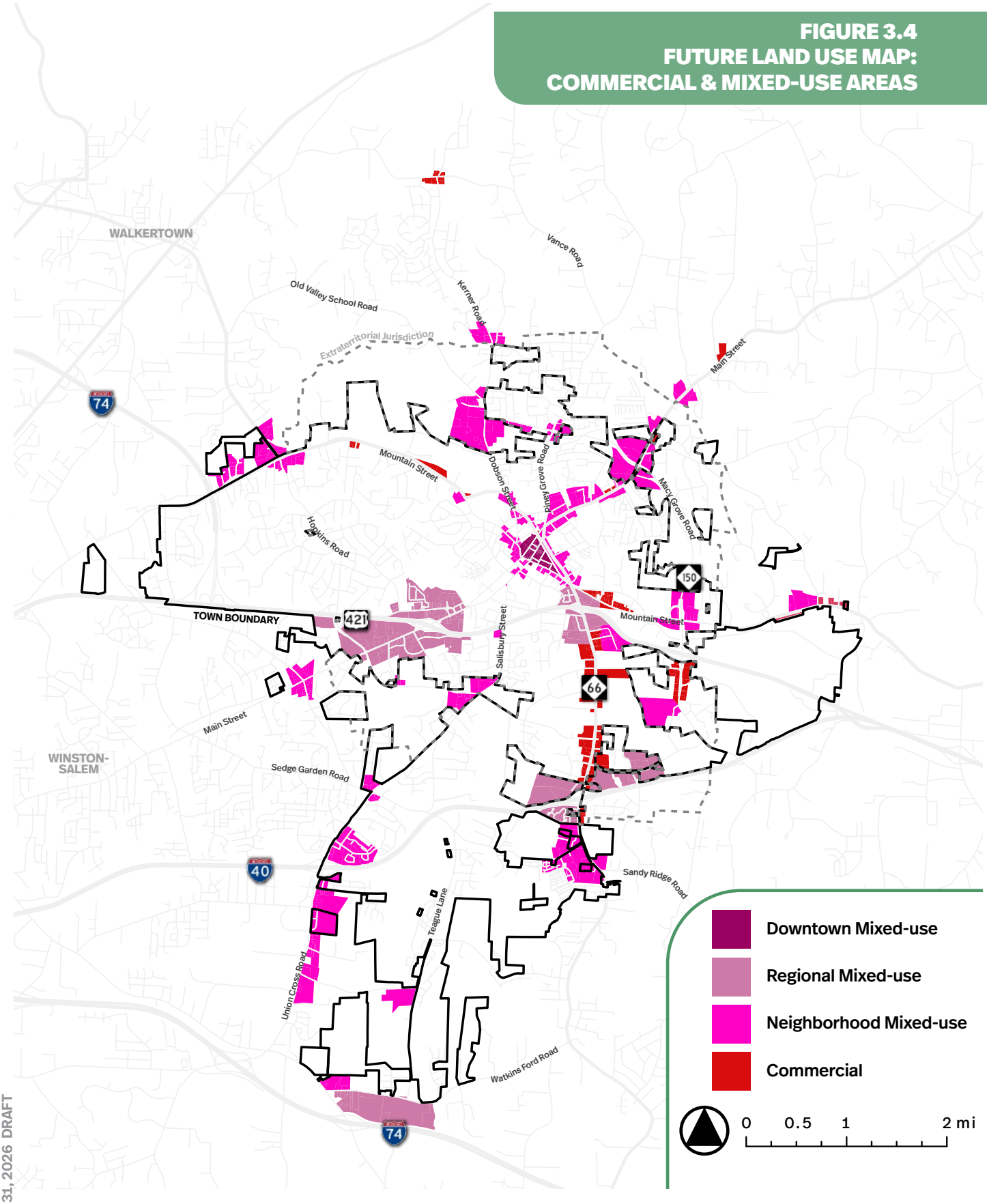


FIGURE 3.5
FUTURE LAND USE MAP: INDUSTRIAL & BUSINESS AREAS

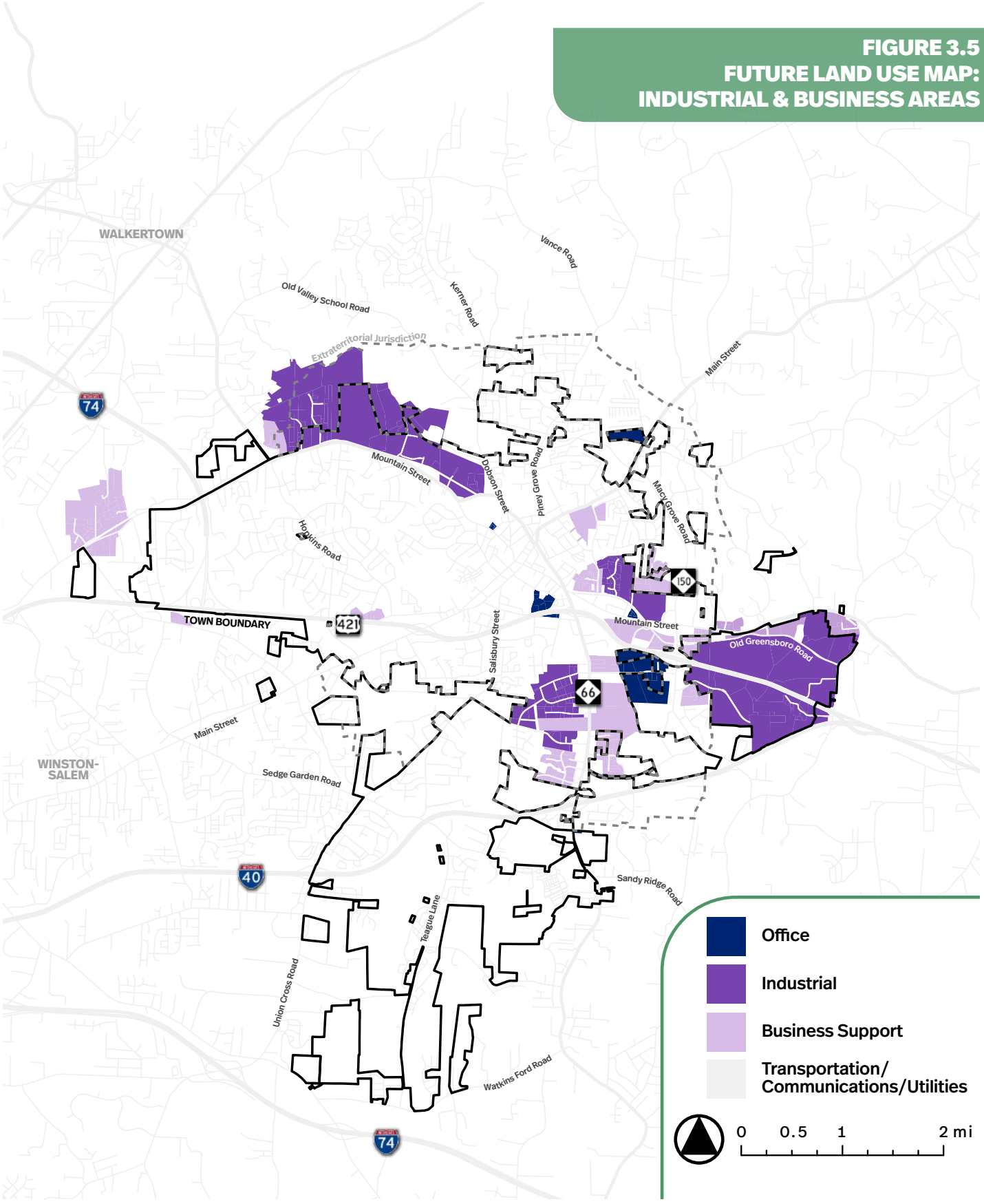
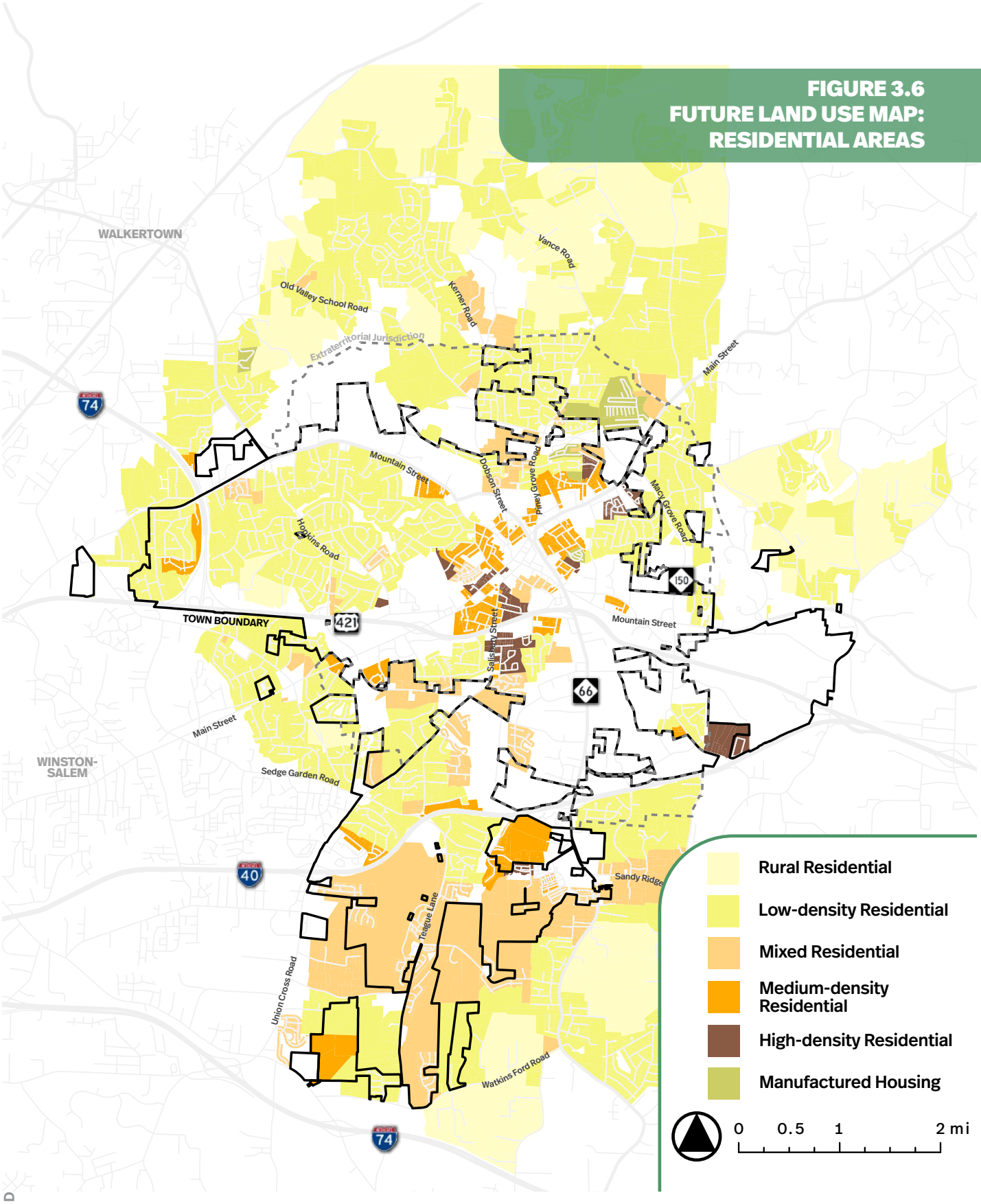


FIGURE 3.6
FUTURE LAND USE MAP: RESIDENTIAL AREAS



Placetypes

Land use "placetypes" are a key component of the Future Land Use Map. These placetypes define the desired vision, intensity, and use of land throughout the community, providing a framework to inform zoning regulations and by which development may be reviewed. These can be used as a reference and tool by Town staff, elected officials and members of advisory boards and commissions, the development community, and residents.

The Future Land Use map defines eighteen (18) different placetypes, which span public and private land uses, residential and commercial, and dense and rural. These placetypes fall under three major categories:

Residential Placetypes

- Rural Residential
- Low-density Residential
- Medium-density Residential
- Mixed Residential
- High-density Residential
- Manufactured Housing

Mixed-use & Non-residential Placetypes

- Neighborhood Mixed-Use
- Downtown Mixed-Use
- Regional Mixed-Use
- Commercial
- Business Support
- Industrial
- Office

Community Placetypes

- Public/Institutional
- Parks
- Private Open Space
- Environmental Protected
- Transportation, Communications, and Utilities

In the pages that follow, placetypes conceptualize the following characteristics for each of the future land use categories:

- **Definition**: A description of the land use and its intent
- **Context**: Where and in what circumstances this land use is most appropriate
- **Density**: For residential uses, the expected range of dwelling units per acre
- **Mass**: Design guidance relating to bulk, scale, and size
- **Form**: Design guidance relating to the shape, configuration, and spatial organization of buildings and spaces
- **Potential Uses**: Appropriate land uses
- **Example Illustration**: Conceptual diagram to illustrate intended vision
- **Character Images**: Example imagery of desired character, from Kernersville and elsewhere

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, but does not necessarily,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 and 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. Therefore, this placetype is the only with recommended acreage minimums.

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

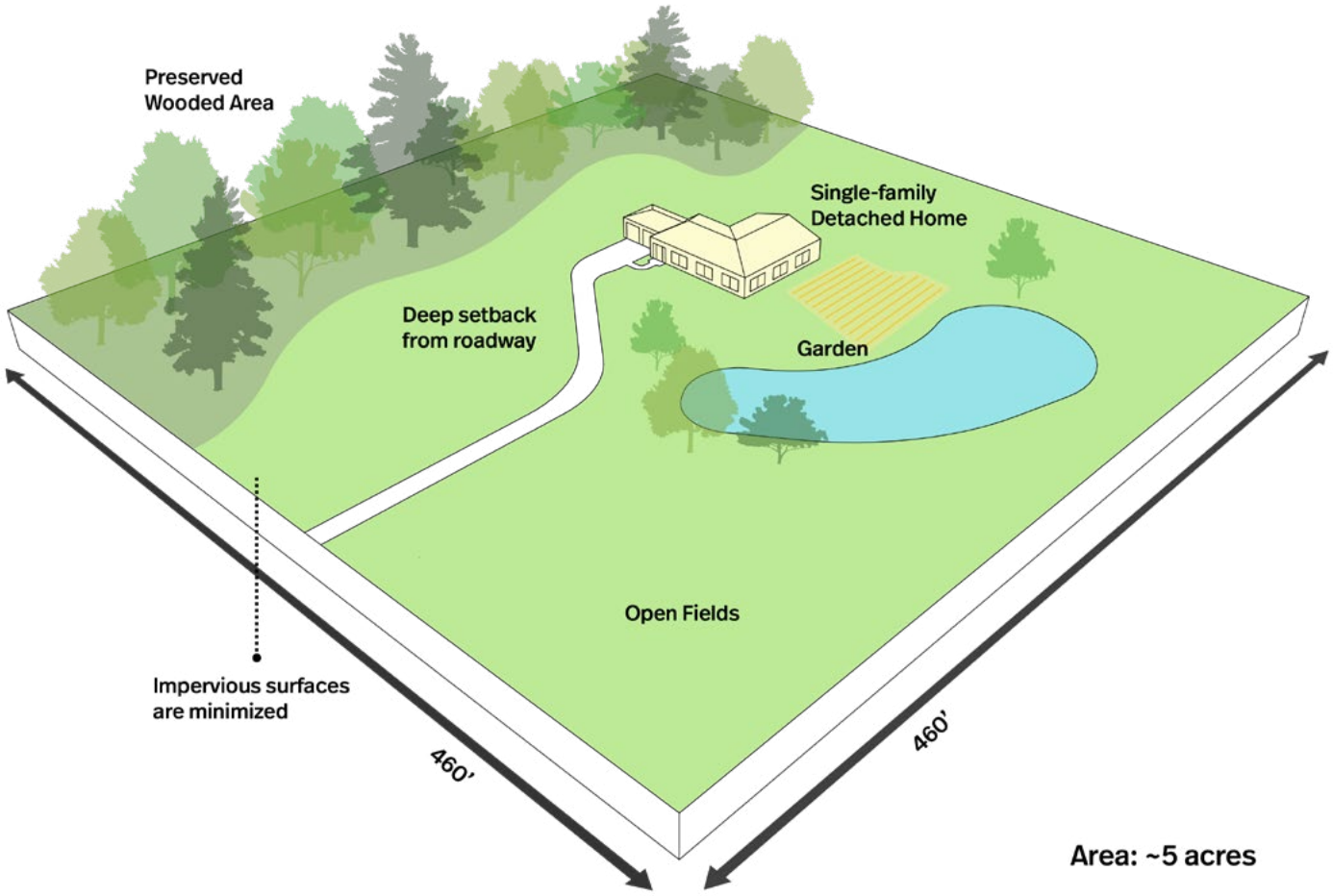
FORM

- 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



CHARACTER IMAGES

FUTURE LAND USE PLACETYPE

LOW-DENSITY RESIDENTIAL

DEFINITION

This placetype supports the single-family nature of many of Kernersville's established neighborhoods by reflecting 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 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

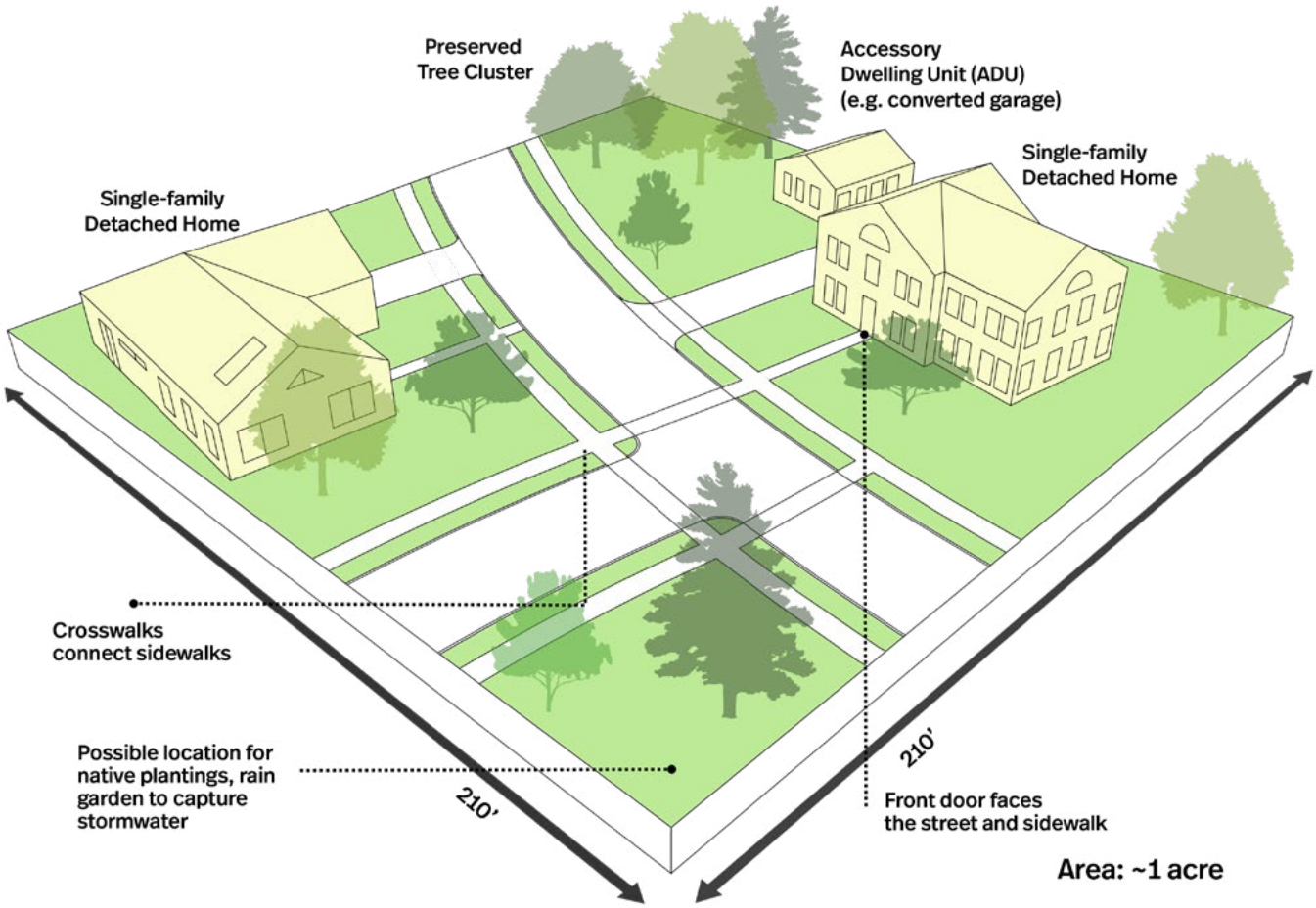
FORM

- 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, with a scale reflecting traditional homes in the Piedmont Triad
- Pedestrian-friendly frontages have walkways, porches, and entries facing the street
- Plantings and low fencing maintain open, green character
- Driveways, garages, and exterior HVAC 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 (private management offices, recreation, clubhouses)



CHARACTER IMAGES

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 detached single-family residential, to single-family attached homes, (e.g. duplexes, triplexes, and quadraplexes), and small-scale multifamily buildings (such as garden apartments).

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

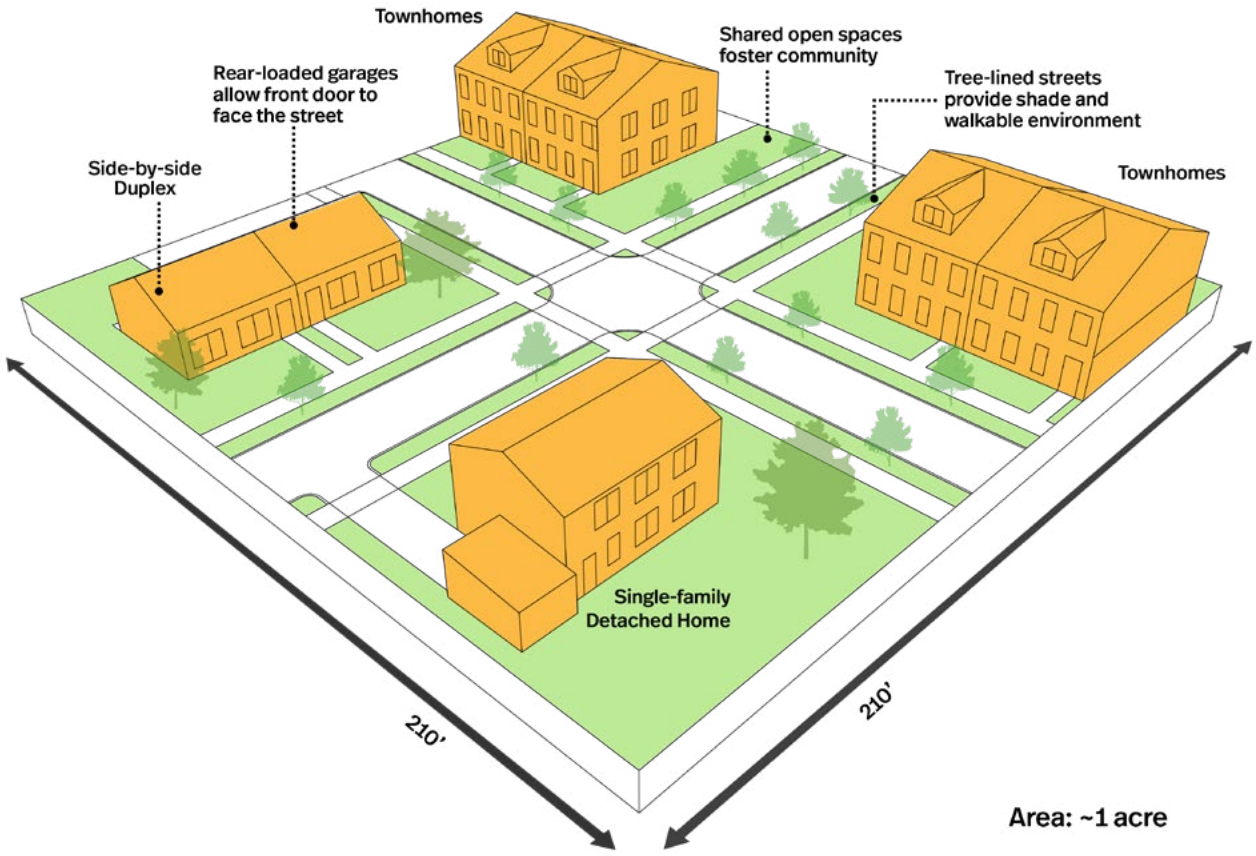
FORM

- Architectural form respects small-town heritage of Kernersville while creating walkable neighborhoods
- 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, quadraplexes

Other limited uses: Accessory dwelling units, parks, schools, places of worship, and other small-scale community amenities (private management offices, recreation, clubhouses)



CHARACTER IMAGES

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 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 edges of the community where 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 provide transitional buffering between different scales and uses

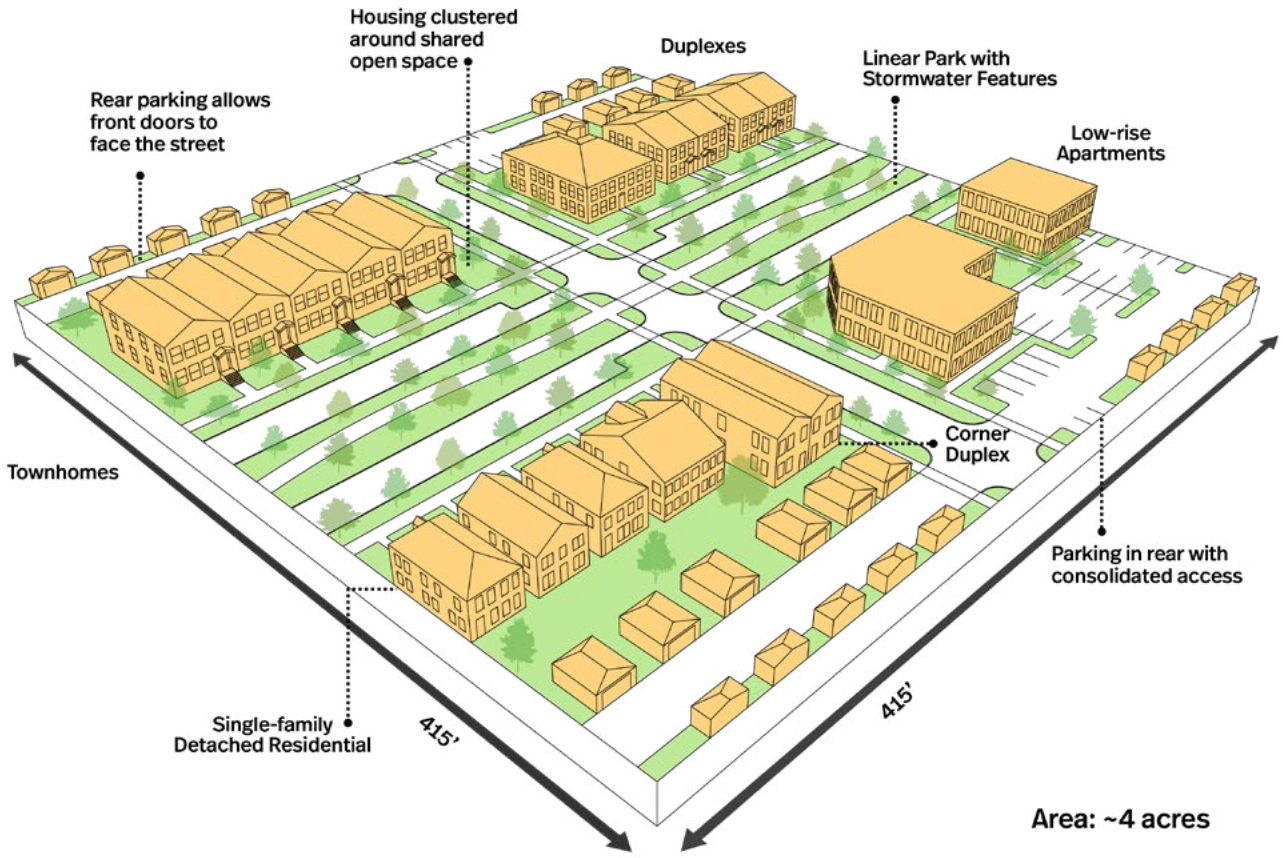
FORM

- Architectural emphasis is used on primary entrances and corner lots to enhance legibility and identity
- Common areas, porches, or porch stoops are oriented toward public spaces and sidewalks
- Rear or internal parking areas are prioritized with adequate space allocated for trash and recycling collection and emergency services; 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 (private management offices, recreation, clubhouses)



CHARACTER IMAGES

FUTURE LAND USE PLACETYPE

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 economically 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"

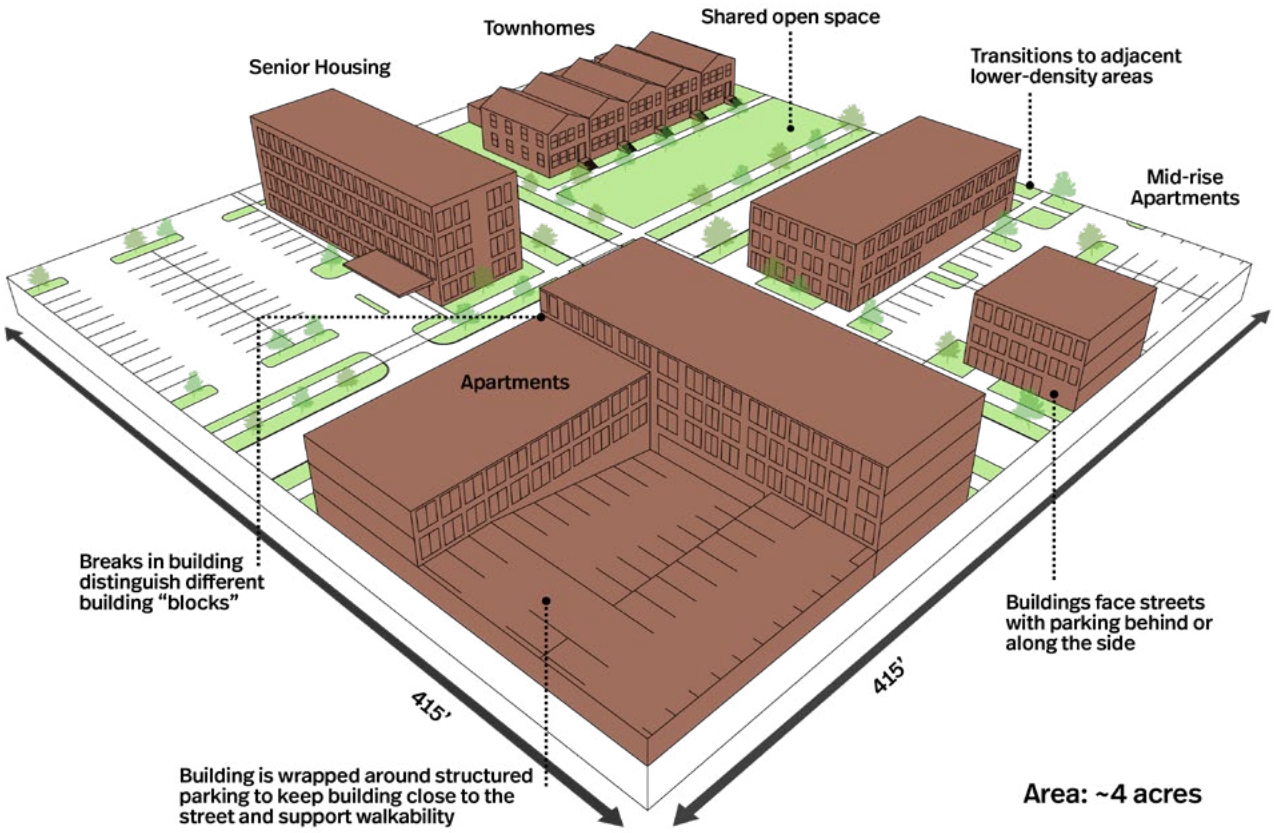
FORM

- 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, porch 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 and recycling 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 or storage and pedestrian connections are provided

