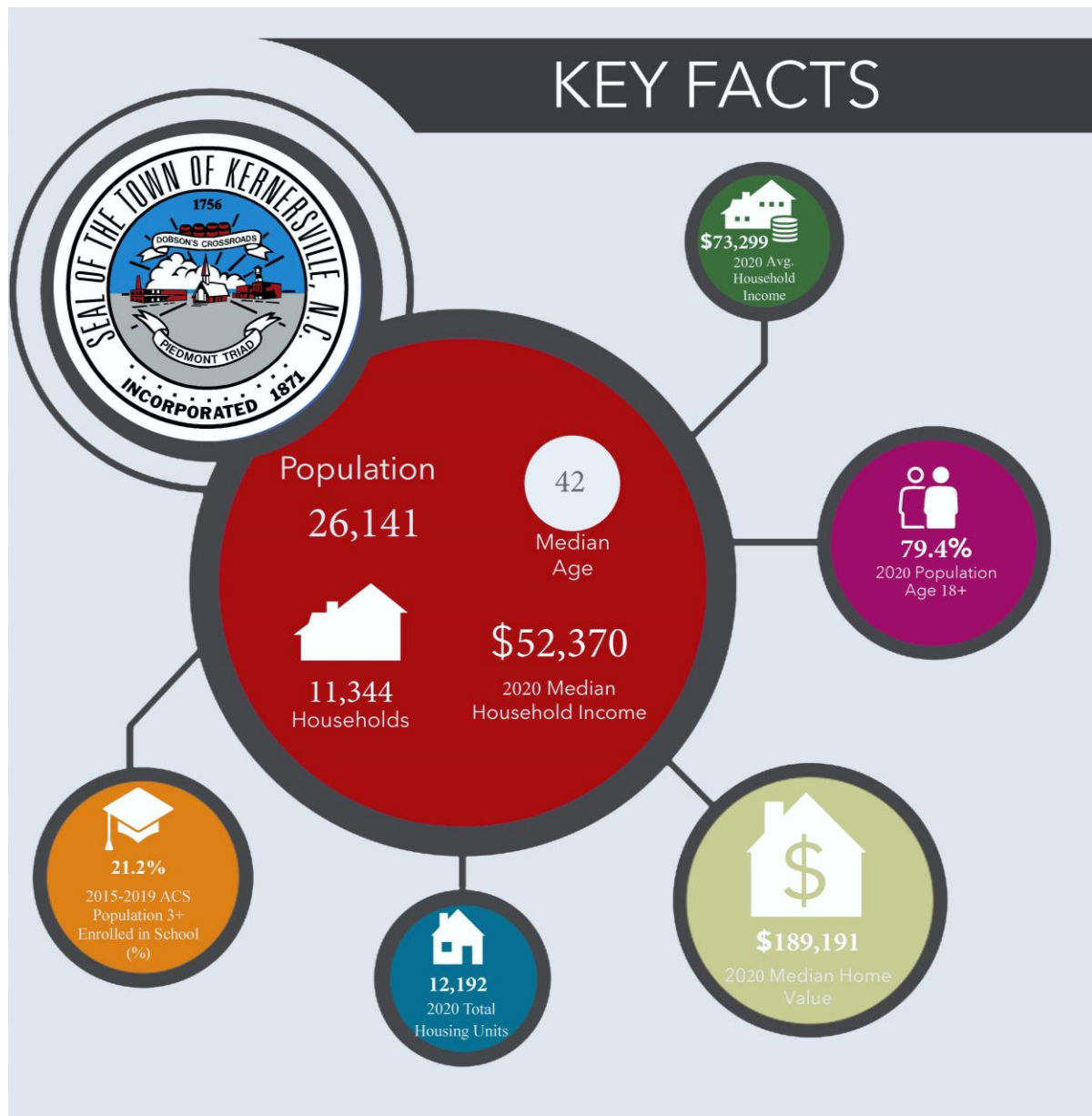


2020 Annual Report



Growth & Traffic Data

Town of Kernersville
Community Development Department

Town of Kernersville

Growth & Traffic Data

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Introduction

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

The *Plan* states:

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

The Community Development Department has updated the report with 2020 growth data. The Report is broken down into the following five sections:

Section 1 - United States Census: The census section provides Kernersville's historic population growth. A comparison of Kernersville's census data is compared to the State of North Carolina and the United States in order to determine similarities. If a community is similar to State and National data, it can anticipate following State and National trends.

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

Section 3 - Economic Data: The United States Census undertakes a census of businesses. The business data is then used by private data firms to produce projections. The Town of Kernersville subscribes to ESRI Business Online.

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

Section 5 - Traffic Data: The United States Department of Transportation traffic data is reviewed to determine the national trend. The North Carolina Department of Transportation detailed traffic counts, which are undertaken every two years, are provided from 2003 to 2017.

United States Census

Source: U.S. Census Bureau, Census 2010 Summary File 1. ESRI forecasts for 2020 and 2025.

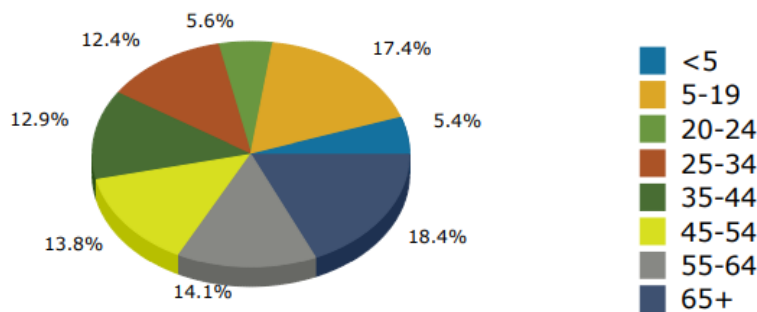
Kernersville Demographic Data

2000 Population	19,809
2010 Population	23,240
2020 Population	26,141
2025 Population	27,659
2000-2010 Annual Rate	1.61%
2010-2020 Annual Rate	1.15%
2020-2025 Annual Rate	1.14%
2020 Male Population	47.5%
2020 Female Population	52.5%

Median Age

Kernersville's median age is 42.0, compared to North Carolina's median age of 38.9 and the U.S. median age of 38.5.

2020 Population by Age



Race and Ethnicity

2020 White Alone	76.9%
2020 Black Alone	11.4%
2020 American Indian/Alaska Native Alone	0.4%
2020 Asian Alone	2.5%
2020 Pacific Islander Alone	0.0%
2020 Other Race	5.9%
2020 Two or More Races	2.8%
2020 Hispanic Origin (Any Race)	11.2%

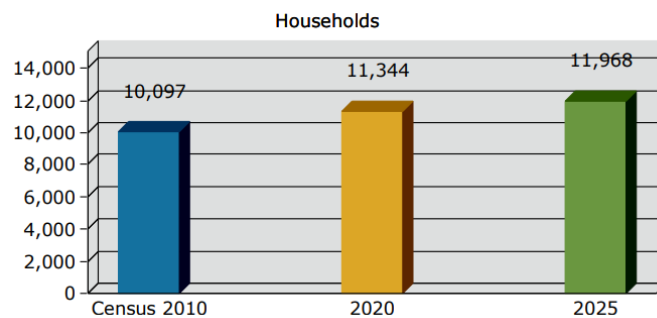
The estimated persons of Hispanic Origin (Any Race) represent 11.2% of the Kernersville population compared to North Carolina's 10%, and 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The

estimated persons of African American origin represent 11.4% of the Kernersville population compared to North Carolina's 21.7%, and 13.0% of the U.S. population.

Households

2000 Households	8,285
2010 Households	10,097
2020 Total Households	11,344
2025 Total Households	11,968
2000-2010 Annual Rate	2.00%
2010-2020 Annual Rate	1.14%
2020-2025 Annual Rate	1.08%
2020 Average Household Size	2.30

Average household size is currently 2.30, compared to 2.29 in the year 2010. The total number of households is 11,344.



Median Household Income

2020 Median Household Income	\$52,370
2025 Median Household Income	\$56,129
2020-2025 Annual Rate	1.40%

Average Household Income

2020 Average Household Income	\$73,299
2025 Average Household Income	\$81,288
2020-2025 Annual Rate	2.09%

Per Capita Income

2020 Per Capita Income	\$31,827
2025 Per Capita Income	\$35,216
2020-2025 Annual Rate	2.04%

Households by Income

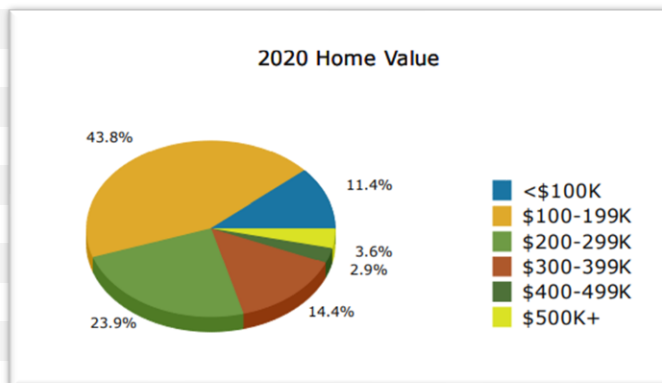
The current estimated median household income is \$52,370 in Kernersville, \$54,889 for the state of NC, and \$62,203 for all U.S. households. Median household income is estimated to be \$56,129 in five years, compared to \$67,325 for all U.S. households. Between 2019 and 2020, Kernersville's estimated median household income dropped by \$2,904 or approximately 5.25%, likely due to the COVID-19 pandemic.

Current estimated average household income is \$73,299 in Kernersville, compared to \$78,915 in NC, and \$90,054 for all U.S. households. Average household income is estimated to be \$81,288 in five years, compared to \$99,510 for all U.S. households. Between 2019 and 2020, Kernersville's estimated average household income decreased by approximately 2.86% or by \$2,157. This decrease is also likely attributable to the COVID-19 pandemic.

Current estimated per capita income is \$31,827 in Kernersville, compared to \$31,145 in NC, and the U.S. per capita income of \$34,136. The per capita income is projected to be \$35,216 in five years, compared to \$37,691 for all U.S. households.

Housing

2000 Total Housing Units	8,931
2000 Owner Occupied Housing Units	5,192
2000 Renter Occupied Housing Units	3,093
2000 Vacant Housing Units	646
2010 Total Housing Units	11,017
2010 Owner Occupied Housing Units	5,787
2010 Renter Occupied Housing Units	4,310
2010 Vacant Housing Units	920
2020 Total Housing Units	12,192
2020 Owner Occupied Housing Units	6,435
2020 Renter Occupied Housing Units	4,909
2020 Vacant Housing Units	848
2025 Total Housing Units	12,834
2025 Owner Occupied Housing Units	6,743
2025 Renter Occupied Housing Units	5,226
2025 Vacant Housing Units	866



In 2020, an estimated 52.8% of the 12,192 housing units in Kernersville are owner occupied; 40.3% renter occupied; and 7.0% are vacant. In NC there are 55.7% owner occupied, 30.8% renter occupied and 13.6% vacant. Currently, in the U.S., 56.4% of housing units are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 11,007 housing units in Kernersville. Of those units, 52.5% owner occupied, 39.1% renter occupied, and 8.3% vacant. The estimated annual rate of change in housing units since 2010 is 4.61%. Median home value in Kernersville is estimated at \$189,191, compared to the NC median home value of \$187,915 and a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.46% annually to \$203,400. The increase in rental occupied units over owner occupied units may be contributed to the COVID-19 pandemic, but is also influenced by changing housing preferences.

Kernersville Growth Data

Building Permit Data

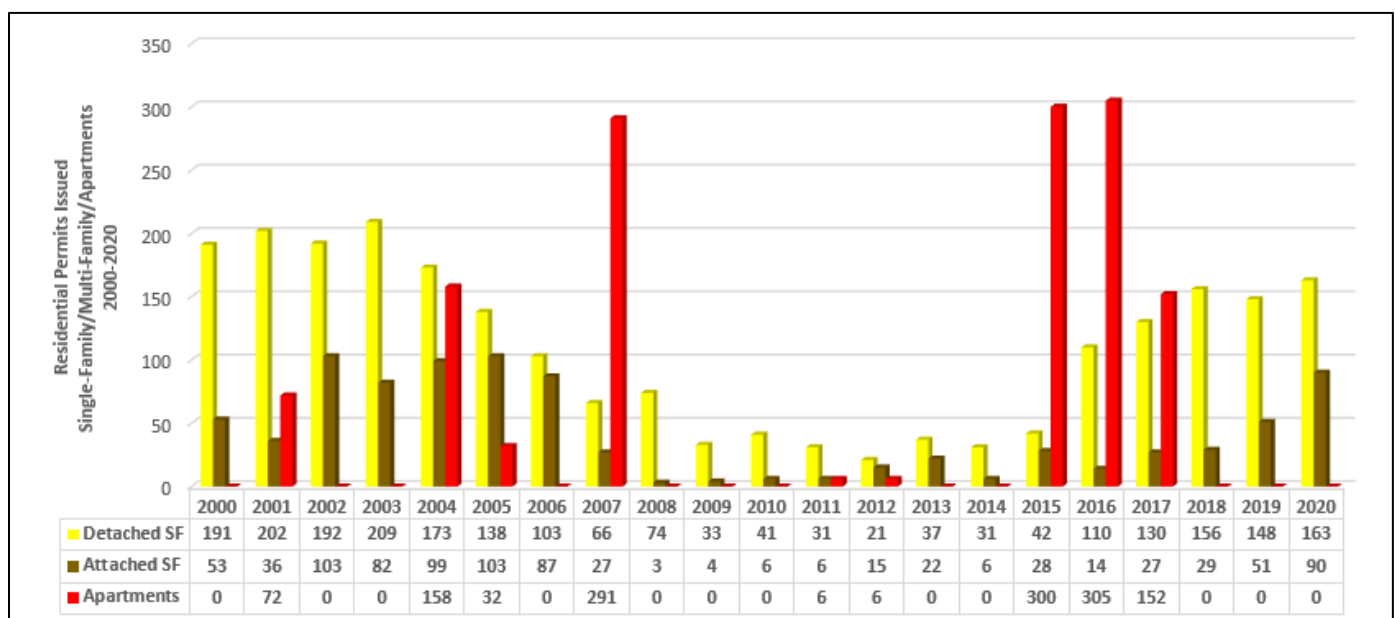
Source: Town of Kernersville historical permit statistics has been updated with 2020 data.

Building permit data is derived from the Town of Kernersville's historical permit data issued for new construction. Community Development staff has updated the permit categories with 2020 data for:

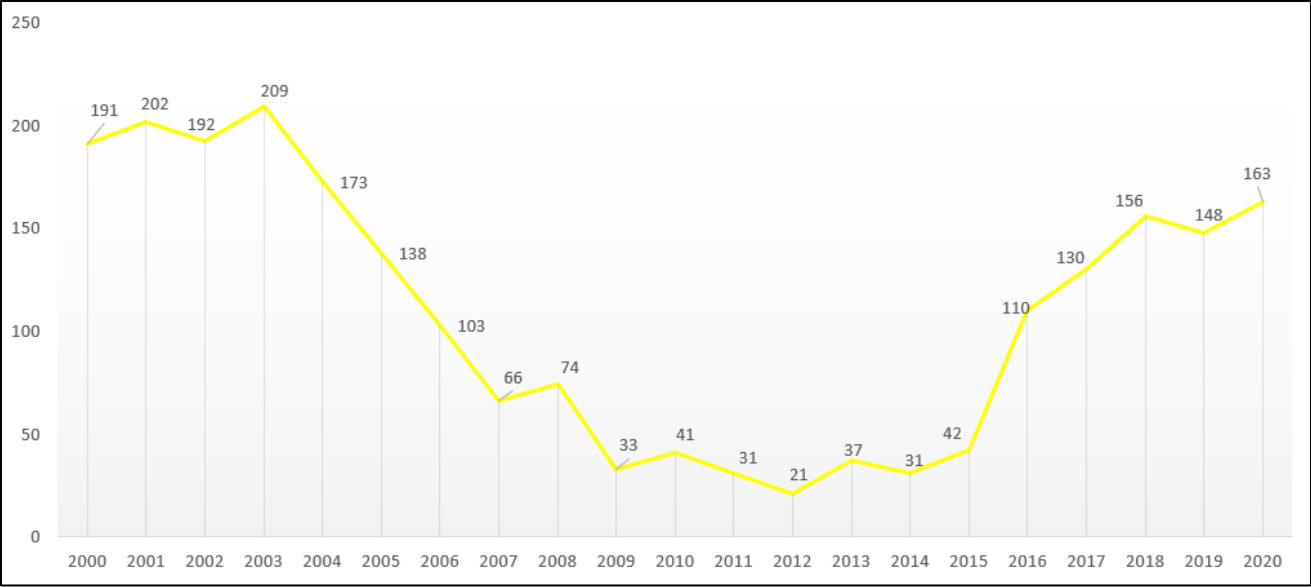
- detached single family residential
- attached single family residential
- apartments
- commercial
- institutional
- industrial/office

The following are the number of permits issued from 1999-2020 for those categories.

