



**Comprehensive Plan Update +  
Downtown Master Plan**

**Planning Board Meeting**

June 11, 2026



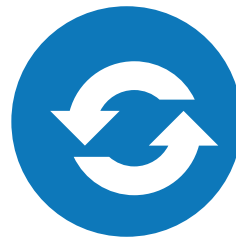
# AGENDA



**PROJECT UPDATE**



**REVIEW  
DOWNTOWN  
MASTER PLAN**



**REVIEW DRAFT  
COMPREHENSIVE  
PLAN**



**NEXT STEPS**



# PROJECT UPDATES

- Downtown Workshops x 3 in March and April
- Meetings with the Downtown Collaborative
- Developed Draft Downtown Master Plan
- Developed Draft Comprehensive Plan





# COMP PLAN + DOWNTOWN PLAN LINK

## Comprehensive Plan



The Comprehensive Plan establishes the overall vision and framework

### Comprehensive Plan DRAFT Goals



**DRAFT DOWNTOWN MASTER  
PLAN REVIEW**

# DOWNTOWN MASTER PLAN

- Framework for the future of downtown
- Examines data, trends, issues, and opportunities specific to downtown
- Identifies specific recommendations and implementation strategies for the public and private sectors to improve downtown

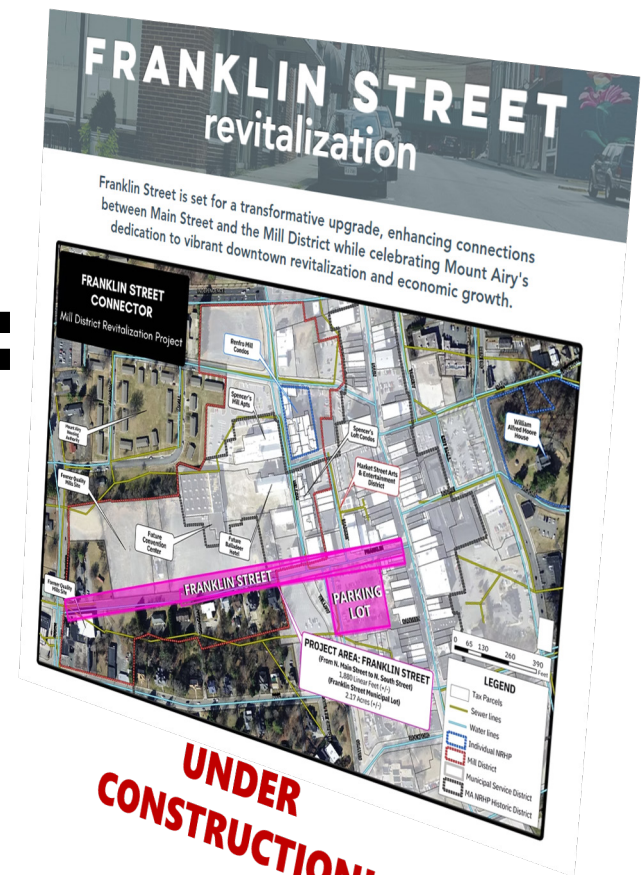


# WHY A DOWNTOWN MASTER PLAN?

- Establishes a vision, goals, and implementation strategies/actions specific to downtown
- Provides direction for project planning, support, and funding



