





Kernersville

COMPREHENSIVE PLAN

Approved by Board of Alderman (Resolution 2026-38)
August 26th, 2026



RESOLUTION NO. R-2026-38

A RESOLUTION TO ADOPT THE KERNERSVILLE COMPREHENSIVE PLAN

WHEREAS, the Town of Kernersville desires to have orderly growth to protect the health, safety, and welfare of its residents and businesses; and

WHEREAS, North Carolina General Statutes 160D-501 requires a local government adopt and reasonably maintain a comprehensive plan or land-use plan; and

WHEREAS, community planning is a process that requires constant evaluation of the community situation and continuous review and updating of its plans; and

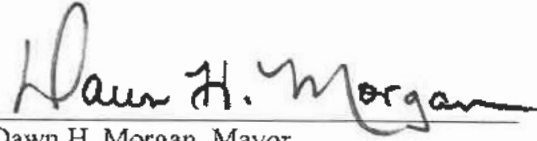
WHEREAS, extensive public outreach, community meetings, and visioning presentations were conducted between April 30, 2025 and July 23, 2026 to solicit comments and guidance from residents, business owners, and stakeholders regarding their long-term vision for the Town of Kernersville; and

WHEREAS, the Kernersville Comprehensive Plan replaces the current Kernersville Development Plan, updates and establishes the guiding policy framework for essential community planning, including land use, transportation improvements, community appearance, historic preservation, environmental protection, and public infrastructure; and

WHEREAS, the Planning Board and Comprehensive Plan Steering Committee have thoroughly reviewed the Kernersville Comprehensive Plan and determined that it promotes orderly growth, preserves community character, and serves the best interests of the Town of Kernersville;

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Board of Aldermen of the Town of Kernersville, to hereby adopt the Kernersville Comprehensive Plan as the prevailing advisory document for land use policy decisions for the Town of Kernersville, replacing and updating prior comprehensive planning documents effective immediately after adoption of this resolution.

Adopted this 26th day of August, 2026.


Dawn H. Morgan, Mayor

Attest:

Keith Hooker, Town Clerk



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.

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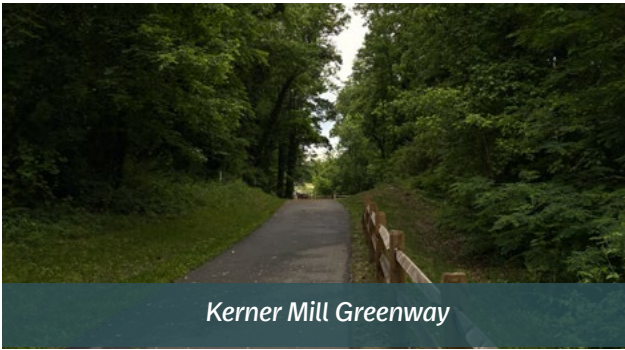
1 EXECUTIVE SUMMARY

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

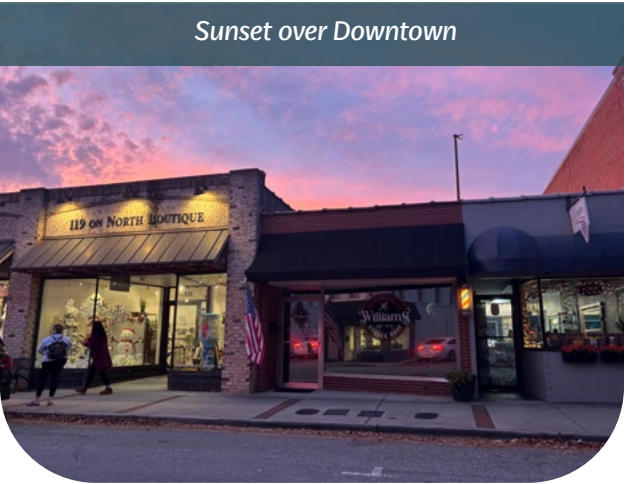
Kernersville inherited a historic network of roadways befitting of a community of a few thousand residents; however, as Kernersville’s population nears 30,000 residents and continues to grow rapidly, new transportation improvements and increased transportation options are considered in this Plan. Maintaining 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.



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.



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.



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.



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

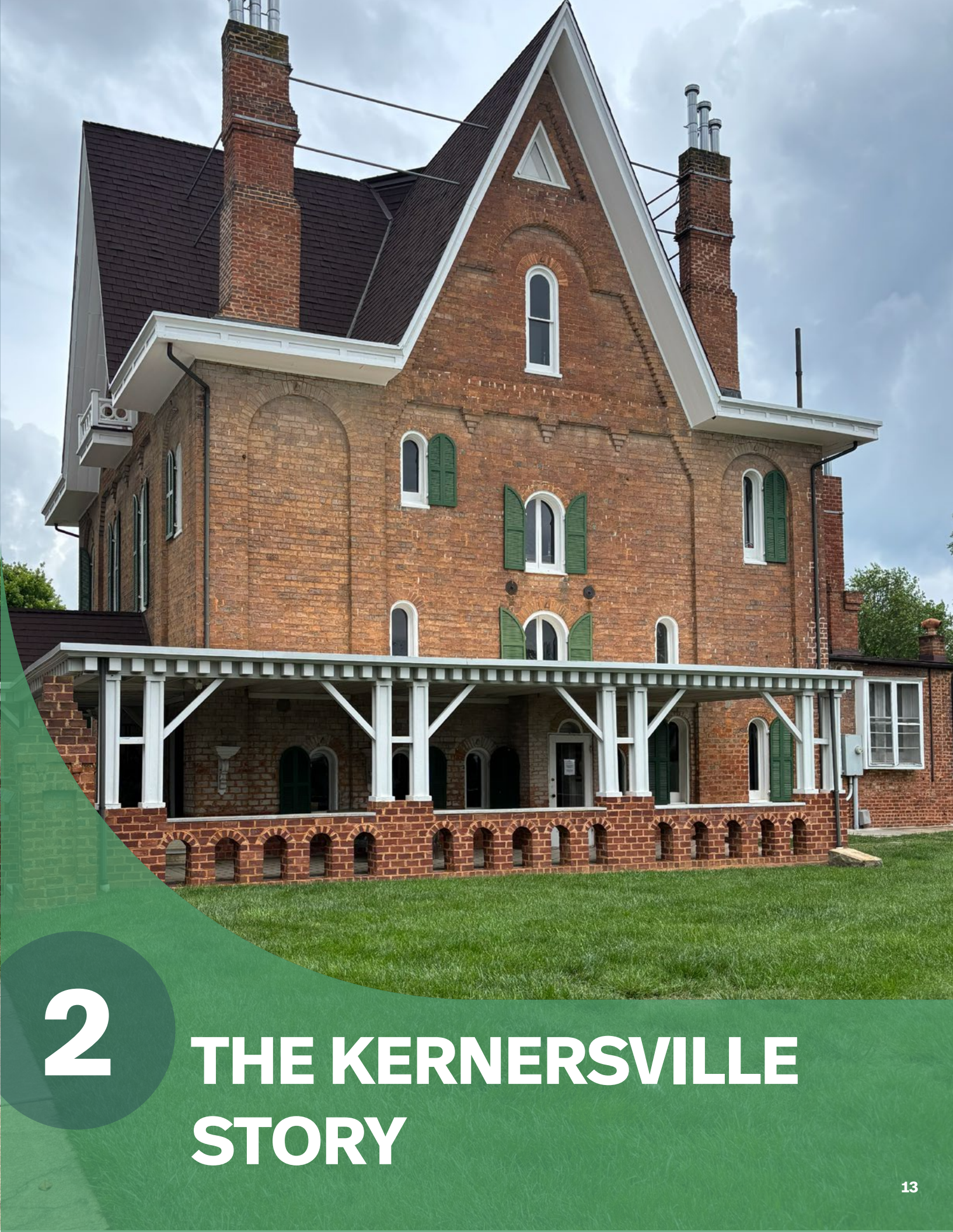
The implementation chapter offers a roadmap for Town officials, staff, residents, property owners, and stakeholders to translate this Plan from paper to reality. This chapter identifies the resources, partners, and timeline needed to achieve the recommendations set forth in this document.

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,



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

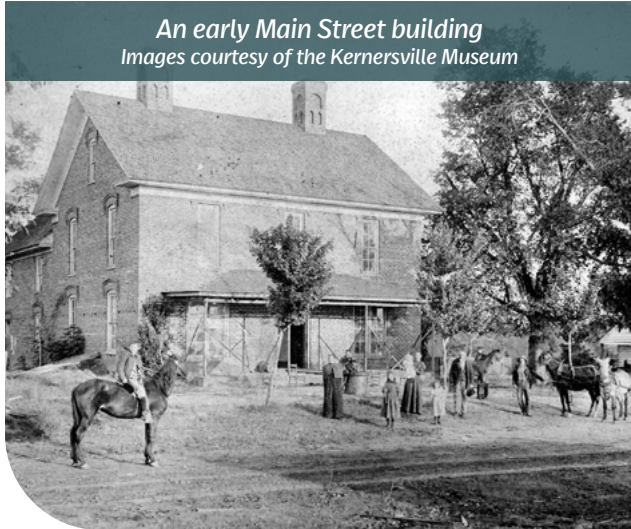


THE KERNERSVILLE STORY

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.

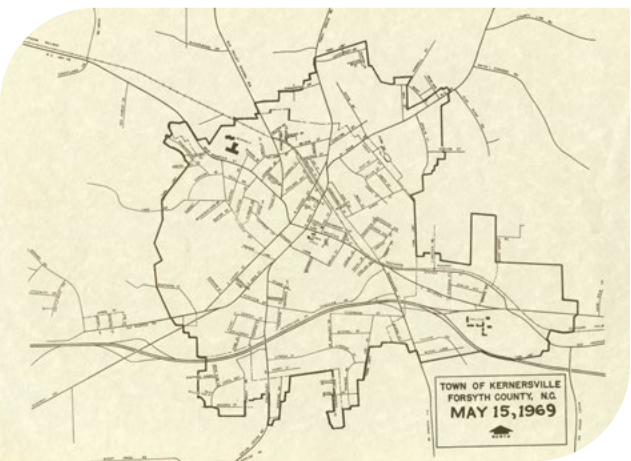
Featuring an excellent location within the Piedmont Triad region of North Carolina, Kernersville has experienced success in attracting logistics industries, including the early railroad line which was later followed by logistics companies as well as warehousing and distribution facilities. The Town’s 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)

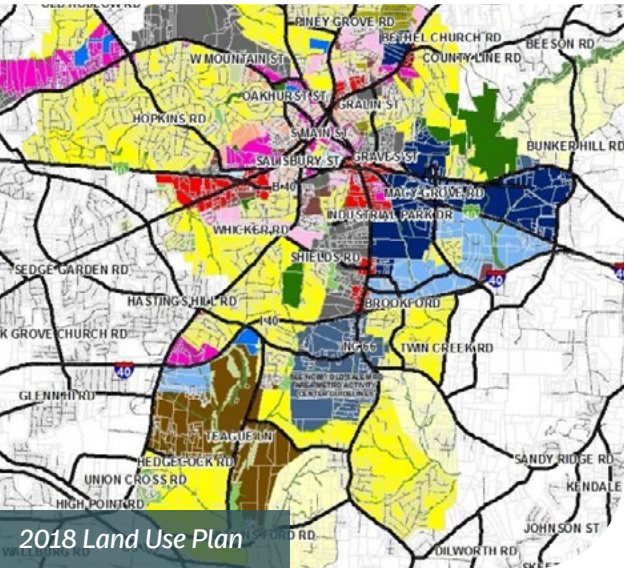
The *Play Onward Parks & Recreation Master Plan* is an update of the 2012 Master Plan. The 2012 plan has been largely implemented in the form of new and improved parks, facilities, and greenways. The *Play Onward 2024* plan was guided by the following goals:

- 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)

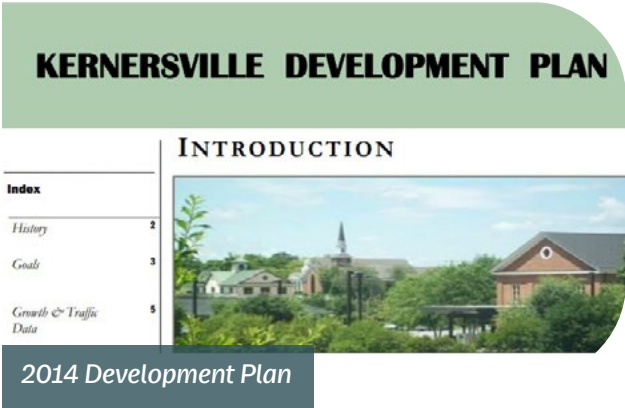
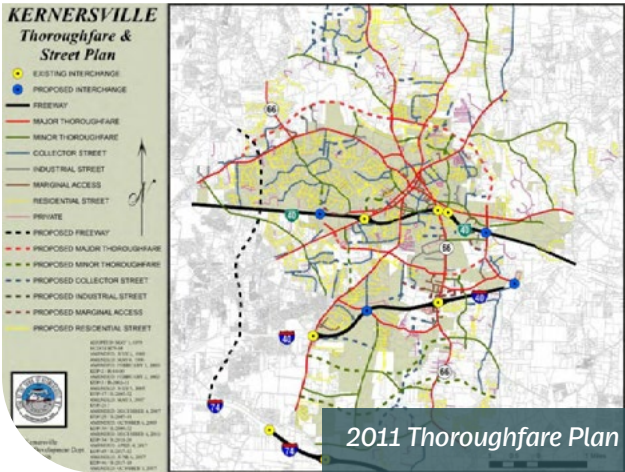
Adopted in 2004 with the last widespread amendment being in 2018, the *Land Use Plan* set forth a future land use map to shape development and inform the future infrastructure investments. The plan identifies 20 distinct land use types across the community with distinct mixed-use



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.



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.**



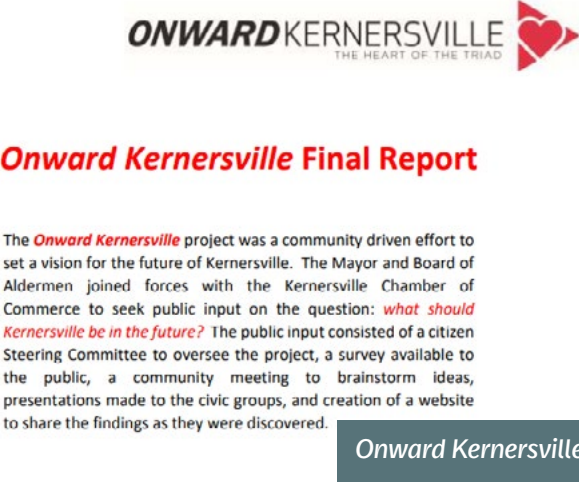
TPO & REGIONAL PLANS

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.**



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.**



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.

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.

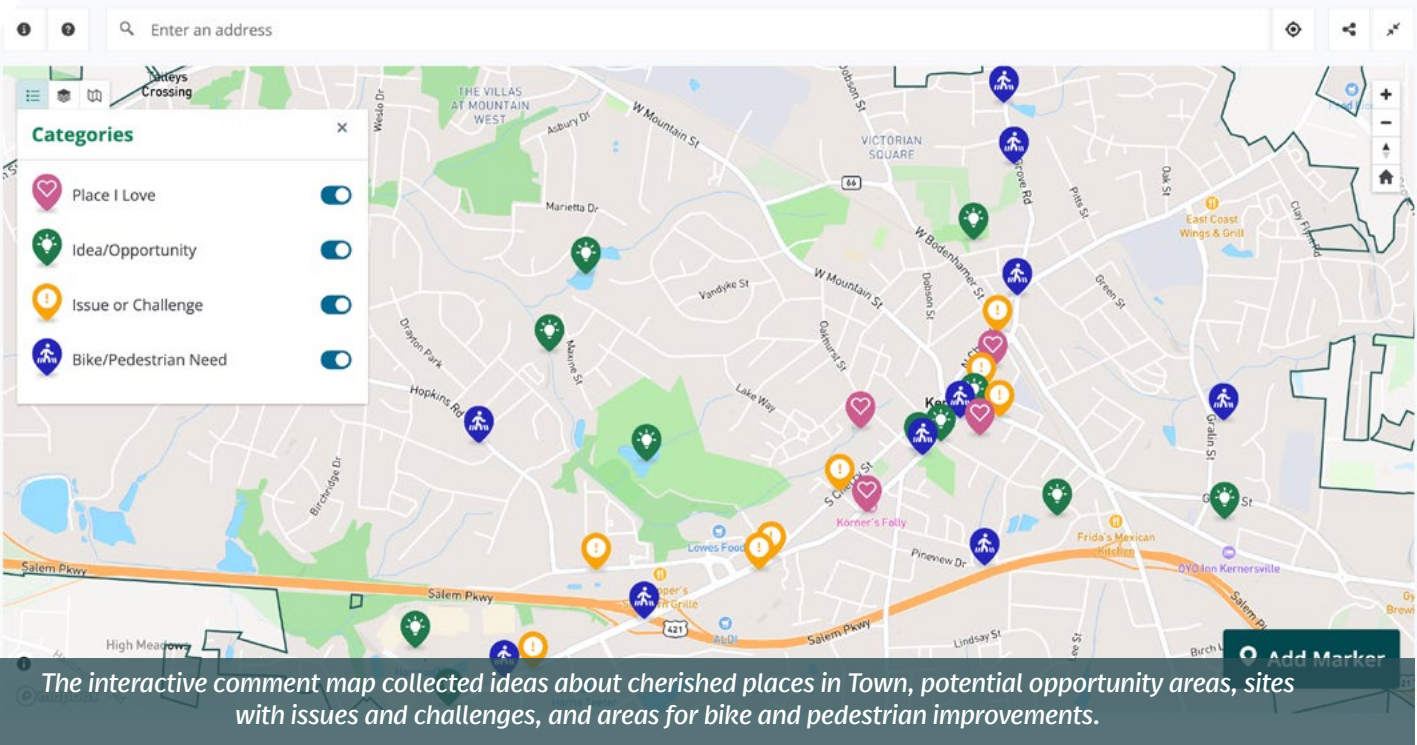
The community survey was promoted through the project website, email distribution lists, flyers, and social media, with a total of 239 participants completing the survey.

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.



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 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.



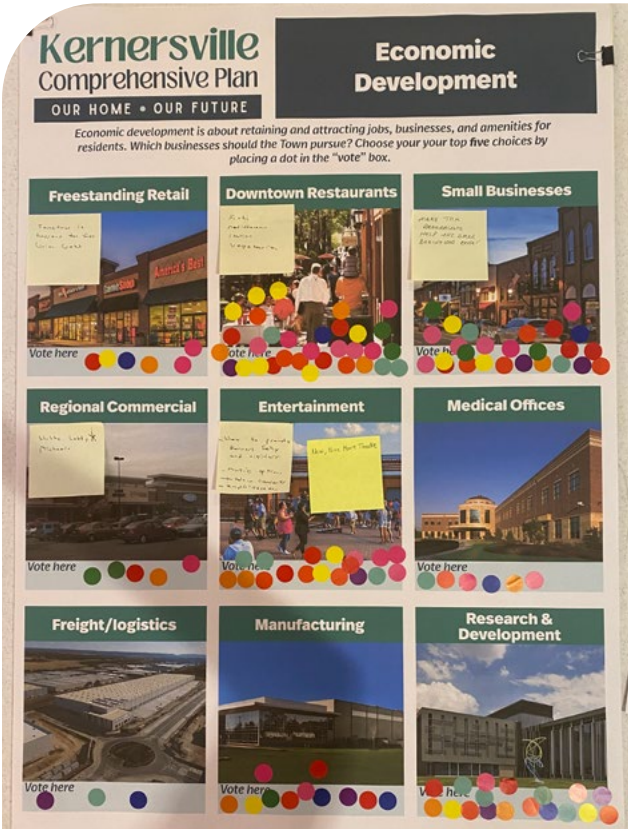
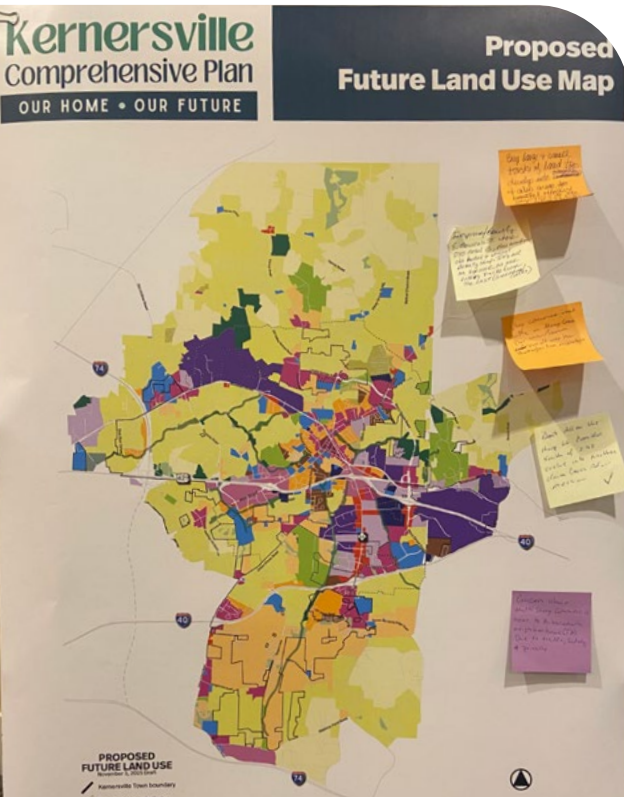
Top ideas and input related to 1) walkability and greenways, 2) more restaurant variety, 3) public art, 4) historic preservation, and 5) green spaces.

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.

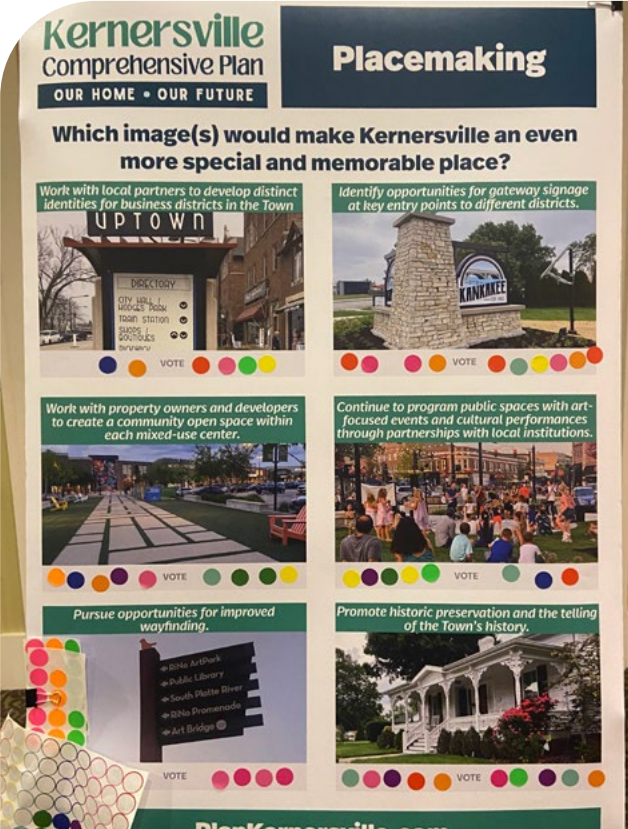
Comments from participants ranged from enthusiasm around proposed greenways and improved connectivity, interest in more open spaces and natural areas, and continued concern over traffic and over-development that could detract from small-town character.



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.



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

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.



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

Open House #3

A third open house to gather input on the full Draft Plan was held at Town Hall on August 10, 2026. Boards were arranged with the highlights of key plan recommendations as well as the Future Land Use Map, the Subarea Opportunity Maps and the Thoroughfare Plan Map.

Comments received from the public focused on interest in the planned road connections, greenways and trails, and the importance of downtown to all of Kernersville. Residents shared ideas about open space and a desire for adding places that people want to visit. There was also interest expressed in the arts and having a new theater in the downtown.

Planning Board Public Hearing

Following Open House #3, a public hearing regarding the adoption of the Kernersville Comprehensive Plan was held at Town of Kernersville Municipal Council Chambers on August 10, 2026. Staff and the consultant team presented the results of the community engagement process, provided an overview of the goals and projects identified in the plan, and reviewed the Future Land Use Plan and Thoroughfare Plan. Comments in favor of plan adoption included testimony on the vision, walkability, and balanced growth approaches identified in the draft comprehensive plan. The Planning Board voted unanimously in favor of a resolution recommending adoption of the comprehensive plan by the Mayor and Board of Aldermen.

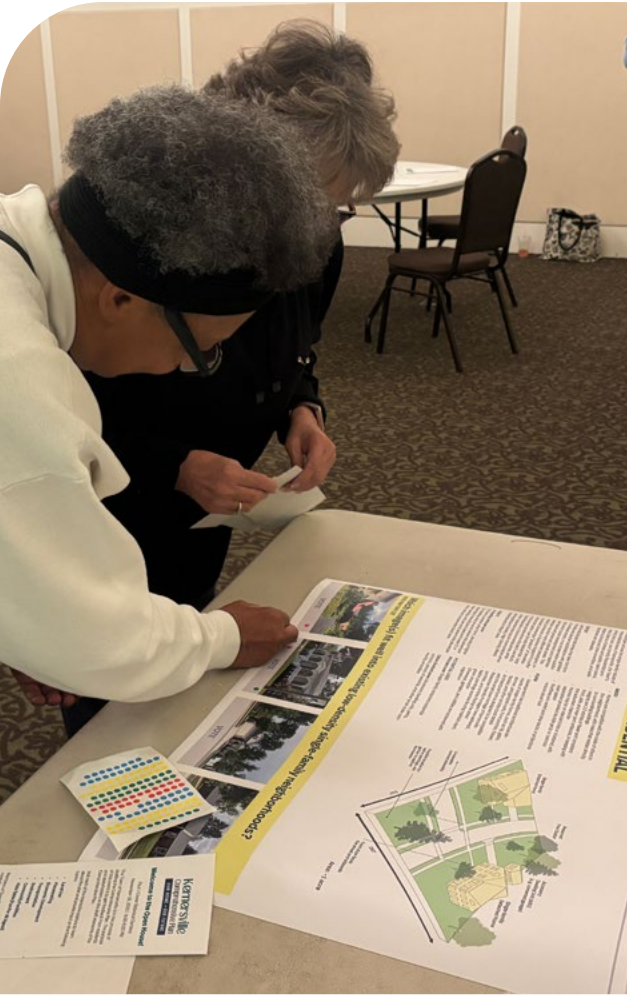
Board of Aldermen

The plan was presented to the Board of Alderman on August 26th, 2026. Discussion focused on the extensive community engagement process that went into developing the comprehensive plan. Witnesses testified in favor of approving the plan. The plan was adopted by Resolution 2026-38 unanimously.

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.



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.



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



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



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



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



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



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



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



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



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



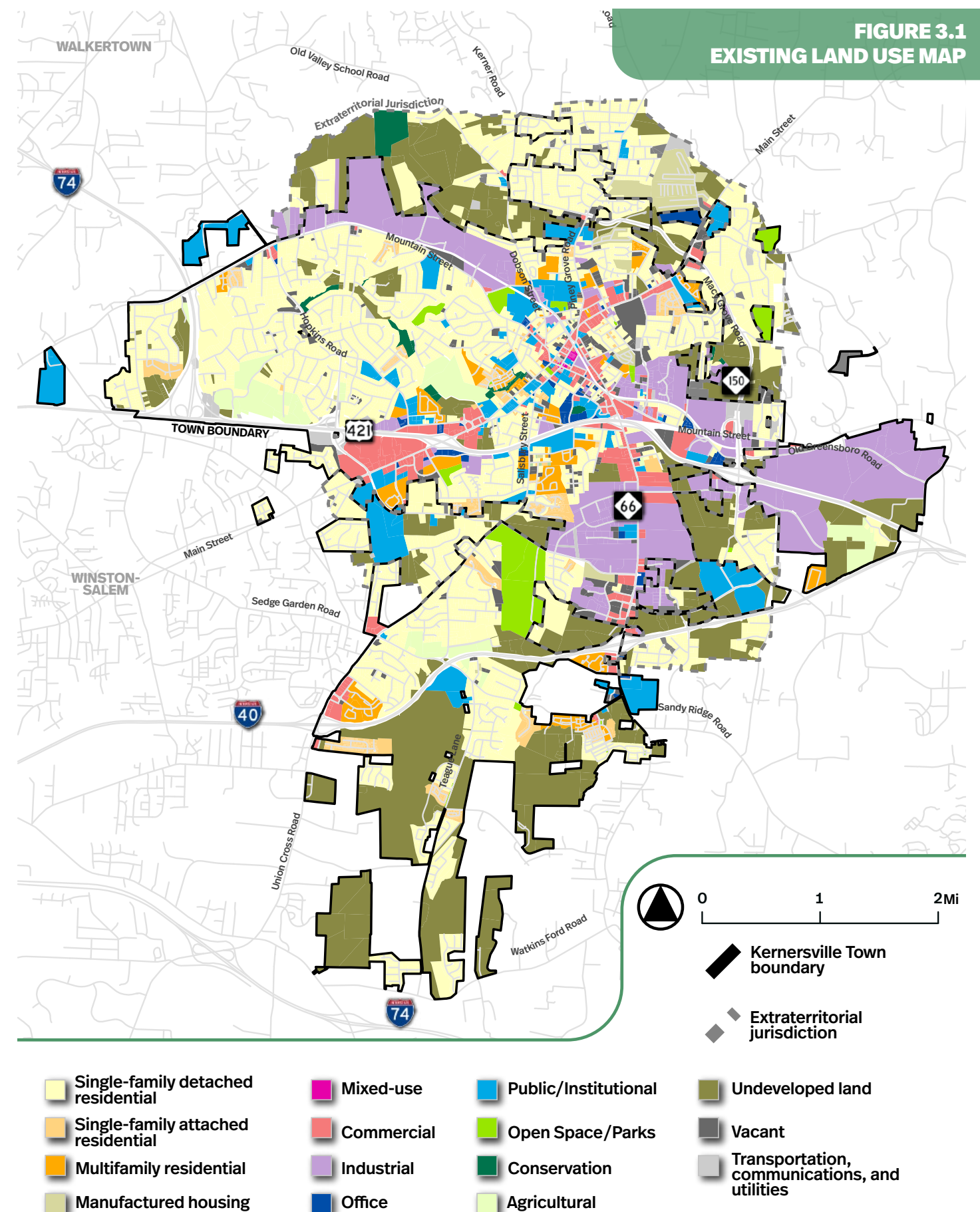
UNDEVELOPED LAND
has not yet been developed and currently has no or limited supporting infrastructure.



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**



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.

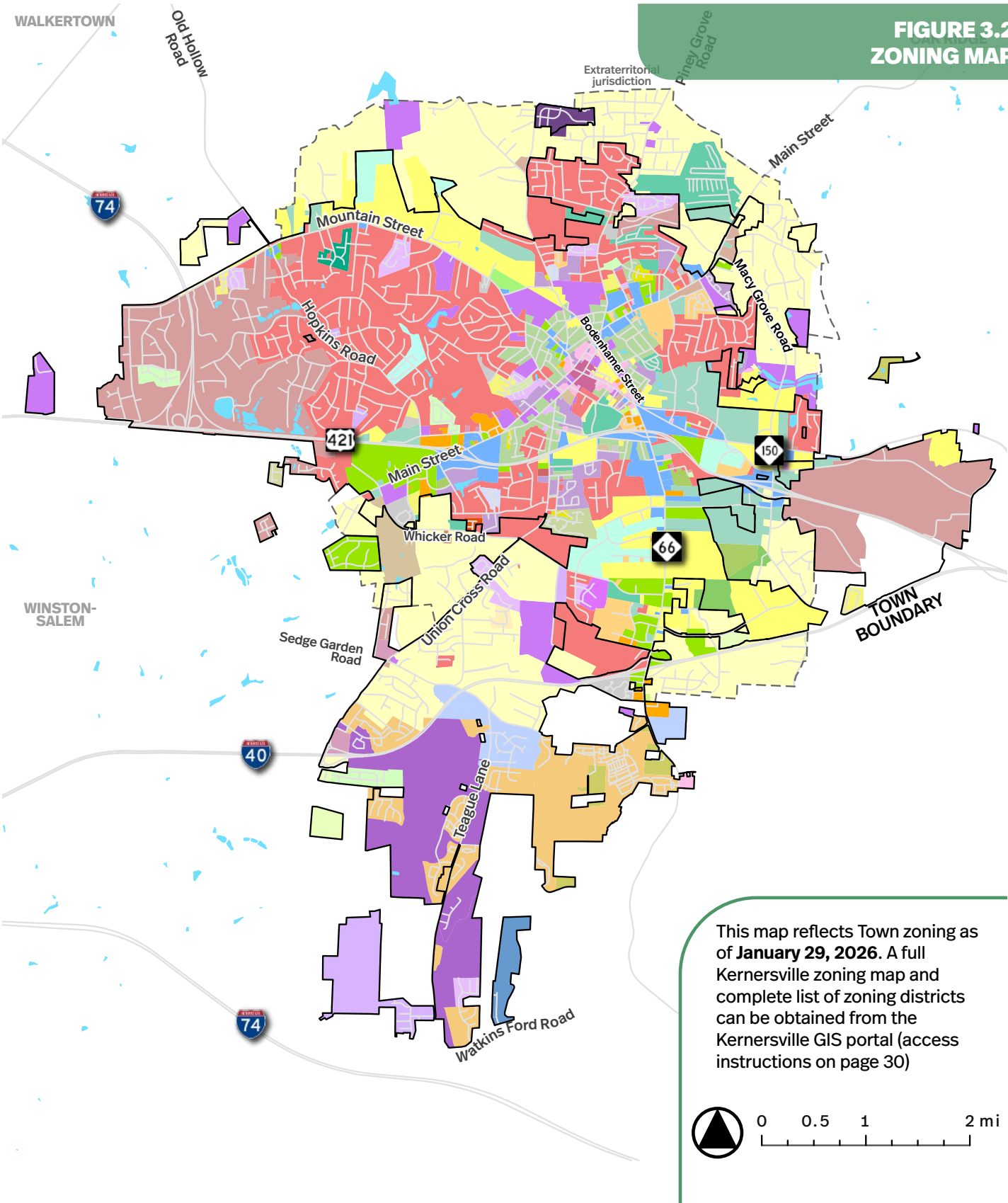
Land use and zoning serve related but distinct roles. Land use refers to the broad, long-term vision for how different areas of a community should be used and developed over time at a policy or conceptual level. By contrast, zoning is the regulatory tool used to implement that vision with specific and 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)



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).

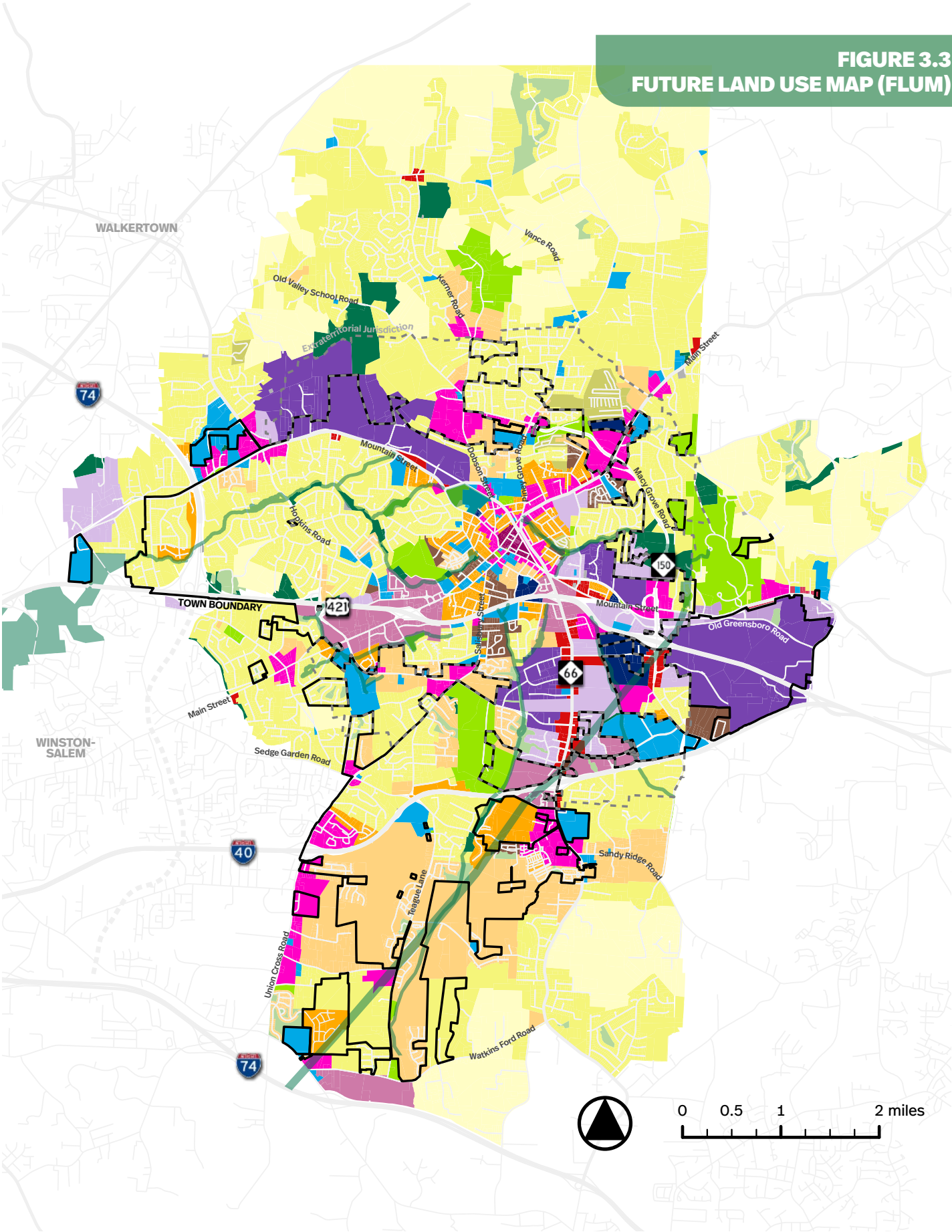
The planning area extends beyond the municipal boundaries to include the Extraterritorial Jurisdiction (ETJ) as well as land within existing boundary agreements with neighboring communities.