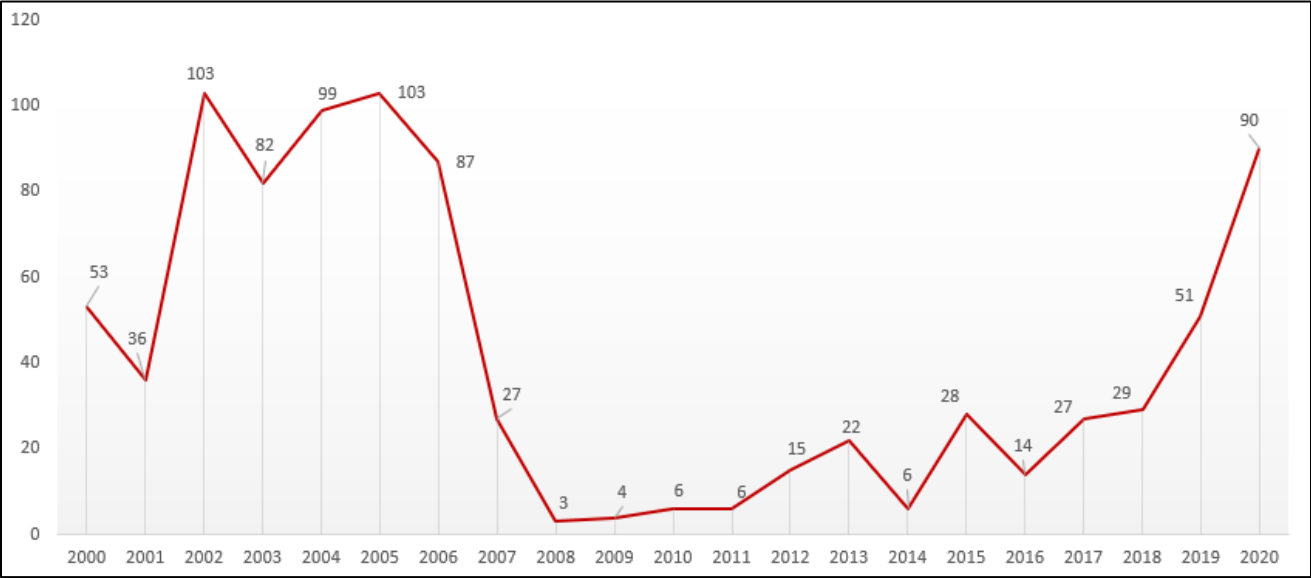
Graph 2-1: Total Residential Permits Issued, 2000-2020



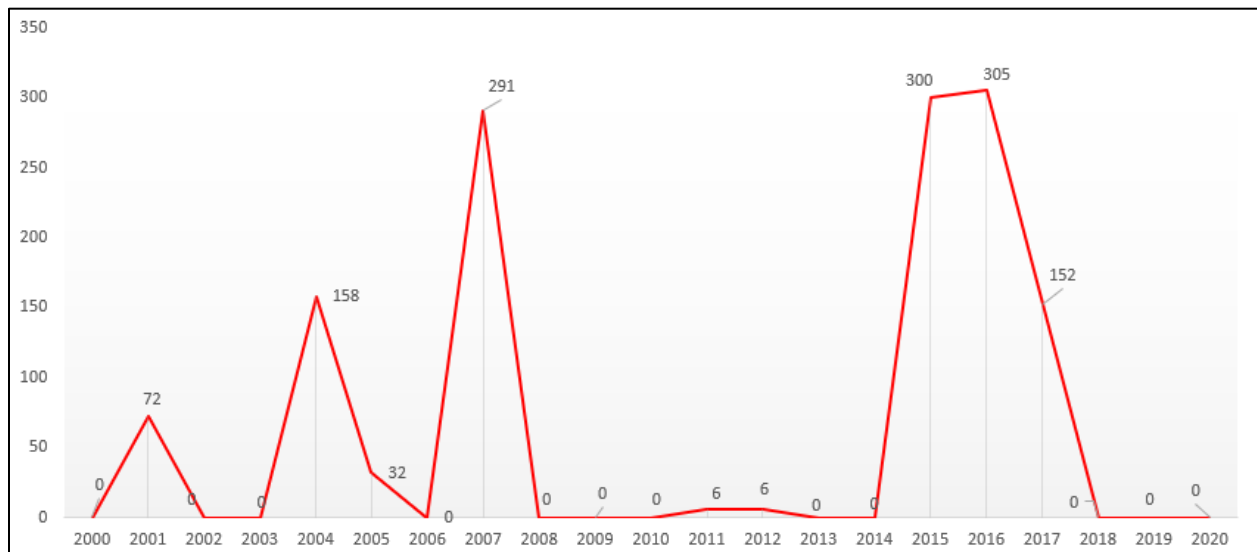
Graph 2-2: Detached Single Family Dwelling Permits Issued, 2000-2020



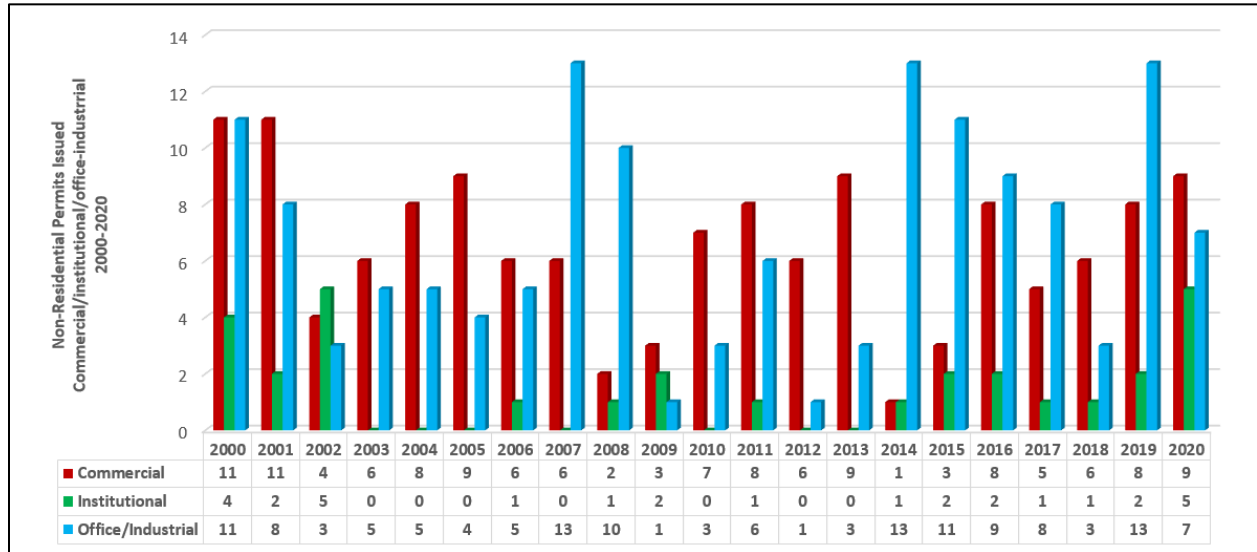
Graph 2-3: Attached Single Family Dwelling Permits Issued, 2000-2020



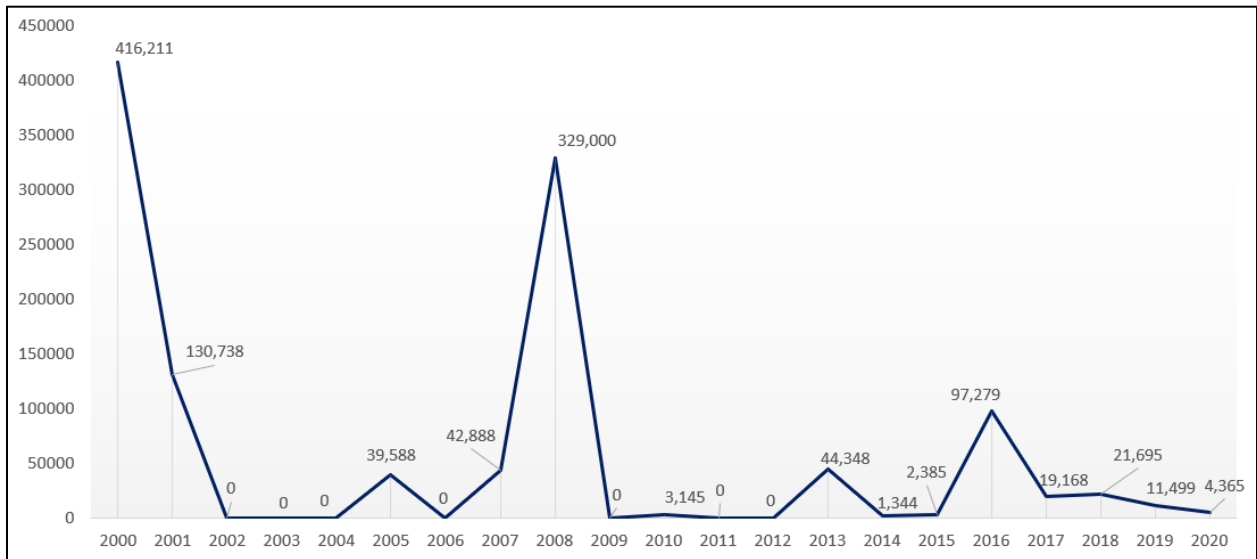
Graph 2-4: Multifamily Units Permitted, 2000-2020



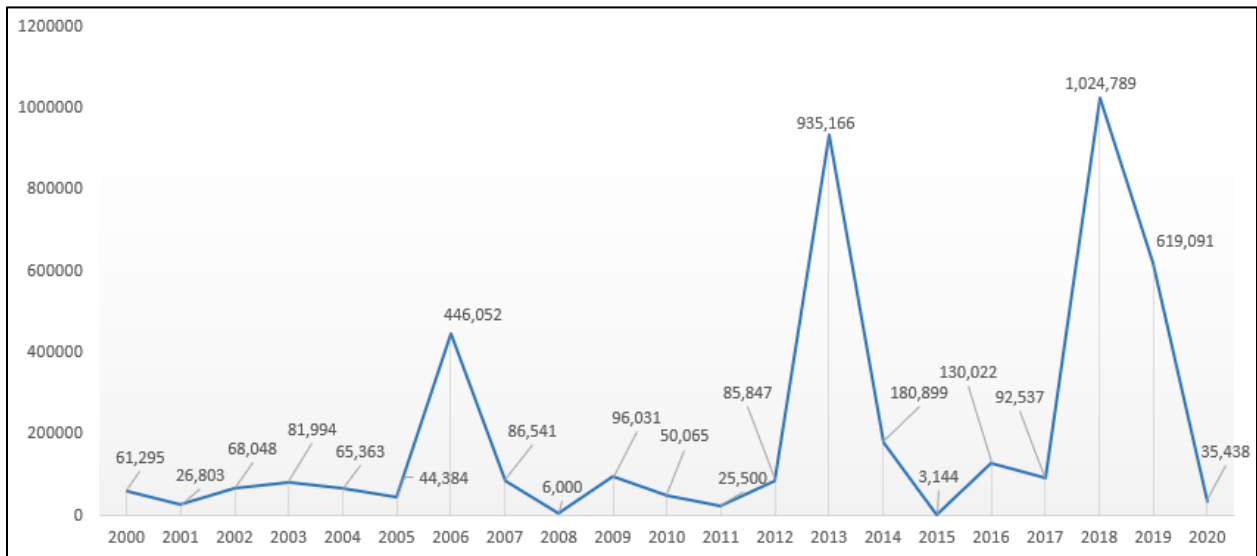
Graph 2-5: Total Non-Residential Permits Issued, 2000-2020



Graph 2-6: Institutional Square Footage Permitted, 2000-2020



Graph 2-7: Office/Industrial Square Footage Permitted, 2000-2020



Economic Data

Source: ESRI Business Analyst 2020

Business Summary – Area Comparison

BUSINESS SUMMARY

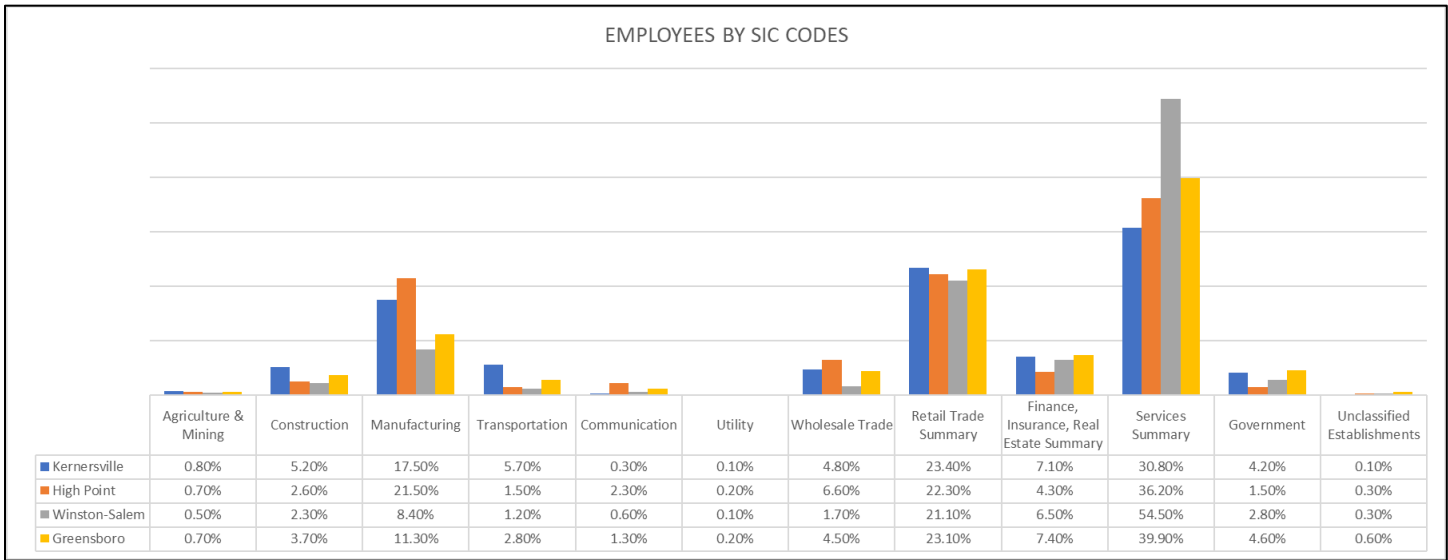
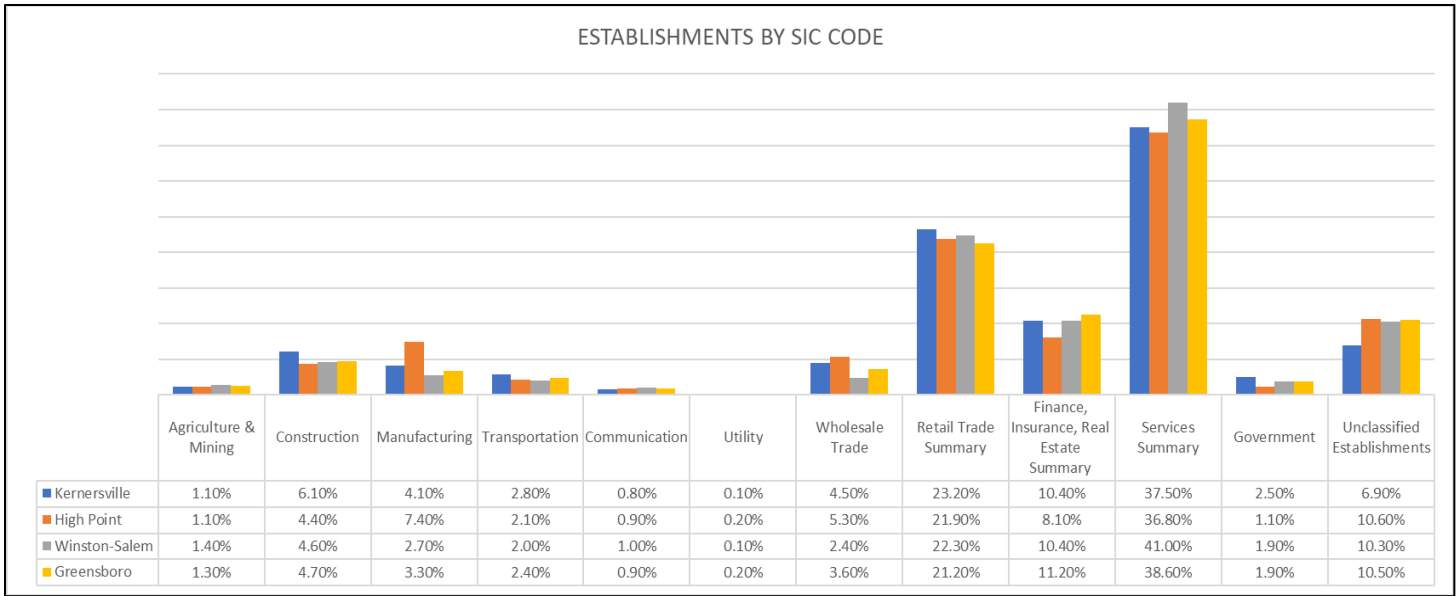
Data for all businesses in area	Kernersville	High Point	Winston-Salem	Greensboro
Total Businesses:	1,593	4,440	9,304	13,483
Total Employees:	18,148	60,381	153,252	181,269
Total Residential Population:	26,141	113,409	252,154	293,622
Employee/Residential Population Ratio:	0.69:1	0.53:1	0.61:1	0.62:1

Business Summary – Kernersville

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	18	1.1%	143	0.8%
Construction	97	6.1%	952	5.2%
Manufacturing	66	4.1%	3,180	17.5%
Transportation	44	2.8%	1,033	5.7%
Communication	13	0.8%	47	0.3%
Utility	1	0.1%	13	0.1%
Wholesale Trade	72	4.5%	868	4.8%
Retail Trade Summary	370	23.2%	4,243	23.4%
Finance, Insurance, Real Estate Summary	165	10.4%	1,290	7.1%
Services Summary	597	37.5%	5,591	30.8%
Government	40	2.5%	767	4.2%
Unclassified Establishments	110	6.9%	21	0.1%
Totals	1,593	100.0%	18,148	100.0%

BUSINESS ESTABLISHMENT MIX

The business mix in Kernersville is extremely balanced between industrial, retail, professional services (finance, insurance, and real estate), and government services. That balance has made Kernersville's economy more resilient during the economic downturns since the Town does not rely upon one type of business sector. The business mix also offers our citizens a wider range of employment options.



Triad Job Center

The business and employee data reflects that Kernersville is a major job center in the Triad metropolitan region with an Employee/Residential Population Ratio of 0.69:1. This ratio is higher than Greensboro’s 0.62:1, Winston-Salem’s 0.61:1, and High Point’s 0.53:1. With 18,148 jobs and only 26,141 citizens, of which 4,705 (18%) of citizens are over the age of 65 and 5,490 (21%) are under the age of 18, Kernersville has to import workers. A major misconception about Kernersville is the perception of being a bedroom community. The economic data clearly shows that Kernersville is a significant job center in the Triad.