STRATEGY	FY 2022-2023	FY 2023-2024	FY 2024-2025	FY 2025-2026	FY 2026-2027	FY 2027+	
<b>FIND &amp; BUILD THE CONFERENCE CENTER</b>	<ul style="list-style-type: none"> <li>Utilize the 2023 funded grant to complete site and engineering studies for the Conference Center.</li> <li>Continue to facilitate the completion of Phase 1 - hotel and Market Center.</li> <li>Continue to work with public and private partners to secure funding and commitments for completing Phase 2 and Phase 3.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to work with public and private partners to secure funding and commitments for completing Phase 2 and Phase 3.</li> <li>Complete Phase 2 - hotel and Market Center.</li> <li>Complete Phase 3 - hotel and Market Center.</li> <li>Develop a marketing plan for the construction project, including strategies to target the public and private sectors to identify and secure funding for the project.</li> </ul>	<ul style="list-style-type: none"> <li>Begin construction of Phase 2 - hotel and Market Center.</li> <li>Develop a strategic plan to coordinate the construction of Phase 2 and Phase 3.</li> <li>Develop a strategic plan to coordinate the construction of Phase 2 and Phase 3.</li> </ul>	<ul style="list-style-type: none"> <li>Complete the construction of Phase 2 and the opening of the hotel and Market Center.</li> <li>Complete the construction of Phase 3.</li> <li>Develop a strategic plan to coordinate the construction of Phase 2 and Phase 3.</li> </ul>	<ul style="list-style-type: none"> <li>Complete the construction of Phase 2 and the opening of the hotel and Market Center.</li> <li>Complete the construction of Phase 3.</li> <li>Develop a strategic plan to coordinate the construction of Phase 2 and Phase 3.</li> </ul>	<ul style="list-style-type: none"> <li>Complete the construction of Phase 2 and the opening of the hotel and Market Center.</li> <li>Complete the construction of Phase 3.</li> <li>Develop a strategic plan to coordinate the construction of Phase 2 and Phase 3.</li> </ul>	
<b>REDEVELOP THE FRANKLIN STREET AREA</b>	<ul style="list-style-type: none"> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> </ul>	<ul style="list-style-type: none"> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> </ul>	<ul style="list-style-type: none"> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> </ul>	<ul style="list-style-type: none"> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> </ul>	<ul style="list-style-type: none"> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> </ul>	<ul style="list-style-type: none"> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> </ul>	<ul style="list-style-type: none"> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> <li>Complete preliminary engineering plans and site plan for the Franklin Street area.</li> </ul>



## Mount Airy Downtown Master Plan – Franklin Street Project

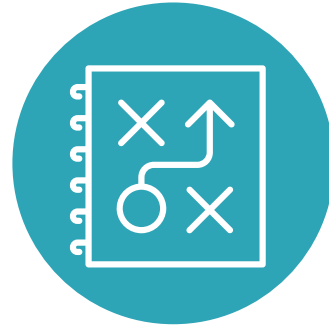
- Rural Transformation Grant (1): \$475,000
- Rural Transformation Grant (2): \$487,500
- USDA (Tillis): \$522,000

# Plan Structure



## Overview

- Plan introduction
- Purpose



## Our Plan

- Issues & Opportunities
- Vision, goals, strategies
- Conceptual solutions



## Our Downtown

- Background research
- Data analysis
- Engagement summary



## Making it Happen

- Implementation plan
- Predicted timelines
- Action items

# Downtown Themes

- **Opportunities**

- Former Mill Site
- Cultural Cluster (Cognition + more)
- Adaptive Reuse of Existing Buildings
- Townhome Residential Infill
- Public Gathering Space
- Leverage Historic Character
- Consistent Trip Generators & Destinations (government offices, restaurants, .....
- Build on Downtown Character (public space, placemaking, streetscapes)



# Downtown Themes

- **Challenges**

- Rehabilitation / Reuse Costs
- More to do / lack of entertainment
- Appearance / Maintenance / Overhead Utilities
- Topography and streams affect connectivity and redevelopment opportunities
- Gateways / Intersections / Streetscapes
- Pedestrian Network & Amenities
- Parking (public, private, location, amount)
- Lack of public gathering space
- Government Offices (+/-)
- Aging infrastructure (individual building focused), grease traps, backflow prevention, electrical service
- Upper story sprinkler/ fire suppression

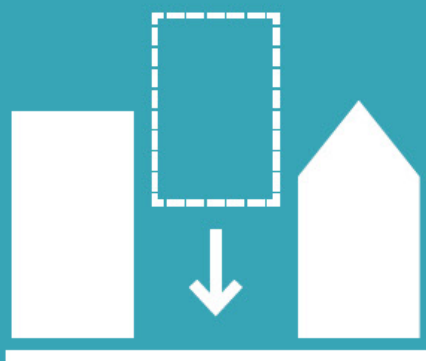




## Maintain downtown as the heart of the community

Downtown embodies a strong sense of community and civic pride. The walkable, mixed-use downtown exudes historic character. Follow the Main Street Approach™ to revitalization initiatives and evolve downtown while reinforcing its core identity and influence in the community.





## Prioritize compact growth over sprawling expansion

Direct development and revitalization centrally where existing resources are. Prioritize and encourage infill development, building rehabilitation and reuse, and strengthening neighborhoods around downtown, before growing outwardly.





## Create streets that put people first

Build a safer, more inviting pedestrian-first downtown experience by reinforcing streets as attractive public spaces. They not only move cars, but generate social and economic activity through the addition of landscaping and public art, and the strategic placement of amenities that encourage residents and visitors to explore our downtown on foot.