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.

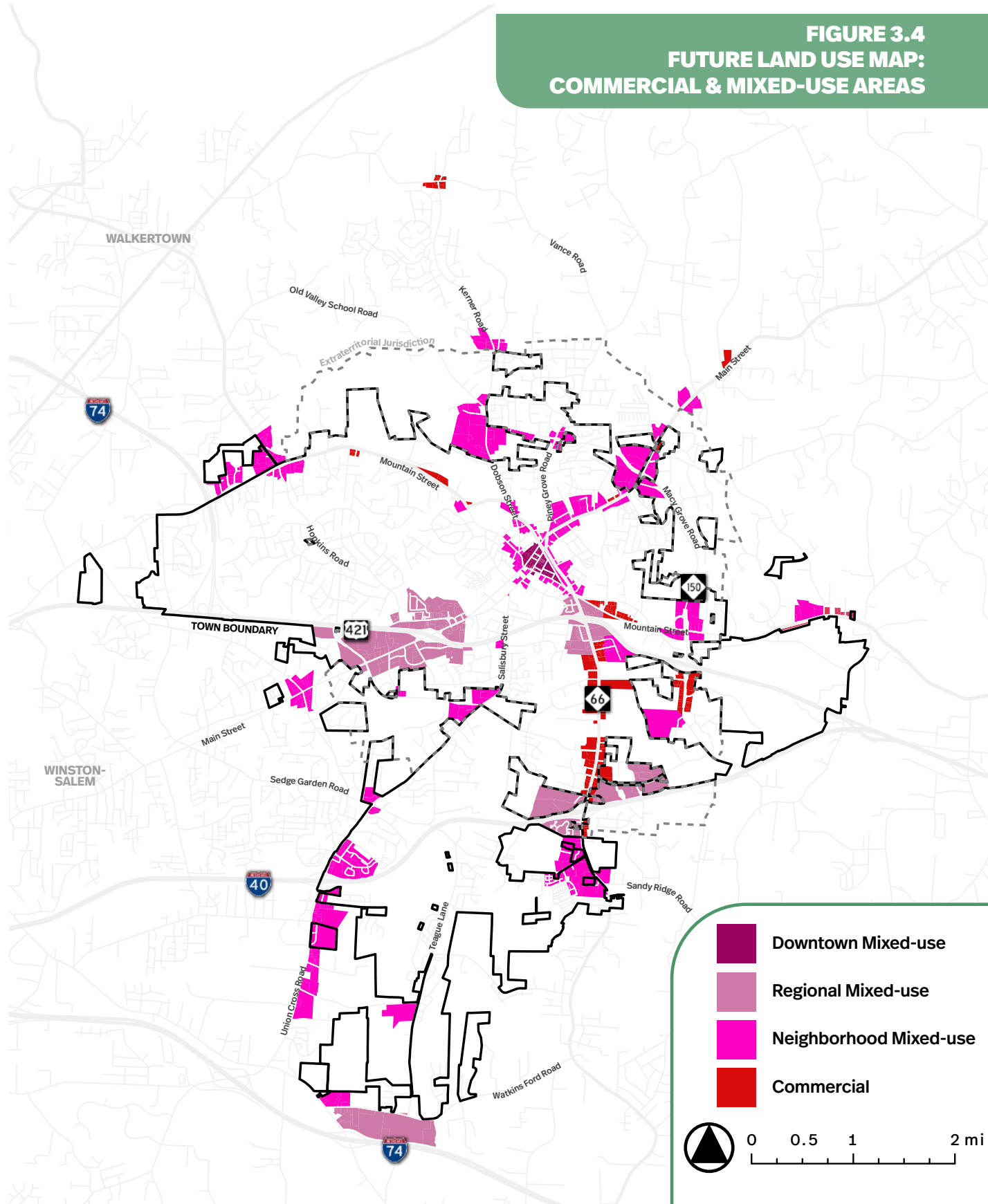
FUTURE LAND USE MAP LEGEND

- 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**

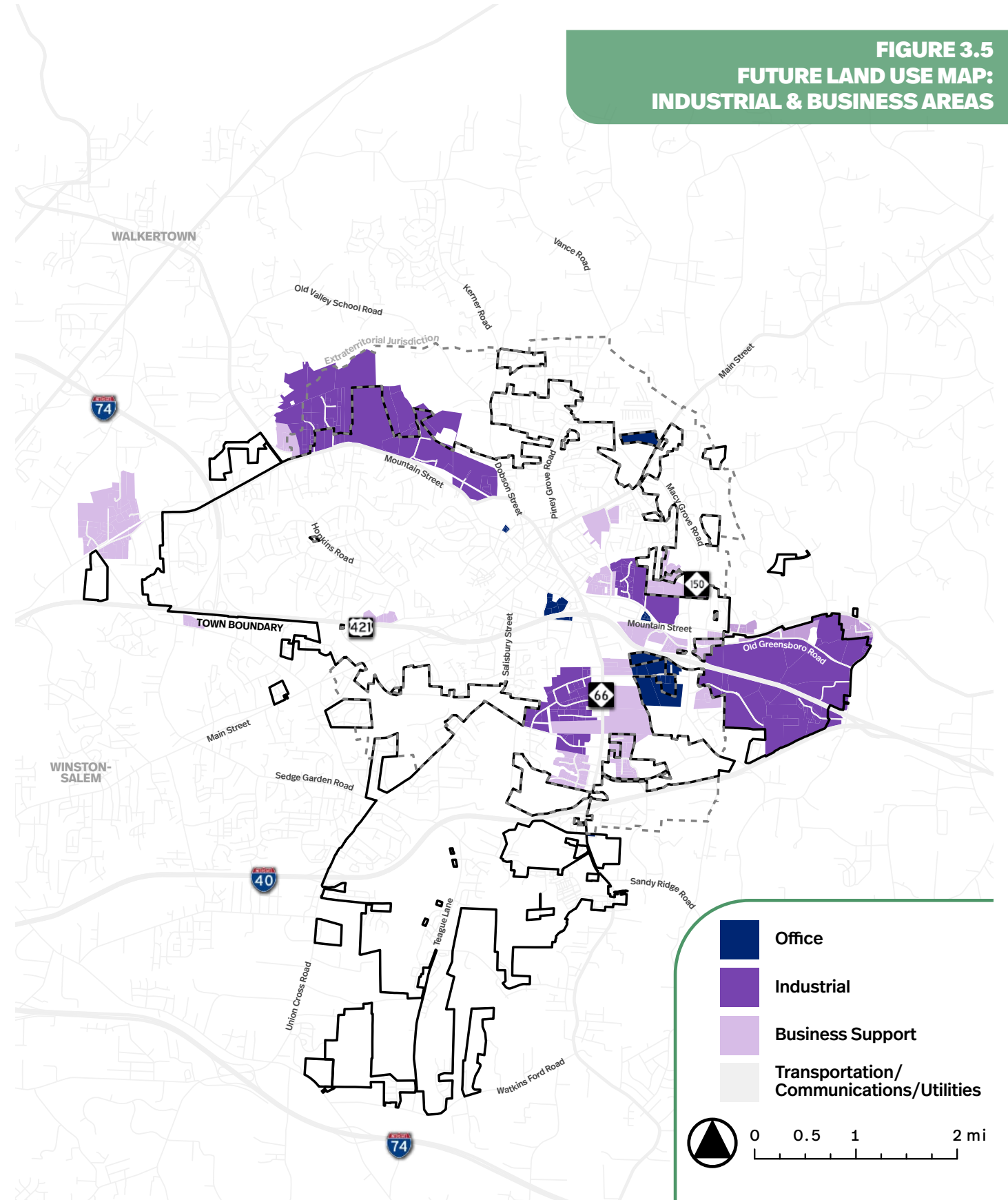
FIGURE 3.3
FUTURE LAND USE MAP (FLUM)

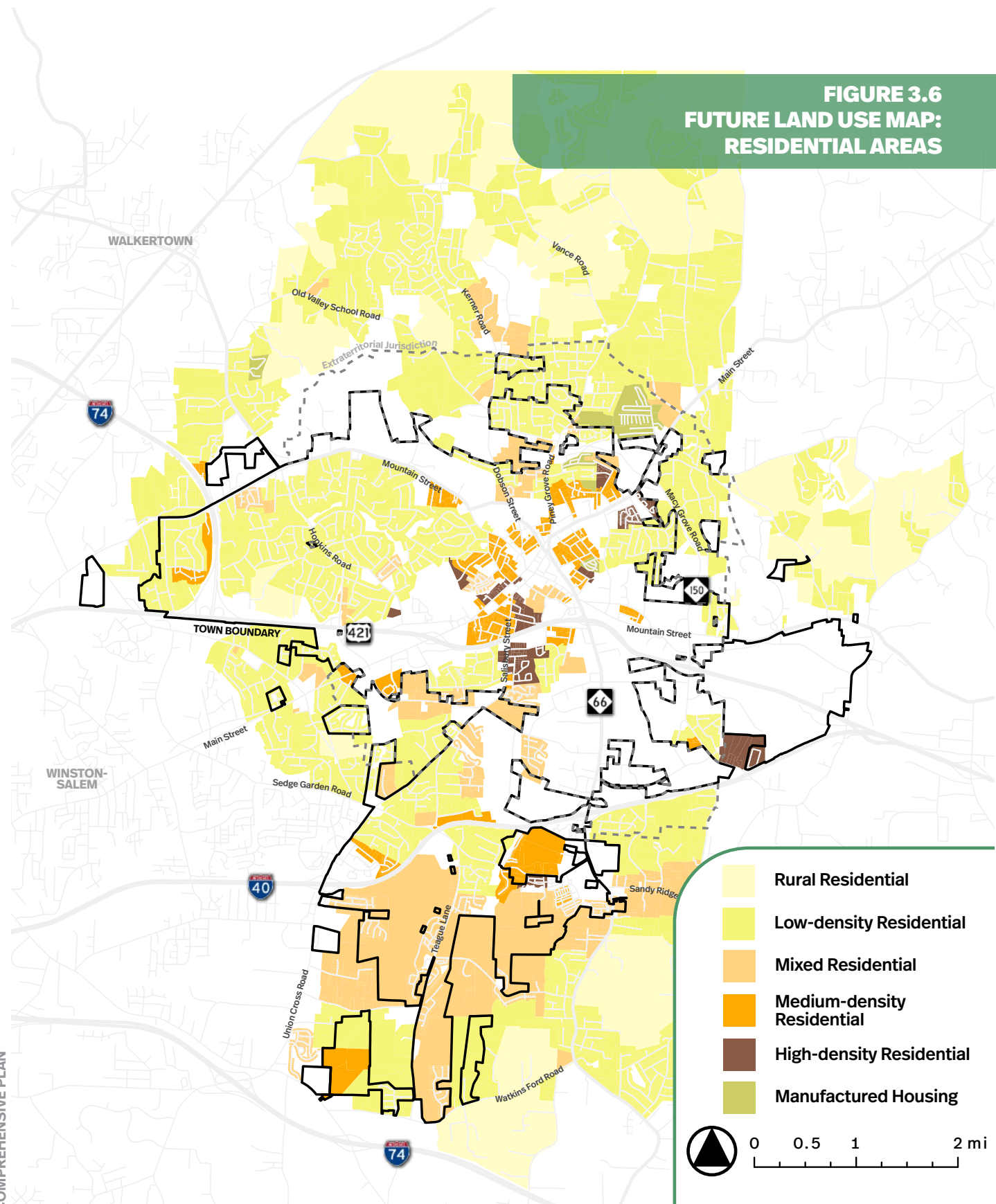


**FIGURE 3.4
FUTURE LAND USE MAP:
COMMERCIAL & MIXED-USE AREAS**



**FIGURE 3.5
FUTURE LAND USE MAP:
INDUSTRIAL & BUSINESS AREAS**





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

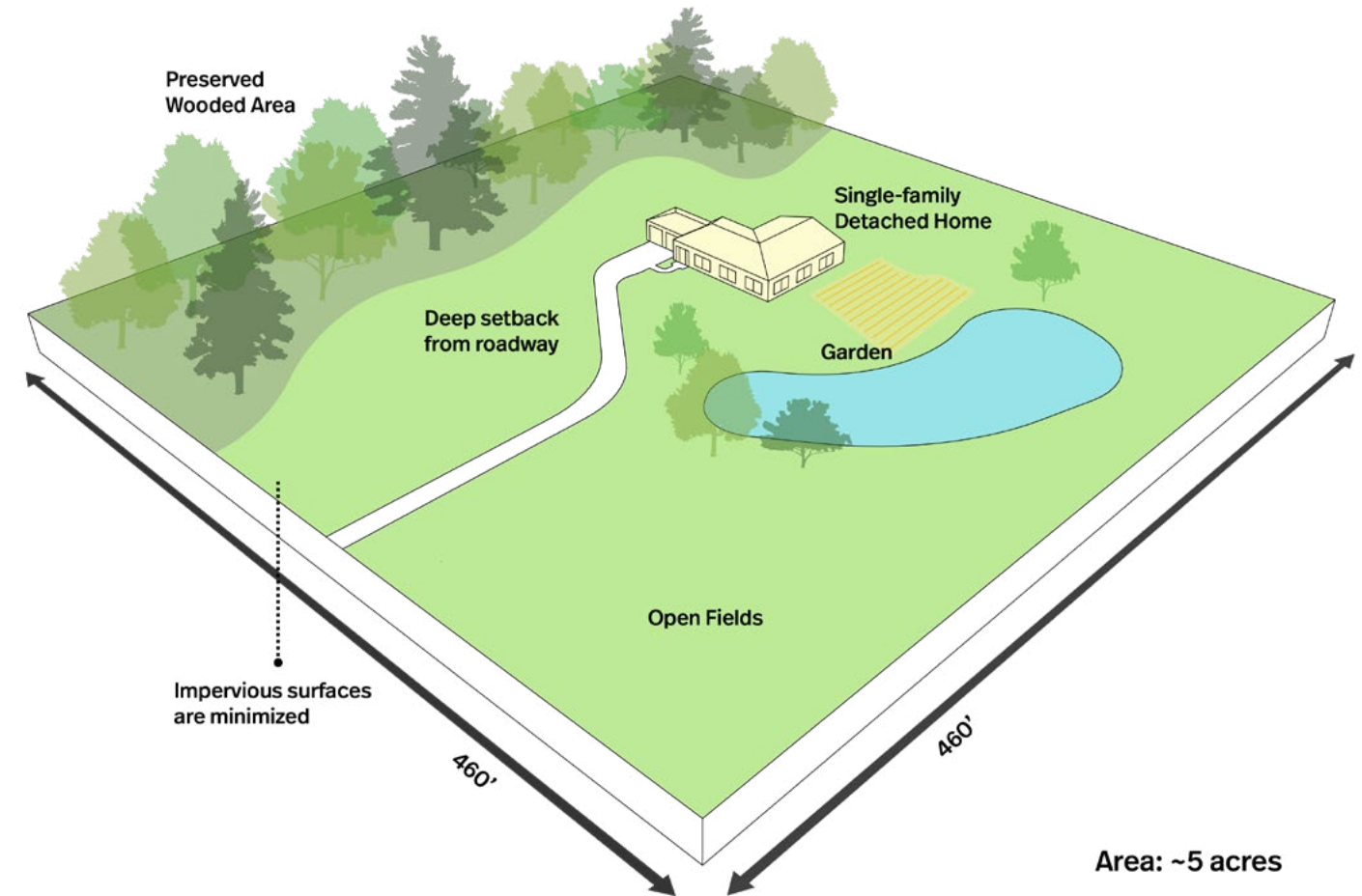
FORM

- 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

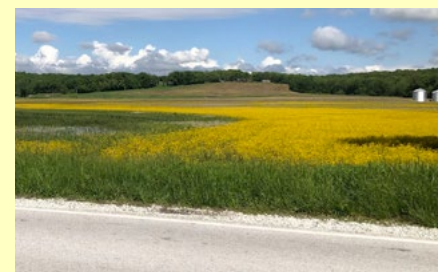
POTENTIAL USES

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

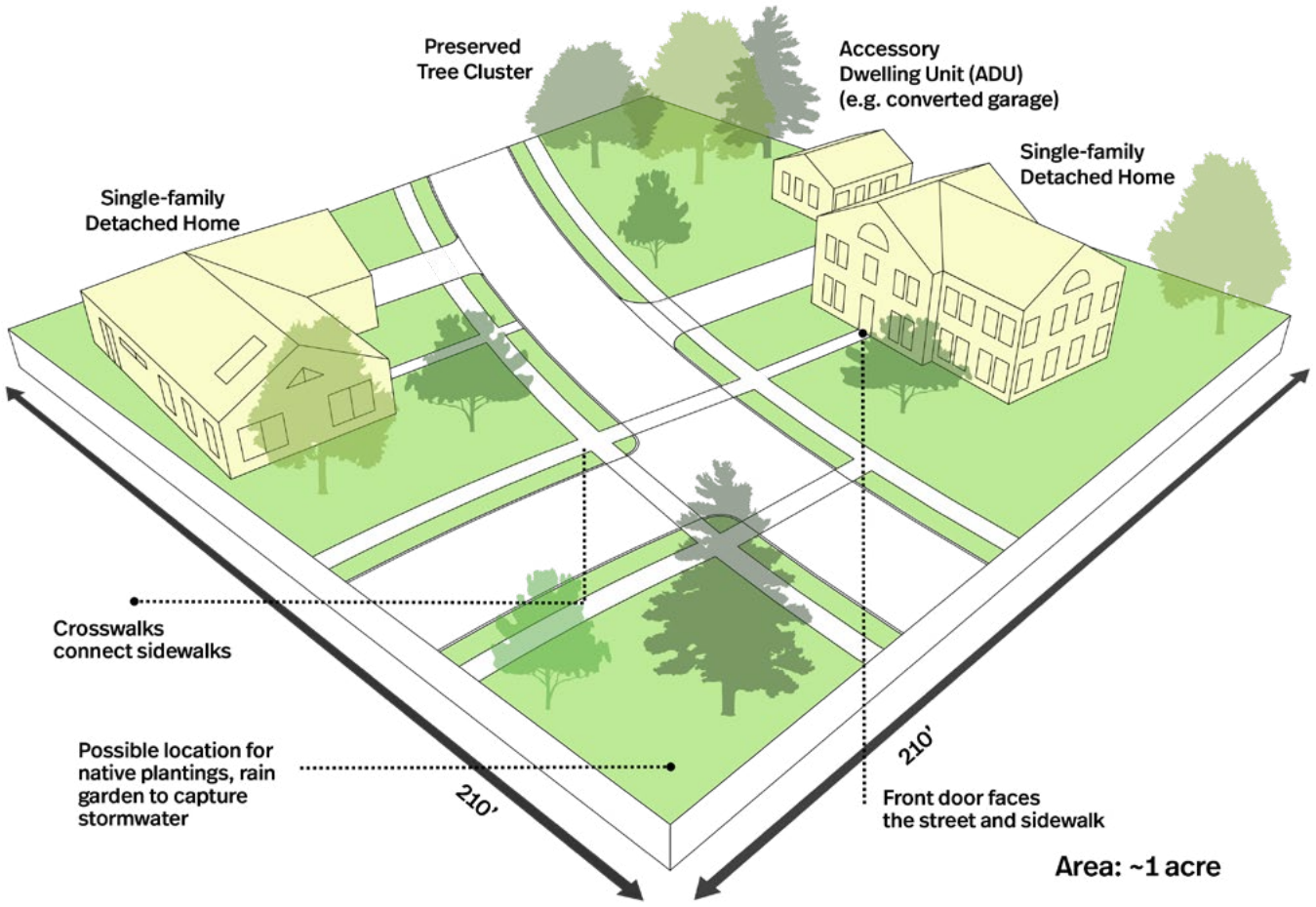
FORM

- 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

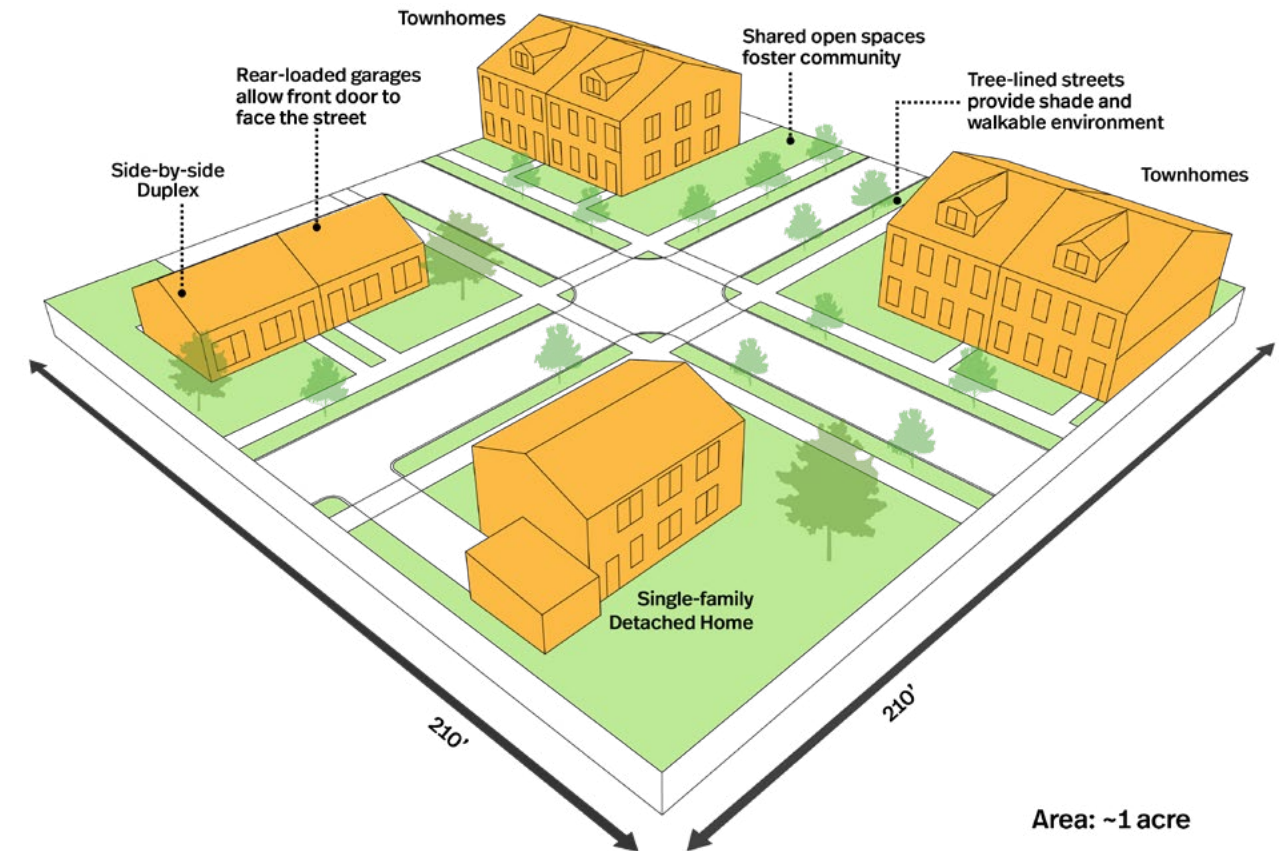
FORM

- 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

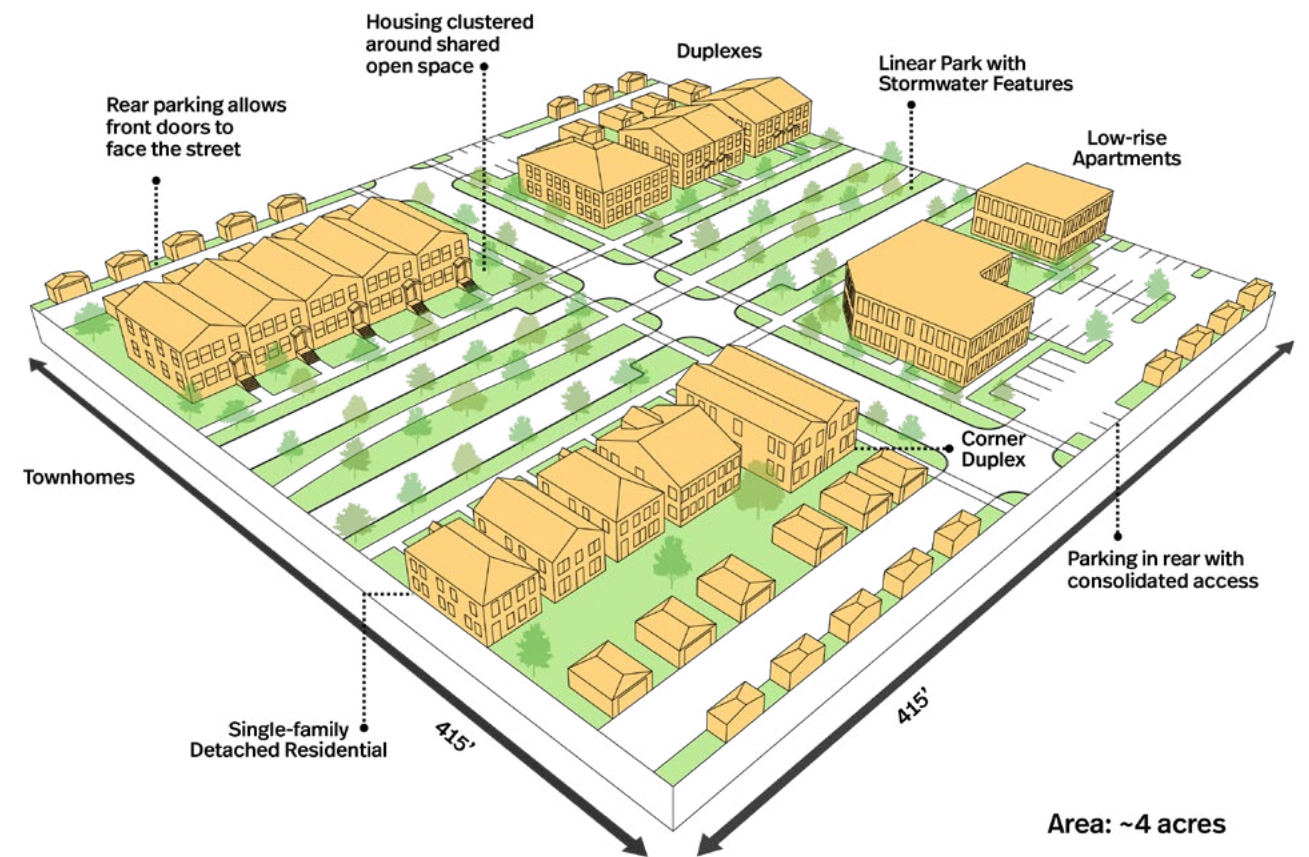
FORM

- 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 Kenersville. 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 Kenersville. This placetype is appropriate in areas surrounding downtown Kenersville, 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 Kenersville.

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"