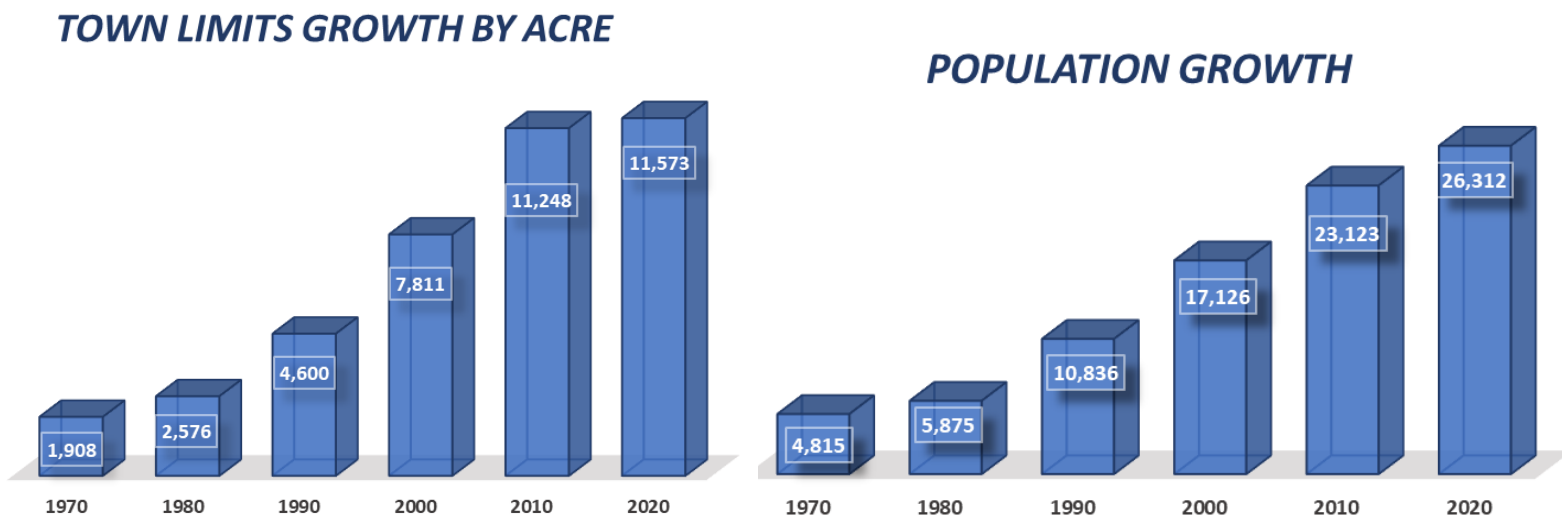
Growth Projections

Previous Projections

Prior to 2011, the Community Development Department's growth projections were based on the Town of Kernersville following historic annexation trends. This projection technique, "*trend extrapolation*," takes past trends and carries them into the future. Trend extrapolation projections are reliable when the historic data remains the same, but in 2011 the State of North Carolina passed anti-annexation legislation, essentially inhibiting the Town of Kernersville from following previous annexation trends.

Without the ability to annex areas with existing populations, Kernersville's population growth rate will greatly decrease compared to historic growth rates. To forecast the population without annexation will require the Town to concentrate only on new housing unit growth taking place within the current Town limits.

Graph 4-1
Town Limits and Population Growth 1970 to 2020



Economy

North Carolina faced significant economic hardship in 2020 as a result of the COVID-19 pandemic. Stay-at-home orders imposed by local and state governments in order to mitigate the transmission of COVID-19 led to unprecedented unemployment, reduced consumer spending, and closures of countless small businesses, ending a decade long economic expansion in North Carolina that began in 2010. At the height of the economic shutdown in April and May, the unemployment rate among North Carolina residents was at 12.9%, higher than it was at any point during the Great Recession. By December 2020, the unemployment rate had decreased to 6.2%, which is still higher than it was prior to the start of the pandemic when it was at a historically low rate of 3.6%. North Carolina is expected to make a slow economic recovery over the next year as health restrictions are eased and vaccines become more widely available (NC Growth, 2020).

The regional economy is a major variable impacting overall growth in an urban community. Kernersville's growth is directly tied to the Piedmont Triad Metropolitan Region economy. Kernersville has a strong network of roads, water and sewer capacity, and available undeveloped land to support growth. To go along with those growth supporting variables, Kernersville's central location further supports additional growth.

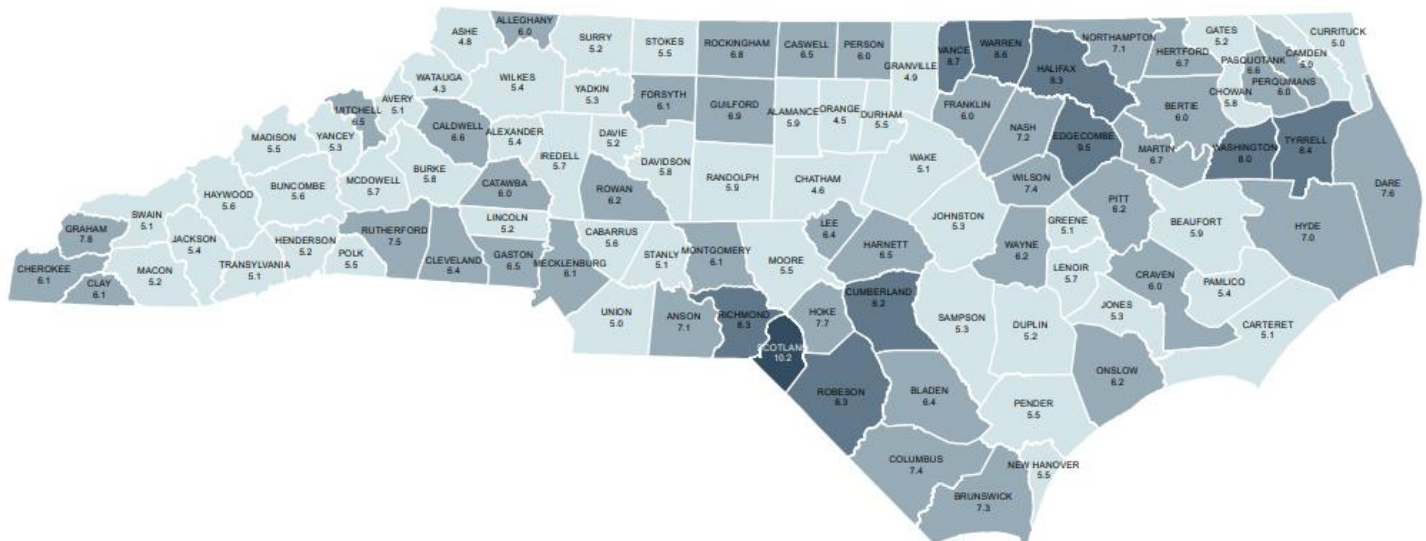
The Forsyth County unemployment rate was around 6.1% at the end of last year (NC Department of Commerce, February 2021), which is higher than it was at the end of 2019 as a result of COVID-19. Forsyth County finished the year with a lower unemployment rate than Guilford County.

UNEMPLOYMENT RATES BY COUNTY (not seasonally adjusted)

GUILFORD COUNTY (6.9%)

FORSYTH COUNTY (6.1%)

North Carolina Unemployment Rates by County December 2020



Infrastructure

The Town has strategically invested in sewer and transportation improvements to support growth. Kernersville continues to update the *Kernersville Development Plan's* sewer and transportation planning elements to ensure the Town's infrastructure capacity is available to support growth.

Housing Supply and Demand Trends

Housing supply and demand are major variables in new housing construction. The current supply of new housing is not meeting the demand. The rising costs of land and construction causes increases in home costs, which prices many people out of the housing market. Currently, no new housing is being built for less than \$200,000.



Using the [SmartAsset North Carolina Mortgage Calculator](#) a \$200,000 home with a \$20,000 down payment has an approximate monthly payment cost (*mortgage, insurance, taxes, fees*) of \$1,350.

- A household would need to earn approximately \$61,664 and have \$500 or less in other debt to not exceed 36% of their monthly income.
- The median household income in Kernersville is \$55,274, and the average household income is \$75,456.

Understanding that most current listing prices for new homes are above \$200,000, and numerous households earn incomes below the \$61,664 required to purchase a \$200,000 home, the current supply of new housing is only meeting a portion of the current demand. This housing affordability trend is expected to continue since the variables impacting rising prices show no sign of change.

The pandemic did not impact Kernersville’s new housing construction. The Town continued to see a steady increase in new owner-occupied housing.

New Owner Occupied Attached & Detached Housing				
2016	2017	2018	2019	2020
124	157	185	199	224

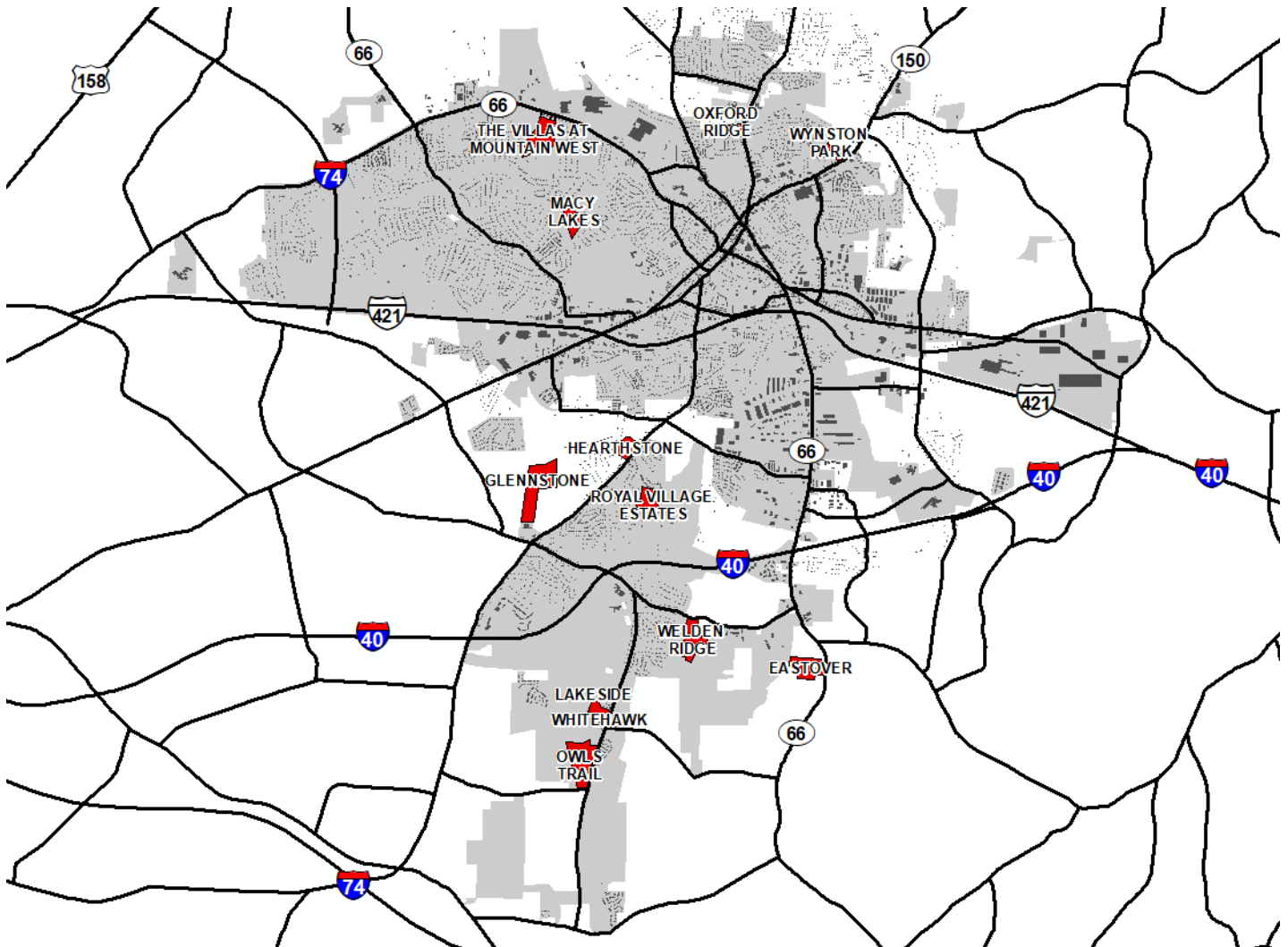
Historically low interest rates and millennials entering the market are fueling an increase in housing demand. However, many households cannot afford the new \$200,000+ homes being constructed in the Kernersville market. Instead, many are pursuing the existing housing stock under \$200,000, which is causing existing home prices to rise. As Kernersville and surrounding job centers continue to grow, the expanding workforce is also creating a greater demand for housing. With a growing demand for owner-occupied housing and limited supply, we see the Kernersville rental market remaining strong. A good example of a strong rental market, as reported by the *Triad Business Journal*, is Springbrook Apartments, which sold in 2019 for \$19,400,000. Springbrook, which was built in 1983, has 346 units, which equates to an average sales cost of \$56,069 per unit. The new owners are currently renovating the units and increasing the rents. The new owners stated to the Business Journal, the “ownership group was attracted by the pending opening of the Amazon warehouse center in Kernersville, where it will have 1,000 full-time and full-time equivalent employees”. As employment centers grow, the new workforce will increase the demand for housing, and the market will strive to supply that demand.



The following tables provide a list and status of current approved residential developments.

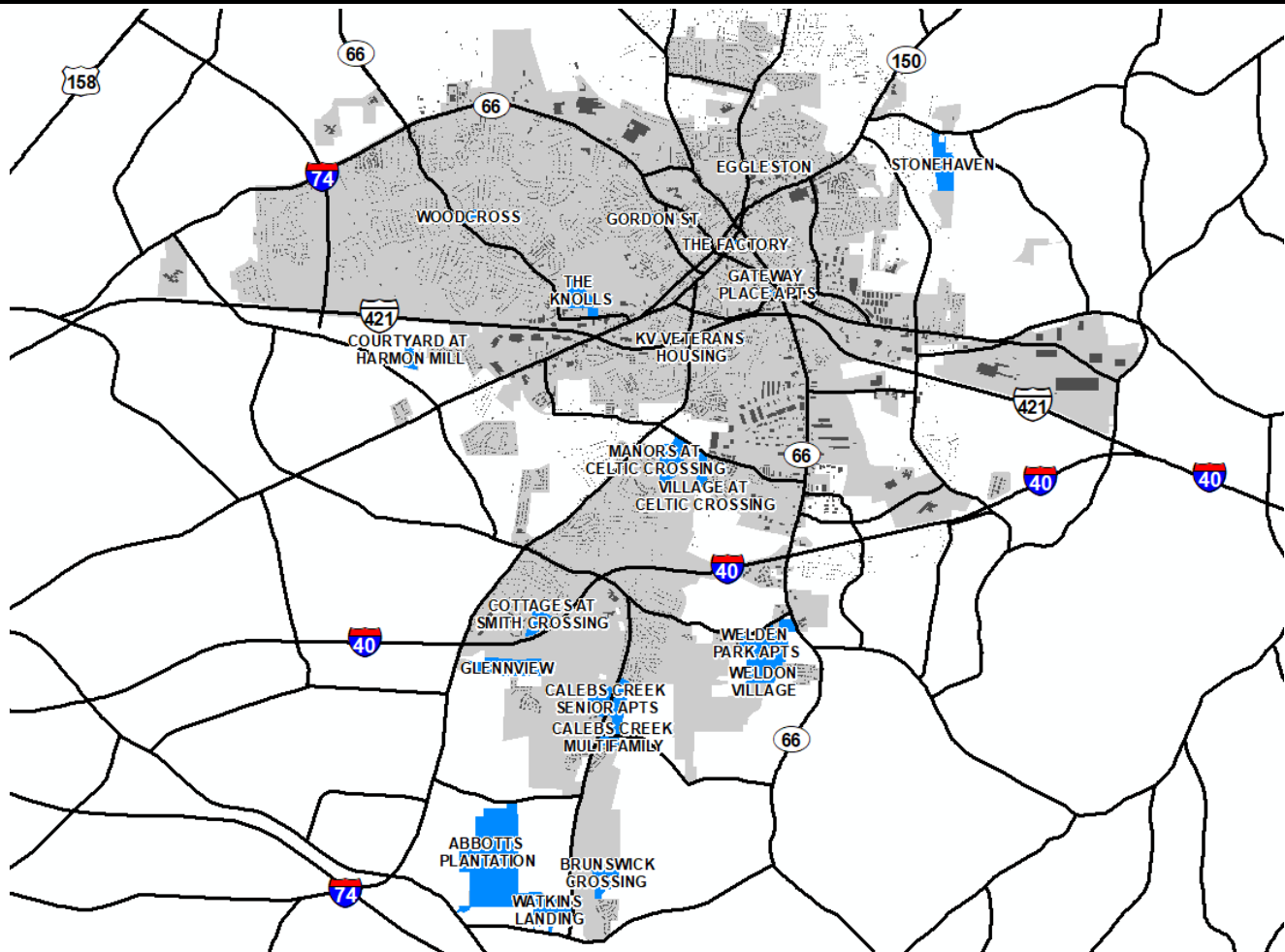
Approved Housing Developments - Infrastructure Complete

SUBDIVISION	YEAR APPROVED	DEVELOPMENT TYPE	ACREAGE	APPROVED	REMAINING
WELDEN RIDGE (WELDEN)	2018	Mixed Residential	27.02	14	39
OXFORD RIDGE	2018	Mixed Residential	12.61	18	31
WHITEHAWK (CALEBS CREEK)	2018	MF Townhomes	12.15	12	49
THE VILLAS AT MOUNTAIN WEST	2017	Mixed Residential	32.29	21	77
OWLS TRAIL (CALEBS CREEK)	2016	SF Residential	38.02	37	58
EASTOVER (WELDEN)	2015	SF Residential	23.34	85	14
MACY LAKES	2006	SF Residential	15.24	16	5
GLENNSTONE	2006	SF Residential	46.93	115	1
HEARTHSTONE	2006	SF Residential	12.86	28	2
WYNSTON PARK	2005	MF Condominiums	4.78	32	30
ROYAL VILLAGE ESTATES	2003	SF Residential	17.11	33	1
TOTALS			242.35	411	307