## Make strategic public investments

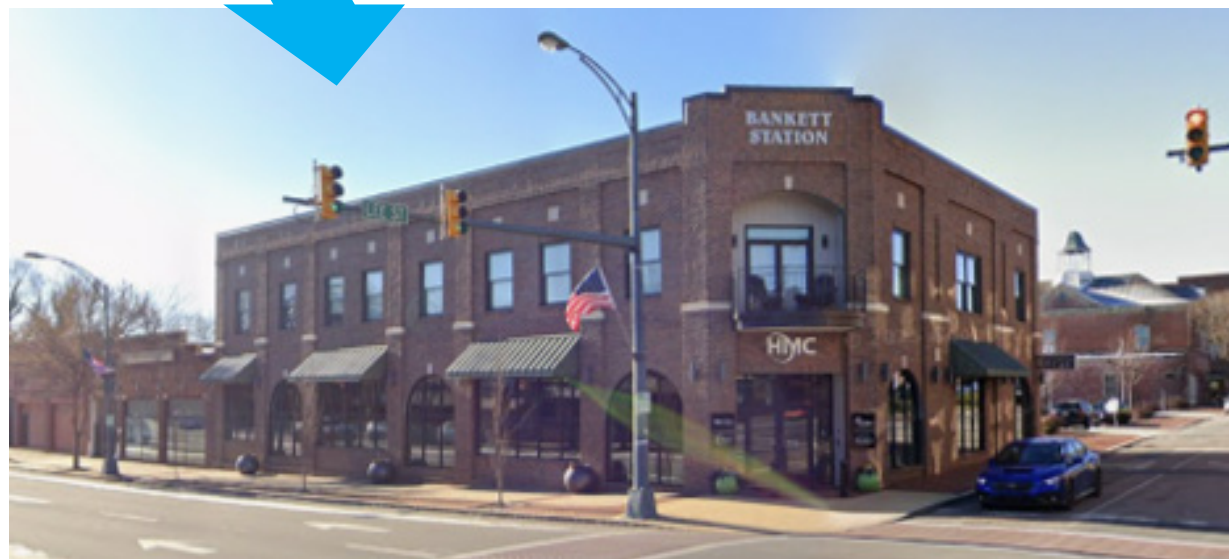
Identify opportunities to improve streets, lighting, infrastructure, and amenities in downtown to leverage private sector investment and elevate the overall downtown experience.





## Facilitate high quality and attractive development

Ensure that appropriate policies, incentives, guidelines, and ordinances are in place to encourage design-forward development that enhances downtown's character and identity and provides more choices for residents and businesses.



# Implementation Matrix

- 80+ strategies provided
- Implementation partners
- Planning level costs
- Estimated timelines
- Organizational strategies

Strategy	Priority Timeframe	Resources Needed	Partners	DMC Committee
<b>Gateways</b>				
Begin developing a Gateway Signage and Beautification Plan	1	Policy - \$	TS, DMC, PC, NCDOT	P & D
Expand upon the existing gateway at Milling Road/MLK Jr. Blvd.	1	\$	TS, DMC, NCDOT	P & D
Identify an intersection to create a decorative crosswalk to add public art to downtown while increasing public safety	1	\$	TS, DMC, NCDOT	D
Install decorative and informational banners on existing pedestrian lamp posts on Main Street (and potentially other streets based upon funding availability)	1	\$	TS, DMC, NCDOT	P & D
Install additional lighting, landscaping, public art and wayfinding at key intersections and gateways	1 - 3	\$\$ - \$\$\$	TS, DMC, PC, PS, NCDOT	P & D
Evaluate the opportunity to create a gateway improvement project at the 5 Points Traffic Circle	1 - 3	Policy - \$	TS, NCDOT, DMC	P & D
Evaluate opportunities to create a downtown specific gateway enhancement at Wilkesboro/Salisbury Avenue	1 - 3	\$	TS, DMC, NCDOT	P & D
Create a welcoming gateway in the vicinity of E Depot Street and Railroad Street	1 - 3	Policy	TS, DMC, PC, NCDOT	P & D
Coordinate with NCDOT and/or private property owners to identify an opportunity for welcome signage and landscaping improvements at the US 601/Salisbury intersection	1 - 3	\$	TS, NCDOT, PS, DMC	P & D
Coordinate with NCDOT and/or private property owners to identify an opportunity for welcome signage and landscaping improvements at the US 64/East Depot intersection	1 - 3	\$	TS, NCDOT, PS, DMC	P & D
Prepare a plan for the Sanford Ave/601/64 gateway	3 - 5	\$	TS, NCDOT, PS, DMC	P & D