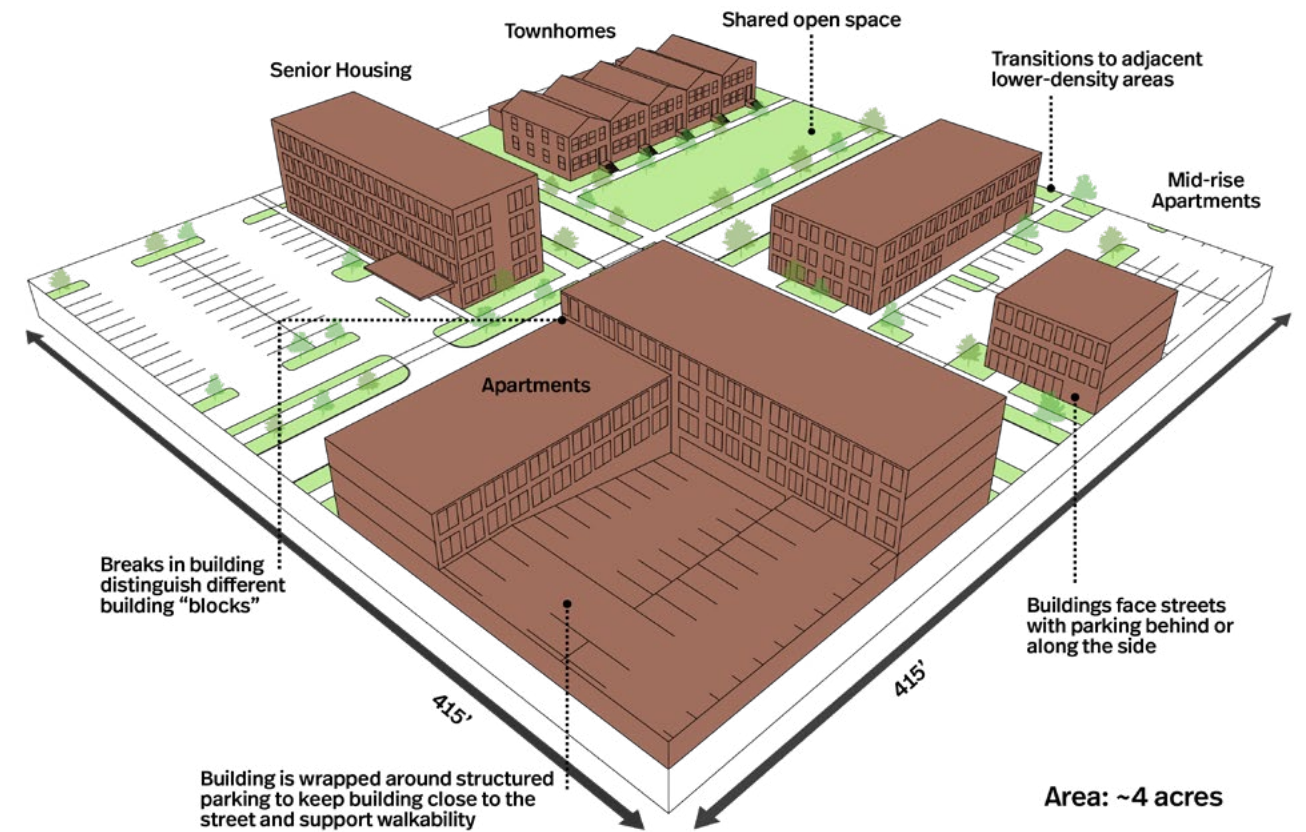
FORM

- 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

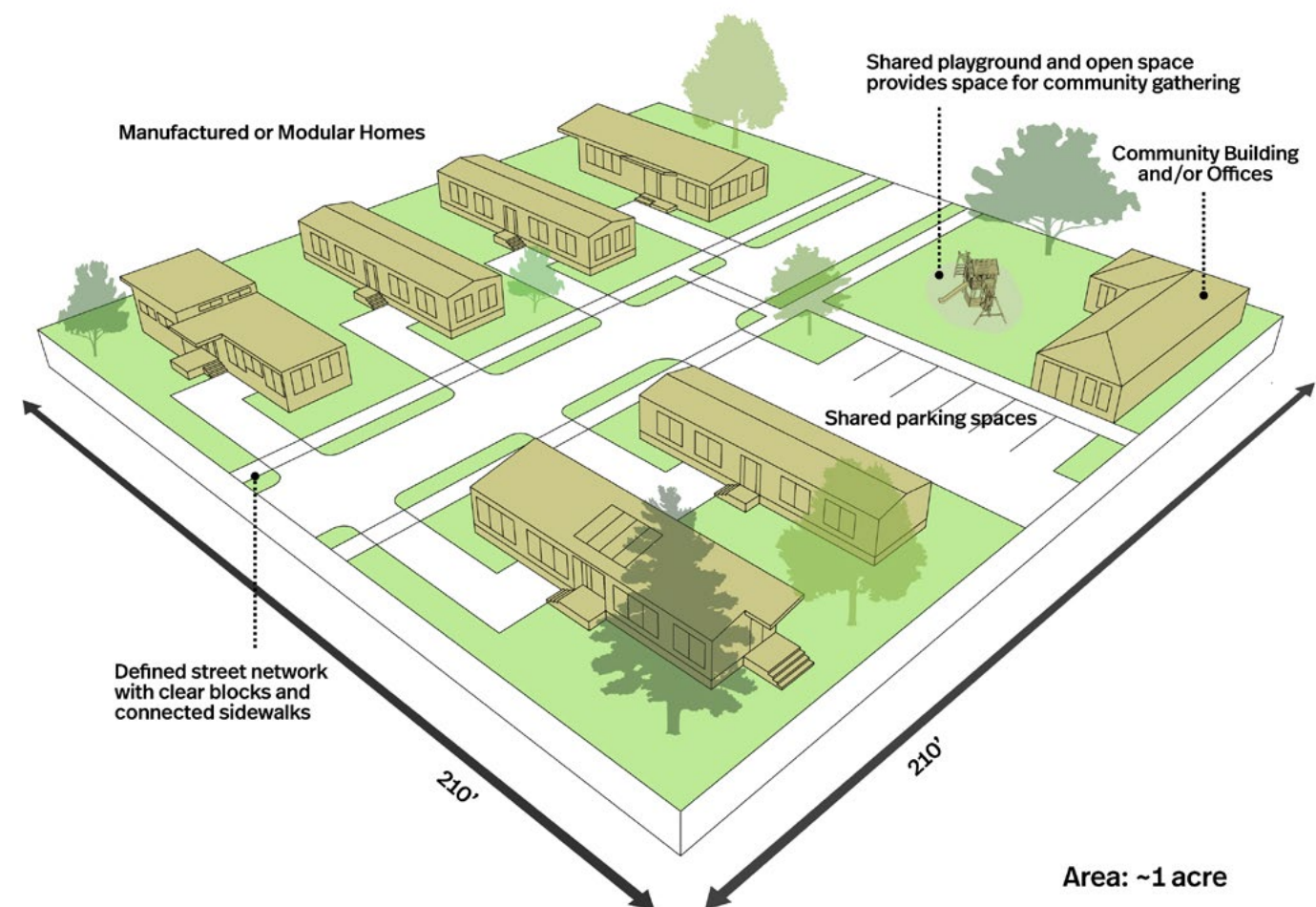
FORM

- 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

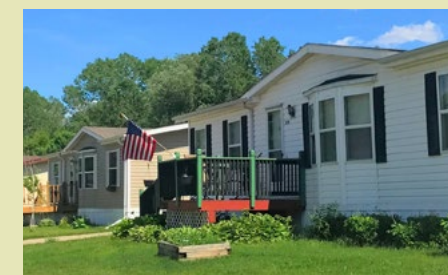
POTENTIAL USES

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

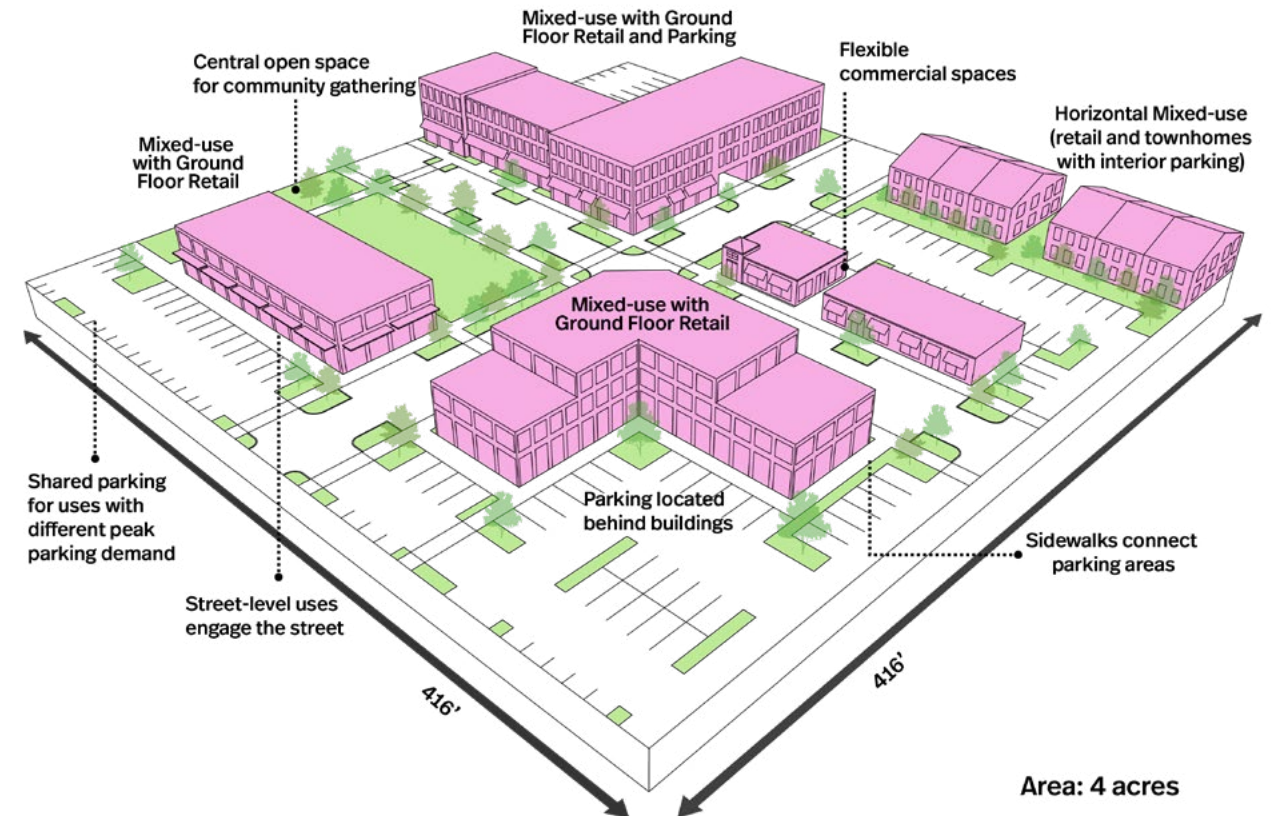
PARKING

- 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

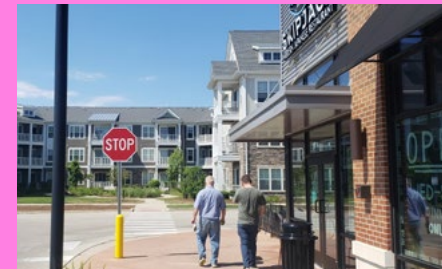
POTENTIAL USES

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

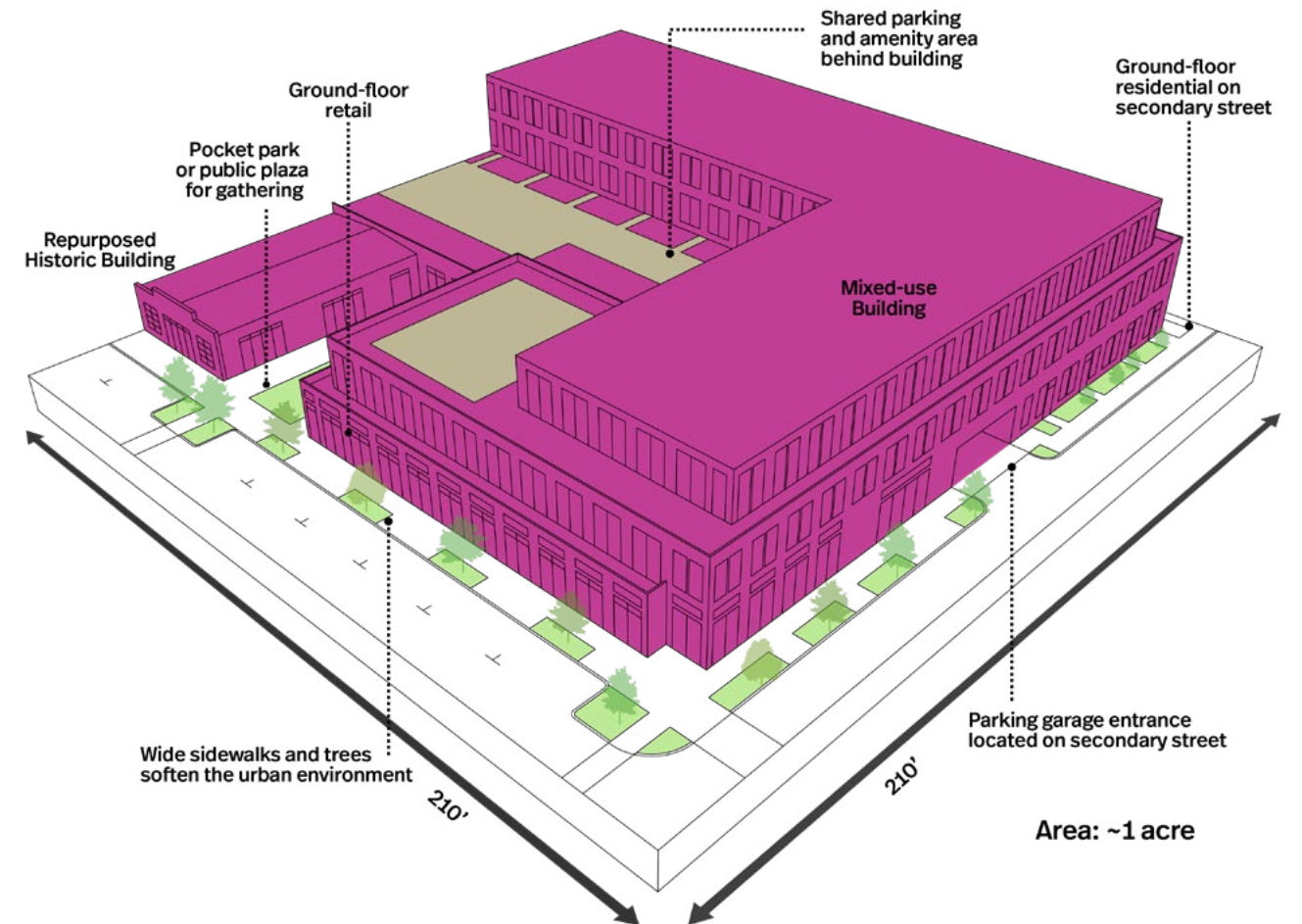
PARKING

- 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

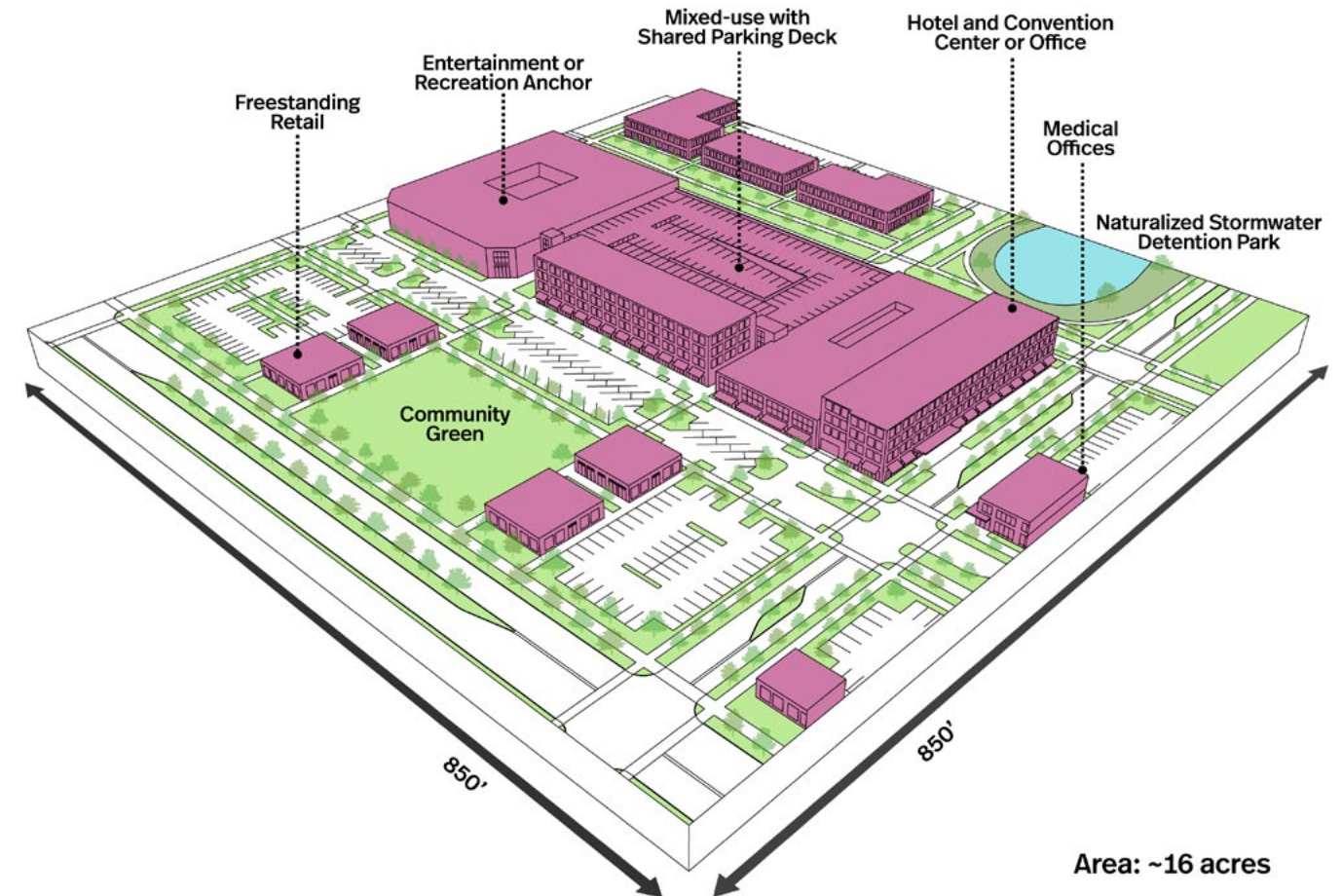
PARKING

- 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

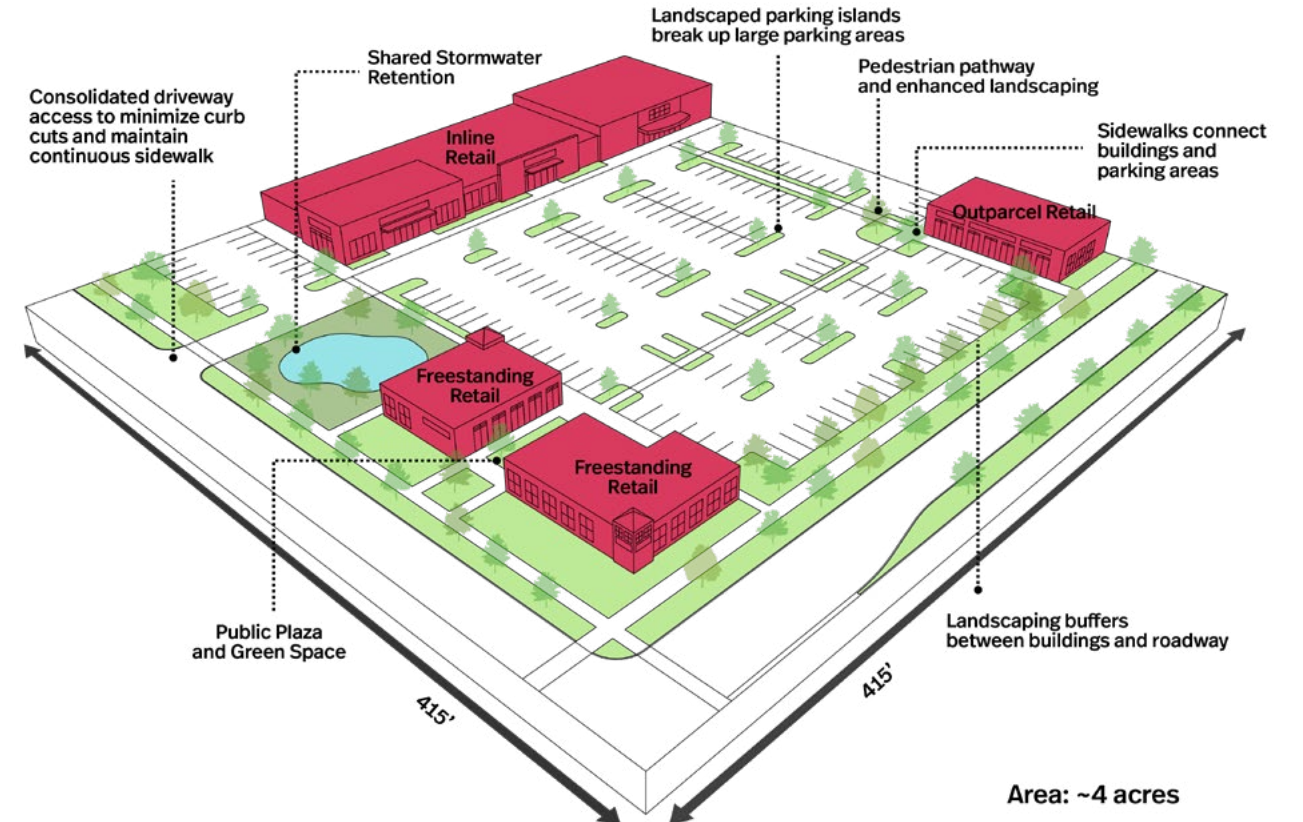
PARKING

- 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

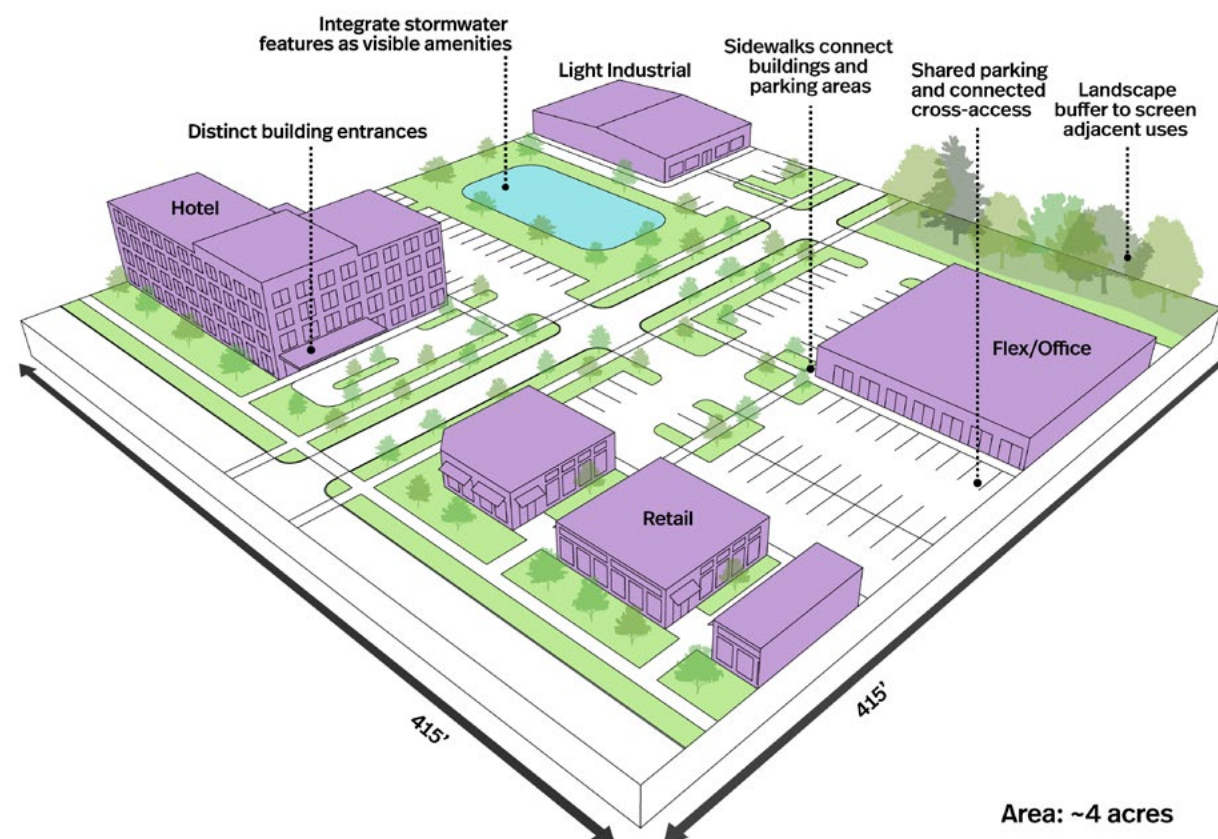
PARKING

- 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

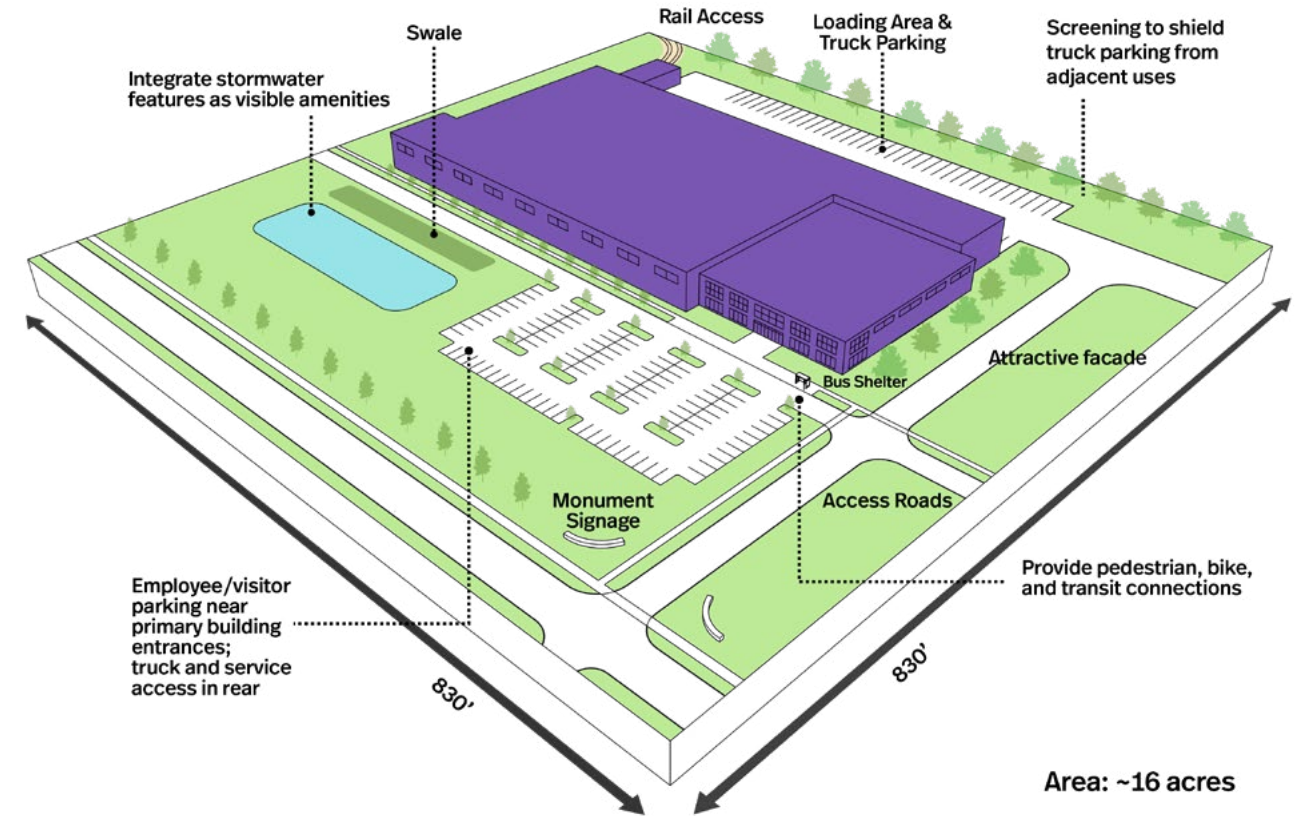
PARKING

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

POTENTIAL USES

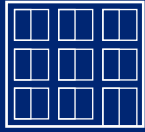
Primary Uses: Manufacturing, distribution, logistics, warehousing

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

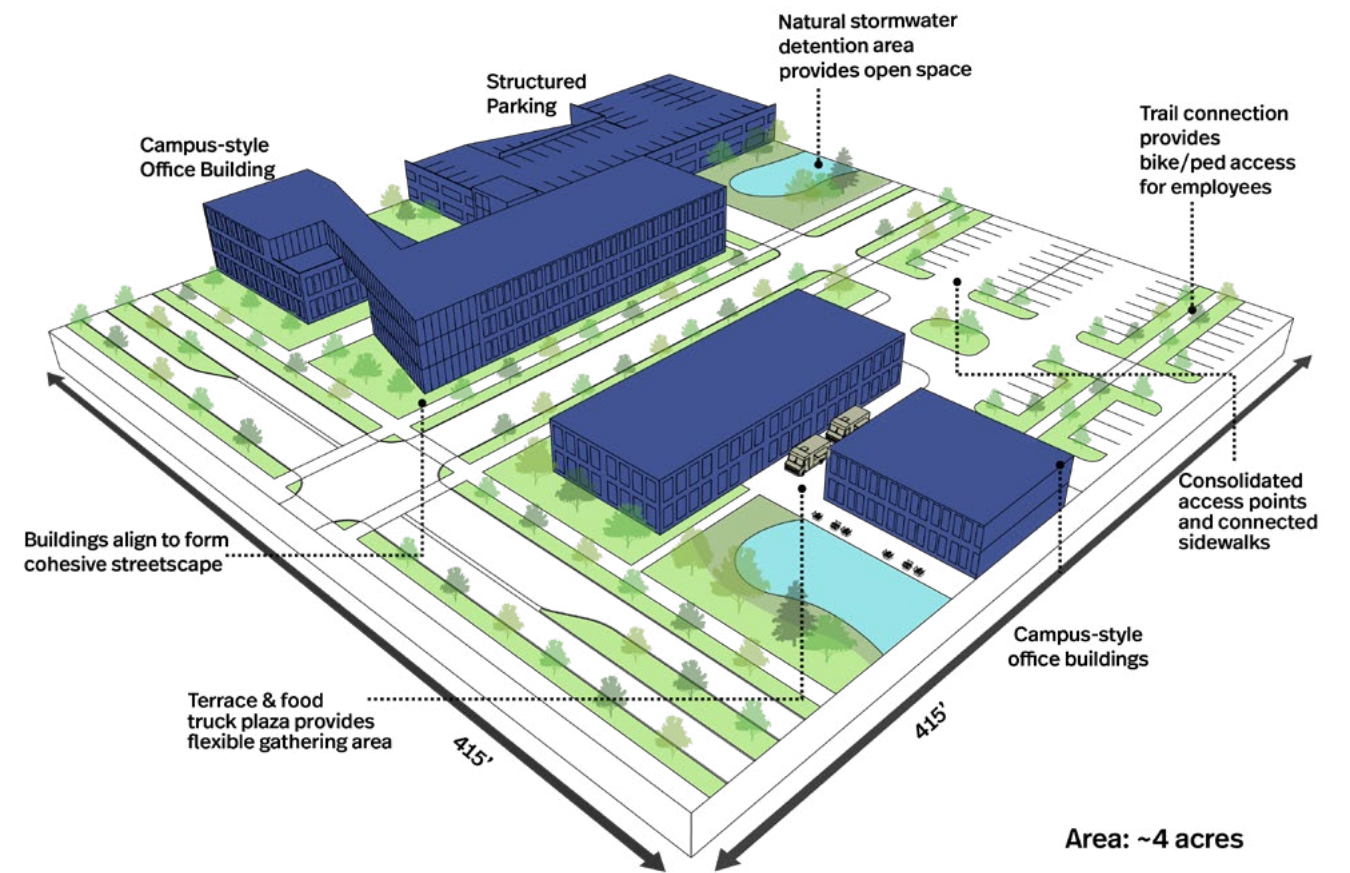
- Developments have defined internal streetscapes with clear wayfinding
- Loading facilities are located behind structures to be screened from public view
- Landscape buffers are provided along property lines adjacent to non-office uses
- Stormwater management features (detention ponds, bioswales) are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

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.

Private Open Space

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

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

Environmental Protected

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

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

Transportation, Communications, and Utilities

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

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



Public/institutional



Park



Transportation, Communications, Utilities

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.

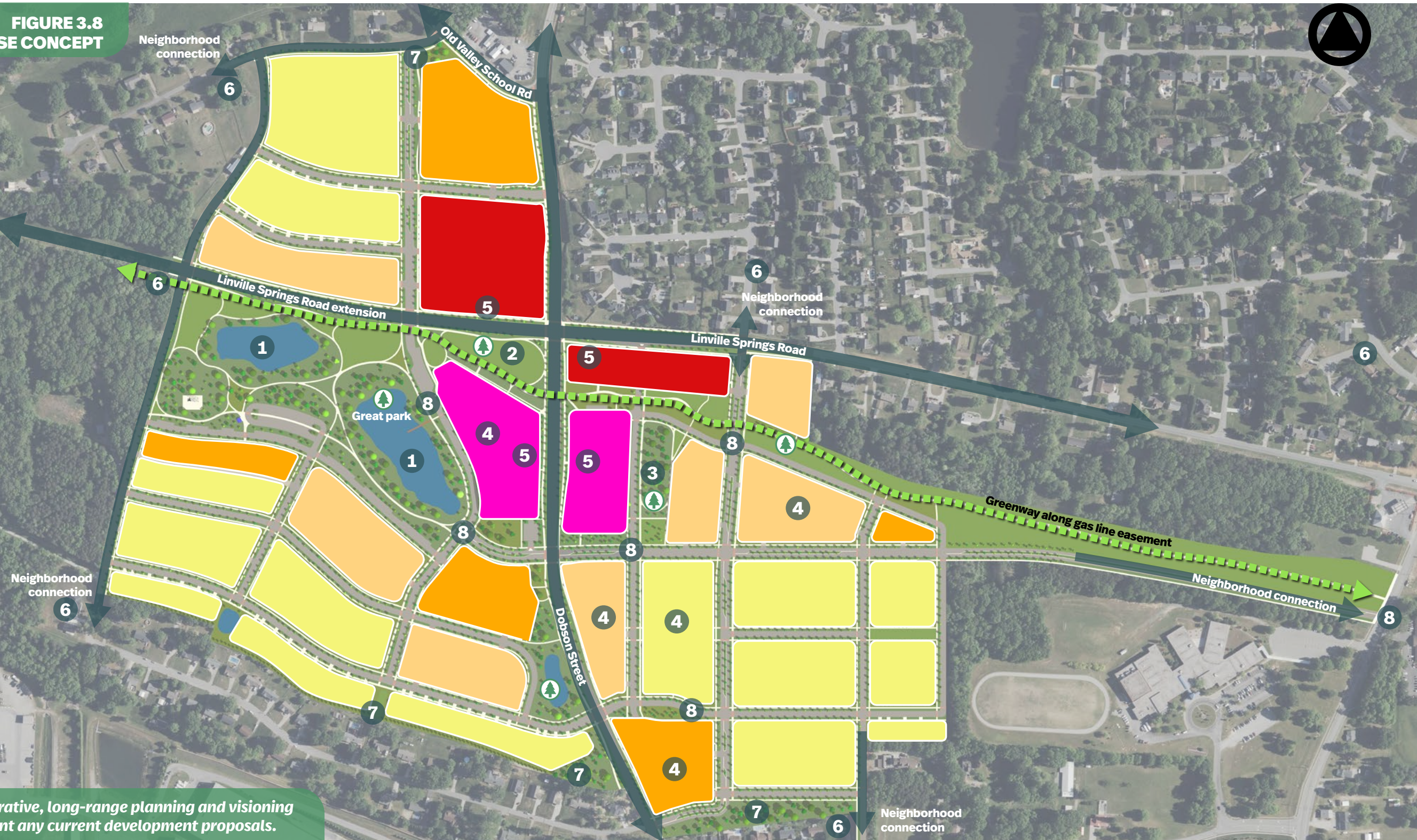
FIGURE 3.7
DOWNTOWN KERNERSVILLE AREA DEVELOPMENT CONCEPT



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
- Downtown Character Building
- Prioritize active first floor uses
- Greenway Extension Opportunity
- Green Space Opportunity

FIGURE 3.8
NEIGHBORHOOD MIXED-USE CONCEPT

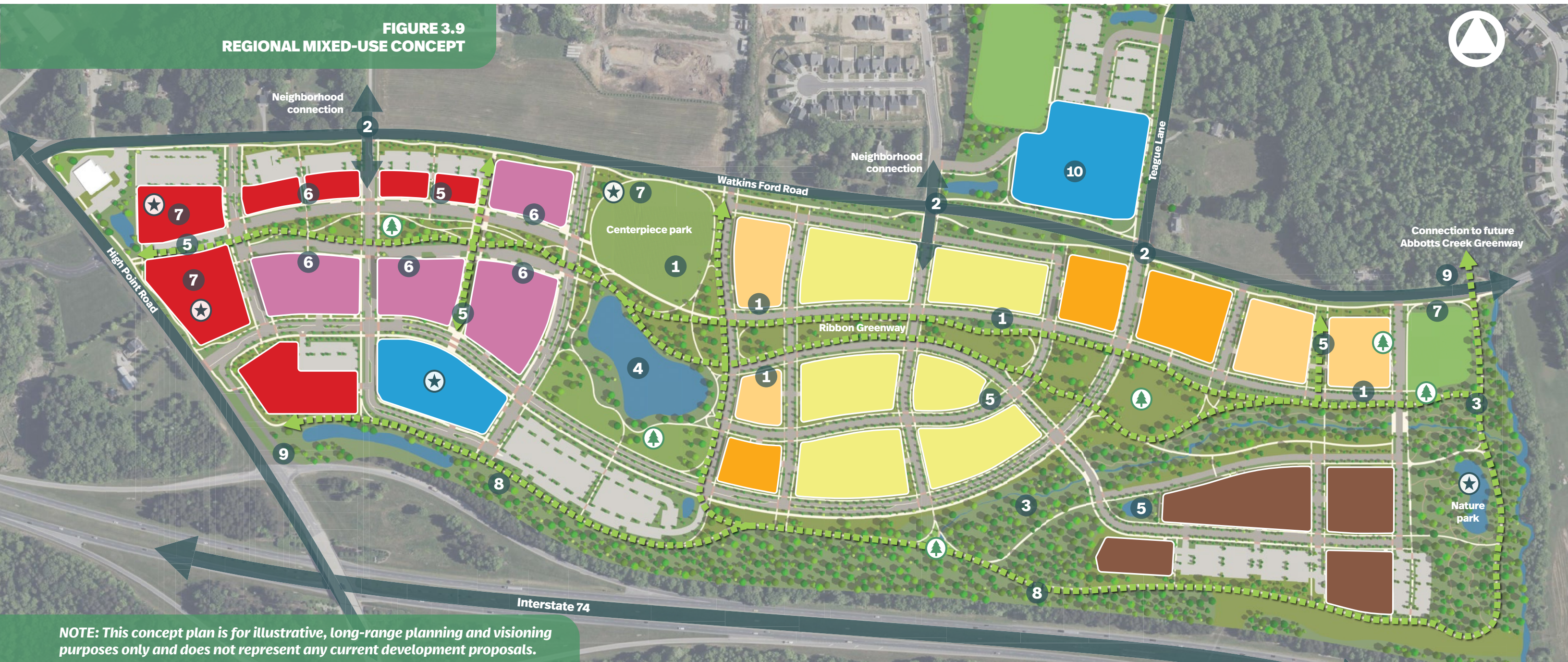


NOTE: This concept plan is for illustrative, long-range planning and visioning purposes only and does not represent any current development proposals.

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

- | | | | |
|----------|---|----------|---|
| 1 | Repurpose existing detention ponds as a natural and recreational amenity | 5 | Position retail to engage the street frontage and provide pedestrian and bicycle access |
| 2 | Prominently situate public gathering space and commercial uses at intersection | 6 | Connect road, trail, and sidewalk network to existing street network |
| 3 | Preserve mature tree stand as public open space | 7 | Incorporate buffers when abutting existing single-family residential neighborhoods |
| 4 | Incorporate open space or amenity area within townhome and multifamily clusters | 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 |  | Commercial |
|  | Residential Mix |  | Institutional |
|  | Medium-density Residential |  | Park or Open Space |
|  | High-density Residential |  | Anchor Destination |
|  | Regional Mixed-use | 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 | 7 | Situate anchor commercial uses at prominent locations, accessible by roads |
| 2 | Connect new development to existing roadway network | 8 | Preserve wooded areas as natural amenity and buffer to Interstate 74 |
| 3 | Preserve riparian environment along Abbotts Creek and its tributary | 9 | Install gateway signage at prominent locations to signify entry into the Town, as well as various district within the regional mixed-use development |
| 4 | Repurpose existing detention pond as an open space amenity | 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 |
| 5 | Incorporate public and private internal green spaces in residential and mixed-use areas | | |
| 6 | Position commercial and mixed-use development along linear park | | |

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).



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

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.



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.

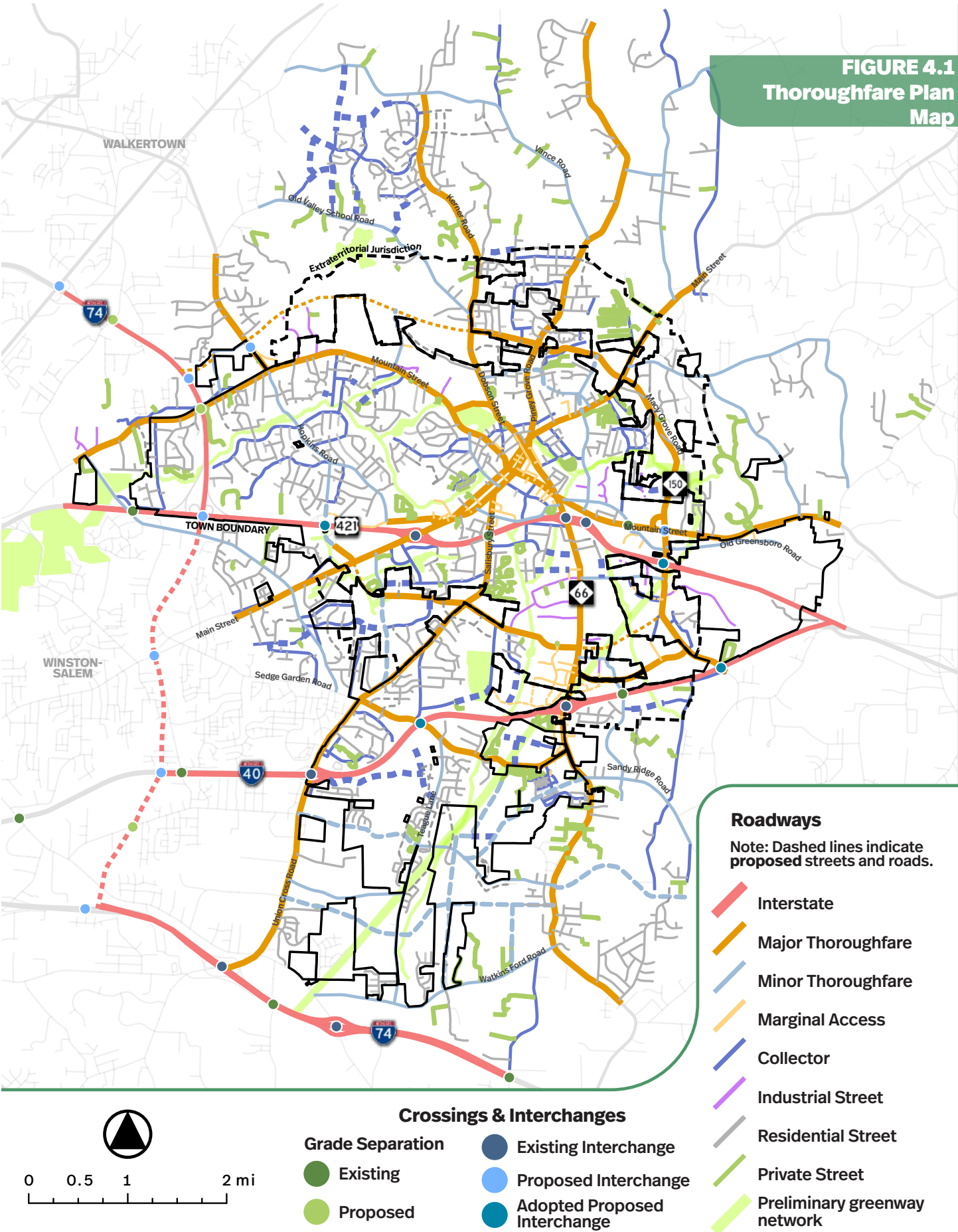
This chapter outlines key recommendations that will shape Kernersville’s future transportation landscape. The chapter covers the Thoroughfare Plan and the arrangement of the street right-of-way by functional classification, all of which are integral components of Kernersville’s transportation framework. 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.

FIGURE 4.1
Thoroughfare Plan Map



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.

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.