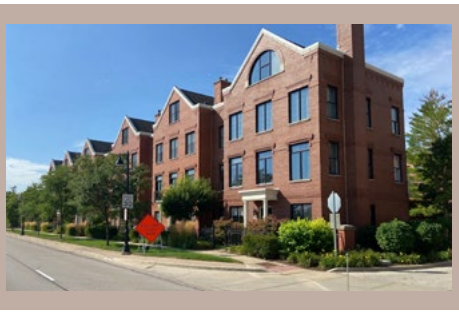
POTENTIAL USES

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

Other limited uses: Parks, schools, places of worship, and other small-scale community amenities (private management offices, recreation, clubhouses)



CHARACTER IMAGES



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

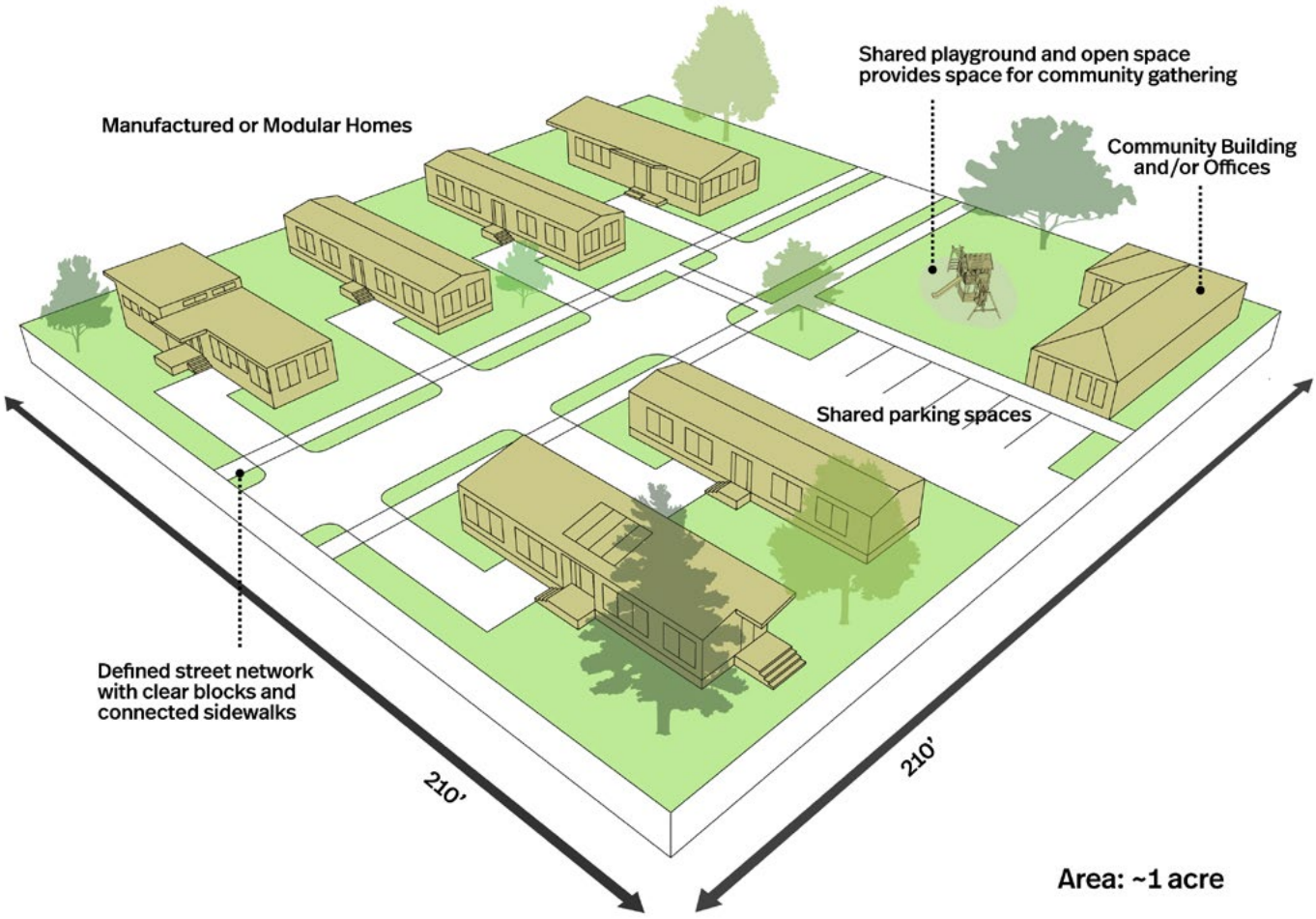
FORM

- 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: Manufactured or modular homes

Other limited uses: Parks, schools, places of worship, and other small-scale community amenities (private management offices, recreation, clubhouses)



CHARACTER IMAGES

FUTURE LAND USE PLACETYPE

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
- 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

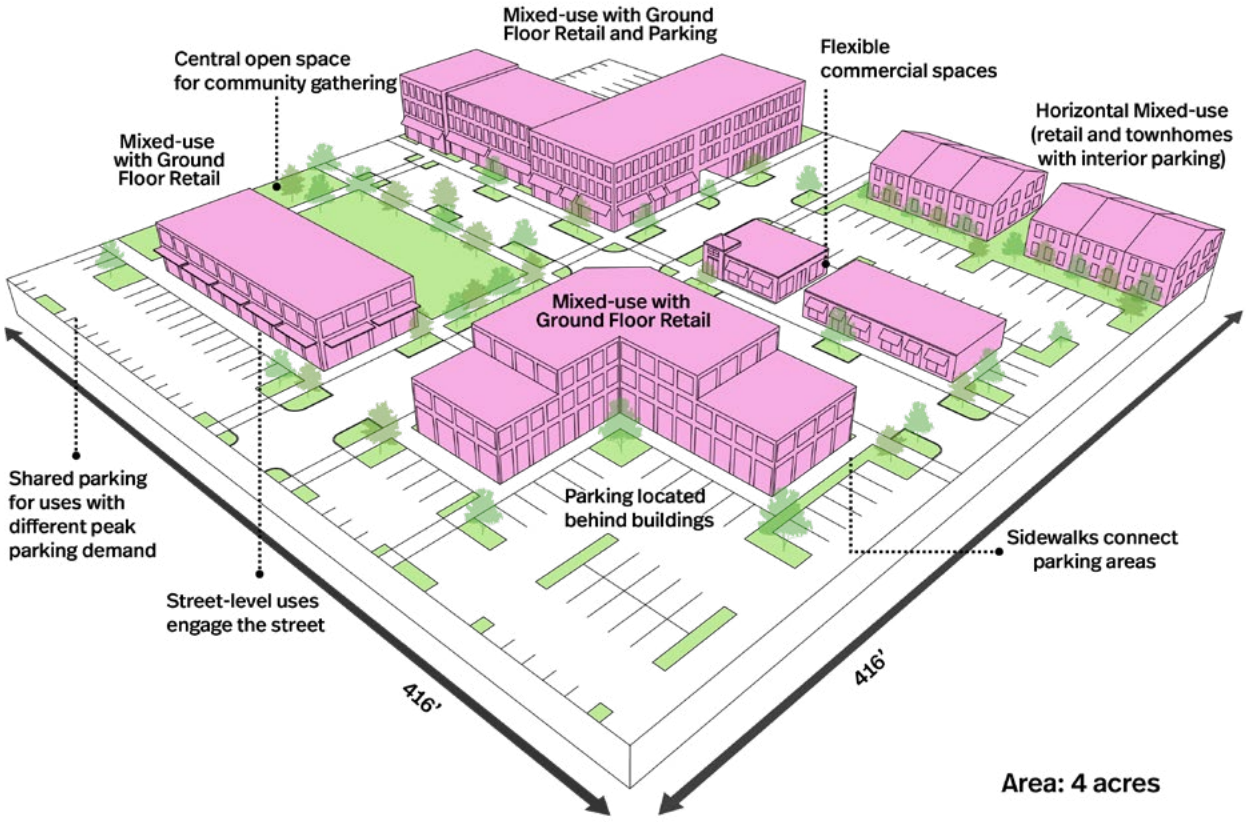
PARKING

- Shared parking is utilized for projects where peak parking demand characteristics or hours of operation are distinctly different
- Shared parking can also provide space for on-site public benefits, such as trail connections, bicycle facilities, bicycle parking, bus stations, public open space, enhanced landscaping, or use of stormwater Best Management Practices
- Rear- or side-accessed parking, shared lots, or on-street parking is commonly used

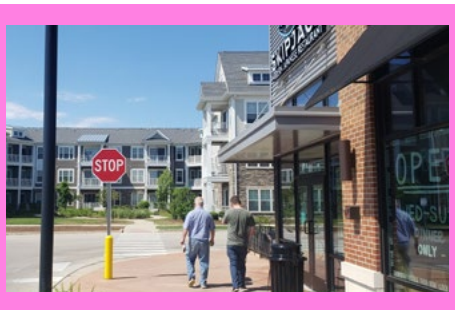
POTENTIAL USES

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

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



CHARACTER IMAGES



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, public-facing uses on the first floor (including storefront and limited resident amenity areas) and upper stories with residential, hospitality (such as a hotel), 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 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 lighting for safety and attractive illumination of facades and signage
- Cafés, parklets, and public gathering spaces are incorporated where possible
- Trees, planters, and street furnishings help soften the urban environment

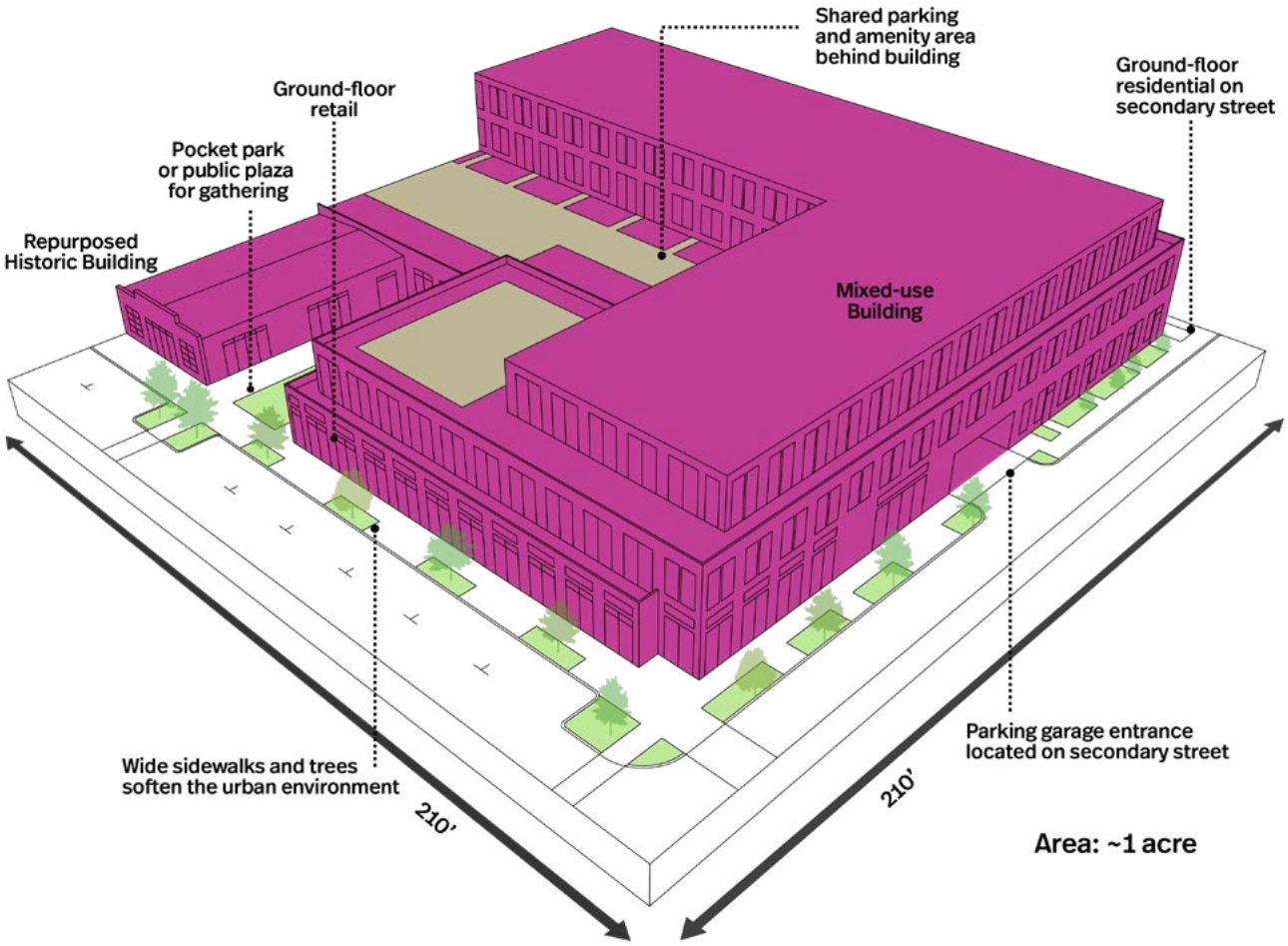
PARKING

- 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 and physical fitness, convenience goods, residential, hotel, office, medical

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



CHARACTER IMAGES

FUTURE LAND USE PLACETYPE

REGIONAL MIXED-USE

DEFINITION

Regional Mixed-Use allows for commercial, retail, entertainment, and hotel 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 or 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

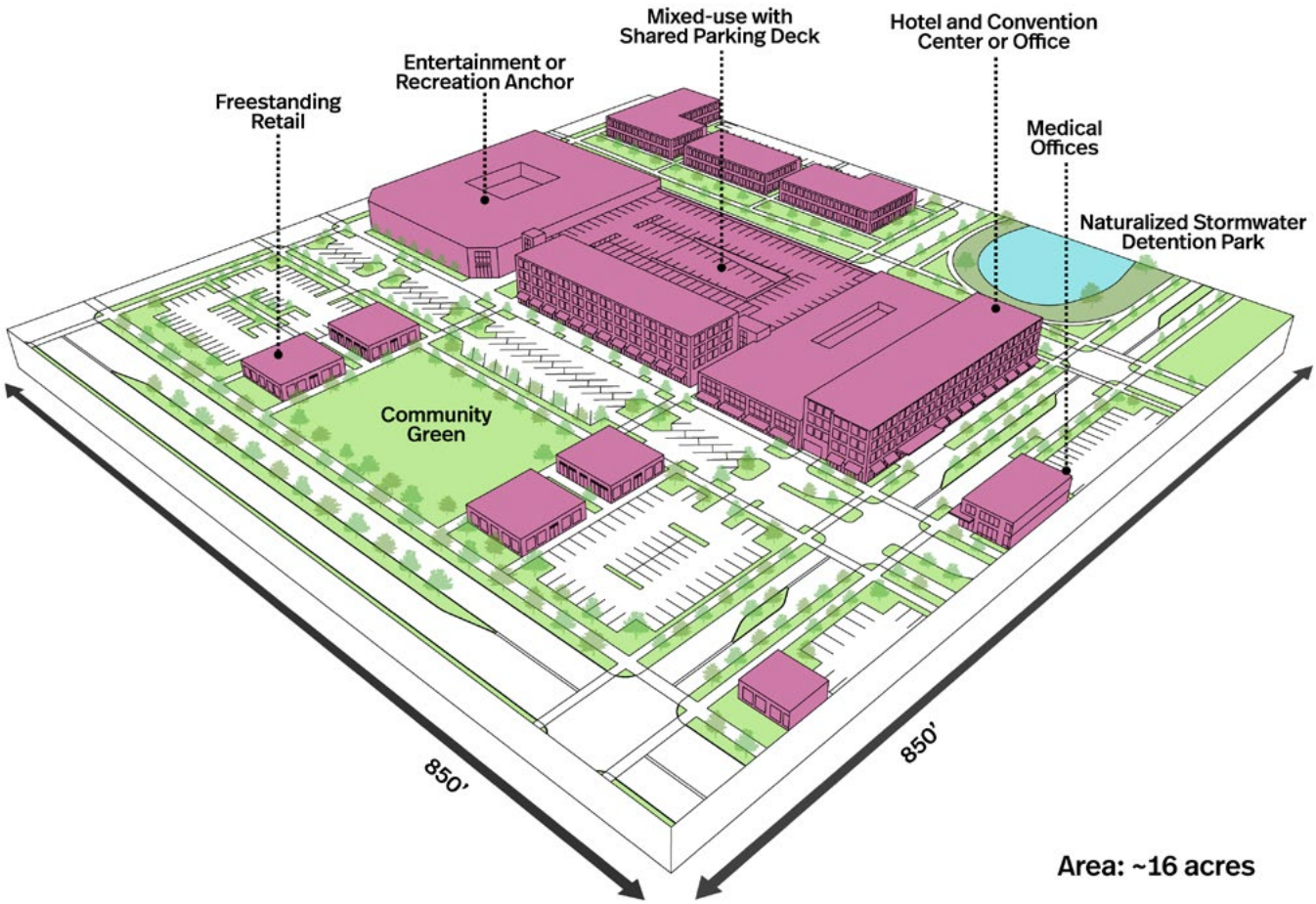
PARKING

- 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 or physical fitness, convenience goods, residential, hotel, office, medical

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



CHARACTER IMAGES

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 residential on the same parcel or on upper stories above commercial 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 different 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 and parking primarily situated to the side and rear of building
- Architectural elements are visible on all facades of a building
- Windows are transparent along ground level facades facing streets
- Buffering, building orientation, 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, following the sign ordinance of the Town
- Pedestrian connections between buildings, sidewalks, and parking areas are well defined

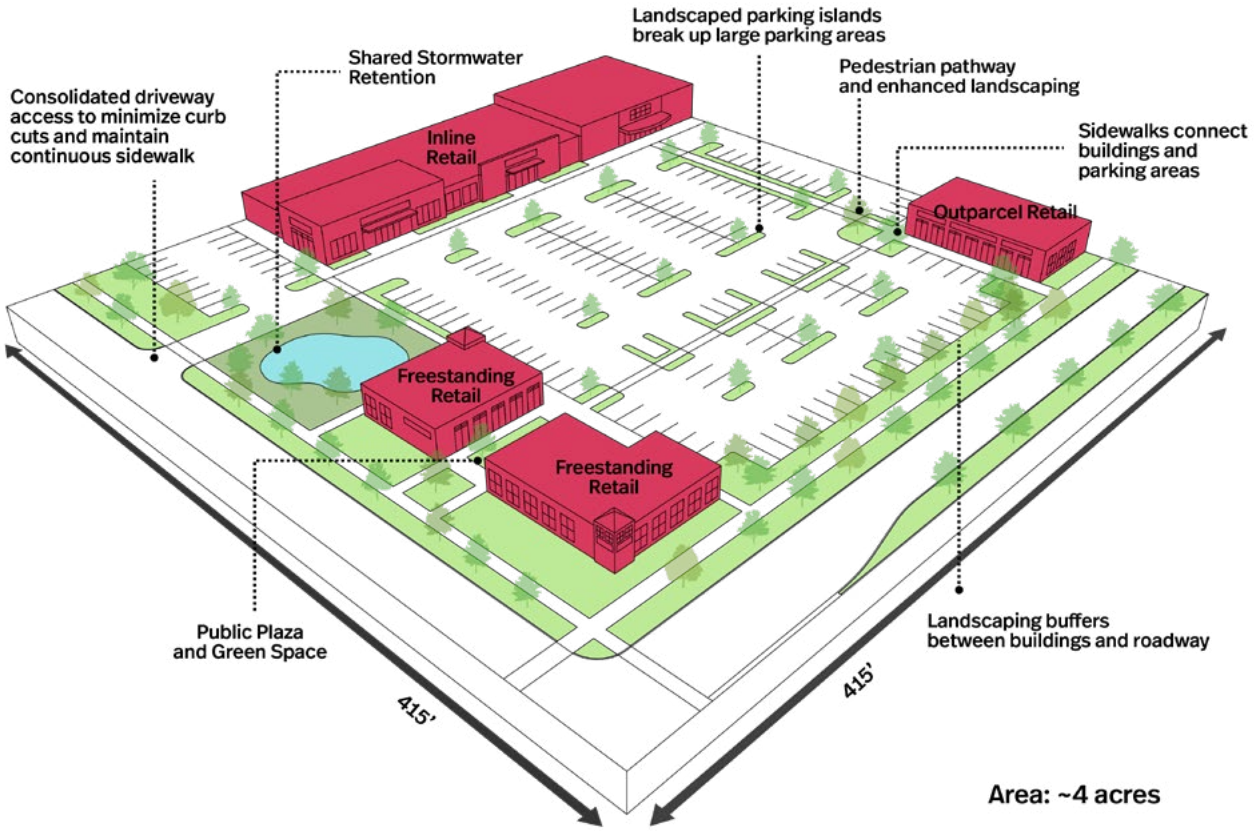
PARKING

- 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 areas are provided near primary entrances

POTENTIAL USES

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

Other limited uses: Mixed uses, such as residential over commercial



CHARACTER IMAGES

FUTURE LAND USE PLACETYPE

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 employment uses, and not for 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 and less-public-facing uses are encouraged to be 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

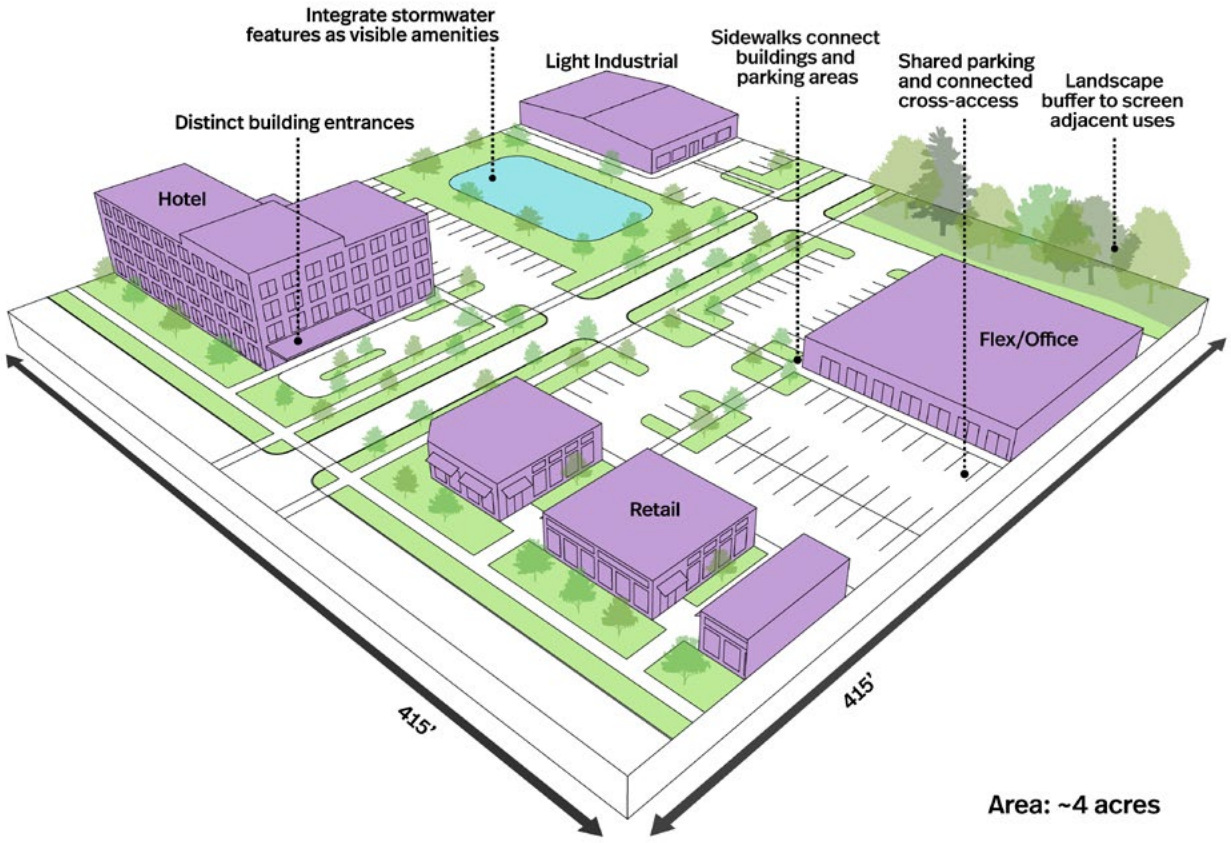
PARKING

- 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 and service access is clearly separated from employee and visitor parking
- Landscaped islands and tree plantings are used to break up large parking areas
- Bike parking or storage areas are provided near building entrances

POTENTIAL USES

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

Other limited uses: Parking, open space, institutional, retail



CHARACTER IMAGES

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, or logistics operations.

CONTEXT

This placetype exists and should be situated near 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 and setbacks
- Building heights are stepped down where industrial buildings border other uses

FORM

- Developments have consistent internal streetscapes with clear wayfinding signage
- Buildings present an attractive, durable facade facing major roadways, business districts, and other public areas
- Signage is attractive and used sparingly; monument signage includes landscaping and durable materials, wall signage is clear and succinct
- Loading facilities are located behind structures to be screened from public view and neighboring properties
- 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) or similar amenities are provided
- Links to existing pedestrian, bike, or transit connections support multimodal access for employees

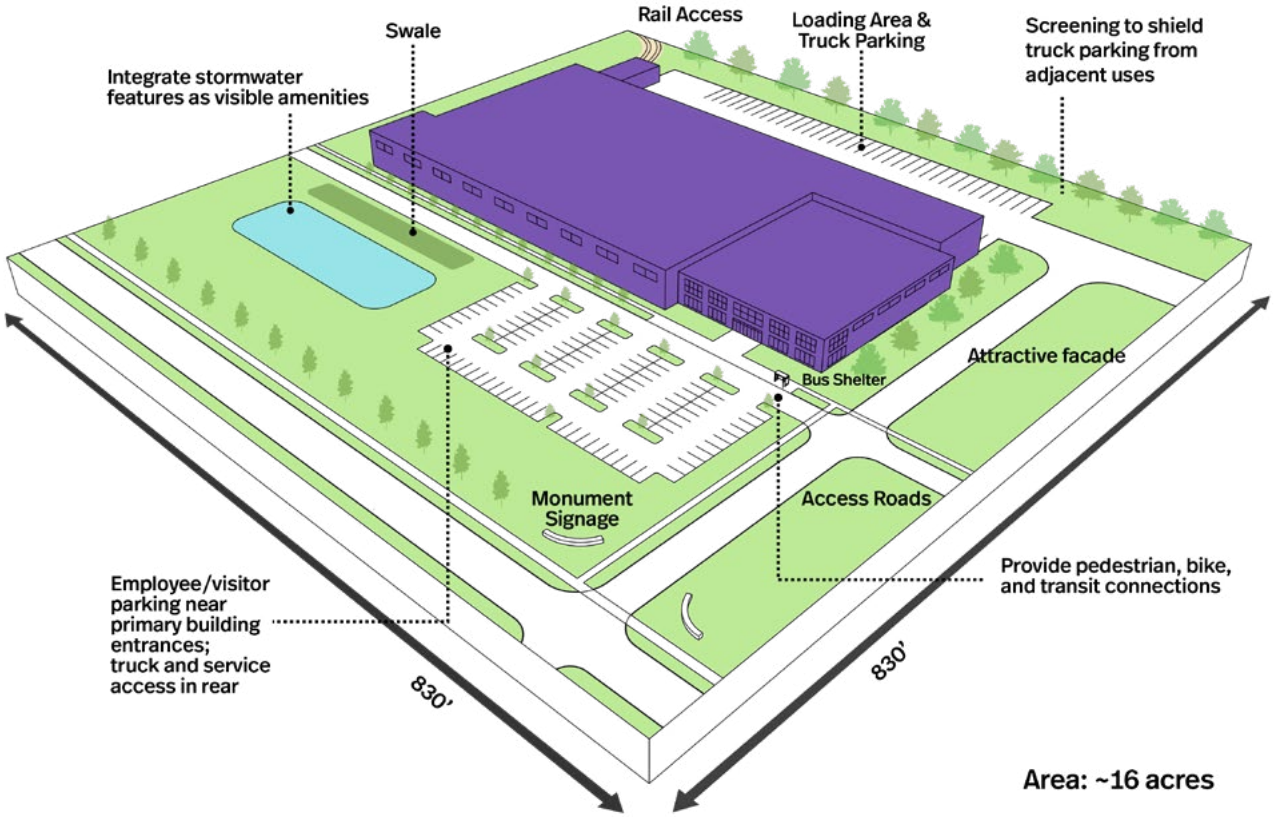
PARKING

- Employee and visitor parking is located near primary building entrances while tuck 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

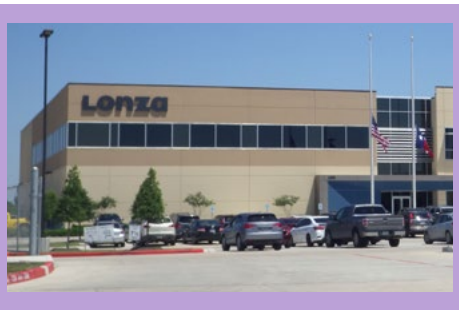
POTENTIAL USES

Primary Uses: Manufacturing,distribution, logistics, warehousing

Other limited uses: Parking, open space, institutional



CHARACTER IMAGES



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

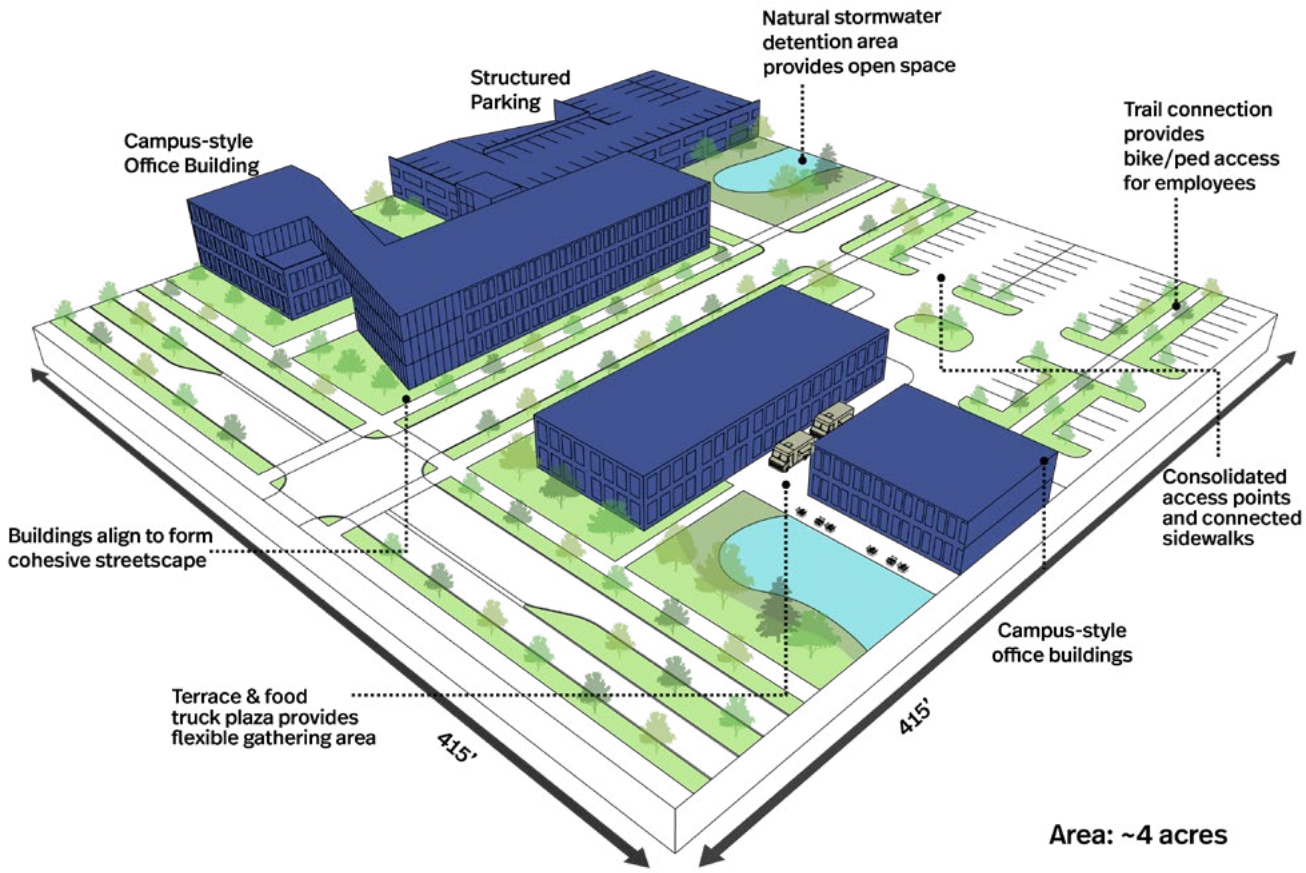
- Main building entries are visible, well-defined, and connected to pedestrian paths
- Design treatments are applied to every facade, especially along streets or parking areas
- Developments have defined internal streetscapes with clear wayfinding
- Loading facilities are located behind structures to 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 and amenities (such as 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



CHARACTER IMAGES

Community 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 and 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, Utilities

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.

