

# KERNERSVILLE DEVELOPMENT PLAN

## INTRODUCTION



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Kernersville, has been a growing community experiencing consistent change since the 1700's. It has had to move from dirt wagon trails to well traveled automobile driven roads. Neighborhoods and streets have evolved from a one traffic light town in the 1970's to a recognizable urbanized community within the Triad.

Our citizen's recognition of Kernersville's growth have established the ***Kernersville Development Plan*** as the tool to guide the community's goals

of retaining many small town qualities with up-to-date conveniences and services for our residents, business community, and institutions.

The ***Kernersville Development Plan*** is inclusive of all the other adopted plans for Kernersville and is updated as issues and opportunities result from the evolving community progress.



*It is the policy of the Town of Kernersville, as adopted in Resolution 52-99, that amendments to the Kernersville Development Plan may be initiated by the Aldermen, Planning Board or by petition of any interested person.*

# KERNERSVILLE DEVELOPMENT PLAN

## APPROVED PLANS

In 1997 the community completed a strategic plan, titled *Kernersville 2020*. As a result of that plan the Town formally amended the *Kernersville Development Plan* to include the following

- *Goals, Development Potential*
- *Kernersville Growth & Traffic Data 2013 Annual Report*
- *Transportation Capital Improvement Program*
- *Land Use Plan*
- *Thoroughfare & Street Plan*
- *Overlay Districts*
- *Park & Recreation Master Plan*
- *Pedestrian & Bike Plan*

The Town recognizes that updates to these plans are necessary to meet the changing demands of Kernersville. These management plans and regulations have been crafted to assist in achieving the community goals of maintaining Kernersville's "small town atmosphere" and creating Kernersville as a "unique high quality community within the Triad". Without growth management efforts, Kernersville will become indistinguishable from the surrounding

encroaching urban areas.

Kernersville's historic town core is its center and gives the community a definitive character. The growth management tool of zoning overlay districts were added to the *Unified Development Ordinance* as another tool to create the main corridors in Town to follow the community's goals.

Kernersville has fixed city limits within the three major triad cities. Typically cities with fixed limits begin a slow process of decline. This is usually due to new development activity seeking undeveloped areas in new locations on the urban fringe (greenfields). Kernersville recognizes its fixed city limits and recommends that revitalization as a growth tool for the future. Revitalizing existing areas within town may take time but can be creatively prepared, adding to the community's goals of creating a "unique high quality community within the Triad".

*Kernersville Development Plan* include the tools that recognize longstanding and fresh opportunities and that on-going review and assessment are a part maintaining a healthy and vibrant community.



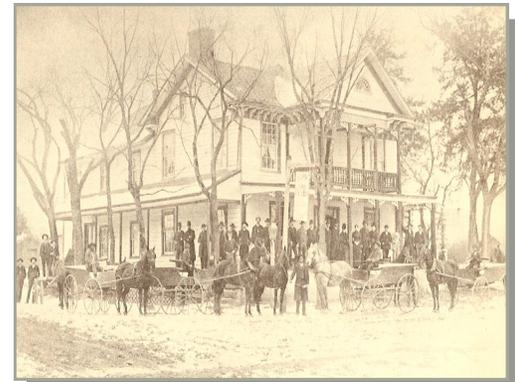
## HISTORY

The Town of Kernersville is rich with history. In 1756, Caleb Story received a land grant from the Royal Colony of Carolina. By 1760 the Cherokee Indians and new settlers of the region were at war. During that time Story sold his property to one David Morrow. The story is told, as represented in the Town's seal, that four barrels of rum were considered for the transaction. Around 1771, William Dobson, an Irish emigrant, bought Morrow's property together with an inn and store at the present intersection of Main and Mountain Streets, which he named Dobson's Tavern. Interestingly enough, President George Washington had breakfast there during his Southern Tour on June 2, 1791.

Dobson sold the property to a Gottlieb Schorber in 1813, who on November 14, 1817 sold it to Joseph Kerner, a German immigrant who came to this country at 16 years of age to sell watches and clocks. The emerging town soon became known as Kerner's Crossroads.

The first change in land ownership outside of the Kerner family occurred in 1840 and slowly, the area around Kerner's Crossroads began to populate until on March 31<sup>st</sup>, 1871, the Town of Kernersville was incorporated with a resident population of 147.

