



# Kernersville Land Use Plan

Adopted March 2, 2004

Resolution # 2004-05

Last Amended June 3, 2014 (KDP-40)

The *Land Use Plan* is an element of the *Kernersville Development Plan*. The *Land Use Plan* consists of a map illustrating recommended land uses and this narrative. The *Plan* provides for the big picture on what type developments should be approved for specific areas. Land use planning allows a community to promote orderly growth and achieve its community goals.

## Implementation of the *Land Use Plan*—Zoning

Kernersville has been successful in using both special use district zoning and overlay districts as implementation tools for its *Land Use Plan*. Special use district zoning allows a developer to present a limited list of uses

and a specific site layout that complies with community plans and goals. The *Zoning Overlay Districts* have been adopted to implement the community's goal of promoting quality development. The overlay districts standards

have established minimum building design, sidewalk, landscaping and signage standards.

## Implementation of the *Land Use Plan*—Infrastructure Improvements

Public infrastructure improvements of roads, sewer, water and stormwater have allowed Kernersville to direct its land use changes. Being centrally located in a growing metropolitan area has not provided Kernersville the

opportunity to decide if it wishes to grow, but instead, as a community, it has had to determine how and where it wants to grow. The primary urban development pattern of a metropolitan area takes place around public

infrastructure improvements. By placing new roads, sewer and water in certain areas, the Town promotes the area for development.

## Implementation of Community Goals

During the preparation of the *Land Use Plan*, consideration was given addressing the community's desire to make Kernersville a better place to live and address private market demands for new residential, commercial and industrial developments.

Residents in Kernersville have a heightened appreciation of "place". They recognize and appreciate the "small town atmosphere" and the potential to become a "unique high quality community within the Triad". The *Kernersville Development*

*Plan* contains specific goals to protect those community attributes. The *Land Use Plan* has been drafted to address the *Kernersville Development Plan* goals listed below:

Enhance Kernersville's "small town atmosphere".

- vibrant downtown
- commercial clusters vs. commercial strips
- sense of place

Establish Kernersville as a "unique high quality community within the Triad".

- residential areas that are predominantly single-family residential
- strong industrial, office and commercial tax base

Develop a "progressive planning program".

- coordinated planning



The current “small town atmosphere” can be attributed to Kernersville’s downtown, limited commercial strip areas and a sense of place. Listed below are *Land Use Plan* strategies that protect and enhance these attributes.



## Downtown

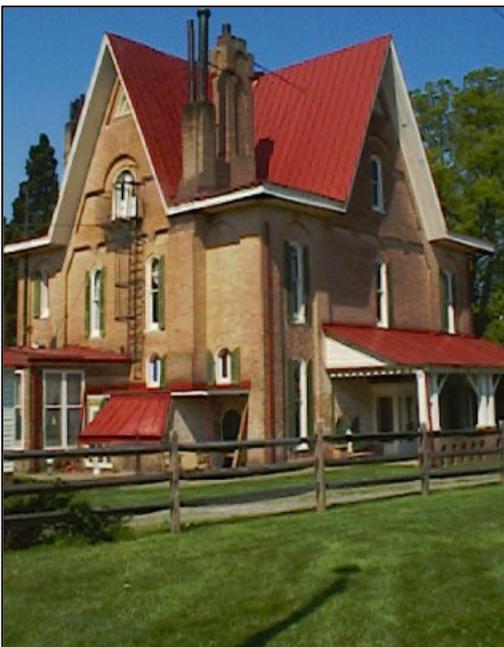
The downtown commercial area has been designated as a mixed use area to strengthen the economic growth potential. A greater variety of uses increases the potential to attract development. The previous *Land Use Plan* included only commercial in the established downtown and industrial along Bodenhamer Street and Pineview Drive. The mixed use designation will help promote the expansion of downtown into surrounding designated mixed use areas. This expansion will enhance downtown as a stronger destination point. Residential infill development would also be supported to encourage more residents to live downtown and in its surrounding area. The majority of new development is required to

comply with building design and site plan standards of the zoning overlay districts. This will preserve and enhance the overall image of downtown and its surrounding area.



To strengthen and preserve the existing downtown, new development needs to:

- Compliment and expand the unique character of the downtown and historic districts.
- Preserve and enhance the overall image of the downtown and its surrounding area.
- Enhance the business economy by creating a development consistent with the community goals.
- Preserve and enhance property values through creation of high quality developments.



The small town attributes of downtown and commercial clusters versus commercial strips both contribute to Kernersville’s “sense of place”. The *Land Use Plan’s* vision, to maintain and enhance those attributes will be a major force in guiding the future build-out of Kernersville to guarantee it does not lose its “sense of place”. It is projected that the population will double during the next 20 years and the surrounding cities boundaries will become adjacent to Kernersville. The central Triad will then be one large urban area. Kernersville will experience a great amount of change in that future scenario. An opportunity exists to shape Kernersville’s changing landscape to maintain its “sense of place”, thus distinguishing Kernersville from the surrounding cities.

## Commercial Pockets vs. Commercial Strips

The *Land Use Plan* concentrates commercial development into numerous pockets versus creating large generic commercial strips. The creation of these pockets allows commercial areas to be more in scale with a “small town atmosphere”. The clusters also lessen traffic congestion by dispersing traffic and providing convenience to residents. There are eight (8) distinct commercial pockets.

### Downtown

The downtown area remains the traditional town center with a mix of offices, stores, restaurants, services, banks, government offices, industry and housing. To promote the downtown that mix needs to be maintained along with the development of new civic and community services into downtown. The majority of growth and change will be concentrated in redevelopment of property.

### South Main Street / Business 40 Commercial Center

The South Main Street / Business 40 interchange area is a regional retail center. It provides a location for the operation of large-scale retail businesses that can be served by an adequate road system. The majority of this area has been developed. The existing shopping centers of Southside Square, Kerner Village and Charlestown Plaza have potential to be redeveloped. To promote the maintenance and redevelopment of the existing plazas, large scale retail must be discouraged in other areas. A traffic study analysis will need to be required for any proposed South Main Street large-scale development to insure that it will not lessen the current traffic level of service on South Main Street.

### NC 66 / Business 40 Commercial Center

The primary uses for the NC 66 / Business 40 interchange area is regional car dealerships, gas stations and restaurants. The Triad Gateway Center, located in the northwest

quadrant of the interchange, has been designated as an office and retail center that allows for compatible transition into the downtown area.

### North Main Street Commercial Center

The North Main Street area is intended to provide convenient retail and commercial services to the surrounding residential areas. Previous land use plans had the entire length of North Main Street designated as a commercial strip. This idea has now been reduced to promote redevelopment of existing commercial properties in the area.

### Union Cross / Interstate 40 Commercial Center

The Union Cross / Interstate 40 interchange area services several commercial roles. The existing Union Cross Shopping Center provides convenient retail and commercial services to the surrounding neighborhoods. It is envisioned that this center will transition from a neighborhood shopping center to a community or regional center, due to its central location in the Triad and direct access off of I-40. The undeveloped land to the north and east of the center has been designated as mixed use, to accommodate community, regional and interstate uses as office parks, motels, restaurants, sport centers, small scale specialty retail and moderate to high density residential. The southeast quadrant has been designated as a business park location. The I-40 southwest and northwest quadrants are within Winston Salem’s proposed annexation area.

### NC 66 / Old Salem Road Metropolitan Activity Center

The Town has adopted the “NC 66 / Old Salem Road Area Metro Activity Center Guidelines” for this area. It is one of nine metro activity centers in Forsyth County. A metro activity center contains approximately a ¼ mile radius core area of high density residential, commercial and office uses surrounded by high to moderate density residential, all following specific development guideline standards.

### NC 66 / Shields Road Commercial Center

The NC 66 / Shields Road Commercial Center has been established to service the commercial needs of the light industrial, logistic, office, and medical businesses of the NC 66 corridor. The commercial pocket is established to discourage commercial rezoning in the Land Use Plan’s designated Industrial, Business Support, and Business Center areas and to promote commercial development in the designated commercial centers.

### Neighborhood Scale Commercial Centers

Neighborhood scale commercial centers have been established around existing crossroad commercial areas. To insure preservation of the residential neighborhoods and maintain a small town atmosphere, the commercial

developments must: compliment the surrounding residential area; contain bufferyards that exceed the Zoning Ordinance standards; consist of uses that provide convenience to the surrounding residential areas; include design characteristics similar to downtown and the Town's historic districts; create minimal curb cuts to protect the safety and capacity of the roadways; and enhance the business economy through the creation of attractive developments. The *Zoning Overlay District* standards apply to these sites to assure a minimum design standard for the buildings, landscaping, sidewalks, parking and signage. There are eight (8) designated neighborhood scale commercial centers, each having their own distinct set of characteristics:

**Talley's Crossing:**

Talley's Crossing is located at the West Mountain Street / Hopkins Road intersection and extends to a small area along West Mountain Street west of the intersection. Currently the surrounding residential neighborhoods are not served by a neighborhood commercial center. Most residents in this area travel to South Main Street for their commercial services. Talley's Crossing is designated as Mixed Use to promote retail, services, offices and moderate to high-density housing. To insure that retail businesses are in a neighborhood scale and do not compete with the existing neighborhood shopping centers, the maximum size of a retail business needs to be less than 15,000 square feet.

**Olympic Restaurant Area:**

A 5.89 acre area around the Olympic Restaurant is currently occupied by the restaurant, two abandoned buildings and two residential homes. It is designated Mixed-Use to promote the redevelopment of the area into residential, small retail, service and office uses to serve the surrounding neighborhoods. Due to the small area the largest commercial space needs to be less than 6,000 square feet to be in scale with the surrounding area, with residential being in scale to the surrounding land uses.

**West Mountain Street /  
Bodenhamer Street:**

The northeast quadrant of West Mountain Street / Bodenhamer Street intersection is zoned General Industrial (GI) and Highway Business (HB) with the Neighborhood Scale Commercial Overlay District permitted uses allowed. To promote a better transition into the West Mountain Street residential neighborhoods and downtown, the area is designated as Mixed Use to promote small scale retail, services, offices and moderate to high-density housing. The allowance of only small scale retail would help prevent underutilization of the three existing neighborhood shopping centers on North Main Street. Due to the small area the largest commercial space needs to be less than 6,000 square feet to be in scale with the surrounding area.

**Dobson Street /  
Old Valley School Road:**

The northwest quadrant of the intersection of Dobson Street and Old Valley School Road is zoned Limited Business (LB). It is

designated Commercial Neighborhood Scale to allow redevelopment of the area into small retail, service and office uses to serve the surrounding neighborhoods. Due to the extremely small area, the largest commercial space needs to be less than 3,000 square feet to assure it is in scale with the surrounding area.

**Piney Grove Road /  
Linville Springs Road:**

The southwest and southeast quadrants of Piney Grove Road and Linville Springs Road intersection is zoned Limited Business (LB). It is designated Commercial Neighborhood Scale to allow for maintaining and redeveloping the area into small retail, service and office uses to serve the surrounding neighborhoods. Due to the extremely small area the largest commercial space needs to be less than 3,000 square feet to assure it is in scale with the surrounding area.

**North Main Street /  
Clay Flynt Road:**

The area consists of commercial and residential zoned properties, and is designated Mixed-Use to allow for maintaining and redeveloping the area into residential, small retail, service and office uses to serve the surrounding neighborhoods. Some of the smaller lots will need to be combined to assist in limiting the access along North Main Street. The largest commercial space needs to be less than 6,000 square feet to assure it is in scale with the surrounding area, with residential being in scale to the surrounding land uses.

**Beeson’s Cross Roads:**

Beeson’s Cross Roads is the intersection of Union Cross Road, Sedge Garden Road and Old Salem Road. The southwest quadrant is located in the City of Winston-Salem’s future annexation area and the other three quadrants are in the Town of Kernersville. Currently, all three corners are zoned commercial, with some residential owned property in the southeast quadrant. The area is des-

ignated as Commercial Neighborhood Scale to provide a neighborhood commercial center for the area. To assure that commercial businesses are in the neighborhood commercial scale the maximum size of a business needs to be less than 50,000 square feet.

tion of Teague Lane and Ogden School Road. This center was approved as a special use district with a minimum of 80,000 square feet and a maximum of 130,000 square feet of commercial space. No single business can occupy more than 40,000 square feet. The area is designated as Mixed Use.