SUBAREA OPPORTUNITIES

Conceptual illustrations for three subarea opportunity sites demonstrate how the Future Land Use Placetypes apply to key growth areas in Kernersville. These areas represent three of the Mixed-Use Placetypes: Downtown Mixed-Use, Regional Mixed-Use and Neighborhood Mixed-Use. Within each of these illustrations, there are a variety of land uses: from single-family to multi-family residential as well as commercial and open space. While the Downtown represents infill development approaches in an already built-up area, the other two subareas represent the potential for newly growing nodes in the town.

Note that drawings are not based on specific development proposals nor are they intended for zoning or other regulatory purposes. Rather, these are illustrative of the types of development that would further the goals of the plan including a variety of housing options, opportunities for commercial development, placemaking, interconnected streets and sidewalks, and common open space.

DOWNTOWN MIXED-USE

At the heart of Kernersville is the historic downtown core (the dense, historic, mixed-use center of the Town). This well-established area has seen gradual change over time, including retail and conversion of a factory to mixed-use. The subarea concept illustrates the possibilities for new development that could occur over the lifespan of this Plan, particularly along N. Main Street and East and West Mountain Street in the downtown core. In addition, the subarea concept proposes the redevelopment of single-story structures along Bodenhamer Street into new mixed-use developments with housing and commercial space. Traveling northeast along Piney Grove Road and N. Main Street, two shopping centers with former grocery stores are envisioned to be redeveloped as mixed-use opportunities with housing, commercial, and common open space; such redevelopment could preserve existing, tenanted commercial buildings. Finally, sites in the Gateway District (the area near Highway 66 and US 421/Salem Parkway) are envisioned to be redeveloped as multi-family housing and mixed-use. Over time, these developments could help create linkages and tie the various pieces of downtown and its environs together into a more walkable, vibrant core that can support thriving retail and restaurants.

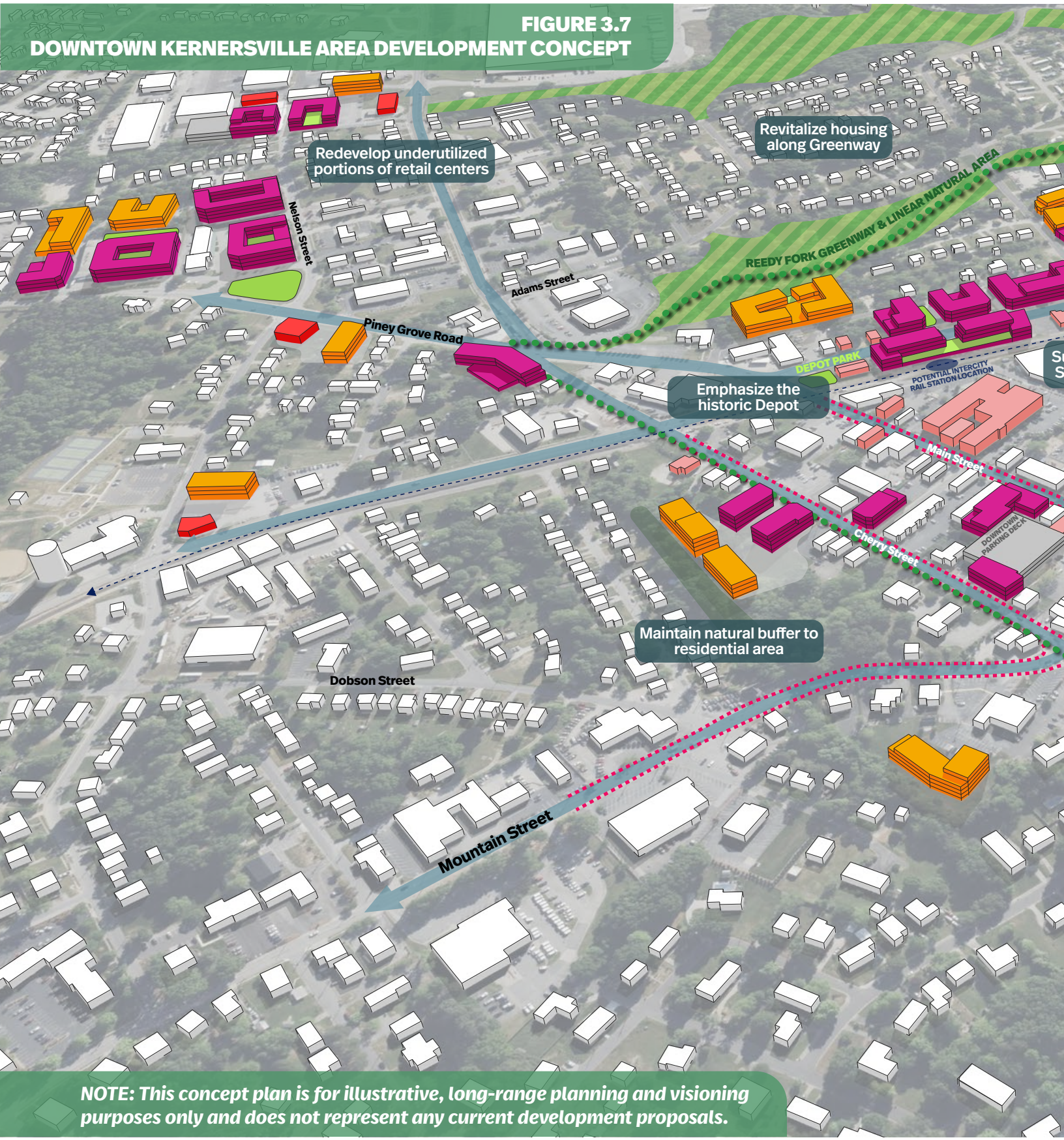
NEIGHBORHOOD MIXED-USE

This concept illustrates key components of Neighborhood Mixed-use development including a variety of housing densities and commercial opportunities, as well as open space and a connected transportation network. The site shows new commercial and mixed-use development flanking a green space at the intersection of two major thoroughfares. On the north side, the concept shows commercial development as well as townhomes. South could be additional commercial and mixed use development, with townhomes lining the street. Interior areas are shown to continue the single-family fabric of surrounding neighborhoods. An existing gas pipeline easement runs through this subarea; this can be leveraged to create a greenway connecting various pockets of the subarea.

REGIONAL MIXED-USE

The concept shows the potential for a Regional Mixed Use center just north of the interstate that could accommodate a new commercial district, regional open space and a variety of housing types. This conceptual development is centered on a greenway extension along Abbotts Creek that could branch west and travel in a curvilinear form along a boulevard, through an open space before connecting with other greenways. Buildings face the boulevard and local streets, with parking behind. Natural resources in this concept are protected through a regional open space that would provide additional attraction to visitors coming to the area.

FIGURE 3.7
DOWNTOWN KERNERSVILLE AREA DEVELOPMENT CONCEPT

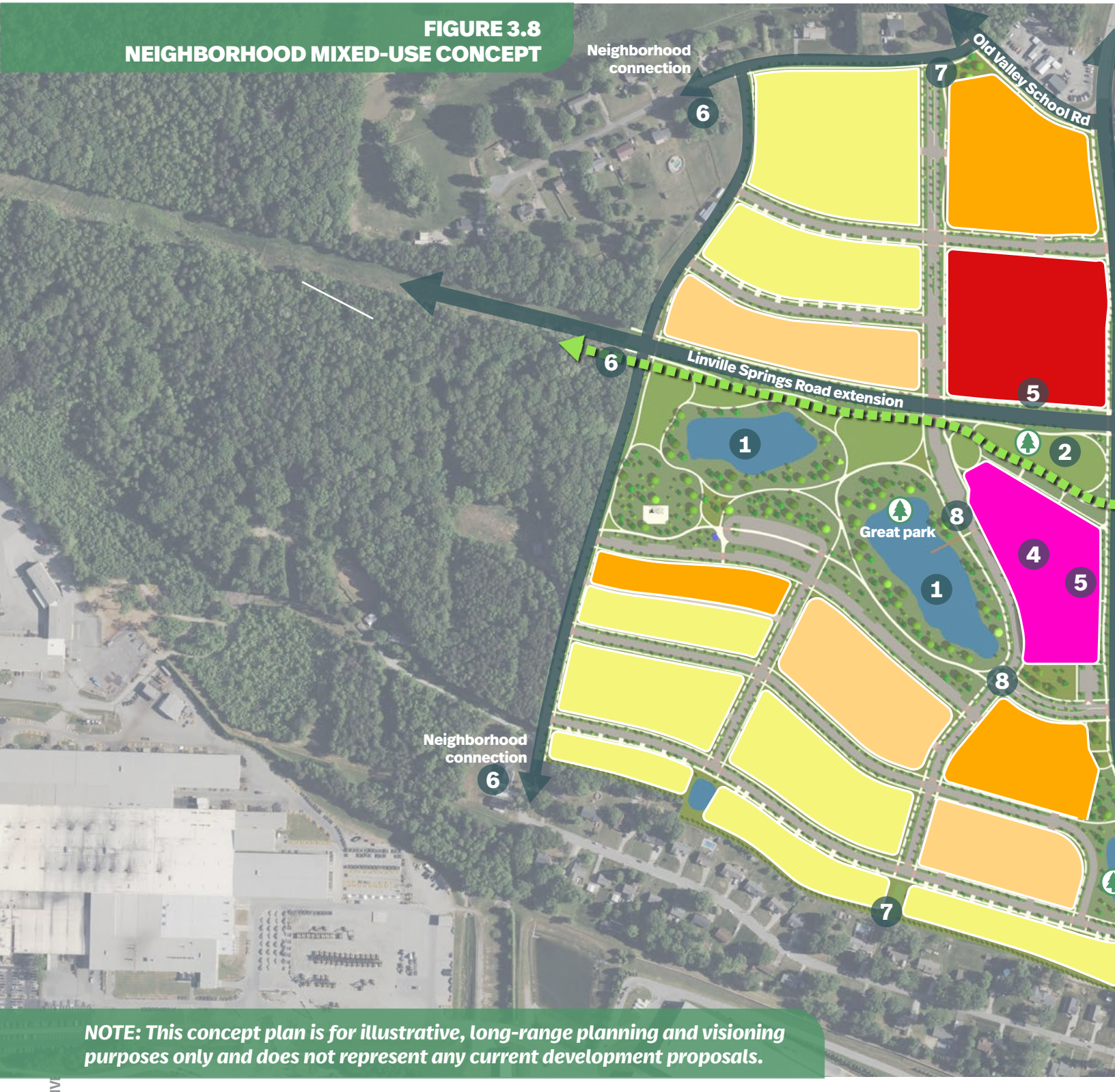


NOTE: This concept plan is for illustrative, long-range planning and visioning purposes only and does not represent any current development proposals.

- Mixed-use Development Opportunity
- Commercial Development Opportunity
- Multifamily Residential Development Opportunity

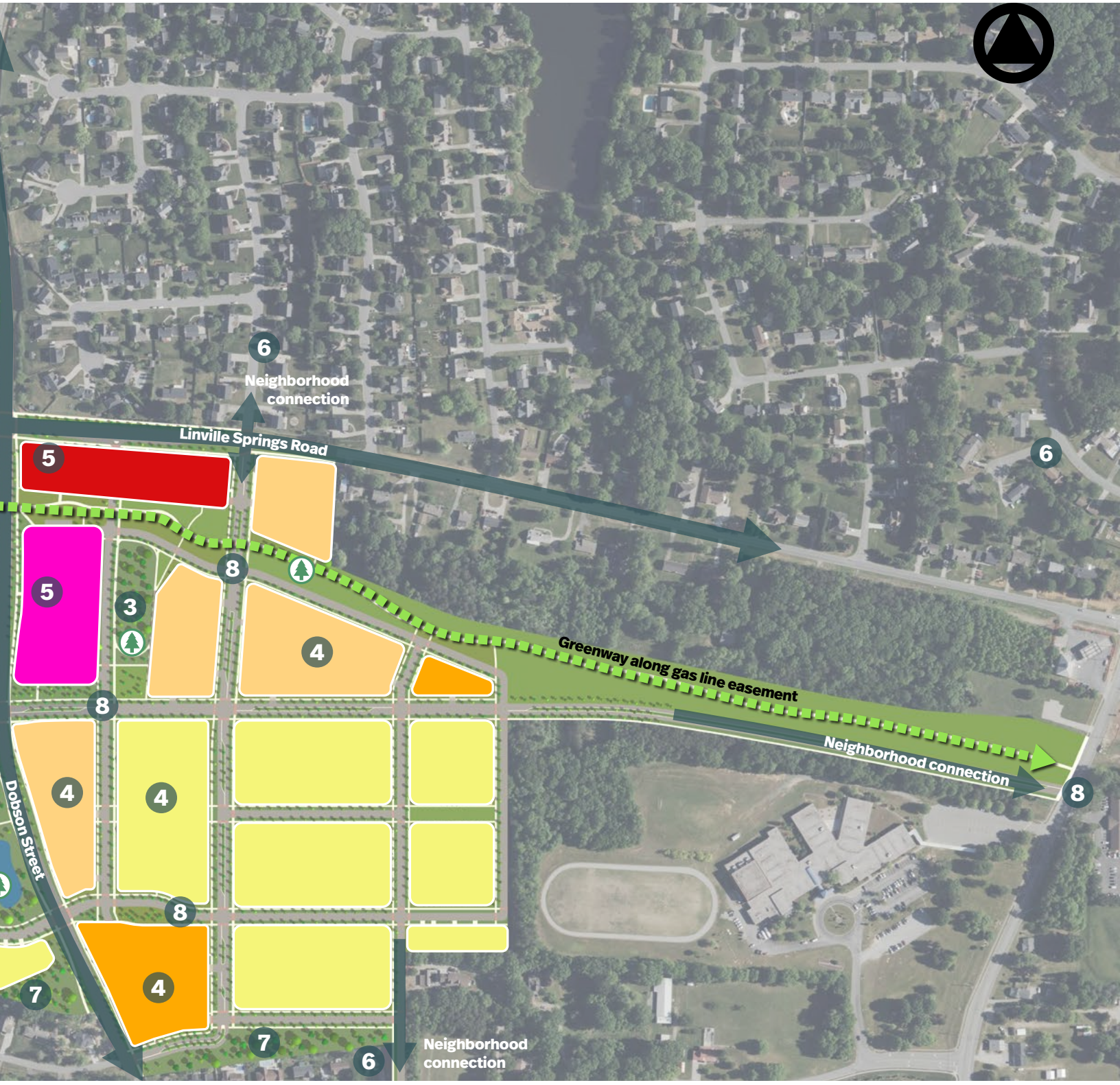
To Triad Park
Situate higher-intensity uses near major roads
Encourage adaptive reuse of unique buildings
Bodenhamer Street
Mountain Street
Create memorable gateway into Downtown
Edgewood Street
US 421/Salem Parkway
upport development along Main treet with active first floor uses
Harmon Lane
Emphasize historic Downtown character
Consolidate parking in Downtown area
TRANSIT HUB
CONSOLIDATED MUNICIPAL CAMPUS PARKING
GATEWAY DISTRICT NATURE PARK
Incorporate public access to existing natural areas
VIEW CORRIDOR
Improve public access to Town Hall Campus
Main Street
GREENWAY EXTENSION
Scale development appropriately when adjacent to historic districts
Oakwood Street
Cherry Street
To Kerner Mill Greenway
NORTH
Downtown Character Building
Prioritize active first floor uses
Greenway Extension Opportunity
Green Space Opportunity

FIGURE 3.8
NEIGHBORHOOD MIXED-USE CONCEPT



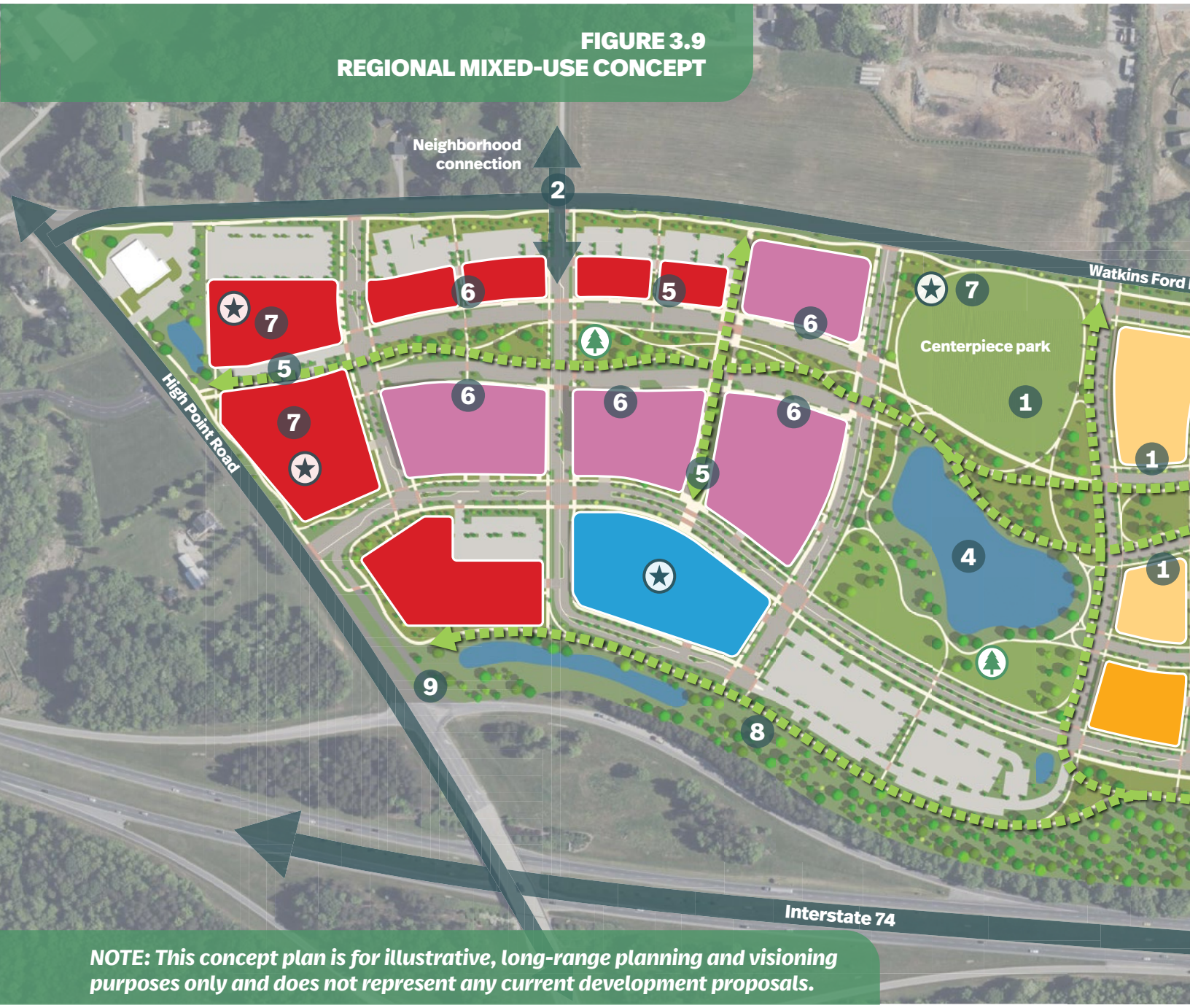
NOTE: This concept plan is for illustrative, long-range planning and visioning purposes only and does not represent any current development proposals.

- Low-density Residential
- Residential Mix
- Medium-density Residential
- Neighborhood Mixed-use
- Commercial
- Park or Open Space



1. Repurpose existing detention ponds as a natural and recreational amenity
2. Prominently situate public gathering space and commercial uses at intersection
3. Preserve mature tree stand as public open space
4. Incorporate open space or amenity area within townhome and multifamily clusters
5. Position retail to engage the street frontage and provide pedestrian and bicycle access
6. Connect road, trail, and sidewalk network to existing street network
7. Incorporate buffers when abutting existing single-family residential neighborhoods
8. Seize traffic calming opportunity at key locations within internal street network

FIGURE 3.9
REGIONAL MIXED-USE CONCEPT



NOTE: This concept plan is for illustrative, long-range planning and visioning purposes only and does not represent any current development proposals.

- Low-density Residential
- Residential Mix
- Medium-density Residential
- High-density Residential
- Regional Mixed-use
- Commercial
- Institutional
- Park or Open Space
- Anchor Destination

  As an easily-accessible mixed-use district serving the region, unique destinations can draw visitors and support a variety of commercial uses

1. Center development along linear park, open space, and greenways
2. Connect new development to existing roadway network
3. Preserve riparian environment along Abbotts Creek and its tributary
4. Repurpose existing detention pond as an open space amenity
5. Incorporate public and private internal green spaces in residential and mixed-use areas
6. Position commercial and mixed-use development along linear park
7. Situate anchor commercial uses at prominent locations, accessible by roads
8. Preserve wooded areas as natural amenity and buffer to Interstate 74
9. Install gateway signage at prominent locations to signify entry into the Town, as well as various district within the regional mixed-use development
10. Continue to plan for public buildings, such as schools, in and around the subarea to accommodate residential growth in the southern portion of Kernersville

LAND USE GOALS + STRATEGIES

The land use goals are aspirational statements that Kernersville would like to achieve over time through implementation of this plan. Objectives are comprised of projects and action steps intended to make progress toward these aspirations. Strategies describe how the Town will meet the objectives.

Land Use Goal #1

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

Growth and change over time are inevitable for any community, and even more pronounced in Kernersville, which has seen rapid population growth over the past two decades (65% increase from 2000 to 2023). This goal focuses on the thoughtful management of such growth to ensure that the qualities people cherish about Kernersville continue.

Objective 3.1.1: Reinforce and expand the downtown to attract complementary housing, retail, and restaurants in a walkable environment.

The downtown is at the heart and soul of Kernersville. Efforts to both preserve the past while embracing natural growth and development can be achieved through the following strategies.

Strategies:

A. 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.
B. Encourage the activation of first-floor spaces for retail, restaurants, and other activity generating uses along N. Main and Mountain Streets downtown so there is a continuous pedestrian-friendly retail environment.
C. Review and update overlay districts in and around the downtown area to maintain a continued storefront presence on key downtown streets.
D. Improve the Town Hall Campus to encourage active use of the green space, the Kernersville Farmers Market, and events downtown.

Objective 3.1.2: Plan for land use, transportation, and infrastructure improvements to ensure a strong sense of place.

Outside of the downtown, Kernersville has several other nodes and focal points of activity throughout Town that can be enhanced as special places or destinations for locals and visitors.

Strategies:

A. Establish gateways and focal points through the design of new development in Mixed Use and Commercial Districts either in available public right-of-way, if present, or by partnering with landowners or with developers in proposed developments.
B. Plan for improved streetscaping, landscaping, pocket parks, and other community-oriented features along key corridors including Highway 66, Main Street, Macy Grove Road, and Union Cross Road.
C. Create small area plans for Regional Mixed-Use and Neighborhood Mixed-Use areas including South Main Street, Macy Grove Road, Bodenhamer Street/Highway 66, and Old Salem Rd/Highway 66.

The Farmers Market and Town Hall Campus are cherished spaces that could be even more utilized and activated as year-round public gathering spaces.

Objective 3.1.3: Plan for employment nodes that are accessible and utilize best land planning practices.

The location and setting of Kernersville's employment nodes are important aspects of the local economy. Strategies below focus on continuing to expand these areas appropriately.

Strategies:

A. Continue to plan for industrial, commercial, office, and mixed-use in areas that are accessible to regional thoroughfares including along US 421/Salem Parkway, I-40, Main Street and Highway 66.
B. Concentrate industrial uses along arterials, highways, and railroads.
C. Recruit employment uses to areas near existing economic generators, including the emerging medical cluster along Kernersville Medical Parkway and the large commercial area along South Main Street.
D. Encourage centers of employment to incorporate open space, connected sidewalks, and trails.

Land Use Goal #2

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

Proactive changes and updates to the UDO and Zoning Map will play a major role in the implementation of this plan. These land use policy changes can play a role in attracting private development that aligns with the vision set forth in this Comprehensive Plan.

Objective 3.2.1: Create mixed-use centers at strategic locations, particularly near existing and future commercial clusters.

Changes to the UDO and Zoning Map should reflect the intent of the Proposed Future Land Use Map (FLUM) and Future Land Use Placetypes.

Strategies:

A. Review zoning to allow for Neighborhood Mixed-Use around an expanded downtown area, which includes N. Main Street and Piney Grove Road, and at key sites along Main Street, Macy Grove Road, Union Cross Road, Linville Springs Road west of Dobson Street, and Ogden School Road.
B. Review zoning to allow for Regional Mixed-Use at South Main Street, the Gateway (US 421/ Salem Parkway and Highway 66) and Highway 66 and I-40. Attract more intensive commercial and residential uses at these Regional Mixed Use areas. Enhance the transportation network to allow for walkable and bikeable areas within each area through the design of new developments.

Example of a mixed-use development with commercial spaces on the ground floor and residential uses above. The building interacts with the streetscape and helps to create a welcoming pedestrian environment. Parking is provided in the interior courtyard of the building.

Objective 3.2.2: Promote a range of residential uses and commercial amenities in and near neighborhood centers.

A variety of housing types with accompanying commercial uses can come together to create vibrant neighborhoods and districts.

Strategies:

A. Seek to attract attached single-family, multi-family, and smaller commercial uses in Neighborhood Mixed-Use areas to support retail and business development in a walkable environment.
B. Strategically balance medium or high density housing demand and employment uses in Regional Mixed-Use nodes to provide expanded housing choices near regional amenities and the transportation network.

Objective 3.2.3: Plan for public open spaces for recreation and connections to greenways and trails.

Public input throughout the planning process revealed significant community interest in seeing more greenways and open space. With the right policies in place, this can be achieved incrementally through private sector development.

Strategies:

A. Work with property owners and developers to secure easements or right-of-way for the implementation of Greenways identified in the Thoroughfare Plan.
B. 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) or increasing the number of common recreational space required per unit (currently 100 square feet).

Land Use Goal #3

New development is designed to create a strong sense of community, connectivity, and quality of place.

A balanced variety of land uses ensures a bustling and thriving community that provides adequate space for many different community needs, from residential to commercial to industrial.

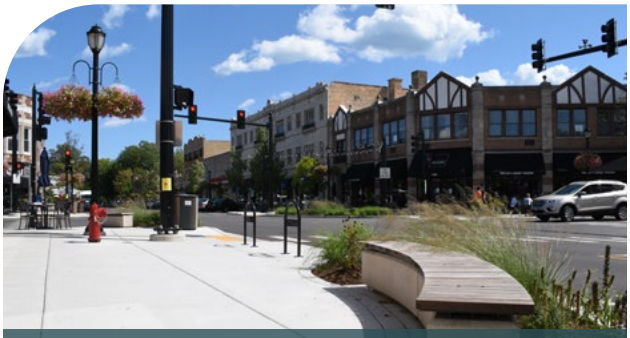
Objective 3.3.1: Prioritize development in Mixed Use areas to connect new growth to the transportation network, open spaces, and other amenities.

Concentrating different uses together can make for a more efficient use of land, which enhances walkability and creates opportunities to add amenities for public benefit.

Strategies:

A. Continue to work with developers to ensure that new mixed use development employs site design principles that improve walkability such as: buildings oriented to the sidewalk and street, limited curb cuts, connected sidewalks and trails, shared open spaces, and pedestrian-oriented landscaping and lighting.
B. Explore opportunities for public investment in open space, streetscaping, and other public realm improvements based on funding availability such as grants, private participation and the potential impact to create walkable nodes with successful commercial and residential investment.

Requiring open or recreational space in new development is a benefit to residents and the public



Public-led streetscape investments can be a catalyst for private sector development

Objective 3.3.2: Foster excellence in design of new residential, commercial, and industrial development.

The Town can improve predictability for the development community by providing guidelines to describe desired development.

Strategies:

A. Refine building design guidelines for new construction with recommended standards (for site design, public realm, building massing, and facades) to promote quality design.
B. Update distinct design and material standards for new buildings in the downtown overlay districts.
C. Encourage developers to provide appropriate buffers to separate non-industrial uses from industrial uses by utilizing berms, roadways, natural areas, creeks, railroads, and other natural or built features to separate non-industrial uses from industrial uses.

Land Use Goal #4

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

Having a housing stock that offers a range of options to accommodate residents at every life stage, from young families to empty nester seniors, is an important that allows residents to afford to rent or own in Kernersville. This provides a pathway for prospective residents to gain a foothold in the community and for existing residents to have housing options that allows them to remain in Kernersville as their housing needs change.

Objective 3.4.1: Encourage residential development near greenways, trails, transit, and amenities to encourage walking, cycling, and transit usage.

At the first Community Open House, 75% of participants expressed a desire to walk and bike more in the future. For many, a limiting factor is that they do not live near sidewalks, greenways, or trails. Additional housing near these amenities and near transit can help connect more people to nature and non-vehicular transportation options.

Strategies:

A. Consider rezoning vacant or underutilized properties, where feasible, near trails and transit stops to allow for denser development.

Objective 3.4.2: Continue to foster a range of housing types.

Kernersville already offers a balanced mix of rental and owner-occupied housing, and a housing stock that spans single-family to duplexes to multi-family. Strategies below aim to continue and build upon this housing mix.

Strategies:

A. Determine if ADU policies in the UDO should be amended to allow for more affordable housing units within higher-density, walkable neighborhoods if they meet certain conditions.
B. Encourage creative development approaches and land use planning and siting, including clustered homes or conservation subdivisions (clustered housing around protected open spaces).
C. Encourage reuse of underutilized formerly commercial or industrial character buildings (buildings with historical value or architectural design) for residential uses.
D. Plan for adequate senior housing in highly accessible locations through zoning, utilities and transportation investments.

Example of an Accessory Dwelling Unit (ADU) above a garage

Objective 3.4.3: Pursue infill development utilizing "missing middle" housing types.

