

## **Onward Kernersville Final Report**

The **Onward Kernersville** project was a community driven effort to set a vision for the future of Kernersville. The Mayor and Board of Aldermen joined forces with the Kernersville Chamber of Commerce to seek public input on the question: *what should Kernersville be in the future?* The public input consisted of a citizen Steering Committee to oversee the project, a survey available to the public, a community meeting to brainstorm ideas, presentations made to the civic groups, and creation of a website to share the findings as they were discovered.



As a result of that community input, four (4) citizen task forces were formed to focused on four broad areas that the community felt were important. Those focus areas included: **Quality of Life**, **Transportation**, **Development**, and **Services**. Each task force developed goals, action items to accomplish goals, and identified partners to work on the action items. The following pages include the final goals, action items, partners and implementation strategy.

For a complete review of all the activities, findings, and meeting minutes, visit the project website at [www.onwardkernersville.com](http://www.onwardkernersville.com).

## Transportation

**Goal 1:** Maintain a well-designed road network that keeps up with the growth of Kernersville, adapts to land uses and supports accessibility for everyone in Town. Work with neighboring communities and partners to support connectivity across the region.

1. Review and update *Transportation Plan* every five (5) years.
2. Support *Complete Streets Design Guidelines* and expectations.
3. Ensure community involvement in road planning through ongoing public engagement efforts.
4. Define expectations for each area and roadway. Review with the *Transportation Plan* every five (5) years, communicate the *Plan* and rationale with the community.

**Goal 2:** Complete a needs assessment to prioritize completion of sidewalk gaps and bicycle lanes to key destinations.

1. Perform needs assessment to identify transportation connections to major cities, improve bicycle safety, and reduce traffic frustration.
2. Encourage donations of amenities for parks and trails.
3. Develop education and awareness programming.
4. Incorporate greenway and sidewalk amenities, i.e. benches, water fountains, dog water fountains along key corridors.

**Goal 3:** Maintain and expand funding for senior transit.

1. Connect with senior housing to provide a scheduled route to such destinations as the pharmacies, library, grocery stores, and medical services.
2. Make door to door service available.
3. Seek funding to underwrite costs.

**Goal 4:** Implement traffic calming efforts for downtown streets via use of landscaping, and streetscape design.

1. Investigate current options for relocation or masking of utility lines to improve aesthetics throughout the extended downtown area.
2. Develop a comprehensive traffic calming plan.
3. Implement streetscapes in major corridors such as Salisbury Street from Pineview to Main Street, Cherry Street from Railroad Street to Southern Street/South Main Street, and Mountain Street from Main Street to NC 66.
4. Identify legislative changes to facilitate traffic re-routing and speed limit changes.

**Goal 5:** Establish a Town Connector transit route that connects special events to key destinations.

1. Form a planning group to determine transportation needs and routes. Determine types of events available to support transit route. Such events may include sporting events at Ivey Redmon Park, Bagley lacrosse complex, Swaim baseball complex, and the YMCA as well as festivals such as the Honeybee Festival and Spring Folly.
2. Identify nearby and remote parking areas that could be used for events and shuttles.
3. Develop printed materials with transit route mapping, stops, and information about local business at each stop.
4. Develop a website and software apps with links to sites, other destinations and other transportation providers such as Uber, Lyft, Winston-Salem transit, and PART to transport users to the next destination.
5. Seek funding to underwrite costs.

### **Transportation Partners**

- Winston-Salem Urban Area Metropolitan Planning Organization (WSMPO)
- Greensboro Urban Area Metropolitan Planning Organization (GMPO)
- High Point Urban Area Metropolitan Planning Organization (HPMPO)
- North Carolina Department of Transportation (NCDOT)
- Piedmont Authority for Regional Transportation (PART)
- Piedmont Legacy Trails
- Piedmont Triad Regional Council (PTRC) – Area Agency on Aging (AAA)
- Kernersville Community Development
- Kernersville Public Services
- Senior Services

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## **Development**

**Goal 1:** Attract people to Kernersville with events and curb appeal.

1. Create a slogan.
2. Create ambassadors and guided tours.
3. Use Kernersville Farmers Market and Ivey Redmon Park for live music.
4. Collaborative efforts between attractions and entities.
5. Use the town's economic growth as a catalyst.

**Goal 2:** Use infill and redevelopment opportunities to create commercial and housing opportunities.

1. Offer community grants to organizations to build, improve, and purchase empty lots.
2. Look at hiring someone full or part-time who solely focuses on recruiting businesses to the area.

**Goal 3:** Increase stable affordable housing and wider variety of housing options.

1. Identify builders who will work on these types of developments.
2. Provide sewer, water, and affordable land to incentivize affordable housing developments.

**Goal 4:** Stabilize neighborhoods and protect property values.

1. Hire full time enforcement officer in order to have a comprehensive approach to enforcement.
2. Work with residential neighborhoods to ensure homeowner associations are in place and active.