The Winston Chamber of Commerce bulletin of 1888 stated, "There are more brick residences, stores and factories in Kernersville than any other town of its size in the state, thus showing it to be substantial." The [Kernersville's Bicentennial History Book](#) states, "One event of the 1880's should be noted. During this period there was an attempt to make Kernersville a county seat. A delegation made up of Dr. Elias Kerner, Mr. J. Calvin Roberts and Mr. W.C. Stafford went to Raleigh to petition that this be done. The answer was negative, so Kernersville did not get her courthouse, but the independent spirit of Kernersville's citizens remained as strong as ever!" That independent spirit and sustainable development pattern has continued to the present day.



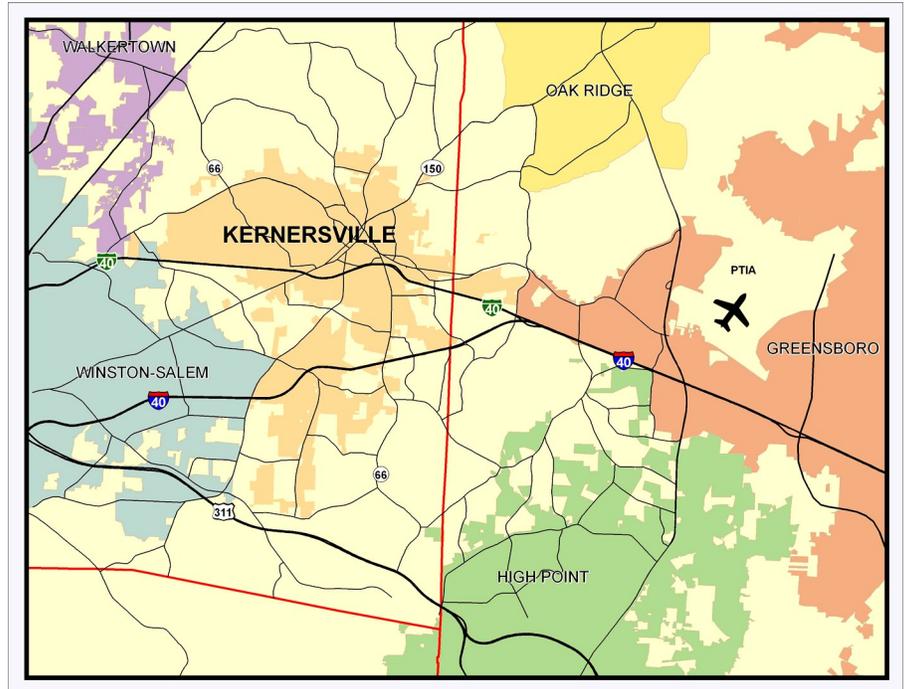
# LOCATION

Traditionally, Kernersville was said to be positioned as the center of the Triad, located equally between Winston-Salem, Greensboro, and High Point. However, Kernersville’s position as the center in the Triad has changed as the growth of the Piedmont Triad International Airport area has become a major development entity.

This shift of focus has not distracted growth from Kernersville, but has become a catalyst. The growth of the airport area has now positioned Kernersville to prosper.

Kernersville’s 1999 *Corridors Study*, prepared by Michael Gallis & Associates stated, “the primary airport industrial/office growth will be to the undeveloped land west of the airport”.

Kernersville’s industrial and office areas along I-40, B-40, NC66, and East Mountain Street area part of that west area. Using the Kernersville’s *Land Use Plan* and several rezoning cases, Kernersville has protected and enhanced these areas for industrial, medical, and office with limitations for retail areas.



# GOALS

The *Kernersville Development Plan “Goals”* are objectives that the community determined they could achieve. The “Goals” were drafted from a 1997-1998 strategic planning process called “Kernersville 2020”. When community development decisions are decided, they are reviewed to determine if they are in line with reaching the “Community Goals”.

Enhance Kernersville’s **“small town atmosphere”**.

- vibrant downtown
- historic architecture
- sense of place
- commercial clusters vs. commercial strips
- community activities

Develop a **“progressive planning program”**.

- implemented adopted plans
- pro-active vs. reactive
- constant evaluation of plans
- follows plans during implementation
- encourages public participation
- coordinated planning

Establish Kernersville as a **“unique high quality community within the Triad”**.

- preserved historic architecture
- commercial & industrial areas that incorporate historic architectural facade designs and materials during development
- residential areas that are predominantly single-family residential
- system of sidewalks, greenways and parks
- diverse economic base
- strong industrial, office and commercial tax base

Improve the **“natural environment”**.