"Missing middle" housing describes a range of multi-unit homes (typically two to four units, such as duplexes, triplexes, and townhomes) that are house-scale (designed in a manner to mimic a traditional single-family home) and can fit cohesively into a single-family neighborhood setting. These options can provide attainable housing choices in a walkable environment, but are considered "missing" because they are often restricted by traditional zoning codes, resulting in a scarcity of these housing types.

Strategies:

A. Consider UDO text amendments to accommodate more "missing middle" housing types and other context-sensitive, gentle density in lower density residential zones (such as RS-7 and RS-9) to allow for greater array of housing options.
B. Explore development of 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.

Land Use Goal #5

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

The Town's land use regulations should aim to reflect and align with the vision and policies outlined in this comprehensive plan.

Objective 3.5.1: Update the Unified Development Ordinance (UDO) and Zoning Map based on the goals, objectives and Future Land Use Map following the adoption of the Comprehensive Plan.

Often, zoning changes in a community are reactive to specific development proposals. To implement this comprehensive plan, the Town can consider proactive UDO text amendments and zoning map amendments that advance plan recommendations.

Strategies:

A. Review the UDO to remove any outdated permitted uses and align permitted and special uses with goals set forth in the Future Land Use Map.
B. Evaluate the feasibility rezoning properties in key areas to reflect the Future Land Use Map and Placetypes (e.g. Mixed Residential, Neighborhood Mixed-Use and Regional Mixed-Use) and attract desired development.

Missing Middle Housing term created by Daniel Parolek | Image © Opticos Design, Inc.
For more info visit www.missingmiddlehousing.com

4 CONNECTED KERNERSVILLE

INTRODUCTION

Transportation and mobility are fundamental components of a community's overall quality of life, economic vitality, and long-term sustainability. A well-planned transportation system supports safe and efficient movement of people, connects residents to jobs, education, services, and recreation, and shapes patterns of growth and development. As Kernersville evolves, transportation planning must balance current needs with future demands while ensuring that investments align with broader land use, environmental, and public health goals.

This chapter outlines key recommendations that will shape Kernersville's future transportation landscape. The chapter covers the Thoroughfare Plan and the arrangement of the street right-of-way by functional classification, all of which are integral components of Kernersville's transportation framework. The Thoroughfare Plan serves as a roadmap for the Town's transportation network, guiding the development of major thoroughfares and transportation corridors. The Thoroughfare Plan also integrates the proposed greenway network to provide greater connectivity throughout the Town with on- and off-street routes for multimodal connectivity.

Major traffic through the Town primarily takes place on I-40 and US 421/Salem Parkway. With concerns about truck traffic and high vehicular traffic through the center of the community along Mountain Street and Main Street, there is a need to create alternative routes throughout the Town. The ongoing construction of I-74 presents opportunities to improve connectivity, plan future interchanges, and reduce congestion.

Planning for a multimodal transportation system is increasingly important to provide residents with a range of safe, reliable, and convenient travel options. Facilities that support walking, bicycling, transit, and other non-automobile modes expand mobility choices for residents and visitors, reduce dependence on single-occupancy vehicles, and improve overall system resilience. Multimodal transportation networks also promote healthier lifestyles, enhance safety, support environmental sustainability, and create more connected communities. The community expressed a strong desire for a more walkable environment with pedestrian and bike facilities to allow travel without the use of a car. The existing Kerner Mill Greenway segment in the downtown area is a valuable community asset and serves as a foundation for expanding Kernersville's greenway network to strengthen multimodal infrastructure. Additionally, the installation of sidewalks in key locations will improve intra- and inter-connectivity across Kernersville.

By analyzing existing transportation conditions and aligning with community goals and economic trends, Kernersville's transportation plans aim to facilitate responsible growth while preserving the Town's character and enhancing the quality of life. The goal of this Plan is to ensure connectivity, access to amenities, healthcare, safety, and overall well-being of residents, contributing to a vibrant and sustainable town for years to come.

Every street, trail, transit route, and pathway is the foundation for economic, social, and environmental vitality. By investing in safe and accessible transportation networks, we create a community where everyone can reach the places, services, and experiences they need, while fostering growth that is resilient and forward-looking.

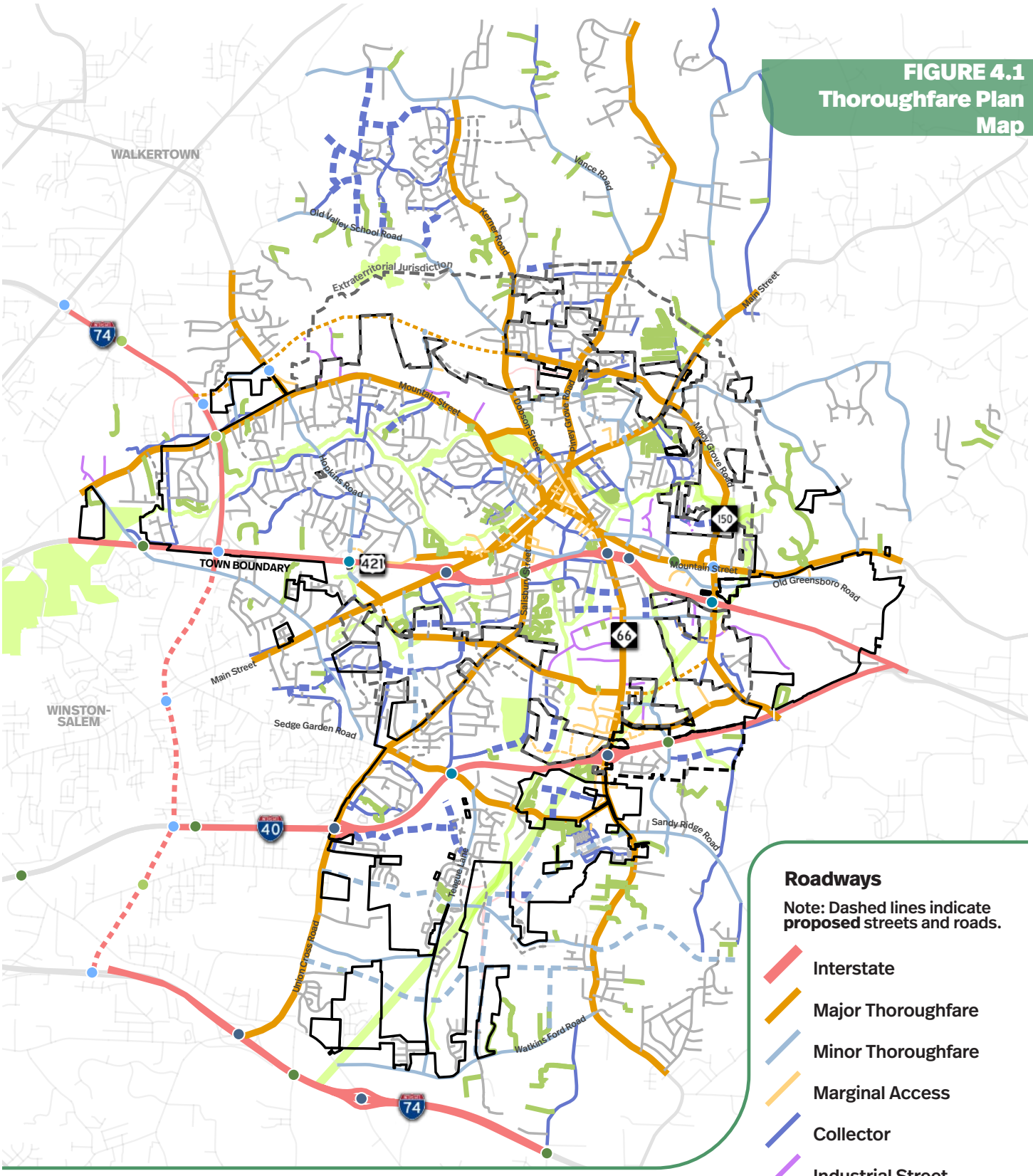


FIGURE 4.1
Thoroughfare Plan Map

THOROUGHFARE PLAN

Overview

The Thoroughfare Plan Map shown in **Figure 4.1** provides guidance on future roadway locations, functional classifications, and network connections needed to support growth and connectivity. A key function of the plan is preserving right-of-way for planned corridors, allowing the Town to implement transportation improvements efficiently over time as development occurs. The Thoroughfare Plan considers the land uses designated on the Future Land Use Map, regional growth patterns, and anticipated traffic demand to determine the appropriate location and classification of future roadways. Roadways shown on the map are designated using the functional classification system, which underpins local, state, and national roadway design guidelines and manuals. This system categorizes streets by their role in the transportation network, balancing mobility and access.

In developing the proposed roadway alignments, the plan also considered several practical and implementation-focused factors, including:

- Leveraging existing and planned public right-of-way where feasible
- Incorporating funded, programmed, and committed projects identified by NCDOT, the MPO, and the Town's Capital Improvement Program
- Considering developments under construction or anticipated in future growth areas
- Closing gaps in the existing roadway network and creating continuous corridors with coordinated and aligned intersections
- Avoiding physical and environmental constraints, such as floodplains and railroad tracks, where feasible

Key update to the Thoroughfare Plan included:

- Realignment of thoroughfares in south Kernersville to accommodate anticipated developments and provide more seamless north-south and east-west connectivity
- Gap closure in the network between Glen Hollow Road and Kernersville Medical Parkway to provide a local alternative route to I-40
- Realignment of the Macy Grove Road extension, primarily in the area near NC 66/ Old Hollow Road and I-74

All improvements to the Thoroughfare Plan are subject to further engineering and environmental review as they move toward consideration for construction.

Residential Streets are appropriate for slower traffic that create safer streets for pedestrian activities.

Roadways like Kernersville Medical Parkway help to close the gap in connectivity.

Street Classification Definitions

The following are descriptions for the street classifications listed in Thoroughfare Plan Map.

Freeway
Freeways are roads that have directional travel lanes and are usually separated by a physical barrier. Access and egress points are limited to on- and off-ramp locations or at some at-grade intersections. Freeways are designed to carry a large volume of traffic at high speeds. Adjacent land uses should not be served directly served by freeways.

Major Thoroughfare
A major thoroughfare is a road that carries large volumes of traffic. The design addresses the level of service and capacity of a road and also considers the context of the surrounding land uses and address the multimodal transportation needs of all potential users. Access onto the facility is controlled and should only be at intersections with other streets.

Minor Thoroughfare
A minor thoroughfare is a street which serves as a primary traffic artery, serving the major centers of activity and carrying traffic between such centers at moderate speeds. The design addresses the level of service and capacity of a road and also considers the context of the surrounding land uses and address the multimodal transportation needs of all potential users. The primary function is to carry traffic versus providing property access.

Collector Street
A collector street collects traffic from intersecting streets and funnels it to a thoroughfare street. Collector streets are anticipated to carry 2,000 or more vehicles per day and sub-collectors are anticipated to carry 1,000-2,000 vehicles per day.

Industrial Street
An industrial street serves traffic generated by land uses which are primarily industrial.

Marginal Access
Marginal access refers to a roadway designed to serve traffic from land uses other than residential. Design should accommodate the vehicle type and quantity expected to use the facility. These streets are designed to offer primary or secondary property access in situations where alternative street types are not appropriate.

Residential Street
A residential street's primary function is to serve the immediate adjoining residential land use. Primary design concerns are directed toward fostering a safe and pleasant environment to the residential community and convenience to the motoring public.

Private
Private streets may be allowed in certain developments in accordance with the Town's Unified Development Ordinance and Design and Construction Standards Manual. Private streets should only be permitted in developments which are less than twenty acres and serve land uses other than detached single-family residential dwellings.

Greenways
Greenways are generally off-street routes that provide multimodal connectivity. They offer linear trail systems that may run through natural areas but can also include sidewalks in more developed settings. Greenways should be located to connect residential neighborhoods, commercial activity centers, schools, and recreation areas.

MULTIMODAL CONNECTIVITY

Greenways and multimodal connectivity play a vital role in creating safe, efficient, and accessible transportation networks. By offering continuous corridors for walking, cycling, and other non-motorized travel, greenways expand mobility options, reduce dependence on single-occupancy vehicles, and strengthen connections between neighborhoods, employment centers, schools, parks, and other key destinations. When integrated with sidewalks, bicycle facilities, and transit infrastructure, multimodal networks also support healthier lifestyles, promote environmental sustainability, and enhance overall quality of life.

Priority greenway segments, shown in **Figure 4.2**, were identified through a comprehensive evaluation of existing land uses, planned developments, and the current transportation and greenway network. Key considerations included the proximity of proposed segments to existing greenways, such as the Kerner Mill Greenway downtown; their ability to provide access to important community assets like parks, schools, employment centers, and commercial areas; and the relative ease of implementation where fewer construction barriers exist.

Ongoing feasibility studies for a regional greenway further informed the prioritization process by identifying sections with strong potential for near-term implementation and regional connectivity. Funding availability and timing also played a significant role, with segments eligible for anticipated or currently accessible funding sources prioritized to maximize efficiency and leverage near-term investment opportunities.

Beyond connectivity and funding, additional segments may be prioritized for their ability to close gaps in the network or offer safer alternatives to high-traffic roadways. Greenways that utilize existing public rights-of-way, utility corridors, or natural features may also rise in priority. When opportunities emerge—whether through funding, partnerships, or coordinated projects—the Town should capitalize on them to advance the greenway network.

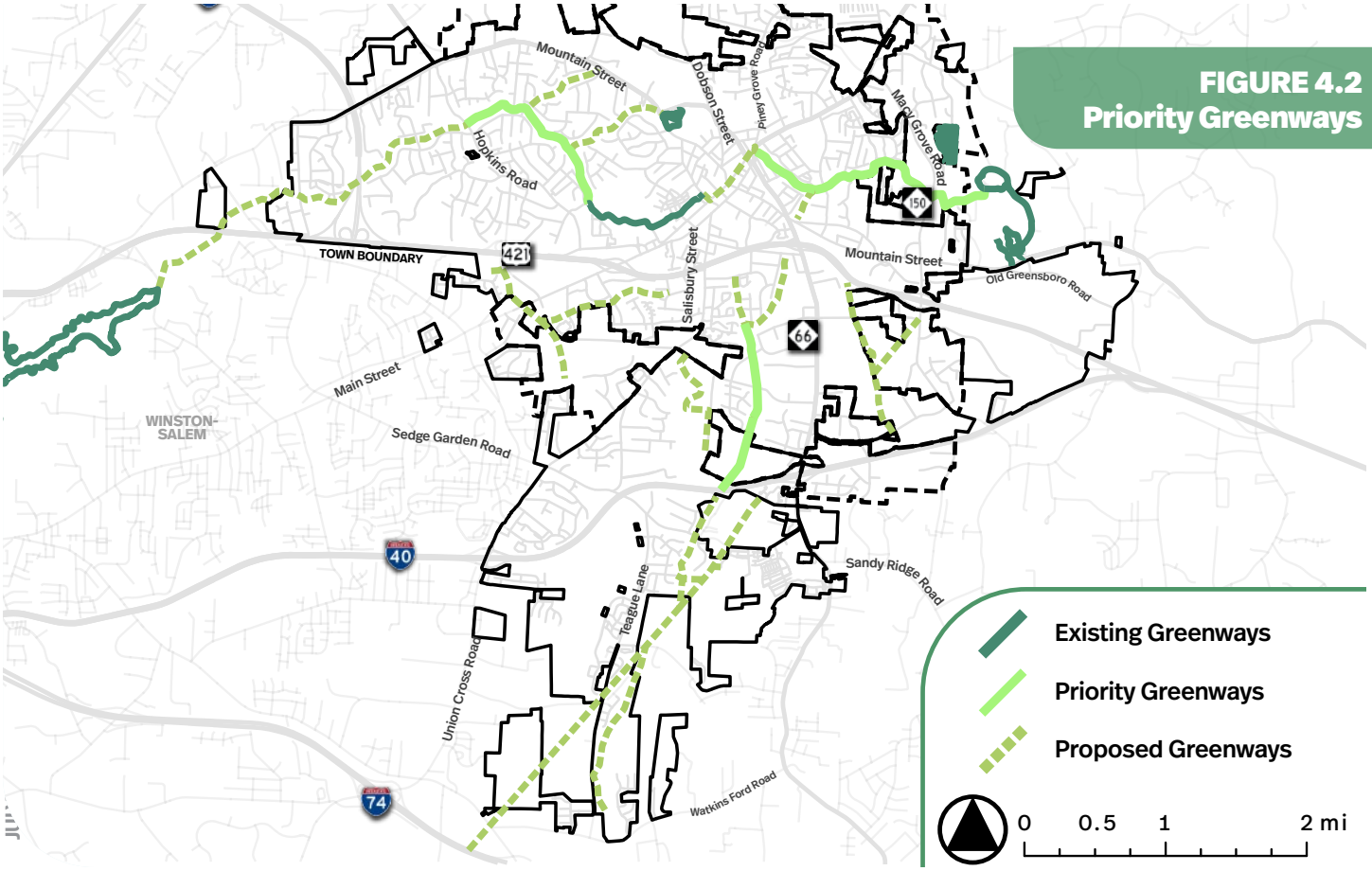


FIGURE 4.2
Priority Greenways

TRAFFIC CALMING

Traffic calming strategies are crucial components of urban design, as they play a vital role in creating safer and more livable communities. These strategies, such as raised crosswalks, traffic circles, narrow lanes, lane shifts, chicanes, curb extensions, and others, are designed to reduce vehicle speeds, improve pedestrian safety, and enhance the overall quality of the urban environment. A variety of traffic calming strategies may be used depending on street context and community goals. By slowing down traffic and creating more pedestrian-friendly spaces, these design features can help reduce the number and severity of traffic accidents, making Kernersville's streets safer for everyone.

The importance of traffic calming extends beyond safety benefits. Calmer streets support walkability and active transportation by creating environments where people feel comfortable walking and cycling. Additionally, traffic calming measures can improve the overall quality of life in urban areas by creating more pleasant and inviting streetscapes through strengthening the connection between streets and adjacent land uses. It should be noted that traffic calming tools will depend on the context and should be implemented based on the location and roadway size, where appropriate. In commercial and mixed-use areas, these strategies can support local economic activity by making streets more inviting for customers and visitors. In the downtown area, creating a more walkable environment benefits the residents and business owners by supporting a vibrant district. Implementing traffic calming on the main thoroughfares, especially Main Street, will require coordination with NCDOT to determine appropriate methods to use.

Raised Crosswalk

Traffic Circle

Bump Out

Curb Extension

FIGURE 4.3
Traffic Calming Method Examples

TRANSPORTATION GOALS + STRATEGIES

Transportation goals are aspirational statements that Kernersville would like to achieve over time through implementation of this Plan. Objectives are comprised of projects and action steps intended to make progress toward these aspirations. Strategies describe how the Town will meet the objectives.

Transportation Goal #1

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

Kernersville's transportation network supports active transportation by making walking, cycling, and transit safe, convenient, and accessible for all residents. A connected network of sidewalks, bike lanes, greenways, and transit routes can provide alternatives to driving, promote healthy lifestyles, and enhance community connectivity.

Objective 4.1.1: 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.

Development of a connected greenway network will enhance mobility, recreation, and quality of life throughout Kernersville. A well-integrated greenway system offers residents safe, accessible alternatives to vehicle travel, supports healthy and active lifestyles, and strengthens connections between different parts of the Town.

Strategies:

A. Extend the Kerner Mill Greenway along the designated proposed pedestrian route to increase connectivity to downtown from the surrounding residential areas.

B. Identify key routes between residential developments, recreation, and services for greenway creation and expansion. Greenway selection and prioritization should be based on proximity to existing greenway linkages; proximity to existing schools, parks and recreation facilities, and routes that provide access between residential and commercial areas. Priority Routes could include:
   1. The segment from N Main Street to Triad Park
   2. The segment from the existing Kerner Mill Greenway west to Hopkins Road
   3. The segment along Abbotts Creek between Grande Lane and I-40

C. Pursue grant funding and other funding opportunities for trail and greenway projects.

Objective 4.1.2: Identify high-priority locations for constructing sidewalks and bicycle facilities.

Identifying high-priority locations for sidewalk and bicycle facility improvements will help create a safer and more connected active transportation network in Kernersville. Priority areas should focus on improving access to schools, parks, commercial areas, transit routes, and downtown, as well as addressing gaps in the existing network.

Strategies:

A. Conduct an inventory of sidewalks and ADA compliance, identifying existing sidewalks that need improvements such as sidewalk ramps, marked crossings, or have obstructions removed.

B. Conduct a gap analysis to identify where new sidewalk connections are needed, such as in the downtown area (Cherry Street, Mountain Street) and routes that connect people to schools and community facilities.

Kerner Mill Greenway provides trail connectivity in downtown.

Wide sidewalks provide a more comfortable and safer environment for pedestrians.

Objective 4.1.3: Improve the streetscape within the downtown and nearby transitional neighborhoods.

Improving streetscapes in downtown and nearby transitional neighborhoods will enhance the area's visual appeal, walkability, and overall sense of place. Streetscape improvements, such as sidewalks, lighting, street trees, landscaping, and street furnishings, can create safer and more comfortable environments for pedestrians while supporting local businesses and neighborhood character.

Strategies:

A. Extend the downtown streetscape along key corridors including Main Street north and south of downtown, Cherry Street, Mountain Street and Bodenhamer Street.

Objective 4.1.4: Work with the North Carolina Department of Transportation (NCDOT), developers, and property owners to install sidewalks and greenways along identified routes.

Through partnerships, coordinated planning, and infrastructure investments, the Town can leverage both public and private resources to complete key connections. This collaborative approach will help ensure that pedestrian and greenway improvements are implemented efficiently and integrated into future development and roadway projects.

Strategies:

A. Coordinate with NCDOT to identify feasible options and locations for installing sidewalks or greenways along NCDOT rights-of-way, and to implement improvements that enhance pedestrian safety and calm vehicular traffic in the downtown area.

Thoughtful streetscaping creates safer, greener, and more inviting sidewalks.

Objective 4.1.5: Work with transit partners to improve local transit service and explore greater regional connectivity.

Coordination with transit partners, such as the Piedmont Regional Transit Authority (PART), can support more reliable, accessible, and efficient transportation options that better serve residents and visitors. By evaluating service needs and regional connections, the Town can strengthen transportation choices, reduce dependence on single-occupancy vehicles, and improve access to employment, services, and activity centers throughout the region.

Strategies:

A. Coordinate with regional transportation programs and stakeholders to align local and regional efforts, maintain collaboration, and leverage available funding and partnerships.
    1. Seek NCDOT Multimodal Planning Grants, which assist communities in developing comprehensive strategies for expanding public transit facilities, as well as bicycle and pedestrian infrastructure.
    2. Consider seeking funding from a Federal Transit Administration (FTA) Low or No Emission Grant Program that prioritizes funding for the purchase or lease of zero-emission and low-emission transit buses if a downtown shuttle is proposed, as well as the development of necessary transit facilities.

Objective 4.1.6: Pursue development of a Town Transportation Plan.

Pursuing development of a Town Transportation Plan will provide a comprehensive framework for addressing Kernersville's current and future mobility needs. The plan can evaluate roadway, pedestrian, bicycle, transit, and greenway systems to identify priorities, funding strategies, and implementation actions.

Strategies:

A. Seek funding for updating the Kernersville Transportation Plan that would complement and add more specificity to the Thoroughfare Plan Update that is part of this Comprehensive Plan.

Transportation Goal #2

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

Kernersville actively partners in transportation projects to ensure improvements benefit all users, including drivers, pedestrians, bicyclists, and transit riders. By coordinating with NCDOT, regional agencies, developers, and property owners, the Town can help shape projects that enhance safety, accessibility, and connectivity.

Objective 4.2.1: Continue to work with NCDOT and Winston Salem/Forsyth County Utilities to support new roadway projects.

Continued coordination with NCDOT and Winston Salem/Forsyth County Utilities will support the planning and implementation of new roadway projects with accompanying water lines to address safety, congestion, and future growth needs. By working collaboratively on project development, the Town can help ensure that state-led roadway improvements align with local priorities and utility needs.

Strategies:

A. Continue participation in the NCDOT State Transportation Improvement Program (STIP).
B. Coordinate with Winston-Salem Area Transportation Planning Organization (WSATPO) to prioritize projects within the Kernersville town limits and surrounding areas identified in the 2026-2035 Transportation Improvement Program (TIP).
C. Coordinate with Winston Salem/Forsyth County Utilities to provide needed water and sewer infrastructure along new roadways to support continued development in the community.

Objective 4.2.2: Expand roadway network to provide alternative routes and alleviate congestion on high-volume corridors.

Strategic roadway additions and connections can help alleviate congestion by distributing traffic more evenly, providing alternative routes, and improve overall system efficiency. When coordinated with land use planning and targeted multimodal improvements, roadway expansion can support current travel demands while accommodating future growth.

Strategies:

A. Expand the roadway network based on the proposed roadways identified in the Thoroughfare Plan, including these priorities:
   1. The western extension of Linville Springs Road to Perry Road, including a new traffic light at the Dobson Street/Linville Springs Road intersection.
   2. The Ogden School Road extension
   3. The segment from Highway 66 to Macy Grove Road

Objective 4.2.3: Explore opportunities for traffic calming in high-volume pedestrian areas.

Exploring traffic calming measures can enhance safety, improve walkability, and create a more comfortable environment for residents and visitors. Tools such as curb extensions, raised crosswalks, and signage can help slow vehicle traffic and reduce conflicts with pedestrians. Implementing these measures in key areas will support active transportation and a safer pedestrian environment.

Strategies:

A. Identify opportunities to implement traffic calming methods, where appropriate, on local and state-maintained roadways, particularly in the downtown area, regional mixed-use, and neighborhood mixed-use areas.
B. Evaluate the feasibility of creating bump outs or curb extensions at road crossings and intersections, making pedestrians more visible to drivers and creating pinch points for cars.
C. Evaluate the use of narrow lanes, chicanes and lane shifts in roadway design to slow vehicular speeds, which require motorists to drive slower and pay greater attention to their surroundings.

A curb extension at an intersection slows traffic and improves pedestrian safety.

Objective 4.2.4: Identify opportunities for medians and streetscape improvements.

Identifying opportunities for medians and streetscape improvements can enhance safety, aesthetics, and the overall character of Kernersville's roadways. Medians can help manage traffic flow and reduce collisions, while streetscape enhancements create a more inviting and comfortable pedestrian experience.

Strategies:

A. Evaluate pedestrian islands to create safer crossing points at road crossings, where feasible.
B. Establish a landscaping ordinance focused on rights-of-way.
C. Increase lighting and site furnishings, such as seating, planters, and shade structures, to create a safer and more welcoming street environment, especially in the downtown area.

Transportation Goal #3

Accessibility is emphasized in all modes of transportation in Kernersville.

Accessibility is a priority across all modes of transportation in Kernersville, ensuring that streets, sidewalks, transit, and bike facilities are usable by people of all ages and abilities. Emphasizing accessibility supports a transportation network that is inclusive, reliable, and responsive to the community's diverse needs.

Objective 4.3.1: Design complete streets for new and improved roadways.

Designing complete streets for new and improved roadways ensures that all users including drivers, pedestrians, bicyclists, and transit riders, are safely accommodated. By incorporating sidewalks, bike lanes, crosswalks, landscaping, and other multimodal features into roadway design, the Town can promote safer, more accessible, and more connected streets.

Strategies:

A. Adopt and implement a Complete Streets Policy to include elements such as bicycle infrastructure, traffic calming measures, increased lighting, and enhanced landscaping following The National Complete Streets Coalition and Smart Growth America framework.
B. Establish context-sensitive roadway design standards that use context zones to tailor street design to surrounding land use and character.
C. Pursue installation of sidewalks and protected bike lanes, where feasible, to increase bicycle safety and encourage alternative transportation.

Objective 4.3.2: Explore opportunities to provide shuttle and transit service in key areas across the Town.

Exploring opportunities for shuttle and transit service in key areas of Kernersville can improve mobility and reduce reliance on private vehicles. Targeted transit options can connect neighborhoods, downtown, and activity centers.

Strategies:

A. Conduct a transit study to gather community feedback and identify transportation needs that could support a local shuttle or transit service. Focus on key areas within the Town, particularly a route that connects different parts of downtown—from S. Main Street and US 421/ Salem Parkway to N. Main Street and Piney Grove Road along Main Street.

Objective 4.3.3: Pursue grants and other funding sources to improve accessibility and safety of sidewalks and other pedestrian infrastructure.

Securing external funding can support improvements such as ADA-compliant ramps, crosswalks, lighting, and connectivity enhancements, allowing the Town to expand its pedestrian and bicycle network more efficiently. These investments create safer, more inclusive, and more walkable streets for all residents.

Strategies:

A. Consider applying for the DOT Safe Streets and Roads for All (SS4A) Grant Program to fund sidewalk, lighting, and other improvements to improve pedestrian safety.

Shuttle service connects more people to more places with ease and convenience.

B. Identify additional funding opportunities for safety improvements, such as:
    1. Strengthening Mobility and Revolutionizing Transportation (SMART) Grant Program
    2. Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grant Program

Objective 4.3.4: Install road sharing signage or markings on streets where the construction of sidewalks is not feasible.

Installing road-sharing signage or markings on streets where sidewalks are not feasible can improve safety for pedestrians and cyclists. These measures alert drivers to the presence of road users and encourage shared use of the roadway, helping to create a safer and more accessible transportation network.

Strategies:

A. Install road-sharing signage or markings on collector or residential streets where the construction of sidewalks is not feasible.

Transportation Goal #4

Parking is addressed in a creative manner throughout the community.

Parking in Kernersville is managed creatively to meet the needs of residents, businesses, and visitors while minimizing land use impacts. Strategies such as shared parking, off-hour agreements, and thoughtfully designed structures can maximize efficiency and support a walkable, vibrant town.

Objective 4.4.1: Partner with local property owners to utilize parking during off-hours and facilitate shared parking arrangements.

Off-hours parking and shared parking reduce the need for additional parking construction, support downtown and commercial activity, and encourage more compact, walkable development. Collaborative management of parking helps balance the needs of businesses, residents, and visitors while enhancing the overall functionality of public spaces.

Strategies:

A. Encourage property owners to work together to establish parking agreements that utilize parking areas during “off-hours,” where applicable.

Objective 4.4.2: Study the feasibility of a small-scale parking structure in the downtown area.

Studying the feasibility of a small-scale parking structure in downtown Kernersville can help address current and future parking needs. The structure could reduce surface parking demand, enhance the pedestrian environment, and encourage economic activity by making downtown more accessible.

Strategies:

A. Conduct a downtown parking study to determine feasibility of a parking structure in the downtown area.

Objective 4.4.3: Encourage the use of shared parking in mixed-use developments to reduce excess spaces.

Shared parking helps create more efficient and walkable mixed-use developments by reducing the need for excess parking spaces. Prioritizing shared parking in key mixed-use areas and updating parking requirements through future UDO revisions will allow Kernersville to better match parking supply with actual demand and support more sustainable development patterns.