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

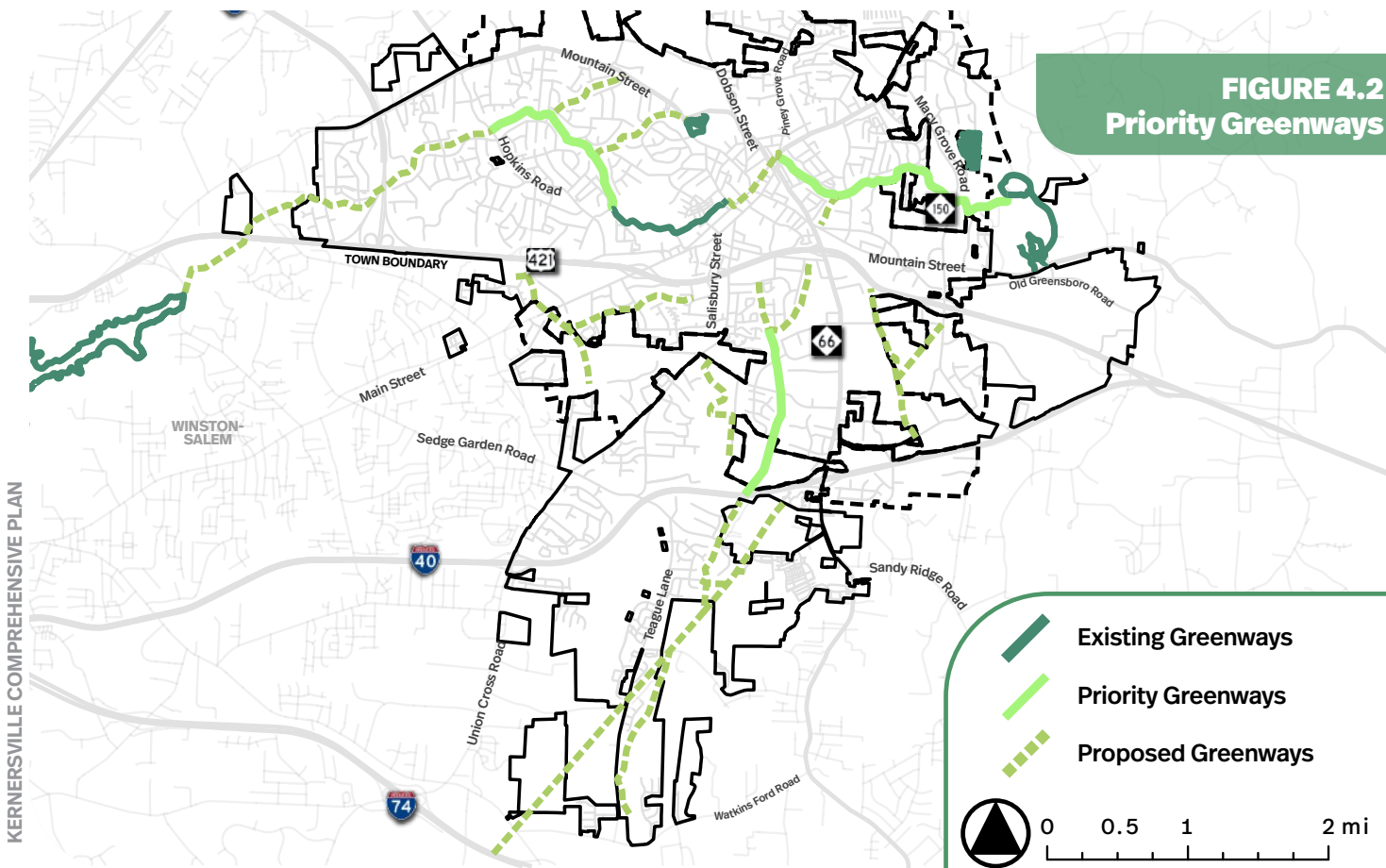
Greenways and multimodal connectivity play a vital role in creating safe, efficient, and accessible transportation networks. By offering continuous corridors for walking, cycling, and other non-motorized travel, greenways expand mobility options, reduce dependence on single-occupancy vehicles, and strengthen 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.

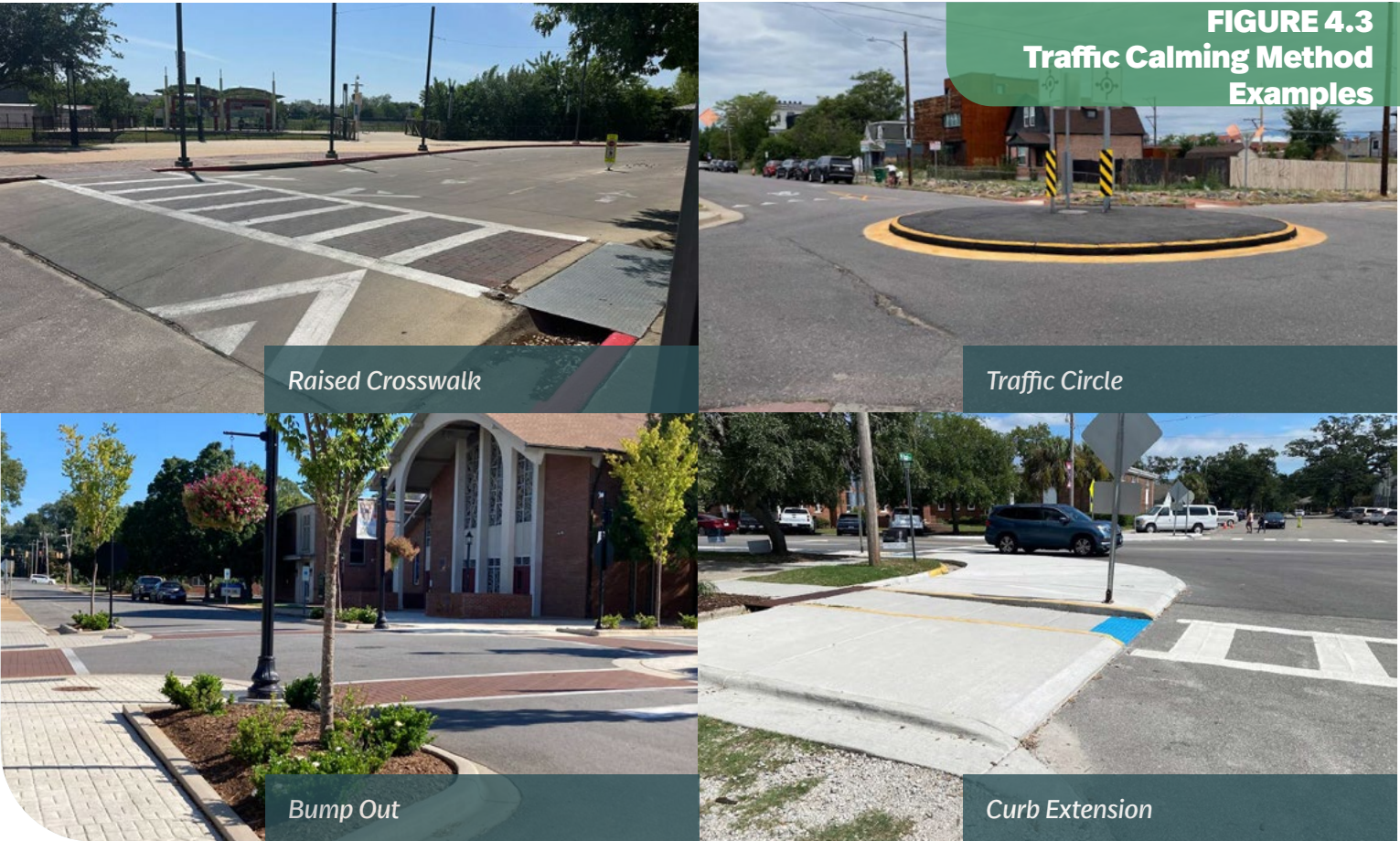


TRAFFIC CALMING

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 Kenersville'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.



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.



Kerner Mill Greenway provides trail connectivity in downtown.

- 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.



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.”

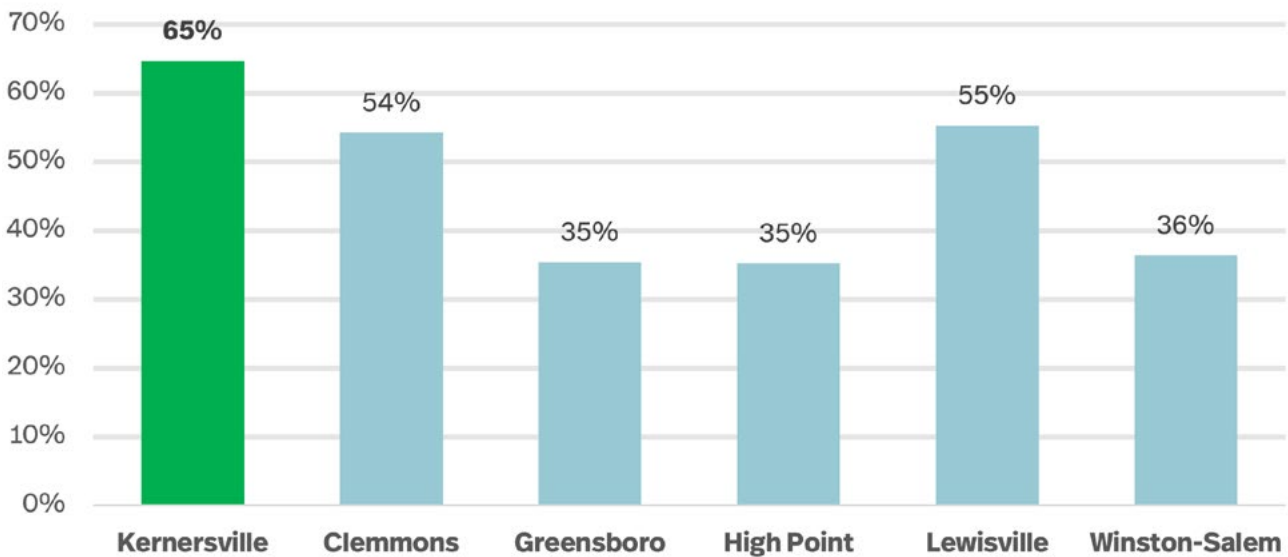
-Business owner at a comprehensive plan focus group

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)



TOTAL EMPLOYMENT: 19,590

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.

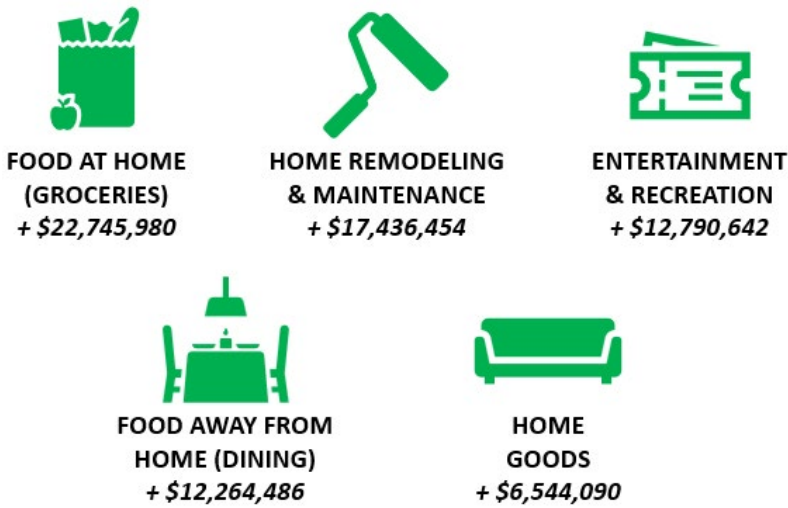
To harness this growth the Town has focused on making investments in its future through infrastructure improvements, community facilities, and building residential choices for people who want to live in the community.

TOP EMPLOYING INDUSTRIES IN KERNERSVILLE



Source: Esri Business Analyst, 2025

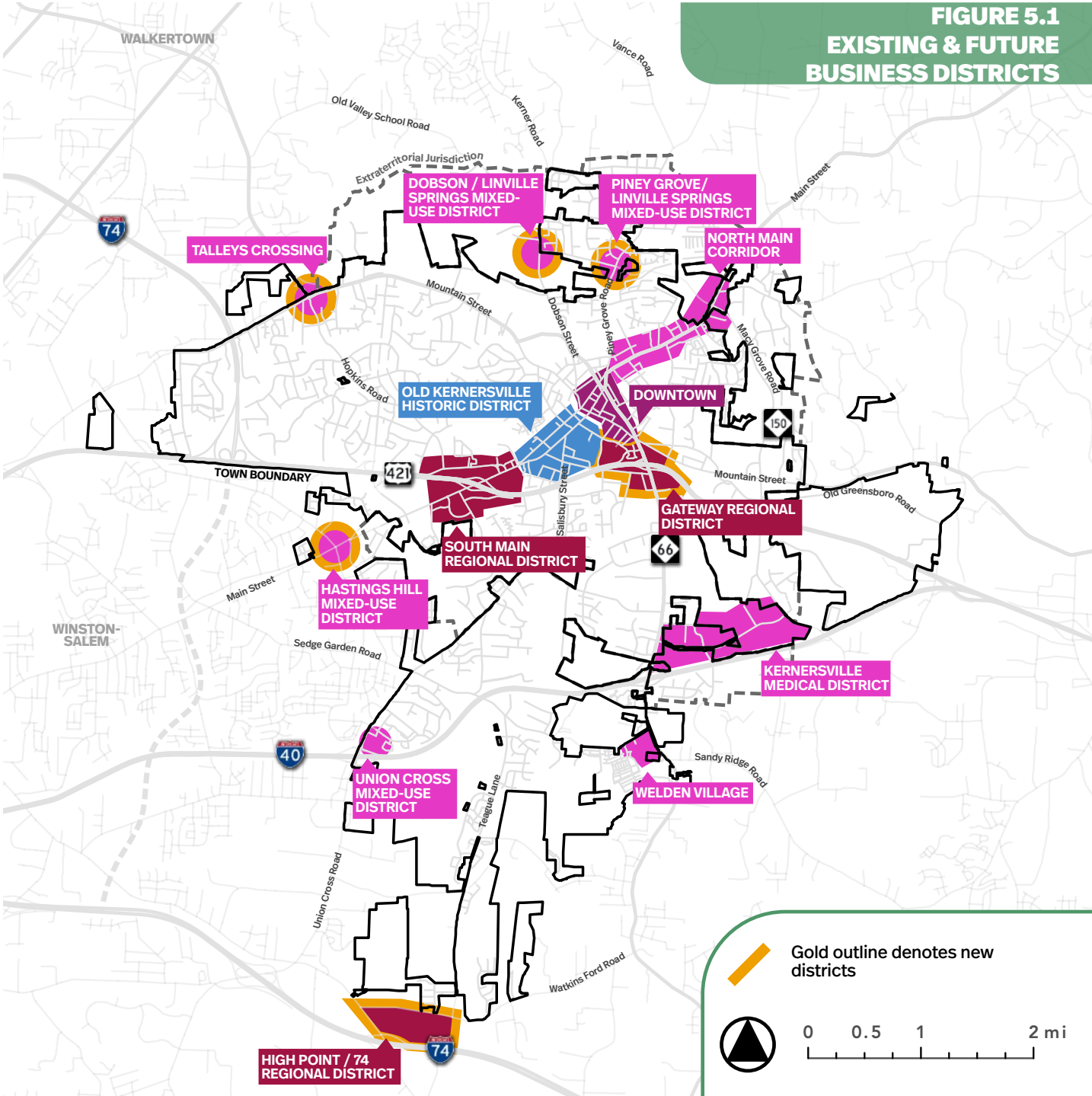
TOP RETAIL SECTORS FOR PROJECTED SPENDING GROWTH (2024-2029)



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.



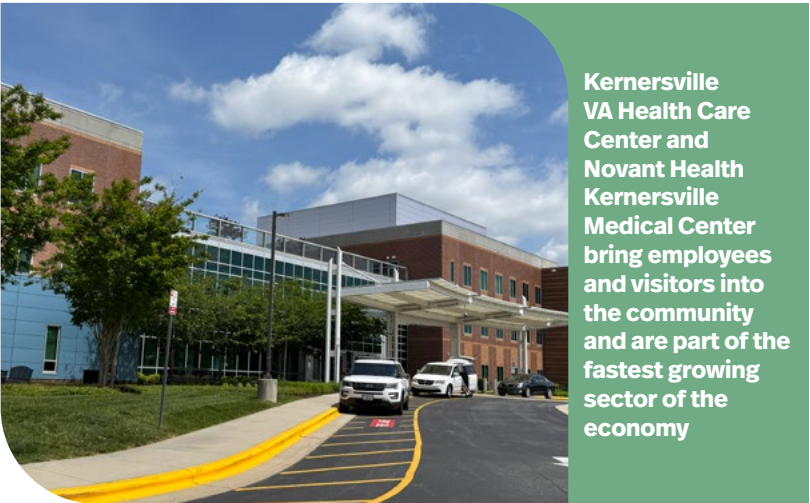
NEIGHBORHOOD & REGIONAL MIXED USE DISTRICTS

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.



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.



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.



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. 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:

- 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:

- 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.
- 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:

- Seek willing partner organizations that can work with the Town to continue and expand the slate of downtown events.
- 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:

- Revise zoning to allow for creative or non-traditional business use types.
- Designate an arts district or corridor where there are existing clusters of unique arts and cultural uses within the Downtown.
- 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:

- Work with building owners to obtain state and federal funding to defray rehabilitation costs.
- 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.



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

6

A GREENER KERNERSVILLE



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.

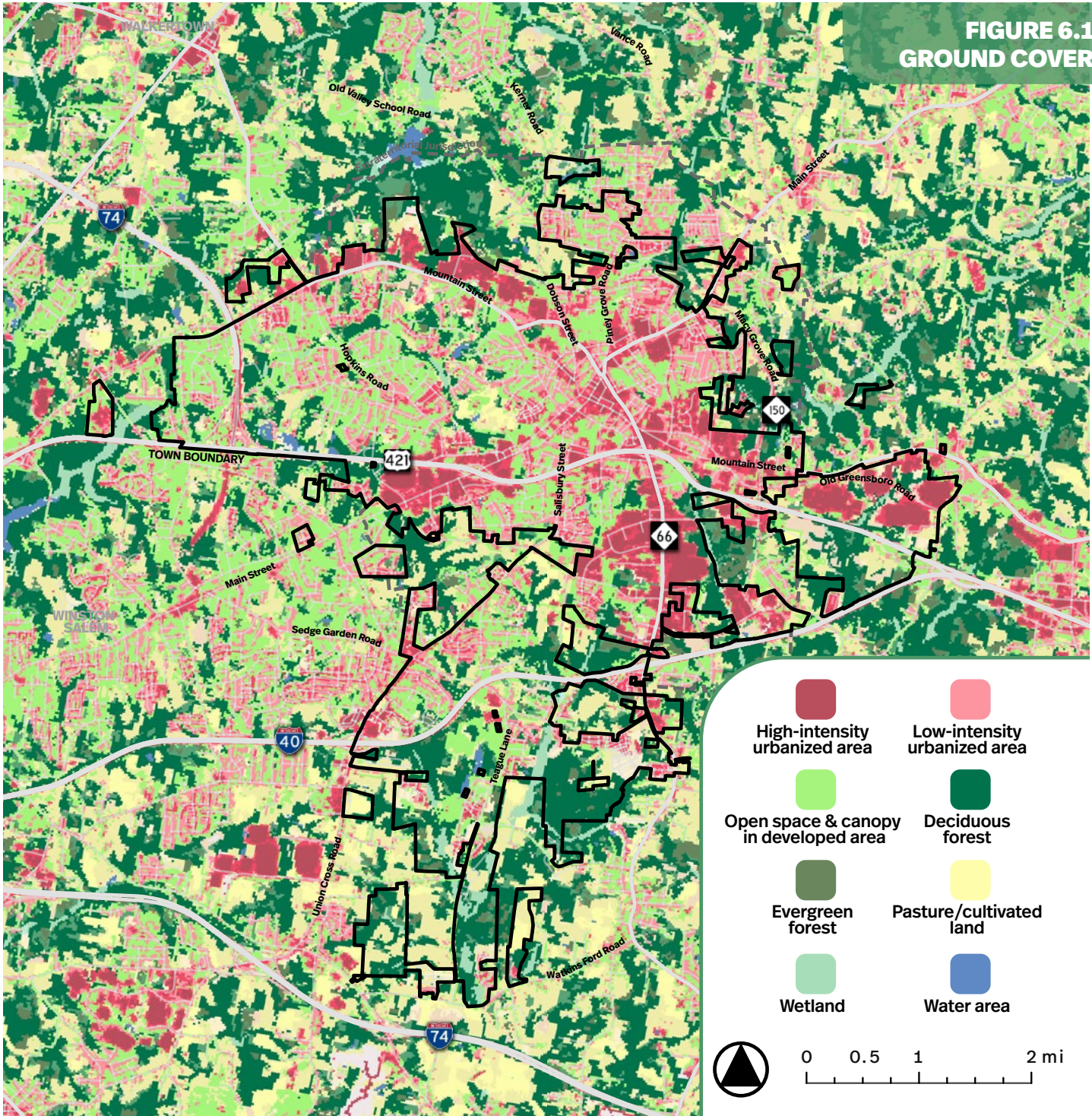


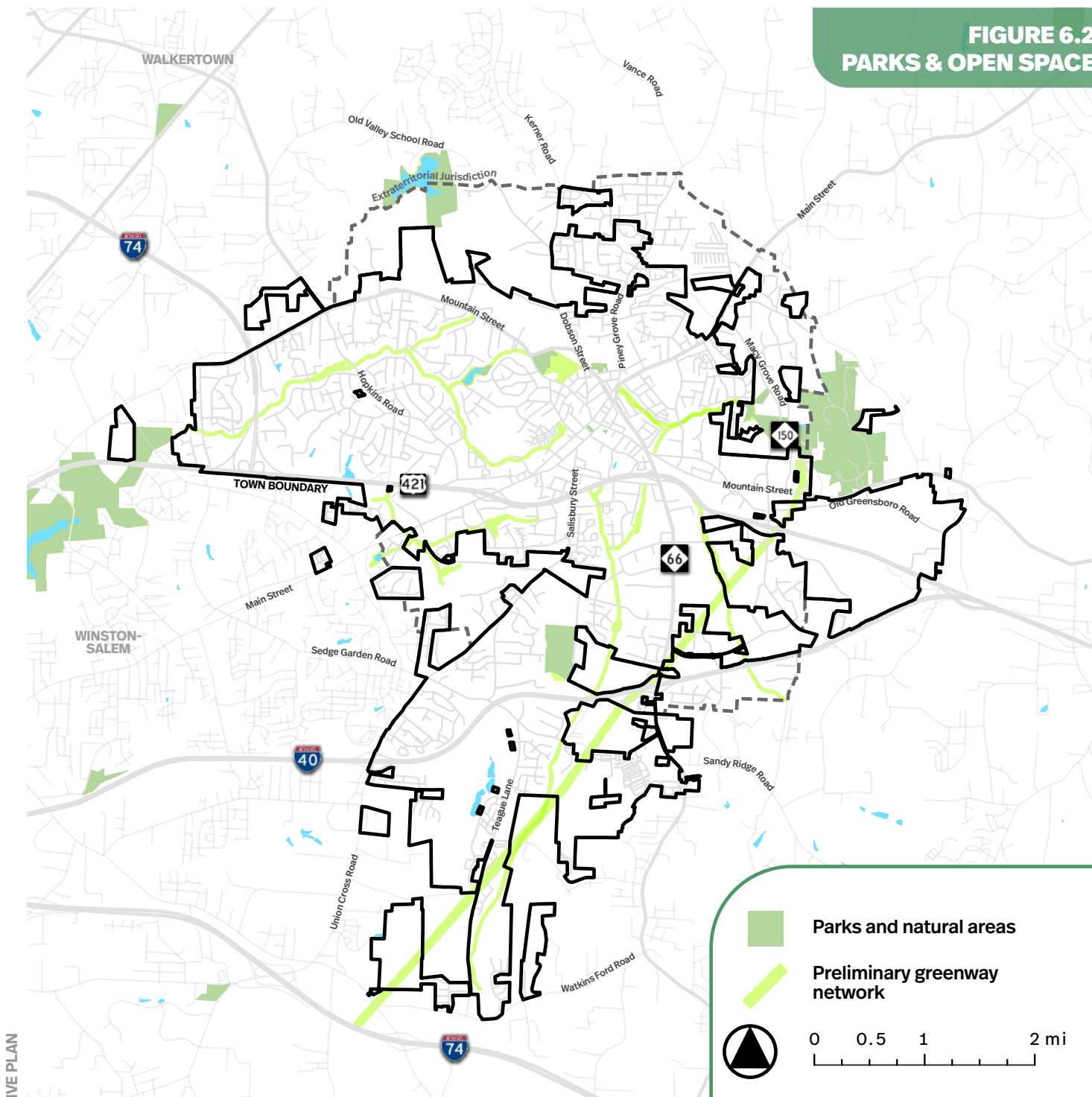
FIGURE 6.1
GROUND COVER

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.

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.

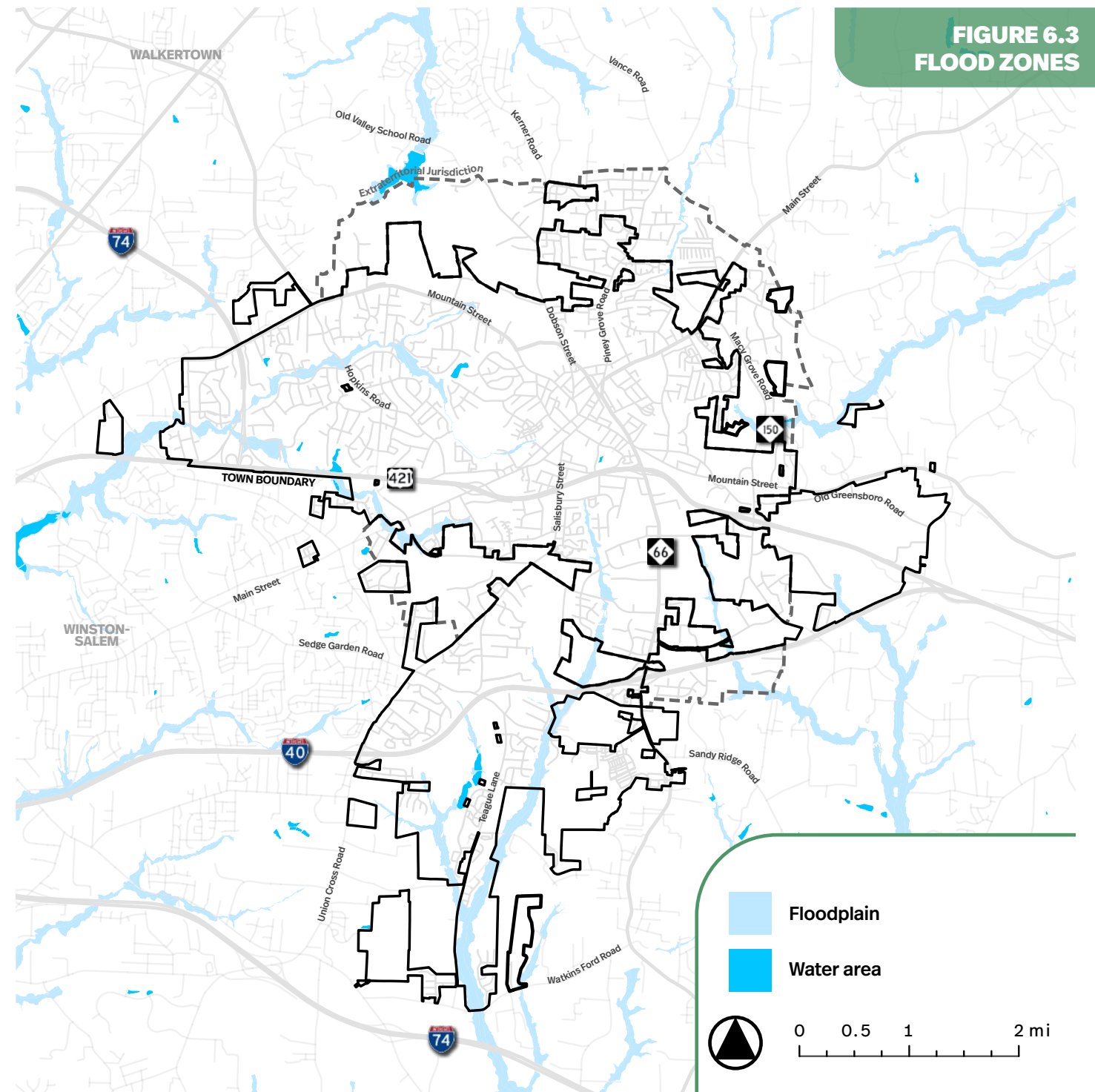
Additionally, these mature tree clusters, including large shade trees native to the area like Red and White Oaks, deliver a scenic backdrop to roadway travelers and needed habitats for North Carolina’s diverse array of wildlife. The lush ground cover in Kernersville should continue to be protected, especially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



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.



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.

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.

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.



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



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



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

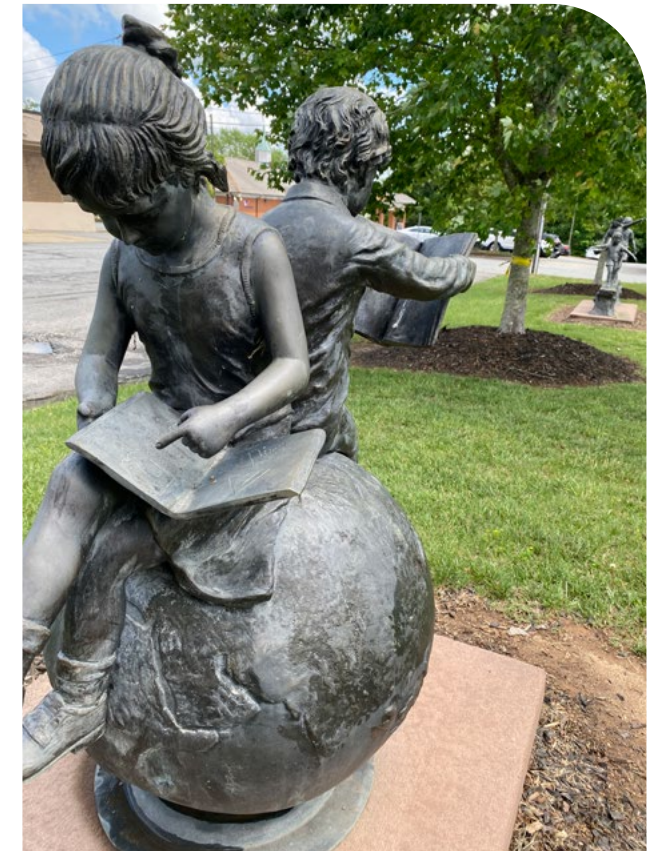
INTRODUCTION

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.

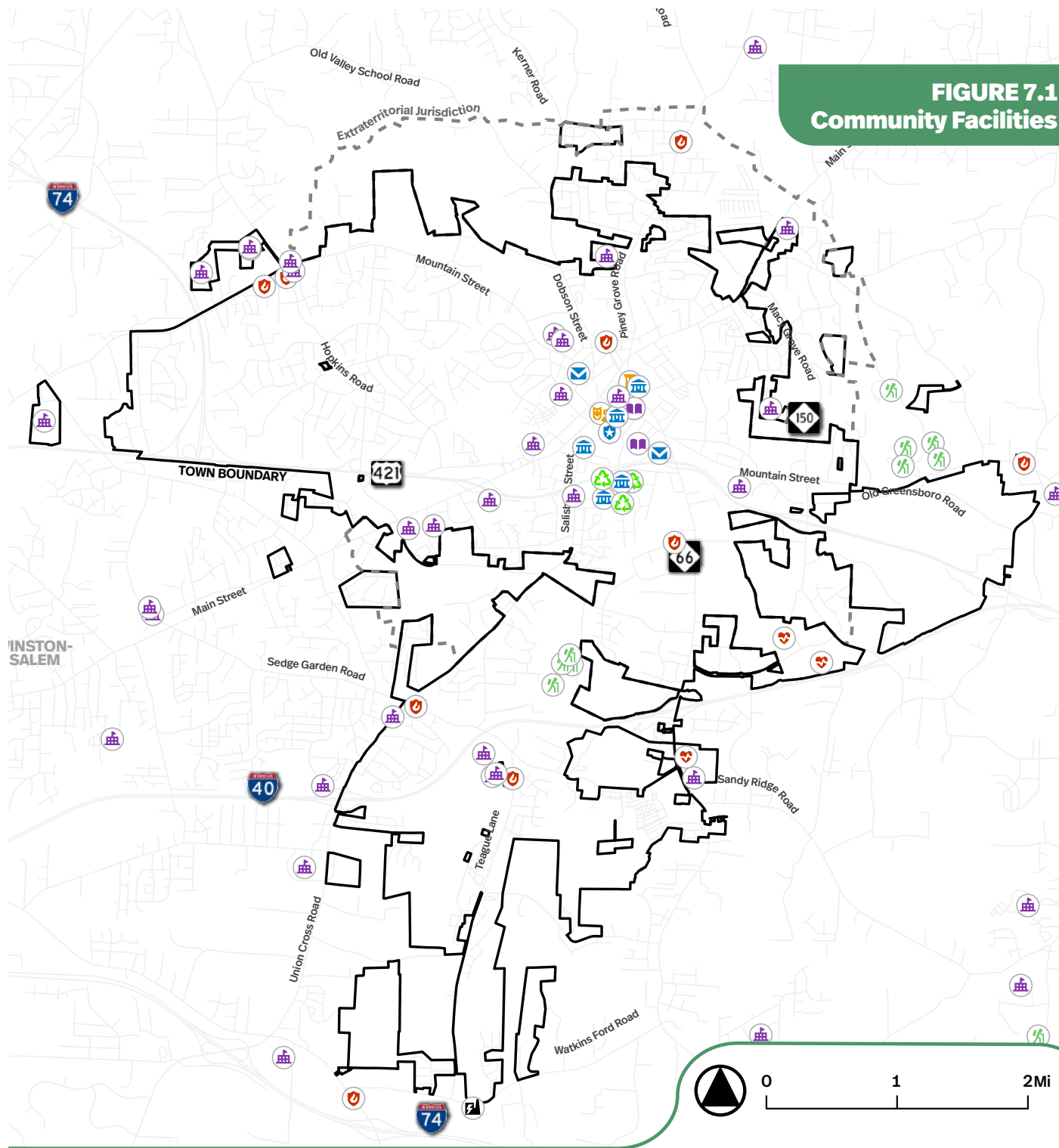


FIGURE 7.1
Community Facilities

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:

- 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:

- 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.



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

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.



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



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.

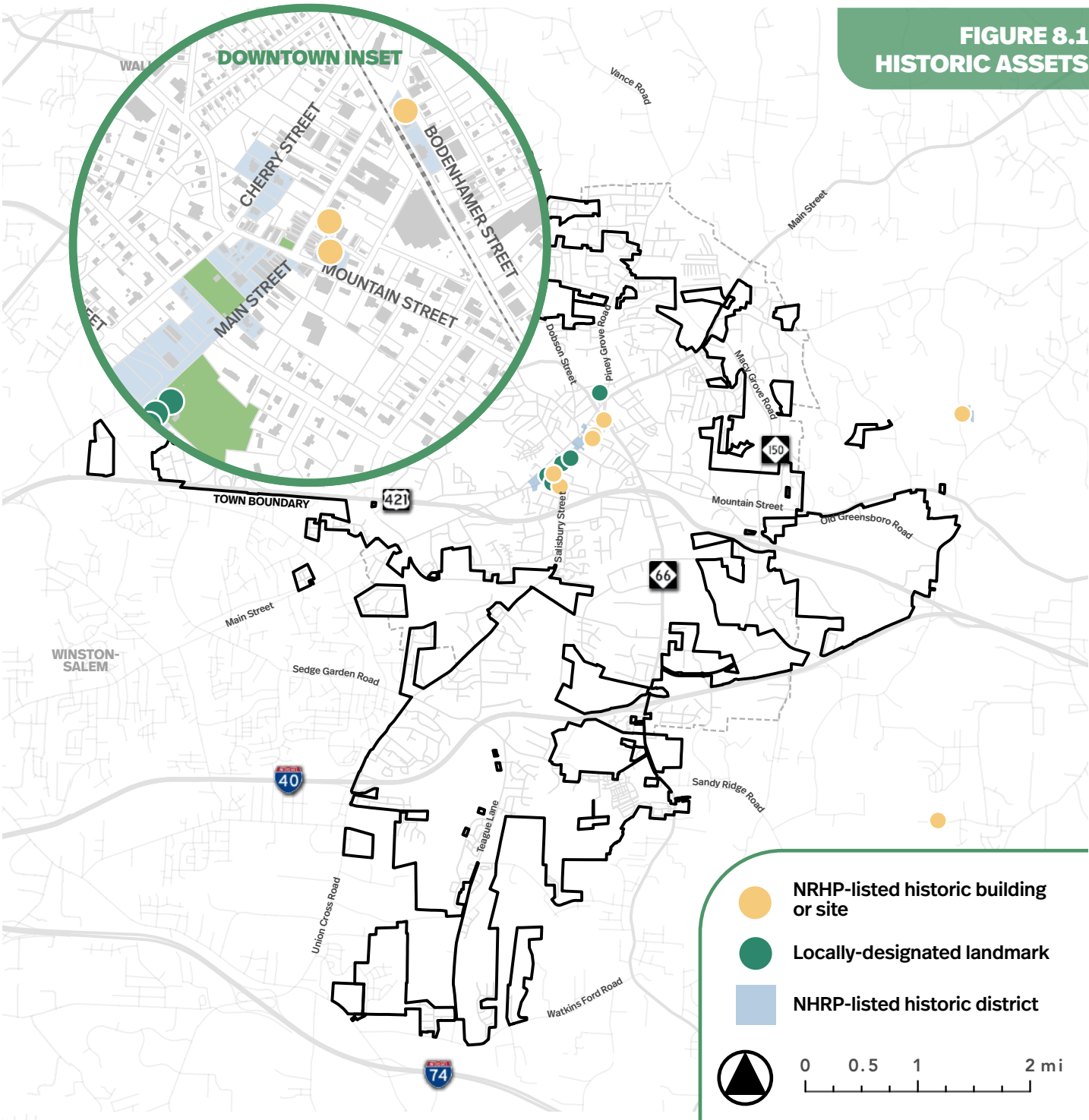
In recent years, placemaking features have been implemented in other locations across Kernersville. The Kerner Mill Greenway, for example, includes seating, overlooks, and nature play areas along its length; these features create a dynamic piece of open space and transportation infrastructure, providing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

FIGURE 8.1
HISTORIC ASSETS



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.

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.

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.

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.