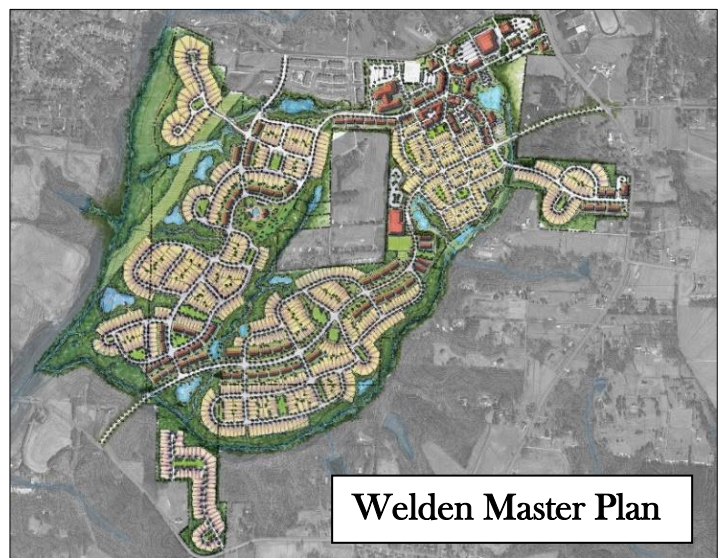
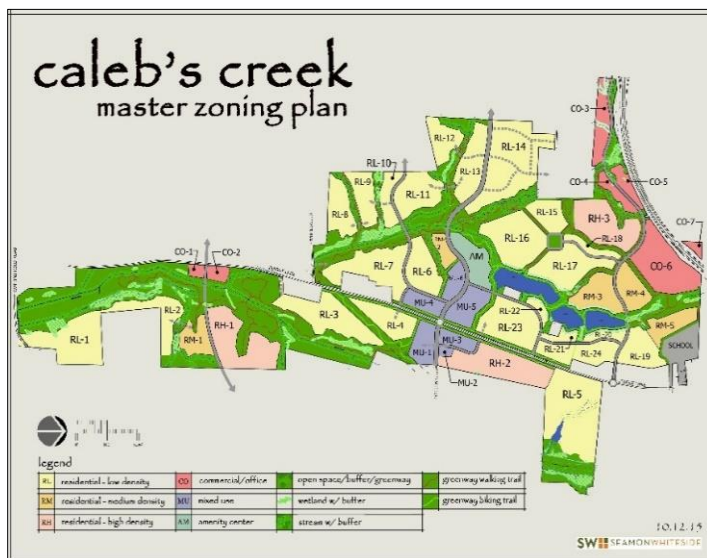


Approved Housing Developments - Infrastructure Required

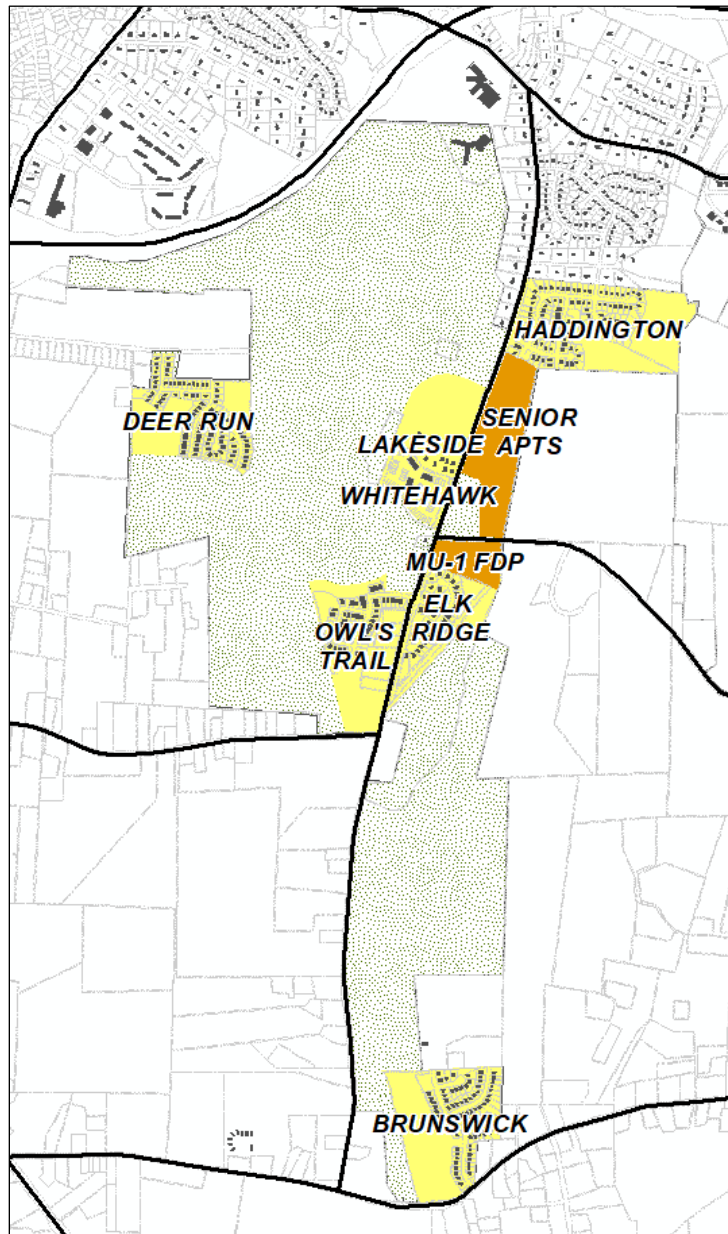
SUBDIVISION	YEAR APPROVED	DEVELOPMENT TYPE	ACREAGE	APPROVED	REMAINING
GATEWAY PLACE APTS	2020	MF Apts - Sr Housing	1.70	65	65
WELDEN PARK APTS	2020	MF Apts	3.37	12	12
GLENNVIEW	2020	MF Townhomes	47.13	275	275
WATKINS LANDING	2020	SF Residential	12.44	25	25
STONEHAVEN	2020	SF Residential	36.87	51	51
GORDON ST	2020	SF Residential	2.45	5	5
GATEWAY PLACE APTS	2020	MF Apts - Sr Housing	1.33	53	53
WOODCROSS	2019	SF Residential	6.67	20	20
BRUNSWICK CROSSING (CALEBS CREEK)	2019	SF Residential	23.86	86	86
KV VETERANS HOUSING	2019	MF Apts (S)	1.11	8	8
COTTAGES AT SMITH CROSSING	2018	SF Residential	18.45	64	64
LAKEVIEW (CALEBS CREEK)	2018	SF Residential	23.69	77	77
WELDON VILLAGE	2018	Mixed Residential	54.27	65	65
WATKINS LANDING	2018	SF Residential	30.47	88	88
COURTYARD AT HARMON MILL	2018	SF Residential	11.19	35	35
WELDEN PARK APTS	2017	MF Apts	35.70	204	204
THE KNOLLS	2017	Mixed Residential	25.61	170	170
CALEBS CREEK MULTIFAMILY	2017	MF Townhomes	9.31	54	54
CALEBS CREEK SENIOR APTS	2016	MF Apts - Sr Housing	11.50	120	120
CALEBS CREEK SENIOR APTS	2013	MF Apts - Sr Housing	15.82	240	240
MANORS AT CELTIC CROSSING	2008	SF Residential	36.82	51	51
VILLAGE AT CELTIC CROSSING	2008	SF Residential	13.68	40	40
EGGLESTON	2006	MF Townhomes	1.05	4	4
THE FACTORY	2006	MF Condominiums	3.22	14	14
ABBOTTS PLANTATION	2005	SF Residential	191.98	459	459
TOTALS			619.67	2285	2285



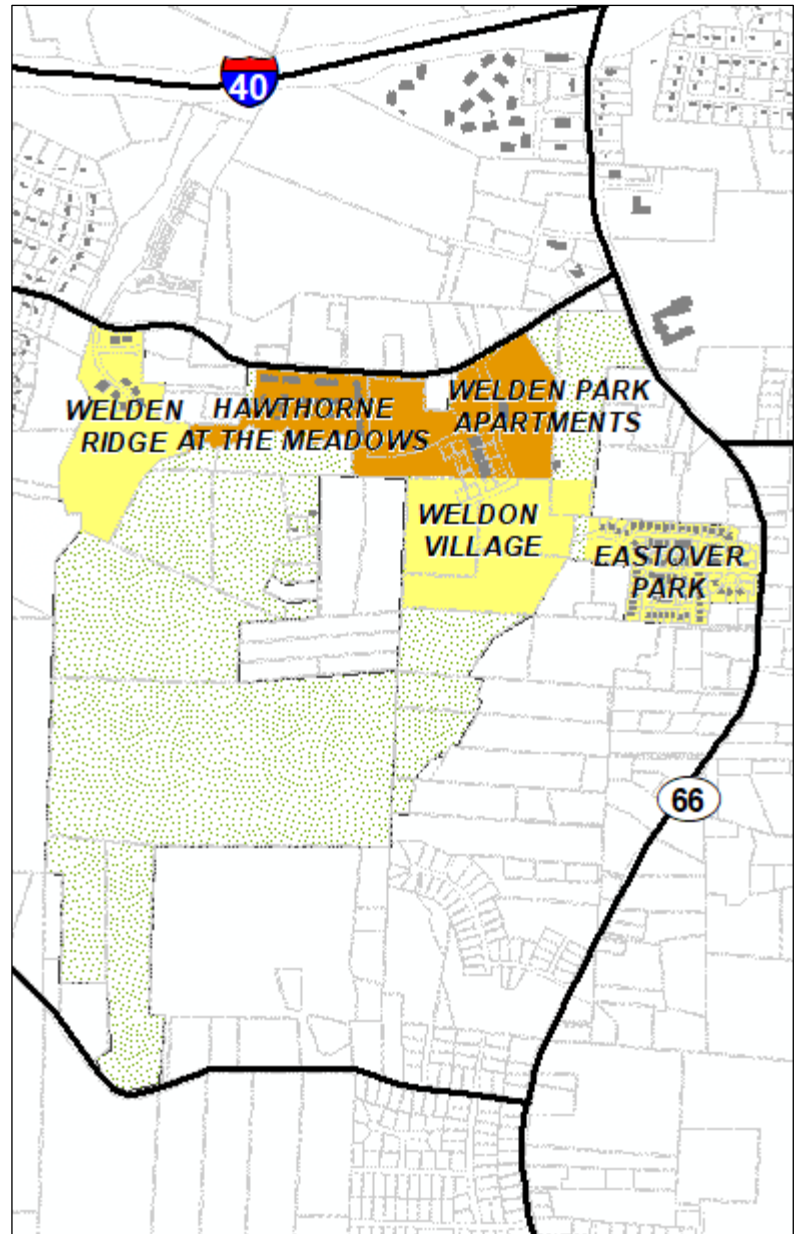
DEVELOPMENT	YEAR APPROVED	DEVELOPMENT TYPE	ACREAGE	UNITS APPROVED	UNITS COMPLETED	UNITS REMAINING
CALEBS CREEK			960.45	2746	348	2398
Brunswick	2009	SF Residential	43.77	75	75	0
Deer Run	2014	SF Residential	35.85	91	91	0
Elk Ridge	2016	SF Residential	34.56	35	35	0
Haddington	2014	SF Residential	54.14	98	98	0
Lakeside	2018	SF Residential	23.69	77	0	77
Owl's Trail	2016	SF Residential	38.02	95	37	58
Whitehawk	2018	MF Townhomes	12.15	61	12	49
MU-1 FDP	2017	MF Townhomes	9.31	54	0	54
Senior Apts	2016	MF Apts - Sr Housing	11.50	360	0	360
WELDEN			402.02	1400	299	1101
Eastover Park	2015	SF Residential	23.34	99	85	14
Welden Ridge	2018	Mixed Residential	27.02	53	14	39
Welden Park Apts	2017	MF Apts	35.70	216	0	204
Hawthorne @ the Meadows	2008	MF Apts	15.41	200	200	0
Welden Village	2018	Mixed Residential	54.27	65	0	65



Calebs Creek



Welden



2019 Projections - 2019 to 2025 New Housing Start

The Community Development Department's housing and population projections, completed in 2019, are based on the Town's historical housing permitting trends, the available supply of approved housing projects, the current and projected economy, and demographic changes.

During the past 22-year period in which housing unit numbers were compiled, four national recessions occurred, with two of the recessions causing new housing starts to decline. The projections undertaken in this report do not include recession(s) that could cause a decline in housing permits. During previous recessions, the Federal Reserve would drop interest rates to stimulate the economy and new housing. However, with current interest rates set at historically low rates, reducing the rates to address a recession would have limited impact, which could lengthen the period of the next recession.

The 2020 COVID-19 pandemic created unforeseen demand in housing. Freddie Mac reported in April 2021 that the U.S. housing supply saw a 52% rise in the nation's home shortage compared with 2018. Most builders have also reported that there is currently a shortage of available lots to meet demand. Increases in housing demand have led to higher prices for building materials, which has forced some builders to slow down production until pricing comes back down.

Single-Family Residential Detached

Single-family residential "detached" homes are housing units that are usually occupied by one household or family and typically have open space on all four sides and are not attached to any other structure. The single-family residential "detached" home typically occupies its own zoning lot.

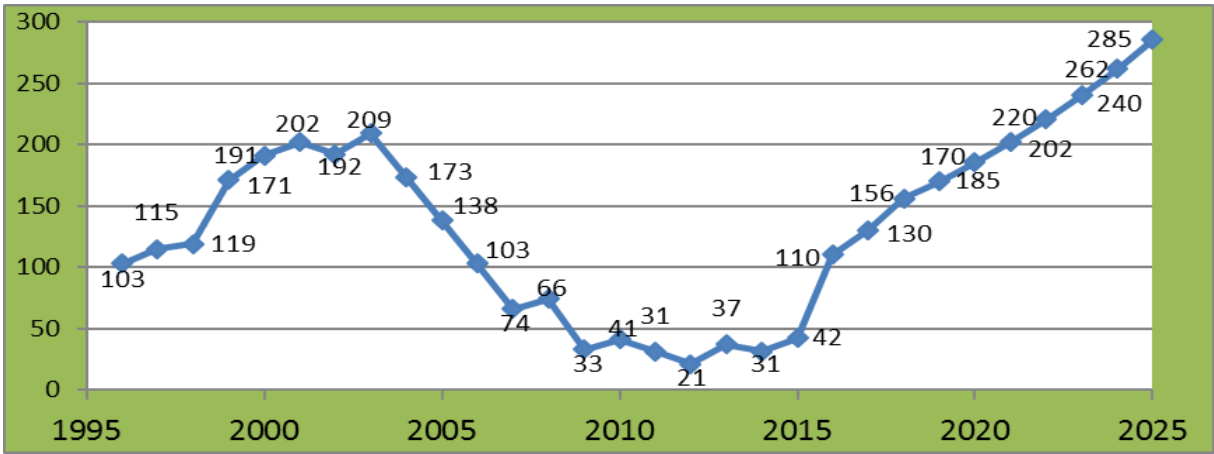


Between 1999 and 2019, 2,636 single-family detached homes were built in the Town of Kernersville and a small percentage in the extra-territorial jurisdiction (ETJ). On average, approximately 132 homes were built each year. Kernersville's "single-family residential detached" permits peaked at 209 in 2003. During that period of time, the Town of Kernersville began to oppose "tract housing", which is a housing development in which nearly

identical houses are built. This was the preferred housing type of national residential building companies during that housing bubble period. The Town felt “tract housing” did not contribute to the Town’s goals of “maintaining Kernersville’s small-town atmosphere” and “establishing Kernersville as a unique high-quality community within the Triad.”

After the housing bubble and 2008 recession home builders started enhancing their architectural designs and interior layouts. During the build-up to the 2003 peak in single-family detached housing permits, Kernersville was averaging a 9% growth rate per year in permits. Using the projection technique, “trend extrapolation,” which takes past trends and carries them into the future, that 9% growth rate was used for the Community Development Department’s 2019-2025 projections. A 9% growth rate in permits creates an average of 146 detached housing units built annually.

Graph 4-6
Housing Units Permits 1996 - 2018
2019 - 2025 Projections



In 2019, 148 detached housing units were built, and in 2020 163 units were built. This is slightly below the projected estimates of 170 and 185 for 2019 and 2020.

Single-Family Residential Attached

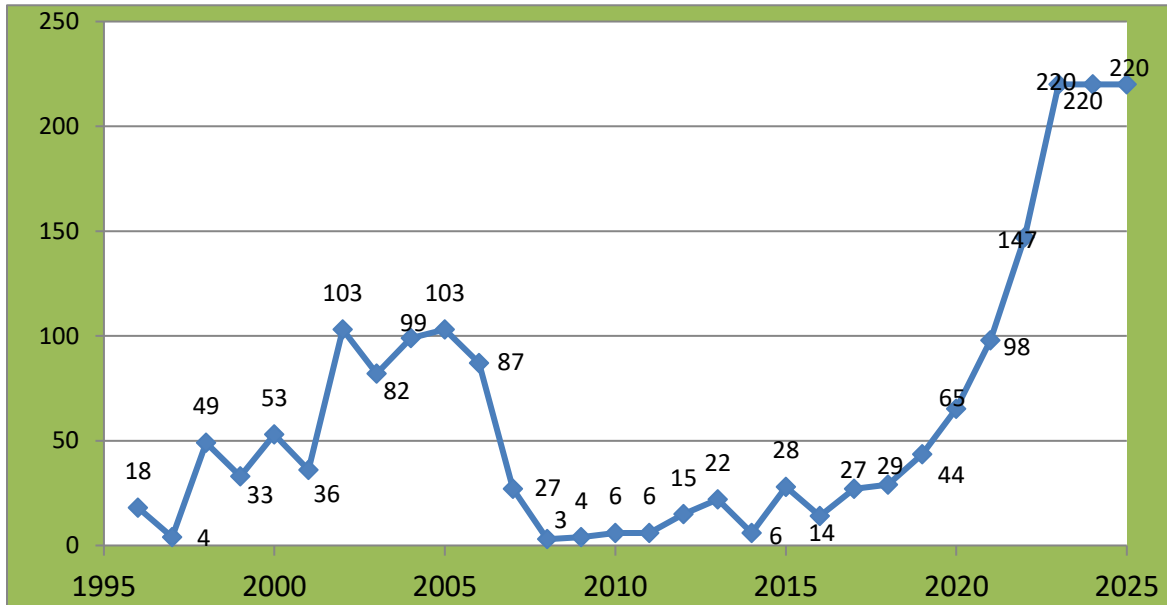
Single-family residential “attached” homes are housing units that share at least one common wall, and may include twin-homes, townhouses and condominiums. If housing units are for sale, the residential attached units are platted and recorded separately and typically the exterior and grounds are managed by a property management company.



Between 1999 and 2019, 905 single family residential attached homes were built in the Town of Kernersville. On average, approximately 45 attached homes were built each year. Kernersville’s “single-family residential attached” permits peaked at 103 in 2002 and 2005. Most of the approved single-family attached developments were built out prior to the 2008 recession. Currently, active developments include the mixed-use developments of Welden and Caleb’s Creek. Other developments, such as the Villas at Mountain West and Oxford Ridge are also building single family residential attached housing units.

Due to the historically inconsistent trends in active single-family attached developments, it is difficult to use “*trend extrapolation*,” taking past trends and carrying them into the future, to project new permitting. We are currently seeing higher demand for attached housing than detached housing. This may be attributed to the increased affordability of attached homes and demographic shifts towards smaller households. Both Welden and Caleb’s Creek developments have begun to build their single-family attached housing units, which has contributed to the increase in construction of single-family attached housing units.