**Goal 5:** Create diverse and sustainable well-trained workforce opportunities.

1. Involve the business community with local schools for internships.
2. Utilize the Swisher Center for recruitment and training.
3. Market and create specific workforce opportunities with the Town acting as liaison between employers and educators.
4. Promote workforce training with employers and educators working together.

### **Development Partners**

- Businesses (*Workforce Development*)
- Kernersville Chamber of Commerce
- Town of Kernersville Community Development Department
- Developers of Affordable Housing
- Forsyth and Guilford County Community Colleges (*Workforce Development*)
- High Schools (*Workforce Development*)
- Körner's Folly (*attraction*)
- Kernersville Museum (*attraction*)
- Town of Kernersville Parks & Recreation Department
- Kernersville Rotary (Kernersville Farmers Market)

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## **Quality of Life**

**Goal 1:** Develop an independent arts and culture scene in Kernersville.

1. Put together an *Arts Facility Task Force*, gathering all groups who might benefit from a facility to determine facility needs.
2. Determine appropriate agency for oversight of arts and culture.
3. Encourage programming for community arts and culture events.

**Goal 2:** Enhance downtown, focusing on the historic and cultural appeal that makes Kernersville unique.

1. Create the package!
2. Conduct a *Qualitative Research Study* on market rates and citizen and business needs.
3. Market downtown Kernersville as a walkable, historic and cultural district.

**Goal 3:** Expand and enhance parks and recreation facilities to improve quality of life for residents and attract sports tourism.

1. Pursue funding opportunities and community support to develop Kernersville Parks.
2. Increase programming and connectivity between parks and downtown.
3. Develop a marketing strategy and revenue streams.

**Goal 4:** Expand the reach, branding, and destination marketing of Kernersville.

1. Identify and expand potential marketing opportunities.
2. Define the brand of Kernersville and identify its unique characteristics.

### **Quality of Life Partners**

- Kernersville Chamber of Commerce/Downtown Partnership
- Choral Groups
- Town of Kernersville Planning Board
- Town of Kernersville Parks & Rec
- Kernersville Foundation
- Kernersville Little Theater
- Krossroads Playhouse
- Schools
- Arts Council
- Körner's Folly
- Körner's Folly Visitor Center
- Shepherd's Center of Kernersville
- Kernersville Museum
- Paul Ciener Botanical Garden

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## **Services**

**Goal 1:** Support a new Shepherd's Center facility.

1. Develop a planning group to determine what equipment and capabilities the new enrichment center would have.
2. Support the Shepherd's Center in reaching their fundraising goals.
3. Enlarge the volunteer base.
4. Market and advertise services offered.

**Goal 2:** Develop communication methods to better promote available services.

1. Inventory services available to community provided by local government and nonprofits.
2. Develop a committee to strategize the most effective way to communicate services to all age groups.

**Goal 3:** New facility for public, civic activities, and meeting space.

1. Undertake a due diligence to investigate such items as existing meeting spaces, meeting space demands, and potential partnerships.

### **Services Partners**

- Area Agency on Aging (AAA) – Piedmont Triad Regional Council
- Kernersville Chamber of Commerce
- Grant writers
- Health care networking groups
- IT volunteers
- Shepherd’s Center of Kernersville
- Senior Services
- Senior resource group
- Town of Kernersville
- United Way 211
- Crisis Control
- YMCA
- Salvation Army
- Next Step Ministries

## **Implementation**

The community’s creation of clear community *Goals* and *Action Steps* will greatly assist in achieving the *Onward Kernersville Goals*. It is recommended that the Board of Aldermen and Chamber of Commerce form an *Onward Kernersville Implementation Committee* to continue to promote community engagement. The committee’s charge would be to monitor and oversee the implementation of the *Onward Kernersville Goals*. The *Onward Kernersville Implementation Committee* should consist of the following members:

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| <ul style="list-style-type: none"> <li>• Mayor,</li> <li>• Board of Aldermen member,</li> <li>• Planning Board member,</li> <li>• Park and Recreation Board member,</li> <li>• Kernersville Chamber of Commerce Board Chair,</li> <li>• Kernersville Chamber of Commerce Governmental Affairs member,</li> </ul> | <ul style="list-style-type: none"> <li>• Kernersville Chamber of Commerce EDAG member,</li> <li>• Shepherd’s Center Board member,</li> <li>• Körner Folly/Visitor Center Board member, and</li> <li>• three other individuals from the community that would assist in accomplishing the <i>Onward Kernersville Goals</i>.</li> </ul> |
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The Mayor and Chamber Chair would act as co-chairs. The *Implementation Committee* would establish their meeting schedule. It is anticipated sub-committees would be formed to address some of the specific *Action Steps*.

The *Community Development Director* and *Chamber's President & CEO* would provide staff support to the *Implementation Committee*, and they would engage staff support from other Town Departments and non-profit staff on specific *Action Steps*. An annual update would be provided to the Board of Aldermen and Chamber Board.