**Caleb’s Creek:**

Caleb’s Creek neighborhood shopping center is located at the intersec-

As the municipalities of Winston-Salem, Greensboro, High Point and Kernersville all grow together, Kernersville has taken on the challenge to become the “unique high quality community within the Triad”. That goal is being pursued in order to be competitive in obtaining a strong share of the Triad’s future quality developments. The community’s support of road bonds, emergency services, zoning overlay districts and pursuit of a system of parks, sidewalks and bikeways are all examples of the community efforts towards achieving this goal. The *Land Use Plan* has been drafted to address the pursuit of residential areas that are predominantly single family residential and a strong industrial, office and commercial tax base.



The *Land Use Plan* has designated the following land use percentages:

Single Family Residential (low & moderate density)	56.11 %
Mixed Residential	6.58 %
Multifamily	1.75 %
Manufactured Housing	1.5 %
Schools, Parks & Recreation (public & private)	5.96 %
Commercial (including neighborhood scale)	4.68 %
Industrial / Business Park & Office	18.45 %
Mixed Use	4.96 %

The 56.11 % for single family residential assists in implementing the communities goal of creating predominantly single family residential areas. The single family residential areas are also dispersed throughout the community to maintain a single family residential image.

**Industrial / Business Park & Office**

makes up 18.45 % of the total land use area, which is the second highest percent. This land use provides the opportunity to build a strong non-residential tax base. A non-residential tax base, especially industrial and office typically are a good source of municipal revenue because they provide more tax revenue than expenditures to serve them. The community’s

pursuit of road bonds, emergency services, attractive commercial areas and a system of parks, sidewalks and bikeways all require tax revenue. It will be extremely important that as the Town of Kernersville builds-out, its industrial, office and commercial areas are built-out with developments that have a high tax value and low service demands.

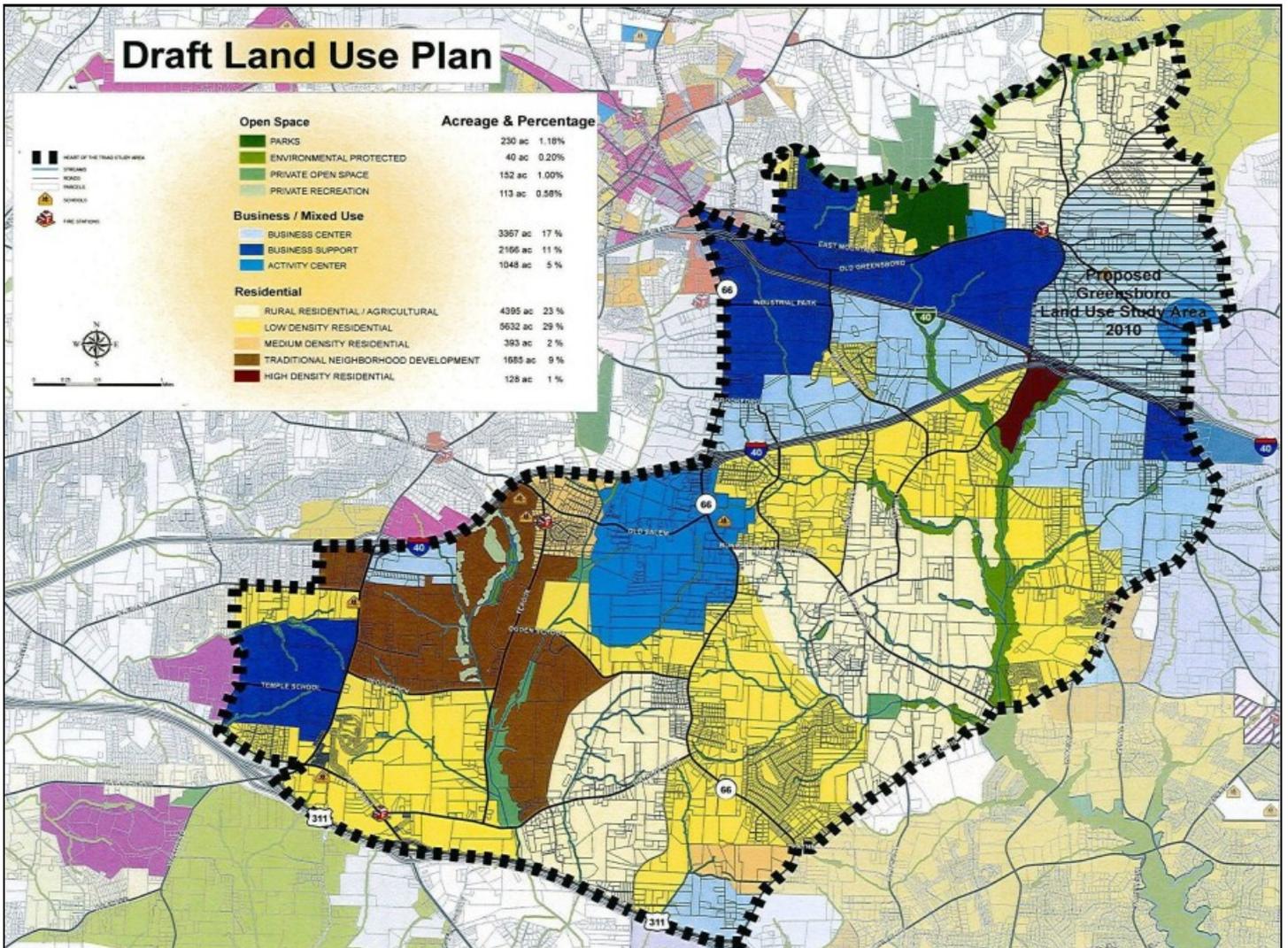
### Heart of the Triad – A Collaborative Plan for Economic Vitality and Quality of Life

The adopted *Heart of the Triad – A Collaborative Plan for Economic Vitality and Quality of Life* purpose is to enhance the strategically important central part of the Piedmont Triad Metropolitan Region while maintaining its natural beauty and unique features. It is an effort by local governments and regional organizations to work with citizens, businesses, and

developers in creating a dynamic environment which will stimulate our regional economy and provide an excellent quality of life for all. Located strategically in the center of our region between the major urban centers and adjacent to our area’s key highway, rail, and air transportation facilities, the Heart of the Triad area (see map below) is positioned to help expand job opportunities and provide new living, shopping, educational, and cultural opportunities convenient to those employment centers. At the same time, the area

has many acres of beautiful natural environment and active farming that can and should be preserved as a key “quality of life” element. The adopted *Heart of the Triad – A Collaborative Plan for Economic Vitality and Quality of Life* land use categories are adopted within the *Kernersville Land Use Plan* for the area within the Town’s jurisdiction and future annexation area, with the exception of the residential area of Birch Lane and commercial area along NC 66 South. In order to help produce quality development areas that are at-

tractive, functional, and sustainable, certain limited land uses need to be prohibited and certain design standards required. All classifications would prohibit new heavy industrial uses and substantial outdoor storage areas. They would also encourage high quality unified site design with enhanced building facades, as well as enhanced signage, screening, and lighting restrictions and significant landscaping and tree preservation.



## Business Land Uses

 **Business Center** – Intended to accommodate a wide variety of employment uses such as office, research, corporate park, and institutional and related uses. It requires a unified design scheme, including enhanced facades on the buildings, substantial surrounding landscaping, restrictive site lighting and signage, full screening of loading areas, and permits no outdoor storage.

 **Business Support** – Intended to accommodate a wider variety of office, corporate park, warehouse, flex space, light industrial, retail, hotel, and related uses. It sets standards for development including limited screened outdoor storage and loading areas, enhanced front facades, and unified landscaping, lighting, and signage.

 **Activity Center** - Intended to accommodate compatible mixed uses in a walkable setting, with higher density development. Locates jobs, shopping, and housing within walking distance of each other. Can be either a larger community scale or smaller village scale. Uses include office/research, multi-family residential, high density SF residential, compatible retail, hotel, institutional, and related uses. Would prohibit low density housing, heavy industrial, incompatible retail, and other uses not supportive of functional, mixed use development. Would include common design guidelines for buildings and streetscape, strong links between sites and open space and public facilities. Such centers are designed to accommodate quality regional and local transit service, strong internal and external bike and pedestrian linkages, and connections to public services and facilities. Guidelines would differ according to the scale and functions of each activity center.

## Residential Land Uses

 **Rural Residential/Agricultural** - Intended to provide residents and visitors with views of rural vistas and scenic open space by accommodating agricultural uses; large parcel (minimum lot size 5 acres) residential development; open space, and conservation subdivisions. These uses would generally be where public water/sewer is not available. Area would be seen as target area for agricultural preservation measures and incentives. Rural crossroad communities, such as Colfax, may combine residential, commercial, and institutional uses in a rural setting.

 **Low Density Residential** - Intended to accommodate low-density residential subdivisions with densities of 1-3 units per acre and low intensity institutional and recreational uses.

 **Medium Density Residential** - Intended to accommodate medium-density residential development in walkable communities with densities of 3-7 units per acre, medium intensity institutional and recreational uses, and neighborhood services.

 **Traditional Neighborhood Developments (Mixed Use)** – Intended to accommodate residential and commercial buildings, public spaces and amenities and institutional uses are mixed in a compact, pedestrian-oriented arrangement designed to lessen the need for a total reliance on the automobile and to generate a sense of community. Using these TND principles, three major components must be considered: residential development, neighborhood-serving commercial development, and the layout of the street system. The intended residential densities for TND areas should be a net average of at least five dwellings/acre for the total TND tract.

 **High Density Residential** - Intended to accommodate high-density multi-family residential development in walkable and transit-oriented communities with densities of more than 7 units/acre and located within activity centers or in close proximity to major employment.

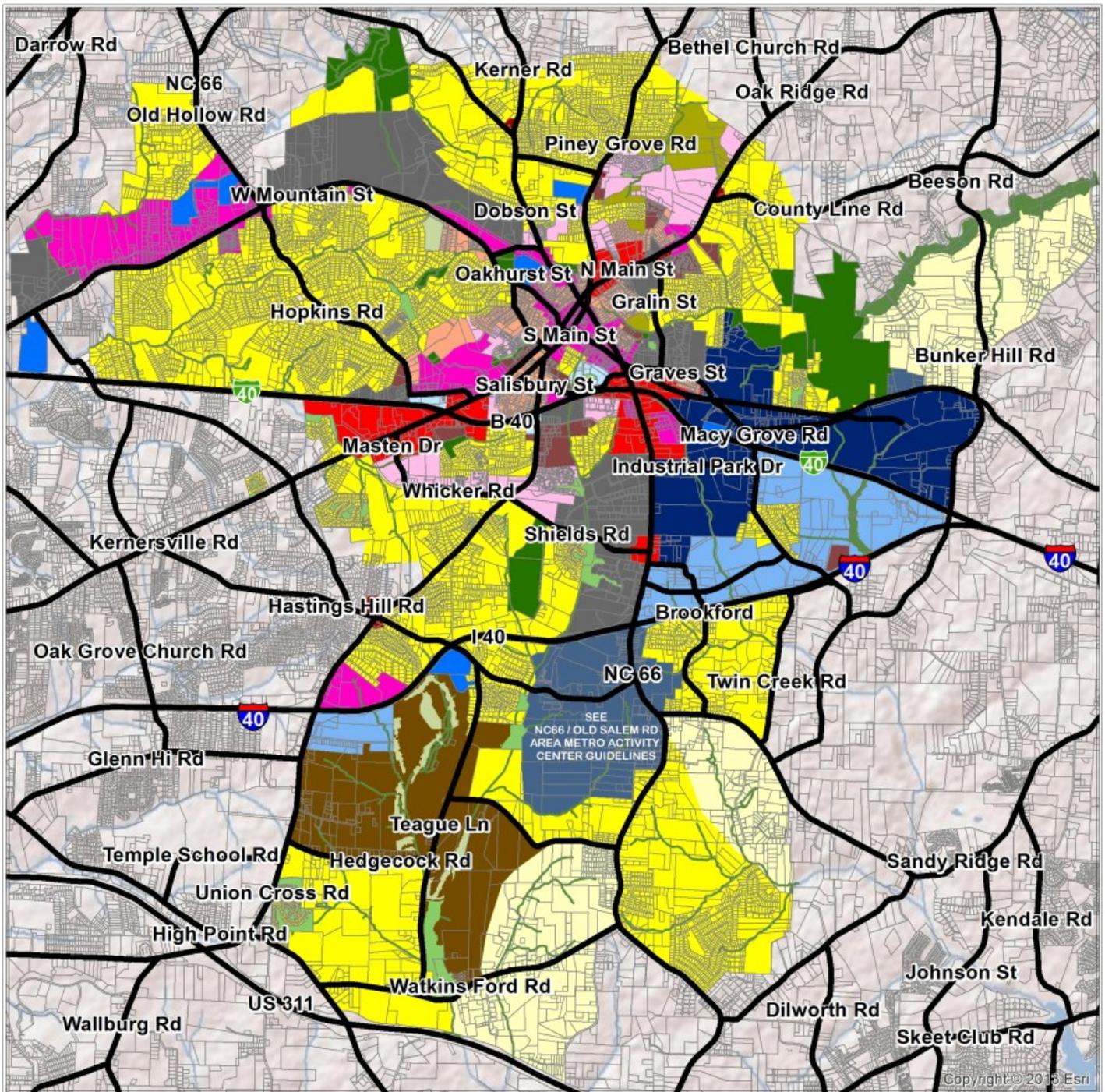
## Open Space Land Uses

 **Parks** – Intended to identify the publicly owned parks.

 **Environmental Protected** – Intended to identify the areas that consist of FEMA designated flood zones and North Carolina designated water supply streams and buffers along those streams.