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



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



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

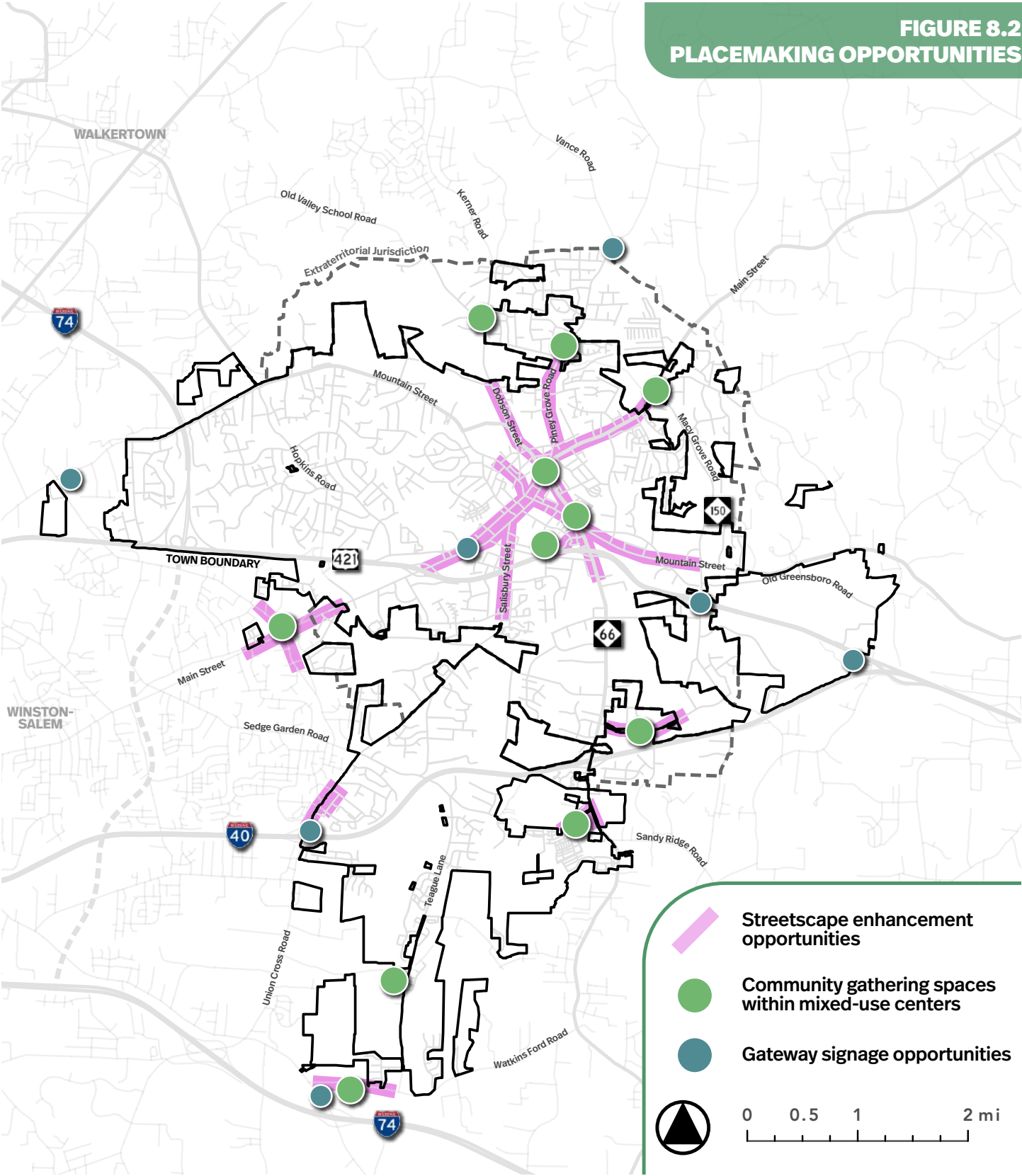
People-focused spaces are a natural location for events, or "activations." These spaces can support a variety of activations, from festivals to concert series to temporary public art. In some cases, these events can "spill over" into streets or other, adjacent community space, depending on the scale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

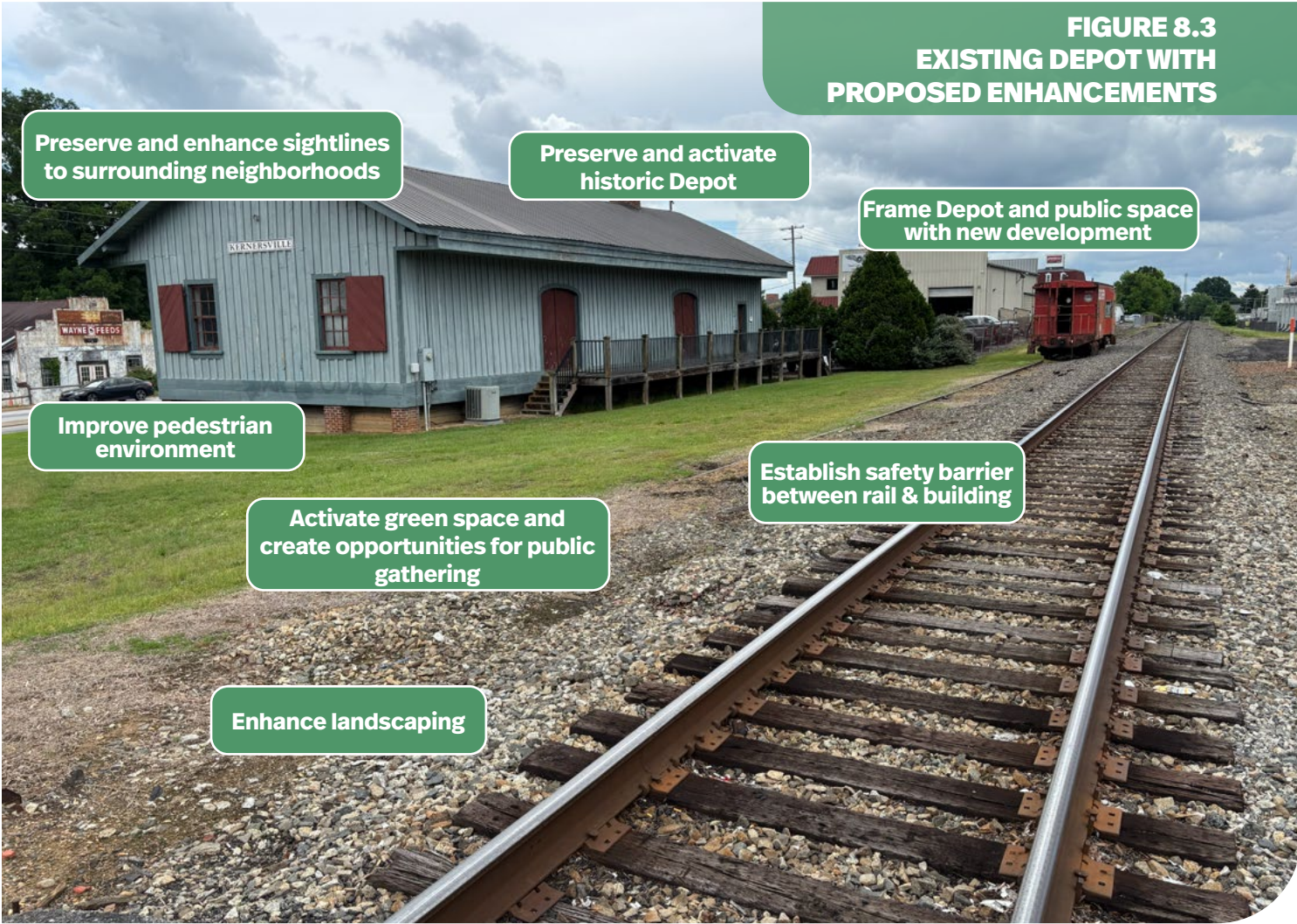


FIGURE 8.3
EXISTING DEPOT WITH
PROPOSED ENHANCEMENTS



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.				
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.				
STRATEGY	LEAD	PARTNERS	TIMEFRAME	COST
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	\$\$
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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	\$
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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	\$
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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. 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 Win- ston-Salem Cham- ber	Businesses	Short-Medium	\$
B. Work with local institutions to explore the feasibility of an incubator or innovation hub	Community Devel- opment	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 Develop- ment, 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 Devel- opment		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 Devel- opment	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 Devel- opment		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 Devel- opment		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 Devel- opment	Kernersville Chamber of Commerce	Medium	\$
B. Work to recruit a permanent entertainment use or destination business development	Community Devel- opment		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 Devel- opment	Planning Board	Short	\$
B. Designate an arts district or corridor where there are existing clusters downtown	Community Devel- opment		Medium	\$
C. Explore additional cultural facilities downtown, like museums and galleries	Community Devel- opment		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 Devel- opment	Property owners	Medium	\$\$
B. Consider adjusting parking requirements for adaptive reuse to make projects more economically feasible	Community Devel- opment	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	\$
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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	\$\$
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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	\$\$\$
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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	Administration, 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, street furniture fixtures, streetscaping islands, planting beds, and banners.				
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 APPENDIX

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)



COMMUNITY SURVEY SUMMARY



July 2, 2025
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Online Survey Summary

About the Survey

An online survey was launched to gather input from the community regarding the issues, opportunities, and vision for the future of Kernersville. The survey was open from April 30 to June 30, 2025, and could be viewed on either a computer or a mobile device. It was promoted through the project website, email distribution lists, flyers, and social media, with a total of 239 participants taking the survey. This summary presents the results of the online survey. When reviewing this summary, please note that participants are not required to answer every question, and some questions require multiple responses. This means some questions may have more or less responses than the total number of survey participants.

The survey results reflect a community that values its small-town charm while recognizing the need for thoughtful and balanced growth. Participants desired enhanced downtown walkability, better dining and entertainment options, more green spaces, and affordable and senior housing options. Also emphasized were protecting the town’s character, improving traffic and roads, and prioritizing community engagement.

Key Takeaways

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.



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Question 1 – Community Vision

What is your vision for the future of Kernersville?

Question 1	
#	Responses
1.	A safe community of understanding, togetherness, and treating everyone equally.
2.	Providing local shopping and dining to make the town more appealing to stay in town.
3.	Changing with the time but also not losing the historical roots
4.	Not seeing cheap apartments and cookie cutter neighborhoods everywhere. Thanks for the crime we’re already experiencing
5.	A loving community where all members of the community are valued and treated with respect regardless of economic status, race, gender, age or disabilities. A community that takes into consideration the needs of the most vulnerable in our community and strives to work together collaboratively to make Kernersville a place we all love calling home.
6.	A town that offers an escape from metro city life for those that work in HP, WS or GSO... a well balanced commercial and residential life that is attractive to not only the older residents, but also to the younger families.
7.	Manageable growth without astronomical taxes on the citizens
8.	Extremely versatile community. Full of cultural activities, stores, and restaurants. Walking trails with beautiful views.
9.	Small town inclusive fun family events.
10.	Controlled growth, world class infrastructure, with family oriented amenities and recreation.
11.	Maintain small town feel while modernizing.
12.	Maintaining our warm history and small town feel with a optimistic eye on the future. Try to utilize buildings that exist as much as possible. Leaving them sitting can create a feel of wrong side of town. Minimize duplications of them same types of businesses.
13.	No more fast food restaurants. Better town planning and stricter ordinances. Less industrial feel
14.	More parks on the newly developed union cross side of town.
15.	Thriving upscale community considered one of the safest and most desirable places to live in the state.
16.	Public transportation would be great.
17.	We would like to preserve the small town feel of Kernersville, without all the issues of WS and Greensboro. Continue revitalizing the down town area, add family friendly events and facilities.
18.	I hope and see Kernersville continuing to be a safe and welcoming community, with a lot of activities and events for people in the downtown area, with lots of opportunities for walking in the local parks, development of Pope park, for activities and events bringing the community together and for maintaining the small town community feel even as it continues to grow and expand.
19.	A self sustaining community that can provide for the needs of all its residents in a safe and ethically pleasant manner.
20.	Slow unneeded commercial and residential growth. The utilization of current available commercial and residential spaces. Better traffic light sequences, more traffic circles instead of traffic lights, and no more unnecessary development that utilizes our available rural areas.
21.	Maintain the history and core downtown area while welcoming new residents and businesses to the area, being careful to control and keep green spaces and parks.
22.	Keep the small town feel. Stop over growth.
23.	To be a city that’s not overwhelmed with buildings. Not to be consumed with homeless.

Question 1	
24.	I would like to see growth with adequate infrastructure to match the growth.
25.	I welcome the continued growth of Kernersville while maintaining its small town appeal. I would love to see more businesses in town to add to the economy as well as local employment opportunities.
26.	Attract more businesses to the triad
27.	I would like to keep the downtown hallmark feel of Kernersville, I don’t want it to be too industrialized. However, would like to see better restaurants in the area.
28.	Walkable, trendy, unique and beautiful
29.	Diverse, more high-end restaurants. Specifically, thai or asian fusion. A social district downtown.
30.	Have options that Greensboro, HP, WS don't have to make unique and want to stay instead of going to those places. Less apartments more things to do.
31.	Preservation of small town identity. Avoiding the mistake of trying to be another Greensboro or W-S.
32.	Planned growth
33.	Keeping Kernersville a small town, controlling growth so it doesn’t negatively impact current neighborhoods and residents
34.	I would like to see Kernersville grow at a healthy and sustainable rate, continue to provide attractive public parks and places, invest in downtown, and maintain its quaint feel. The Town will naturally grow with the rest of the triad, but we love that Kernersville still offers the smaller town feel while still maintaining essential commercial and residential offerings.
35.	To keep from becoming a large city. Most of us like that small town feel. Less crime!
36.	Many outdoor opportunities, that contributes to the quality of life in Kernersville!
37.	A city that still has a small town feel.
38.	A growth town were everyone thrives.
39.	Community centered walkable/bikeable city. Would love to have more community events and activities.
40.	Too many new developments being built that is destroying our community. Traffic is awful. Once a quaint Community is being destroyed. People moved here cause it was not over run. Now the roads can't support the growth and it getting worse as Greensboro, High Point, Winston-Salem.. yet no roads are being resurfaced. School over crowding. Basically the small thing that made kernersville a great place to live is no longer due to greed. To much rezoning for more growth that only the planning board wants. Cannot even get to a doctor in kernersville due to over population. Please stop turning a once beautiful community into a city no one wants
41.	Oversight of continued quality growth.
42.	Comprehensive and cohesive urban planning that provides walkable shopping. Bike lanes in town. Sidewalks.
43.	maintain small town feel
44.	Smaller, more efficient, and less costly government leading to lower taxes.
45.	We need a lot more sidewalks, especially up and down Union Cross Road.
46.	Peaceful suburb with lots of green spaces and access to walking trails and community areas
47.	smooth roads that flow freely thru coordinated traffic light systems.
48.	I want Kernersville to have a more youthful atmosphere, encourage downtown events every weekend to get more young people and young families involved. I want more accessible walking accommodations (like more crosswalks across main street) and a more involved small-town atmosphere (where you know everyone and it doesn't feel exclusive to long-time residents). I also want single family homes to be more affordable for a variety of people. I also would love a more involved historical preservation body, maybe something through the town government itself.

Question 1	
49.	Maintain the small-town atmosphere but allowing for growth and reducing congestion. The main roads through downtown need to be repaved. They pocked with potholes and poor patchwork, making the roads undesirable to drive on - especially around major attractions such as Kerner's Folly and Harmon Park during the Spring Folly.
50.	A place where all people want to live and feel safe.
51.	Kernersville needs to expand small businesses and stop making it so difficult for folks to do so. Tony gets his high rise but I know of three people waiting FOR YEARS to get permits for businesses.
52.	To continue to grow at a sustainable smart pace without compromising the citizens idea of a small town feel.
53.	To continue to have the small town feel as we have always had by careful planning from our elected officials to ensure such
54.	Maintain a small community feel with little crime, good roads, low taxes and modern amenities.
55.	To remain a smaller town but with progressive amenities.
56.	We are relatively new to town but think what is in place is very good so far. I don't think there needs to be much additionally in the way of extra development or shopping centers.
57.	A progressive suburban community.
58.	less development
59.	safe, affordable, resourceful community
60.	Better traffic pattern and sidewalks
61.	Keep the small town atmosphere. More thoughtful residential planning.
62.	Growth, but carefully. We live off Macy Grove and I'm not a fan of the large commercial/industrial sites at either end of the road. It's only going to take a quiet community and make it a loud thoroughfare. More multi-family housing would be nice to see with the growth of business and single family homes.
63.	Improving walking ability to downtown from all within town limits. That would help all downtown businesses.
64.	Maintain small town appeal, less congestion in town.
65.	While I understand progress for the future, I'd love to see kernersville keep it's small town vibe. I feel like it's losing that feel. Cramming homes on every piece of open land destroys the natural landscape.
66.	A fun safe place to raise a family, have more bike and running friendly paved paths around town.
67.	To be an innovative community that creates tourism and resident pride by capitalizing on it history, location, and niches.
68.	A bedroom community that serves the town with shops, restaurants, community events that features more music, culture that caters to more young families, middle income households. Housing opportunities that cater to less cookie cutter , prefab looking homes that look cheaper and less apartments!
69.	Keep the small town charm
70.	Small town atmosphere, great place to raise a family
71.	I hope it remains a small town between two cities. We. Are flooded with apartments and do not need anymore . Our streets are very few and during rush hour it is hard to travel.
72.	Keep the small town feel.
73.	withstand our "small town" feeling, but welcome new companies and ideas

Question 1	
74.	My vision for Kernersville is to preserve its small-town charm while thoughtfully incorporating amenities typically found in more urban areas—especially in the arts and economic development. I see a future where we support local culture, attract diverse businesses, and create vibrant spaces that enhance quality of life while staying true to the community spirit that makes Kernersville unique.
75.	Carefully planned, continued comprehensive growth
76.	Small town charm, walkable bikeable and good restaurants
77.	A great town to raise a family with good schools while keeping small town charm with urban convenience.
78.	Better restaurants more upscale including an outdoor mall
79.	To continue to be a caring community and fill the needs of the people
80.	A community with good growth, improved tax base, a predictable business friendly local government, and improved community services.
81.	To be a place where people want to work, live and play.
82.	Controlled growth that keeps our community friendly, welcoming and safe.
83.	A safe, small town community in between W-S, High Point and Greensboro. A place to raise a family. (You need to lower the population density here so it is different from the bigger cities.)
84.	Kernersville will be a thriving community with the total range of services, employment opportunities and housing.
85.	Slow down the growth, and increase the infrastructure. Too many people, not enough space on the roads or in schools.
86.	A town with things for the families that live here now. A road system that isn't so congested.
87.	Family friendly outdoor oasis with vibrant foliage and local businesses.
88.	Would lie to see Kernersville continue to grow responsibly and be a great place to love work raise a family and retire.
89.	safe and orderly growth that will help already established residential neighborhoods be sustainable and thriving.
90.	Kernersville will be the ideal location to live in North Carolina with low crime and a vibrant economy
91.	Better roads to accommodate traffic somehow. Also keep the roads updated with no potholes everywhere. It sure would be a better feel and a better ride through the town streets. It's very embarrassing as well when you have such a lovely town and the roads are not well kept. Also some nicer restaurants other than burger joints Another thing, think about possible Costco or Sam's
92.	A strategic part of the Piedmont
93.	To preserve the history of the town
94.	I would like to see Kernersville attract more "sandwich" families (caring for aging parents and for young children). We need to offer robust adult day programs as well as child care. We could staff such programs with our talented retirees, who still have a lot to give yet need purpose.
95.	To be the best community to live, work, play, and learn.
96.	A conned city
97.	don't sacrifice the small town! Grow smart not stupid
98.	Strong community with room for all. Affordable housing and public transportation.
99.	Controlled growth while keeping the small town environment. Focusing on the infrastructure to accommodate the increase in housing and business numbers.

Question 1	
100.	Continue the "Small Town" feel. To make the town more walkable.
101.	I hope to see Kernersville return to the place where citizens can start a family or business and the government would support them. Where families can afford to rent or own a home and not keep being forced further and further from town because out of town in speculators drive prices up. Where a small business can begin and contribute to the community unlike the investors who take their profits out of our community. I wish government wouldn't overcommit to projects like the community pool that will require constant funding forcing them to raise our taxes over and over similar to the 70% increase I just received.
102.	To maintain some growth with keeping the small-town feel and history without becoming a city like Greensboro or Winston and to support the local merchants.
103.	Stop building and keep the small town feel. Too much traffic and too many new buildings are being built while old ones sit abandoned.
104.	Great restaurants (not chains), electric/regular bike paths throughout, less pawn shops, expanding downtown, electrical underground, removal of excessive poles and lines, maintaining the brick building codes, more sidewalks,
105.	Slow growth. We can still have a vibrant and successful town by keeping a hard line on things that will diminish the quality of life, such as mid rise buildings, parking structures, and multi-unit multi-family development. Slow growth in successful communities looks like protected open space, no mid rise development, and the preservation of established residential districts and boundaries. It's ok to say no to more houses and more buildings. It's ok to preserve small town feel. We have a large population of seniors and boomer generation folks who will be downsizing, leaving to live in other communities or to be with family. We will continue to have housing inventory in desirable neighborhoods rather than building undesirable rental communities. Keep Kernersville small - the people are what make Kernersville vibrant and successful, not over development.
106.	Less multi-family buildings
107.	Small town feel with the convenience of things found in larger cities.
108.	Have a better traffic flow. Too many people are moving in and the traffic is getting too busy.
109.	Stop building. It's so crowded already.
110.	To have a dedicated theater, gallery, arts , district or venue with dining - similar to what they have in yadkinville
111.	That we are able to grow in a way that economic development, housing growth and sense of place all come together to be a welcoming and vibrant community
112.	To keep our small town charm with a walking friendly downtown. Parks that all ages can and do enjoy. Safe.
113.	Small hometown feeling.
114.	Modern small city great for families
115.	Good amount of growth with beautiful wide sidewalks, landscapes between divided traffic lanes, parks, more attractive businesses. Look at how Cary is reviewed in Our State magazine in the last 20 years with Greenways, the new 7 acre park, etc. Drive on the road between the 2 Belk stores at Friendly Center in Greensboro. Make Kernersville beautiful and it will have people and businesses knocking on our door.
116.	I would like to see Kernersville maintain its small town charm, have enough varied retail, entertainment, and dining options, and affordable housing. I would love to see more live music options.
117.	To stop growing so fast and stop the crappy development plans that are causing flooding and septic problems for the folks who have been here for years and then they have no help when the problems happen and the developer is way gone.

Question 1	
118.	I like seeing growth but with growth there needs to be a plan. No more fast food..storage units..mattress stores..etc There needs to be more for children..pre-teen & even teenagers to do...museums..something fun for kids...parents have to go to Winston..High Point or Greensboro for entertaining children. We have a YMCA ..membership and/or fees to participate are outrageous for a middle class family..only the low income who get financial assistance benefit from the Y. Adults have Korners Folly to tour or Ceiner Gardens but do we have to offer children?
119.	I would like to see it retain the virtues of small town life. Sadly, that is a wish that most likely won't be fulfilled as it does not put money into eager waiting hands and pockets.
120.	Fewer multifamily housing units and better planning for commercial development in outlying areas
121.	Less Traffic
122.	Preserve the “small town charm” that originally drove many people to chose Kernersville over other Triad areas.
123.	Keep the small town feeling but with a VARIETY of shops.
124.	small and safe
125.	Continue to maintain small town historic charm, while attracting more tourists and high end housing options.
126.	A recreation-rich community with a walkable downtown.
127.	Less traffic, more walkable. Better roads and healthier restaurants. Less consumerism and more community focused.
128.	Continued growth.
129.	Slow down growth until roadways are expanded.
130.	Improvement of traffic handling. I love Kernersville, been here 41 years, but driving around is a nightmare these days. Love the downtown and the friendly folks who live here.
131.	To be the heart of the Triad is not merely a geographical moniker, it should be a place where people are known and loved.
132.	It is getting too big! You are taking all the land. Preservation is key!!!
133.	no more multiple business like we keep see in fast food and dollar stores, try to bring in more options to shop at that is affordable to the entire community which is why small businesses close downtown. high city prices just don't work here in Kernersville
134.	A community that works together to help others, safe envirnment for all, opportunities for small businesses to thrive and develop.
135.	Clean up the crime and get the small town feel back. We dont need all the dollar tree, dollar generals and mattress firms on every corner.
136.	Creating a safe and inviting space for all to access
137.	Stay small
138.	Hopefully Kernersville will not be overrun with development.
139.	Make it more walkable! More sidewalks, more crosswalks, more paths and trails.
140.	Keeping the small town feel
141.	Keep a small town middle class atmosphere. Resist any major developments, low income housing, high density neighborhoods and especially apartments.
142.	More greenspace, good public transit, respect and infrastructure for pedestrians, traffic calming, more shopping in downtown, attention to historical preservation.
143.	More green parks, somewhere to swim in a lake or pond.
144.	Don't get too big keep the small town feel of the town
145.	My vision for the future of Kernersville is a thriving community where we can live, play, and shop.

Question 1	
146.	Less chains more local businesses
147.	As both a resident and business owner in Kernersville, I strongly desire that we keep our small-town community feel. With an increasing number of apartments and housing developments, I'm concerned about overcrowding and traffic congestion.
148.	Growth & Development (inclusive of improving schools and education).
149.	A growing prosperous city
150.	To continue to grow and become a premier place to live and work, but to also maintain that small town charm and feeling.
151.	Increasing diverse and inclusive engaging social opportunities for all!
152.	My vision for the future of Kernersville is a vibrant, connected community where people of all ages feel a strong sense of belonging and pride. I see our town continuing to grow while preserving its small-town charm and rich history. Through innovative recreation and community events, I want to help create spaces and experiences that bring people together—whether it’s families enjoying a festival downtown, seniors finding connection in wellness programs, or kids discovering their love for the outdoors in our parks. I envision Kernersville as a place where every resident can find joy, feel supported, and be inspired to get involved. Together, we can build a future that’s active, inclusive, and full of heart.
153.	Roads to handle the growth
154.	Less building, more attention to green space and the environment, better traffic planning
155.	A community hub of caring and passionate individuals who keep a small town feel near the next door big cities.
156.	Maintain identity and small town feel of Kernersville. Fix traffic issues on South Main. Widen past Lowe's. Put left turn from Hastings Hill onto South Main.
157.	Less development
158.	We need to control the ‘cookie cutter’ housing surge. The small home town feel is slipping away. I hear more and more sirens everyday. Parks need to continue to grow with a greenway to the other triad city links. More restaurant options. Stop the fast food growth. Need younger leadership
159.	Keep the small town feel with better in town manerverbility
160.	To be a upscale town with the amenities to go with it. Kept beautiful and safe. That is accessible to walking and biking, and roads that are safe. I would like to see it grow with the times, nit be left in the dark.
161.	More affordable downsizing housing for retirees but not assisted living. Better traffic flow, roads.
162.	Imagine a town that retains the charm of a small community, where safety is a priority and residents feel secure. This town boasts a mix of quality traditional businesses alongside innovative entrepreneurial ventures, creating a vibrant local economy. Bike paths and sidewalks line the streets, encouraging healthy and eco-friendly transportation. The downtown area is adorned with well-preserved historic buildings, reflecting the town's rich heritage, while the outskirts are beautifully landscaped, offering scenic views and a touch of nature.
163.	To have healthy growth , alongside treating small businesses and patrons with respect and fairness
164.	I envision a town that proudly preserves its small-town charm while embracing a deep sense of community, connection, and belonging. A place where neighbors greet each other by name, where local businesses thrive, and where generations grow side by side in an atmosphere of care and respect. Our town will continue to be a haven of safety, warmth, and shared values—where community events, volunteer efforts, and everyday kindness reflect the love we have for one another. We will protect the traditions that make our town unique like Spring Folly while nurturing

Question 1	
	thoughtful growth that benefits all residents. I want to see Kernersville grow in a way that doesn't involve selling out to the highest bidder with the land being taken over by roads and apartment buildings.
165.	Strategic traffic flow and more activities for youth
166.	An inclusive, healthy, and loving community that focuses efforts on loving our earth in sustainable ways.
167.	My vision is that Kernersville slows down. There is too much housing development going on. The traffic is horrendous at all hours of the day. I miss seeing open fields.
168.	We love the small town feel and would like to keep that.
169.	Maintaining the small town influence and feel, while modernizing traffic/ infrastructure. Keeping growth in population to a minimum. Hopefully prevent overdevelopment especially with housing suburbs.
170.	Maintain small town community and feel while implementing a plan to decrease population growth and support long time residents , children who were raised in Kernersville to eventually buy a home. I am a young woman who has lived in Kernersville my entire life and is soon hoping to get married and buy a home and would love to stay in Kernersville. I am fearful that I will not be able to compete with buyers who are moving to the area. I feel as a lifelong resident, I shouldn't be forced out by people moving into the area who do not have the same love and desire for the success of Kernersville.
171.	I like the way Kernersville celebrates their small businesses. I would like to keep that and build up small businesses.
172.	To maintain a small town feeling. There are enough homes in kernersville. Leave some of the open spaces!
173.	Protected open space. Preserve some areas from commercial and residential development. Add verbiage to limit the heights of buildings within city limits. To maintain the small town feel and historic character of town, do not allow future development over two stories within city limits. No mid rises. No parking structures. Limit the size of apartment complexes. More single family homes should be encouraged by limiting rezoning requests of areas with less dwellings per parcel to more dwellings per parcel. Think half acre homesites to keep families from living on top of each other and over crowding communities. Build sidewalks to encourage pedestrian traffic. There are low income communities with residents who have no cars that have to walk on the street to access nearby businesses and parks for food, work, and recreation.
174.	Paving the neighborhood streets that are Bad Shape like mountain view Drive and no.parking .on the streets that Block half the street
175.	For Kernersville to keep that small town feel where families want their children to grow up
176.	A vibrant and welcoming small town that is attractive to residents, businesses, and visitors.
177.	A caring community that provides a quality and safe community to people of all income levels. Providing family friendly affordable housing to help growing families and seniors with limited incomes. A place where everyone, regardless of socioeconomic status are good neighbors and care for one another.
178.	A more walkable town, a public pool.
179.	More reuse of existing commercially zoned properties and less revision of residential zoned property to commercial and business zoning. We used to be the bedroom community for Greensboro, Winston and High Point and need to go back to that status instead of trying to change from a small town to a small city.
180.	Keep the small town feel, which means traffic needs major help!! Seems like we just keep building and losing our green space. Make things more walkable, connection to downtown.

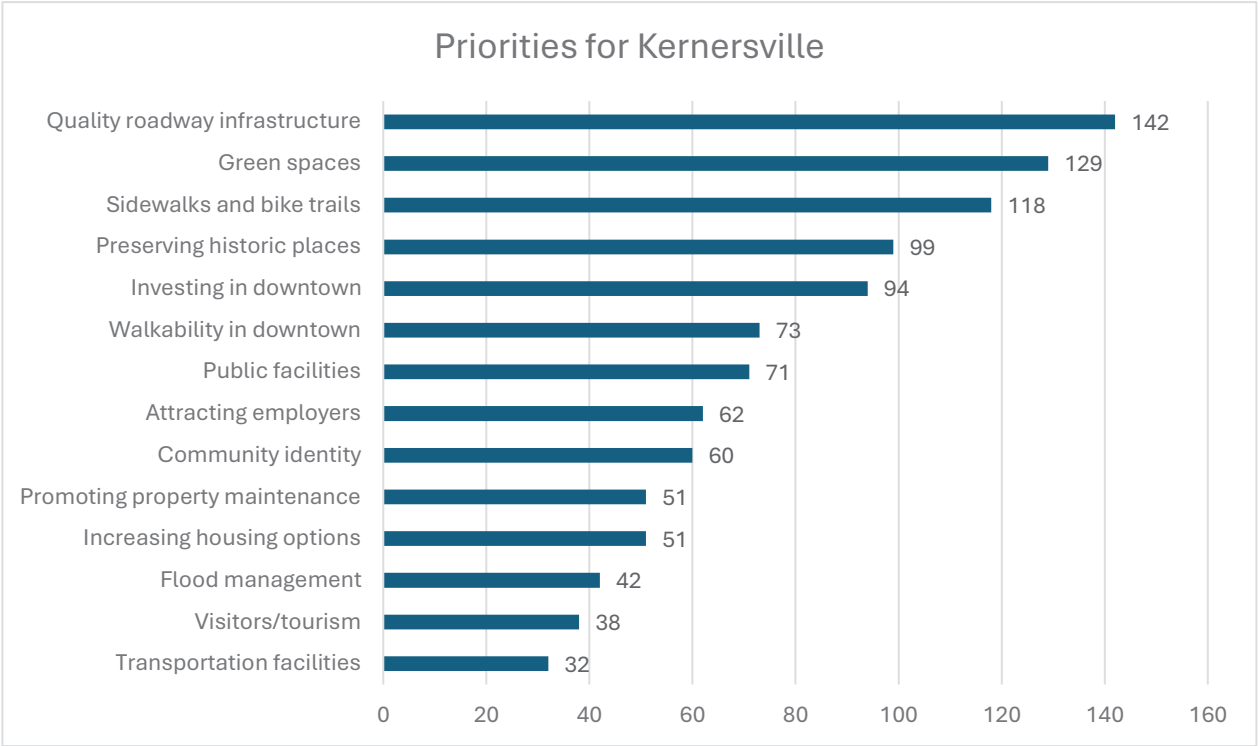
Question 1	
181.	Revitalized and expanded downtown area with enhanced pedestrian accommodations and mixed use development. Pedestrian accommodations should be made to to connect downtown to southern Kernersville without the need for a car.
182.	1. Safe Neighborhoods, schools and communities: More small town atmosphere and more environmentally friendly residential districts, with affordable housing in peacefully, safe and sustainable neighborhoods. 2. Good paying safe jobs and places to work: by eliminating sweepstakes internet/gaming shops in centers adjoining any residential districts; eliminate vape shops adjoining any residential districts; eliminate highway business districts and highway business-conditional zoning adjoining any residential districts. 3. More safe shopping and business centers that serve the needs of the community. 4. Affordable safe and environmentally friendly transportation hub. 5. Better pay for our Police, Fire, EMS Departments & first responders
183.	A Town where diversity, inclusion and equality is n integral part of it's make up. Where all citizens are provided adequate housing, health facilities and leisure activities and safety.
184.	Managed growth, preserving it's history, local charm with the infrastructure parallaling the growth.
185.	Slow down building and growing-maintain the smaller community feel
186.	Vibrant community that stays up with the times; safe community with excellent fire and police service; great place to live.
187.	Slower growth, more focus on keeping the qualities that make Kernersville become a desired location for visitors, new homeowners, etc. Stop focusing on multifamily "affordable" housing, businesses/services that already oversaturate the area.
188.	Less apartments and more single family homes. A family friendly destination with community activities and access to nature trails.
189.	A greener, more-connected, Kernersville with places where people want to be and meet at. The ability to walk or bike safely anywhere in town. I envision a "free food forest" like they've made in Atlanta, Georgia, since we have already the Promise Garden on the corner by the Moravian church.
190.	Keeping the smalltown feel. Stopping all of the unnecessary deforestation happening in town.
191.	K'ville needs more non-chain, non fast food restaurants. Something like West End cafe in Winston. Too many steak and burger places in my opinion. The traffic patterns aren't great either considering the growth that's happened. Spread out more instead of focusing on South main.
192.	Can't unbuild and take away what's already been done so my vision is to move away
193.	Neighborly, family friendly amusement

Question 2 – Priorities for Kernersville

What do you think should be the highest priorities for the future of Kernersville?

(Select your top 5 choices.)

Choice	Percent	Responses
Quality roadway infrastructure	13.37%	142
Green spaces	12.15%	129
Sidewalks and bike trails	11.11%	118
Preserving historic places	9.32%	99
Investing in downtown	8.85%	94
Walkability in downtown	6.87%	73
Public facilities	6.69%	71
Attracting employers	5.84%	62
Community identity	5.65%	60
Increasing housing options	4.80%	51
Promoting property maintenance	4.80%	51
Flood management	3.95%	42
Visitors/tourism	3.58%	38
Transportation facilities	3.01%	32
Total	100%	1062



Question 3 – Kernersville’s Greatest Strength

In your opinion, what is Kernersville’s greatest strength?

(Provide your response in the textbox below.)

Question 3	
#	Responses
1.	Close community of residents and its a beautiful town to raise kids.
2.	The downtown in my opinion is one of the nicest towns I’ve been to. Very clean and appealing.
3.	Deep rooted business owners
4.	None
5.	Kernersville has a reputation as a welcoming community. It is a wonderful bedroom community for the 3 major cities. It is centrally located and provides the resources that are desirable in a small, hometown. It gives folks who live here a break from the bustle of the larger cities where they may commute to work. It is close enough to all cities to enjoy the cultural amenities of the large cities, while at the same time, providing the comfort of living in a small town.
6.	It's location...a short distance from High Point, Winston and GSO
7.	Community
8.	Sense of a small town community with a little big city vibes.
9.	Location
10.	We have everything, so cute and fun.
11.	Location
12.	Location within the triad
13.	We're pretty much the right size, between two large neighbors. So housing and transportation are naturally our strengths and our needs.
14.	Location.
15.	Location between Greensboro and Winston Salem
16.	Small town w/historic features preserved
17.	Keeping its small town appeal even with growing numbers and infrastructure.
18.	Location/proximity to WS and Greensboro
19.	Quiet.
20.	We see a recognition of the city's past , and embracing of our rich American heritage.
21.	The beautiful and historic downtown area, the botanical gardens and the walkability of the downtown area and nearby neighborhoods. The town's safety and quiet.
22.	Welcoming community is a great location
23.	The fast fading small community feel and proximity to other areas.
24.	Sense of small-town community and heritage even during growth.
25.	Small town feel
26.	Historical feel of downtown area.
27.	Hometown feel. Low crime. Great proximity to triad.
28.	Location, low crime
29.	Its location; it’s close to larger cities which makes it not seem like a small town yet it maintains its small town feel.