# **YEAR 1 STRATEGIES**

(Highlights)

# Murals & Public Art

Continue to find opportunities for murals and public art throughout downtown

## Existing



## Concept



# Alley Placemaking

Improve pedestrian alleys through public-private partnerships

## Existing



## Concept



# Alley Placemaking

Improve pedestrian alleys through public-private partnerships

## Existing



## Concept



# Streetscape Aesthetics



Add placemaking and public art to streetscapes

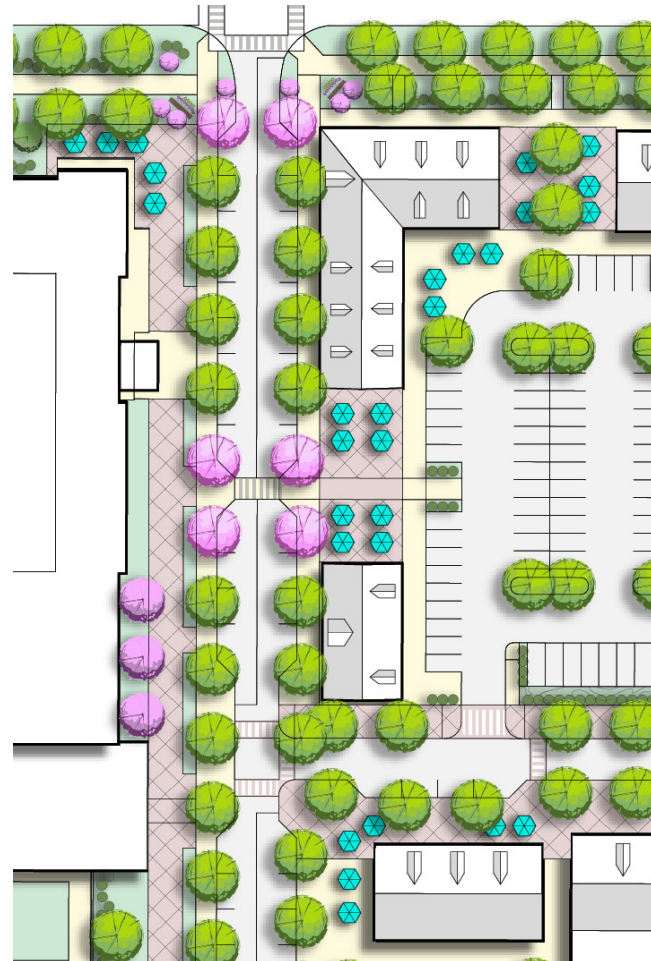




# Ordinance Improvements

## Update & Improve Ordinances & Design Guidelines

- Helps implement the desired vision & improve quality of design & development



## B.4 FAÇADE ARTICULATION AND RHYTHM

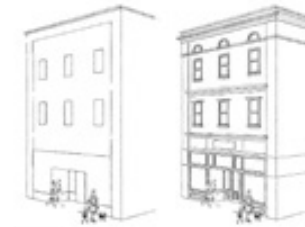


FIGURE B.9  
Comparison of articulated and unarticulated building facades.

### B.4.2 FAÇADE ARTICULATION

- Long stretches of solid/blank walls that lack doors or windows, or are devoid of architectural ornamentation are prohibited.
- Building façades shall be articulated both vertically and horizontally.
- Architectural details and ornamental features that are chosen shall be in scale with the size of the building.



FIGURE B.10  
Architectural components of a typical downtown building facade.