 **Private Open Space** – Intended to identify “bona fide farms” as identified on tax records; properties that have recorded conservation easements; and significant areas reserved as open space that are associated in planned development.

 **Private Recreation** – Intended to identify existing and approved golf courses; and private recreation areas.



## KERNERSVILLE LAND USE PLAN

	ENVIRONMENTAL PROTECTED		TRADITIONAL NHBRHD DEV		ACTIVITY CENTER
	PRIVATE RECREATION		HIGH DENSITY RESIDENTIAL		BUSINESS SUPPORT
	PRIVATE OPEN SPACE		MIXED RESIDENTIAL		COMMERCIAL
	PARK		MFG HOUSING		COMMERCIAL NEIGHBORHOOD
	RURAL RESIDENTIAL		MIXED USE		INDUSTRIAL
	LOW DENSITY RESIDENTIAL		OFFICE		SCHOOL
	MED DENSITY RESIDENTIAL		BUSINESS CENTER		



## **Medical Business Park (MBP)**



During the establishment of the 190 acre Medical Business Park, it was recognized that “the MBP District is a specialized zoning district created to accommodate a hospital and a limited amount of commercial offices and retail uses. Due to the need to prevent traffic congestion to the hospital and the NC 66 corridor, the zoning district is not intended to be expanded allowing for additional commercial retail uses. The MBP

zoning district was “*designed to accommodate a hospital, offices and up to seventy six (76) acres of retail space...To help minimize the traffic impact that will be caused by retail traffic, retail space is restricted to less than seventy five thousand (75,000) square feet, which prohibits “big box” retail stores. The restriction against “big box” stores is to attempt to prevent the attraction of regional retail traffic.*”

The land use designation shall remain as the Medical Business Park zoning district purpose of “...a hospital, offices, and limited amount of commercial retail uses that complement a hospital. Due to the need to prevent traffic congestion to the hospital, the zoning district is not intended to be expanded to allow for additional commercial retail uses beyond the forty (40) percent standard”.

## **Triangle**

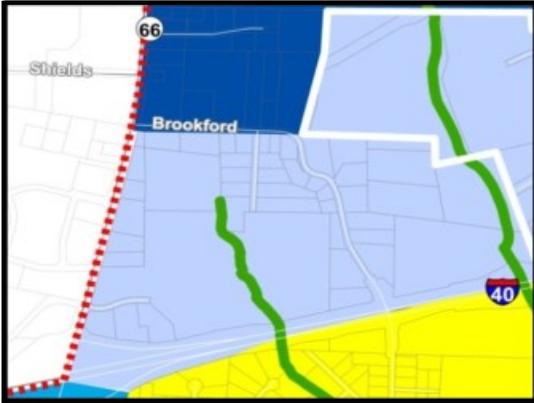


The Triangle is the area north of I-40, south of B-40, and east of Macy Grove Road. Some of the parcels of land in the Triangle have been held in the same family for several generations. Due to the prime location, available sewer and water, and having direct access to the future B-40/Macy Grove Interchange, the area has been identified as a unique regional eco-

nomics development site. The numerous large tracts of land have the potential of creating a unique development pattern of open space and projects of regional significance.

A big box retail center would not be allowed due to current and future limited traffic capacity of the roads that serve the Triad Business Park,

Medical Business Park, and the East Mountain Street and NC 66 corridors. To protect the property owners who wish not to develop and to offer the development opportunities for projects of regional significance, the Triangle area is designated for high quality business park or institutional uses and supporting commercial services.



## **I-40/NC 66 Interchange Northeast Quadrant**

In 1991, the Town adopted *I-40/NC 66 Corridor Study* recommends the northeast quadrant to be “..corporate park and industrial type land uses”. The study states: “*The ownership pattern in the area, the good visibility from the new interstate, the existing industrial land uses pat-*

*tern to the north, and the proximity of the International Airport make this land ideal for high quality office and industrial development”.*

With the exception of the establishment of several small general use Highway Business (HB) zoning districts that have dis-

tracted from the area being developed into a high quality area, the northeast quadrant still remains an area attractive to high quality office and industrial developments. The area shall remain designated as an area for high quality office and industrial developments.



## **I-40/Union Cross Interchange Southeast Quadrant**

The I-40/Union Cross Road southeast quadrant is designated a Business Center. The first rezoning in the quadrant was for the front parcels along Union Cross Road, which forms the entrance into the future business park. That rezoning allowed the Highway Corridor Overlay District design standards to apply to ensure quality development will occur. Along with required design standards, uses were limited to office and

commercial support uses of eating and lodging establishments. The Glennview Drive is similar to Old Winston Road land use transitions. Currently, on Old Winston Road, several single-family homes have been rezoned to office uses and vacant land is being developed as offices, a fitness center, and a restaurant site. Staff’s projection is that Glennview Drive will see a simi-

lar transition with vacant land being used for new construction and the single family homes converting to office uses or a group of homes being purchased to create a new re-development site. To promote the business park and to protect current residential property owners, the area is designated for high quality business park or institutional uses and supporting commercial services.

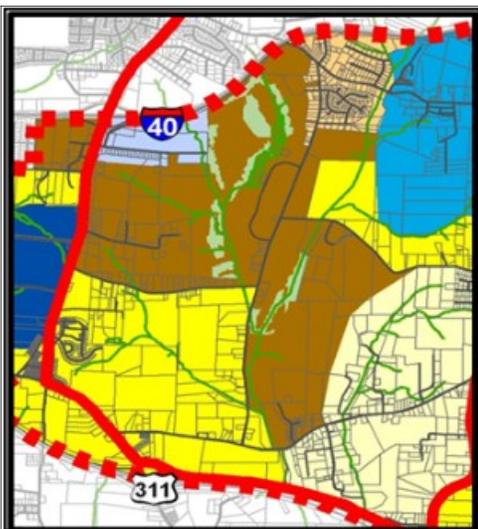


## **Triad Business Park & East Mtn. Street Corridor**

The Triad Business Park's Business Industrial (BI) zoning district *"was drafted to address growth management needs for a large area with diverse land use needs, balanced with the need to establish building and site plan standards to create a quality business park area"*. The Town recognized during the creation of this large business park area that *"...if a business park has just manufacturing, distribution and office uses, the commercial service needs of the work force are not addressed"*. Commercial retail uses were limited to 30% in the BI district, with the maximum size of a retail space

being 60,000 square feet. This ensures the primary use of the business park as office, manufacturing, distribution, or other related industrial uses. The 60,000 square feet limitation prevents "big box" retail from being located in the business park. The BI district incorporates design standards similar to the Kernersville overlay districts, establishing minimum building designs, building materials, landscaping, outdoor storage, signage, etc. for the business park. The East Mountain Street Corridor, which includes the area along Old Greensboro Road, Graves Street, and Berry Gar-

den Road, is an area that is in a re-development transition. Triad Business Park, along with the future B-40/Macy Grove Interchange, provides anchors to promote that re-development. The Triad Business Park and East Mountain Street corridor is designated as an area for manufacturing, distribution, office, and commercial service uses to meet the needs of the businesses and work force. Enhanced design standards of the Highway and Industrial Corridor Overlay standards shall apply to further promote the re-development of the area and attract new investments.



## **Caleb's Creek Area**

The Caleb's Creek development and surrounding area, including the area east to Union Cross Road is designated as a "Traditional Neighborhood Development" (TND). These areas are intended to accommodate residential and small scale commercial buildings, public spaces and amenities, and in-

stitutional uses that are mixed in a compact, pedestrian-oriented arrangement to create a village type sense of place. To achieve that

unique sense of place, three major TND components must be included: 1) residential development, 2) neighborhood-serving commercial development,

and 3) street grid layout with pedestrian and bicycle facilities.

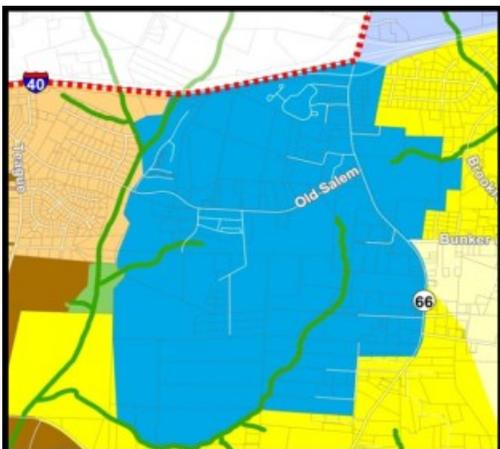


## **NC 66 & Industrial Drive Corridors**

The NC 66 corridor road frontage area has only a small amount of undeveloped land available; however, potential exists for re-development. Areas east of NC 66 and off of Industrial Drive contain numerous large tracts of undeveloped land. The close proximity of those tracts off of the existing B-40/NC 66 interchange and the future B-40/Macy Grove interchange

creates this area as prime location for office, corporate park, warehouse, flex space, light industrial, retail, hotel, and related uses. To attract investments to promote re-development of existing developed areas and the development of new areas, design standards will need to be applied. The NC 66 & Industrial Drive Corridor is designated as an area for manufactur-

ing, distribution, office, and commercial service uses to meet the needs of the businesses and work force. Enhanced design standards of the Highway and Industrial Corridor Overlay standards shall apply to further promote the re-development of the area and attract new investments.



## **NC 66/Old Salem Road Metro Activity Center**

The Town, in 2001, adopted the *NC 66 / Old Salem Road Area Metro Activity Center Guidelines* for this area. It is one of nine metro activity centers in Forsyth County. A metro activity center concept contains approximately a core area of commercial, office uses, institutional, and high density residential, surrounded by high to moder-

ate density residential; all following specific development guideline standards. Since the adoption of the Metro Activity Center, the Town re-zoned over 400 acres to establish Carrollton, which is the core area of the Activity Center. Along with Carrollton, Moses Cone Medical Clinic and Bishop McGuiness High School anchor the

NC/Old Salem Road Area Metro Activity Center. The *NC 66 / Old Salem Road Area Metro Activity Center* allows the Town and County to create a unique high quality place versus an intrusive commercial highway strip with scattered, poorly planned residential developments.

# Martin Mill Creek Land Use Plan

## Purpose

City County Utilities Commission, Forsyth Board of Education, Kerwin Baptist Church and the Town of Kernersville are working towards placing sewer in the Martin Mill Creek basin. The purpose of the *Martin Mill Creek Land Use Plan* (Kernersville's portion) is to prepare a land use plan prior to sewer being provided to the area. The once rural area is changing to an urban area. The change to urban includes developments such as Peddycord Business Park and the surrounding industrial area; Loflin Concrete, which has recently expanded; two new residential subdivisions Mill Creek and Robbins Perch; Kerwin Baptist School; Cash Elementary School; East Forsyth Middle School; the proposed *Winston-Salem Beltway* and *Airport Connector*; and proposed public sewer. The *Land Use Plan* was drafted based on an analysis of these existing and future conditions. One component of determining existing conditions was public input received during a direct mailing to all property owners and a community open house.