Question 3	
30.	Cost of living
31.	Community
32.	Downtown interest
33.	Being a small town with a lot of access to recreation & other activities for both children and adults.
34.	great triad central location
35.	Location
36.	Being in heart of triad
37.	Its small town appeal
38.	Small town feel
39.	Small town
40.	Kernersville provides a small town feel and warmth when compared to surrounding triad municipalities.
41.	Being centralized in the Piedmont.
42.	Hometown feel
43.	The people, especially the ones who has established themselves here
44.	It's people/values.
45.	Amazing parks and downtown area, feels small town but also close to big cities.
46.	The isnt one anymore
47.	Its parks and green space
48.	Local government still has a fair amount of control and influence. We need to make sure that aldermen or not in the pockets of developers or large land owners. Activities run by the town (Father Daughter Dance, Summer Camp, Follies) are EXCELLENT!
49.	location
50.	Central location to Winston-Salem, Greensboro, and High Point
51.	Kernersville is definitely growing but I LOVE it that we’ve maintained a small town feel. I like that the shopping centers all look very uniform.
52.	Its proximity to larger cities
53.	Close to my doctors. Wonderful hospital.
54.	That we are attracting so much industrial and commercial growth.
55.	Small-town atmosphere that is relatively safe
56.	It's people. Also it's location on the Triad
57.	Our greatest strength is our people.
58.	Being able to provide public services and maintaining the small town feel with a limited working budget.
59.	Accessibility to our elected officials and the faith in such to not allow the town to expand without first having the capability to handle the growth.
60.	Small town feeling, but it’s been fading over the past few years. I’ve lived here for 57 years.
61.	Its location between three major cities.
62.	The fact that it is a small town but has most of the things that are in bigger cities (shopping retailers, good downtown, nice parks, etc).
63.	Location
64.	Hometown feel.
65.	Great Sanitation Department

Question 3	
66.	commitment to values
67.	The people
68.	Still a small town atmosphere.
69.	It's a great place to live! We moved from Winston to get the best mix of small town feel with some big city amenities. I do wish we had more dining options.
70.	Strong sense of community.
71.	Safety. Good neighborhoods. Although, I feel like these things are declining
72.	Strong business investment
73.	The community
74.	It's location
75.	Its location between 3 larger cities. We need to use that location that will attract middle class families that want to stay and raise their families here
76.	Being a smaller community where you feel welcomed wherever you go
77.	People
78.	It has a small town atmosphere.
79.	Small town and community involvement and nonprofits
80.	community leadership, community involvement
81.	In my opinion, Kernersville's greatest strength is its strong sense of community. That small-town feel creates a foundation of connection and pride, which makes it possible to grow in meaningful ways, especially by expanding opportunities in the arts and local economy, while still preserving what makes Kernersville special.
82.	It's citizens!
83.	Kernersville's location center of Triad
84.	Viable downtime
85.	Central location in the triad.
86.	It's easy access to nearby cities
87.	Location
88.	It's small businesses.
89.	Employers and the community citizens and volunteers
90.	The people
91.	It used to be a place with a small town, friendly feel. Now there are traffic issues all over. It's too crowded. It's less friendly so we need to develop more parks and green spaces to relax and meet our neighbors. The more we know each other, the friendlier and safer it feels.
92.	It's supportive community
93.	Forward thinking leadership
94.	Small community with access to amenities in town and within reasonable driving distance of employment opportunities.
95.	The small town feel.
96.	It's location between Winston, Greensboro and high point with a small town feel
97.	It's friendly people, community activities and small business community.
98.	Feel that our community takes pride in what Kernersville has to offer. The town has a unique mix of old and new. I think the town leadership has done a good job managing the growth of our community.

Question 3	
99.	The board of alderman maintaining the power to make decisions for the town of Kernersville and using UDO as the guideline.
100.	The community is likeminded and shows pride in all it has to offer
101.	Location with the growth of the town with businesses
102.	It is the hub between Greensboro, Winston-Salem and High Point
103.	The history
104.	Our first responders and law enforcement are the best of the best!
105.	A community identity and strong schools
106.	It's nimble nature
107.	location, location, location
108.	Strong chamber and public services.
109.	It's close knit community
110.	The history and the pride in our community. Being able to offer so many non-profits to support the individuals of this community.
111.	Kernersville greatest strength is the citizens who own and work for small businesses. I see lists of contributors to churches, charities, civic organizations. I see lots of small business who bear the burden of Kernersville's high operating costs but still manage to contribute to the causes that made Kernersville great. Other than John Deere I don't see the names of all the businesses and developers the government bend over backwards to accommodate. Those people take their profits from our community. Local businesses invest in their communities. I wish you could see that.
112.	It's small-town feel and history
113.	Placement, situated between larger cities
114.	It is quaint with historical sites, beautiful landscaping and oversized flower pots, unique shops, different parks, but mainly the LOCALS LOVE
115.	The well maintained neighborhoods with parcels more than .30 acres are what give Kernersville it's hometown feel and where pride of ownership shines. I live in a neighborhood with half acre lots and it provides for better neighbors and curb appeal. People are not happy when they can hear their neighbor sneezing or babies crying. Neighbors with space for privacy get along better and make for stronger communities. High density neighborhoods look like depression camps when they are 5 feet apart and all look the same. High density neighborhoods seem to promote rental residents who do not stay and do not maintain the properties as well as families who have invested and put down roots.
116.	Small town feelings
117.	It's strategic location between two larger urban areas.
118.	The people
119.	Location - not far from the large cities.
120.	Small Community that should stay that way. Limit Apartments and bringing in more crime with these homes.
121.	Relative affordability and size while maintaining access to the nearby city resources.
122.	location
123.	Being av small town
124.	The ability to both have a tremendous "small town" feel downtown and a central location to support larger logistical firms
125.	It's small town charm

Question 3	
126.	Location.
127.	Close-knit community
128.	Location, history, downtown.
129.	Kernersville has small town appeal and a variety of businesses to meet residents' needs.
130.	Not seeming as though it is connected to any of the 3 surrounding cities
131.	It's history and the kind folk that have lived here for so long. The small town. It's getting too big
132.	We're a friendly town that still has that home town feeling but if we're not careful we will lose it..the small shops downtown are an attraction but nothing for children
133.	That it was developed by families who continued to live here generation after generation. There was pride in the families that developed Kernersville.
134.	Small town and community events
135.	Not sure.
136.	Location
137.	Has small town feel with benefits of big town services.
138.	Kernersville has always had a strong feeling of community. Very family friendly with lower crime, but it seems we are drifting away from that and turning into a city.
139.	small
140.	Historical homes and park areas
141.	The recreation opportunities and pedestrian-friendly historic downtown
142.	Location between major cities.
143.	The people.
144.	The downtown area and affordability.
145.	It's residents.
146.	The small-town and community heart.
147.	Unsure
148.	our community as a whole
149.	Friendly, small town feel, people care about the community
150.	Their seasoned community. The ones that have been here 20 plus years that appreciate the small town feel.
151.	The walkable downtown and community small town feel
152.	We moved here in August. We remain stunned (and thrilled) that we are about 5 minutes from everything we need. Plus easy and quick access to G-boro and WS
153.	Nice town, good amenities, great weather!
154.	Location between Greensboro and Winston. While still being a small town
155.	Small town feel, the residents, sense of community
156.	Proximity to Winston/Greensboro/High Point with a small town atmosphere.
157.	Small size, diverse population, great location, employment opportunities.
158.	Number of parks
159.	It's small town community
160.	Kernersville's greatest strength are the unique shops downtown.
161.	Community support
162.	Small town feel with all the amenities nearby.

Question 3	
163.	Heart of the triad. Close proximity to 3 larger cities. Potential to pull people in for growth and revenue opportunities.
164.	That community feeling.
165.	Small town charm, lots of things to do, a place for everyone!
166.	In my opinion, Kernersville's greatest strength is its strong, supportive business community. Our local business leaders and community members truly care about the town and show up in meaningful ways—whether it's sponsoring events, volunteering time, or investing in projects that enhance our quality of life. That spirit of collaboration and pride makes Kernersville a special place to live, work, and grow.
167.	The small town feel (which is disappearing).
168.	Fire Departments...including Piney Grove.....
169.	It's friendliness and small-town feel
170.	Small town welcoming feel
171.	It's identity. Downtown. Has everything you need without having to leave town.
172.	-Small town charm -heart of the triad
173.	Still has a small town feel even though the town is growing fast
174.	The location, the heart of the triad
175.	Central location between the Triad major cities
176.	Kernersville's greatest strength lies in its ability to maintain a small-town atmosphere while offering the conveniences of a larger city. With most necessities readily available within Kernersville, residents rarely need to venture into bigger cities. This unique blend of charm and practicality makes Kernersville a truly special place to live.
177.	It's location to other triad cities.
178.	Location
179.	The culture it can offer and the small town blue collar community
180.	Our community feel. Everyone is so nice and no one is turned away. Beautiful boutiques, restaurants, and places to gather. It has been able to expand without turning into commercial chains.
181.	Community feel
182.	It's size which makes it feel like a wonderfully small community with just the right amount of consumer options
183.	Community. The town was quaint, you connected with people when the town was smaller. It's hard to randomly walk into an old friend now. The community center building is a welcomed addition and it's wonderful being in the open field.
184.	It makes you feel at home.
185.	Small town without the cost of living away from major resources. (Greensboro and Winston Nearby)
186.	Kernersville brings a small town safe environment being a haven in the heart of the triad. It is a welcoming community that facilitates a family atmosphere.
187.	The downtown, small town feel
188.	The small town, quaint feeling
189.	Working middle class families with children. These residents pay taxes, and raise the future generation. Support the growth, education and development of families. Build schools and childcare facilities. Protect seniors. Fight the war on drugs and gangs. Expand police force.
190.	Sanitation Dept

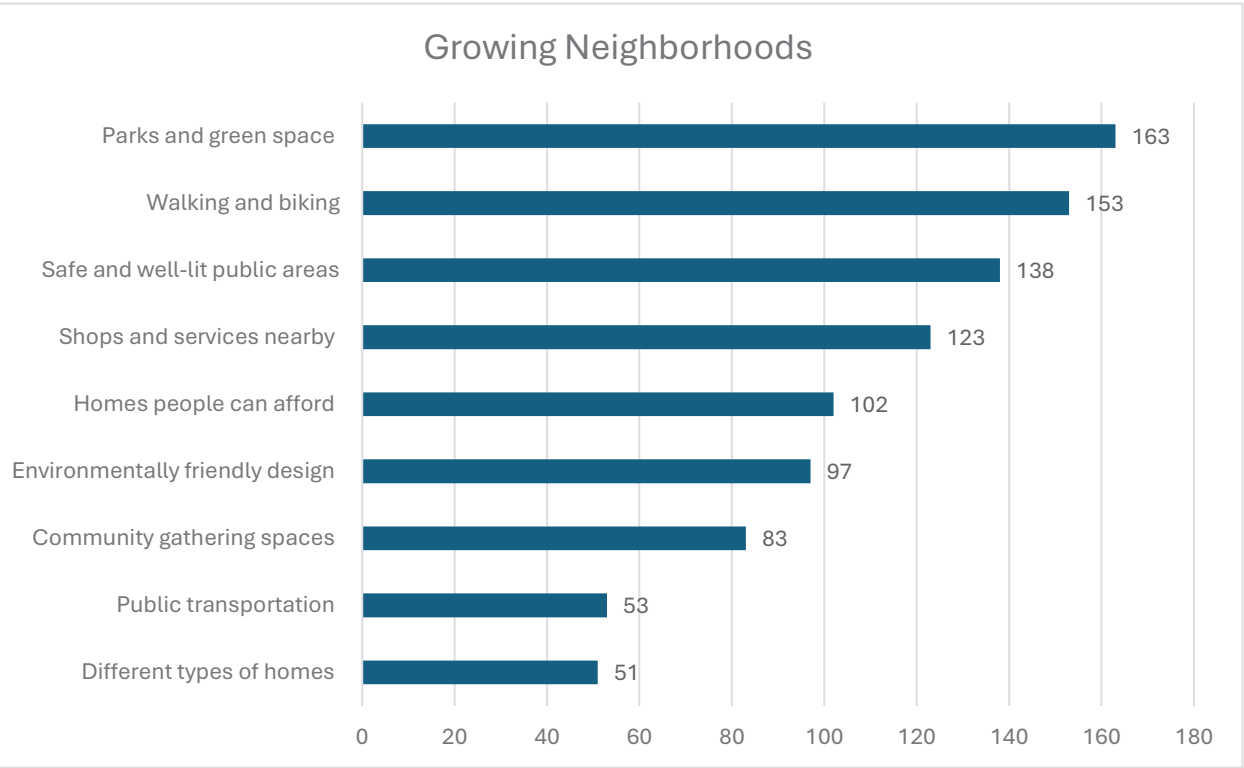
Question 3	
191.	Our appeal when we moved here years ago was the small town feel. Knowing your neighbors and kids in the community all growing up together. In just the less than 10 years we have lived here that has changed dramatically and the small town is becoming a way over populated. I struggle to think of a strength because what was once so great is diminishing.
192.	Historic charm, small-town feeling, friendly to businesses.
193.	Small town, caring community in the heart of the Triad. It is conveniently located to the benefits and job opportunities found on larger cities.
194.	The people.
195.	The activities the Town conducts annually to attract visitors and the programs and facilities provided for the citizens, especially the youth and elderly.
196.	Small town, i know someone where ever i go.
197.	Connection to many larger cities. Connection should be expanded past cars.
196.	Small town, i know someone where ever i go.
197.	Connection to many larger cities. Connection should be expanded past cars.
198.	Small town atmosphere
199.	It's ability to manage growth, while maintaining the sense of a small town a community.
200.	It's history and small town feel with large town resources
201.	Small town feel
202.	welcoming, hometown atmosphere
203.	Nothing comes to mind.
204.	Families
205.	Kernersville has a great variety of people living here, and land. We just moved a few miles down the road and discovered there was a farm of sheep, donkeys, and chickens there!
206.	Downtown kernersville
207.	Still a nice hometown community.

Question 4 – Growing Neighborhoods

Which features do you think are the most important for a new and growing neighborhood?

(Select your top 5 choices.)

Choice	Percent	Responses
Parks and green space	16.93%	163
Walking and biking	15.89%	153
Safe and well-lit public areas	14.33%	138
Shops and services nearby	12.77%	123
Homes people can afford	10.59%	102
Environmentally friendly design	10.07%	97
Community gathering spaces	8.62%	83
Public transportation	5.50%	53
Different types of homes	5.30%	51
Total	100%	963

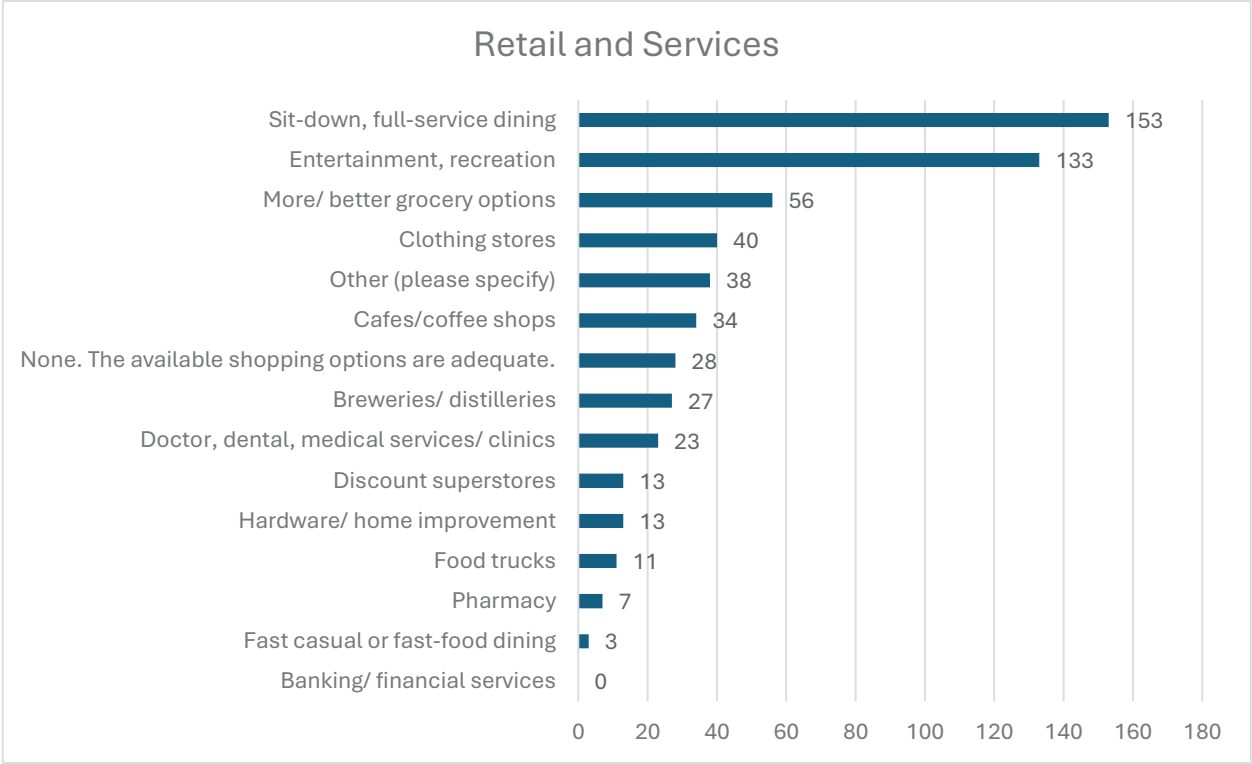


Question 5 – Retail and Services

What types of retail and services does Kernersville need more of?

(Select your top 3 choices.)

Choice	Percent	Responses
Sit-down, full-service dining	26.42%	153
Entertainment, recreation	22.97%	133
More/ better grocery options	9.67%	56
Clothing stores	6.91%	40
Other (please specify)	6.56%	38
Cafes/coffee shops	5.87%	34
None. The available shopping options are adequate.	4.84%	28
Breweries/ distilleries	4.66%	27
Doctor, dental, medical services/ clinics	3.97%	23
Hardware/ home improvement	2.25%	13
Discount superstores	2.25%	13
Food trucks	1.90%	11
Pharmacy	1.21%	7
Fast casual or fast-food dining	0.52%	3
Banking/ financial services	0.00%	0
Total	100%	579



Question 5 - Comments	
#	Responses
1.	Kids friendly entertainment businesses (trampoline parks, indoor playgrounds, splash pads, affordable summer activities for kids). Work spaces that are kid friendly.
2.	While there are many shops concentrated in the Southern part of town, the Northern part of town is now a food desert. A focus on distribution of business development is needed.
3.	No more fast food chains. There are plenty of those.
4.	Craft stores, hobby lobby, michaels
5.	Book store
6.	Craft or arts supply/hobby store
7.	I really wish that we could get a real movie theater! Or provided the folks that own the existing theater over on 150 a grant to get better seating.
8.	Music and/or arts venue.
9.	Adding one option for an additional grocery retailer in North Kernersville where the old Lowes Foods used to be. Perhaps something small like a Trader Joe's?
10.	Variety of restaurants - sushi.
11.	Craft store - hobby lobby
12.	Special grocery stores like Trader Joe's, since many of us drive to Winston or G-boro
13.	specialty stores, gift shops
14.	Safer outdoor spaces for kids.
15.	1-small specialty grocers, 2- less medical in historic downtown, 3-Less chain stores including chain food.
16.	TJ MAX. Hobby Lobby
17.	let business decide what we need...government needs to get out of the way of the market place
18.	We need business that serve niche markets. Not mass markets. Those business need affordable start up options. Not excessive development costs or high rents to out of town landlords.
19.	Kernersville already has too much vacant space that can be utilized
20.	No more bars and breweries
21.	Hobby/craft store
22.	Little Theatre, art gallery, Lidel Publix
23.	Less selfishness from some existing downtown clothing business would be great!
24.	More things on the other side of town
25.	A few healthier restaurants would be nice. There are a lot of fast food places and diners already
26.	Small local shops. No more large stores. Outside seating to enjoy the community..
27.	It would be nice to have healthier dining options outside of fast chain places like McDonald's, Taco Bell and the like. Places like Jubala in Raleigh , cava, Press in Graham. Often you feel like you have to leave Kernersville to experience healthy and better food options.r
28.	Garden stores, nurseries
29.	We need a skating rink back
30.	Hobby Lobby/ Craft
31.	Public parking
32.	Investing intro Trex Cinema would be huge for kernersville. Some help from the town could go a long way
33.	No more fast food or bars or breweries

Question 5 - Comments	
34.	Grocery stores and retail located on North side of town to eliminate food desert.
35.	Food other than burgers,chicken, Mexican .
36.	vehicle repair

Question 6 – Improvements in Historic Downtown

What amenities or improvements would you like to see in the historic downtown?

(Provide your response in the textbox below.)

Question 6	
#	Responses
1.	I am not sure.
2.	Do more to improve the botanical garden
3.	Force owners of the properties that are eye sores to upkeep and maintain property. Invest in relocating the residents in downtown. Get businesses out of old houses. Fix all the zoning issues
4.	I think there is sufficient focus on the historic downtown. I would like to see an equal interest in developing overlooked areas in Kernersville.
5.	An expansion is needed-more cafes, restaurants, stores, kids entertainment and parking. Expand towards South Main and K'ville Elementary and make it walkable. Might be a good idea to study already established downtowns like downtown Hickory. Around downtown-possibly within walking distance: Build or transform old homes into lofts for the younger career couples and create trails, parks. Younger generation is more health conscious; they look for walking/biking trails, and they enjoy living in neighborhoods that are walkable to downtown, restaurants, cafes and stores.
6.	Restorative history
7.	More parking with, at a minimum, clearer definition of the so called parking that wraps around the buildings on the right headed north.
8.	Businesses open later
9.	More dining options
10.	A strong effort in beautification of our downtown.
11.	Clean pathways and more parking.
12.	Parking deck
13.	More local activities and events, more trees and green spaces, less driving and cars downtown.
14.	More downtown lodging/residential options. Consider closing off main street once a month for recurring events to draw people in during the summer, like Columbia SC farmers market or First Fridays in Winston, etc.
15.	more revitalization and pedestrian access. Better town parking options.
16.	Outdoor eating locations, shops open in the evenings, live music events
17.	Parking
18.	Continued development of existing infrastructure to make it more visually appealing.
19.	More visual interest - better planters, art, public eating/drinking areas
20.	More stores, cafe's, coffee shops that are open after work hours but still keep the small town quaint atmosphere.
21.	make it a social district
22.	Provide options to appeal to everyone not just shops for women
23.	More parking
24.	None.
25.	Live/work suites or more mixed-use residential options, more higher-end dining
26.	New playground for families with young children.

Question 6	
27.	More publicized events happening downtown so people are more aware of the historic significance.
28.	Fine dining
29.	It needs to be easier to get there without a car. We live close enough that our kids could ride a bike there but it's not safe to do that.
30.	More green spaces
31.	More events sponsored by the town. Like move the farmers market downtown and close the street every sunday...something like that...community supported events and gatherings.
32.	Fix the road: Main, Cherry, and Mountain Streets. They are full of potholes and poor patch jobs that make it feel like you're off-roading.
33.	More restaurants
34.	We need more sitting areas and also sculptures/art.
35.	Continued growth. Our historic downtown has improved a lot over the last 10 to 15 years and continues to be a work in progress.
36.	By getting what is there better known and visible to more people.
37.	The light at Main and Mountain is not synchronized with traffic. When there is no traffic on Mountain, Main waits for 4 minutes as traffic lines up on Main.
38.	There was a space developed for a statue of Joseph Kerner. Where is it? Put a statue of someone else if you aren't going to put him there.
39.	None at this time. I think downtown looks great.
40.	Help preserve the "historic" nature of downtown and encourage development but generally not give city money to business.
41.	more restaurants
42.	It's good
43.	Road maintenance needs to be greatly improved. No it just band-aid them.
44.	Rebuild the Caudill's building!
45.	Pinnix Drug building completed.
46.	I'd like to see less undesirables hanging out in our public spaces. They don't respect the spaces our children play in.
47.	More even sidewalks. The sidewalks downtown are a walking hazard.
48.	A downtown plaza that serves as and activity hub that draws people into downtown. Shop owners that stay open to service weekend and evening customers.
49.	Better upkeep of the Bitanical gardens. Since the town took over it has gone drastically downhill. Weeds, dead plants and lack of different types of gardens
50.	I'd love to see more culturally inclusive options in historic downtown Kernersville—places that reflect the diversity of our community. Adding affordable family dining and entertainment would also make downtown more vibrant and accessible for everyone, while honoring its historic charm.
51.	Sidewalk connectivity
52.	Parking for an expanding downtown
53.	Variety of restaurants
54.	Improved curb appeal - many buildings have aging or unattractive facades. More sit down restaurants and attractions for after business hours.
55.	Expand and upgrade
56.	The downtown has more than enough amenities.
57.	Keep up the good work

Question 6	
58.	A traffic route around downtown to reduce traffic, and a few different bed and breakfast options. Add another festival besides Spring Folly and the Honeybee Festival, maybe in November/December to promote local businesses and bring in more creative artists from the area before Christmas.
59.	More actual specialty stores. We seem to be getting more than our share of night time entertainment/bars.
60.	More of a “Central Park” where activities, fairs, festivals can take place. A more robust playground for kids and families. Walking and biking that connects to the new walking trail and other parts of town.
61.	Better/more parking.
62.	There's already a lot going into historic downtown. I would like to see the traffic pattern changed so that the traffic isn't so congested around Main st. and west mountain making it hard to get through downtown.
63.	Loosen restrictions and allow mixed use
64.	Walkable and visually inviting. The Parker at the corner of Main and Bodenhamer is amazing.
65.	Would love to see a hospitality zone in downtown
66.	I don't like how close the places that sell alcohol are to the churches.
67.	Continued upkeep with historic building. Intentional forward movement in this area
68.	Easier access More gift shops in a larger area
69.	Historic signage of bldg history
70.	Main concern I share with my neighbors is traffic congestion/flow.
71.	Harmonize the look of downtown
72.	sidewalks that connect
73.	Restaurants with good parking.
74.	I like it the way it is.
75.	I would like to see the sidewalks connected throughout the town. There are so many short, small sidewalks that lead to no where.
76.	Redevelop the empty existing structures
77.	Please remove the excessive electrical poles and power lines. It is awful. Underground would be fabulous. Sidewalks that connect
78.	Sidewalks from the neighborhoods surrounding downtown so people can walk instead of drive. Please add/extend the sidewalk from Piney Grove Road (Kernersville Middle School) to Main Street.
79.	one way streets with Cherry Street and Main Street to improve traffic flow
80.	Museum or something to put the history of the community into context.
81.	None
82.	Quality downtown stores. Too many Bars and Breweries, causes trouble looks bad in a small town community.
83.	More restaurants with outdoor seating. Lights at Harmon Park when the weather is nice but it gets dark early so kids can use the playground after school
84.	Water bottle fillers
85.	A cultural center with galleries and theater and dining
86.	We should consider a periodic "social district" as well as other incentives to draw folks downtown
87.	Walking guides for the historical district that attract locals and tourists.
88.	History of downtown.

Question 6	
89.	Sidewalk dining area. Full development of the Factory. How about tearing down 2 different sections of buildings (1 the long 1 story bldg near the pawn shop) and build 2 3 story apartment buildings with retail shops on the ground & parking & 1-2 bdrm Apts on the top 2 floors. Get residential downtown for young people & old & help downtown, too!!
90.	Keep store front rent affordable to keep shops open downtown
91.	Events once a qtr
92.	Quality stores like Trader Joe’s and Mast General Store.
93.	Dog Friendly spaces and Dog Friendly places to sit and eat. Smitty's is a great example!
94.	I would like downtown merchants to have expanded hours that allow working folks the ability to shop on days other than Sat morning.
95.	More restaurants, better use of empty spaces.
96.	more variety of stores
97.	sundries/grocery store
98.	More sidewalks to connect all areas. Make it Goodcart accessible.
99.	I think the downtown is already one of the best places and doesn’t need much improvement.
100.	Route traffic around instead of through. Outdoor dining and more space to hangout outside while enjoying the local shops and cafes.
101.	Continued improvement and use of existing buildings.
102.	Public restroom facilities
103.	stores that are more affordable
104.	Continued upkeep and use of current buildings.
105.	Better parking options
106.	Continued accessibility and parking
107.	Parking is challenging, but I don’t have a recommendation.
108.	More restaurants
109.	None. I think downtown needs to be maintained as is.
110.	Route traffic out and make Main Street a shady walking mall.
111.	Fix the fountain.
112.	General upkeep
113.	More opportunities to gather and be with the community.
114.	Fix the clock
115.	Better landscaping
116.	Need more retail space with affordable rents to attract the businesses needed. More parking would be nice. As much as I love downtown, there are other areas in Kernersville that need development to service growth, families and new homes & neighborhoods. Union Cross and HWY 66 need to become more of a focus.
117.	parking,
118.	More accessible for families and people with disabilities. Easy for families with strollers to maneuver through the downtown area (walk ways, parking, public family bathrooms). This can apply for people with disabilities and making it more accessible.
119.	Activities and things to actively engage with.
120.	I’d love to see more outdoor gathering spaces like plazas with seating, shade, and lighting to encourage people to linger and connect. Additional public art, improved pedestrian walkability, and more diverse dining and retail options would also help create a vibrant, welcoming atmosphere.

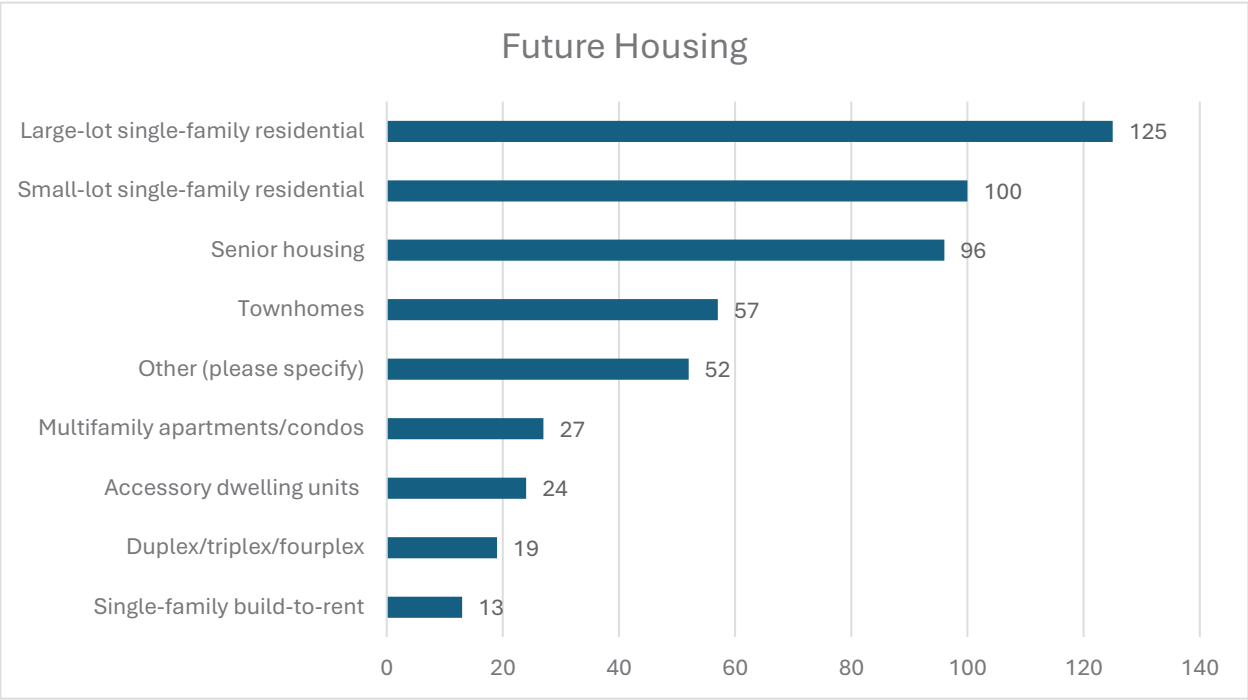
Question 6	
	Enhanced signage, event infrastructure, and streetscape improvements could make downtown Kernersville even more attractive for both daily visitors and large community events.
121.	Better signage
122.	There was some amazing ideas for art murals and I’ve heard that ordinances prevented nominal recognition of the art sponsors. Community art makes downtown areas feel welcoming, bright and fresh and really helps a town showcase their identity. I really hope that the town can find a way to allow the art sponsors to be recognized minimally on the art to allow our town to get essentially free (to the town) beautification sponsored by and supported by local businesses. Don’t let small things get in the way of the amazing long term beautiful art we could have in revitalizing our downtown!
123.	Depot upgrade so open more.
124.	Sandwich shop Good and affordable restaurants Less night clubs and bars
125.	More historic preservation
126.	Full service restaurants, entertainment venue, taphouse/brewery
127.	Parking has improved significantly so I don’t feel it’s a major issues. The Rods downtown can't support the traffic.
128.	Would like more high quality dining and professional offices.
129.	More space better road layouts
130.	More sit down fancier restaurants similar to The Prescott. Maybe bed and breakfast/small hotels.
131.	Not sure
132.	I wouldn’t change a thing.
133.	The areas are maintained and walkable.
134.	More family owned restaurants to reflect the desired ‘family small town’ atmosphere. A great example is Fitz on Main.
135.	Outside seating. Music venue
136.	A coworking co-op space for people that need small personal office spaces.
137.	more restaurant
138.	More sit down restaurants. Things to stay open later or on weekends when we are out of work and wills enjoy walking around.
139.	Storefronts not vacant, landscaping, crosswalks, public art.
140.	additional parking
141.	Outdoor brewery/open park like the Railyard at Elkin. Mixed use area where you can bring your family and hang out, play, gather with friends, have food options and able to purchase beer/wine.
142.	I would love to see a free splash pad somewhere in Kernersville! Right now the only free ones are in Winston and not in great areas.
143.	Gathering space like an ampitheater with connection to shops. Areas like pope park or town owned property off of Broad and Harmon would make great locations.

Question 7 – Future Housing

In the future, what types of housing does Kernersville need more of?

(Select your top 3 choices.)

Choice	Percent	Responses
Large-lot single-family residential	24.37%	125
Small-lot single-family residential	19.49%	100
Senior housing	18.71%	96
Townhomes	11.11%	57
Other (please specify)	10.14%	52
Multifamily apartments/condos	5.26%	27
Accessory dwelling units	4.68%	24
Duplex/triplex/fourplex	3.70%	19
Single-family build-to-rent	2.53%	13
Total	100%	513



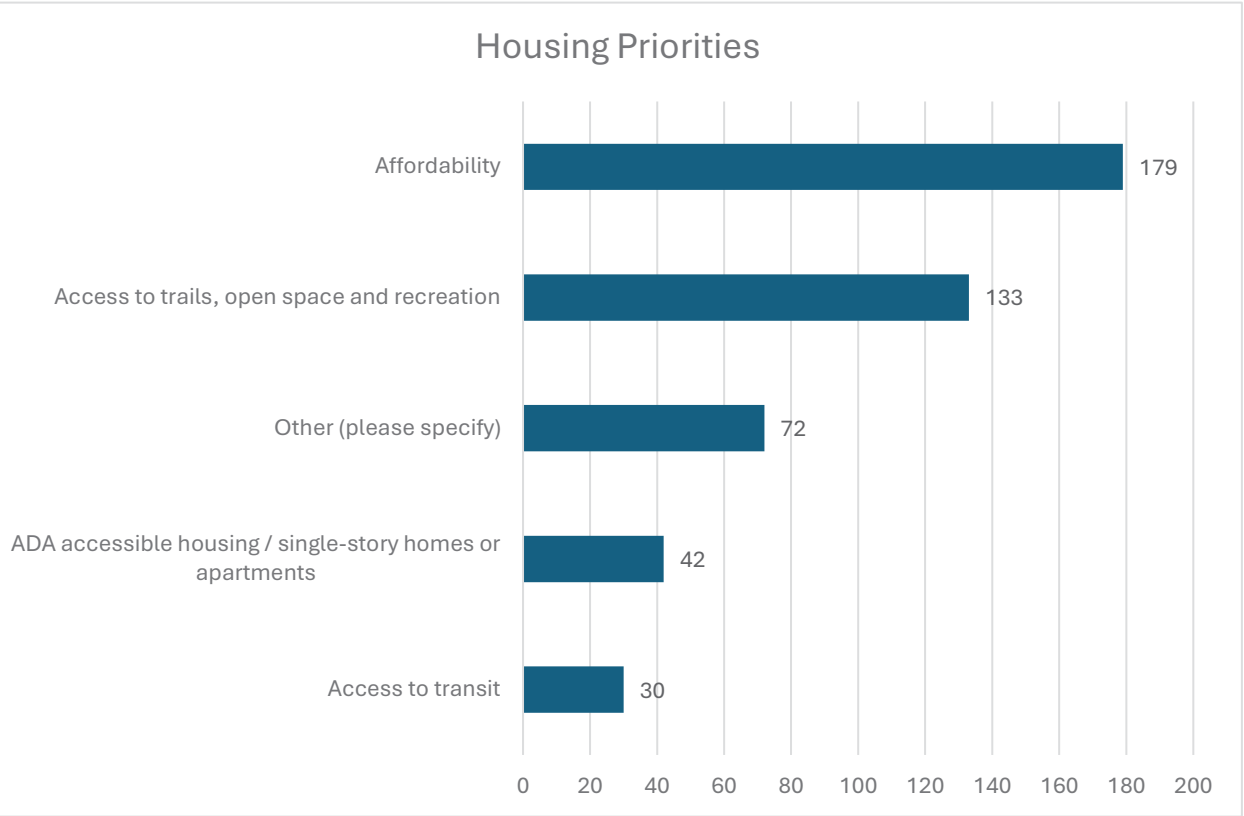
Question 7 – Comments	
#	Responses
1.	There is enough housing already
2.	Affordable housing solutions for young families, and seniors as well as workforce housing. Also many houses are being used for Air B and Bs within communities. That is taking those family homes off the market and diminishing communities of neighbors. I think there needs to be zoning restrictions established around temporary/short-term rentals.
3.	Wheelchair accessible housing
4.	None. There are plenty of available options. Kernersville needs plans to revitalize and utilize existing areas and the surrounding before any other expansion.
5.	55 and older single family
6.	None. It's getting over built as it is.
7.	One level housing
8.	No more apartments
9.	None
10.	Live-work suites/mixed-use housing
11.	Community centered neighborhood with a variety of housing options in neighborhood
12.	We have to many now our schools can't accommodate it and neither can the roads. Stop taking peoples low density areas to make them medium density. Also must houses being built are low quality with high price tags..
13.	Mixed use with apartments and office space above retail space
14.	Smart growth with all of the above is necessary to appeal to all income levels.
15.	Perhaps a 55+ community?
16.	None
17.	1 level homes
18.	High end luxury lofts in the old factory
19.	I'd select small lot single family, but I think reduction in lot/house size would address many issues like affordability, and places for kids.
20.	1-single story 2br/1.5+ bath, 2-Over 55 housing that is not specifically for seniors
21.	Affordable housing
22.	we don't need more houses if we can't maintain the roads and limit the traffic
23.	Shelter for the temporarily unhoused
24.	not sure
25.	At this time I don't think we need more housing. I think we need to focus on improving what we have in and around the town.
26.	Kernersville needs more sensible housing, stop allowing high density development in next to low density neighborhoods
27.	None, traffic around town is already so congested
28.	Playgrounds and splash pads
29.	no opinion
30.	None, stop building. Streets aren't getting wider and there already is nit enough parking
31.	Continous care community!! More all brick or stone, higher density for younger people & older people. You have aging parents here needing to down-size & tons of young adults who can't afford to live here after college. Need more condos too, not more apartments. Replace some of these nasty old complexes around town & update things.