Strategies:

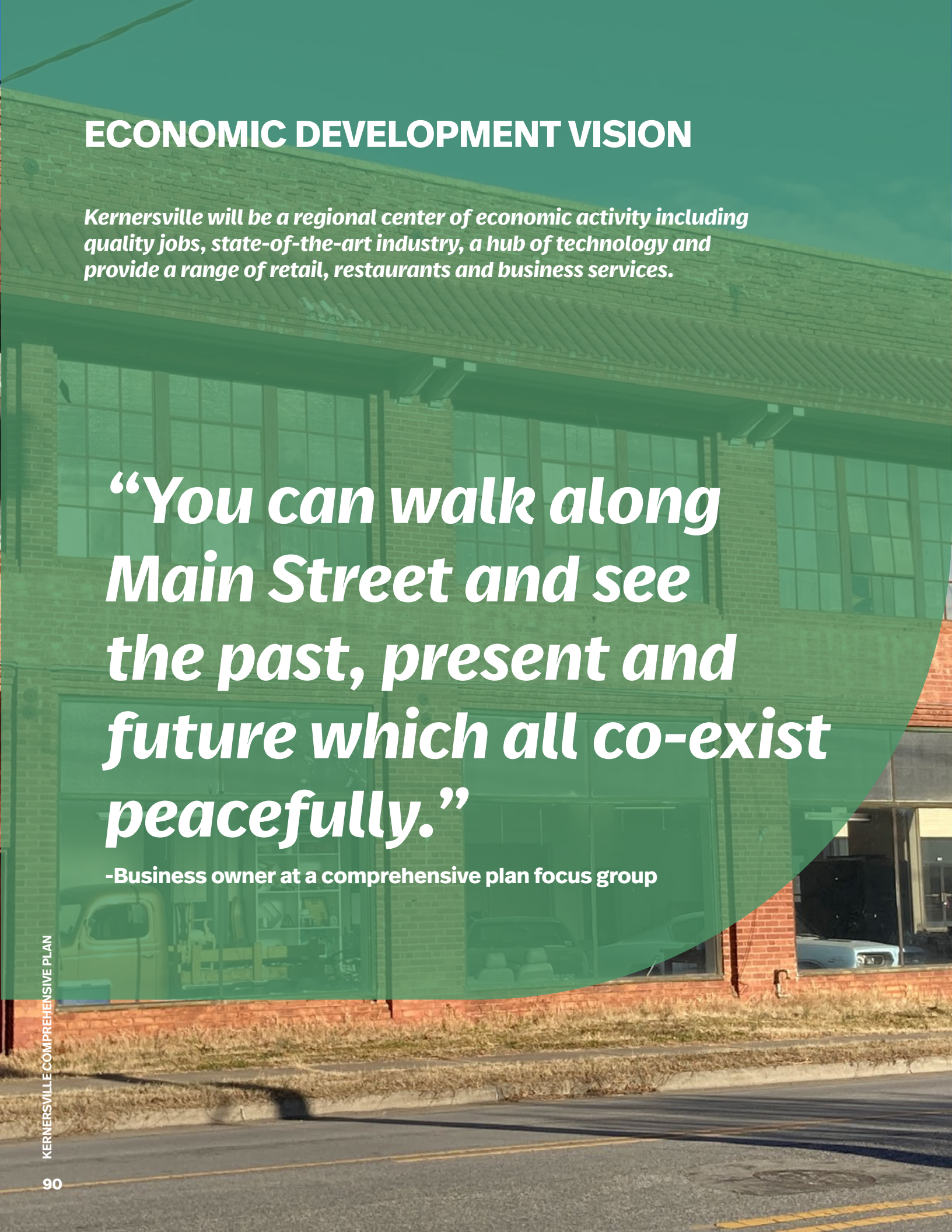
A. Encourage the use of shared parking areas for mixed-used developments as permitted by the UDO, particularly in Regional Mixed-Use and Neighborhood Mixed-Use areas identified on the Future Land Use Map.
B. Update shared parking requirements and parking ratios as part of the Town’s future UDO update.

Shared parking reduces empty spaces by allowing multiple users to access the same lots at different times.

5 COMMUNITY PROSPERITY

ECONOMIC DEVELOPMENT VISION

Kernersville will be a regional center of economic activity including quality jobs, state-of-the-art industry, a hub of technology and provide a range of retail, restaurants and business services.



"You can walk along Main Street and see the past, present and future which all co-exist peacefully."

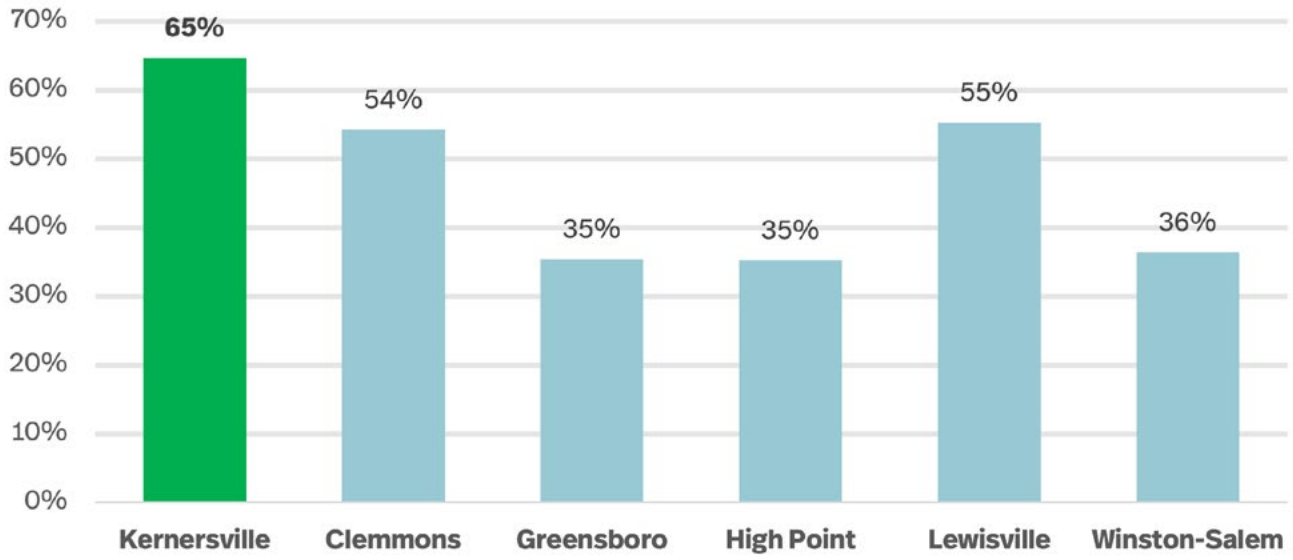
-Business owner at a comprehensive plan focus group

INTRODUCTION

Kernersville is a growing and evolving community. Its central location in the Heart of the Triad has provided a boon for economic growth – from industry to commercial activity to health care and retail development. From 2000 to 2023, the community grew by 10,770 residents, a 65% increase in population, far surpassing the rate of growth in nearby communities including Clemmons, Greensboro, High Point, Lewisville and Winston-Salem.

This growth in population is accompanied by an increase in households from 7,155 in 2000 to 12,074 in 2023, an increase in 69%. These households fuel housing construction, provide labor for industry and in turn, provide demand for retail goods and restaurants. This dynamic growth provides energy for attracting new private investment.

POPULATION GROWTH (2000-2023)



Source: Esri Business Analyst, 2025

Kernersville is an economic center. More people commute into Kernersville each day than work elsewhere. Over 18,000 employees come into Kernersville to work, 1,400 both live and work in Town, and 10,500 Kernersville residents leave the town to work in neighboring communities.

KERNERSVILLE EMPLOYMENT (2025)

Source: On the Map, 2025

The Town has a diversified economy. The top industries for employment in Kernersville are transportation and warehousing (23%), retail trade (16%), manufacturing (11%), administration, support and management (10%), and hospitality and food service (10%).

The retail sectors with the highest projected spending growth are groceries ($22.7 million projected spend), followed by home remodeling and maintenance ($17.4 million), entertainment and recreation ($12.2 million), and home goods ($6.5 million).

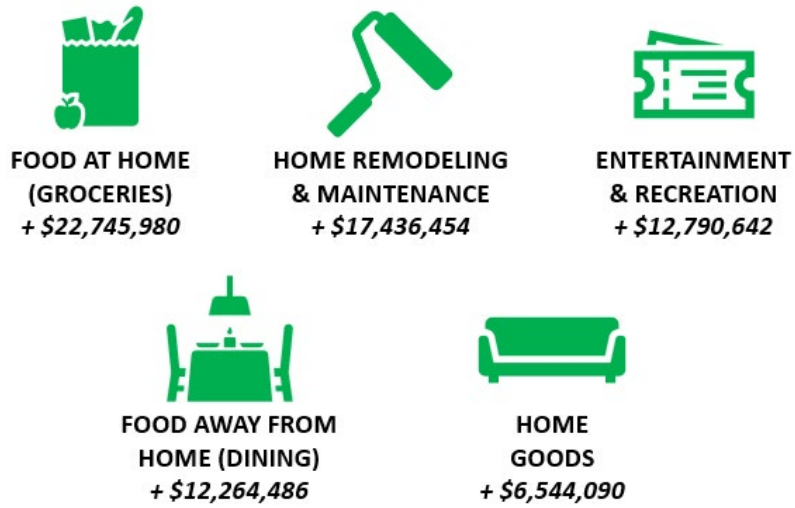
With a growing Piedmont Triad International Airport, and an influx or expansion of major employers such as John Deere, Novant Health Kernersville Medical Center, VA Health Care Center, FedEx, and Amazon, Kernersville attracts top talent and private investment. However, healthy growth is not just about top tier industries, it is also about downtown restaurants and stores, commercial offerings, and having a choice of dining and entertainment options.

To harness this growth the Town has focused on making investments in its future through infrastructure improvements, community facilities, and building residential choices for people who want to live in the community.

TOP EMPLOYING INDUSTRIES IN KERNERSVILLE

Source: Esri Business Analyst, 2025

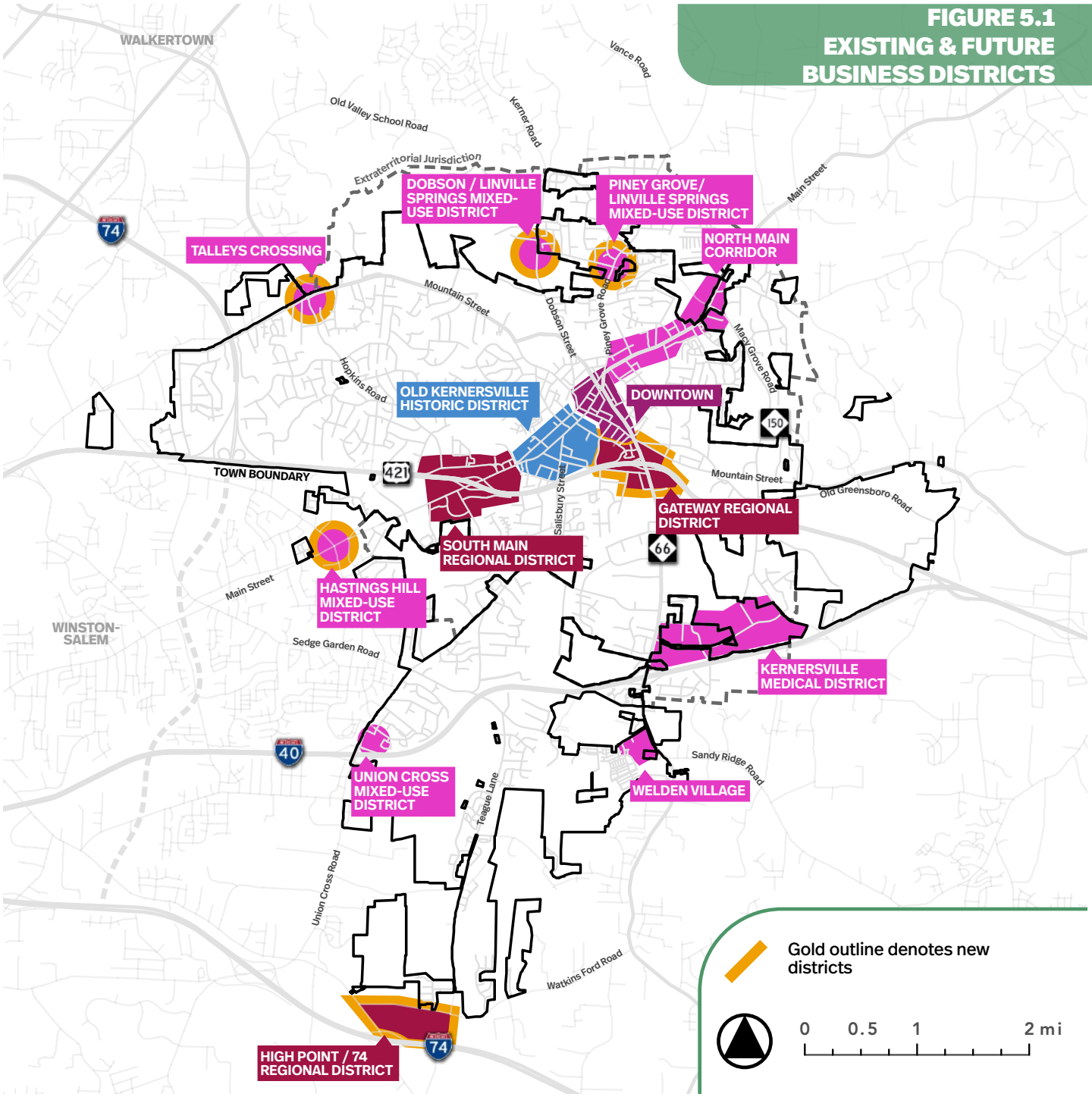
TOP RETAIL SECTORS FOR PROJECTED SPENDING GROWTH (2024-2029)



Source: Esri Business Analyst, 2025

Economic development is composed of a variety of strategies to create jobs, support public services, and provide retail and dining options for a growing community.

FIGURE 5.1
EXISTING & FUTURE BUSINESS DISTRICTS



Kernersville has several business districts and commercial activity centers throughout the Town. While Downtown is best known for its walkable environment and iconic buildings with storefront businesses, South Main Street, North Main Street, Union Cross Road, and Highway 66 are also established districts with a vibrant array of retailers, restaurants and services.

Newly planned districts include Welden Village, and the potential for redevelopment along North Main Street, Dobson Street/Linville Springs Road Mixed Use, and High Point Road/I-74 Regional Mixed Use, all of which provide opportunities for attracting new business development.

ECONOMIC DEVELOPMENT OPPORTUNITIES

A variety of opportunities to foster economic development are appropriate for Kernersville. The methods described below can be applied to improve economic development outcomes and Town vitality.

EXPANDING THE DOWNTOWN

Kernersville's historic downtown is clustered in the area around N. Main Street, Railroad Street, and E. Mountain Street. There is an opportunity to expand the downtown to the north and east side of the railroad tracks to create mixed-use districts to house new businesses and residents. The Town can work with private landowners to foster redevelopment along N. Main Street, and along Bodenhamer Street, developing vacant or underutilized parcels.

Downtown Opportunity Site expansion

NEIGHBORHOOD & REGIONAL MIXED USE DISTRICTS

A central component of this plan is to foster Neighborhood and Regional Mixed Use Districts. By providing sufficiently-sized development sites, the Town can attract larger enterprises that anchor economic growth. These districts provide opportunities for businesses to thrive due to proximity to residents and common open areas, promoting vibrant, walkable centers with commercial activity as well as new housing options.

Example of a Regional Mixed Use District that blends housing, retail and public open space

Source: Focus Development

HEALTH & MEDICAL

Kernersville has become a regional destination for medical care with the Novant Health Kernersville Medical Center and the Kernersville VA Health Care Center both located along Kernersville Medical Parkway. As one of the fastest growing industries in the economy, these centers bring in visitors from across the Triad region. Opportunities to link these anchor institutions with nearby restaurants and services can capitalize on the visitors and employees that these facilities bring to the community.

Kernersville VA Health Care Center and Novant Health Kernersville Medical Center bring employees and visitors into the community and are part of the fastest growing sector of the economy

MANUFACTURING

Kernersville has become a hub for future-ready industry, including major facilities for John Deere, which has had a growing presence in the community since 1988. Their facilities produce the only excavator designed, developed and manufactured in the U.S. The extension of Macy Grove Road and Linville Springs Road will allow for continued development of the site and an expansion of jobs and tax base for the community. Kernersville's location and access to workforce can attract other industries and distribution facilities to areas well served by transportation and utilities.

Kernersville's John Deere facilities are a major component of the Town's industrial base

ECONOMIC DEVELOPMENT GOALS + STRATEGIES

Economic development goals are aspirational statements that Kernersville would like to achieve over time through implementation of this plan. Objectives are comprised of projects and action steps intended to make progress toward these aspirations. Strategies describe how the Town will meet the objectives.

Economic Development Goal #1

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

Commercial development is crucial to the community due to its ability to support public services as well as to provide opportunities for local residents and visitors. Kernersville's growth in population and jobs leads to a strong market and enables businesses to invest in opening new locations or expanding their array of services.

Objective 5.1.1: Continue to plan for commercial and industrial growth.

Kernersville can build on its success in attracting business development through marketing its advantages in transportation, recent growth, and proximity to existing investments. A proactive strategy to reach identified sectors including clean industry, commercial development, and business support can bring new opportunities to the community.

Strategies:

A. Engage property owners in commercial and industrial areas to plan for adequate facilities and infrastructure.
B. Continue to allow appropriate commercial uses within the Business Support areas alongside industrial and office uses.
C. Evaluate growing demand for industrial and distribution uses in the Triad area and determine appropriate areas to attract industries compatible with available land and transportation networks.

Objective 5.1.2: Focus commercial development at Neighborhood and Regional Mixed-Use areas within the community.

Through planning, working with landowners, and the development review process, there are opportunities to create walkable destinations that attract businesses and residents to invest in Kernersville. Existing corridors such as South Main, North Main, and Union Cross can be upgraded through improved landscaping and site design, while newly developing centers such as Welden Village, High Point / 74 and Dobson / Linville Springs can be designed in campus-like settings to attract complementary uses.

Strategies:

A. Attract developers to key commercial properties at high-profile corridors and high-visibility areas (such as Main Street, Macy Grove Road, the Gateway area along Highway 66).
B. Create more walkable destinations by allowing a range of uses connected by open space and greenways.

New mixed-use development can incorporate surrounding architectural elements and provide a walkable landscape with outdoor public space

Objective 5.1.3: Pursue infrastructure projects to facilitate industrial growth.

Coordinating transportation and other infrastructure improvements is critical to support the continued advantages Kernersville has in attracting industry. Through thoughtful planning for infrastructure improvements, industrial uses can expand in a way that minimizes any impacts on neighboring areas.

Strategies:

A. Continue to collaborate with property owners and developers to develop more interconnected roadways within industrial areas.
B. Continue to work with the North Carolina Department of Transportation (NCDOT) and industrial property owners to coordinate on the roadway alignment for the Macy Grove Road / Linville Springs Road extension and north loop roadway, particularly near Perry Road.
C. Consider the creation of an Industrial Municipal Services District (MSD) 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).
D. Coordinate water and sewer infrastructure with Winston-Salem/Forsyth County Utilities to support economic development.

Objective 5.1.4: Recruit tech, biotech, research & development, and other growth industries in the Triad.

With the airport serving as a strategic anchor, the Piedmont Triad has become a global aerospace hub, attracting diverse businesses and innovative investment. This momentum is especially notable within the advanced manufacturing and automotive sectors.

Strategies:

A. Market Kernersville through participation in the Greater Winston-Salem, Inc.
B. Work with local institutions to explore the feasibility of an incubator or innovation hub in the community.

Objective 5.1.5: Support the continued development of the Kernersville Medical Parkway area.

With two major hospitals and a growing health care sector, additional medical facilities can be attracted to the community. Amenities for the district can include housing, hospitality, and commercial uses in the Kernersville Medical Parkway area.

Strategies:

A. Explore public-private partnerships with local institutions, universities, companies, and developers to attract medical, biotechnology, and other advanced research to the Kernersville Medical Parkway area.
B. Continue to allow for mixed-use development along Kernersville Medical Parkway to support the area by providing housing, hospitality, and commercial uses.

Economic Development Goal #2

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

The Downtown area is a treasured asset in Kernersville, and provides the community with its small town feel and sense of place. Limited space is available for additional stores, restaurants or places to live. Through careful upgrading and planning on the north and east side of the railroad tracks, new development and reinvestment can be guided along N. Main Street, Bodenhamer Street, and to the redevelopment of vacant commercial spaces.

Objective 5.2.1: Plan for mixed-use development that brings more housing units and people downtown to support restaurants and businesses.

Mixed-use projects provide both residential and commercial spaces to support the downtown. Through shared parking, redeployment of public and private parking lots, and other creative parking solutions, land can become available for new development in the downtown.

Strategies:

A. Assess the viability for shared parking for new and existing downtown businesses and destinations.
B. Utilize overlay districts to encourage ground-floor commercial on primary streets, such as Cherry, Main, and Mountain Streets.

Example of two stories of residential over one story of commercial including a restaurant and outdoor dining. Parking is located in a central structure behind the building.

Objective 5.2.2: Enhance placemaking in the downtown to attract shoppers, diners, and visitors.

The downtown streetscape has created a welcoming environment for pedestrians. By extending the streetscape and planning for small open spaces and parklets, there can be greater opportunities for people to want to visit and enjoy the downtown.

Strategies:

A. Partner with property owners and developers to develop indoor/outdoor spaces (flexible commercial and entertainment spaces facilitating ease of movement from indoor to outdoor programming), plazas, and outdoor dining in existing properties and future development in the downtown.

Objective 5.2.3: Pursue entertainment uses in the downtown area.

Building on the success of events at the Paul J. Ciener Botanical Garden, additional outdoor spaces can be planned and programmed in the heart of downtown, such as upgrading the Kernersville Farmers Market or creating a new small venue space in the heart of downtown. Arts and cultural businesses can also be attracted into spaces in the downtown area.

Strategies:

A. Pilot an entertainment use through temporary activations (such as a concert series, community fitness classes, and other public events) at publicly-owned downtown spaces, such as the Town Hall Campus.
B. Work to recruit a permanent entertainment use or destination business development to the downtown.

Objective 5.2.4: Partner with businesses and organizations that can market the downtown to attract more visitors.

Kernersville is fortunate to have an active business community in the downtown. Through partnerships with these businesses and organizations, the town can help promote events, programming, and investment in the area, building momentum and expanding the customer base.

Strategies:

A. Seek willing partner organizations that can work with the Town to continue and expand the slate of downtown events.
B. Work with the Kernersville Chamber of Commerce and Visit Winston-Salem to promote the downtown in digital and print media.

The Kernersville Farmers Market can be upgraded as a part of the Town campus to provide greater use for events, music, food trucks, and recreation.

Economic Development Goal #3
Support arts and cultural elements of economic growth.

Strengthening the identity and branding of Kernersville can help draw attention to economic development efforts and make the Town a true destination for visitors. Leveraging Kernersville's unique character and history, the Town can underscore its position in Piedmont Triad and the broader region.

Objective 5.3.1: Attract cultural uses and creative industries.

While there has been a rich history of entrepreneurialism dating back to the founding of Kernersville, the cultural assets from Körner's Folly to the Paul J. Ciener Botanical Garden provide anchors for the culture and attractiveness of the community. Spaces for the arts and culture can be critical to the growing identity of Kernersville, providing opportunities for galleries, artists, and other elements of the creative economy.

Strategies:

A. Revise zoning to allow for creative or non-traditional business use types.
B. Designate an arts district or corridor where there are existing clusters of unique arts and cultural uses within the Downtown.
C. Explore additional cultural facilities, like museums and galleries, in an expanded downtown area.

Objective 5.3.2: Support adaptive reuse of commercial, industrial and residential buildings.

Kernersville has a rich architectural heritage and a wide variety of historic buildings. Reuse of these residential, commercial, and former industrial buildings should be encouraged.

Strategies:

A. Work with building owners to obtain state and federal funding to defray rehabilitation costs.
B. Consider adjusting parking requirements for adaptive reuse to make projects more economically feasible.

The image above shows an adaptive reuse of a former gas station into a coffee shop. Previous space used for gas pumps and cars is now dedicated to outdoor dining and flexible space that can be used for larger community events. Streetscape enhancements beautify the adjacent roadway.

6 A GREENER KERNERSVILLE

ENVIRONMENT VISION

Kernersville will be defined by a network of parks, greenways, and natural areas that allow residents to play, explore, and enjoy nature within their neighborhoods. Kernersville will employ nature-based solutions, where feasible, to ensure a resilient community for today and future generations.

"Really want to see open spaces and natural areas preserved and highlighted."

-Community feedback from November 2025 Open House

INTRODUCTION

Situated amidst the scenic rolling hills and forests of the Piedmont Triad region, downtown Kernersville sits on high ground with four watersheds emanating in each cardinal direction. Ten distinct watersheds are contained within Kernersville's municipal boundaries and the course of the Town's various creeks have played a role in the community's urban form, shaping the development of neighborhoods and preserving much of the riparian habitat.

Parks are spread throughout the community. Triad Park, managed by Forsyth and Guilford Counties, is located on the east side of the community, providing natural areas and recreational programming. Located closer to the Town's center, Fourth of July Park provides natural areas and a setting for community festivals. Harmon Park is a multi-purpose park situated adjacent to the downtown area. Other parks, such as Old Kernersville Lake Park, and Century Lake Park, are mainly oriented toward nature-based recreation like boating and fishing. Civitan and Harmon Parks provide neighborhood-scaled green space. The Ivey M. Redmon Sports Complex provides athletic fields, a dog park, and a playground.

Natural areas are also found throughout the community, particularly in new development, where these features are preserved or restored for screening, stormwater management, or beautification purposes while remaining under private or association ownership. The recently-completed Kerner Mill Greenway also provides a transportation, environmental, and recreational asset to the community as the first segment of a larger planned greenway network. This eventual network will be privately maintained property open for public use, creating a Town-wide pedestrian and bike network along linear natural corridors.

Kernersville's tree canopy is most pronounced in the mature neighborhoods of the community, where trees have been able to grow since the initial development of the neighborhood.

Complete tree canopies are less present in newly-developed areas of the Town, as grading and site preparation often requires the removal of existing trees. To remedy this, the Town has codified subdivision and development regulations requiring tree preservation or planting in new development to allow for regrowth of the canopy.

Natural features have been employed across the Town as supplemental infrastructure ("green infrastructure") that supports traditional "grey infrastructure." Green infrastructure is often utilized in matters relating to stormwater with treatments such as plantings, swales, and rain gardens can play a role in capturing and filtering stormwater runoff, thereby reducing strain on traditional stormwater infrastructure, such as pipes and culverts and using natural systems to improve water quality.

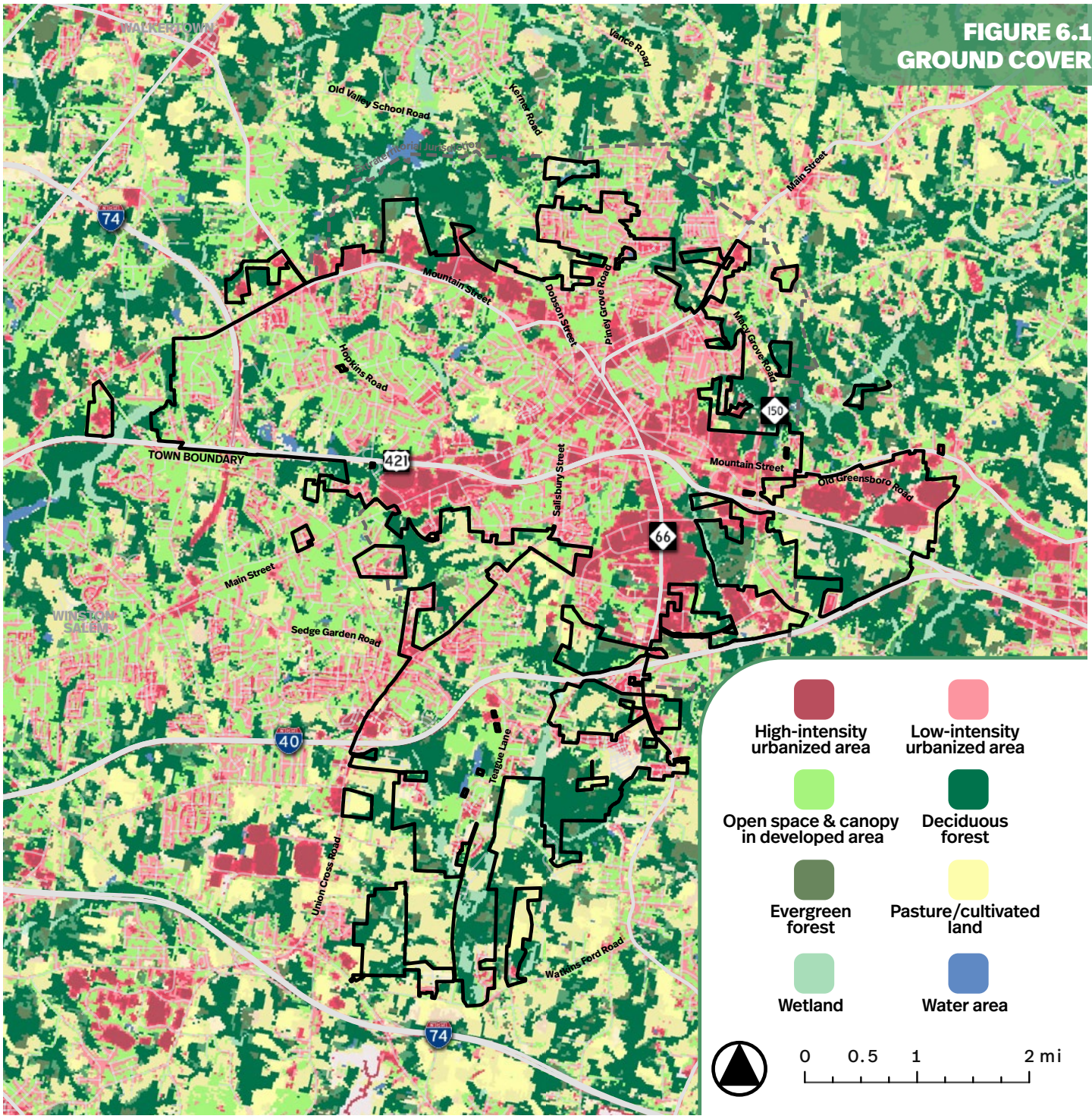
As Kernersville grows and evolves, preserving the delicate balance between development and the environment will preserve a high quality of life for residents.

A stormwater detention pond employs natural features to improve aesthetics and efficiency.

Did you know?

North Carolina is tremendously biodiverse with over 17,000 native species of animals (from bugs to critters) and roughly 5,700 species of plants native to the Tar Heel State.