## Existing Zoning and Land Uses

The existing residential uses are single family detached housing. Large undeveloped tracts remain in the residential area. Sewer will provide an additional incentive for development of these tracts. The current zoning for the residential area is RS-20 (single family residential with a minimum lot of 20,000 square feet or less) in the eastern portion and RS-9 (single family residential with a minimum lot of 9,000 square feet or less) in the western portion of the study area .

The non-residential uses, which include industrial

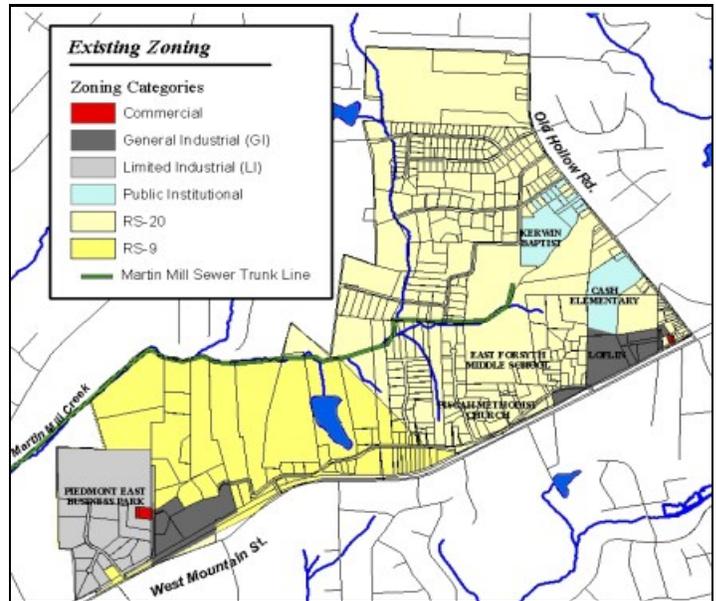
and commercial uses, are located in the southeast and southwest corners of the planning area. Non-residential areas are important for the creation of jobs and a strong tax base. The central location of these sites in the Triad makes the non-residential area attractive for development. The southwest non-residential area primarily consists of service businesses and light industrial uses. The southeast non-residential area includes heavier industrial uses consisting of a concrete plant, cultured rock manufacturer and vinyl siding distribution center.

The proposed six (6) lane *Winston-Salem Beltway* project is scheduled to begin construc-

tion in 2014. The second proposed road is the four (4) lane *Airport Connector*. With the construction of the East Forsyth Middle School within a potential ramp and **corridor** area of the *Airport Connector*, it is likely that NCDOT will need to consider an alternative route. There is currently no schedule for beginning a corridor selection for the *Airport Connector*. The Town of Kernersville is requesting NCDOT and WSDOT to study the *Airport Connector* to determine a final alignment.

## Planning Area

Martin Mill Creek drainage basin is 2,054 acres. The portion in which the Town of Kernersville is preparing a land use plan is 1,007 acres. There are 218 property owners in the plan area. Forsyth County and the Town of Walkertown are preparing a plan for the remaining area. The dividing line is the Town of Kernersville and Town of Walkertown annexation agreement line.



**Single Family Residential Low Density (0-2)**

The Town of Kernersville has identified that one of its “unique high quality community” components is residential areas that are “predominantly single-family residential”. Low density single family residential developments have been one of the primary land uses in Kernersville. The northern portion of the planning area is currently zoned RS-20 (approximately 2 units per acre) and RS-9 (approximately 4 units per acre). The RS-9 area is largely undeveloped and has rural characteristics of woods, pastures and low density residential home sites. If the area is developed with a density greater than 2 units per acre, it is recommended that the homes be clustered to create open areas that will maintain some rural characteristics.

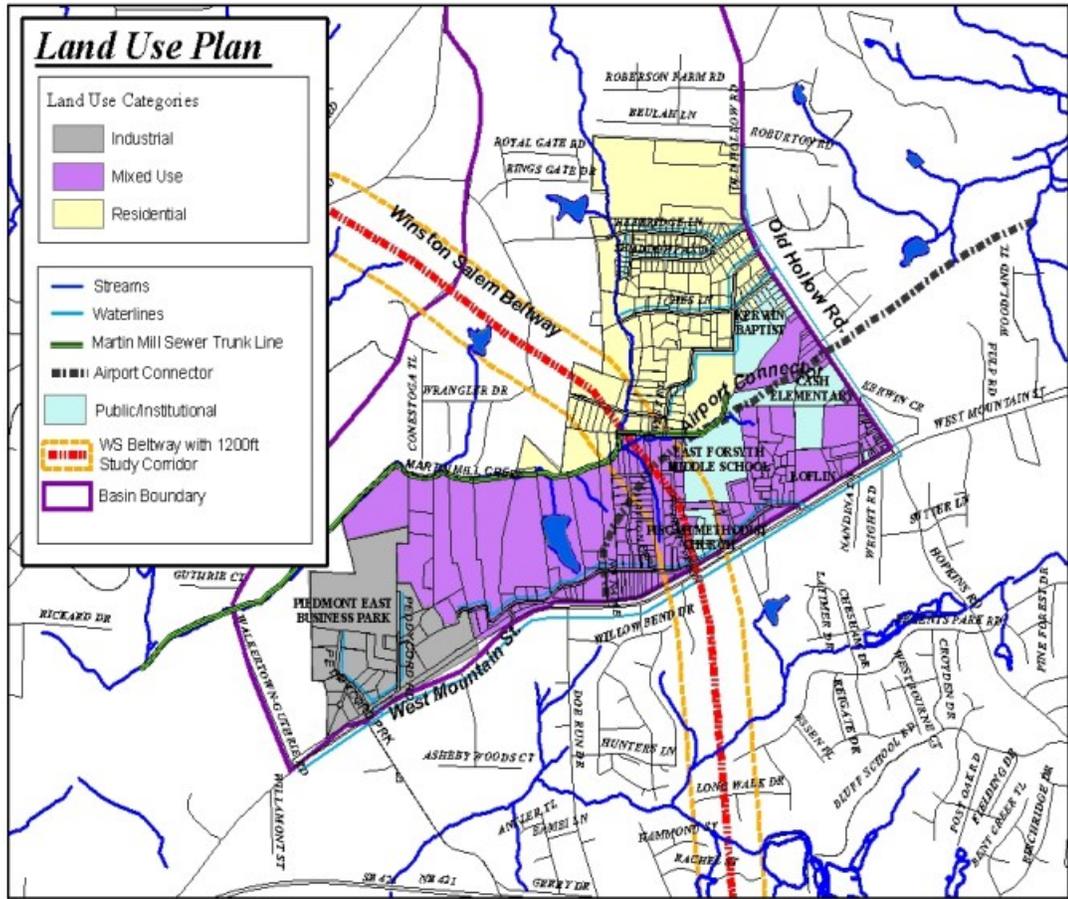
**Industrial**

Industrial areas have been established to provide areas for office, distribution, and manufacturing uses. The area designated for industrial includes properties that are currently zoned industrial and/or are accessed off the industrial drives of Peddycord Road or Peddycord Park. Other parcels to the north and east should be considered for industrial if access is made from industrial access roads. In order to minimize the negative impacts of industrial uses to residential property and promote economic expansion, future industrial rezoning will need to utilize Special Use District rezoning process whenever possible. Special use rezoning allows for land use transition based on the unique situation of an area.

**Mixed Used**

*Mixed Use* is established to accommodate a variety of uses, which may range from residential, commercial, office, institutional and industrial uses. It has been established to enhance the land use transition in the area. The area designated as *Mixed Use* currently consist of industrial, commercial, schools, churches and residential uses. The proposed *Winston-Salem Beltway* and *Airport Connector* roads and the industrial area to the west and east will all have a substantial impact on the area. Also, Old Hollow Road and West Mountain Street are designated as major thoroughfares that will eventually be four lane highways. A mixed use designation allows the residential property in this area, that are impacted by the industrial uses and/or roads, to transition into land uses that are more compatible to non-residential uses and major roads. In order to minimize the negative impacts of non-residential development on existing residential property and promote economic expansion, future rezoning will need to utilize Special Use District rezoning process whenever possible. Special use rezoning allows for land use transition based on the unique situation of an area.

- Planning Process**
- Staff prepared a *Land Use Study* and survey that was distributed to all property owners to obtain their review and comments.
  - Staff prepared a draft *Land Use Plan* and conducted an “open house” to allow for public review and comments.
  - Planning Board and Board of Aldermen conducted public hearings and took action.



# West Mountain Street Industrial Area Plan

## Purpose

The *West Mountain Street Industrial Area Plan* has been prepared to enhance the area's industrial and residential uses. A study was undertaken to get a better understanding of the thoughts and feelings of the residents, property owners and businesses in the study area concerning their vision of its future. During the preparation of the plan the Town of Kernersville considered the necessity of economic growth as well as the impact that such growth may have on existing residential areas.

## Situation Audit & Survey

In order to assess the needs of residents and business and to determine a direction for the West Mountain Street industrial study area, Planning staff conducted a situation audit of the area and drafted an opinion survey. The audit was a review of the current situation in the study area related to infrastructure, population, businesses, and proposed projects. The survey was drafted to determine concerns and opinions. Staff requested input of residents, property owners, and business

owners concerning their vision for their property and any concerns they may have for the future. A follow-up survey was later mailed to all those that did not respond to the first mailing. The findings of the audit and the survey were mailed to all the residents, property owners, and business owners within the study area. Planning staff used the input obtained from the surveys to help in the preparation of the *West Mountain Street Industrial Plan*.

## Existing Conditions

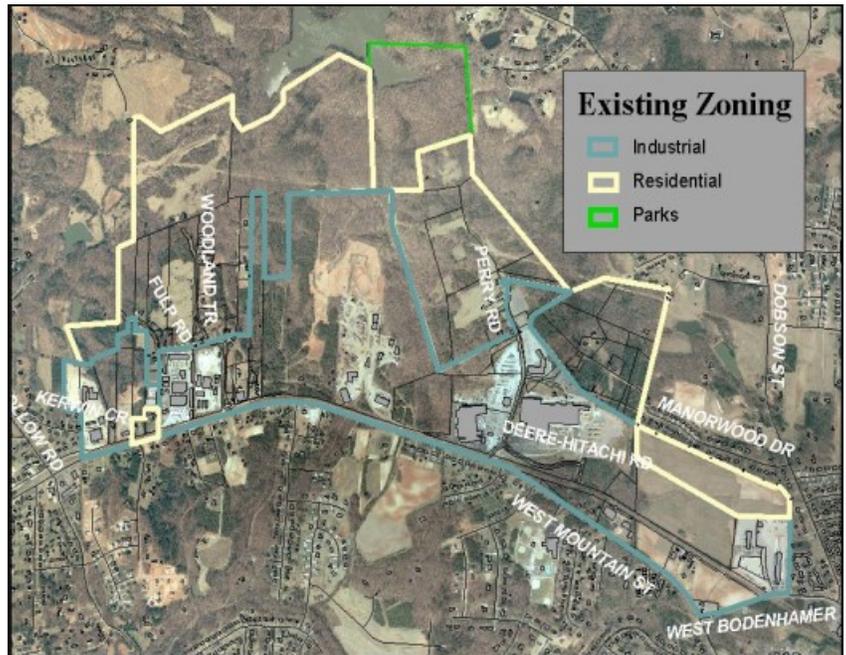
Under the previous *Land Use Plan*, 64% of the area's total acreage was dedicated to industrial uses. Also, industrial uses occupy about 91% of the frontage along West Mountain Street. There is a significant amount of residential in the study area primarily at the ends of Woodland Trail and Fulp Road. Other residential is located at the end of Perry Road and off Echol's Circle. In all there are 31

residential owners in the study area. Industrial uses in close proximity to residential areas has created negative consequences such as industrial noise and pollutants and an increased amount of traffic. There are 10 businesses in the study area.