Graph 4-7
Single-Family Residential “Attached”
Housing Units Permits 1996 - 2018
2019 - 2025 Projections



In 2019, 51 detached housing units were built, and in 2020 90 units were built. This is slightly above the projected estimates of 44 and 65 for 2019 and 2020.

Rental Communities

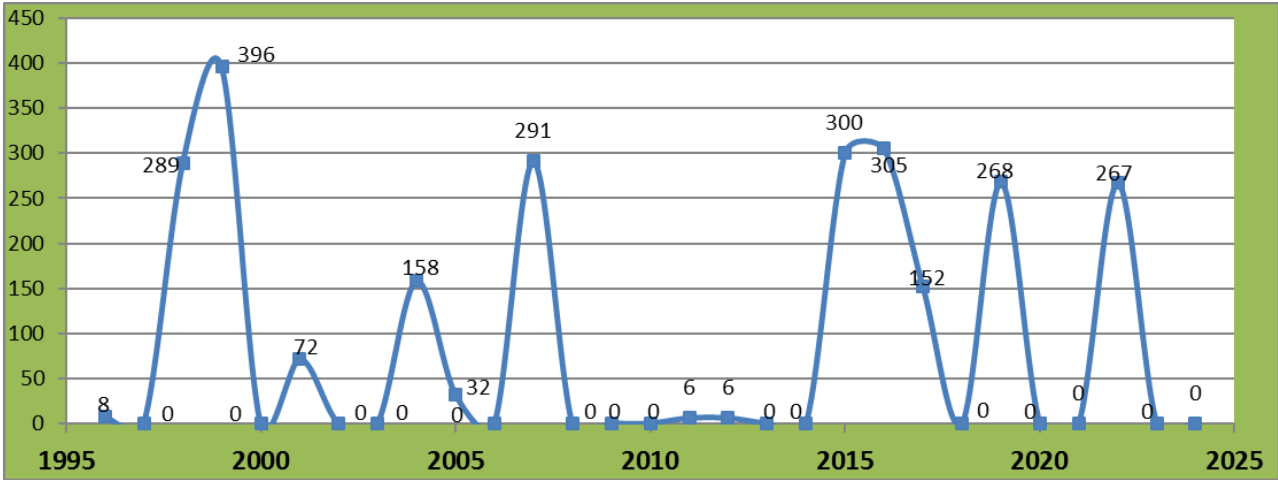
Rental communities are typically apartment complexes. However, since 2016, the Town approved two developments consisting of single-family detached rental homes. Rental communities can also consist of retirement facilities for elderly residents, mixed residential uses within a single development, or a single-family detached development with 100% rental units.

Between 1999 and 2019, 1,718 rental community housing units were built in the Town of Kernersville, with an average of 86 apartment units built each year. The typical market rate rental community is approximately 200 to 300 housing units, with elderly apartments typically averaging between 50 to 100 housing units.

US homeownership peaked in June of 2004 at 69.2%. As reported by 2019 ESRI estimates, Kernersville homeownership rates have declined to 54.6%, compared to 64.7% for the state, and 62.5% in the US. The market demand for rental community housing will remain high, due to the decline in homeownership rates. The decline of homeownership is attributable to demographic dynamics such as delayed millennial homeownership, empty nesters seeking to downsize, and the aging baby boomer population moving into retirement communities. Those trends continue to create demand for rental communities.

The downtown area, Old Winston Road area, Calebs Creek, Smith Crossing, and Welden are all areas designated for future rental community growth. In 2017, the Town approved a 170-unit development off of Old Winston Road and 204 units were approved in the Welden community in 2018. A rental community in Smith Crossing consisting of 64 single-family detached homes was also approved in 2018. The Community Development Department projects similar trends with approximately 267 units being built once every 2-3 years.

Graph 4-8
Apartment Housing Unit Permits
1996 – 2018
Projections 2019 - 2025



The apartments that were projected to be built in 2019 have not yet been constructed. It is anticipated that those units will be built in 2021.



2019 Projections - Housing and Population Through the End of 2025

Based on the projected “attached”, “detached”, and “apartment” units and projected average of 2.11 persons per housing unit, it is anticipated that the 4,237 new housing units will increase population from 23,123 in 2010 to 32,063 by the end of 2025. This is higher than ESRI’s Business Analyst projections solely based on census data.

Table 4-7
Housing Units and Population
2020 – 2025 Projections

Year	Attached	Detached	Apt.	Total	*Population
2010	6	41	0	47	99
2011	6	31	6	43	91
2012	15	21	6	42	89
2013	22	37	0	59	124
2014	6	31	0	37	78
2015	28	42	300	370	781
2016	14	110	305	429	905
2017	27	130	152	309	652
2018	29	156	0	185	390
2019	51	148	0	199	420
2020	65	185	0	250	528
2021	98	202	0	300	633
2022	147	220	267	634	1,338
2023	220	240	0	460	971
2024	220	262	0	482	1,017
2025	220	285	267	772	1,629
Total	1,174	2,141	1,303	4,618	9,744
*Person Per Unit = 2.11					

Year	Housing Units	*Population
2010	10,951	23,123
2011	10,998	23,222
2012	11,041	23,313
2013	11,083	23,402
2014	11,142	23,526
2015	11,179	23,604
2016	11,549	24,385
2017	11,858	25,020
2018	12,043	24,860
2019	12,242	25,250
2020	12,492	25,670
2021	12,792	26,198
2022	13,426	26,831
2023	13,886	28,168
2024	14,368	29,139
2025	15,140	30,156
*Person Per Unit = 2.11		

2019 Projections - 2019 to 2025 Commercial, Industrial & Office and Institutional

Commercial

“Commercial” data in this report is for new square footage of retail and commercial type businesses such as restaurants, drug stores, gas stations, retail stores and hotels.

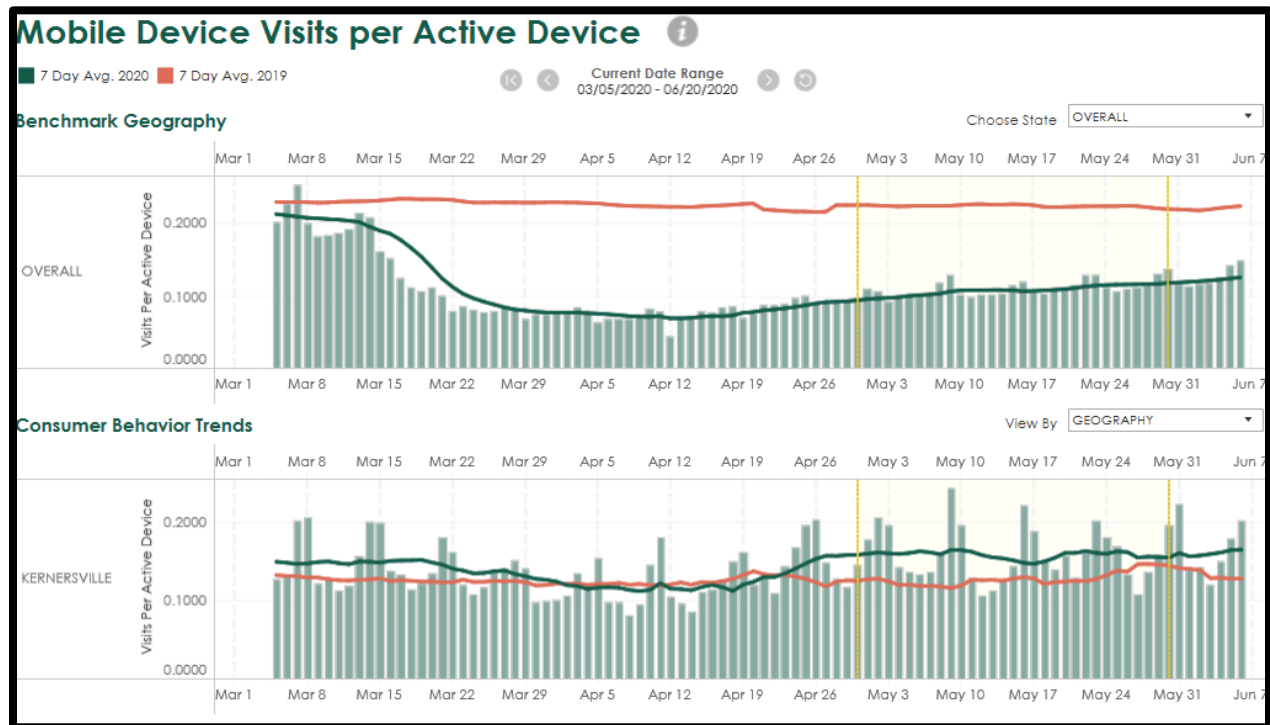


Historically, the construction of commercial retail space in the United States has seen rapid growth; however, nearly all retail analysts now forecast the growth rate of retail stores to be much slower than in previous years. The 2020 COVID-19 pandemic has accelerated that downward trend in the construction of commercial buildings. The pandemic enhanced the growth of online shopping, which is a major contributor in the slow growth rate of new retail space. However, brick and mortar stores will not go away. Residential growth will continue to be the major factor for creating additional demand for retail stores and other commercial services.

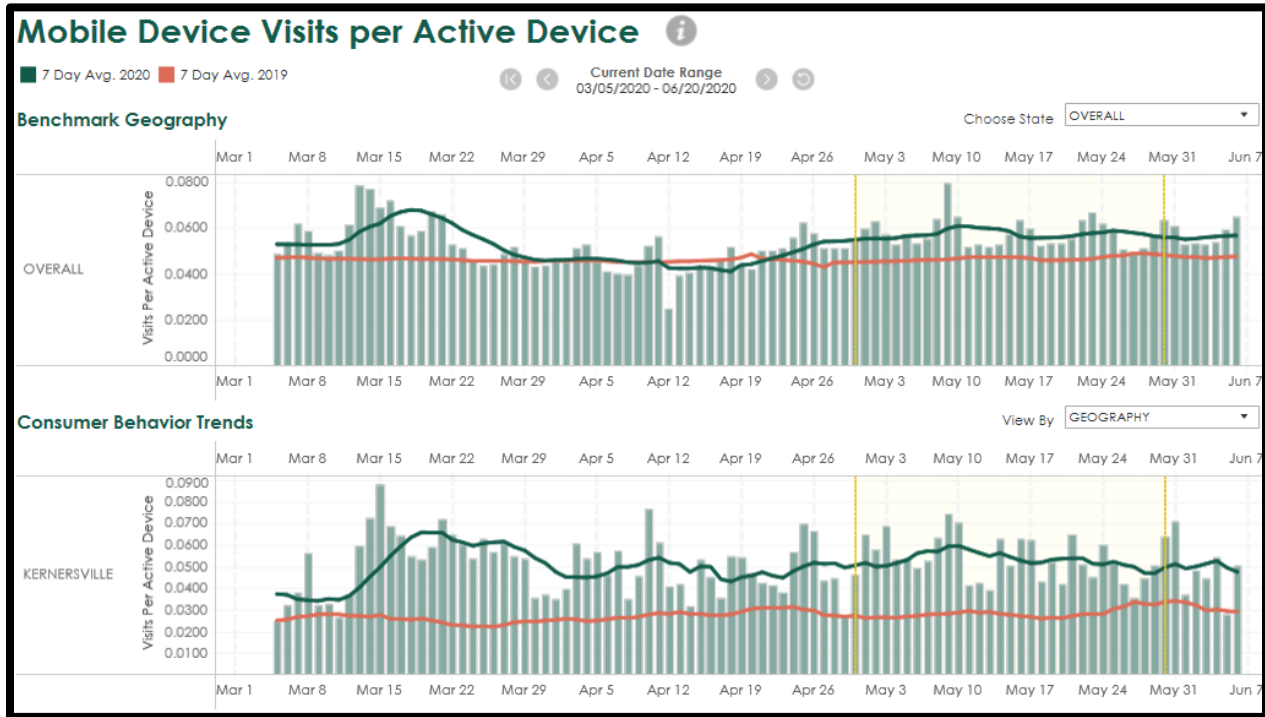
The successful implementation of the Kernersville *Land Use Plan* pushed commercial growth to be strategically concentrated within commercial pockets, whereas many other communities allowed unplanned disbursement of commercial developments, thus causing decline of many of their commercial areas. The best example is the planned regional shopping center of South Main Street. The strength of that center was reflected in the consumer activities during the pandemic. The Community Development Department partnered with Buxton Analytics to study the consumer activity in Kernersville during the pandemic. Buxton is the largest sole source of “customer analytics” in the country. “Customer analytics” analyzes local customer data to identify who is in the market and can be used to undertake analysis of local customer data to identify and attract commercial

tenants or developers. Buxton’s service primarily examines cell phone data and household data that they purchase to run it through their analytical tools to identify current commercial activities. The analysis showed by June 2020, consumer activity in Kernersville had recovered to pre-pandemic levels. The most surprising thing was consumer activity along South Main Street actually increased. Below are the analytical graphs of restaurants, grocery stores and building material supplies comparing Kernersville customer behavior to the country.

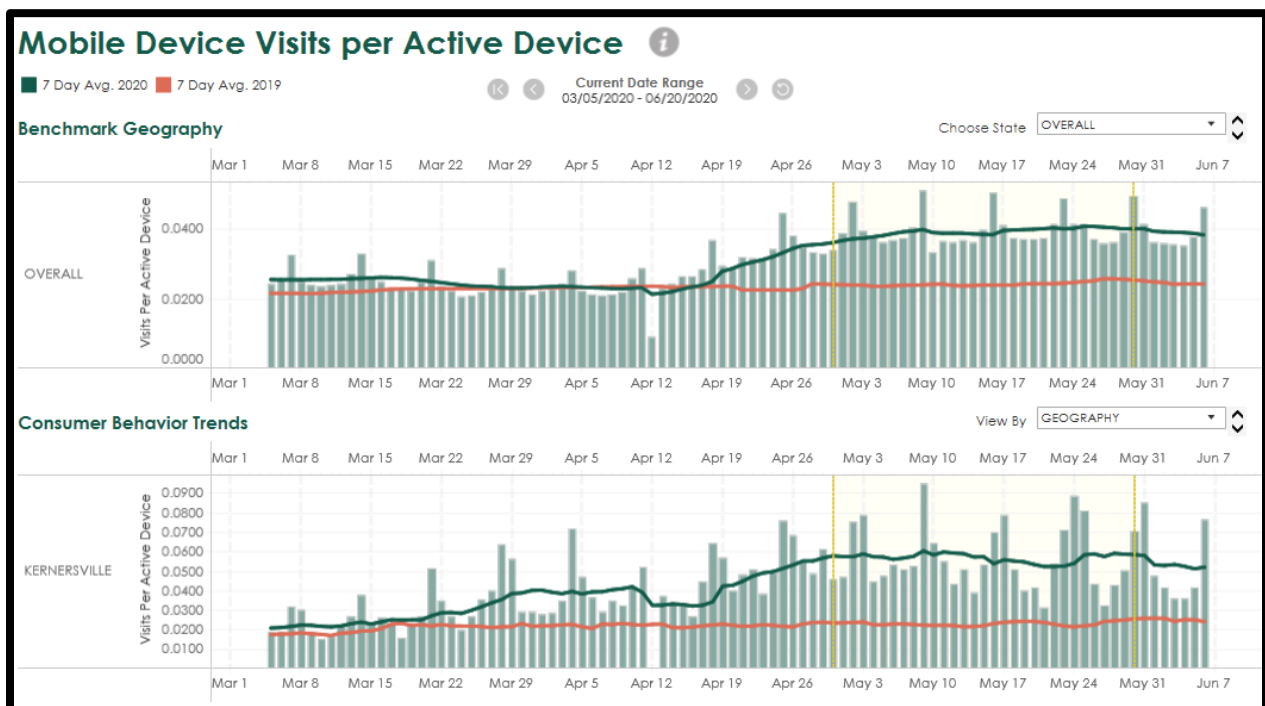
RESTAURANTS



GROCERY STORES



BUILDING MATERIAL AND SUPPLIES



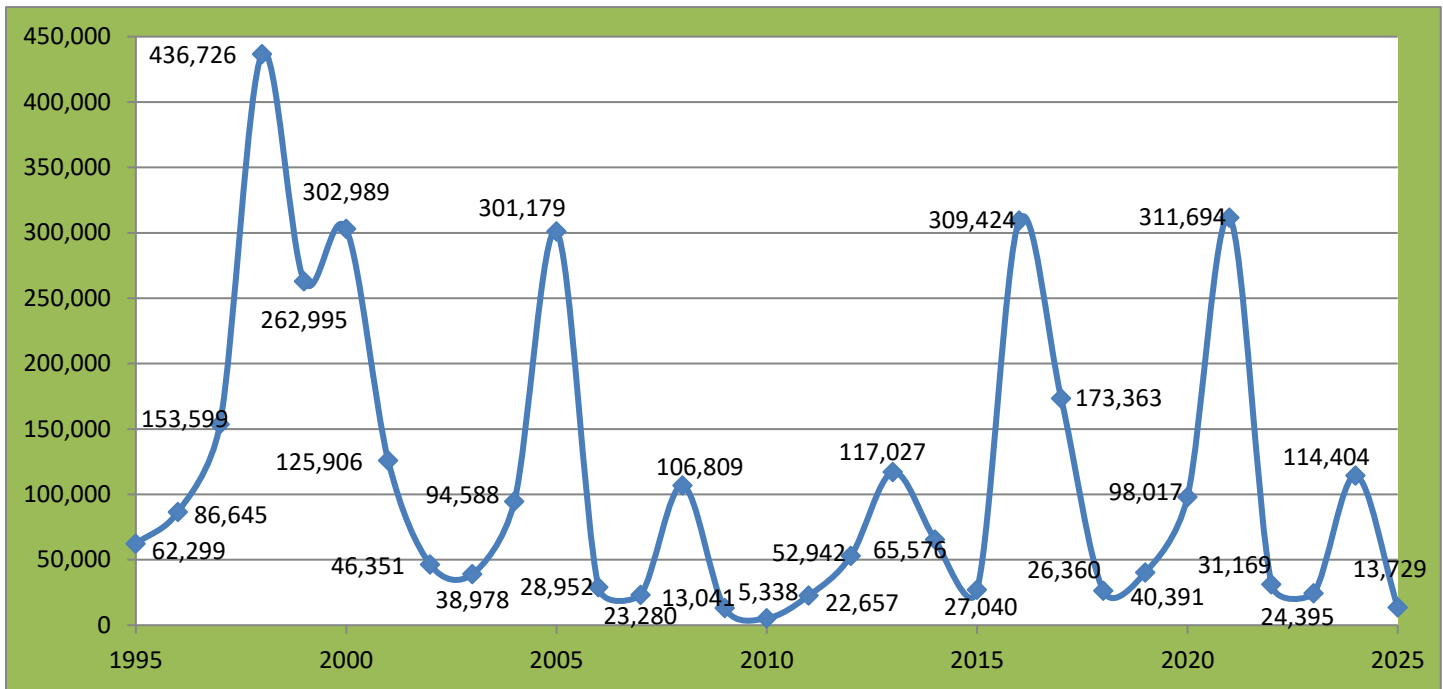
From 1999 through 2019, Kernersville averaged 93,057 square feet of new commercial space per year. That large amount of commercial space constructed per year was based on several factors. In the mid-1990s, there was sufficient demand to attract “big box” retail. The Town strategically placed Walmart on South Main Street to allow it to anchor the revitalization of existing retail centers and attract additional retail such as Lowes Home Improvement, Kohls and Target. During that time, South Main Street transitioned from a community retail center to a regional retail center serving eastern Forsyth County and western Guilford County. Additional retail growth has taken place along North Main Street and scattered around town. The downtown existing retail space has maintained close to a 0% vacancy rate, which has contributed to renovations of numerous buildings.