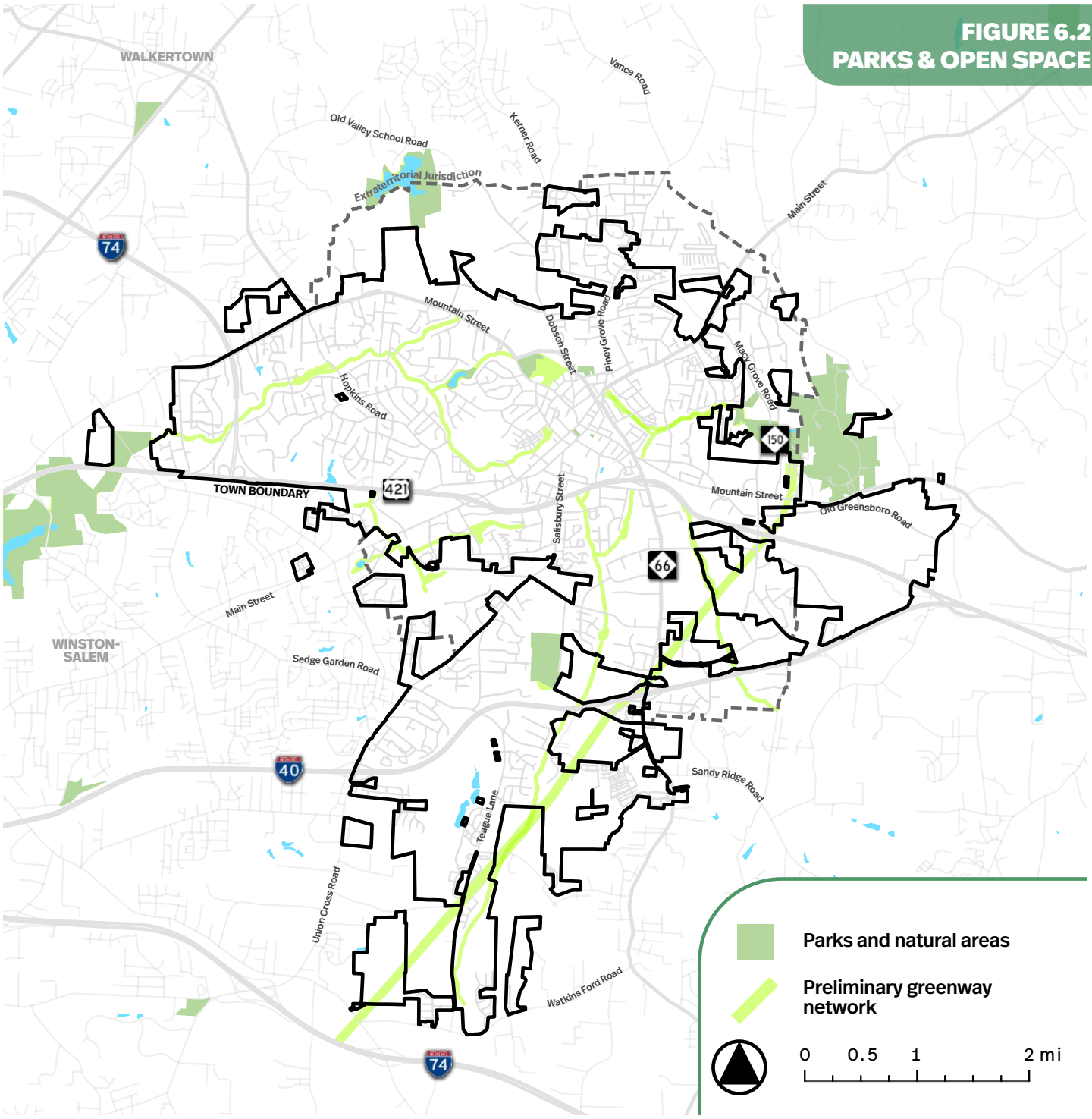
FIGURE 6.1
GROUND COVER



Like many mature communities in the Piedmont Triad, Kernersville has a tree canopy that extends into its established residential areas. Large clusters of woodland are found along natural features, like creeks. Clusters of trees are also preserved adjacent to major roadways, which provide natural reduction of air pollution created by vehicle emissions.

Additionally, these mature tree clusters, including large shade trees native to the area like Red and White Oaks, deliver a scenic backdrop to roadway travelers and needed habitats for North Carolina's diverse array of wildlife. The lush ground cover in Kernersville should continue to be protected, especially in these more pollution-prone areas near heavy vehicle traffic.

FIGURE 6.2
PARKS & OPEN SPACE

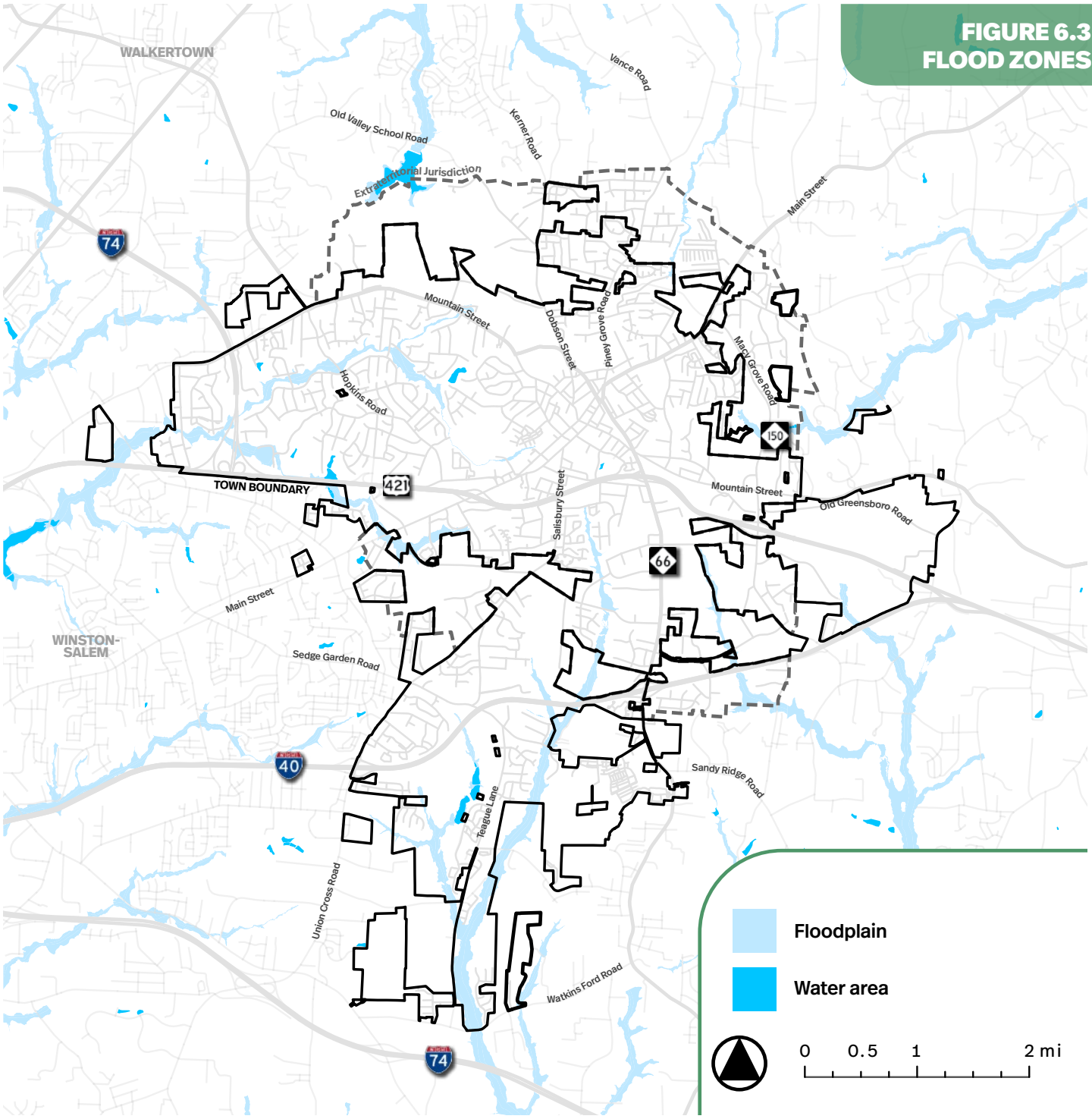


Kernersville is home to numerous verdant parks and open spaces, and much of the Town has park access within a half-mile. Areas near the historic core of the Town are especially well-served by open space, including the smaller Founders, Harmon, and Rotary Parks and the larger Fourth of July Park.

However, areas near US 421/Salem Parkway and the western portion of the community offer opportunities for additional public open space or recreational trails.

Public and private open space is anticipated to be included in new developments, like Caleb's Creek and Welden Village, which will bridge some of the current gaps in open space coverage.

FIGURE 6.3
FLOOD ZONES



Like much of central North Carolina, creeks form in valleys between hills and plains in Kernersville and the surrounding area. With these creeks comes a risk of flooding in the adjacent land area.

Opportunities to utilize these flood risk areas as preserved open space or recreational trails are present throughout the community.

LOW-IMPACT DEVELOPMENT

Low-impact development (LID) is a sustainable approach to land development that focuses on managing stormwater at its source and minimizing environmental impact. Traditional development, which often channels rainwater into storm drains and waterways, can cause flooding, drainage issues, and pollute local water bodies. Techniques like rain gardens, bioswales, permeable pavements, and rainwater harvesting are common low-impact development techniques used to reduce the strain on municipal stormwater systems.

By reducing stormwater runoff, communities experience lower risks of flooding, erosion, and pollution in local streams and rivers. Low-impact development also improves water quality by filtering out sediments and contaminants before they reach natural waterways. These green infrastructure solutions also contribute to urban cooling, create wildlife habitats, and enhance the aesthetic of public spaces.

Low-impact development is seen as an environmental and economic benefit for communities by reducing the long-term costs of stormwater management infrastructure and mitigating damage from extreme weather events. Beyond water management, it creates greener, more resilient neighborhoods that are safer, more beautiful, and better equipped for the future. Encouraging the use of these techniques in private developments—including commercial buildings and residential homes—strengthens community resilience and benefits property owners. LID can be promoted through community education programs, such as the Town's existing stormwater education efforts, or through incentives that encourage its integration into private development. Incentives may include reducing certain development requirements in exchange for incorporating LID practices.

Bioswales are designed to reduce flooding, filter pollutants, and beautify natural landscapes.

Rainwater harvesting captures rainfall to reduce runoff, save water, and benefit the community.

A bioretention pond that manages stormwater naturally using natural filtration systems while enhancing the community's green spaces.

ENVIRONMENT GOALS + STRATEGIES

Environmental goals are aspirational statements that Kernersville would like to achieve over time through implementation of this plan. Objectives are comprised of projects and action steps intended to make progress toward these aspirations. Strategies describe how the Town will meet the objectives.

Environment Goal #1

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

Kernersville is already home to many natural features that contribute to its aesthetic beauty and the strength of its ecosystems. To protect and improve upon this existing foundation, the Town should work to leverage underutilized natural resources, incorporate green features in new and existing development, and inspire a culture of sustainability.

Objective 6.1.1: Explore opportunities to restore riparian areas along creeks, particularly as greenways are constructed.

Creeks and floodways present hazards to new development, but are opportunities for additional greenway and trail creation. Preserving the open space needed for stormwater management and investing in recreational improvements along these areas will protect key habitats and provide additional opportunities for residents to enjoy the Town's natural scenery.

Strategies:

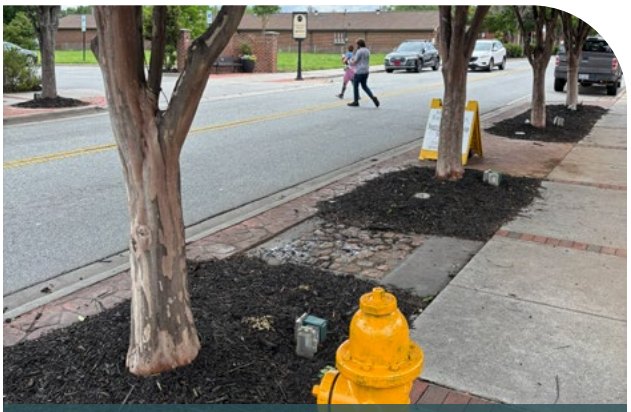
A. Pursue environmental and habitat improvement grants for capital projects along creeks and in riparian areas.
B. Work with property owners to secure greenway easements along creeks identified in the Thoroughfare Plan.
C. Require the preservation of riparian areas for natural, open space, and greenway uses in large new developments.
D. Acquire privately-owned, undeveloped parcels along creeks to build out the greenways identified in the Thoroughfare Plan.

Objective 6.1.2: Prepare a tree canopy protection plan and explore a tree planting cost sharing program.

The Town of Kernersville can make improvements in its urban forestry management systems to continue to protect and grow its tree canopy. Potential adjustments to Town policy and development regulations can help formalize these improvements.

Strategies:

A. Update the Tree Protection and Tree Coverage standards in the UDO (Section 8.3) to take into account greater open space requirements and provide standards that will allow clustering of tree stands for mixed-use or multi-phase developments.
B. Investigate the feasibility of "Tree City USA" re-certification.
C. Study the feasibility of a tree planting cost-sharing program.



Sidewalk trees help manage stormwater and provide cooling shade coverage.

Objective 6.1.3: Study opportunities for bioswales along streets and rain gardens on public property.

The installation of bioswales and rain gardens can help offset the impacts of impervious pavement, such as those found in parking lots, on sidewalks, and on roadways. Breaking up large swaths of pavement with absorbent green landscaping creates a more comfortable and pleasant streetscape, and assists with the overall resiliency of the Town.

Strategies:

A. Investigate the feasibility of installing bioswales along streets in areas with chronic ponding issues.
B. Consider the deployment of bioswales along local streets as resurfacing or other roadway work occurs.
C. Identify portions of public property with ponding or stormwater runoff issues and install rain gardens where feasible.
D. Develop a rain garden guide for residents and property owners.

Rain gardens can fit seamlessly into other infrastructure improvements, like curb bumpouts.

Objective 6.1.4: Partner with community institutions to develop pollinator gardens.

Efforts to promote rain gardens and other natural stormwater management systems can be combined with the development of gardens for native pollinator species.

Strategies:

A. Engage in conversations with the school district, religious institutions, and interested property owners to explore the development of pollinator gardens.
B. Seek external grant funding for pollinator gardens and other small habitats.

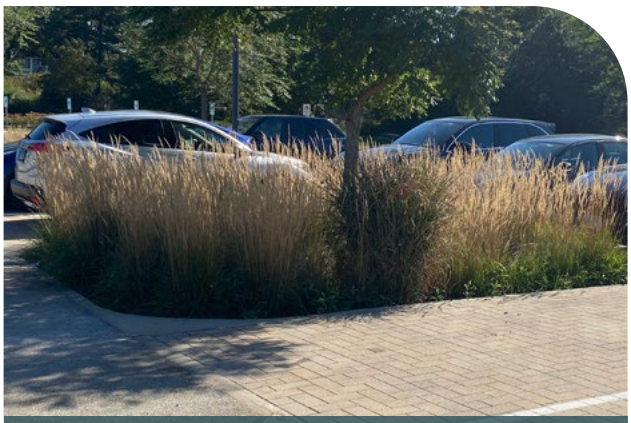
Expanding the signage program along greenways will improve the wayfinding experience.

Objective 6.1.5: Install educational signage for natural areas.

Educational signage in natural areas gives visitors to the area a better understanding of their surroundings, draws attention to important natural features, and invites them into a broader culture of sustainability and preservation in Kernersville.

Strategies:

A. Expand upon educational signage along the Kerner Mill Greenway.
B. Plan for additional signage opportunities with future Greenways.



Native plantings and grasses can spruce up public parking lots and help manage stormwater.

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

As Kernersville grows through new development and investments in infrastructure, it's important to keep growth and preservation in balance. This is an intentional process that requires the inclusion of open space preservation as a key value from the beginning of the development process.

Objective 6.2.1: Encourage clustered development that retains common open spaces.

In order to protect and invest in green spaces that don't feel like an afterthought to new development, preservation should be a stated requirement from the beginning of the development process. This formalizes the Town's commitment to environmental resiliency and a high quality of life for its residents.

Strategies:

A. Increase open space and natural area requirements in subdivision sections of the UDO (See Land Use Goal #2).
B. Consider adopting natural space overlays where important ecological features, like creeks and wetlands, are present.

Objective 6.2.2: Identify important natural view corridors to preserve as development occurs.

The Town's array of unique natural assets can be protected even as development takes place. Preservation of these features will help ensure that Kernersville's sense of place is not eroded as the Town grows.

Strategies:

A. Work with developers to encourage the preservation of unique on-site features, such as barns, mature tree clusters, and knolls, as development occurs.

Objective 6.2.3: Explore the development of a nature center.

Building on the importance of educational signage, nature centers further the mission of educating the Kernersville community about its environment. Nature centers provide a locale for learning programs centered on sustainability and events that foster environmental stewardship among residents.

Strategies:

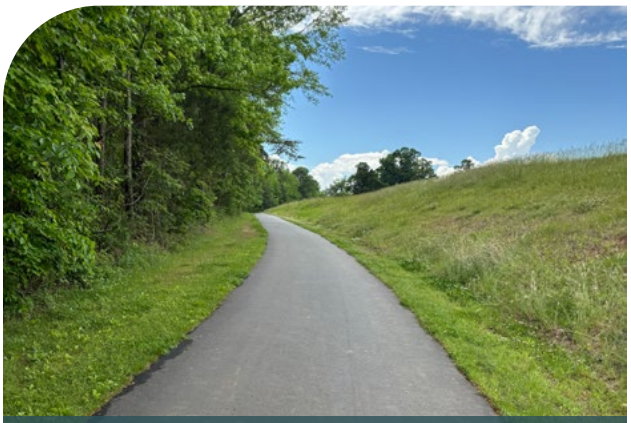
A. Engage potential institutional partners to explore joint development of a nature center.
B. Identify potential locations for a nature center with access to natural open space.

Objective 6.2.4: Work with developers to utilize natural areas as public open space.

Incorporating public open space into development plans serves a dual purpose: improving quality of life for residents and safeguarding Kernersville's environmental resiliency. Making the allotted green spaces open for public enjoyment will also help bridge the current gap in parks access in some areas of the Town.

Strategies:

A. Work with developers to effectively allocate required open space into usable public open space.
B. Evaluate zoning to better define required open space in buildable areas.



Kernersville greenways offer ample opportunities to enjoy North Carolina's natural beauty.

7 SHARED PLACES & SPACES

INTRODUCTION

Public facilities and resources are essential to building a healthy, connected, and resilient community. These assets include parks, plazas, community centers, and other public gathering spaces that offer residents opportunities to meet, interact, and socialize. They also encompass critical services, such as police and fire facilities and trash and recycling collection provided by the Town, that keep the community safe, clean, and well maintained. By supporting recreation, learning, and civic life, shared public spaces help strengthen community identity and reinforce a sense of place.

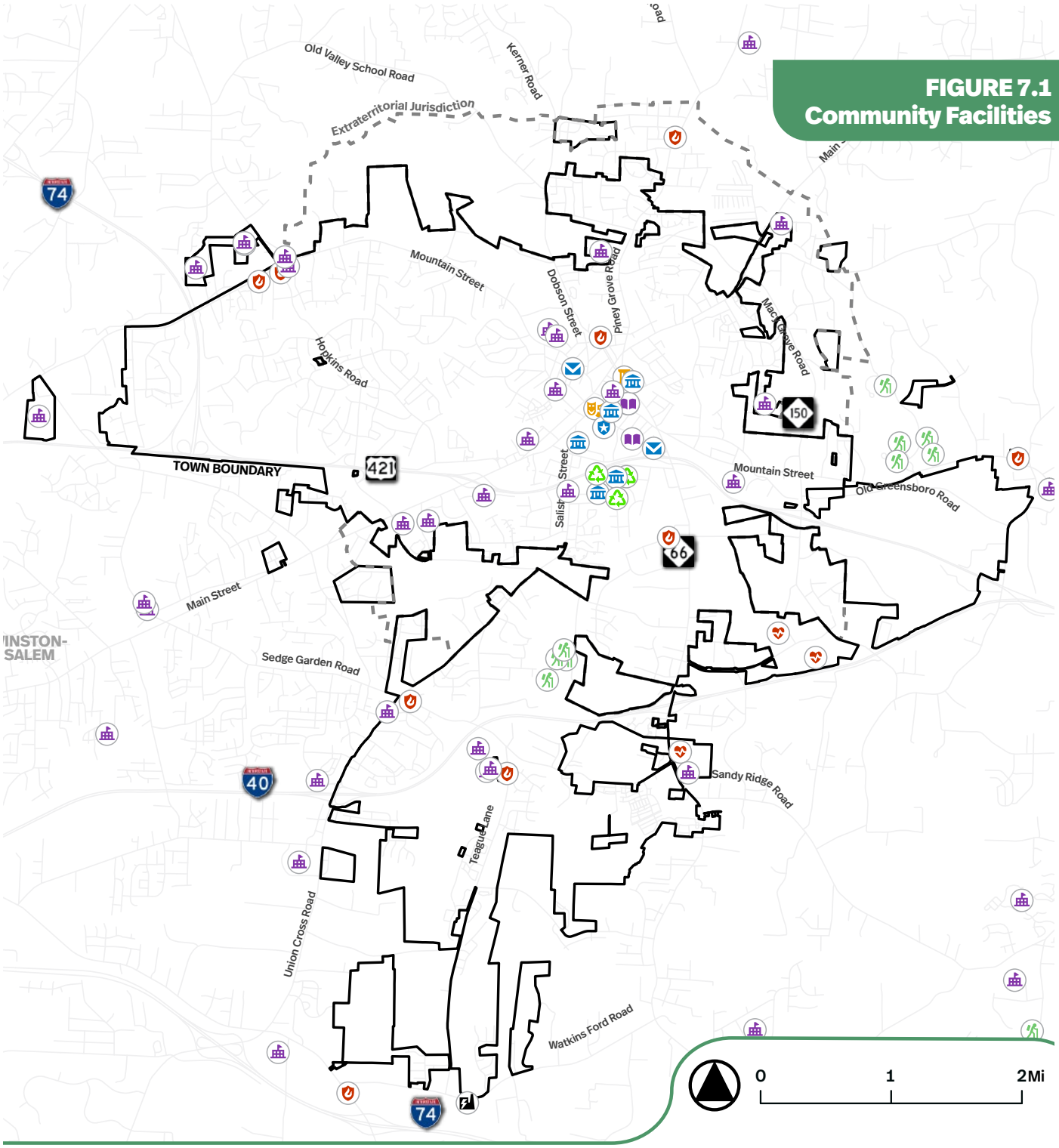
Thoughtful planning and design ensure that these shared environments remain accessible, welcoming, and adaptable as the community grows and changes. Well-designed public spaces can accommodate a wide range of uses and support activity throughout the day and across seasons, making them valuable and flexible assets for residents.

In Kernersville, a strong connection to nature, the outdoors, and community gathering places is central to local identity. Residents expressed a desire for additional outdoor spaces as well as enhanced programming at existing facilities, such as the Farmers Market Shelter, to create more opportunities for community use and engagement. This commitment to nature and high-quality infrastructure also underscores the community's focus on sustainability and resilience. Incorporating low-impact development strategies, such as rain gardens and bioswales, supports stormwater management and improves water quality. As the Town continues to grow, green infrastructure can be deployed in areas where existing stormwater infrastructure is experiencing or is prone to experiencing high stress.

Essential Town services, including police, fire, and trash and recycling collection, must also expand in step with population growth and the Town's growth and development. When these systems fall behind, communities face challenges such as strained resources, slower emergency response times, and reduced reliability of core services. Aligning essential services with growth helps ensure that residents remain safe, supported, and connected, while enabling the Town to plan proactively and to be prepared for future challenges.

Community facilities and shared spaces provide places for residents to gather, learn, and engage, fostering connections and a strong sense of community. Thoughtful planning of these spaces ensures that as the Town grows, public resources remain accessible and adaptable to changing needs, supporting quality of life, civic engagement, and sustainable development.

FIGURE 7.1
Community Facilities



- Schools
- Libraries
- Post Office
- Government Buildings
- Outdoor Recreation
- Theaters
- Museums
- Fire Stations
- Medical Facilities
- Utilities
- Recycling Centers
- Police Station
- Kernersville Town boundary
- Extraterritorial jurisdiction

COMMUNITY FACILITIES GOALS + STRATEGIES

Community facilities goals are aspirational statements that Kernersville would like to achieve over time through implementation of this Plan. Objectives are comprised of projects and action steps intended to make progress toward these aspirations. Strategies describe how the Town will meet the 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.

Kernersville seeks to create a network of community spaces that serve residents, businesses, and visitors alike. By providing gathering spaces, recreational facilities, and civic spaces, the Town can support social interaction, recreation, and community events.

Objective 7.1.1: Complete the fields and amenities at the Ivey Redmon Sports Complex to serve as a regional sports hub for tournaments.

Completing the fields and amenities at the Ivey Redmon Sports Complex will position Kernersville as a regional destination for sports tournaments and events. Enhancing facilities with fields, supporting infrastructure, and amenities can attract visitors, boost local economic activity, and provide expanded recreational opportunities for residents.

Strategies:

A. Work with the Parks and Recreation Department to continue the completion of fields and amenities at the Ivey Redmon Sports Complex.

Sports facilities draw visitors, strengthen the local economy, and enhance community life.

Objective 7.1.2: Evaluate all Town-owned properties around Town Hall to consider a master plan for greater efficiency and activation for the public.

Evaluating the Town-owned properties around Town Hall will help identify opportunities for re-imagining the current Town Hall Campus to improve efficiency and enhance public use such as local events. Developing a master plan for redevelopment can help to consolidate facilities, create inviting public spaces, and activate underutilized areas for community events and recreation.

Strategies:

A. Consider developing a master plan to make improvements to the Farmers Market Shelter and Town Hall Campus to create a more activated and well-utilized space for additional events and programming, such as concerts, food trucks, and festivals.

Passive, public open space can serve as a venue for concerts and other events.

Food trucks and farmers markets support local businesses and the community as a whole.

Community Facilities Goal #2

Ensure excellent public services, including emergency response and trash and recycling collection.

Kernersville strives to provide excellent public emergency services that keep residents, businesses, and visitors safe. By maintaining well-equipped and strategically located fire and police facilities and planning for future growth, the Town can ensure effective responses to emergencies. Strong emergency services support community confidence, resilience, and overall quality of life.

Objective 7.2.1: Plan for expansion of fire and police services and facilities as needed to support population growth.

Planning for the phased expansion of fire and police services and facilities ensures that Kernersville can meet the safety needs of a growing population. By anticipating future demand, the Town can strategically locate facilities, allocate resources, and maintain response times that align with future growth patterns while supporting community safety.

Strategies:

A. Continue to coordinate with the fire and police departments to track service needs and provide adequate availability of services in new growth areas.

Objective 7.2.2: Plan for the location of future fire and police stations based on projected growth.

Planning the location of future fire and police stations based on projected growth ensures that emergency services remain efficient and responsive as Kernersville expands. Strategic site selection can optimize coverage, maintain quick response times, and support the safety of all residents. Thoughtful planning of future facilities helps the Town accommodate growth while sustaining high-quality public safety services.

Strategies:

A. Identify potential locations for future Police Substations throughout the Town to provide comprehensive coverage based on the phasing plan.
B. Plan for the future construction of a new fire station to align with population growth, if warranted.

Objective 7.2.3: Plan for public services, garbage collection routes and equipment needed for new residential areas and different varieties of housing types.

Planning public services, trash and recycling collection routes, and equipment for new residential areas ensures Kernersville is served efficiently. As the community grows, additional resources—such as sanitation trucks—are required to meet rising demand.

Higher-density developments create challenges, as narrow streets can limit access for service vehicles and general vehicular traffic. This underscores the importance of reviewing regulations and undertaking site design review to ensure neighborhoods are designed to support safe, efficient service delivery.

By anticipating service needs for different housing types, including higher-density neighborhoods, the Town can maintain strong municipal trash and recycling services as it continues to grow.

Strategies:

A. Align public services and trash and recycling collection routes to sufficiently serve new growth areas.
B. Purchase new equipment as needed to adequately provide services to new growth areas.
C. Evaluate existing development ordinances for future updates to provide adequate access for town vehicles to improve accessibility and safety. Potential updates may include changes to the width of right-of-way, design of the site, access management and off-street parking requirements for denser residential developments, such as small lot single-family, townhomes, and multifamily residential developments.

Strategic planning is essential for future growth.

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

Kernersville is committed to providing high-quality water infrastructure while effectively managing stormwater to protect public health and the environment. Reliable water and sewer systems, combined with sustainable stormwater practices, ensure safe, efficient service for residents, businesses, and future development.

Objective 7.3.1: Work with Winston Salem / Forsyth County Utilities for sewer capacity and water infrastructure to support residential, commercial and industrial development.

Coordinated planning helps align utility investments with development needs, maintain reliable service, and accommodate long-term expansion. Strong partnerships with utility providers support sustainable growth while protecting public health and the quality of life for residents.

Strategies:

A. Coordinate with Winston Salem / Forsyth County Utilities to expand utility capacity to support new development in growth areas.

Objective 7.3.2: Promote the use of green infrastructure and low-impact development (LID) strategies as a component of stormwater management.

Promoting green infrastructure and low-impact development (LID) strategies supports sustainable stormwater management in Kernersville. Techniques such as rain gardens and bioswales can reduce runoff and improve water quality. Integrating these strategies into development and public projects helps protect community resources while supporting resilient growth.

Strategies:

A. Utilize LID strategies, such as rain gardens, bioswales, permeable pavement, and bioretention ponds, for Town-owned facilities to enhance stormwater management.

B. Continue to provide a program to educate the community about ways to reduce pollution impacts on surface water runoff and encourage the use of LID strategies on private property to improve stormwater runoff, such as rainwater harvesting, native plants and rain gardens, and permeable pavement.

C. Investigate updating the UDO to encourage the use of LID strategies by incentivizing developers to incorporate these elements in the design of new developments.

A bioswale in a Savannah, GA parking lot effectively slows, captures, and treats stormwater runoff.

Permeable pavement helps reduce flooding, manage stormwater, and improve water quality.

8 QUALITY OF PLACE

PLACEMAKING VISION

Kernersville will be defined by memorable and active public spaces throughout the Town. These spaces will distinguish the unique neighborhoods and districts of the community while telling the overall story of Kernersville.

“ I love that we have this historic asset in our community.”

-Comment on interactive map referencing Körner's Folly

INTRODUCTION

Kernersville's rapid growth in the late 20th and early 21st century has created a diverse tapestry of neighborhoods, institutions, public places, and business districts. Though these spaces contribute to the high quality of life enjoyed by Town residents, there are a number of opportunities to reinforce the community's identity through the built environment.

In the context of this Plan, "placemaking" refers to enhancements to public and private spaces to create more distinct and memorable places. Placemaking may include designs to create a more welcoming environment at strategic locations. Placemaking treatments, such as lighting, public art, banners, gateway signage, and branding, can reinforce the look and feel of Kernersville to residents and visitors. Together, these treatments can build upon the unique aspects of the community to forge an overall identity for the Town, support local businesses, and create new opportunities for visiting destinations whether they are public or private spaces.

Placemaking is not a "one size fits all" approach; rather, it should emphasize the unique characteristics of the community that residents value. In the case of Kernersville, residents value its small-town character, historic neighborhoods, and its natural setting. Other aspects of Kernersville, such as the Town's history as an industrious, entrepreneurial community, can also be encapsulated through placemaking.