- landscaping
- watershed protection
- air quality
- wildlife habitat

## DEVELOPMENT POTENTIAL



View of downtown Kernersville looking south. In the forefront intersection of North Main & Bodenhamer Streets

Kernersville has the charm of a small town, while being one of the primary economic development centers within the Piedmont Triad Metropolitan Region. Our historic downtown is surrounded by a vibrant mix of residential, commercial, medical and industrial uses. The South Main Street commercial center is the regional shopping area for western Guilford and eastern Forsyth Counties. Several smaller commercial centers located throughout the community also provide convenience. Four of the major medical providers in the Triad have facilities including Kernersville Medical Center a Novant state of the art 50 bed hospital and a 370,000 square foot Veterans Administration Health Clinic is currently under construction.

The industrial segment is diversified with logistics to trucking with a regional FedEx Ground hub located near a new highway interchange. Deere Hitachi headquarters along with their 1,000,000 square feet manufacturing operation, and numerous smaller support operations take advantage of the strong work force here. The academic support is also diverse with an excellent K through 12 public school system, and easy access to several private schools. Many major universities are within 30 minutes to Kernersville including Wake Forest University, North Carolina A&T State University, The University of North Carolina at Greensboro, Greensboro College, and The North Carolina School of the Arts. The Town's convenient location within the region makes it accessible to major water, sewer and the I-85/ I-40 interstate corridor which is one of North Carolina's major interstates and trucking routes.

Piedmont International Airport is only 15 miles from the center of town. Additionally the quality of life here is supported by attractive parks, athletic fields and progressive plans to implement sidewalks and bike routes.

# KERNERSVILLE GROWTH & TRAFFIC DATA ANNUAL REPORT

The Board of Aldermen adopted *Thoroughfare and Street Plan* requires an annual review of the Town's growth data. The Plan states:

*A citizen group shall be formed by the Board of Aldermen to undertake an annual review of the Town's growth data and provide comments to the Planning Board and Board of Aldermen on data generated at the Town, county, regional, state, and federal levels. The citizen group shall be made up of residential, commercial, industrial, and institutional property owners.*

The Community Development Department has compiled the Town's growth data into the report. The report consists of five sections. For the full report [click here](#).

**Section 1 - United States Census:** The census section provides Kernersville historic population growth. A comparison of Kernersville census data is compared to the State of North Carolina and the United States to determine if we are similar. If a community is similar to State and National data it can anticipate following State and National trends.

**Section 2 - Town of Kernersville Growth Data:** The Town has been maintaining permit data since 1995. That permit data provides historic development trends. The North Carolina State Demographer population estimates are also provided. The Demographer estimates assist in understanding what the current population is between the 10-year U.S. Census estimates.

**Section 3 - Economic Data:** The United States Census undertakes a census of businesses every five years. The business census provides an understanding of the economic diversity and trends in a community.

**Section 4 - Growth Projections:** Detailed growth projections are provided in this section. The projections are based upon development trends, economy, infrastructure, demographics, and supply of available development sites.

**Section 5 - Traffic Data:** The United States Department of Transportation traffic data is reviewed to determine the national trend. The North Carolina Department of Transportation detailed traffic counts, which are undertaken every two years is provided from 2003 to 2011.

## TRANSPORTATION CAPITAL IMPROVEMENT PROGRAM

The Capital Improvement Program is an annual report that includes how the *Thoroughfare and Street Plan* is being implemented. The transportation projects include :

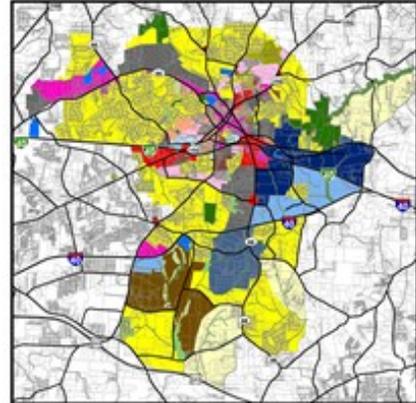
- Road and street improvements
- Greenways, sidewalks and bike lanes
- Street, road widenings or turn lanes
- NCDOT Complete Street program considerations
- Intersection improvements
- Roundabouts
- Policy Recommendations
- Community Input
- Traffic studies

[Click here](#) for the complete report.