# **YEARS 1-3**

# **STRATEGIES**

(Highlights)

# Main Street Park

## Improve Activation of Main Street Park

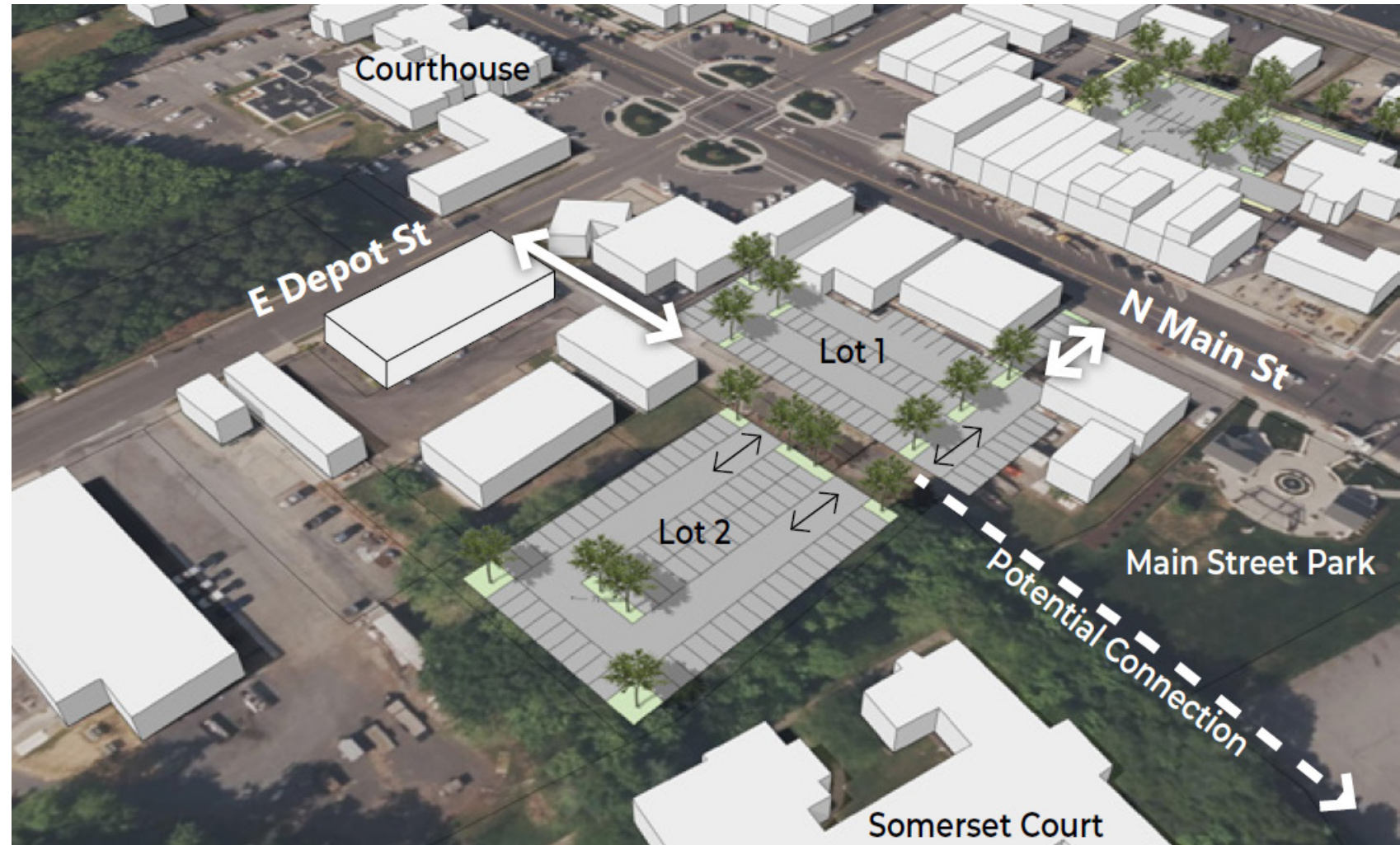
- Add more programming & events
- Supporting Infrastructure upgrades
- Accessibility
  - Parking is a challenge
  - Pedestrian connections
- Process to hold an event



# Parking Improvements

## Concept

Utilize public-private partnership to build additional parking and explore extending Horn Street



# Infill Housing

Encourage infill housing opportunities  
leverage institutional partners

- Plan identifies several infill housing opportunities throughout the downtown area
- Example Only – Need to update as UMC has other plans for the site

**Concept**



# Streetscape Improvements

Continue adding curb extensions, crosswalks landscaping, public art to streetscapes

## Existing



## Concept



# **YEARS 3-5**

# **STRATEGIES**

(Highlights)