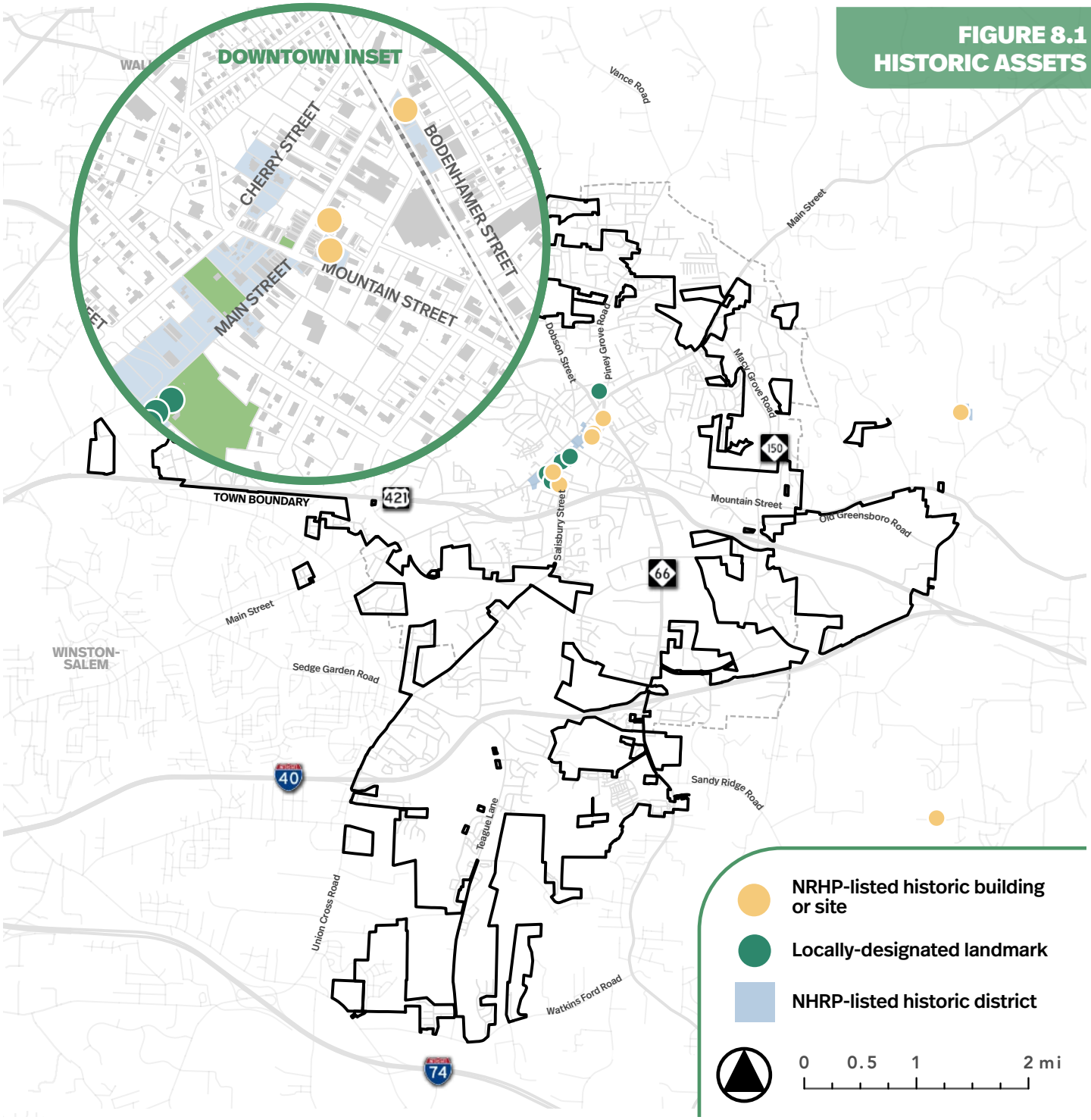
Currently, placemaking efforts are largely concentrated in downtown. This includes small pocket parks, such as the promenade at the Shoppes on Main, Founders Park, the Factory and the downtown streetscape. These places provide opportunities for seating, outdoor dining, and gathering, supporting downtown businesses and providing beautification in high-visibility areas. Other gathering places in the downtown area, such as the Farmers Market Shelter area and the green space on the Town Hall Campus are opportunities for better utilization of the space for a wider range of activities. Public art and historical markers are also present in and around the downtown area, instilling a sense of history in the community.

In recent years, placemaking features have been implemented in other locations across Kernersville. The Kerner Mill Greenway, for example, includes seating, overlooks, and nature play areas along its length; these features create a dynamic piece of open space and transportation infrastructure, providing opportunities for non-motorized transportation, play, and connection to nature.

In larger new developments, community gathering spaces are being built to anchor mixed-use neighborhoods. The Welden Village development, situated at Old Salem Road and Highway 66 in the southern portion of the Town, for example, includes small parks that promote gathering and serve as "town squares" for residents and visitors.

This chapter provides recommendations for placemaking that advances the cohesiveness of the community. Additionally, distinct districts and mixed-use centers will be identified for specific placemaking treatments.

Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Placemaking capitalizes on Kernersville's assets, inspiration, and potential, with the intention of creating public spaces that improve urban vitality and promote people's health, happiness, and well-being.



Historic assets, including buildings, sites, and districts, are key components of the Town. Many of the historic properties in Kernersville are currently equipped with plaques or other historical markers.

Continuing to deploy plaques and other public-facing historical signage can better educate residents about the community's history. For areas with a high concentration of historic properties, such as the Old Kernersville district and the downtown area, the Town can consider deploying wayfinding signage and maps to direct visitors to these historic assets.

PLACEMAKING OPPORTUNITIES

A variety of opportunities to enhance the public realm exist throughout Kernersville. The toolbox of techniques described below can be applied to improve the built environment of each respective districts.

PLAZAS

Plazas generally consist of landscaped and hardscaped spaces that can be deployed either on public or private properties. Plazas serve a variety of roles, including beautification, public art, outdoor dining, small-scale events, and play areas. Programming these plazas involves taking stock of nearby land uses, pedestrian connections, and transportation infrastructure. Plazas within businesses districts, for example, may be better candidates for outdoor dining and flexible seating, while plazas in residential developments are generally designed for more quiet uses such as seating areas, fountains or art. Plazas should be situated in more urban areas of the community, such as mixed-use districts and commercial areas.

POCKET PARKS

Pocket parks are small open spaces that can be feathered into existing neighborhoods and districts. Pocket parks support more passive uses (like seating and gardens) as opposed to the actives uses encouraged by plazas. Pocket parks can be located in commercial and mixed-use areas, but the low impact of these pocket parks makes them suitable for residential neighborhoods, locations along greenways, near schools, and along natural features, like creeks.

PUBLIC ART

Public art can be deployed on buildings through murals or in the public right-of-way such as plazas and pocket parks via sculptures. Special attention should be paid to ensure compatibility with surrounding land uses. Sculptures can be effective at high-visibility intersections, whereas murals can help reinforce distinct artistic styles in the community.

A Montreal plaza with flexible seating and art supports nearby businesses and offers spaces for play and gathering.

Complete with a splash pad, seating, and shade features, a pocket park provides respite for residents in the summer months.

Public art in Cary, North Carolina provides a functional shelter while serving as a unique landmark.

WAYFINDING

Wayfinding signage encourages residents and visitors to explore the community. By highlighting business districts, parks, trails, and other key features in the community, wayfinding signage helps visitors navigate to their destination. Wayfinding signage can communicate the Town's brand while providing useful tools, like maps, to visitors. Wayfinding signage can also be scaled appropriately, whether intended for cars or pedestrians, such as greenways and sidewalk connections.

Wayfinding signage informs visitors of important public places and infrastructure, encouraging visitors to explore the downtown.

STREET FURNITURE

Street furniture, such as benches, trash and recycling receptacles, and complementary lighting can communicate the unique brand and feel of a community. A distinct Kernersville style of street furniture can help residents and visitors better identify and connect to the community. These features may also be equipped with banners or decorative elements that convey the brand of the community, such as the inclusion the Town logo on benches.

A distinct style of street furniture communicates the unique community feel to visitors in a downtown area. Banners are deployed along street lighting features.

GATEWAY SIGNAGE

Gateway signage can be strategically placed at high-visibility intersections or highly-traveled transportation routes to signify entry into the community. Gateway signage on major roadways can make provide a memorable entry into the Town, reinforce a community brand and identity, and enhance beautification efforts when paired with landscaping; further, new gateway signage can better reflect the Town's boundaries, which have expanded in the years since many signs were placed. Smaller gateway signage may also be considered to delineate entry into mixed-use districts, like downtown.

Gateway signage including native plants, a municipal logo, and durable materials welcomes visitors to the community.

PLAQUES AND HISTORICAL MARKERS

Plaques and historical markers offer the opportunity to embed lifelong learning and history into the built environment. Plaques can be installed on or near historic buildings and sites across the community. Plaques can also be considered along greenways and in parks to educate residents on the environment, local plants, and natural processes.

A plaque describes natural processes to passersby.

COMMUNITY GATHERING PLACES AT MIXED-USE CENTERS

Within potential neighborhood and regional mixed-use centers, gathering spaces provide residents and visitors with a flexible space for events, lingering, and seating. These community gathering spaces can provide a focal point in these mixed-use hubs that support dynamic new development.

A community gathering space provides public space within a mixed-use development.

Placemaking in action!

Placemaking infrastructure creates opportunities for spontaneous gathering, lingering, and events, engaging residents and strengthening the community fabric. Programming existing spaces with events draw more people to the plazas, greens, and gathering spaces. Potential permanent infrastructure can also be piloted through tactical urbanism and other low-cost treatments that can gauge community support.

ACTIVATIONS

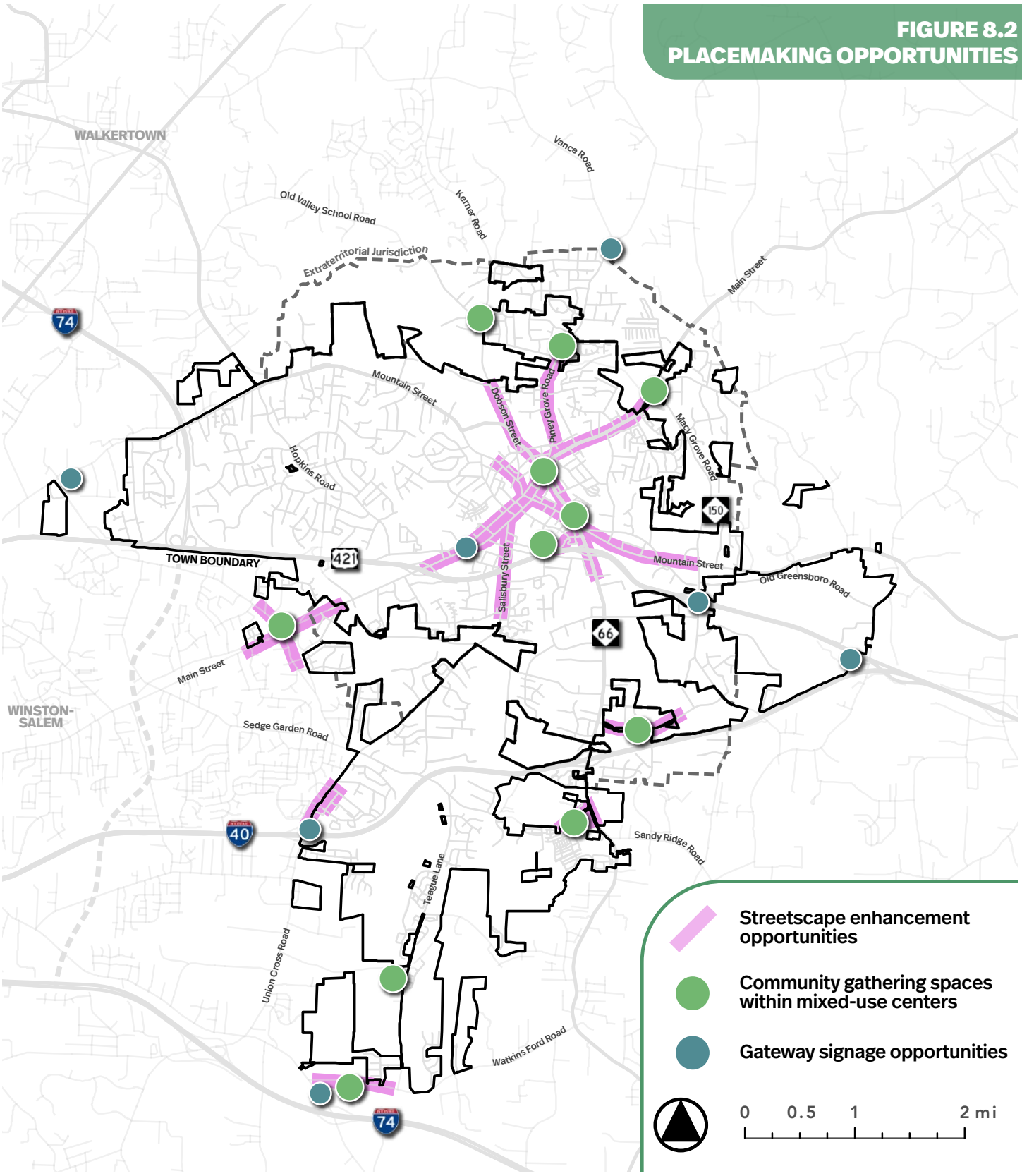
People-focused spaces are a natural location for events, or "activations." These spaces can support a variety of activations, from festivals to concert series to temporary public art. In some cases, these events can "spill over" into streets or other, adjacent community space, depending on the scale of the event.

The Town of Kernersville may choose to lead events or it can be a supportive partner of organizations and businesses that seek to enliven public spaces. Through a series of activations, Kernersville can draw attention to its unique public spaces and support nearby businesses by attracting new customers to business districts.

TACTICAL URBANISM

"Tactical urbanism" refers to quick-build, low-cost, and temporary physical treatments to pilot new concepts within a community. Tactical urbanism is intended to showcase urban design concepts to solicit feedback from residents and users without significant upfront capital costs. If successful, these treatments may become permanent fixtures. Examples of tactical urbanism include trial "parklets" (wherein parking spaces are temporarily converted to seating or outdoor dining areas) or temporary street art. These treatments are best suited for business districts and other areas with high foot traffic.

FIGURE 8.2
PLACEMAKING OPPORTUNITIES



PLACEMAKING CASE STUDY: KERNERSVILLE DEPOT SITE

The Kernersville Depot is an iconic structure that not only provides an entry to the downtown area, but embodies the entrepreneurial spirit of the Town itself. The Depot is a reminder of the railroad heritage of the community, and the past efforts undertaken by its citizens to ensure that the railroad was constructed through the heart of Kernersville in the 1870s. Owing to this building's historical significance, it is currently maintained by the Town of Kernersville as a historical site.

With the Kernersville Museum's relocation to the its current location at 109 S. Cherry Street, the Depot can be re-imagined as an activated, vibrant community space.

The depot's location at the high-visibility intersection of N. Main and Bodenhamer Streets provides an opportunity for a new indoor-outdoor gathering space that can stitch together the urban fabric of N. Main Street and downtown. Implementing context-sensitive placemaking efforts can spur further reinvestment in the building itself and the downtown area generally.

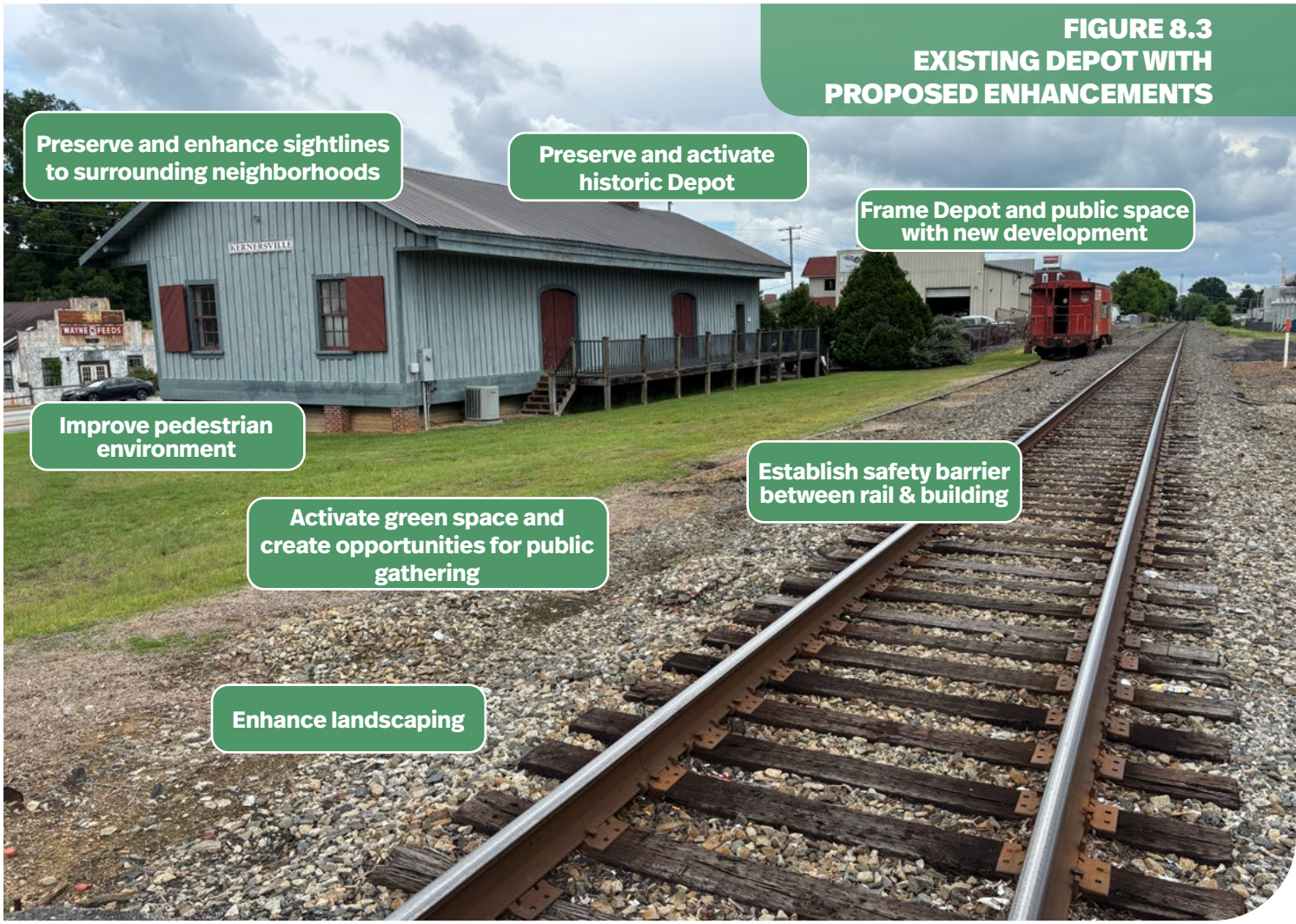


FIGURE 8.3
EXISTING DEPOT WITH PROPOSED ENHANCEMENTS

FIGURE 8.4
ENHANCED DEPOT CONCEPT

Potential improvements depicted above envision a re-activated and enhanced Depot Site that:

- Improves the outdoor public space to be more inviting to downtown visitors and passersby, with pedestrian walkways and seating areas
- Creates a small stage area on the building's northern facade, providing space for live performances
- Adds protective fencing adjacent to the railroad tracks
- Relates to new development next door that could generate residents and commercial activity, adding foot traffic for the Depot and surrounding area
- Preserves heritage features and structures both at the Depot and nearby, such as the Wayne Feeds store across Bodenhamer Street

PLACEMAKING GOALS + STRATEGIES

Placemaking goals are aspirational statements that Kernersville would like to achieve over time through implementation of this plan. Objectives are comprised of projects and action steps intended to make progress toward these aspirations. Strategies describe how the Town will meet the objectives.

Placemaking Goal #1

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

Kernersville's existing business and mixed-use districts vary significantly in their purpose, intensity, and land use composition. To develop a cohesive community identity and to support the vitality of these areas, placemaking enhancements should focus on create dynamic, livable, and inviting business and mixed-use districts.

Objective 8.1.1: Work with local partners to develop distinct identities for business districts in the Town (including South Main, the Highway 66 Corridor, and mixed-use centers).

Outside of downtown, Kernersville's business districts are most commonly identified by their cross-streets or other informal titles. Developing and formalizing the identity of business districts will allow the Town to better market properties in these areas that are ripe for redevelopment and can tie together adjacent neighborhoods through a shared community hub.

Strategies:

A. Conduct outreach to property owners, businesses groups, and other organizations to understand potential branding opportunities for different commercial and mixed-use districts in the community.
B. Develop branding for commercial and mixed-use districts while retaining elements that tie back to the overall town identity.
C. Retain a marketing specialist to design branding and marketing materials (e.g. street pole banners, murals, public art, signage) that promote the strengths and assets of different corridors or districts that is cohesive with the overall Town.

Objective 8.1.2: Identify opportunities for gateway signage at key entry points to different districts.

The Town of Kernersville can use signage to enhance its business, cultural, and mixed-use districts with a unique identity and with a sense of arrival. This can create cohesive districts by crafting a unique design language and branding; gateway signage should be at an appropriate scale and design relative to the built context of these districts.

Strategies:

A. Determine locations for gateway signage within different commercial and mixed-use districts in the community such as Macy Grove Road and US 421/Salem Parkway, I-74 and US 421/Salem Parkway, and Union Cross and I-74.
B. Develop signage template and determine locations in the right-of-way, seek permits, and install signs.

Objective 8.1.3: Install improved street furniture, streetscaping, and banners to reinforce identity.

Distinct streetscape design, lighting, banners, and unique furniture create comfortable and memorable business districts. Though a Town-wide design plan for lighting, street furniture, and other fixtures along the street is encouraged, overall streetscape design should be more tailored to the function and design of each business district. For example, the streetscape that emphasizes the historic downtown area may not be suitable for a regional mixed-use center.

Strategies:

A. Extend downtown streetscape improvements across the railroad tracks on N. Main Street and Piney Grove Road.
B. Identify locations for streetscaping, landscaping, street furniture, lighting, and other infrastructure within different commercial and mixed-use districts in the community.
C. Develop standardized street furniture styles and public place landscaping guidelines across the Town.
D. Work with NCDOT to explore branding opportunities on bridges, medians, and other infrastructure through reliefs or ornamentation.

Objective 8.1.4: Pursue opportunities for improved wayfinding.

Wayfinding can encourage exploration of the Town, promote walking and cycling, highlight important places in Kernersville, such as business districts, institutions, parks, and cultural facilities. Wayfinding should be prioritized in business districts and areas with high pedestrian and cycle traffic, such as greenways.

Strategies:

A. Draft a Kernersville wayfinding strategy to identify locations for wayfinding, such as at key pedestrian and biking hot spots (trailheads, trail crossings, and pedestrian facilities near parks and institutions) and in business districts.
B. Work with a designer to refine the distinct Kernersville signage style and apply it to wayfinding and additional signage types throughout the Town, such as tailored signage for different business districts.
C. Allocate funding in the Town budget for implementation of wayfinding signage.

Unique signage, banners, and street furniture reinforces a business district's identity.

A downtown wayfinding sign directs visitors to prominent sites and attractions

Placemaking Goal #2

Opportunities for public gathering are widespread throughout the community.

Community gathering spaces promote community cohesion and support livable communities. As the Town continues to develop, gathering spaces can support new and existing neighborhoods, businesses, and development, particularly as new mixed-use centers are developed.

Objective 8.2.1: Work with property owners and developers to create a community open space within each mixed-use center.

Developing community open spaces in existing and emerging mixed-use centers can support vibrant community hubs. These spaces can anchor new development while also providing open space to existing residents in surrounding areas. These spaces allow residents of all areas of the Town to enjoy events and programming within their neighborhood.

Strategies:

A. Assess viability of securing dedications of small portions of private property for public open spaces like pocket parks and plazas. Locations may include South Main Street and Union Cross Road.
B. Explore public-private partnerships to create public spaces in mixed-use centers across the Town.
C. Work with developer to continue the creation of open spaces at Welden and Caleb's Creek.

Objective 8.2.2: Continue to support and encourage regular events within mixed-use districts.

Though Downtown Kernersville, Harmon Par, and Fourth of July Park are mainstays for local events, programming in other areas can encourage residents to become more acquainted with their community. Such events can also encourage patronage of local businesses.

Strategies:

A. Simplify permitting process for community events led by local businesses and groups.
B. Work with the Chamber of Commerce, local businesses, and other community organizations and institutions to program mixed-use centers with year-round events that help promote businesses and attract customers.

Strategy 8.2.3: Encourage the allocation of space for outdoor dining in new development.

Outdoor dining has become a sought-after amenity at restaurants. The inclusion of outdoor dining can also create a more inviting presence along the street and encourage pedestrian activity. As new development occurs, the Town can proactively work with developers to encourage the provision of these spaces.

Strategies:

A. In new development, consider reduced off-street parking requirements in order to carve out areas for outdoor patios and dining, while ensuring adequate nearby parking is provided.
B. Develop a guidebook for installing outdoor dining for existing restaurants, including zoning, siting, and appearance recommendations and regulations.

A space for outdoor dining is carved into a built-out business district by repurposing parking spaces.

A programmable people space emphasizes the existing built environment while providing a space for gathering and events.

Placemaking Goal #3

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

The Kernersville story is a constantly evolving one, told through the art and culture of its residents and of the enterprising history of the Town. Installing art features in the community's public spaces will help set the Town apart from its peers and work to establish a community identity.

Objective 8.3.1: Study potential upgrades to the Kernersville Museum at the Depot to improve programming and exterior spaces.

The Kernersville Depot is a unique historic asset. Its high-visibility location also affords the opportunity to enhance a gateway into downtown Kernersville while creating a new downtown space for gathering and events. The enhancement of the Depot property can also help bridge the geographic gap caused by the presence of railroad infrastructure that separates downtown from the Bodenhamer and North Main Street corridors.

Strategies:

A. Seek funding opportunities through state or national grants to study programming and enhancement of historic facilities.
B. Pilot temporary activations of the outdoor areas (such as a small event space or people plaza) to test how the community prefers using the space.
C. Improve the pedestrian environment, road and rail crossing to accommodate all users (including vulnerable and disabled road users) and enhance safety.

A parking lot is temporarily activated for a food truck festival.

Objective 8.3.2: Explore the installation of public art at high-visibility intersections, open spaces, and as part of new development and commercial centers.

Where contextually appropriate, sculptures and other public art can enhance high-visibility intersections and open space. Such art can help tell the Kernersville story and can be based on the history of a specific area of Town.

Strategies:

A. Consider establishing and funding a Public Art Committee to draft goals, criteria and programs to expand public art at strategic locations.
B. Explore allocating funds or developing a community fundraising effort for continued development of public art.
C. Identify locations and survey residents for public art preferences.
D. Contact local artists and organizations to recruit volunteers for public art projects.
E. Work with property owners in potential future arts district to install engaging visual art.

Objective 8.3.3: Continue to program public spaces with art-focused events and cultural performances through partnerships with local institutions.

Art and cultural events help cultivate and grow the art and cultural scene in the Town. Together with local and regional institutions, these events can also activate public spaces.

Strategies:

A. Build on and continue the success of the Sidewalk Sale and Artisan Craft Market by continuing to operate downtown cultural events.
B. Explore working with local schools to put on an arts showcase event of student work.
C. Engage local cultural institutions to plan for events and performances at existing or new community spaces.

Objective 8.3.4: Promote historic preservation and the telling of the Town's history.

Kernersville has a rich variety of architecture from historic buildings in and around the downtown to mid-century iconic buildings along Highway 66. By recognizing the variety of buildings and providing tools to preserve them, Kernersville can respect its past while forging a future of excellence in design of buildings, places, and destinations.

Strategies:

A. Install sidewalk plaques as infrastructure improvements occur near key historic buildings and sites.
B. Update overlay districts for parcels containing unique building types that exemplify Kernersville's heritage.
C. Encourage the preservation of historic building materials and use of context-sensitive design and materials to maintain the historic districts and prevent loss of character.
D. Revive a historic recognition program that looks at the recent past as well as older structures.

Art festivals can activate public spaces while supporting a vibrant cultural scene.

New development can compliment the architecture of historic districts.

9 ACTION PLAN

PLAN IMPLEMENTATION

A plan should be an actively used and updated tool. It is a roadmap for the future and guidebook for decision-making. While the planning process itself is a significant outcome of preparing a comprehensive plan—engaging the community to think about a shared vision for the future is a unique opportunity and valuable exercise—the work does not end with plan adoption. Rather, adoption of the plan marks a new phase of plan implementation.

Plan implementation is more than simply checking off tasks on a Town "to-do" list. There are many recommendations included in this plan, but they cannot all be accomplished at one time, or even in five years. Comprehensive plans get implemented over ten to twenty years, incrementally, in a few key ways:

1. **Periodic Review:** The Town can use this plan as a resource to regularly check in on how goals are progressing. This may be done periodically, built into the regular process of developing the Town budget or work plans for Town departments and boards and commissions.

2. **Development Proposals:** As Kernersville continues to grow, each new development proposal that comes to the Town presents an opportunity to implement the comprehensive plan. Implementation cannot be solely Town-led, and requires partnerships with property owners and developers, business owners, and others investing or doing business in Kernersville. The appropriateness of any proposed action can be evaluated through the lens of this plan's Future Land Use Map and goals, objectives, and strategies.

3. **External Funding & Opportunities:** Grants or other funding opportunities will arise, many of which could help fund recommendations of this plan. In those cases, the comprehensive plan can be used as supporting documentation of the community's vision and evidence that outside funding will be utilized in a thoughtful manner in Kernersville.

The pages that follow include implementation tables for each planning theme/chapter. The tables include every goal, objective, and strategy, described in the plan, along with the following columns that provide more detail at the strategy level:

- **Lead:** Town Department or Partner Agency to lead implementation
- **Partners**: Other Town Departments or partner groups that should be involved in implementation
- **Timeframe**: Estimate of years for implementation
  - **Short** (1-3 years)
  - **Medium** (4-6 years)
  - **Long** (7+ years)
- **Cost**: Relative level of cost
  - **$** (Primarily Staffing Time)
  - **$$** (Operational Budget)
  - **$$$** (Capital Expense)

PLANNING OUR FUTURE: LAND USE

Metrics: # of housing units, square feet of commercial real estate, square feet of industrial real estate, square feet of common open space in development

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

Objective 3.1.1: Reinforce and expand the downtown to attract complementary housing, retail, and restaurants in a walkable environment.

STRATEGY	LEAD	PARTNERS	TIMEFRAME	COST
A. Plan for redevelopment along corridors at the edges of downtown to accommodate an orderly growth of the downtown area and mixed-use development that brings more people and jobs	Community Development	Public Services	Long	$
B. Encourage activation of first-floor spaces for retail, restaurants, and other activity generating uses along N. Main and Mountain Streets downtown	Community Development	Property/business owners, Chamber	Short - Long	$
C. Review and update overlay districts in and around the downtown area to maintain a pedestrian-oriented storefront presence	Community Development		Short	$
D. Improve the Town Hall Campus to encourage active use of the green space, Farmers Market, and events downtown	Community Development	Public Services	Medium	$$

Objective 3.1.2: Plan for land use, transportation, and infrastructure improvements to ensure a strong sense of place.

A. Establish gateways and focal points through the design of new development in Mixed Use and Commercial Districts either in the public way or by partnering with landowners	Community Development	Property owners	Medium	$
B. Plan for improved streetscaping, landscaping, pocket parks, and other community-oriented features along key corridors	Community Development	Property owners	Short - Long	$$$
C. Create small area plans for Regional Mixed-Use and Neighborhood Mixed-Use areas including South Main Street, Macy Grove Road, Bodenhamer/Hwy 66 and Old Salem Rd/Hwy 66	Community Development		Short	$$

PLANNING OUR FUTURE: LAND USE				
Goal 1: Growth is strategically managed and enhances Kernersville's small-town character.				
Objective 3.1.3: Plan for employment nodes that are accessible and utilize best land planning practices.				
STRATEGY	**LEAD**	**PARTNERS**	**TIMEFRAME**	**COST**
A. Continue to plan for industrial, commercial, office, and mixed-use in areas that are accessible to regional thoroughfares	Community Development	Public Services	Medium - Long	$
B. Concentrate industrial uses along arterials, highways, and railroads	Community Development	Chamber, Public Services	Medium - Long	$
C. Recruit employment uses to areas near existing economic generators, (e.g. Kernersville Medical Parkway, South Main)	Community Development	Chamber	Medium - Long	$
D. Encourage centers of employment to incorporate open space, connected sidewalks, and trails	Community Development	Property owners, Community Appearance Commission	Medium - Long	$
Goal 2: Mixed-use neighborhood centers are strategically located to provide access to commercial and residential uses in walkable areas.				
Objective 3.2.1: Create mixed-use centers at strategic locations, particularly near existing and future commercial clusters.				
A. Review zoning to allow for Neighborhood Mixed-Use around an expanded downtown area, which includes N. Main St. and Piney Grove Road, and at key sites along Main Street, Macy Grove Road, Union Cross Road, Linville Springs Road west of Dobson Street, and Ogden School Road	Community Development	Planning Board	Short	$
B. 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. Enhance the transportation network to allow for walkable and bikeable areas within each area through the design of new developments.	Community Development	Planning Board	Short	$
Objective 3.2.2: Promote a range of residential uses and commercial amenities in and near neighborhood centers.				
A. Seek to attract attached single-family, multi-family, and smaller commercial uses in Neighborhood Mixed-Use areas	Community Development	Property owners	Medium - Long	$
B. Strategically balance medium or high density housing demand and employment uses in Regional Mixed-Use nodes to provide expanded housing choices near regional amenities and the transportation network.	Community Development	Planning Board	Medium - Long	$

PLANNING OUR FUTURE: LAND USE

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

Objective 3.2.3: Plan for public open spaces for recreation and connections to greenways and trails.