## Future Conditions

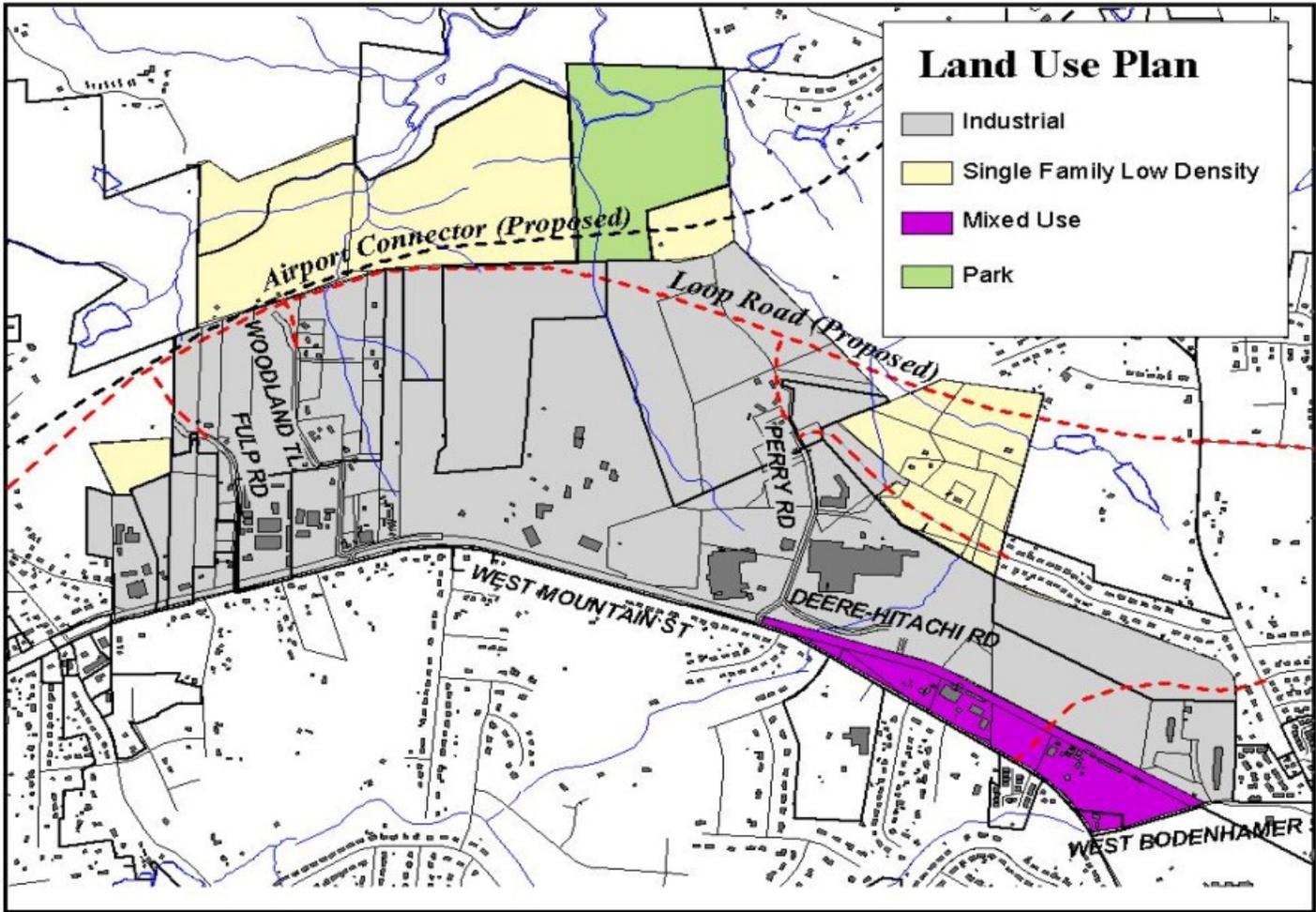
The study area is predicted to be a part of local and regional economic expansion. That expansion will increase this area's industrial growth thus potentially impacting the existing residential areas. West Mountain Street is classified as a major thoroughfare and is a primary link between the central area of Kernersville and the City of Winston Salem and Walkertown. As growth occurs in Kernersville it will become necessary to expand West Mountain to meet traffic needs. Also, the

*Kernersville Loop Road* is designed to intersect the northern section of the study area. Furthermore, there is the proposed *Forsyth/Guilford Airport Connector Road* which could also intersect the study area's northern part. Both of these road projects would provide incentive for industrial expansion. Future expansion of industrial uses, however, may depend on the extension of sewer in the area. At the current time sewer is located only in the eastern part of the study area.



### Zoning Statistics

Area Zoned Industrial:	445 acres	(49%)
Area Zoned Residential:	419 acres	(45%)
Park Area:	58 acres	(6%)



Land Use Plan Statistics	
Industrial:	624.90 acres (68%)
Residential:	195.70 acres (21%)
Mixed Use:	43.09 acres (5%)
Park:	58.86 acres (6%)

**Goals & Recommendations**

The Town of Kernersville’s goal is to preserve the existing residential areas while at the same time allowing for necessary economic development. In order to achieve these goals the following strategies are recommended:

All future rezoning decisions made by the Planning Board and the Elected Body should be based on North Carolina statute 160A-383 which states that zoning regulations “shall be made in accord-

ance with a comprehensive plan.” Such a process helps to prevent legal challenges and allows for a more complete review of a rezoning request.

In order to minimize the negative impacts of industrial development on existing residential, and promote economic expansion, all future rezoning should utilize the Special Use District rezoning process whenever possible or revised standards to the industrial zoning districts. Special Use rezoning or revised standards to the industrial zoning districts

allows for land use transition based on the unique situation of an area.

The Town of Kernersville should work closely with NCDOT on the feasibility of a shared corridor for the future *Loop Road*, and *Airport Connector*.

The Town of Kernersville should work with the existing industries inside the study area to address their expansion needs. Too often, communities focus on attracting new businesses instead of promoting those already existing.

## Land Use Plan - Eastern Portion Old Winston Road, Southern Portion South Cherry & Southern Street

### Purpose

The Town of Kernersville recognizes that within the area plan, there are over 200 acres of undeveloped land. Economic development, market conditions, and road plans have changed for this area since the last Land Use Plan was adopted for this area. The purpose of the area study was to determine appropriate land uses based on surrounding land uses, development potential, and traffic conditions. The community was asked to assist in determining what types of future development or land use(s) may be beneficial to the community and property owners for this area.



### 2003 Land Use Plan & Market Trends

The 2003 *Land Use Plan* designated the area to the north of Old Winston Road as future offices transitioning to Mixed Residential and Median Density Residential. The office development trend that was taking place along Old Winston Road has shifted to the NC 66 South area. The market trends have moved toward commercial attracted to the South Main Street regional shopping area; and rental communities meeting the demands caused by lower homeownership rates; and the increase in employment. Also, Kernersville's central location in the Piedmont Triad metropolitan region continues to create a demand for business park type developments.





### Northern Area

The northern portion of the study area has two distinct areas (see map to the right). The western portion with access off Maxine Street and Matt Road has a clear land use transition from “Medium Density Residential” to “Low Density Residential”. The eastern portion via Mountain View Drive has existing higher density residential with the Mountain View Apartments and “Mixed Residential” across the street. Due to a lack of existing low density residential in that area, a higher density residential use will likely be attracted to this area.



### Western Area

The western portion of the study is in a major land use transition zone (see map to the right). It is surrounded by “Commercial”, “Office”, “Industrial”, “High Density Residential” and “Medium Density Residential”. The current Land Use Plan has designated the northwestern portion as “Medium Density Residential” and the remaining “Office”. Current market conditions do not support office in this area except for along Old Winston Road. There is an undeveloped 25 +/- acre area that has the potential for residential uses. Due to the existing commercial and office uses along Old Winston Road, a higher density residential would make the smoothest transition between those uses and the “Medium Density Residential” outside of the study area.



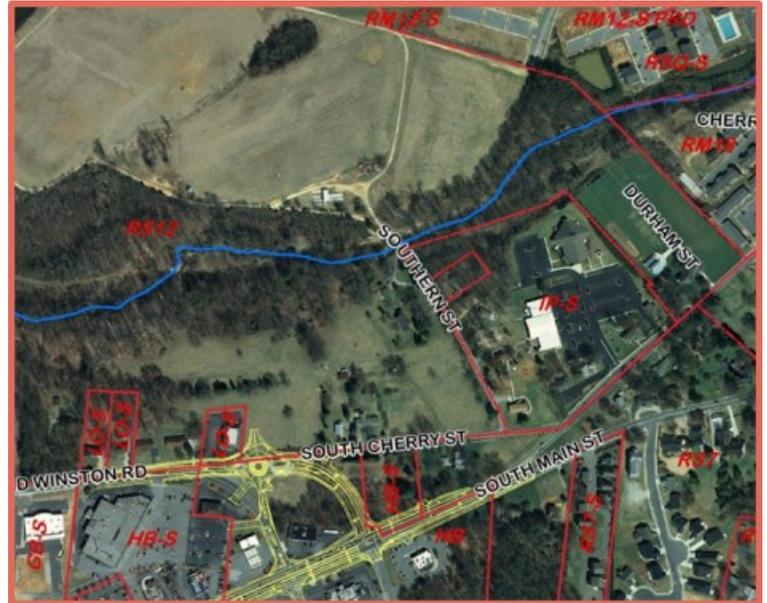
### Southern Area

The South Main Street, South Cherry Street, and Southern Street areas have been transitioning from single family residential to commercial and multi-family, along with road improvements to accommodate this transition. The current road improvements scheduled for the South Main Street/Old Winston Road intersection is to have the construction drawings completed by the spring of 2014 and construction to begin the fall of 2015. During the traffic engineering design of the proposed road improvements, the trend from single family residential to commercial and multi-family was used by considering the traffic generation of three new commercial out parcels along South Main Street and approximately 240-260 multi-family units behind the commercial. The market place and approval of rezoning(s) will ultimately determine the final land uses.

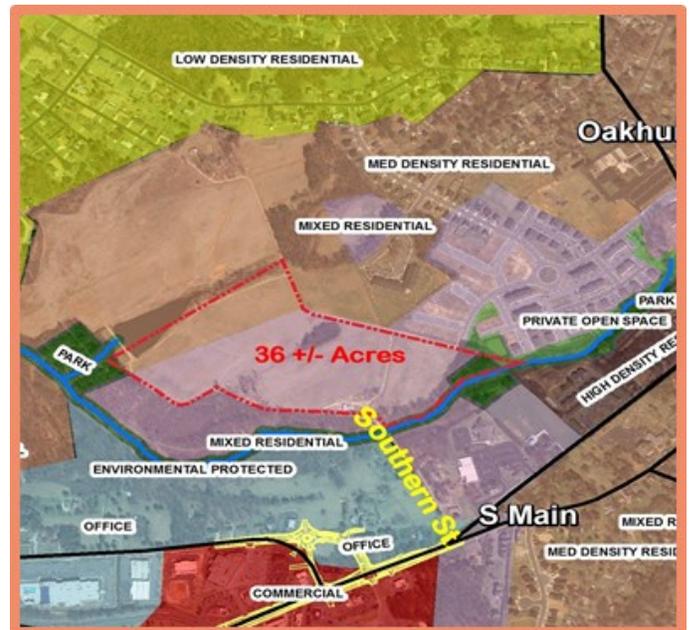
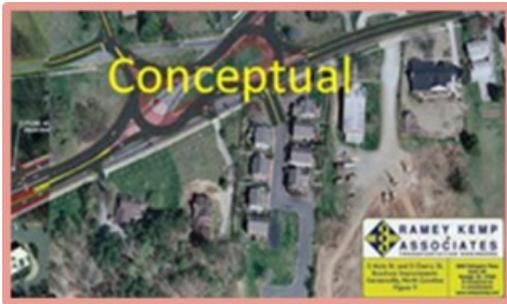
The opportunity exists for Sallie Greenfield's 39 acres and the two parcels surrounded by her property to be a comprehensive planned mixed-use development. Sallie has stated *"concepts the developers have presented can lead to desirable retail shops on the front and high quality multi-family homes that transition to the back portion....."*. A larger scale planned development, versus individual commercial out parcels would allow for a more enhanced quality of development that creates a "sense of place" and acts as a gateway into our downtown and the Old Winston Road/Hopkins Road corridors.