The 2019 to 2025 projections are estimating average growth of 118,790 square feet per year of new commercial growth. That projection follows the retail construction trend between 2001 through 2009 which excludes the “big box” anchored shopping centers construction. The projected growth build-out uses the historical commercial construction trend of “peaks and valleys” due to the fact that Kernersville has a small commercial market with periods of construction followed by periods of absorption of that space. The new commercial construction is a direct reflection of residential growth fueling the demand for additional commercial space.

New commercial growth is and will continue to take place in the NC-66 Metro Activity Center; the intersection of South Main Street and Old Winston Road; the intersection of NC-66 and the Kernersville Medical Parkway area; and at Smith Crossing on Union Cross Road. A scattering of infill commercial projects will continue to take place within other commercial areas. Also, the Mayor and Board of Aldermen approved a new grocery store development at North Main Street and County Line Road, which will anchor additional commercial growth.

The current *Land Use Plan* and traffic studies have identified the “NC-66 Metro Activity Center” as the next large-scale commercial retail area. The projected residential growth south of I-40 further supports retail growth on the south side of I-40 nearest to that residential growth. The new commercial retail space dynamics of smaller scale retail space may not warrant the construction of an additional “big box” shopping center, but will create a demand for walkable “town center” type commercial developments that can be accommodated in downtown and Welden. The build-out of those “town centers” will be based on the rate of residential construction and the evolving retail industry. Community Development staff will continue to follow the residential construction trends and the commercial industry to adjust the projections with any changing trends that occur in the future.

Graph 4-10
Commercial Square Footage
1995 – 2018 Actual
2020 – 2025 Projections



In 2019, 19,936 square feet of new commercial space was built, and in 2020, 21,454 square feet was built. This is lower than the projected totals for 2019 and 2020 of 40,391 square feet and 98,017 square feet respectively. The recent pandemic accelerated on-line shopping, so it is anticipated that actual commercial numbers will likely remain below the 2019 to 2025 projections.

Business Park Uses - Industrial & Office

“Industrial & Office” data is collected for new square footage of industrial and office type structures used for logistics operations, manufacturing, medical services, construction companies, service businesses, and other industrial and office uses.

Historically, Kernersville has had a diverse industrial and office base. Kernersville’s central location in a metropolitan region, along with two interstates bisecting the community, and the close proximity to the Piedmont Triad Airport area has stimulated a diversity in logistics, manufacturing and medical industries.

FedEx Ground's southeastern regional hub and Amazon's fulfillment center are good examples of logistics companies attracted by Kernersville's central location and the interstate system.



The expanded medical services that include Novant's Kernersville Medical Center and VA Health Center, along with medical offices construction by Novant Health and Moses Cone Health, are all examples of the medical industry selecting Kernersville due to its central location within the metropolitan region.



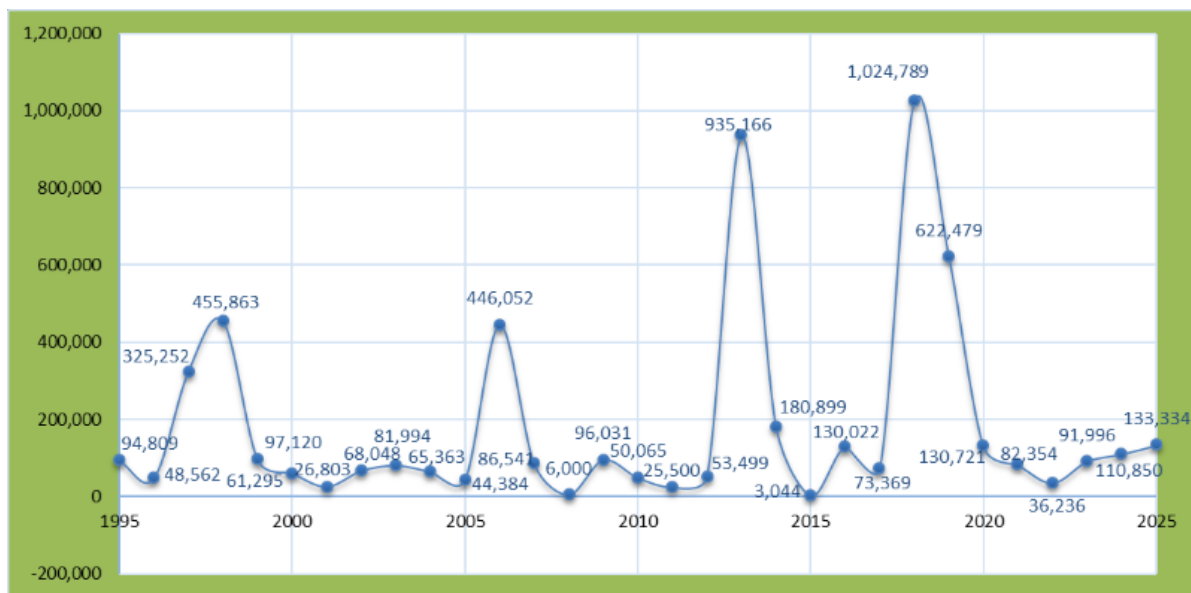
The Town of Kernersville strategically provided sewer infrastructure to support industrial growth. Kernersville Medical Boulevard and Triad Business Park are both within areas the Town strategically expanded sewer in order to promote economic development.

In addition to a robust interstate system, available sewer, and assemblage of large tracts of land, a community needs to have growth management tools including a land use plan, zoning, and a thoroughfare plan to support the creation and sustainability of industrial and office developments. A major element in a sustainable industrial and office development is diversity. Reliance on one or two major businesses creates the situation similar to what has been seen in the tobacco, furniture and textile communities. Kernersville’s *Land Use Plan* and *Zoning Ordinance* provides for a wide range of industrial and office options. The *Land Use Plan* also provides the framework for the *Thoroughfare Plan* to ensure that the capacity of our roads can support a diversity of uses.

From 1999 through 2019, Kernersville averaged 211,335 square feet of new industrial and office space per year. That development pattern follows the industrial and office construction trend between 1996 through 2004 which excludes the large construction projects of the VA, Deere Hitachi expansion, and Amazon. The Town has the potential to attract similar large-scale projects, and if that takes place staff will revise the projections. The 2019 to 2025 projections average 90,954 square feet.

Projected growth build-out uses the historical industrial and office construction trend of “peaks and valleys”, which is due to the fact that Kernersville is a small commercial market with periods of large projects that absorb market demands.

Graph 4-11
New Industrial and Office Square Footage
1995 – 2019 Actual
2020 – 2025 Projections



In 2019, the actual square feet constructed was 619,091, and in 2020, 35,438 square feet. The projections had 622,479 square feet and 130,721 square feet. The 2020 pandemic placed some projects on hold. By the end of 2020 staff began to work with potential new industrial and office developers. Staff feels comfortable that the 2019 to 2025 projections average of 90,954 square feet per year will carry through. If some current potential business parks and medical office developments come through, the numbers could be much higher.

Institutional

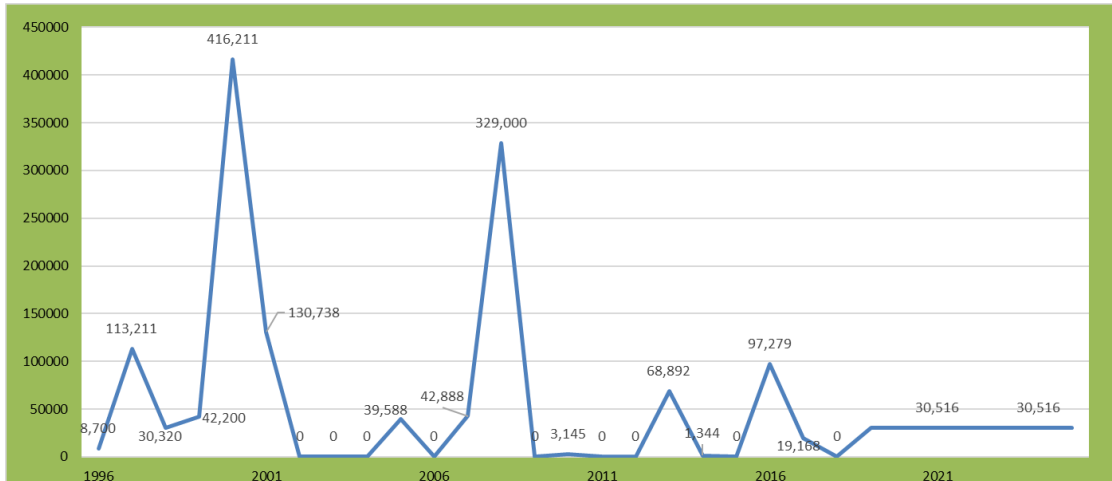
“Institutional” data in this report is in reference to new square footage for schools, churches, governmental buildings, medical centers, and nursing homes.



From 1996 to 2019, Kernersville experienced over 1.3 million square feet of new institutional uses with an average of 53,682 square feet per year. The 220,000 square foot medical center was a major contributor to that growth. Kernersville Middle School, Caleb’s Creek Elementary School, the 21,695 square foot Paddison Memorial Library, a new Public Services building, and the new Fire Station on NC-66 were also constructed during that period. East Forsyth Middle School was annexed into the Town after construction. Several large church expansions also contributed to the institutional use inventory during this period.

From 2020 to 2025, the Town is expected to experience less growth in institutional uses as compared to the period from 1996 to 2019. No hospital, school or church construction is currently planned. Institutional uses are typically built to accommodate current and future users, which lengthens the period between new institutional structure demand. 30,516 square feet of new institutional space is projected to be constructed each year between 2020 and 2025, which is about half of the average annual institutional square footage that was constructed between 1996 and 2019. The projected institutional facility demand would accommodate potential uses such as the new fire station, library, VA nursing home, and a potential recreational center.

Graph 4-12
Institutional Square Footage
1996 – 2019 Actual
2020 – 2025 Projections



11,499 square feet of institutional space was constructed in 2019, and in 2020, 115,665 square feet were constructed. This varied from the projected 30,516 square feet per year. However, overall, more institutional facilities were constructed over the past two years than were anticipated.

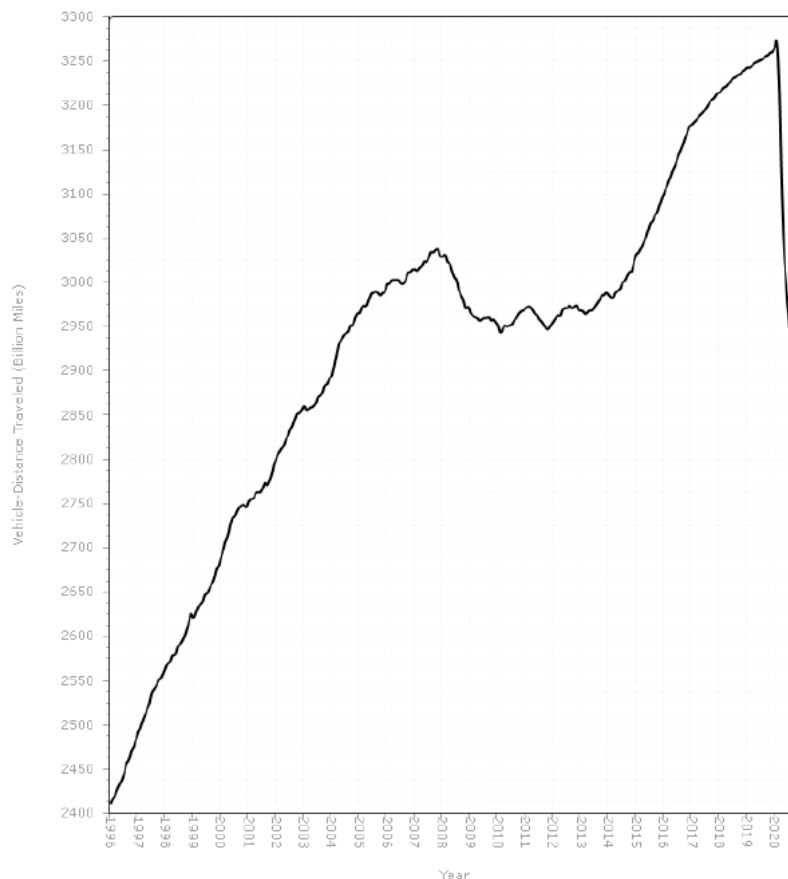
Traffic Data

United States Department of Transportation Traffic Trends

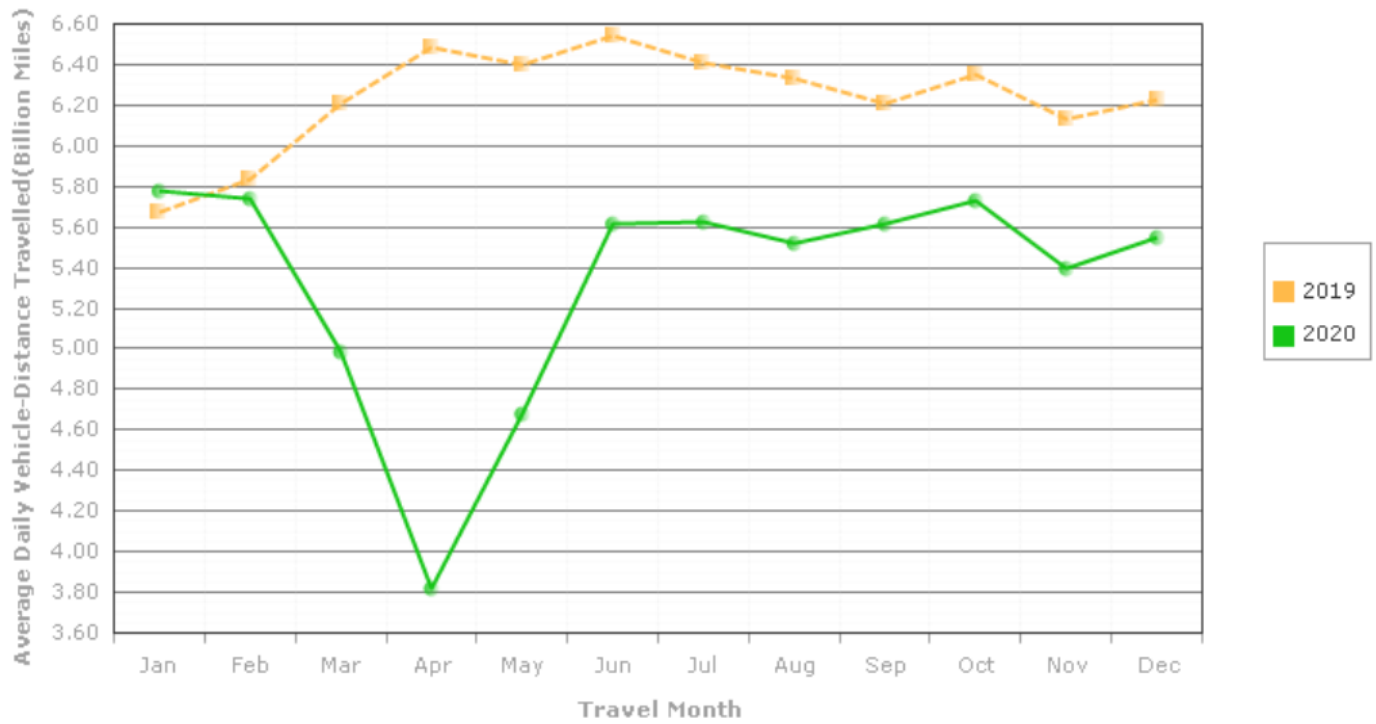
Source: U.S. Department of Transportation, Federal Highway Administration, Office of Highway Policy Information, Traffic Volume Trends

The U.S. Department of Transportation monitors traffic volume trends. The national trends show a traffic volume decline during the recession and since rebounding. The data makes it clear that traffic volumes are growing nationwide. A 2015 study from INRIX and Texas A&M Transportation Institute (TTI) showed that traffic congestion has returned to pre-recession levels because the U.S. economy continued to regain jobs lost during the recession. However, the COVID-19 pandemic and nationwide stay-at-home orders significantly curtailed travel, as shown in the sharp decline in the graph below. NCDOT traffic data is released every two (2) years. 2021 data anticipated to be released in mid-2022. (NCDOT AADT, 2019)