# Placemaking

Add branding and lighting to the water tower



# Placemaking & Entertainment

Explore opportunities to create an amphitheater, park and entertainment venue

- Smaller scale than at community park



# Placemaking & Gateways

Prepare a plan to improve gateways

- East Depot example

**Existing**



**Concept**

# Placemaking & Gateways

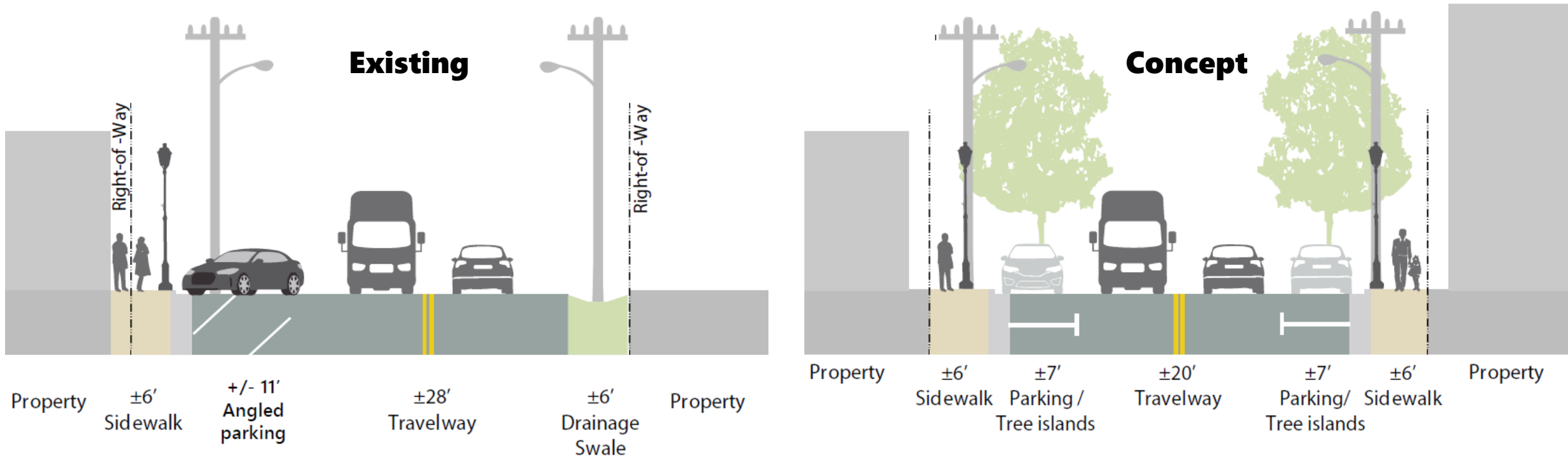
Prepare a plan to improve the Sanford Ave/601/64 gateways

- S Main Street
- S Salisbury Street
- Beautification & pedestrian safety improvements



# Placemaking & Streetscape

Secure funding and advance re-design of Salisbury Street streetscape



**YEARS 5+**  
**STRATEGIES**  
(Highlights)

# Placemaking & Streetscape

Implement the planned  
Main Street sidepath from  
Downtown to Milling Rd  
*(per Davie County Bike + Pedestrian Plan)*