A "sense of place" could be achieved by incorporating pedestrian scale architectural features, attractive vehicular and pedestrian flow, and a mix of uses that encourage visitors/shoppers to spend some time in the development. Larger scale development as opposed to scattered piecemealed development allows for traffic issues to be better addressed through developing a network of streets.

Sallie Greenfield's property falls under the *Central Kernersville Overlay District*, which establishes minimum design standards for architecture, landscaping, signage and pedestrian flow. Higher quality residential markets require a quality gateway transition from commercial to residential. A mixed-use development would allow for a comprehensive overall design to allow for such a transition.



To address the potential increase in traffic, a “conceptual roundabout” was studied at the South Main Street and South Cherry Street split. Currently the Town and NCDOT have not identified a roundabout design that would properly function at the intersection.



An enhanced Southern Street would allow for an alternative to the planned Durham Street improvements and extension. The area north of Southern Street, which would directly access Southern Street is currently recommended in the *Land Use Plan* as “Mixed Residential”. “Mixed Residential” is the transitional land use between commercial and single family residential.

An alternative transitional land use is a “Business Park”. Currently there is a 36+/- tract of undeveloped land (*see map to the above right*) that could be designed as a “Business Park” and have limited impact on the surrounding residential development.

Any major rezoning would need to consider the traffic trip generation of existing and proposed uses. The table to the right provides examples of trip generation per land uses from the Institute of Transportation Engineers – Trip Generation 7<sup>th</sup> Edition, the standard used for transportation engineering.

Land Use	Trip Generation Per Dwelling Unit - Weekday	Trip Generation Per Acre - Weekday
<b>Residential Condominium/Townhouse</b>		
Single-Family Detached Housing	9.57	
Residential Condominium/Townhouse	5.86	
Apartments	6.72	
Medium Density - 7 units per acre		66.99
Mixed Residential - 12 units per acre (1/2 Townhouse & 1/2 Single Family)		68.66
Apartments - 18 Units per acre		120.96
	Trip Generation Per 1,000 sq. ft GFA - Weekday	Trip Generation Per Acre - Weekday
<b>Commercial</b>		
Shopping Center	42.94	*486.55
<b>Office Park</b>		
**Office Park	11.42	195.11
<b>Business Park</b>		
***Business Park	12.76	149.79
*Acre Conversion: Acre is based on "Shopping Center" having 11,331 sq. ft. per acre.		
**Office Park. Office parks are usually suburban subdivisions or planned unit developments containing general office buildings and support services, such as banks, savings and loan institutions, restaurants and service stations, arranged in a park- or campus-like atmosphere. General office building (Land Use 710), corporate headquarters building (Land Use 714), single tenant office building (Land Use 715), research and development center (Land Use 760) and business park (Land Use 770) are related uses.		
*** Business Park. Business parks consist of a group of flex-type or incubator one- or two-story buildings served by a common roadway system. The tenant space is flexible and lends itself to a variety of uses; the rear side of the building is usually served by a garage door. Tenants may be start-up companies or small mature companies that require a variety of space. The space may include offices; retail and wholesale stores; restaurants; recreational areas; and warehousing, manufacturing, light industrial, or scientific research functions. The average mix is 20 to 30 percent office/commercial and 70 to 80 percent industrial/ warehousing. General office building (Land Use 710), corporate headquarters building (Land Use 714), single tenant office building (Land Use 715), office park (Land Use 750) and research and development center (Land Use 760) are related uses.		
Trip Generation - ITE 7th Edition		





### Recommendations: Northern Area

Within the “Northern Area” the western and northern boundary is adjacent to single family residential which supports that area to remain the current designation “Medium Density Residential”. The eastern portion is a transitional area between “Medium Density Residential” and “Mixed Residential”. Economic market conditions support the eastern portion to include “Mixed Residential” and “High Density Residential” for senior apartments.

- ◇ Western portion of the “Northern Area” remain “Medium Density Residential”.
- ◇ Amend the Land Use Plan for the eastern portion of the “Northern Area” from “Medium Density” to “Mixed Residential”, including the option of elderly high density residential.
- ◇ Special Use District rezoning be used to address the goals of making the area of high quality design, assure traffic is mitigated, and create smooth transitions between land uses.
- ◇ The building design, height and layout shall take into consideration the visual impact to adjacent residential property.
- ◇ A road network providing connectivity between the different future developments shall be incorporated in future development proposals.
- ◇ Large non-residential and residential developments undertake a Traffic Impact Analysis (TIA) to determine the traffic impacts.
- ◇ Exterior lighting shall be “cut-off lighting fixtures.” Cut-off lighting fixtures are lights that cast light downward and away from adjacent property. The maximum parking lot light pole height shall be twenty four (24) feet.



### Recommendations: Western Area

The western portion has very few property owners and adjacent residential housing. Most of the zone's undeveloped property would have little impact on surrounding properties. It is a transitional area between the current designated land use of "Industrial", "High Density Residential", "Office" and "Medium Density Residential". Economic market conditions support "Office" fronting Old Winston Road, transitioning to "Medium Density Residential", "Mixed Residential" and "High Density Residential".

- ◇ Amend the Land Use Plan from "Office" and "Medium Density Residential" to "Mixed Use". The "Mixed Use" consisting of offices, and residential with a density of 12 units or less per acre, and 2-story in height, excluding industrial.
- ◇ Special Use District rezoning be used to address the goals of making the area of high quality design, assure traffic is mitigated, and create smooth transitions between land uses.
- ◇ The building design, height and layout shall take into consideration the visual impact to adjacent residential property.
- ◇ A road network providing connectivity between the different future developments shall be incorporated in future development proposals.
- ◇ Large non-residential and residential developments undertake a Traffic Impact Analysis (TIA) to determine the traffic impacts.
- ◇ Exterior lighting shall be "cut-off lighting fixtures." Cut-off lighting fixtures are lights that cast light downward and away from adjacent property. The maximum parking lot light pole height shall be twenty four (24) feet.

**Kernersville recognizes the importance of a “progressive planning program”. The *Land Use Plan* provides the opportunity for Kernersville to coordinate its land use, transportation and infrastructure planning with private development.**

## Transportation

Land use patterns play the most important role in determining the amount of traffic that is located on specific roads. The Town of Kernersville has in place an adopted *Thoroughfare and Street Plan* and a *Transportation Capital Improvement Plan*. They

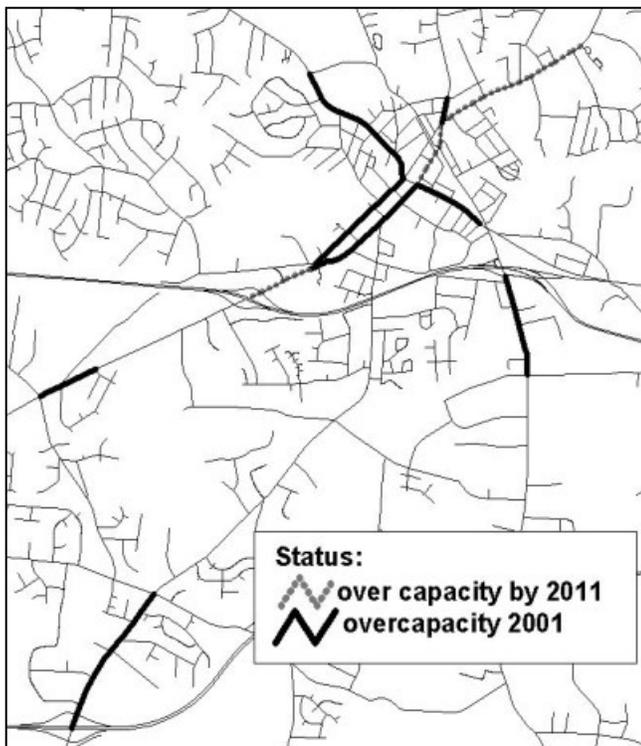
were drafted to address road capacity issues.

The *Land Use Plan* has taken into consideration the existing capacity of roads and future road improvements. Areas that are served by over-capacity road segments have been planned to limit

the amount of residential density and commercial intensity. Road segments, that have available capacity, have been considered for higher residential density and commercial intensity.

Using NCDOT 2001 traffic counts and a road capaci-

ty table, a capacity analysis for major thoroughfares was conducted. A three percent (3%) annual traffic growth, which is the typical annual traffic growth rate used in most traffic studies in Kernersville, was used to project future capacity to 2011.



**The traffic capacity analysis shows the following road segments currently exceeding capacity:**

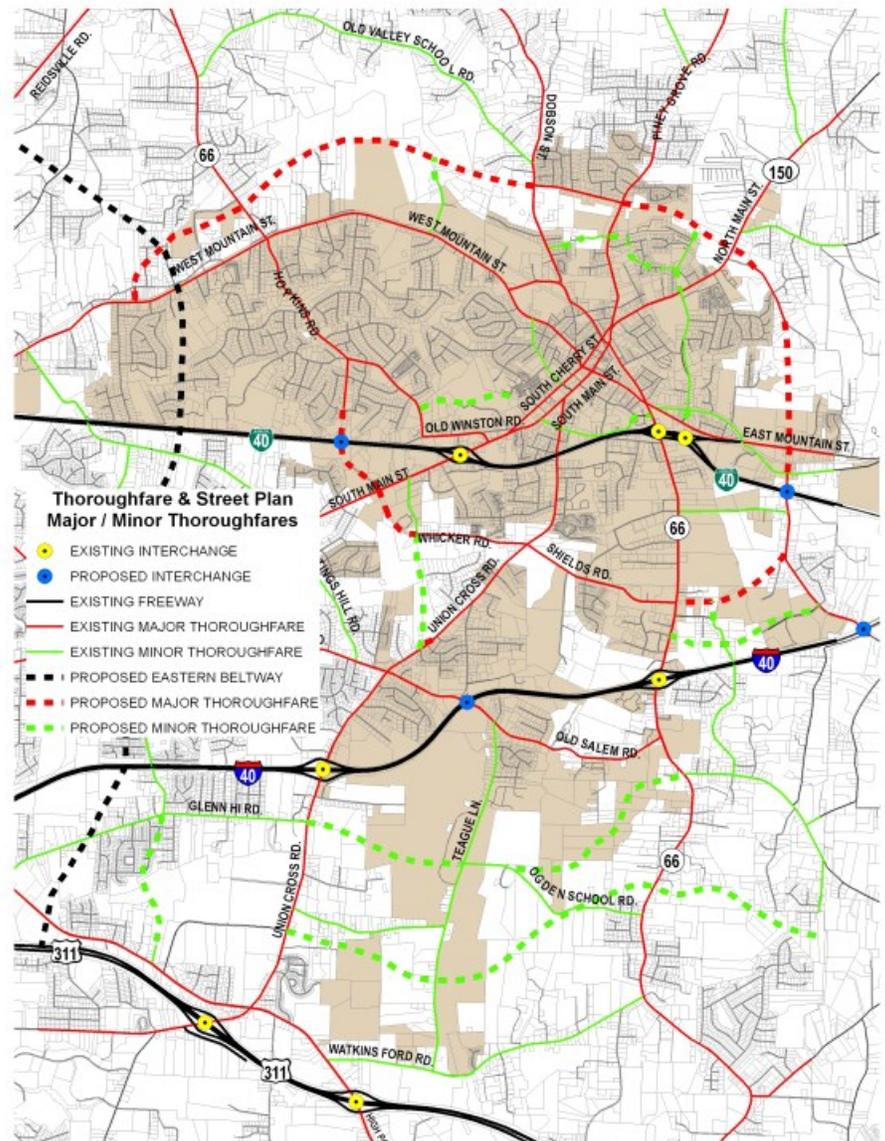
1. North Main Street from downtown to County Line Road.
2. South Main Street from Cherry Street to Business-40.

**The traffic capacity analysis shows the following road segments projected to be overcapacity by 2011:**

1. East and West Mountain Streets in the downtown area.
2. South Main Street in the downtown and historic district.
3. South Main Street/Kernersville Road between the commercial area and Hastings Hill Road.
4. South Main Street at Hasting Hill Road
5. South Cherry Street between West Mountain Street and South Main Street.
6. Piney Grove Road from North Main Street to Nelson Street.
7. NC 66 between B-40 and Industrial Park Drive.
8. Union Cross Road between I-40 and Sedge Garden Road/Old Salem Road.