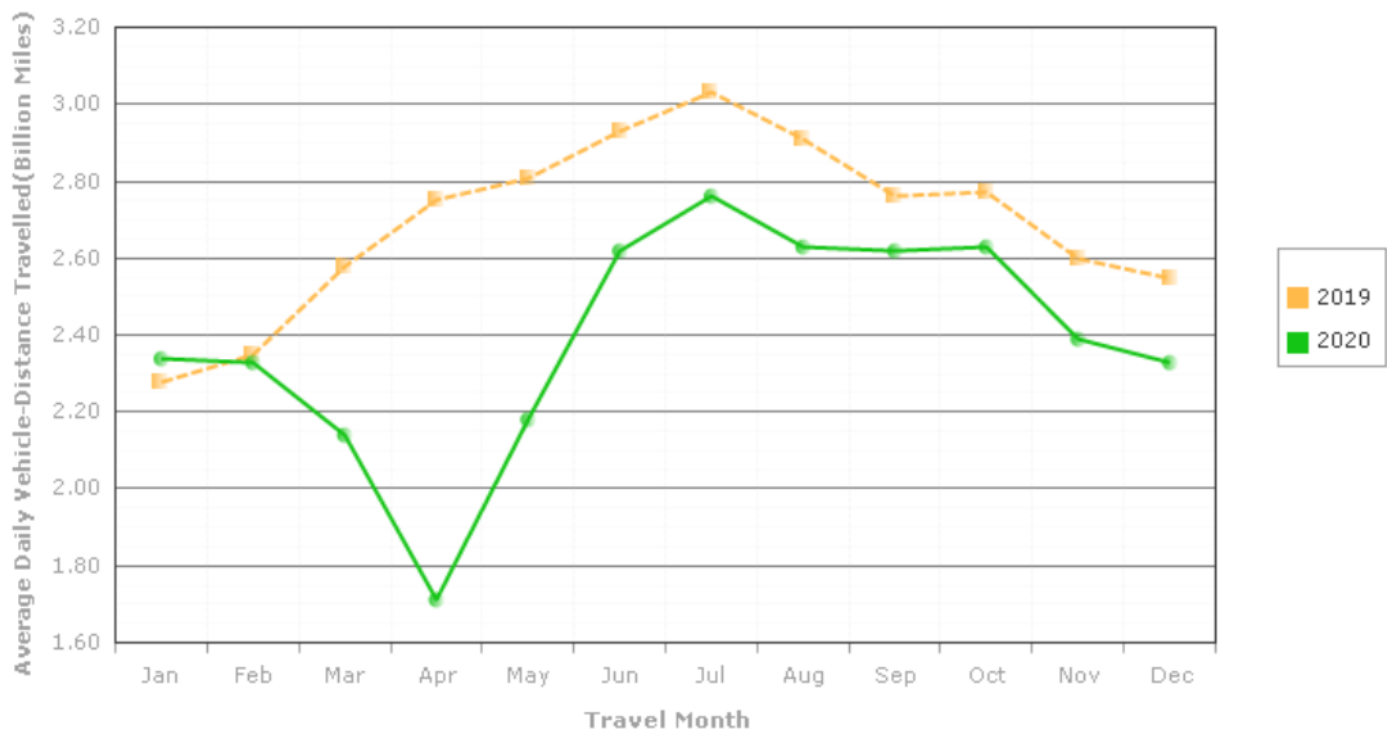
Graph 5-1
Traffic Volumes 1995-2020



Urban Highways



Rural Highways

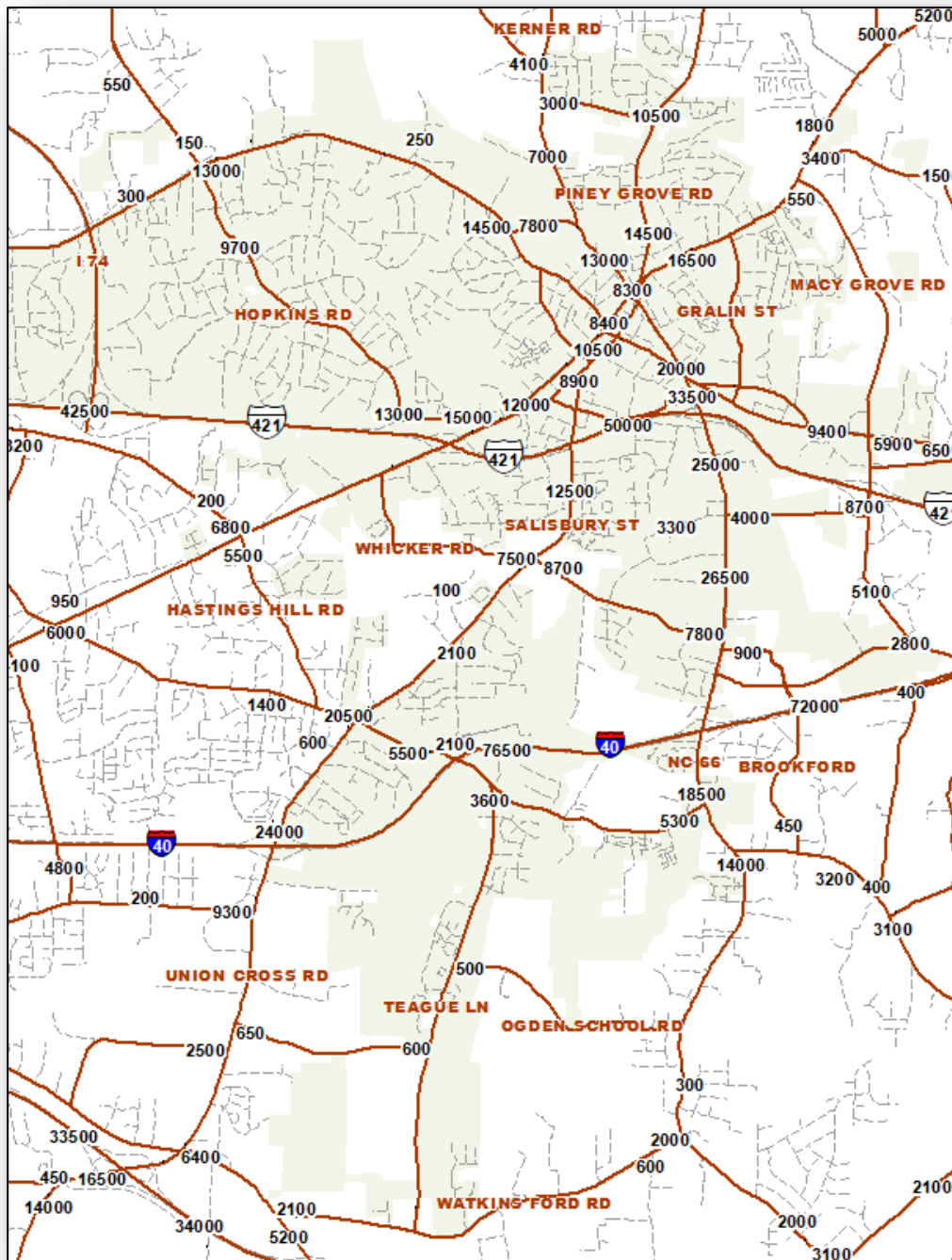


Traffic Data - NCDOT 2017 Traffic Counts

Please Note: 2019 NCDOT Traffic Counts were released in 2021. Staff is currently analyzing. Click this [link](#) to the 2019 NCDOT Traffic Counts

2017 NCDOT Traffic Counts

Source: North Carolina Dept. of Transportation, Traffic Volume Maps



**5-1
Central
Area
Traffic
Data
NCDOT
Traffic
Counts**



FID	LOCATION	2002	2003	2005	2007	2009	2011	2013	2015	2017	# GROWTH	% GROWTH
0	MAIN ST S OF I-40 BUS	16000	17000	20000	19000	19000	20000	26000	26000	20000	4000	18%
1	BUSINESS 40	43000	42000		51000	49000	51000	51000	50000	59000	16000	37%
2	NC66 S OF TULANE DR	23000	25000	24000	25000	22000	24000	22000	23000	26000	3000	13%
3	MAIN ST N OF I-40 BUS	35000	35000	29000	36000	34000	36000	32000	32000	34000	-1000	-3%
4	MAIN ST @ PINEVIEW DR	14000	13000	13000	15000	13000	15000	14000	13000	14000	0	0%
5	MOUNTAIN ST @ S MAIN ST	12000	12000	12000	12000	11000	10000	10000	11000	10000	-2000	-17%
6	MAIN ST W OF GRALIN ST	13000	15000	18000	15000	16000	16000	16000	15000	17000	4000	31%
7	MOUNTAIN ST N OF BODENHAMER	13000		16000	15000	13000	13000	14000	13000	14000	1000	8%
8	MOUNTAIN ST E OF MOORE ACRES ST	11000	12000	13000	13000	11000	12000	12000	11000	12000	1000	9%
9	INDUSTRIAL PARK DR E OF NC66	3600	3800	3500	3200	3100	3700	5500	3000	3400	-200	-6%
10	NC66 S OF MOUNTAIN	22000	28000	31000	31000	28000	29000	30000	30000	33000	11000	50%
11	BODENHAMER N OF TRENT ST	17000	19000	22000	20000	18000	18000	18000	17000	19000	2000	12%
12	SALISBURY ST @ DEWEY ST	11000	9700	11000	10000	9600	9700	9400	9100	11000	0	0%
13	BODENHAMER ST W OF MOUNTAIN ST		7500	9500	8300	7700	7700	7100	6500	7600	100	1%
14	MOUNTAIN ST S OF CHERRY ST	8800	8900	9100	9100	7900	7900	7600	7400	8100	-700	-8%
15	CHERRY ST @ CHERRY COVE DR	12000	14000	13000	12000	13000	13000	12000	12000	12000	0	0%
16	CHERRY ST N OF MOUNTAIN	7100	9100	8700	7800	8300	8700	7900	7800	7900	800	11%
17	MAIN ST N OF HUGH ST	11000	11000	11000	11000	10000	11000	11000	8100	11000	0	0%
18	MAIN ST @ KING ST	19000	22000	22000	22000	20000	20000	22000	18000	21000	2000	11%
19	CHERRY ST N OF NC66	8900	8800	9000	8000	8100	8100	8800	7600	8100	-800	-9%
20	PINEY GROVE RD N OF NELSON ST	11000	13000	16000	15000	14000	13000	19000	13000	15000	4000	36%
21	OLD WINSTON RD W OF CHERRY ST	12000		19000	14000		15000	14000	14000	15000	3000	25%
22	BODENHAMER W OF CHERRY ST	12000		15000	13000	11000	12000	8400	11000	12000	0	0%
23	SALISBURY ST S OF MAIN ST	7400		7500	7300	6900	7100	6500	6000	8000	600	8%
24	MOUNTAIN ST E OF NC66	7800		8000	9100	8600	6900	8200	9600	11000	3200	41%

**5-2
Northern
Area
Traffic
Data
NCDOT
Traffic
Counts**



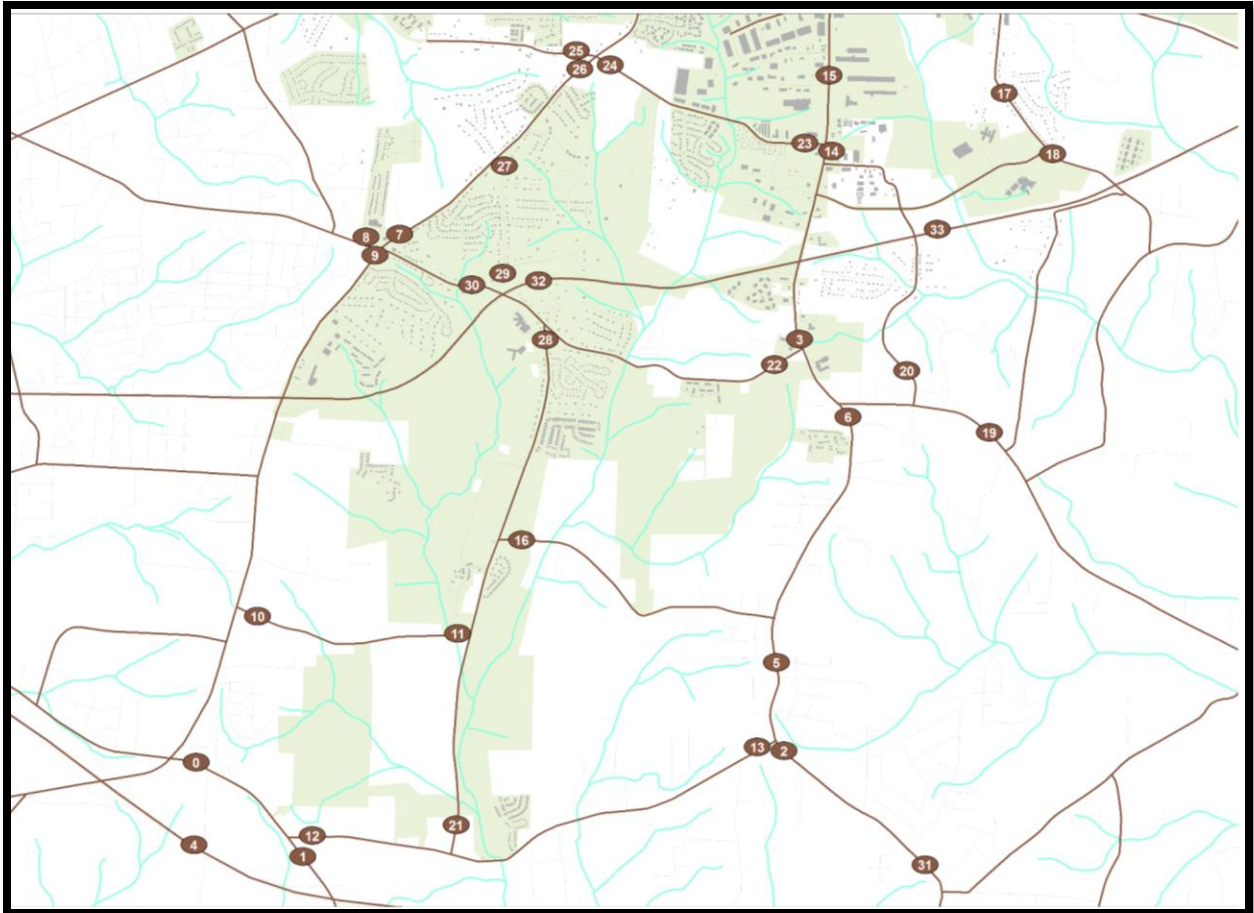
FID	LOCATION	2002	2003	2005	2007	2009	2011	2013	2015	2017 #	GROWTH	%GROWTH
0	MAIN ST W OF GRALIN ST	13000	15000	18000	15000	16000	16000	16000	15000	17000	4000	31%
1	MOUNTAIN ST N OF BODENHAMER	13000		16000	15000	13000	13000	14000	13000	14000	1000	8%
2	MOUNTAIN ST E OF MOORE ACRES ST	11000	12000	13000	13000	11000	12000	12000	11000	12000	1000	9%
3	MAIN ST N OF COUNTY LINE RD	10000	11000	12000	12000	12000	12000	12000	11000	12000	2000	20%
4	BODENHAMER ST W OF MOUNTAIN ST		7500	9500	8300	7700	7700	7100	6500	7600	100	1%
5	PINEY GROVE RD N OF NELSON ST	11000	13000	16000	15000	14000	13000	19000	13000	15000	4000	36%
6	PERRY RD N OF MOUNTAIN ST			150	130	70		350	140	180	30	20%
7	KERNER RD N OF DOBSON ST	6900		7400	7000	6600	6300	5500	6100	6500	-400	-6%
8	OLD VALLEY SCHOOL RD W OF DOBSON ST		3300	4200	3400	3300	3300	2900	2900	3600	300	9%
9	LINVILLE SPRINGS RD E OF DOBSON ST	3800		4100	3900	3800	3800		3200	3500	-300	-8%
10	PINEY GROVE RD N OF LINVILLE SPRINGS	7300		10000	10000	9700	9300	8900		9800	2500	34%
11	FLYNNWOOD RD N OF MAIN ST	2100		2000	1800	1800	1800	1600	1600	1800	-300	15%
12	COUNTY LINE RD E OF MAIN ST		2900	3200	3100	2700	2700	2100	2500	3200	300	10%
13	SMITH EDWARDS RD E OF MAIN ST		490	670	530		570	470	360	450	-40	-8%
14	BODENHAMER W OF CHERRY ST	12000		15000	13000	11000	12000	8400	11000	12000	0	0%