Question 7 – Comments	
32.	NONE
33.	None. Full enough
34.	we are big enough
35.	Higher income housing, there are enough low income house already.
36.	Kernersville is full enough, not every inch of land needs to be built on especially charging rents no one can afford
37.	We have too many people now
38.	Honestly, I feel that Kernersville already has a substantial amount of housing for the size of our road infrastructure and the character of our town. While I understand the need for growth, we have to be careful not to overdevelop in a way that compromises our small-town charm and rural identity. I believe thoughtful, balanced development—particularly in the outer, more rural areas—should prioritize preserving open space and community character while supporting strategic, need-based housing options.
39.	None
40.	Affordable ownership. Rentals mean folks won’t stay as long whereas homes mean vested families in our community!
41.	Affordable housing
42.	Housing for active seniors
43.	None, the overdeveloped parts of town have completely changed the flows of traffic and created issues. Kernersville is a sought after place to be, that will come with increased demand for housing.
44.	We don’t not need anymore home built in kernersville
45.	None. Kernersville is already becoming too over populated and rezoning rural communities to smash 181 homes in top of each other was a very wrong move. Not only is crime increasing because of this, you are taking away what makes Kernersville Kernersville.
46.	Affordable workforce housing, innovative affordable housing for young families with grocery and other shops within the community to minimize driving
47.	Mixed-Use
48.	Affordable single family homes; affordable apartments for seniors; affordable apartments; affordable townhomes. Safe and sustainable residential housing
49.	Not sure
50.	Actually AFFORDABLE housing.
51.	Unique homes for families. No more cookie cutter homes, they're boring and not well-made.
52.	Single family ranch style, one story homes

Question 8 – Housing Priorities

If you were looking to buy or rent a home in Kernersville, what would be important to you?
(Select up to 3.)

Choice	Percent	Responses
Affordability	39.25%	179
Access to trails, open space and recreation	29.17%	133
Other (please specify)	15.79%	72
ADA accessible housing / single-story homes or apartments	9.21%	42
Access to transit	6.58%	30
Total	100%	456



Question 8 – Comments	
#	Responses
1.	Clean neighborhoods
2.	Land
3.	Culture of the neighborhood. School district.
4.	Good schools and short travel to basic shopping like groceries
5.	Schools
6.	Neighborhood with sidewalks, trees and common areas
7.	Quality school
8.	Safety
9.	Size of home and that it comes with at least 1/2 acre of land.
10.	No HOA, medium income single family
11.	Not buying
12.	Retail and restaurants. Good safe schools
13.	Safe
14.	Amenities
15.	It hard to change what you have ruined
16.	Ways to get to downtown without a car
17.	Safety
18.	Safe
19.	Walking distance to necessities (grocery, pharmacy, church...)
20.	It’s location in a safe neighborhood
21.	Quality
22.	Clean and well maintained neighbors without apartments nearby.
23.	GOOD SCHOOLS
24.	Adequate garage space
25.	Public safety
26.	Accessibility to shopping and entertainment
27.	closeness to the interstate for travel/work/convenience
28.	Larger lot with mature trees. Good school zone.
29.	Safety and access to amenities
30.	Taxes are becoming a significant issue, and not seeing any real improvements.
31.	Large lots without being so close to neighbors
32.	Schools
33.	safe and decent neighborhood
34.	Kind people
35.	Schools
36.	price and location
37.	access to place of worship
38.	to keep consistent with the current land use plan for example; I bought a home on the outskirts of town because development was limited and I wanted that country feel, that is now being invaded by high density development

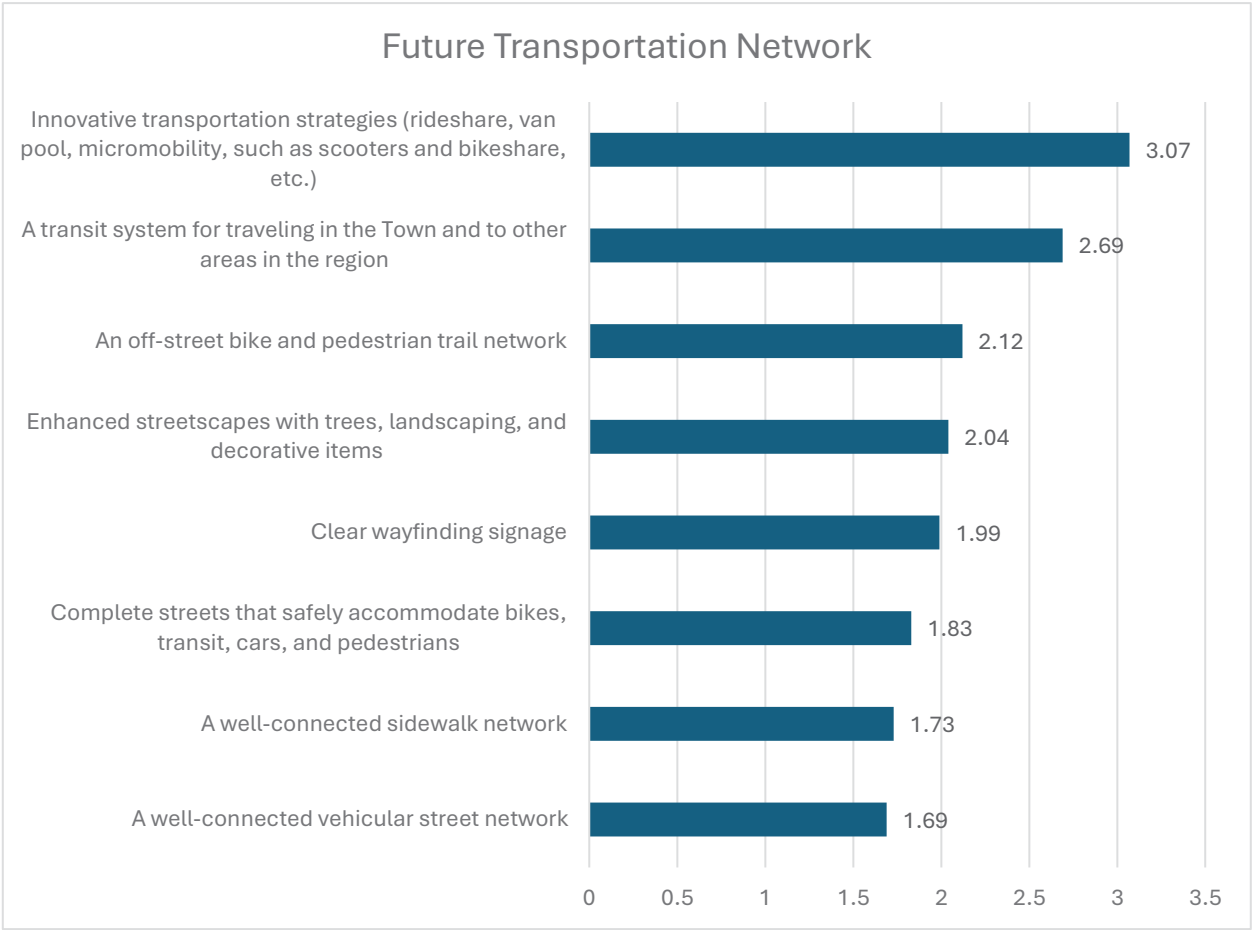
Question 8 – Comments	
39.	Space: space between houses and protected open space that will not be developed.
40.	Safety
41.	Schools
42.	Historical and current Crime rate of area
43.	All brick, one story, small yards with landscaping & subdivision picnic shelter & comm. Room.
44.	SPACE. QUALITY STRUCTURES AND WELL THOUGHT OUT DEVELOPMENT PLANS. QUALITY
45.	Quality schools and low crime
46.	Stable, well-established communities and neighborhoods. Not a “big city” feel that you can find in Greensboro or Winston.
47.	great school
48.	Walkable/traffic
49.	Trees, land, space
50.	Close to medical and retail
51.	Good value
52.	Maintaining property values, no low income housing
53.	Good schools near by
54.	Amenities and access near the new homes
55.	location, infrastructure, and safety
56.	location to daycares, schools, work, ect.
57.	I’m personally able to afford a nice place but Kernersville is more expensive than surrounding communities already and too many rentals snapping up properties.
58.	Senior designed housing
59.	Location in town and ease in and out
60.	Dining and Medical
61.	Safe neighborhood, well lit, sidewalks, distance to grocery store
62.	Senior housing options
63.	Full size two car garages.
64.	Low density neighborhoods
65.	Large lots.
66.	Personally, I would like to be able to walk or bike to shops, grocery stores and restaurants
67.	Ample land
68.	Walkability to shops
69.	Safe and decent neighborhood
70.	Uniqueness, I don't want my neighbor and I to have matching homes.
71.	Space. I am from K’ville and would consider moving back but don’t want to be in a neighborhood where the homes are all on top of each other. Build more neighborhoods that have land and space and trees!

Question 9 – Future Transportation Network

How strongly do you agree that each of the following elements is important for the future of the transportation network?

(Rate how strongly you agree with each of the following elements.)

Choice	Weighted Average
Innovative transportation strategies (rideshare, van pool, micromobility, such as scooters and bikeshare, etc.)	3.07
A transit system for traveling in the Town and to other areas in the region	2.69
An off-street bike and pedestrian trail network	2.12
Enhanced streetscapes with trees, landscaping, and decorative items	2.04
Clear wayfinding signage	1.99
Complete streets that safely accommodate bikes, transit, cars, and pedestrians	1.83
A well-connected sidewalk network	1.73
A well-connected vehicular street network	1.69



Question 10 – Community Feel

As Kernersville continues to grow, how can the Town maintain its community feel?

(Provide your response in the textbox below.)

Question 10	
#	Responses
1.	Continue events for the community as a community. Support local businesses.
2.	Building homes. Bring a Publix or trader Joe's to the old Lowe's food location on Piney Grove rd
3.	Force businesses to keep their areas clean.
4.	It's already lost it small town charm, and now we have to worry about cars getting broken into every night
5.	Kernersville's strength is as a community with a small town feel. Focusing on housing and companies that provide services to maintain houses as well as focusing on supporting small businesses and retail that are important to homeowners is more important to maintaining the culture of Kernersville than trying to attract industry.
6.	Neighborhoods should be more connected not only via road network, but also by recreation and activities. Minimal industrial growth should be permitted. Industrial and manufacturing kind of areas should not be permitted/developed close proximity to residential neighborhoods. Big rigs and large trucks should not be permitted to pass through residential areas-ex. trucks passing through Oakhurst street should be rerouted. Downtown should be expanded and updated.
7.	Stop using the citizen to pay for all revenue for the town. Promote external events to drive tourism and the economy.
8.	Continue to have community events. Support local schools and event students and staff to events/attend the school events. Continue to provide active where youth and young adults can become involved.
9.	Have a vibrant upscale downtown
10.	Remember to include everyone.
11.	Manage growth and reuse spaces that have been developed but are no longer viable. In other words minimize cutting down trees and destroying natural habitat.
12.	Quality school
13.	Keeping downtown strong will provide a hub for community experience
14.	The one thing that growth tends to do is as a town develops in different directions, you must do all you can to keep the areas that have served your community vibrant. Fill those spaces with new businesses.
15.	Develop downtown area.
16.	Limit excessive franchise building; focus on local businesses
17.	Limit the low income affordable housing, businesses. This would keep crime down from those traveling into Kernersville for access.
18.	Get rid of mobile home parks
19.	You need to keep soliciting community input and not assume you know what they want.
20.	Continue to maintain the downtown as community gathering place and events pace, support local businesses and encourage local events/activities and local resident engagement.
21.	Expand current community events. See 6 above. Ensure adequate communication with the community.

Question 10	
22.	Slow commercial growth and require a percentage of existing properties or neighborhoods to be filled or used to a certain percentage before allowing new major construction - or - requiring a new construction prospect to agree to revitalization of nearby areas before approving building procedures.
23.	Free events; parks and greenways; well-managed cultural assets (garden, history museum, etc)
24.	Approve more single family homes, less rentals, families stay longer. Push county for stronger schools, push state for road improvement
25.	Don't grow
26.	Don't lose unique spaces to cookie cutter retail spaces
27.	Yes, it can. We can grow, attract more employers and build more neighborhoods all while maintaining the community feel. The size of the neighborhoods, will help to maintain the small town feel. If the neighborhood is small enough, the neighbors get to know one another and feel the sense of community. Having more employers further reduces Kernersville being a bedroom community which will help Kernersville maintain its community feel.
28.	Live music and other recreational town events in community spaces with solid advertising to the community
29.	Preserving the historical feel, promoting community events.
30.	Encourage small independent businesses instead of large national chains. Make it easier for small business to startup and grow here.
31.	Growth with a quaint atmosphere
32.	spring summer and fall events downtown or at different parks and neighborhoods.
33.	Keep the small town feel downtown
34.	Less apartments. Better retail and restaurants. Good and safe schools.
35.	Quit allowing indiscriminate development. We are already too crowded and traffic is awful.
36.	Improve traffic flow
37.	Have downtown events promoting walk ability such as bar or restaurant crawl. Fundraiser events
38.	Focus on preserving existing development or redevelopment/revitalization of existing structures and properties, preserve the downtown while attracting new users to vacancies, providing single-family or townhome development in lieu of large-scale multi-family development.
39.	Stop building so many more apartments. Renovate older shopping centers to attract businesses instead of building new ones. There are many sketchy looking places in Kernersville that are unnecessary!
40.	Family at the heart
41.	I highly doubt it. The growth has been way too quick leading to major congestion and an increase in crime.
42.	More events that bring people together.
43.	More events and ways to keep the public updated with what's going on in kville
44.	You can't because of all the new developments you can get back what you already destroyed.. can't get back green areas and plant new trees where you cut them down for more tacky houses and condos
45.	Continued emphasis on parks, recreation and greenspace
46.	Stop allowing large communities of new single family homes on postage stamp size lots. Smaller square footage homes in good condition are in very short supply. Limit how many properties a single entity or related entity may own inside town limits to make it more difficult for national landlords to continue taking over rental properties.
47.	Build out shopping, parks and entertainment in highly developed areas.

Question 10	
48.	Lower taxes
49.	Increase number of green and peaceful community spaces
50.	More events and engagement!
51.	Promote local events that celebrates the town's history and showcasing local artisan and craftsmen/women as a draw. Create celebrations around major historical markers and events to get the town together to create a sense of community.
52.	Downtown is too small to accommodate the influx of population. Downtown must expand along with its parking.
53.	Being able to provide public services and maintaining the small town feel with a limited working budget.
54.	By continuing to keep its residents timely informed on happenings and new developments that are in the pipeline
55.	Traffic congestion is a real problem. You think twice before going to South Main Street. There are too many apartments going up. We need to focus on single family homes. We do need some more retailers like TJ Maxx, Home Goods. I have to travel to WS or GSO to purchase a lot of things.
56.	Keep the town small without over developing if the main reasons are just to gain revenues from big developers. The town seems to have plenty of retailers and other types of employers (John Deere, etc).
57.	It has already lost its community feel with all the businesses/fast foods on Main St. Way too much traffic.
58.	It appears Kernersville's goal is to become another Winston-Salem. That is sad.
59.	We are permitting too much density in housing. Most of the town officials own rental property and tend to promote high density housing.
60.	Please stop expanding roads everywhere. Limit multi family housing in order to limit traffic. Let Greensboro have the apartment complexes.
61.	say No to Developers
62.	create a well landscape charleston type feel
63.	Not increasing taxes!
64.	More thoughtful residential and commercial planning. Slow but not stop growth.
65.	Less of the large commercial and industrial sites that are built with the intention of renting out after completion! There are plenty of options further away from the town itself. I understand the need for a tax base but the land the newest sites sit on could have been much better used for single and multi-family housing.
66.	Walkability. Extended sidewalks.
67.	Continued focus on promoting small businesses in town with community events as well as the amount of greenery along streets.
68.	Keep us informed, and keep the small town vibe intact.
69.	Encourage small businesses, not big box stores to open up
70.	It can maintain the feel through proper road design, building design parameters through overlay districts, investing in downtown, and expanding parks in the outskirts of town.
71.	Accessibility shops, community events that cater to a variety of interests and draw in a younger generation that makes them feel welcome and included
72.	Monitor growth in a reasonable manner
73.	Keep it safe , drug free and few crimes.
74.	Control expenses and services to keep taxes lower
75.	Bring new ideas to the table and not be set in "old" Kernersville ways

Question 10	
76.	To maintain Kernersville’s community feel as it grows, the Town should focus on balanced development—thoughtfully managing residential growth while meeting the rising demand for commercial and retail space. Prioritizing community-centered design, walkable neighborhoods, and local businesses will help preserve that small-town connection even as we expand.
77.	With compatible architectural/facade design and materials
78.	Community feel is fine as is
79.	Build neighborhoods with a core easily accessible instead of sprawling subdivisions
80.	Lively events on weekends such as a vibrant farmers market. Parks and rec sponsored events for families such as movies in the park.
81.	Fix the roads, litter
82.	Doing great under tough conditions
83.	Accept that growth is good, and incentivize the best practices to get the best and most good growth.
84.	A great downtown!
85.	Control growth
86.	See above
87.	I don’t think it can if it continues to expand.
88.	Community events are important. They bring the community together.
89.	Opportunity for community engagement, citizens to voice their concerns publicly, such as this. Love the annual events but as we grow need help from public service or with planning committees to assist with parking needs and traffic flow to maintain order and affordability.
90.	Increased safe spaces for kids that are easier to access and policed.
91.	Stop with the Apartments. Provide more things that can be easily accessible for families to do. The activities downtown are a good way to maintain that community feel.
92.	Keep encouraging small businesses to come to the area. Manage the growth so it is not overwhelming.
93.	Continue to focus on small town atmosphere
94.	Don’t cave to those that insist that Kernersville should be like everyone else. Let’s be the leader not the follower
95.	Make sur there is adequate schooling, head start and child care centers
96.	Keep a good sensible supportive team that understands community feel
97.	Clearing up traffic congestion will go a long way toward helping visitors feel good about coming to Kernersville. Perhaps a marketing campaign about safe driving practices would help. Does NC already have resources we could tap into regarding safe driving?
98.	Not sure, but presently things are spread out and choppy Downtown has become nicer but no t big enough- no central entertainment center
99.	Expand the feel of downtown area through connected sidewalks, paths, and signage. Expand partnerships with the local schools.
100.	stop growing otherwise it will change...if you don't want to change then you can't grow
101.	Approachable city leaders open to community input. Strong Chamber of commerce. Availability of community support services for seniors and those struggling to meet basic needs. Good coverage of first responders. Maintain a local newspaper and accurate social media.
102.	Communication with residents
103.	By limiting expansion in the town. We can't keep a small town feel if we are no longer a true small town.

Question 10	
104.	Support small business and local ownership of property both residential and commercial.
105.	Stop approving anything that comes up for rezoning. We need sensible growth. The current land use plan is not being followed, all you have to do is rezone a piece of land and build whatever you want! Example; the Food Lion on North Main St, the land use for that area was to be a "traditional neighborhood feel" to conform to the surrounding area. Instead, it looks like every other shopping center and now a McDonalds is proposed there too. Again, the original rezoning forbid drive-through restaurants.
106.	It doesn’t feel like the small town Kernersville it used to be. Too much traffic, too many abandoned buildings, too much construction
107.	Costum builders only! Brick only! No more chain restaurants, more variety, no more mattress stores, or hamburger joints, signage regulations,
108.	Adopt a slow growth policy. Ensure the planning commission stops approving every re zoning request. If a hundred residents comment not to approve a re-zoning, listen and do not approve it!
109.	stop building so many multi-family home sites. Our streets and schools are too crowded
110.	Leverage its history and culture to build the community around
111.	No more multi family, no more apartments, no more high density developments
112.	More Local Music Events. Craft Shows, Church Events.
113.	Continue to have community events like Spring Folly
114.	Limit building and set limits on height of the builds. No more storage facilities.
115.	Independent shops and dining
116.	Economic support for downtown with things like architectural standards that protect our sense of place.
117.	Limit the mega housing developments. They do NOT enhance the small town feel. Too many small lots, cramming people in. The overall density of housing to an acre of land is just too high.
118.	Limit residential growth.
119.	Local events
120.	Develop & implement a community standard for wider sidewalks which allow 2 people to walk side by side, several feet AWAY FROM THE CURB, standard brick & topping design for walls like the beauty at the corner at Mountain & Cherry or maybe on the Cherry St parking lot. Large uniform signage for parks...should be large and PERPENDICULAR TO THE ROAD. CHANGE THE RECENT CITY RULE. WOULD YOU READ OR STOP FOR A SIDEWAYS STOP SIGN?? A HUGE VICTORIAN STYLE BRICK KERNERSVILLE SIGN ON BOTH SIDES OF MAIN STREET EXITS ON 421 & UNION CROSS ROAD EXITS AT I-40. LIGHTED AT NIGHT. LANDSCAPPED FOR XMAS LIGHTS ALSO. Step up our town identity. Landscape Union Cross & Macy Grove & Medical Park.
121.	Limit the amount of big box stores and chain restaurants. Encourage small business to locate here.
122.	Stop expanding very direction into adjoining cities
123.	Maintain QUALITY and SLOW ADAPTABLE growth. Keep the stores that are already here stop building new things when there are open empty buildings.
124.	Community Events for all ages
125.	You can't. Transient populations don't care about a place they plan to leave.
126.	Preserve large lots for greenspace
127.	It loses its community feel with growth.
128.	Please keep the communication via newsprint, social media and other methods up to date and active so people know what events are happening. Contine to partner with employers like John Deere to give back to the community.

Question 10	
129.	Less focus on bringing in more housing/people, more focus on bringing the people we already have together (community spaces, more restaurants, town events).
130.	Love that there are community things to do. We need more.
131.	keep out big retail
132.	Keep proving recreational activities and concerts. Build out Pope park with amphitheater.
133.	Maintaining ample spaces for recreation and community gatherings
134.	You lost the community feel when you substantially increased the rental housing, increased big box stores, fast food restaurants and have not maintained roads.
135.	Controlled growth is key, not just 'growth'. Keep downtown vital, and do what we can to preserve it's sustainability.
136.	Promotion and maintenance of central gathering spaces and or venues with opportunities for the community to come together.
137.	Preservation
138.	Kernersville's leaders need to focus more on fixing all of the potholes and terrible streets in on Cherry St, Century Park Subdivision, etc. and stop putting millions of dollars into the useless vanity projects.
139.	Maintaining and developing spaces for people to come together. A continued network of care between government religious entities schools and public safety organizations
140.	Stop growing. Use current buildings or tear them down. Foodlion, Lowe's food building, many more are completely empty and attract trouble. Looks junky.
141.	Continue with community events and parades
142.	Stop building everything on one side of town
143.	Keeping development in check.
144.	Fewer stores in retail areas - spread them out so people can walk or bike
145.	Continue with special events such as Spring Folly, July 4th fireworks, movies at Harmon Park, music at the gardens, etc. Parades, perhaps some type of community Fall festival, craft shows at Harmon park would be nice
146.	Do not approve zoning for apartment complexes, build to rent or small lot residential housing.
147.	Need a strong police force with officers who obey the law (i.e., no speeding when it is not an emergency).
148.	Not cut down too many trees
149.	Don't allow too many large commercial corporations to come in
150.	Create opportunities for the town to come together as a community.
151.	It has great community feel.
152.	Continue hosting community events and promoting local businesses.
153.	Grow small businesses and help small Businesses succeed. Provide opportunities for community. Grow all of Kernersville not just downtown.
154.	Community activities, open houses, information sharing
155.	As Kernersville grows, it's essential that we focus on maintaining our strong sense of community by preserving the small-town atmosphere that makes this place special. This can be achieved by prioritizing the development of walkable spaces, enhancing parks and green spaces, and supporting local businesses. It's also important to continue hosting community events that bring people together and foster connections. Encouraging mixed-use development that integrates housing, shops, and public spaces will help create vibrant neighborhoods without losing the town's charm. Lastly, fostering communication and involvement through public engagement and making

Question 10	
	sure everyone feels heard will ensure we maintain the Kernersville community spirit as the town evolves.
156.	Less big box stores, and large developments, more large lot single family homes and neighborhoods.
157.	Don't cut down trees, new construction shouldn't look "boxy" and crowded
158.	Public art that celebrates Kernersville and continue being welcoming to new businesses.
159.	Don't grow too fast
160.	Too late. We've already lost that feeling. Stop the unnecessary building.
161.	No more mattress places or storage facilities
162.	Tone down the building of huge complex apartments
163.	By keeping the services it offers and not giving up what it does for the townspeople now
164.	As Kernersville grows, maintaining its community feel can be achieved by preserving historic sites, supporting local businesses, organizing community events, investing in green spaces and recreation, involving residents in planning, and promoting volunteer opportunities within the community.
165.	Community events, smaller housing communities promoting buying rather than renting
166.	By supporting local small business genuinely and fairly. Foster space for healthy connected growth
167.	Keeping traditions alive. Doing community based events to support each other. Events to support local vendors, schools, clubs, etc. For example, my parents live in a town who does a Christmas vendor market where all of the booths are kids from local schools/community. They sell their art to support the youth. Don't sell out to big corporations who will tear down the town we love.
168.	Not sure
169.	Make investment decisions that are balanced thinking about sustainability over growth
170.	Kernersville needs to stop growing and support the community that lives here with events and accessibility for walking from most neighborhoods that are close to stores.
171.	By prohibiting commercial growth in the downtown area
172.	To significantly decrease the amount of people building small lot homes on already crowded and busy streets as well as eliminating the growing apartment complexes.
173.	Minimize growth entirely. A rapidly growing town can only maintain a community feel so much. Usually they fail. The more new people come to the area the more kernersville will feel diluted and lost.
174.	Stop building homes...
175.	Less car dependent infrastructure
176.	Restricting or prohibiting mid rise and parking structure development.
177.	Say No to Developers
178.	Stop rezoning rural areas to accommodate homes on top of each other. Keep the rural feel of Kernersville what it is in the east Forsyth area
179.	Invest in preservation of historic downtown core and support all organizations and attractions that improve resident quality of life and encourage spending from nonresidents.
180.	Developing opportunities for honest relationship building among all residents. Building of social capital. Developing neighbors helping neighbors support system.
181.	Community pool
182.	fewer or no multi-story apartment or town house complexes
183.	Please help the traffic flow, it seems like it is getting worse and worse.

Question 10	
184.	Supporting developments that allow commercial tenants to move in instead of requiring the development to fund the building as this only promotes large chains to move in.
185.	Limit Highway Business Commercial District. Eliminate sweepstakes internet gaming establishments.
186.	Improve Diversity, Inclusion and Equality in all area of community life.
187.	Communication with residents
188.	Need another middle and high school-stop building gigantic neighborhoods
189.	Good communication with residents about town services Continue to promote community events and civic engagement
190.	Increase police presence, particularly in high traffic areas where speeding is rampant.
191.	Preserve farmland, greenery, and open spaces.
192.	I think a focus on walkability and greening would help the community feel. When I am able to walk places like to the parish and grocery, I meet more folks and feel less in a rush!
193.	Continuing to have community events. Such as the movies in the park, vendor shows, etc.
194.	Hard to say with the amount of growth. Offering community events helps like the spring folly and tree lighting. Consider moving these to bigger spaces to allow for the crowds.
195.	That feel is already gone
196.	Not giving into large developments. Setting aside spaces for parks and recreation.
197.	Continue events for the community as a community. Support local businesses.
198.	Building homes. Bring a Publix or trader Joe's to the old Lowe's food location on Piney Grove rd
199.	Force businesses to keep their areas clean.
200.	It's already lost it small town charm, and now we have to worry about cars getting broken into every night
201.	Kernersville's strength is as a community with a small town feel. Focusing on housing and companies that provide services to maintain houses as well as focusing on supporting small businesses and retail that are important to homeowners is more important to maintaining the culture of Kernersville than trying to attract industry.
202.	Neighborhoods should be more connected not only via road network, but also by recreation and activities. Minimal industrial growth should be permitted. Industrial and manufacturing kind of areas should not be permitted/developed close proximity to residential neighborhoods. Big rigs and large trucks should not be permitted to pass through residential areas-ex. trucks passing through Oakhurst street should be rerouted. Downtown should be expanded and updated.
203.	Stop using the citizen to pay for all revenue for the town. Promote external events to drive tourism and the economy.
204.	Continue to have community events. Support local schools and event students and staff to events/attend the school events. Continue to provide active where youth and young adults can become involved.
205.	Have a vibrant upscale downtown
206.	Remember to include everyone.
207.	Manage growth and reuse spaces that have been developed but are no longer viable. In other words minimize cutting down trees and destroying natural habitat.

Question 11 – If you could change one thing, what would it be?

If you could change one thing about Kernersville, what would it be?

(Provide your response in the textbox below.)

Question 11	
#	Responses
1.	With increased traffic and population growth, the road and streets should be re-evaluated and widened.
2.	More accessible shopping
3.	The traffic.
4.	Making it hard for businesses to open. Everything being closed on Mondays.
5.	Stop putting housing on every block
6.	More of an awareness and caring for the most vulnerable in our community. I think sometimes we like to turn a blind eye to those because they do not fit with the image we want to have for Kernersville.
7.	Get rid of the roundabouts!
8.	Taxes
9.	School district
10.	Improve streets and roads. Especially Shields Road and Union Cross (part of which is being repaired, Yea! Shields has become a main cut through road. Needs improving bad. There needs to be a right turn lane into Tredegar. Too many near rear Enders.
11.	Road layout
12.	Smoother flow of traffic through South Main Street
13.	Road maintenance.
14.	Get rid of or repurpose unused and dilapidated buildings
15.	Wheelchair accessible curbs & wheelchair access into downtown businesses
16.	Too many face food chains.
17.	Less strip mall spaces and more larger newer commercial retail spaces
18.	Public transportation.
19.	We need a new City Engineer , Chris is not doing an effective job , or perhaps is severely overworked.
20.	Pope Park would be developed with a walking track, playgrounds and exercise activities and events.
21.	All power lines would be below ground, instead of poles in the middle of sidewalks and tress hacked to bits everywhere you look.
22.	Better traffic management.
23.	Traffic. Traffic patterns, light cycles, and the additional growth without PROPER consideration for existing traffic volume and alternative travel routes.
24.	More and better options for safe walking and biking transportation -- connected sidewalks and greenways.
25.	More down town outdoor dining, more live music, fight to improve the roads controlled by the state
26.	Less traffic
27.	Better roadways
28.	Proper upkeep of roads and sidewalks

Question 11	
29.	Acceptance of those who aren't Kernersville natives. At times, I feel isolated as a Kernersville transplant.
30.	More employment opportunities that attract young families
31.	Better dining options. 66 is the only real restaurant that's affordable.
32.	How arbitrarily ordinances and zoning things are enforced. Some people are harped on relentlessly and others get away with absolutely everything.
33.	Better Roadways
34.	lack of nice dining options
35.	Less apartments. Use other areas for retail and restaurants...not everything on main St. Union cross and 66 and piney Grove could be used. The schools are continuing to get worse and worse.
36.	Slow down development. Encourage use of existing empty buildings that just sit and are eyesores before chopping down more trees and building new.
37.	Better roads
38.	An ordinance addressing number of vehicles or junk stored on property.
39.	A community pool would be a nice addition.
40.	More schools! There's no way we can accommodate an increase of population with the current schools we have.
41.	Traffic, main street
42.	Slow down the growth
43.	More diversity.
44.	Making it a more walkable/ bikeable city
45.	The overgrowth would end
46.	Traffic management through downtown
47.	Main Street south of 421. Way too many intersections and traffic lights. We need the Harman extension, but adding bike lanes and sidewalks to it would make it great!
48.	traffic flow
49.	Smaller government with lower taxes
50.	Stop the building of new apartments and homes en masse
51.	Fix the roads
52.	More youth!
53.	Parking/Congestion during major events such as the 4th of July fireworks and the Spring Folly. It is difficult to get in and out of these events - which are needed - but can sometimes be a deterrent to attending because it's just not the hassle.
54.	More diversity and accepting to all people
55.	There are so many houses that are so run down they look as if they are vacant but people are renting. It makes Kernersville look trashy. Vacant business buildings all over the place as well!
56.	The overhead powerlines downtown place underground.
57.	Better traffic control and enforcement from our PD.
58.	Traffic issues .
59.	I think the schools that are in Kernersville proper should only accommodate the citizens of Kernersville not the the citizens of Winston Salem.
60.	At the moment what comes to mind is the situation related to Caudill's electric and the other chemical plant fire that occurred this year. I think getting those businesses back up and running should be a top priority in a comprehensive plan and perhaps a way to deter those types of

Question 11	
	incidents from occurring. It was also a blessing that the fire at Fitz on Main did not cause more damage than it did. It was nice to see them back and running so quickly. Again, we are relatively new to town so I may have different thoughts in the future. Kernersville looks like it will be a great place to live for us and for our family.
61.	Do something about the pollution from OmniSource. Some neighborhoods are dealing with filthy black soot on a daily basis and the town will not address. We cannot sit outside without cleaning furniture every day.
62.	Eliminate the idea that bigger is better. I moved here 33 years ago. K'ville was a better place to live in 1992 than it is today.
63.	Have a wider community represented on boards and commissions, including elected ones. Public boards have too many members that represent various parts of the real estate industry. That includes some town employees.
64.	I would undo the destruction of so much green space and I would stop the expansion of Hopkins Rd.
65.	Have streets without Patches potholes Roadplates and Asphalt over cracks
66.	update downtown bldgs, traffic
67.	Less taxes
68.	Improve roads in the city limits!
69.	No more commercial industrial sites.
70.	Be more proactive in welcoming sit down restaurants, less fast food.
71.	More access to single family affordable houses
72.	I would probably seek to eliminate any people looking to hurt or dirty up our town.
73.	Less mattress and dollar stores. More small businesses.
74.	Board of Aldermen 2 year terms. It should be 4 year terms and should be staggered. This will ensure continuity, consistency, and productivity. The current format is not productive.
75.	Less apartments and empty business complexes. More diversity where our thinking and culture so the feel of the community doesn't feel dated.
76.	Decrease growth/expansion of recreational department
77.	Lower tax rates.
78.	Traffic
79.	our processes in new companies/businesses opening - I have heard a lot of negativity about the hardships placed on new businesses trying to open, particularly in Downtown due to ordinances -
80.	If I could change one thing about Kernersville, it would be to ensure a more inclusive and representative governing body—one that truly reflects the diversity of our growing population and brings a wider range of voices and perspectives to the table.
81.	Increased sidewalk connectivity
82.	Safer intersections and better roads. Better nighttime noise ordinances, especially in and around Southpark.
83.	Connecting pedestrian and bike paths into a complete network
84.	Better public schools.
85.	More upscale restaurants
86.	Stick to your plan
87.	Improve highway 66 with bike and pedestrian features, zoning, speed v Control and parking strategies.
88.	We need more affordable housing

Question 11	
89.	Traffic issues
90.	It has lost its small town appeal.
91.	Developers want too dense of housing options. Although there is some need for smaller, multi-family homes bunched together, too often it is proposed by developers.
92.	Traffic on Main Street. Not sure how it can be fixed but it can take 20 minutes to get from Lowe’s to Lowe’s Foods.
93.	Fix the roads.
94.	All of the housing and apartments being built. I live in Welden village. We were told we’d have a grocery store on 66 in our neighborhood. We need one on 66. Instead of adding more in town where it’s already congested why not focus more on other areas where so many houses are going up and hold builders accountable for their promises to buyers.
95.	Less downtown traffic
96.	Traffic on S. Main can be tough but not sure what could make it better.
97.	the railroad track. It cuts the town in half. Elevate the rack or create an underpass.
98.	The pull for our community to want to be like others. We are special. Let’s lead
99.	Too much traffic on Main st.
100.	Better planning for the growth of our town. Buildings. Space while keeping the charm and Beauty
101.	Less bars on main street
102.	I'd like to see us hire more first responders to help carry the burden on our existing teams. Are we staying competitive with salary and benefits so we can retain the fantastic folks we have now?
103.	The school district will probably not provide crossing guards starting next year. What signage or traffic lights could the town provide on Piney Grove and Mountain to help the schools stay safe and decrease congestion?
104.	Make it more connected. It feels like three different towns with one name.
105.	Traffic
106.	sidewalks to no where
107.	Dependable and affordable public transportation
108.	Maybe improve the traffic on Main St.
109.	The outdoor pool project. With the amount of money that would be used to fund it, you could rely on community partners like the YMCA or Fitness One to come up with plans to access the pools and use the \$10 million projected costs to support some of the local in-need programs and families.
110.	Leadership. They seem to think they know what everyone wants without asking.
111.	Stop approving anything that comes up for rezoning, pay attention to the surrounding neighborhoods. Kernersville needs more continuity when it comes to development, example; again along North Main St there is a new concrete building (Holt Experiential), as you go out of town the residential lots get larger and less dense and more country. Now there's a large building the middle of this.
112.	Stop the building. Kernersville has already grown so much. There’s plenty of apartments and housing for people. The traffic is already so bad and yet we’re continuing to build pointless buildings. Like the visitor center. Absolutely pointless.
113.	The power poles and lines
114.	We did not need a visitor center. We did need a community center, so thank you. I also am thankful for the plan for a town pool.
115.	For such a small community Kernersville is very segmented and it is hard to move from one part of town to another.