The *Thoroughfare and Street Plan* and *Transportation Capital Improvement Plan* calls for construction of the northeast section of the “Loop Road” (Dobson Street to Piney Grove Road to North Main Street to Business-40) and the Smith Edwards Road extension (East Mountain to North Main Street) to be constructed to help lessen the traffic on North Main Street, Piney Grove and the downtown area through improving connectivity. Traffic light synchronization is currently being implemented to improve the traffic flow throughout the community. Any major development that potentially impacts the safety and capacity of a roadway will be required to provide a traffic study and potential road improvements. The following land use plan elements have been adopted as a result of limited road capacity:

- South Main Street commercial area has been limited to the area from Cherry Street to Harmon Mill Creek.
- North Main Street commercial area has been limited to the area from downtown to Clay Flynt Road.
- Neighborhood commercial centers have been placed in residential areas.
- High density multifamily areas have been limited to their existing approved areas.
- Office areas have been established in locations once designated for commercial and multifamily.



## Infrastructure



Water, sewer and storm-water facilities are all a part of the community's infrastructure. The water and sewer operation is managed by City County Utilities Commission. Private developers are required to pay for the extension off existing facilities. Kernersville is responsible for developing

facilities in areas presently not served. The Town is also in the process of providing sewer service to the Abbotts Creek sewer basin located between I-40 and Watkins Ford/Deep River sewer basins between Industrial Park Drive and Twin Creek Road. Several

sewer basins north and east of Kernersville are currently being studied. A community stormwater management plan is currently being drafted. The stormwater management plan is being prepared to be in compliance with Federal and State requirements.

## Private Development

Triad job growth has stimulated residential and commercial growth. Kernersville land use and infrastructure planning are two growth management tools that have impacted the absorption of that growth. Previous planning allowed Kernersville to become a regional retail and job center by setting aside a large amount of industrial and commercial properties and providing infrastructure improvements of sewer, water and roads.

A land use plan is an effective growth management tool by promoting and discouraging different types of private developments in specific areas. An example of our *Land Use Plan* growth management ability to guide private development growth is the Harmon Mill regional shopping complex on South Main Street. Originally, developers looked at locating a regional shopping complex north of I-40 along NC 66. The *Land Use Plan* recommends that area to be industrial. Several attempts at rezoning the property to commercial uses failed. Developers then followed the *Land Use Plan* and located the complex on South Main Street. By following the *Land Use Plan*, the community has been able to build a vibrant regional commercial center and at the same time protect it's industrial property from commercial encroachment.

The *Land Use Plan* has taken into consideration the market's supply and demand of industrial, office, commercial, multi-family and single family housing areas. The markets for each type of development have different variables that impact their supply and demand.

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## Industrial



Industrial land uses include; office, manufacturing, distribution and service businesses. The term industrial is typically misunderstood as being dirty, loud and unattractive. Most industrial parks are now called "business parks". This is due because uses located in the parks are typically unobtrusive and many times have enhanced aesthetics through the use of attractive building designs and landscaping. Kernersville's central location

within the Triad and its direct access to the interstate and railroad systems have historically attracted industrial users creating a large demand for industrial space. Those demands continue today with additional demands being created by the Piedmont International Airport and our central location in the growing southeast portion of the country. From 1995 to 2003 over 1,000,000 square feet of industrial space was added. To continue meeting that

demand, industrial properties are primarily designated in areas that have easy access to interstate highways and offer quick access to the airport. These areas need to be protected from commercial and residential encroachment. When industrial rezoning is proposed adjacent to residential, special use district rezoning will be used, with limited uses and extensive buffer-yards required.

## Commercial



Commercial uses include retail and consumer services. The growth of commercial is directly related to population growth. As the population increases, the demand for commercial increases. Commercial uses prefer to locate adjacent to each other in an attempt to capture a portion of the consumer business generated from other commercial uses. Commercial development trends in this country have been a transition from downtown to plazas on the edge of downtown to shopping centers on the outskirts of a community. That leapfrog devel-

opment pattern can cause the older commercial areas to decline. Kernersville will undertake specific actions to address negative impacts of establishing new commercial areas and promote existing areas. To prevent a decline in downtown, Kernersville will continue to invest in downtown parking, sidewalks and public facilities. South Main Street vacancies need to be reduced prior to commercial rezoning of other properties that would compete with South Main Street's regional commercial area. Additionally, North Main Street and

commercial areas around NC 66 / Business 40 currently have numerous commercial lots that are not developed and several vacancies in existing plazas. These need to be reduced prior to commercial rezoning of other properties. Existing commercial areas need to be protected to prevent blight, but also to have property owners and investors understand and trust that their investment will be protected. This type of trust can stimulate a greater amount of investment than haphazard commercial development.

Kernersville contains numerous apartment complexes. The 2000 Census indicated that 46% of housing units in Kernersville were renter occupied. The vast majority of those rental units are multifamily apartment complexes. The large amount of apartments contributes to Kernersville's 11.5% vacancy rate for apartments as reported in the Greensboro-Winston Salem Apartment

October 2001 Report published by Carolinas Real Data. The vacancy rate in the Triad was 8.3%. The demographic make up of households is causing a larger demand for owner occupied multifamily units. The 2000 Census shows that only 21.6 % of households consists of mom and dad with kid(s) under 18 years old. The remaining households of singles, retirees and single parents

are creating a demand for owner occupied multifamily units such as duplexes, town homes and condominiums. Mixed residential is the primary land use designation available to accommodate the growing demand for owner occupied multifamily units. The high density and traffic impacts caused by multifamily limits the sites available for multifamily development.

## Multifamily



## Single Family

Kernersville's small town atmosphere, strong local economy, good schools and convenient commute to other job centers in the Triad makes it attractive to single family home buyers.

During the past five years Kernersville has been averaging 166 new single family homes per year, with a steady increase in new single family homes each year. The trend of increased construction of

new homes will continue and most likely will escalate due to the proposed Caleb's Creek development which is projecting 134 new single family homes per year.



## Explanation of Land Uses

The Land Use Plan map shows different land use categories. The land use separation primarily follows property lines. This section of the Plan provides an explanation of each land use and describes what type of zoning would best implement the Plan.

### Rural Residential/Agricultural Density (0 – 1 units per acre)

Intended to provide residents and visitors with views of rural vistas and scenic open space by accommodating agricultural uses; large parcel (minimum lot size 5 acres) residential development; open space and conservation subdivisions. These uses would generally be where public water/sewer is not available. Area would be seen as target area for agricultural preservation measures and incentives. Rural crossroad communities, such as Colfax, may combine residential, commercial, and institutional uses in a rural setting.

## Zoning Districts that Accommodate Rural Residential/Agricultural

### AG– Agricultural

The Agricultural District is primarily intended to accommodate uses of an agricultural nature. The district is also intended to accommodate scattered non-farm residences on large tracts of land, but is not intended for residential subdivisions with small lots.

### Low Density Residential Density (0 – 3 units per acre)

The Town has identified that one of its “unique high quality community” components is residential areas that are “predominantly single-family residential”. The larger the single family designated area, the greater the supply of available land, which assists in supporting a greater price range of single family homes. The low density single family residential has been the primary land use in Kernersville. However, rising housing costs and smaller household size is causing a greater demand for higher density residential. Low Density Residential shall have a density of 0-3 units per acre, unless the area has a lower density, then 0-2 units per acre shall be considered.

## Zoning Districts that Accommodate Low Density Residential

### RS-30 Residential Single Family

The RS-30 District is primarily intended to accommodate single family detached dwellings in areas without

access to public water and sewer. The minimum lot size in this district is 30,000 square feet (0.69 acre).

### RS-20 Residential Single Family

The RS-20 District is primarily intended to accommodate single family detached dwellings in suburban areas and also may be applicable to older, large lot developments constructed prior to

the UDO. The minimum lot size in this district is 20,000 square feet (0.46 acre)

## Medium Density Residential Density (0 – 7 units per acre)

Medium density residential areas are primarily located in the central areas of Kernersville and the north side of North Main Street. The medium density residential areas provide an excellent source of moderate priced housing. There are limited areas available for medium density housing; however, the Mixed Residential Areas offer the opportunity for additional medium density housing.

### Zoning Districts that Accommodate Medium Density Residential

<p><b>RS-12 Residential Single Family</b></p> <p>The RS-12 District is primarily intended to accommodate medium density single family detached dwellings in suburban and urban areas. The minimum lot size in this district is</p>	<p>12,000 square feet (0.28 acre).</p> <p><b>RS-9 Residential Single Family</b></p> <p>The RS-9 District is primarily intended to accommodate relatively high density single family detached dwellings in urban areas. The minimum</p>	<p>lot size in this district is 9,000 square feet (0.21 acre).</p> <p><b>RS-7 Residential Single Family</b></p> <p>The RS-7 District is primarily intended to accommodate high density single family</p>	<p>detached dwellings in urban areas. The minimum lot size in this district is 7,000 square feet (0.16 acre).</p>
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## Mixed Residential Density (0 – 12 units per acre)

Mixed residential density has been established in areas that are transitional land use areas and are located along major thoroughfares. The mixed residential areas provide a supply of undeveloped land to accommodate the growing demand of smaller owner occupied housing units such as cluster homes, duplexes, triplexes, quadraplexes, and condos. The demand for mixed residential is being driven by demographic changes of smaller family sizes, single parents, and an aging population. Rising land and development cost is also making higher density housing more attractive since they can be more affordable. Mixed residential developments offer developers the opportunity to construct several types of housing in different markets, thus enabling them to complete the project in a more rapid cost effective method. The Business Journal reported that 60% of building permits issued in 2002 were for condos or townhomes.

### Zoning Districts that Accommodate Mixed Family Residential

<p><b>RS-Q Residential Single Family in Quadraplex</b></p> <p>The RS-Q District is primarily intended to accommodate predominantly single family areas containing a mixture of single family detached dwellings, duplexes, triplexes, and quadraplexes in</p>	<p>urban neighborhoods and in areas with adequate infrastructure to support more intense development. The minimum lot size for single family lots in this district is 5,000 square feet</p>	<p><b>RM-5 Residential Multi-family</b></p> <p>The RM-5 District is primarily intended to accommodate duplexes, twin homes, townhouses, and similar residential uses at a maximum overall density of five (5) units per acre.</p>	<p><b>RM-8 Residential Multi-family</b></p> <p>The RM-8 District is primarily intended to accommodate duplexes, twin homes, townhouses and other low intensity multifamily uses at a maximum overall density of eight (8) units per acre.</p>
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## Traditional Neighborhood Developments

Intended to accommodate residential and commercial buildings, public spaces and amenities, and institutional uses comprised into a compact, pedestrian-oriented arrangement designed to lessen the need for a total reliance on the automobile and to generate a sense of community. Using these TND principles, three major components must be considered: residential development, neighborhood-serving commercial development, and the layout of the street system. The intended residential densities for TND areas should be a net average of at least five dwellings/acre for the total TND tract.

## Zoning Districts that Accommodate Traditional Neighborhood Developments

<p><b>MU-S-Mixed Use Special Use District</b></p> <p>The MU-S District is intended to accommodate a mix of residential, commercial, and light industrial uses in a cohesive development pattern compatible with the natural</p>	<p>terrain and surrounding uses.</p> <p>This district encourages innovation by offering flexibility in design and layout requirements to achieve a greater choice of living and working environments. This district is</p>	<p>only permitted through the special use district zoning process and the site must be greater than 30 acres.</p> <p><b>Other Districts</b></p> <p>Nearly all zoning districts have the potential of being used to create a mixed use</p>	<p>area. However, the transitional nature of mixing land uses requires the use of special use district rezoning.</p>
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## High Density Residential Density (0 – 18 units per acre)

High Density residential land use is the primary use that provides rental housing. Kernersville is fortunate that it has a large number of apartments and one of the lowest average rental cost in the Triad. Expansion of the high density land use must be carefully evaluated to prevent an oversupply that would undermine the existing high density developments. The high density areas are located in transitional areas and have convenient access to major thoroughfares.