**5-3
Eastern
Area
Traffic
Data
NCDOT
Traffic
Counts**



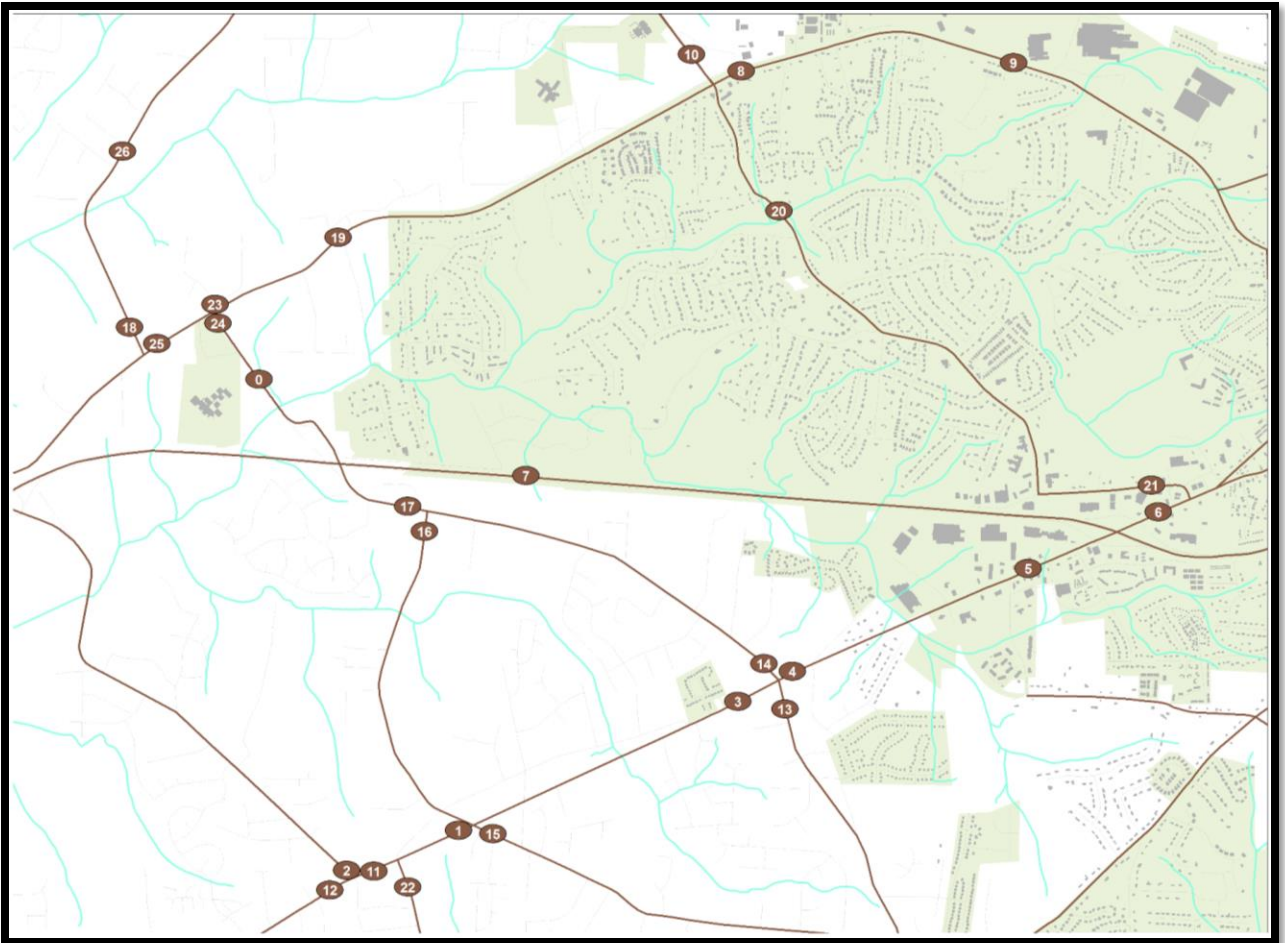
FID	LOCATION	2002	2003	2005	2007	2009	2011	2013	2015	2017	# GROWTH	% GROWTH
0	BUNKER HILL RD N OF MARKET ST		2500	2400	3000	3000		3200	3700	4400	1900	76%
1	BUNKER HILL RD S OF MARKET ST		1100	930	1200	1100	1300	1200	1400	2700	1600	145%
2	MARKET ST E OF PRATT RD			9000	9300		7800	7000	9700	6900	-2100	-33%
3	MOUNTAIN ST E OF LAKEVIEW DR	11000	10000	9400	8200	7300	7100	6800	5500	6100	-4900	-45%
4	NC66 S OF TULANE DR	23000	25000	24000	25000	22000	24000	22000	23000	26000	3000	13%
5	MOUNTAIN ST E OF GRAVES ST	12000	11000	10000	9400	8400	8000		7800	9300	-2700	-23%
6	NC66 S OF SHIELDS RD	24000	24000	26000	26000	20000	23000	25000	25000	30000	6000	25%
7	NC66 N OF PARK CENTRE DR	23000	22000	24000	24000	20000	22000	26000	22000	30000	7000	30%
8	SOUTH PARK DR W OF NC66	3800	4500	4000	3400	3000	2700	4300	3600	3600	-200	-6%
9	INDUSTRIAL PARK DR E OF NC66	3600	3800	3500	3200	3100	3700	5500	3000	3400	-200	-7%
10	NC66 S OF MOUNTAIN	22000	28000	31000	31000	28000	29000	30000	30000	33000	11000	50%
11	BODENHAMER N OF TRENT ST	17000	19000	22000	20000	18000	18000	18000	17000	19000	2000	12%
12	TWIN CREEK RD N OF STEEN RD		240	250	240	260	260	360	250	380	140	58%
13	MOUNTAIN ST E OF NC66	7800		8000	9100	8600	6900	8200	9600	11000	3200	41%
14	MACY GROVE RD N OF INDUSTRIAL PARK DR	2600		2500	2500	2500	2600	5000	4400	6300	3700	142%
15	MACY GROVE RD N OF KERNERSVILLE MEDICAL PKWY		1700	1500	1500	1800	2500	3300	2600	4700	3000	176%
16	MACY GROVE RD W OF KERNERSVILLE MEDICAL PKWY	1000		930	920	1200	1100	1200	1400	3100	2100	210%
17	BROOKFORD RD E OF NC66		2200	2300	1900	1700	1500	1500		1100	-1100	-50%
18	SHIELDS RD W OF NC66	4500		5200	5300	4900	5100	6900	7100	8200	3700	82%
19	INTERSTATE-40 FORM EXIT 203 TO 206	49000	50000	57000	61000	58000	59000	60000	55000	64000	15000	31%

**5-4
Southern
Area
Traffic
Data -
NCDOT
Traffic
Counts**



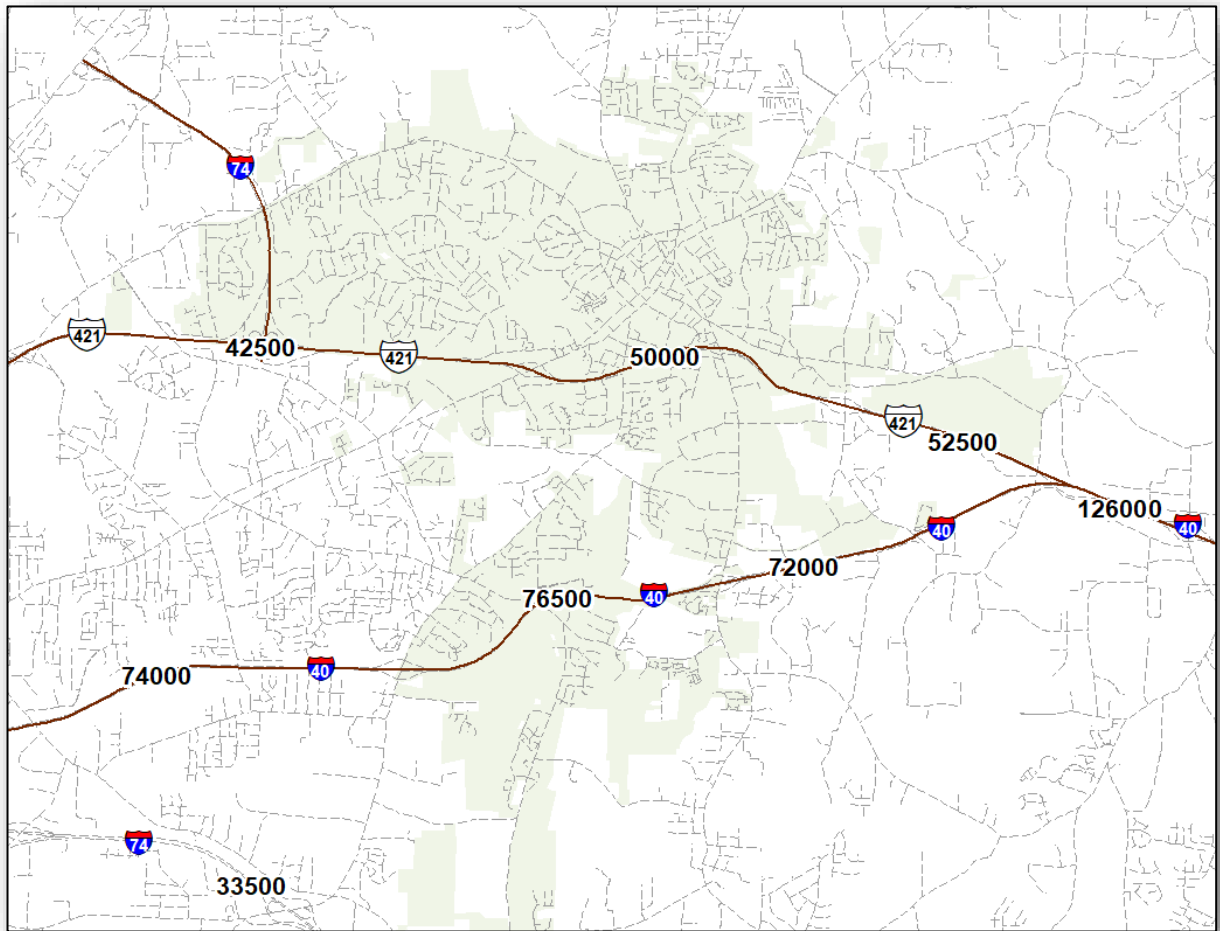
FID	LOCATION	2002	2003	2005	2007	2009	2011	2013	2015	2017	# GROWTH	% GROWTH
0	HIGH POINT RD E OF UNION CROSS RD		5600	4900	6000	4000	5900	5000	5300	6000	400	7%
1	HIGH POINT RD N OF US 311	3300		3600	4200	3600	4300	3700	4100	4500	1200	36%
2	NC66 S OF WATKINS FORD RD	9000	8700	9700	9500	8600	9100	11000	11000	12000	3000	33%
3	NC66 N OF OLD SALEM RD	13000	13000	14000	15000	12000	13000	16000	15000	18000	5000	38%
4	US311 E OF UNION CROSS RD	20000	21000	23000	24000	22000	25000	24000	27000	33000	13000	65%
5	NC66 S OF OGDEN SCHOOL RD	9300	9200	11000	10000	9200	9600	12000	12000	12000	2700	29%
6	NC66 S OF BUNKER HILL RD	9800	9600	11000	11000	9800	10000	12000	11000	14000	4200	43%
7	UNION CROSS RD N OF OLD SALEM RD		11000	12000	12000	12000	11000	14000		13000	2000	18%
8	SEDGE GARDEN RD W OF UNION CROSS RD		8900	8800	9100	9600	9800	9700		13000	4100	46%
9	UNION CROSS RD S OF OLD SALEM RD	15000		15000	15000	15000	15000	15000		14000	-1000	-7%
10	HEDGE COCK RD E OF UNION CROSS RD		770	690	670	550	690	710	550	590	-180	-24%
11	HEDGE COCK RD W OF TEAGUE LN	710		600	590	500	580	620	560	660	-50	-8%
12	WATKINS FORD RD E OF HIGH POINT RD		1200	1700	1500	1400	1200	1400	2100	1900	700	58%
13	WATKINS FORD RD W OF NC66		1500	1900	1700	1500	1500	1600	2000	1800	300	20%
14	NC66 S OF SHIELDS RD	24000	24000	26000	26000	20000	23000	25000	25000	30000	6000	25%
15	NC66 N OF PARK CENTRE DR	23000	22000	24000	24000	20000	22000	26000	22000	30000	7000	30%
16	OGDEN SCHOOL RD E OF TEAGUE LN		410	400	430	350	420	390	410	580	170	41%
17	MACY GROVE RD N OF KERNERSVILLE MEDICAL PKWY		1700	1500	1500	1800	2500	3300	2600	4700	3000	176%
18	MACY GROVE RD W OF KERNERSVILLE MEDICAL PKWY	1000		930	920	1200	1100	1200	1400	3100	2100	210%
19	BUNKER HILL RD E OF NC66	3400	3000	2700	2800	2400	2500	2700	2500	3700	300	9%
20	BROOKFORD RD N OF BUNKER-HILL SANDY RIDGE RD	580		490	510	450	400	420	400	450	-130	-23%
21	TEAGUE LN N OF WATKINS FORD RD		810	1100	970	940	810	910	2700		1890	233%
22	OLD SALEM RD W OF NC66		3100	2300	2800	2900	3700	3900	4100	5200	2100	68%
23	SHIELDS RD W OF NC66	4500		5200	5300	4900	5100	6900	7100	8200	3700	82%
24	SHIELDS RD E OF UNION CROSS RD		5900	6300	6300	6100	6100	7000	6900	8400	2500	42%
25	WHICKER RD W OF UNION CROSS RD		6600	7000	7800	6500	6200	6300	5900	7100	500	8%
26	UNION CROSS RD S OF SHIELDS RD	12000		13000	14000	12000	13000	13000	12000	15000	3000	25%
27	GLENNWOOD RD W OF UNION CROSS RD	1600		1400	1600	1500	1700	1900	1900	2000	400	25%
28	TEAGUE LN S OF OLD SALEM RD	2000		1800	2100	2100	3300	3100	3400	3700	1700	85%
29	GLENNWOOD RD N OF OLD SALEM RD		1500	1400	1700	1500	1800	2000	2000	2000	500	33%
30	OLD SALEM RD W OF UNION CROSS RD	3500		2900	3600	3700	4300	4600	4600	5600	2100	60%
31	NC66 N OF PAYNE RD		8000	8400	8500	7500	7900	9900	9300	12000	4000	50%
32	INTERSTATE 40 FROM EXIT 201 TO EXIT 203	53000	54000	59000	62000	58000	61000	62000	57000	65000	12000	23%
33	INTERSTATE-40 FORM EXIT 203 TO 206	49000	50000	57000	61000	58000	59000	60000	55000	64000	15000	31%

**5-5
Western
Area
Traffic
Data -
NCDOT
Traffic
Counts**



FID	LOCATION	2002	2003	2005	2007	2009	2011	2013	2015	2017	# GROWTH	% GROWTH
0	HASTINGS HILL S OF MOUNTAIN ST	4100		5300	5200	5200	5100	5100	5800	6400	2300	56%
1	KERNERSVILLE RD W OF SEDGE GARDEN RD	11000	12000	13000	13000	12000	13000	12000	11000	13000	2000	18%
2	LINVILLE RD N OF KERNERSVILLE RD		5900	6100	7500	7000	6700	6800	7500	8100	2200	37%
3	KERNERSVILLE RD W OF HASTINGS HILL	10000	11000	13000	12000	12000	12000	11000	12000	13000	3000	30%
4	KERNERSVILLE RD E OF HASTINGS HILL		16000	18000	18000	17000	18000	17000	17000	18000	2000	13%
5	MAIN ST S OF I-40 BUS	16000	17000	20000	19000	19000	20000	26000	26000	20000	4000	25%
6	MAIN ST N OF I-40 BUS	35000	35000	29000	36000	34000	36000	32000	32000	34000	-1000	-3%
7	B-40 FROM EXIT 10 TO EXIT 14				47000	45000	47000	48000	47000	55000	8000	17%
8	MOUNTAIN ST W OF STANLEY FARM DR	11000	14000	13000	13000	11000	12000	12000	10000	12000	1000	9%
9	MOUNTAIN ST E OF MOORE ACRES ST	11000	12000	13000	13000	11000	12000	12000	11000	12000	1000	9%
10	NC66 N OF MOUNTAIN ST	11000	12000	13000	13000	12000	13000	14000	13000	13000	2000	18%
11	KERNERSVILLE RD W OF OAK GROVE RD		13000	14000	15000	14000	14000	13000	14000	16000	3000	23%
12	KERNERSVILLE RD W OF LINVILLE RD		10000	12000	12000	11000	12000	11000	12000	14000	4000	40%
13	HASTINGS HILL S OF KERNERSVILLE RD	3400		4100	4200	4200	4300	4100	3800	4600	1200	35%
14	HASTINGS HILL N OF KERNERSVILLE RD	4700		5700	5500	5500	5500	5200	4900	5800	1100	23%
15	SEDE GARDEN S OF KERNERSVILLE RD	4400		4100	5100	5000	5000	4800	5300	5600	1200	27%
16	SEDE GARDEN S OF HASTINGS HILL	1500		1600	1900	1900	2100	2100	2400	2700	1200	80%
17	HASTINGS HILL W OF SEDGE GARDEN		5500	5500	6300	6100	6300	6300	6600	7100	1600	29%
18	WALKERTOWN-GUTHRIE N OF MOUNTAIN ST	3900		4600	4100	4100	3900	3700	3600	3600	-300	-8%
19	MOUNTAIN ST W OF HOPKINS RD		9000	9400	9400	9100	9200	8900	9900	9800	800	9%
20	HOPKINS RD S OF SUTTER LN	7600		9100	9100	9100	9100	9100	9000	9300	1700	22%
21	OLD WINSTON RD W OF CHERRY ST	12000		19000	14000		15000	14000	14000	15000	3000	25%
22	OAK GROVE S OF KERNERSVILLE RD		2800	3100	3700	3700	3700	3500	4300	3600	800	29%
23	MOUNTAIN ST E OF HASTING HILL RD		8400	10000	9800	9400	9500	9000	10000	11000	2600	31%
24	HASTINGS HILL S OF MOUNTAIN ST		3600	4600	6100	5900	5800	5700	6400	6800	3200	89%
25	MOUNTAIN ST E OF WALKERTOWN-GUTHRIE RD		9800	11000	11000	10000	10000	10000	11000	10000	200	2%
26	WALKERTOWN-GUTHRIE N OF MOUNTAIN		4100	4400	3900	3800	3600	3400	3800	3300	-800	-20%

**5-6
Interstates
Traffic
Data -
NCDOT
Traffic
Counts**



ROUTE	LOCATION	AADT_2002	AADT_2003	AADT_2004	AADT_2005	AADT_2006	AADT_2007	AADT_2008	AADT_2009	AADT_2010	AADT_2011	AADT_2012	AADT_2013	AADT_2014	AADT_2015	AADT_2016	AADT_2017	AADT_2018	AADT_2019	GROWTH	% GROWTH
I-40	FROM EXIT 196 TO EXIT 201	52,000	54,000	60,000	58,000	56,000	57,000	52,000	54,000	52,000	57,000	54,000	59,000	59,000	52,000	61,000	59,000	64,000	74,000	22,000	42%
I-40	FROM EXIT 203 TO EXIT 206	49,000	50,000	56,000	57,000	59,000	61,000	56,000	58,000	54,000	59,000	56,000	60,000	62,000	55,000	65,000	64,000	65,500	72,000	23,000	47%
I-40	FROM EXIT 201 TO EXIT 203	53,000	54,000	59,000	59,000	60,000	62,000	57,000	58,000	55,000	61,000	58,000	62,000	65,000	57,000	67,000	65,000	68,500	76,500	23,500	44%
I-40	FROM EXIT 208 TO EXIT 210	79,000	80,000	88,000	94,000	98,000	105,000	98,000	101,000	100,000	107,000	102,000	108,000	114,000	105,000	120,000	123,000	126,000	127,000	48,000	61%
I-40	FROM EXIT 206 TO EXIT 208	84,000	86,000	93,000	98,000	102,000	108,000	101,000	105,000	103,000	109,000	104,000	109,000	114,000	107,000	122,000	123,000	127,000	126,000	42,000	57%
I-74	FROM EXIT 56 TO EXIT 59	18,000	19,000		21,000		22,000		19,000		21,000		25,000	27,000	27,000	30,000	31,000	33,000	33,500	15,500	86%
I-74	FROM EXIT 60 TO EXIT 63	20,000	20,000		22,000		23,000		21,000		26,000		24,000	28,000	29,000	32,000	33,000	34,500	34,500	14,500	73%
I-74	FROM EXIT 63 TO EXIT 65	22,000	22,000		24,000		25,000		24,000		25,000		28,000	33,000	34,000	38,000	39,000	40,000	39,500	17,500	80%
I-74	FROM EXIT 59 TO EXIT 60	20,000	21,000		23,000		24,000		22,000		25,000		24,000	27,000	27,000	31,000	33,000	34,000	34,000	14,000	70%
US421	FROM EXIT 14 TO EXIT 15	43,000	42,000				51,000	47,000	49,000	49,000	51,000	50,000	51,000	49,000	50,000	57,000	59,000	56,500	50,000	7,000	16%
US421	FROM EXIT 10 TO EXIT 14						47,000	44,000	45,000	45,000	47,000	46,000	48,000	46,000	47,000	53,000	55,000	52,500	42,500	-4,500	-9%
US421	FROM EXIT 17 TO I-40															58,000	59,000	56,500	52,500	-5,500	-9%

Town of Kernersville



Community Development Department

**134 East Mountain Street
Kernersville, North Carolina
27284**

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