Question 11	
116.	Less apartments
117.	Better roads - top many patches and pot holes.
118.	Traffic is horrible
119.	Better pedestrian infrastructure in the part of town with all of the stores (Target, Walmart, etc.) There are no crosswalks or pedestrian signals. Also no sidewalk to easily get across the highway bridge.
120.	Stop trying to be Winston or Greensboro. We left those places for a reason.
121.	Dedicated theater that could serve wine/ beer
122.	I wish we didn't have the cluster of big box retail on Main St. A spreading out of these stores, perhaps to the east side of town would have served us better
123.	The bridge over Salem Parkway (Main St) would be wider.
124.	Make Kerners Folly twice a year. More events like Kerners Folley.
125.	Potholes
126.	Improve roads with landscaping, sidewalks, and widening. It will raise our reputation.
127.	Population is outgrowing town infrastructure
128.	Give the Aldermen more say in how developments are planned. Allow them to give directions and rules to developers based on the neighbors concerns. As it stands, the Aldermen are instructed to pass a development plan as long as it meets minimum requirements. There is currently a new development with septic tank issues (not even 1 year old housing). This extreme concern was brought forth several times by the neighbors PRIOR to development plan approval but the Aldermen could not do anything about it because of the current by-laws.
129.	Traffic
130.	I would take it back to being a small Southern town where people went out and didn't even lock the door.
131.	Union Cross road should be 4 lane through town from 1-40
132.	The attitude of the chamber and some of the selfish businesses.
133.	Omni Source and it's noise, and all the trash it creates!!!
134.	Please stop building dense housing everywhere. More dense housing=more people=more crime. I have lived here forever, and while I understand that things inevitably change and grow, Kernersville is outpacing itself and losing the charm it had.
135.	There are no shopping, restaurants, and only one grocery on my side of town. There are two LARGE empty buildings. To do anything, we have to go tot the other side where the traffic is awful!
136.	cut population in half
137.	Build outdoor community pool at new Recreation Center.
138.	I would love for there to me more greenways. The existing Kerner Mill Greenway is already very heavily used and everyone I know loves it.
139.	Get rid of the big box stores and fast food chains.
140.	Traffic jams.
141.	Provide safe pedestrian sidewalks and pathways from neighborhoods outside of town into town and along major roads. Crossing Salem Parkway can only be accomplished at three places.
142.	Needs to preserve the land, stop build, build, build
143.	its manager, he's only in that position bc of his name
144.	Traffic is becoming difficult in getting through town from one end to the other. Add more shopping and dining options as mentioned above.
145.	Fix HWY 66 Asphalt

Question 11	
146.	Less development and more green space
147.	Taxes are too high
148.	Build a new Harris Teeter with adequate (not dangerous) parking. This is the WORST HT I have ever used. The HT in lil’ ol’ New Bern runs rings around the Kernersville store.
149.	More sidewalks! There were more in freezing cold Grand Forks, North Dakota and super hot Lake Havasu City, AZ - both places we lived and walked and biked year round.
150.	More of an identity.
151.	The traffic can be ridiculous at times. Congested roads.
152.	Have a couple more fine dining / nice sit down restaurants.
153.	Require sidewalks, pedestrian crossings, control vehicular speeding, install traffic calming infrastructure in residential and business areas.
154.	more sidewalk on North Main and Pineview
155.	The regulations surrounding small businesses
156.	More housing options.
157.	More people need to vote the elected officials. There needs to be greater turnover.
158.	I would like to see more law enforcement officers policing the streets of Kernersville and walking downtown Kernersville.
159.	I would like to see more speciality restaurants that put Kernersville on the map and to get people to come and spend money in the city. There are too many fast food restaurants that are not good. We need to have things for people to eat and do, to bring in \$, jobs and opportunities. Diversify the businesses that come to Kernersville. There is too much of the same thing.
160.	I would like to see less traffic congestion, less congested housing and business areas and, wiser/better use of space and green areas
161.	The amount of traffic that is on the streets now. Better roads to accomodate this would help.
162.	If I could change one thing about Kernersville, it would be to create more opportunities for young entrepreneurs and professionals to thrive. Specifically, I’d focus on fostering an environment that supports startups, small businesses, and creative ventures by providing flexible workspaces and networking opportunities. Additionally, I’d work to create a more welcoming and relaxed atmosphere in our downtown social districts, allowing them to be vibrant and dynamic spaces that encourage young people to gather, collaborate, and enjoy what our town has to offer, without unnecessary restrictions. By creating this kind of environment, we can better engage the 21-35 age group and ensure that Kernersville continues to be a place where the next generation can grow and succeed.
163.	Less businesses compacted onto North Main with only one major road going through them, traffic can be horrendous.
164.	Too many stores with poor roads/roads can't handle traffic
165.	Traffic on South Main Street
166.	Town beautification - More green space/public art (sorry to beat a dead horse! But we have a lot of amazing things going for us already).
167.	Restrictions that hold back businesses, like signage that holds back advertising
168.	Fill the vacant stores before building new ones.
169.	Stop cookie cutter housing. It looks cheap and will appear run down in 5-10 years.
170.	Go back to a small town feel
171.	Better sidewalk network, especially to the schools. It is sad seeing children dodge cars on their way to and out of school.

Question 11	
172.	The infrastructure. Roads are in terrible shape. Plans that have been on NCDOT's to do list for 20 or more years while planning issues building permits. Big Mill Farm for example should have been done when Lowe's and Wal-Mart opened.
173.	More fine dining, sidewalks and bike paths.
174.	Better maintenance existing roads
175.	Take swisher off, vote in some successful younger folks to support healthy change and future.
176.	Not a lot. Improving traffic flow through downtown, highways, and interstates.
177.	Not sure
178.	Nothing
179.	Glenn High School.
180.	The South Main traffic!
181.	The growing population.
182.	Fixing the traffic and reducing the influx of population growth. I hammer this home because I’ve seen in my lifetime the roads get more crowded, the schools get less safe (not on the town of kernersville but the point still stands) and overall become shaped into something LESS like Kernersville. The NCLA helped restore my faith in its ability to maintain what makes kernersville great, but this is a shining example of how when you attempt to please EVERYONE, you usually please no one.
183.	No more large cookie cutter housing developments with postage stamp yards
184.	Traffic flow/ pedestrian only plazas
185.	Random development like mid rise apartment buildings. They do not fit! They have compromised town identity. Adding a highway on-ramp for Kernersville rd. to 421.
186.	NO PARKING ON THE STREETS
187.	Like mentioned above stop overpopulating the community by building so many homes. Growth is inevitable, but a slower progression and not rezoning to no longer fit the community is better
188.	For residents to learn more about all those in their community. Sometimes folks become siloed and overlook others.
189.	Community pool
190.	more street repairs to main throughfares such as N & S Cherry Streets, South Main Street and all railroad crossings and a way to ensure road cuts are repaired back to the level of the paving
191.	LESS PEOPLE :-)
192.	Less fast food development and more true mixed-use development
193.	Residential districts adjoining and connected to commercial and industrial districts
194.	More Diversity in the Town Leadership and Administration
195.	Road system to accommodate increased residents
196.	Slow down the building-maintain green space
197.	More sidewalks and greenways
198.	Lack of walkability
199.	Term limits on elected positions and appointed positions. There is an "old boy" mentality that rewards nepotism.
200.	The heat due to the streets. I wish I could walk anywhere in town, but struggle with safety on some of the roads and use a car for most things longer than 2 miles.
201.	Perhaps I would take away some of the many dollar trees and car washes we have.
202.	Roads to handle the traffic. Way to congested in downtown and South Main

Question 11	
203.	Congestion
204.	The north side of town is dying. The old Lowe’s and Food Lions are sitting empty and the strip malls are getting run down. We’ve lost our grocery stores. I understand there is the new Food Lion, but that is further and practically out of city limits. There’s hardly any sidewalks around the middle school, despite children walking home from school.

Question 12 – Additional Thoughts

Do you have additional thoughts to share for the Kernersville Comprehensive Plan?

(Provide your response in the textbox below.)

Question 12	
#	Responses
1.	Kernersville is a family oriented town which should meet family needs (education options, sports, childcare, kid friendly entertainment, and opens for parents who work from home or require options working while caring for children.
2.	Thank you for taking into consideration the thoughts of those who live in our little town. The work you are doing is greatly appreciated.
3.	Please study well developed and updated downtowns in the area-Hickory and many more. It would also be good idea to send planning staff to study better planned and established towns and smaller cities in other states. Kernersville is a beauty that is asleep. It needs "liveliness" and it needs to catch up with the current century. Younger generations (educated career people) are needed here. Try to meet their expectations when doing planning. They spend money. When planning include people that recently (last 2-5 years) moved here from other states. They are able to compare and bring in new ideas to K'Ville's development. Hear them. Including them via surveys is a good start, but not enough.
4.	N/a
5.	Rampant, unchecked development will RUIN Kernersville. Some say it is already too late.
6.	Schools have to Improve.
7.	Variety in businesses is crucial.
8.	Universal design
9.	Local events, activities and festivals and community spaces with lots of green spaces, sidewalks and walking 5ks etc encourage community engagement. peopel feel safe when they see others walking on the sidewalks and being outdoors in the public sphere. Encourage people to be outside, walking around downtown and neighboring areas. We need it for the health of the community and our future and our children's future.
10.	I think it is very important to make the community inviting for small business. Local business help develop a local feel to a community, help keep the profits in the community, and offer growing centers for employment.
11.	There should be NO new long term plan within the election year or the plan should not be approved in any way until after the current year municipal election.
12.	Remember Kernersville is no longer just the down town and Fourth of July park, it is also the Caleb’s Creek area, and the Union Cross area
13.	The sooner the road can connect Hopkins road to Main Street the better.
14.	Please do not industrialize it or overcrowd it
15.	Stop with all the apartments. Work with school board to improve schools.
16.	Growth is important but needs to be balanced over various desires of residents. Not everyone enjoys a bar venue but many like it. Also, outdoor entertainment is great but needs to be balanced with noise disturbances for current residents.
17.	NA
18.	Good luck
19.	Please slow down the growth.

Question 12	
20.	Put community over tax dollars and greex
21.	No
22.	knowing growth is still coming try to keep Kernersville feeling like the smaller community I grew up in and love.
23.	In with the new out with the old. “If you’re not growing, you’re dying.”
24.	Keep up the good work and planning!
25.	No
26.	I really think the Appearance Committee should be commended on how well downtown looks. It’s absolutely beautiful at the holidays.
27.	No
28.	Why? You will only use comments that support the direction you have already decided to go.
29.	Try to find a better balance to represent home owners who are being encroached upon by all types of business. Homeowners generally can't afford the attorney power that business interest have in Kernersville.
30.	NO ON STREET PARKING. ITS BAD ON LAKE DRIVE
31.	Improve what we have not build and buy new structures and buildings
32.	We love living here but are exasperated with the speeding on Macy Grove. I worry the houses lining the road will soon become more unsightly and possibly property value destroying commercial spaces with more and more tractor trailer operations, increasing erosion and flooding potential.
33.	Enhance what already is. If it ain't broke as they say.
34.	To add to #11. Kernersville is the lowest taxed, full service municipality in the triad. The tax rate should be adjusted to a rate that will ensure Kernersville is able to address it current and future needs.
35.	Do not build swimming pool
36.	I a very disappointed in the condition of Ceiner BotanicalGardens. It has really gone down hill. It was quite a show place before the changes in ownership. .
37.	looking forward to what the KCP has in store
38.	No
39.	Seems like Kernersville has planned well except for the above: roads and noise
40.	Require developers to connect sidewalks to existing ones just like roadways must be connected to existing ones
41.	I'm too old now and if your outside the town boundaries you have no voice
42.	Thank you for taking into consideration the voices of the community
43.	With property taxes ever increasing, we aren't seeing much improvement. Neighborhoods being targeted with late night vehicle break-ins or thefts, it seems like it's up to residents to handle. Getting too big for our small-ish police force.
44.	Kernersville is a beautiful, small town. All of the housing being added around it is going to ruin that small town feel if nothing is done about the roads and traffic congestion. The breweries and bars being added downtown are great but we really need more family friendly restaurants in Kernersville.
45.	Improving road and reducing traffic congestion MUST be a priority. So many potholes and daily congestion make driving in Kernersville frustrating and even dangerous. Stop allowing so many multifamily units without considering traffic impacts.
46.	Increased structured activities for youth that are supervised.
47.	Enjoyed the open house.

Question 12	
48.	The Planning Board and the TOK Staff, and the Board of Alderman and the Mayor do an Outstanding Job!
49.	Thank you for giving us the opportunity to share.
50.	Let’s really try to have more sit down restaurants for families, better paved roads. Keep them updated to be well maintained so visitors and even residents can be proud of the highways and streets without having potholes everywhere
51.	Do not approve more Mc Donalds type restaurants
52.	Restaurants are a must. Aka Blue Rock. 66 Pizzaria style
53.	There is so much to be proud of in our community! I am thankful that steps are being taken to address traffic issues.
54.	not sure that my opinion matters...but thanks for asking
55.	More affordable public utilities.
56.	Making sure the public services, ie policy and fire, are sufficient for the number of residents.
57.	Stop wasting the taxpayers' dollars to generate a land use plan if you are not going to adhere to it.
58.	Yes. You need to reach the majority of citizens in ur surveys
59.	Expand biking abilities to Winston and Greensboro.
60.	Turn the Garden back to where it was headed... a place of pride and beauty
61.	Very much looking forward to seeing the results. I think the town has done a lot of things right, but always important to improve.
62.	I know the town needs a strong tax bas but packing people in these large developments with no space isn't the way to do it. Need to also focus on ways to keep the crime down. Car breakins have been ridiculously high lately.
63.	Require at least 1 business to be open 24 hours, grocery store, pharmacy, urgent care, fast food restaurant, and coffee shop for the 3rd shift first responders.
64.	Raise the standards to brick brick or rock facade houses, condos, etc. More owner occupied condos instead of apartments. Just more higher density housing for older & younger population instead of us having to look at WS on SedgeGarden Road, etc. Please replace older cheaper areas with new housing. Old run down apartments with new condos.
65.	Yes. The Aldermen need to have more power to force developers to do what is right for the neighboring communities and put a stop to crappy poor quality developments.
66.	Roads desperately need paving not patching Traffic is horrendous...
67.	We all know this is about how/who can make money off the selling of Kernersville.
68.	Hire Town employees that have credentials in their area of expertise (minimums Associate degrees.. prefer bachelor degrees with experience
69.	New people on the Board
70.	Focus on health and wellness. Not quick and easy.
71.	Preserve some of nature, farms
72.	actually listen to the residents and act on it, as a 35 yr resident, I have never seen any evidence of that
73.	Thank you for sending out the survey and listening
74.	Splash pad would be amazing!
75.	Don't build the community pool
76.	Kernersville has some great, but woefully underused roads. For example Medical Parkway and Macy Grove. Reflects great planning for the future. Congratulations. However a CURRENT need is

Question 12	
	Union Cross and Shields. Especially the intersection at the Community Center. Both roads are heavily travelled and need improving.
77.	Overall, we’re happy to have relocated here.
78.	Let’s keep a small town middle class atmosphere. We can’t be all things to all people, don’t try or you will fail. We don’t need ‘affordable’ housing, let’s attract people that can afford the housing that is here instead of cutting down all the greenery to make apartments and neighborhoods with hundreds of small houses.
79.	Top priority: complete the bike/hike trail between downtown and Triad Park. It is so close, yet impossible to get to the park without driving! It would benefit Kernersville on many levels.
80.	I am excited to see how Kernersville grows and evolves. This is a key town, between Winston Salem and Greensboro, near so many great economic developments.
81.	Prioritize safety/crime prevention, youth sports, and mental health.
82.	I did not see one option for education and schools being a top priority. When families move to NC or move within the state, education and school scores are typically top of mind for where they buy and live. Kernersville needs to have education be a top priority to compete with areas such as Clemmons and Lewisville. We have more of an advantage than those areas due to being in the middle of the triad. With all the new homes and people we need additional schools and to focus on education. Please make this a priority for future growth and sustainability.
83.	Reducing and deterring crime, clean
84.	For the Kernersville Comprehensive Plan, I would emphasize the importance of creating a clear vision for the town's growth while balancing development with the preservation of our small-town charm. It's crucial that we prioritize connectivity—not just in terms of transportation, but also in fostering strong relationships within the community. I would encourage a continued focus on enhancing public spaces, especially parks and recreation areas, which are integral to the quality of life for all residents. Ensuring that Kernersville remains an inclusive, welcoming place for people of all ages, including young professionals and entrepreneurs, is key. Providing opportunities for local businesses to flourish and creating spaces for collaboration, innovation, and recreation will help keep the town vibrant as it grows.
85.	Can't grow when streets can't handle more vehicles
86.	We need more public parking in the downtown area.
87.	Appreciate your efforts - don’t let developers run the place. Need strong leaders in board who stand up for people and not follow developer/landowner wishes.
88.	No
89.	Yes the downtown is the heart of our town and we need to keep improving it and helping it grow. It is sad to see empty lots that could be used for a good purpose. Also sidewalks are very important. It is hard to get around this town by foot or even a bicycle. Most of our main roads do not have sidewalks, and makes it dangerous for pedestrians. Piney grove road is an example there is a sidewalk that stops and does not connect to Kernersville middle school. South main street is another dangerous to walk road, and same with Mountain street. Hasting hills road also from East Forsyth HS, children are walking this everyday but no path or sidewalk to be on. We need to take care of our children, for they know how important they are to the future of Kernersville
90.	Don’t tear down storefronts/trees/etc. to build large apartment buildings. Expansion should start with the buildings we have and taking advantage of the storefronts there then expanding once we have found success there.
91.	Not sure
92.	Nope

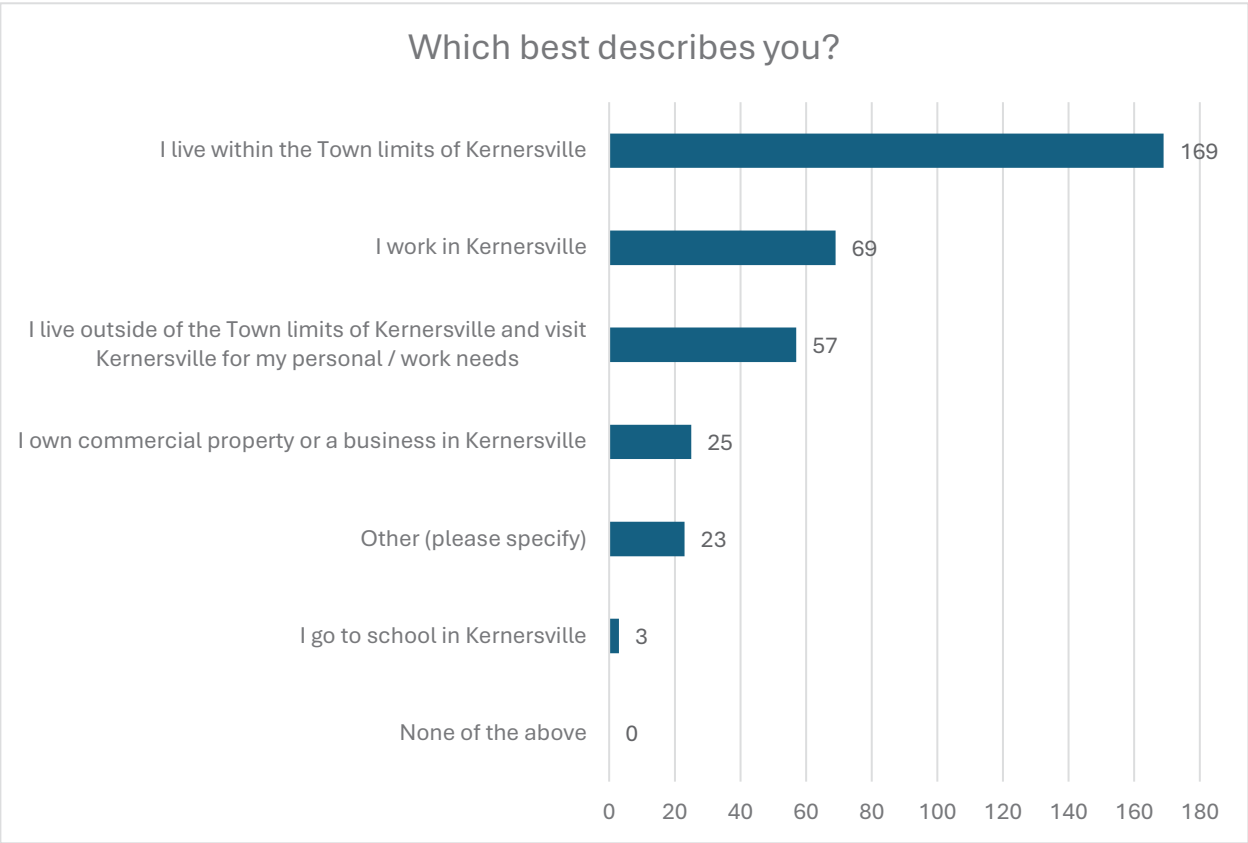
Question 12	
93.	The bigger the city the higher the crimes. I hear gun shoots weekly and I live in a nice neighborhood. The progress needs to needs to slow and invest in Kernersville current residents.
94.	The local high schools in Kernersville are crowded, before adding too many housing options we need to evaluate the need for more schools.
95.	I love kernersville and hope to live here my whole life. I am soon about to move out and hope to buy my first home. I love living here and hope that as a long time resident, I will not be forced out/ priced out by new buyers coming to the area. Part of what makes kernersville special is how it has the “small world vibe”. Everyone who lives here probably knows someone who someone who covers the entire town. Essentially it feels like we are never more than 1-2 acquaintances away from knowing the entire town.
96.	I am grateful for the opportunity for our voices to be heard and acknowledged. Thank you for all you do for Kernersville!
97.	I love kernersville but Toni’s losing its small town feeling as these massive housing developments are being built
98.	Better pedestrian safety
99.	The plan from Thousands Oaks, CA may offer a good example of protected open space requirements that have worked for decades, low density neighborhoods, high community safety standards, walkable neighborhoods, abundant parks, a vibrant and large parks and rec department, multiple community pools, slow growth plan.
100.	Kernersville is a wonderful small town. I really hope it never loses it’s charm and always retains the ability to form close knit relationships.
101.	More response to citizen concerns and less agreement with developer marketing models that do not lead to a small town atmosphere
102.	go to the seniors to get input, visit and talk with younger generation to try to keep them in the area what would they like to see.
103.	Sidewalks, Greenways, Parks, etc
104.	Make and keep our communities safe and sustainable
105.	no
106.	Continue open meeting, idea sharing
107.	Proposed exceptions to the Comprehensive Plan should be widely communicated via the town website, requesting comments that the approving authority can consider before the rubber stamp comes down.
108.	Thank you for conducting this survey! I love Kernersville.
109.	No
110.	Why not revamp areas like Hwy 66, piney Grove/north main to spread out growth more?
111.	We need to update the UDO. The issue with the Kernersville Mural Festival being a violation of the signage ordinance is ridiculous, along with the proposed cost of updating the UDO. The UDO also defines mini golf and other amusements as night clubs, creating arbitrary rules about what they can and can’t be built around. We have to go out of town for tourism and entertainment, losing town revenue.

Question 13 – Which best describes you?

Which best describes you?

(Please select all that apply; optional)

Choice	Percent	Responses
I live within the Town limits of Kernersville	48.84%	169
I work in Kernersville	19.94%	69
I live outside of the Town limits of Kernersville and visit Kernersville for my personal / work needs	16.47%	57
I own commercial property or a business in Kernersville	7.23%	25
Other (please specify)	6.65%	23
I go to school in Kernersville	0.87%	3
None of the above	0.00%	0
Total	100%	346



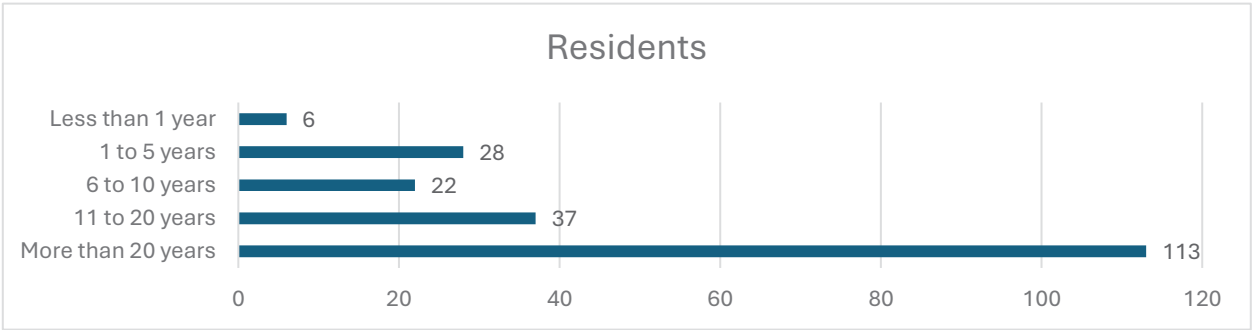
Question 13 – Comments	
#	Responses
1.	I am thinking about moving to Kernersville
2.	While my mailing address is Kernersville, I live just outside the town limits, but my child attended Kernersville schools, I shop in Kernersville, attend church in Kernersville and consider Kernersville my hometown.
3.	I am a life-long Kernersville resident
4.	I live on the line of Kville and WS at Linville.
5.	I am technically in W-S due to my home address but I shop, eat and drive through K'VILLE for nearly everything
6.	I attend church in Kernersville.
7.	Just outside city limits however I've lived here my entire life
8.	Lived here for 57 years.
9.	We live just outside of town limits in north Kernersville
10.	My kids went to school here. They are adults now. Neither wants to move back.
11.	Retired
12.	Parent of 3 students in Kernersville
13.	Muli-Generational household.
14.	I play recreational sports in Kernersville, walk my dogs in Kernersville and shop in Kernersville
15.	Own residential rentals in City limits.
16.	I live in Kernersville's ETJ
17.	ETJ for 30 years. Would like to downsize into town limits.
18.	I live 1 house outside limits and have been here 48 years
19.	My kids attend two different schools in Kernersville. One public, one private.
20.	My child goes to daycare in Kernersville
21.	I live in Kernersville but outside of the town limits
22.	In the ETJ of Kernersville
23.	I own property in Kernersville

Question 14 – Residents

If you are a resident, how many years have you lived in Kernersville?

(Please select one; optional)

Choice	Percent	Responses
Less than 1 year	2.91%	6
1 to 5 years	13.59%	28
6 to 10 years	10.68%	22
11 to 20 years	17.96%	37
More than 20 years	54.85%	113
Total	100%	206

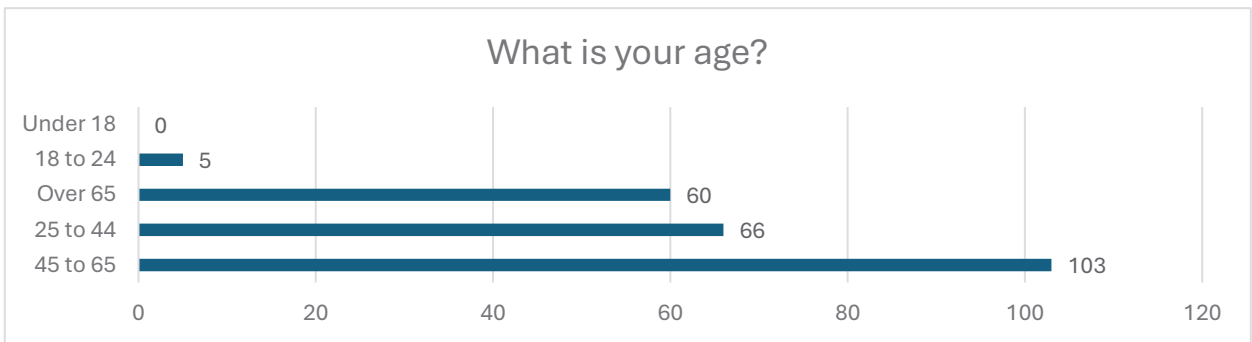


Question 15 – What is your age?

What is your age?

(Please select one; optional)

Choice	Percent	Responses
Under 18	0.00%	0
18 to 24	2.14%	5
25 to 44	28.21%	66
45 to 65	44.02%	103
Over 65	25.64%	60
Total	100%	234

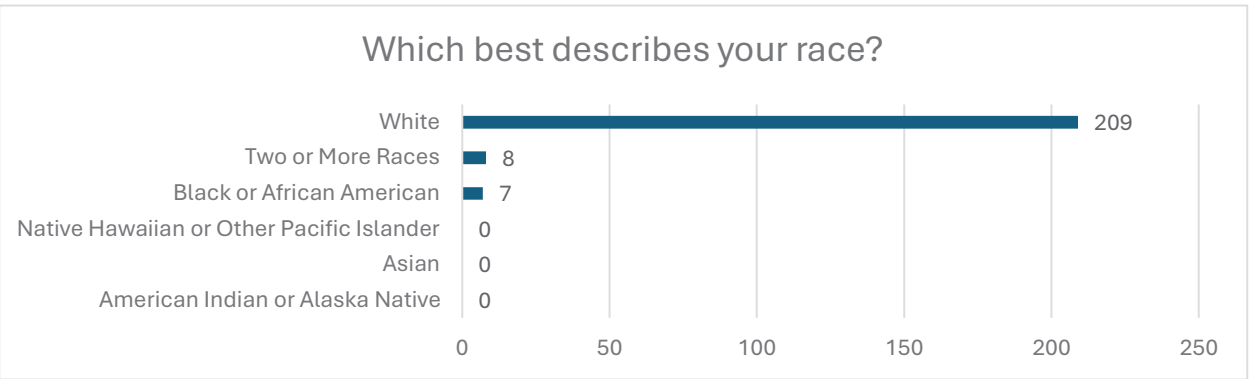


Question 16 – Which best describes your race?

Which best describes your race?

(Please select one; optional)

Choice	Percent	Responses
White	93.30%	209
Two or More Races	3.57%	8
Black or African American	3.13%	7
American Indian or Alaska Native	0.00%	0
Asian	0.00%	0
Native Hawaiian or Other Pacific Islander	0.00%	0
Total	100%	224

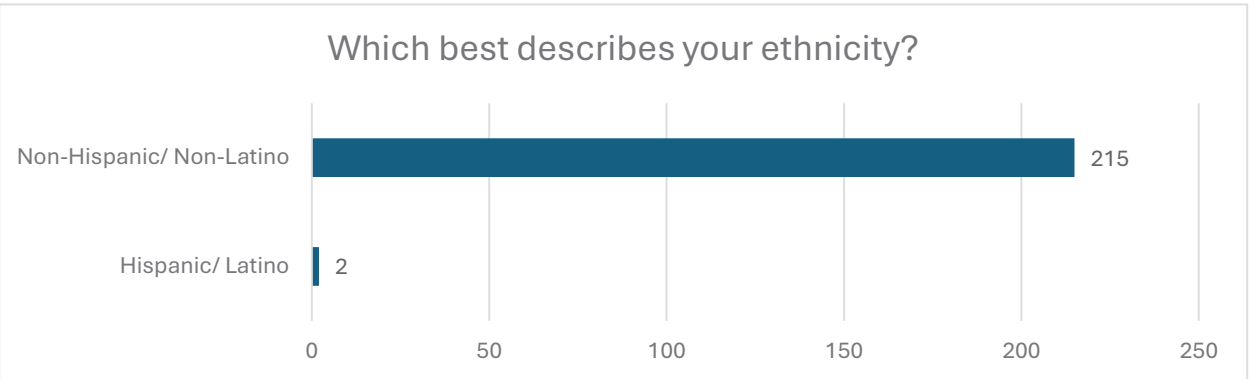


Question 17 – Which best describes your ethnicity?

Which best describes your ethnicity?

(Please select one; optional)

Choice	Percent	Responses
Non-Hispanic/Non-Latino	99.08%	205
Hispanic/Latino	0.98%	2
Total	100%	224



Question 18 – Local Involvement

Please share any local organization(s) you are involved in or that should be engaged in this planning process.

(Provide your response in the textbox below.)

Question 18	
#	Responses
1.	I am willing to volunteer
2.	Fountain of Life Lutheran Church, Crisis Control Ministry, Piedmont Triad Regional Council, Kernersville Chamber of Commerce, Shepherd Center of Kernersville, Senior Services (providing Meals on Wheels and support to Kernersville Seniors)
3.	I am not involved in any organization. I would like to become more active in this community.
4.	Shepherd Center
5.	The local library, Paddison Memorial, Shephards Center, and my local HOA.
6.	There should be no Town plans or long term initiatives in the midst of a municipal election year. This would be inappropriate until after the election of any potentially new town government officials.
7.	Rotary Club of Kernersville
8.	Senior Center
9.	Kernersville recreation
10.	The Chamber, the Beautification Committee, Parks & Rec, Public Services, any Downtown business organizations
11.	Rotary
12.	Religious Organizations
13.	KCAC
14.	Lions Club, Board of Aldermen
15.	Shepherd's Center
16.	All non profits, corporations, and small local businesses.
17.	planning board
18.	Rotary, schools
19.	N/A
20.	All should be.
21.	Kiwanis and Holy Cross
22.	I live behind the new Rec Center. I do not enjoy the fire works.
23.	Chamber of Commerce Rotary Korners Folly Foundation
24.	Lions Club
25.	Arts and crafts guild
26.	Kiwanis Club
27.	N/A
28.	Veterans Affairs
29.	Rotary

Question 18	
30.	Rotary, Lutheran Church, Kernersville Area Pickleball Association, Kiwanis club of kernersville, civitans, YMCA
31.	Chamber
32.	Civitans, church
33.	Kernersville Woman's Club and The Shepherd's Center of Kernersville
34.	WS/FCS
35.	Columbiettes of Holy Cross Church
36.	Chamber of commerce.
37.	Board of Alderman
38.	piedmont land conservancy
39.	Kernersville Woman's club MSUMC Historic preservation Community house
40.	YMCA, Rotary Club
41.	The civitan type clubs, woman's, garden clubs ... the volunteers that help keep Kernersville the quaint town it is.
42.	I think local realtors would have a good idea of what people look for. Our realtor knows that we hate that out our favorite floor plans & subdivisions are largely in WS besides Trillium (too far from Kville) & Tredegar. Kville needs more subdivisions CLOSE TO DOWNTOWN & SOTH MAIN.
43.	Include folks that have a connection to our town not just people that have relocated to Kernersville
44.	Several Town boards; county boards and elected position
45.	Kernersville Police Dept, WSFCS
46.	The Kernersville clergy community and congregations
47.	Church
48.	YMCA, Kernersville Woman's Club
49.	Trout Unlimited
50.	Kernersville Historic Preservation Society Chamber of Commerce
51.	Piedmont Land Conservancy
52.	TREBIC
53.	I am the owner and director of Kernersville Counseling Center, located at The Factory in Downtown Kernersville. I am happy to share my input as opportunities arise.
54.	Kernersville Family YMCA Advisory Board NC SECU Advisory Board Volunteer with Korner's Folly and other various groups
55.	Kernersville Arts & Crafts Guild
56.	Seniors groups
57.	Civic Clubs, Churches, YMCA, Schools, Körner's Folly Foundation, The Shepherd Center, Kernersville Little Theatre, Local Builders
58.	Crisis control ministry
59.	Scouts, Church, Schools

Question 18	
60.	The Summit Church is a huge supporter of many local families, businesses and charities. The NCLA was critical in my education and has been a game changer for many families. This is a very important institution.
61.	The Summit Church and the North Carolina Leadership Academy
62.	The Crossing church
63.	planning board
64.	Crisis Control Ministry, Kernersville Chamber of Commerce, Fountain of Life Lutheran Church and Preschool, Piedmont Triad Regional Council, Area Agency on Aging, Senior Services, Shepherd Center
65.	I run the Kernersville Mommies Club Facebook Group and posted it there.
66.	Board of Aldermen
67.	Columbiettes
68.	Holy Cross Child Development Center
69.	I am involved in a garden project at Room at the Inn Kernersville. Their new acreage is already on the PART bus line, but perhaps they would like to be involved in planning. They also have partners with the American Chestnut Foundation to plant a grove of these trees that were once wiped out by a blight.

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TOWN OF KERNERSVILLE

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