## LAND USE PLAN

The *Land Use Plan* consists of a map and narrative. The *Plan* provides overall guidance for recommending areas for certain type of developments. Land use planning allows the community to promote orderly growth to achieve its goals. To implement the *Land Use Plan* the Town of Kernersville uses zoning and infrastructure improvements to guide community development. The link to the Land Use Plan can be found [clicking here](#).



## THOROUGHFARE & STREET PLAN

The North Carolina State Statute 136-66.2, *Development of a coordinated street system*, states: “each municipality with the cooperation of the Department of Transportation shall develop a comprehensive plan for a street system that will serve present and anticipated volumes of vehicular traffic in and around the municipality.” The Town of Kernersville’s comprehensive plan for their street system is its *Thoroughfare and Street Plan* which can be found by [clicking here](#).



## OVERLAY DISTRICTS

The purpose of establishing these districts is to assist with meeting the community’s goals for establishing Kernersville with a unique high quality, and enhancing its small town atmosphere. When a rezoning takes place or for certain types of improvements along these corridors and districts occur, the applicable Overlay Districts is required to be implemented. The Overlay Districts are a part of the regular standards in the Unified Development Ordinance. For a larger map view of these districts [click here](#).



# PARK AND RECREATION MASTER PLAN

In 2002, the Board of Aldermen determined that it was an appropriate time to review its existing park facilities and formulate a plan to address its growing recreational needs. The Town prepared the *Park and Recreation Master Plan* that year and in 2012 completed an update.

Kernersville residents have placed improved recreational facilities as an important benefit in their quality of life factor from improving health to improving aspects of the Town's economy. To view the updated Parks and Recreation 2012 Master Plan [click here](#).

The importance of recreation as a part of our everyday lives has never been more critical to the development of our society. National trends indicate that expectations and demands for diverse and quality recreation services will only increase as our population expands and matures. The elderly segment of our population will likely expand faster than any other segment of our society due in part to longer life expectancy and the aging of the "baby boomer" generation. As the elderly segment of the population increases in size, so will their participation with recreation. We are seeing evidence of that in

Kernersville. Parks and Recreation planning:

- assures maximum benefit for each dollar spent for facilities;
- avoids duplication and overlapping of services, areas, and facilities;
- expedites action on development of park facilities when funding is available;
- serves as a guide for zoning appropriate sites for parks, greenways, and open space areas;
- attracts economic development and smart growth development into the community; and assists in guiding town officials and town planners with future needs of recreation facilities with a plan that can be implemented.

The planning approach to meet the identified needs of the community is organized into five major components:

- **Introduction:** Includes a description of the master plan process
- **Analysis of Existing Park and Recreation Facilities:** Provides analysis of parks, buildings and special facilities.
- **Community Needs Assessment:** Assesses recreation programs and park facilities including development of local standards and consideration of national trends.
- **Proposals and Recommendations:** Provides recommendations related to park types, land needs, existing facility improvements and individual facility needs.
- **Action Plan Implementation:** Suggests methods and means of addressing capital costs, operating costs, staffing needs, and funding.



## PEDESTRIAN & BIKE PLAN

This plan recommends a series of parkways, greenways and trails that will gradually develop throughout Kernersville. The map of the proposed greenways is a conceptual illustration primarily recommended in natural areas like ravines, floodways and other undevelopable areas. During all rezonings and subdivision reviews, consideration will be given to the potential of these paths contributing to pedestrian, bike and greenway planning, with the ultimate goal of connecting many of the Town's land uses with a series of pedestrian and bicycle corridors.

The suggested possible uses of the greenways are walking, bicycle, hiking, jogging and exercise trails, and other uses that serve as a recreation and a connective function. Use of existing rights of way, easements and town owned land is suggested as the way to begin the greenway system. Donation of land by property owners, reservation of land, exchange of land, purchase of easements, purchase of land in fee, or requirement of greenway development by a developer in return for higher density are also methods of developing the greenway. The Town will examine each of these methods as a way of implementing the Pedestrian & Bike Plan. The completed greenway may not connect for several years, but the plans for obtaining right of way are underway. To view the entire document [click here](#).



*Copies of this document and complete copies of referenced plans may be obtained by contacting:*

*The Town of Kernersville*

*Community Development Department*

*134 East Mountain Street*

*P.O. Box 728*

*Kernersville NC 27285*

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