

# Kernersville 2020

## Updated Goals (2009)

Following goals have not been sorted into any kind of priority order. These are just the key issues still facing our community that the Kernersville 2020 Committee will review again in 2012 to measure our progress. We are recommending another review in 2016 and then begin work on a new 20-year plan that would begin in 2020 at the end of the current plan.

### 1. Transportation:

- a. **Macy Grove Interchange** – This interchange remains a high priority for the community due to its location on our loop road system. It has become even more important as a result of the increased traffic on Macy Grove Road to access both Triad Business Park and the Forsyth Medical Center Kernersville hospital.
- b. **Big Mill Farm Road Interchange** – Just as the Macy Grove Interchange provides connection to Business 40 on the East side of Kernersville, the proposed Big Mill Farm Road Interchange will provide a similar connection on the West side of town to provide easier access to the retail concentration on South Main Street and the dense residential population in the Hopkins Road area.
- c. **Loop Road System** – Work needs to continue on the implementation of the Town's proposed loop road system. The interchanges at Macy Grove Road and Big Mill Farm Road – with the extensions and connections of Macy Grove Road, Smith Edwards Road, Whicker Road, Shields Road and the other components of the loop road system - should remain a top priority for our transportation planners.
- d. **Mass transit** – Kernersville should be an active participant in any discussions within the Piedmont Triad for providing mass transit for the area. We must maintain a close working relationship with the Piedmont Authority for Regional Transportation to ensure that Kernersville continues to receive regional bus service and is also included as plans are developed for light rail service. A trolley system to connect the South Main shopping district with the North Main historic district and tourist attractions is an idea that should be explored.
- e. **Transportation Bond Referendum** – These transportation issues require funding. Road construction funds from the last bond referendum have been expended. A comprehensive plan that addresses our most pressing transportation needs should be presented to the community to generate support for another bond referendum. A transportation bond referendum for the Town should be a priority prior to the next Quadrennial Report in 2012.

## 2. Economic Development

- a. **Triad Business Park** – With Fed Ex Ground as an anchor tenant, the Triad Business Park offers an excellent opportunity to attract more industry and more jobs to Kernersville. Kernersville should continue a very active role in the “Heart of the Triad” planning initiative since our community is well positioned to be one of the primary beneficiaries of job growth in the region. Planning for the anticipated development in the area is certainly preferable to reacting to unplanned development.
- b. **PTI Airport (“Aerotropolis”)** – As the Piedmont Triad Partnership continues to develop the “Aerotropolis” plans to promote development near the Piedmont Triad International Airport and the Fed Ex Air hub, Kernersville should be an active participant. A significant amount of economic development is expected to occur within close proximity to the Fed Ex hub. Kernersville should work to attract its share of those businesses providing the best employment opportunities for our citizens.
- c. **Medical Business Park** – With the Forsyth Medical Center Kernersville hospital as the centerpiece, the Medical Business Park area should develop with additional medical offices and commercial/retail development that somewhat diffuses the heavy concentration of retail activity on South Main Street. Creating this second node of retail activity creates added convenience for the residents of the community and disperses traffic. The high quality jobs associated with the hospital and medical offices are also a welcomed addition to the Town.
- d. **Economic Development Incentives** – While some companies might choose Kernersville to take advantage of the hospital or the business park, there will be others that can locate anywhere within the Piedmont Triad Region to take advantage of the Fed Ex hub at the airport. Some of these companies will seek economic development incentives. Kernersville must acknowledge this and develop a plan that is reasonable and economically sound if we wish to pursue these companies.
- e. **Downtown** – Maintaining our downtown as a vibrant center and maintaining our friendly, small-town atmosphere remain as key components of our plan. The Chamber of Commerce and KDPDC should continue the implementation phase of the Downtown Task Force recommendations for maintaining high aesthetic standards in the historic downtown area. An important asset for the downtown area, and a current objective of KDPDC, is for a high-quality restaurant - perhaps as part of The Factory’s renovations. KDPDC should also continue to work on bringing a Farmers Market to the downtown area. Downtown festivals and public events sponsored by KDPDC, the Chamber, the Folly and others add greatly to the quality of life we enjoy.
- f. **Tourism** - Korner’s Folly, Ciener Botanical Garden, the renovated freight depot and our historic residential district on South Main Street give us very unique opportunities to promote tourism in Kernersville. There needs to be a joint effort between Korner’s Folly, Ciener Botanical Garden, the Chamber of Commerce, KDPDC, the Kernersville Historical Preservation Society and other interested organizations to promote tourism which can have a significant positive impact for the retail businesses located in Kernersville. As a complement to the brown tourism signs on the Interstate, an

enhancement to the landscaping and maintenance at the exits would also serve to encourage tourists to visit our community.

### 3. Environment

- a. **Recycling** – Town should continue its recycling efforts to minimize cost of solid waste disposal. These efforts should be expanded to include the business community.
- b. **Solid Waste Disposal** – Town should seek means of reducing the cost of solid waste disposal by entering into a long-term contract with Hanes Mill Landfill. The Town should also explore long-range plans for solid waste disposal following the expiration of the Hanes Mill Landfill contract. This could include conducting an updated cost-benefit analysis of a solid waste transfer station in Kernersville.

### 4. Social Issues and Quality of Life Issues

- a. **Library** – The Paddison Memorial Library remains one of the busiest libraries in the County system. It should be a goal of the community to have a new library in Kernersville by 2020.
- b. **Parks** – The Town has done a good job with improvements to Fourth of July Park, Harmon Park, Beeson Park and Century Lake Park. As the community grows, additional park land should be secured to provide easy access to public parks to everyone in the community.
- c. **Community Center** – The 2004 update to Kernersville 2020 established a goal to build a comprehensive community center that is conveniently located and constructed to allow for various community events. The target completion date of 2014 still seems like a reasonable goal for this project. This is another project for which the community could be asked to consider funding through a bond referendum.
- d. **Hispanic Population** – This remains a growing segment of the community. We must continue our efforts to reach out to this segment of the population and assimilate them into the community – perhaps including more cross-culture events in the community to create a better understanding and appreciation of the different cultures. The last update to Kernersville 2020 rightfully suggested that we identify leaders in the Hispanic community and maintain an open line of communication with them.
- e. **Evening Entertainment** – Suggestions for evening entertainment for young professionals included a music venue or a small coliseum. The proposed amphitheatres at Triad Park and Ciener Garden might fill some of this void – but it's felt that there is a need for more evening entertainment for the “30-something” crowd. We should consider a feasibility study for a small coliseum (perhaps 3,000 seats) to determine costs of construction, operating costs and possible uses for such a venue.