# Placemaking & Streetscape

Improve the Square to add more public space and pedestrian amenities



**Concept**

# Public Space & Entertainment

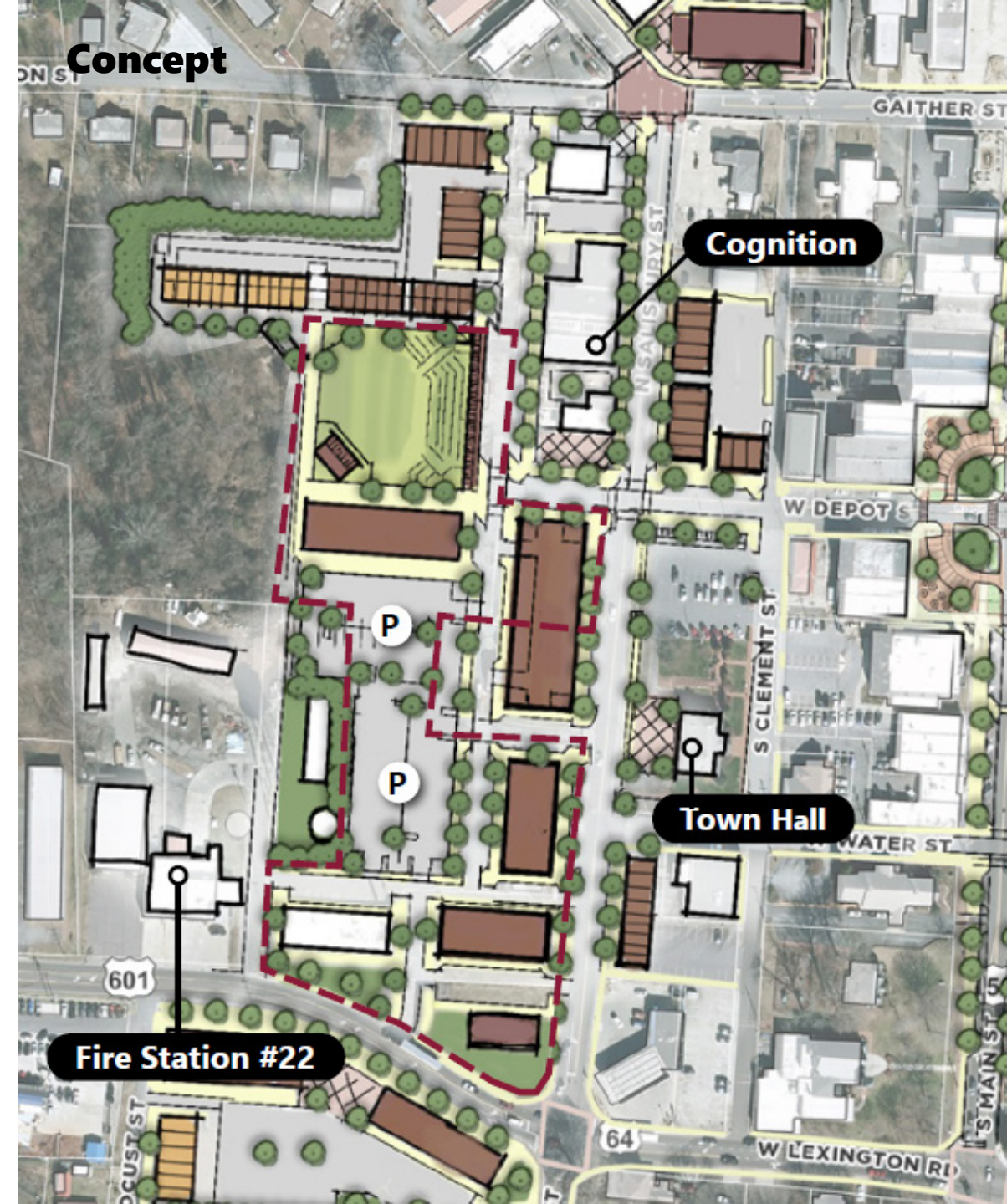
Explore opportunities to create a skatepark, gravity park, or similar outdoor entertainment amenity



# Expand Downtown

Attract redevelopment to the old **Energy United site** area

- Continue ongoing planning efforts in near term
- Complex / long-term endeavor



# OLD ENERGY UNITED SITE STRATEGIES

- Consider the site as a piece of a broader redevelopment opportunity that would be coordinated with adjacent property owners
- Explore opportunities to utilize parts of the site in the near term while planning redevelopment (e.g., parking, playground, farmers market, events)
- Seek grant opportunities & funding to support redevelopment
- Site Beautification
- Create a marketing package / brochure for the site
- Consult with developers on feasibility and development strategy, timing
- Issue RFLOI from developers

# **DRAFT COMPREHENSIVE PLAN REVIEW**

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**REVISED  
DRAFT**

# **Vision for the Future**

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The Town of Mocksville will strive to preserve and enhance our small-town character and charm, sense of community, and high quality of life ***through well-planned growth that strengthens and complements our community.***