STRATEGY	LEAD	PARTNERS	TIMEFRAME	COST
A. Work with property owners and developers to secure easements or right-of-way for the implementation of greenways	Community Development	Property owners, Developers	Short - Long	$
B. 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) or increasing the number of common recreational space required per unit (currently 100 square feet)	Community Development	Planning Board, Board of Aldermen	Short	$
Goal 3: New development is designed to create a strong sense of community, connectivity, and quality of place.				
Objective 3.3.1: Prioritize development in Mixed Use areas to connect new growth to the transportation network, open spaces, and other amenities.				
A. Continue to work with developers to ensure that new mixed use development employs site design principles that improve walkability	Community Development	Developers	Medium - Long	$
B. Explore opportunities for public investment in open space, streetscaping, and other public realm improvements based on funding availability such as grants, private participation and the potential impact fees to create walkable nodes in new commercial and residential investment	Community Development	Administration	Long	$$
Objective 3.3.2: Foster excellence in design of new residential, commercial, and industrial development.				
A. Refine design guidelines for new construction with recommended standards (for site design, public realm, massing, and facades) to promote quality design	Community Development	Planning Board, Community Appearance Commission	Short	$
B. Update distinct design and material standards for new buildings in the downtown overlay districts	Community Development	Community Appearance Commission	Short	$
C. Encourage developers to provide appropriate buffers to separate non-industrial uses from industrial uses by utilizing roadways, natural areas, creeks, railroads, and other natural or built features to separate non-industrial uses from industrial uses	Community Development	Developers	Medium - Long	$

PLANNING OUR FUTURE: LAND USE

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

Objective 3.4.1: Encourage residential development near greenways, trails, transit, and amenities to encourage walking, cycling, and transit usage.

STRATEGY	LEAD	PARTNERS	TIMEFRAME	COST
A. Consider rezoning vacant or underutilized properties near trails and transit stops to allow for denser development	Community Development	Planning Board, Board of Aldermen	Short - Medium	$

Objective 3.4.2: Continue to foster a range of housing types.

A. Determine if ADU policies in the UDO should be amended to allow for more affordable housing units within higher-density, walkable neighborhoods if they meet certain conditions	Community Development	Planning Board, Board of Aldermen	Short	$
B. Encourage creative development approaches and land use planning, including clustered homes or conservation subdivisions	Community Development	Planning Board, Board of Aldermen	Short	$
C. Encourage reuse of underutilized formerly commercial or industrial character buildings for residential uses	Community Development	Property owners, Developers	Medium	$
D. Plan for adequate senior housing in highly accessible locations through zoning, utilities, and transportation investments	Community Development		Medium - Long	$

Objective 3.4.3: Pursue infill development utilizing "missing middle" housing types.

A. Consider UDO text amendments to accommodate more "missing middle" housing types and other context-sensitive, gentle density in lower density residential zones (such as RS-7 and RS-9)	Community Development	Planning Board, Board of Aldermen	Medium	$
B. Explore development of a toolkit or guidelines that can be used by developers seeking to build context-sensitive missing middle housing in residential neighborhoods	Community Development	Consultant, Developers	Medium	$$

Goal 5: Land use regulations support the continued growth and vitality of the Town of Kernersville.

Objective 3.5.1: Update the Unified Development Ordinance (UDO) and Zoning Map based on the goals, objectives and Future Land Use Map following the adoption of the Comprehensive Plan.

STRATEGY	LEAD	PARTNERS	TIMEFRAME	COST
A. Review the UDO to remove any outdated permitted uses and align permitted and special uses with goals set forth in the Future Land Use Map	Community Development	Planning Board, Board of Aldermen	Short	$
B. Evaluate the feasibility of rezoning properties in key areas to reflect the Future Land Use Map and Placetypes (e.g. Mixed Residential, Neighborhood Mixed-Use and Regional Mixed-Use) and attract desired development.	Community Development	Planning Board, Board of Aldermen	Medium	$

CONNECTED KERNERSVILLE: TRANSPORTATION

Metrics: # of linear feet of greenways constructed, # of linear feet of sidewalks constructed, # of miles of planned roads constructed based on the Thoroughfare Plan, average walk score and bike score rating, bus/public transit ridership

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

STRATEGY	LEAD	PARTNERS	TIMEFRAME	COST
Objective 4.1.1: Continue to develop greenways to create a community-wide network that connects housing with places of interest and serves as a transportation alternative to streets.				
A. Extend the Kerner Mill Greenway to increase connectivity to downtown from surrounding residential areas	Community Development	Parks and Recreation, property owners, developers, NCDOT	Short	$$$
B. Identify key routes between residential developments and services for greenway expansion based on prioritization criteria	Community Development	Parks and Recreation, property owners, developers, NCDOT	Short	$
C. Pursue grant funding and other funding opportunities for trail and greenway projects	Community Development	Parks and Recreation	Medium	$
Objective 4.1.2: Identify high-priority locations for constructing sidewalks and bike facilities.				
A. Conduct an inventory of sidewalks and ADA compliance to identify needed improvements	Public Services	NCDOT, Community Development	Short	$$
B. Conduct a gap analysis to identify where new sidewalk connections are needed	Public Services	NCDOT, Community Development	Short	$$
Objective 4.1.3: Improve streetscape within the downtown and nearby neighborhoods.				
A. Extend the downtown streetscape along key corridors	Public Services	NCDOT, Community Development, businesses	Long	$$$
Objective 4.1.4: Work with the North Carolina Department of Transportation, developers, and property owners to install sidewalks and greenways along identified routes.				
A. Coordinate with NCDOT to identify locations for installing pedestrian infrastructure and traffic calming	Public Services	NCDOT, Community Development	Short - Long	$$$
Objective 4.1.5: Work with transit partners to improve local transit service and explore greater regional connectivity.				
A. Coordinate with regional transportation partners to align local and regional efforts and leverage funding opportunities such as NCDOT Multimodal Planning Grants	Community Development	NCDOT	Short - Long	$
Objective 4.1.6: Pursue development of a Town Transportation Plan.				
A. Seek funding for updating the Kernersville Transportation Plan	Community Development	Public Services	Medium	$

CONNECTED KERNERSVILLE: TRANSPORTATION				
Goal 2: Kernersville is an active partner in transportation projects that improve the experience for all users.				
Objective 4.2.1: Continue to work with NCDOT and WS/FC Utilities to support new roadway projects.				
A. Continue participation in the NCDOT STIP	Public Services	NCDOT, Community Development	Short	$
B. Coordinate with WSATPO to prioritize projects in Town limits and consistent with annexation agreements	Community Development	Winston-Salem TPO, NCDOT	Medium	$$
C. Coordinate with WS/FC Utilities to provide utility infrastructure along new roadways	Public Services	WS/FC Utilities	Short - Long	$$
Objective 4.2.2: Expand roadway network to provide alternative routes and alleviate congestion on high-volume corridors.				
A. Expand the roadway network based on the roadways identified in the Thoroughfare Plan	Public Services	NCDOT, Community Development, developers	Long	$$$
Objective 4.2.3: Explore opportunities for traffic calming in high-volume pedestrian areas.				
A. Identify opportunities to implement traffic calming methods, where appropriate	Public Services	NCDOT, Community Development	Short - Long	$$
B. Evaluate the feasibility of installing bump outs or curb extensions at road crossings and intersections	Public Services	NCDOT, Community Development	Short - Long	$
C. Evaluate the use of narrow lanes, chicanes, and lane shifts in roadway design	Public Services	NCDOT, Community Development	Short - Long	$
Objective 4.2.4: Identify opportunities for medians and streetscape improvements.				
A. Evaluate pedestrian islands to create safer crossing points at road crossings	Public Services	NCDOT, Community Development	Short	$$
B. Establish a landscaping ordinance focused on beautification of rights-of-way	Community Development	Administration, Public Services, NCDOT	Short	$
C. Increase lighting and site furnishings to create a safer and more welcoming street environment	Public Services	Community Development, Duke Energy, businesses, property owners, developers	Medium	$$
Goal 3: Accessibility is emphasized in all modes of transportation in Kernersville.				
Objective 4.3.1: Design complete streets for new and improved roadways.				
A. Adopt and implement a Complete Streets Policy	Community Development	Public Services, NCDOT, developers, property owners	Short	$$
B. Establish context-sensitive roadway design standards	Community Development	Public Services, NCDOT	Short	$$
C. Pursue installation of protected bike lanes	Community Development	Public Services, NCDOT	Short - Long	$$
Objective 4.3.2: Explore opportunities to provide shuttle and transit service in key areas across the Town.				
A. Conduct a transit study that could support a local transit or shuttle service	Community Development	Residents, businesses, developers	Medium	$

CONNECTED KERNERSVILLE: TRANSPORTATION				
Goal 3: Accessibility is emphasized in all modes of transportation in Kernersville.				
Objective 4.3.3: Pursue grants and other funding sources to improve accessibility and safety of sidewalks and other pedestrian infrastructure.				
A. Consider applying for the DOT SS4A Grant Program	Community Development	Public Services	Short	$
B. Identify additional funding opportunities such as SMART and RAISE Grant Programs	Community Development	Public Services	Short - Long	$
Objective 4.3.4: Install road sharing signage or markings on streets where the construction of sidewalks is not feasible.				
A. Install road-sharing signage or marking where the construction of sidewalks is not feasible	Public Services	NCDOT, Community Development	Medium	$$
Goal 4: Parking is addressed in a creative manner throughout the community.				
Objective 4.4.1: Partner with local property owners to utilize parking during off-hours and assist in shared parking negotiations.				
A. Encourage property owners to work together to establish parking agreements that utilize parking areas during “off-hours"	Community Development	Property owners, businesses	Short - Long	$
Objective 4.4.2: Study the feasibility of a small-scale parking structure in the downtown area.				
A. Conduct a downtown study to determine feasibility of a parking structure in downtown	Community Development	Property owners, businesses, residents	Short	$
Objective 4.4.3: Encourage the use of shared parking in mixed-use developments to reduce excess spaces.				
A. Encourage shared parking areas for mixed-use developments as permitted by the UDO	Community Development	Property owners, businesses	Short	$
B. Update shared parking requirements and parking ratios in the future UDO update	Community Development	Administration	Medium	$

COMMUNITY PROSPERITY: ECONOMIC DEVELOPMENT

Metrics: # of new jobs, # of new employers, median household income, property tax base

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

Objective 5.1.1: Continue to plan for commercial and industrial growth.

STRATEGY	LEAD	PARTNERS	TIMEFRAME	COST
A. Engage property owners in commercial and industrial areas to plan for facilities and infrastructure	Community Development	Public Services	Medium	$$
B. Continue to allow appropriate commercial uses in Business Support areas alongside industrial and office uses	Community Development		Medium	$
C. Evaluate growing demand for industrial and distribution and determine appropriate areas to attract industries	Community Development		Short	$
Objective 5.1.2: Focus commercial development at Neighborhood and Regional Mixed-Use areas within the community.				
D. Attract developers to key commercial properties at high-profile corridors and high-visibility areas	Administration	Community Development	Short-Medium	$
E. Create more walkable destinations by allowing a range of uses connected by open space and greenways	Community Development	Public Services	Medium	$
Objective 5.1.3: Pursue infrastructure projects to facilitate industrial growth.				
A. Continue to collaborate with property owners and developers to develop more interconnected roadways in industrial areas	Community Development	Property Owners, Developers, NCDOT	Short-Medium	$
B. Continue to work with NCDOT and industrial property owners to coordinate on roadway alignment for Macy Grove Road / Linville Springs Rd. extension and north loop roadway, particularly near Perry Road.	Public Services	NCDOT	Medium	$$$
C. Consider creation of an Industrial Municipal Services District (MSD) in key industrial areas to collect additional property tax that can be used for focused improvements and amenities (e.g. maintenance, landscaping, open space, branding, economic development)	Administration	Community Development	Medium	$$
D. Coordinate water and sewer infrastructure with Winston-Salem/Forsyth County Utilities to support economic development.	Community Development, Public Services, Town Manager	Winston-Salem/Forsyth County Utilities, Developers, Property Owners	Short-Medium	$$$

COMMUNITY PROSPERITY: ECONOMIC DEVELOPMENT

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

Objective 5.1.4: Recruit tech, biotech, research & development, and other growth industries in the Triad.

STRATEGY	LEAD	PARTNERS	TIMEFRAME	COST
A. Market Kernersville through participation in the Greater Winston-Salem, Inc.	Greater Winston-Salem Chamber	Businesses	Short-Medium	$
B. Work with local institutions to explore the feasibility of an incubator or innovation hub	Community Development	Institutions, Businesses	Medium-Long	$$$
Objective 5.1.5: Support the continued development of the Kernersville Medical Parkway area.				
A. Explore public-private partnerships with local institutions, universities, companies, and developers to attract medical, biotechnology, and other advanced research to the Kernersville Medical Parkway area	Administration	Community Development, Institutions	Medium	$$
B. Continue to allow for mixed-use development along Kernersville Medical Parkway to support the area by providing housing, hospitality, and commercial uses	Community Development		Medium	$
Goal 2: Downtown is expanded and enhanced as a vibrant hub that also celebrates its historic roots.				
Objective 5.2.1: Plan for mixed-use development that brings more housing units and people downtown to support restaurants and businesses.				
A. Assess viability for shared parking for new and existing downtown businesses and in new development	Community Development	Public Services	Long	$$$
B. Utilize overlay districts to encourage ground-floor commercial on primary streets (e.g. Cherry, Main, and Mountain Streets) in new construction	Community Development		Medium	$
Objective 5.2.2: Enhance placemaking in the downtown to attract shoppers, diners, and visitors.				
A. Partner with property owners and developers to develop indoor/outdoor spaces, plazas, and outdoor dining in existing and new properties downtown	Community Development		Long	$$
Objective 5.2.3: Pursue entertainment uses in the downtown area.				
A. Pilot an entertainment use through temporary activations (e.g. concert series, community fitness classes) at publicly-owned downtown spaces, such as the Town Hall Campus	Community Development	Kernersville Chamber of Commerce	Medium	$
B. Work to recruit a permanent entertainment use or destination business development	Community Development		Long	$$$

COMMUNITY PROSPERITY: ECONOMIC DEVELOPMENT				
Goal 2: Downtown is expanded and enhanced as a vibrant hub that also celebrates its historic roots.				
Objective 5.2.4: Partner with businesses and organizations that can market the downtown to attract more visitors.				
STRATEGY	**LEAD**	**PARTNERS**	**TIMEFRAME**	**COST**
A. Seek willing partner organizations that can work with the Town to continue and expand downtown events	Chamber	Körner's Folly, Paul J. Ciener Botanical Garden	Short-Medium	$$
B. Work with the Kernersville Chamber and Visit Winston-Salem to promote the downtown area in digital and print media	Chamber	Visit Winston-Salem	Medium	$
Goal 3: Support arts and cultural elements of economic growth.				
Objective 5.3.1: Attract cultural uses and creative industries.				
A. Revise zoning to allow for creative or non-traditional business use types	Community Development	Planning Board	Short	$
B. Designate an arts district or corridor where there are existing clusters downtown	Community Development		Medium	$
C. Explore additional cultural facilities downtown, like museums and galleries	Community Development		Long	$$$
Objective 5.3.2: Support adaptive reuse of commercial, industrial and residential buildings.				
A. Work with owners to obtain state and federal funding to defray rehabilitation costs	Community Development	Property owners	Medium	$$
B. Consider adjusting parking requirements for adaptive reuse to make projects more economically feasible	Community Development	Planning Board	Medium	$

A GREENER KERNERSVILLE: ENVIRONMENT

Metrics: # of bioswales or rain gardens planted, square feet of open space preserved, air quality, # of educational signs installed, # of trees planted

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

Objective 6.1.1: Explore opportunities to restore riparian areas along creeks, particularly as greenways are constructed.

STRATEGY	LEAD	PARTNERS	TIMEFRAME	COST
A. Pursue environmental and habitat improvement grants for capital projects along creeks and in riparian areas.	Public Services	County, Piedmont Land Conservancy	Short	$
B. Work with property owners to secure easements along creeks identified in the greenways plan.	Community Development	Public Services	Short - Long	$
C. Require the preservation of riparian areas for natural, open space, and greenway uses in large new developments.	Community Development	Public Services	Short	$
D. Acquire privately-owned, undeveloped parcels along creeks to build out the Thoroughfare Plan greenways.	Town Administration	Community Development	Long	$$$

Objective 6.1.2: Prepare a tree canopy protection plan and explore a tree planting cost sharing program.

A. Update the Tree Protection and Tree Coverage standards in the UDO (Section 8.3) to take into account greater open space requirements and to provide standards that will allow clustering of tree stands for mixed-use or multi-phase developments.	Community Development	Public Services	Short	$
B. Investigate the feasibility of "Tree City USA" certification.	Town Administration	Community Development	Short	$
C. Study the feasibility of a tree planting cost-sharing program.	Public Services	Community Development	Short	$$

Objective 6.1.3: Study opportunities for bioswales along streets and rain gardens on public property.

A. Investigate the feasibility of installing bioswales along streets in areas with chronic ponding issues.	Public Services		Medium	$$
B. Consider the deployment of bioswales along local streets as resurfacing or other roadway work occurs.	Public Services		Short - Long	$$
C. Identify portions of public property with ponding or stormwater runoff issues and install rain gardens where feasible.	Public Services		Medium	$$
D. Develop a rain garden guide for residents and property owners.	Public Services	Community Development	Medium	$

Objective 6.1.4: Partner with community institutions to develop pollinator gardens.

A. Engage in conversations with the school district and religious institutions to explore the development of pollinator gardens.	Public Services	School District, Religious Institutions	Medium	$
B. Seek external grant funding for pollinator gardens and other small habitats.	Public Services	Community Development	Short	$

A GREENER KERNERSVILLE: ENVIRONMENT				
Objective 6.1.5: Install educational signage for natural areas.				
STRATEGY	**LEAD**	**PARTNERS**	**TIMEFRAME**	**COST**
A. Expand upon educational signage along the Kerner Mill Greenway.	Parks & Recreation	Community Development/Public Services	Short - Long	$
B. Plan for additional signage opportunities with future greenways.	Public Services	Community Development	Medium	$$
Goal 2: Open space and natural areas are preserved as Kernersville grows.				
Objective 6.2.1: Encourage clustered development that retains common open spaces.				
A. Increase open space and natural area requirements in subdivision sections of the UDO (See Land Use Goal #2).	Community Development		Short	$
B. Consider adopting natural space overlays where important ecological features, like creeks and wetlands, are present.	Community Development	Town Administration	Medium	$
Objective 6.2.2: Identify important natural view corridors to preserve as development occurs.				
A. Work with developers to encourage the preservation of unique on-site features, such as barns, mature tree clusters, and knolls, as development occurs.	Community Development	Public Services	Short - Long	$
Objective 6.2.3: Explore the development of a nature center.				
A. Engage potential institutional partners to explore joint development of a nature center.	Town Administration	County, Piedmont Land Conservancy, Institutional Partners	Long	$$
B. Identify potential locations for a nature center with access to natural open space.	Community Development		Medium	$$
Objective 6.2.4: Work with developers to utilize natural areas as public space.				
A. Work with developers to effectively allocate required open space into usable public open space.	Community Development	Public Services	Short - Long	$
B. Evaluate zoning to better define required open space in buildable areas.	Community Development	Public Services	Short	$

SHARED PLACES & SPACES: COMMUNITY FACILITIES

Metrics: % of population within target fire/police response times, % of capital projects including green stormwater elements, % of planned recreation facilities completed and operational

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

Objective 7.1.1: Complete the fields and amenities at the Ivey Redmon Sports Complex to serve as a regional sports hub for tournaments.

STRATEGY	LEAD	PARTNERS	TIMEFRAME	COST
A. Work with the Parks and Recreation Department to continue the completion of fields and amenities at the Ivey Redmon Sports Complex	Parks and Recreation	Community Development, Administration	Medium	$$$
Objective 7.1.2: Evaluate all Town-owned properties around Town Hall to consider a master plan for greater efficiency and activation for the public.				
B. Consider developing a master plan to make improvements to the Kernersville Farmers Market Shelter and Town Hall Campus	Community Development	Public Services, Administration	Short - Medium	$
Goal 2: Ensure excellent public emergency services.				
Objective 7.2.1: Plan for expansion of Fire and Police services and facilities as needed to support population growth.				
A. Continue to coordinate with the fire and police departments to track service needs and provide adequate availability of services in new growth areas	Fire and Police Departments	Community Development	Medium - Long	$$
Objective 7.2.2: Plan for the location of future Fire and Police stations based on projected growth.				
A. Identify potential locations for future Police Substations throughout the Town to provide comprehensive coverage based on the phasing plan	Police Department	Community Development	Short	$$
B. Plan for the future construction of a new fire station to align with population growth, if warranted	Fire Department	Community Development	Medium	$$

SHARED PLACES & SPACES: COMMUNITY FACILITIES				
Goal 2: Ensure excellent public services, including emergency response and trash and recycling collection.				
Objective 7.2.3: Plan for public services, garbage collection routes and equipment needed for new residential areas and different varieties of housing types.				
A. Align public services and garbage collection routes to sufficiently serve new growth areas	Public Services	Community Development	Medium	$$
B. Purchase new equipment, such as garbage trucks, as needed, to adequately provide services to new growth areas	Public Services	Administration, Community Development	Long	$$$
C. Evaluate existing development ordinances for future updates to provide adequate access for town vehicles to improve accessibility and safety	Public Services	NCDOT, Community Development	Short	$
Goal 3: Provide high-quality water infrastructure and manage stormwater.				
Objective 7.3.1: Work with Winston Salem / Forsyth County Utilities for sewer capacity and water infrastructure to support residential, commercial industrial development.				
A. Coordinate with Winston Salem / Forsyth County Utilities to expand utility capacity to support new development in growth areas	Public Services	Winston Salem/Forsyth County, Community Development, NCDOT	Long	$$$
Objective 7.3.2: Promote the use of green infrastructure and low-impact development (LID) strategies as a component of stormwater management.				
A. Utilize LID strategies for Town-owned facilities to enhance stormwater management	Public Services	Community Development, Administration	Short - Long	$$$
B. Continue to provide a program to educate the community about ways to reduce surface water pollution and encourage the use of LID strategies on private property	Public Services	Public Information Office, Community Development	Short	$
C. Investigate updating the UDO to encourage the use of LID strategies by incentivizing developers to incorporate these elements in the design of new developments	Community Development	Developers, property owners	Short	$

QUALITY OF PLACE: PLACEMAKING

Metrics: # of new gateway signs installed, square feet dedicated to public space, # of Town events, # of public art installations

Goal 1: Business and mixed-use districts within Kernersville employ design elements to create a sense of place.

Objective 8.1.1: Work with local partners to develop distinct identities for business districts in the Town (including South Main, the Highway 66 Corridor, and mixed-use centers).

STRATEGY	LEAD	PARTNERS	TIMEFRAME	COST
A. Conduct outreach to understand potential branding opportunities	Community Development	Property owners, businesses, residents	Short	$
B. Develop branding for commercial and mixed-use districts	Community Development	Property owners, businesses, residents	Medium	$
C. Retain a marketing specialist to design branding and marketing materials	Community Development	Marketing specialist	Medium	$$
Objective 8.1.2: Identify opportunities for gateway signage at key entry points to different districts.				
A. Determine locations for gateway signage (e.g. Macy Grove Rd. and 421, I-74 and 421, and Union Cross and I-74)	Public Services	Community Development	Short	$
B. Develop signage template and locations in the right-of-way, seek permits, and install signs	Public Services	Community Development, NCDOT	Short - Long	$$
Objective 8.1.3: Install improved street furniture, streetscaping, and banners to reinforce identity.				
A. Extend streetscape improvements across railroad tracks on N. Main Street & Piney Grove Road.	Public Services	Community Development, Property owners, businesses	Medium - Long	$$
B. Identify locations for streetscaping, landscaping, street furniture, lighting, and other infrastructure in different commercial and mixed-use districts	Community Development	Public Services, Property owners, businesses, Chamber	Short	$
C. Develop standardized street furniture styles and public place landscaping guidelines across Town	Community Development	Design consultant/ landscape architect	Short	$
D. Work with NCDOT to explore branding opportunities on bridges, medians, and other infrastructure	Public Services	NCDOT	Long	$$$

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

Objective 8.2.1: Work with property owners and developers to create a community open space within each mixed-use center.

A. Assess dedicating small portions of private property for public open spaces (e.g. at South Main & Union Cross)	Community Development	Property owners, Developers	Short	$
B. Explore public-private partnerships to create public spaces in mixed-use centers	Community Development	Property owners, Developers	Short	$
C. Complete and enhance community open spaces at Welden and Caleb's Creek	Developers	Community Residents	Medium	$$

QUALITY OF PLACE: PLACEMAKING				
Goal 2: Opportunities for public gathering are widespread throughout the community.				
Objective 8.2.2: Continue to support and encourage regular events within mixed-use districts.				
STRATEGY	**LEAD**	**PARTNERS**	**TIMEFRAME**	**COST**
A. Simplify permitting process for business-led events like block parties and food trucks	Community Development	Businesses	Short	$
B. Work with the Chamber of Commerce, local businesses, and others to program mixed-use centers with year-round events	Kernersville Chamber of Commerce	Businesses, Community Development	Short - Medium	$
Objective 8.2.3: Encourage the allocation of space for outdoor dining in new development.				
A. In new development, consider reduced off-street parking requirements in order to carve out areas for outdoor patios and dining, while ensuring adequate nearby parking is provided.	Community Development	Property owners, Businesses	Short	$
B. Develop a guidebook for installing outdoor dining for existing restaurants	Community Development	Consultant, Businesses	Medium	$$
Goal 3: Arts and culture are expressed within the community as a part of public spaces.				
Objective 8.3.1: Study potential upgrades to the Kernersville Museum at the Depot to improve programming and exterior spaces.				
A. Seek funding to study programming and enhancement of historic facilities	Community Development	Kernersville Historic Preservation Society	Short - Long	$
B. Pilot temporary activations of outdoor areas	Community Development	Parks & Recreation, Chamber of Commerce	Short	$$
C. Improve the pedestrian environment, road and rail crossing	Community Development	Public Services, NCDOT	Long	$$$
Objective 8.3.2: Explore the installation of public art at high-visibility intersections, open spaces, and as part of new development and commercial centers.				
A. Consider a Public Art Committee to expand public art at strategic locations	Administration	Local artists	Medium	$
B. Explore allocating funds for continued development of public art	Administration	Public Art Committee	Short - Medium	$$
C. Identify locations and survey residents for public art preferences	Administration or Public Art Committee	Local artists, residents	Medium	$
D. Contact local artists and organizations to recruit volunteers for public art projects	Administration or Public Art Committee	Local artists, community organizations	Medium - Long	$
Objective 8.3.3: Continue to program public spaces with art-focused events and cultural performances through partnerships with local institutions.				
A. Continue success of the Sidewalk Sale and Artisan Craft Market with other downtown cultural events	Chamber of Commerce	Businesses, Administration	Short - Long	$
B. Explore working with local schools on an arts showcase event of student work	Public Art Committee	Schools	Medium	$
C. Engage cultural institutions for events and performances at community spaces	Administration	Local Institutions (i.e. Library, Körner's Folly)	Short	$

QUALITY OF PLACE: PLACEMAKING				
Goal 3: Arts and culture are expressed within the community as a part of public spaces.				
Objective 8.3.4: Promote historic preservation and the telling of the Town's history.				
STRATEGY	**LEAD**	**PARTNERS**	**TIMEFRAME**	**COST**
A. Install sidewalk plaques near key historic buildings and sites	Public Services	Kernersville Museum, Community Development	Medium	$
B. Update overlay districts to include properties with heritage buildings	Community Development	Kernersville Museum	Short	$
C. Encourage preservation of historic buildings and materials	Community Development	Developers, Kernersville Museum, Public Services	Short - Long	$
D. Create a historic recognition program that looks at the recent past as well as older structures	Community Development, Kernersville Museum	Public Services	Medium	$

10 GLOSSARY

This glossary intends to demystify planning terms to ensure this Comprehensive Plan document is legible and accessible to residents, property owners, businesses, policymakers, and other Kernersville stakeholders. Definitions are sourced from the Town's Unified Development Ordinance (UDO) or are original definitions, unless otherwise noted, and presented in alphabetical order.

ACTIVATE/ACTIVATION
The programming of a given space to draw visitors and activity; this can include performances, temporary art, or other event.

ACTIVE FIRST-FLOOR USE
Activity within the first floor of a building that is visible to pedestrians and passersby, while this traditionally refers to storefronts, offices and resident amenity areas visible from the street are also considered "active uses."

ANCILLARY USE
A land use that is secondary to, and smaller than, the primary use of a property, such as rear offices in a retail area.

BERMS/BERMING
The use of land and landscaping to separate one use from another for privacy, noise, light trespass, or other reasons.

BEST MANAGEMENT PRACTICES
Policies, practices, procedures, or structures implemented to mitigate the adverse environmental effects on surface water quality resulting from development. (US Army Corps of Engineers)

BIOSWALE
Vegetated, shallow, landscaped depressions designed to capture, treat, and infiltrate stormwater runoff as it moves downstream. (NACTO)

BUMPOUTS
An extension of the sidewalk zone or curb line into the roadway zone at intersections or mid-block locations...intended to increase safety, calm motorized traffic, and create additional space for pedestrians and the boulevard and furnishing zone. (City of Minneapolis)

COMPLETE STREETS
An approach to planning, designing, building, operating, and maintaining streets that enables safe access for all people who need to use them, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. (Smart Growth America)

FACADE ARTICULATION
The variation of design elements of a building façade, both horizontal and vertical, that contribute to the visual interest of a streetscape of interest such as doors, windows and architectural accents. (City of Littleton, Colorado)

FLEX SPACE
An industrial building that can typically be adapted for a wide variety of uses. This may include office space, as well as retail, distribution, or a variety of industrial uses. (Commercial Real Estate Glossary)

LOW-IMPACT DEVELOPMENT (LID)
A management approach and set of practices that can reduce runoff and pollutant loadings by managing runoff as close to its source(s) as possible. (US Environmental Protection Agency)

MASSING
The overall shape or arrangement of the bulk or volume of buildings and structures. (City of Littleton, Colorado)

MIXED-USE
Two or more land uses may be mixed on the same tract or within the same structure.

MODULAR HOUSING
A modular home is a prefabricated home built in sections or modules in a factory setting and then transported to the home site for final assembly. (Champion Homes)

NODE
A hub of a given activity or land use.

PARKLET
Public seating platforms that convert curbside parking spaces into vibrant community spaces. (NACTO)

POCKET PARK
Public park spaces that occupy less than one acre of land. (Trust for Public Land)

SCREENING
The method by which a view of one site from another site is shielded, concealed or buffered. Screening techniques include fences, walls, hedges, berms or other features. (Town of Corte Madera, California)

UPPER-STORY USES
The use of a building on floors above ground level, often referring to a mixed use building.

WAYFINDING
Signs that are strategically placed for the purpose of directing the traveler to their destination. (City of Sacramento)

TOWN OF KERNERSVILLE

134 E. Mountain Street
Kernersville, NC 27284
toknc.com