## Zoning Districts that Accommodate High Density Residential

<p><b>RM-5 Residential Multi-family</b></p>	<p><b>RM-8 Residential Multi-family</b></p>	<p><b>RM-12 Residential Multi-family</b></p>	<p><b>RM-18 Residential Multi-family</b></p>	<p><b>RM-U Residential Multi-family</b></p>
<p>The RM-5 District is primarily intended to accommodate duplexes, twin homes, townhouses, and similar residential uses at a maximum overall density of five (5) units per acre.</p>	<p>The RM-8 District is primarily intended to accommodate duplexes, twin homes, townhouses, multifamily, and other low intensity multifamily uses at a maximum overall density of eight (8) units per acre.</p>	<p>The RM-12 District is primarily intended to accommodate multi-family uses at a maximum overall density of twelve (12) units per acre.</p>	<p>The RM-18 District is primarily intended to accommodate multi-family uses at a maximum overall density of eighteen (18) units per acre.</p>	<p>The RM-U District is primarily intended to accommodate multi-family uses at unrestricted densities.</p>

## Manufactured Housing

Manufactured housing districts are generally located near major thoroughfares. They provide an affordable supply of owner occupied and rental housing. Rising land and development costs are increasing the demand for affordable manufactured housing.

### Zoning Districts that Accommodate Manufactured Housing

#### MH-Manufactured Housing Development

The MH District is primarily intended to accommodate manufactured housing on individual lots or in manufactured housing developments with a maximum overall density of five (5) units per acre.

## Commercial

Commercial areas have been established to provide for high traffic commercial areas. They are located in three separate areas and limited in size to prevent them from overburdening the capacity of the roads and distracting from Kernersville's small town atmosphere.

### Zoning Districts that Accommodate Commercial

#### HB-Highway Business

The HB District is primarily intended to accommodate retail service and distribution uses. The district is established to provide locations for establishments which require high visibility and good road access or which cater primarily to passing motorists. The district is not intended to encourage or accommodate strip commercial development.

#### GB-General Business

The GB District is primarily intended to accommodate a wide range of retail, service, and office uses located along thoroughfares in areas which have developed with minimal front setbacks. The district is not intended to encourage or accommodate strip commercial development.

#### C-Campus

The C District is intended to accommodate medium to large-sized public, semi-public, and institutional uses which have a major land use impact or traffic generation potential upon surrounding areas.

#### GO-General Office

The GO District is primarily intended to accommodate high intensity office uses and supporting services.

#### PB-Pedestrian Business

The PB District is primarily intended to accommodate office, retail, service, institutional, and high density residential uses which customarily serve community and convenience business needs of smaller communities and urban nodes in the city and county.

## Commercial, Neighborhood Scale

Commercial neighborhood scale land use is established to provide non-intrusive commercial areas that provide commercial development convenient to residential areas and are located along major thoroughfares. They are laid out to be small areas to prevent them from promoting the creation of commercial strips.

### Zoning Districts that Accommodate Commercial Neighborhood Scale

#### NB-Neighborhood Business

The NB District is primarily intended to accommodate very low intensity office, retail, and personal service uses close to or within residential areas. The district is established to provide convenient locations for businesses which serve the everyday household needs of nearby residents without disrupting the character of the neighborhood.

#### LB-Limited Business

The LB District is primarily intended to accommodate moderately intense neighborhood shopping and service centers close to residential areas. The district is established to provide locations of business which serve nearby neighborhoods, including smaller business locations up to ten (10) acres in size in rural areas.

#### NSB-Neighborhood Shopping Center Business

The NSB District is intended to provide for the development of integrated, self-contained shopping and service centers designed to meet the daily retail and service needs of residents in the surrounding area. The district is designed to be compatible with adjacent residential areas and does not establish justification for future commercial zoning in the area.

#### PB-Pedestrian Business

The PB District is primarily intended to accommodate office, retail, service, institutional, and high density residential uses which customarily serve community and convenience business needs of smaller communities and urban nodes in the city and county.

## Office

Office land use is located in areas that provide a transition between commercial and residential land uses. It provides an area for attractive office park settings.

### Zoning Districts that Accommodate Office

#### CPO-Corporate Park Office

The CPO District is primarily intended to accommodate office and research and development uses in a planned, campus-like setting compatible with adjacent residential uses.

#### LO-Limited Office

The LO District is primarily intended to accommodate moderately intense medical, professional, administrative, and government office uses on small to mid-sized sites in a suburban setting. The district is typically located near the intersection of a collector street or thoroughfare in areas which are otherwise developed with residences.

#### NO-Neighborhood Office

The NO District is primarily intended to accommodate very low intensity office uses within converted single family detached units. The district is intended to be located on the periphery of established residential areas, along major and minor thoroughfares.

#### GO-General Office

The GO District is primarily intended to accommodate high intensity office uses and supporting services.

## Business Center

Intended to accommodate a wide variety of employment uses such as office, research, corporate park, and institutional and related uses. It requires a unified design scheme, including enhanced facades on the buildings, substantial surrounding landscaping, restrictive site lighting and signage, full screening of loading areas, and permits no outdoor storage.

### Zoning Districts that Accommodate Business Center

#### **CPO-Corporate Park Office**

The CPO District is primarily intended to accommodate office and research and development uses in a planned, campus-like setting compatible with adjacent residential uses.

#### **GO-General Office**

The GO District is primarily intended to accommodate high intensity office uses and supporting services.

#### **CPI-Corporate Park Industrial**

The CPI District is intended to accommodate a wide range of assembling, fabricating, and light manufacturing activities, and such ancillary industrial activities as warehousing and distribution. Commercial uses also are permitted accessories to industrial development.

#### **C - Campus**

The C District is intended to accommodate medium to large-sized public, semi-public, and institutional uses which have a major land use impact or traffic generation potential upon surrounding areas.

#### **MBP- Medical Business Park**

The MBP District is a specialized zoning district to accommodate a hospital, offices and limited amount of commercial retail uses that compliment a hospital. Due to the need to prevent traffic congestion to the hospital, the zoning district is not intended to be expanded to allow for additional commercial retail uses beyond the forty (40) percent standard.

## Business Support

Intended to accommodate a wider variety of office, corporate park, warehouse, flex space, light industrial, retail, hotel, and related uses. It sets standards for development including limited screened outdoor storage and loading areas, enhanced front facades, and unified landscaping, lighting, and signage.

### Zoning Districts that Accommodate Business Support

**CPO-Corporate Park Office**

The CPO District is primarily intended to accommodate office and research and development uses in a planned, campus-like setting compatible with adjacent residential uses.

**BI-Business Industrial**

The BI District is primarily intended to accommodate a wide range of business park and limited accessory commercial uses.

**GO-General Office**

The GO District is primarily intended to accommodate high intensity office uses and supporting services.

**LI-Limited Industrial**

The LI District is primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development, and related commercial and service activities which have little or no adverse effect upon adjoining properties.

**CPI-Corporate Park Industrial**

The CPI District is intended to accommodate a wide range of assembling, fabricating, and light manufacturing activities, and such ancillary industrial activities as warehousing and distribution. Commercial uses also are permitted accessories to industrial development.

**C - Campus**

The C District is intended to accommodate medium to large-sized public, semi-public, and institutional uses which have a major land use impact or traffic generation potential upon surrounding areas.

## Activity Center

Intended to accommodate compatible mixed uses in a walkable setting, with higher density development. Locates jobs, shopping, and housing within walking distance of each other. Can be either a larger community scale or smaller village scale. Uses include office/research, multi-family residential, high density SF residential, compatible retail, hotel, institutional, and related uses. Would prohibit low density housing, heavy industrial, incompatible retail, and other uses not supportive of functional, mixed use development. Would include common design guidelines for buildings and streetscape, strong links between sites and open space and public facilities. Such centers are designed to accommodate quality regional and local transit service, strong internal and external bike and pedestrian linkages, and connections to public services and facilities. Guidelines would differ according to the scale and functions of each activity center.

### Zoning Districts that Accommodate Activity Center

**MU-S-Mixed Use Special Use District**

The MU-S District is intended to accommodate a mix of residential, commercial, and light industrial uses in a cohesive development which is compatible with the

natural terrain and surrounding uses.

This district encourages innovation by offering flexibility in design and layout requirements to achieve a greater choice of living and working environments. This

district is only permitted through the special use district zoning process and the site must be greater than 30 acres.

**Other Districts**

Nearly all zoning districts

have the potential of being used to create a mixed use area. However, the transitional nature of mixing land uses requires the use of special use district rezoning.

## Industrial

Industrial areas have been established to provide areas for manufacturing, distribution, office, and business service provider uses. The areas also provides locations for business and office parks. The majority of the industrial boundaries follow roads and streams to assist in buffering industrial uses from adjacent properties.

### Zoning Districts that Accommodate Industrial/Business Park

#### CPO-Corporate Park Office

The CPO District is primarily intended to accommodate office and research and development uses in a planned, campus-like setting compatible with adjacent residential uses.

#### CPI-Corporate Park Industrial

The CPI District is intended to accommodate a wide range of assembling, fabri-

cating, and light manufacturing activities, and such ancillary industrial activities as warehousing and distribution. Commercial uses also are permitted accessories to industrial development.

#### GI-General Industrial

The GI District is primarily intended to accommodate a wide range of assembling, fabricating, and manufacturing activities. The district is established for the purpose

of designating appropriate locations and establishing development regulations for uses which may have significant environmental impacts.

#### LI-Limited Industrial

The LI District is primarily intended to accommodate limited manufacturing, wholesaling, warehousing, research and development, and related commercial and service activities which have little or no adverse effect

upon adjoining properties.

#### C-Campus

The C District is intended to accommodate medium to large-sized public, semi-public, and institutional uses which have a major land use impact or traffic generation potential upon surrounding areas.

## Mixed Use

Mixed use is established to accommodate a variety of uses which may range from residential, commercial, office, and industrial uses. It has been established to promote redevelopment of downtown and the Bodenhamer Street area. Also, it allows for Caleb's Creek, Union Cross/I-40 Interchange northeast quadrant, NC 66/Old Salem "Metro Activity Center", West Mountain Street/Bodenhamer Street northeast quadrant, and Talley's Crossing area to develop into more of a traditional village style development pattern or use that enhances the land use transition in the area. The village centers and transition areas would be developed as an alternative to commercial strips. The Tulane Drive and Birch Lane area and Pine View Drive industrial areas have been designated mixed use, which reflects the current zoning of those areas.

### Zoning Districts that Accommodate Mixed Use

#### MU-S-Mixed Use Special Use District

The MU-S District is intended to accommodate a mix of residential, commercial, and light industrial uses in a cohesive development which is compatible with the natu-

ral terrain and surrounding uses.

This district encourages innovation by offering flexibility in design and layout requirements to achieve a greater choice of living and working environments. This

district is only permitted through the special use district zoning process and the site must be greater than 30 acres.

#### Other Districts

Nearly all zoning districts have the potential of being

used to create a mixed use area. However, the transitional nature of mixing land uses requires the use of special use district rezoning.

## PARKS

The Town of Kernersville adopted a Parks & Recreation Plan in 2003. The Plan states Kernersville should focus on developing and operating community parks, neighborhood parks, and special facilities such as recreation centers/gymnasiums, bikeways/greenways, possibly sports complex/hobby parks. The following is a brief summary of the most critical improvements and additions recommended in the Plan. By the year 2020, it is recommended that Kernersville make provisions for the following improvements and new park facilities:

- Develop two new community parks
- Improve and expand facilities at Beeson Park to include more “community park type amenities” (per its Master Plan)
- Develop five new neighborhood parks
- Improve existing neighborhood park sites (providing better pedestrian links and update facilities)
- Develop a minimum of 8 miles of linear park/greenway trails
- Use existing undeveloped sites and public property to develop mini-park sites
- Develop a recreation center at Beeson Park and provide more community meeting facilities at the Town Hall complex as it expands
- Continue the lease agreement with Forsyth County for the management of Kernersville Lake

 **Environmental Protected** – Intended to identify the areas that consist of FEMA designated flood zones and North Carolina designated water supply streams and buffers along those streams.

 **Private Open Space** – Intended to identify “bona fide farms” as identified on tax records; properties that have recorded conservation easements; and significant areas reserved as open space that are associated in planned development.

 **Private Recreation** – Intended to identify existing and approved golf courses; and private recreation areas.