# Plan Goals, Objectives, & Strategies



**Strengthen  
& Revitalize  
Our Historic  
Downtown**



**Promote  
Compatible  
Infill  
Development**



**Develop a  
Strong &  
Authentic  
Tourism  
Economy**



**Enhance  
Walkability  
and  
Connectivity**



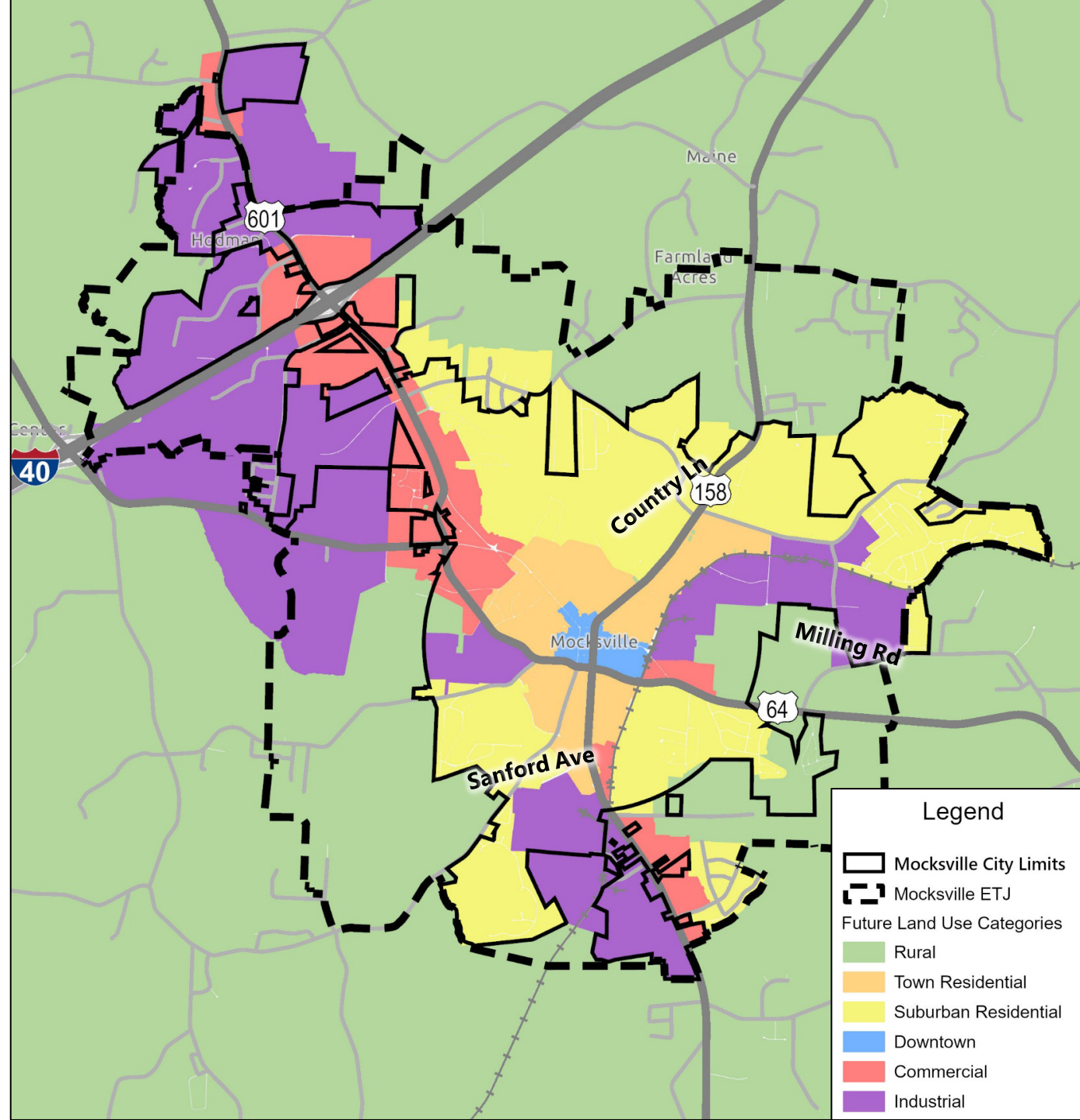
**Make Strategic  
Investments in  
Infrastructure  
& Services**



**Support  
Sustained  
Business  
& Industry  
Growth**

# FUTURE LAND USE

- Promote infill development that's compatible with its surroundings
- Direct industry where roads and infrastructure can accommodate it
- Expand downtown boundary
- Transition to form and place-based zoning





trees / forest land

farmland

no buildings along road

farmstands permitted

## Rural

Much of the Town's extraterritorial jurisdiction (ETJ) and surrounding unincorporated Davie County remains rural in the Town's future land use map. This promotes low density residential uses, mixed with active agricultural and forested lands. While this may include supportive uses, such as churches, small scale commercial buildings, and similar properties, future development should be limited in these areas. Further, opportunities to promote the protection of operating farms should be pursued and gateways should be developed on the edges, where the rural areas turn into Town.

**Uses:** Detached residential, accessory units, farmland, forestland, agricultural buildings (grain storage, greenhouse, kennel, stable), open-market buildings, religious and civic uses, roadside stand, cemetery, child care and similar

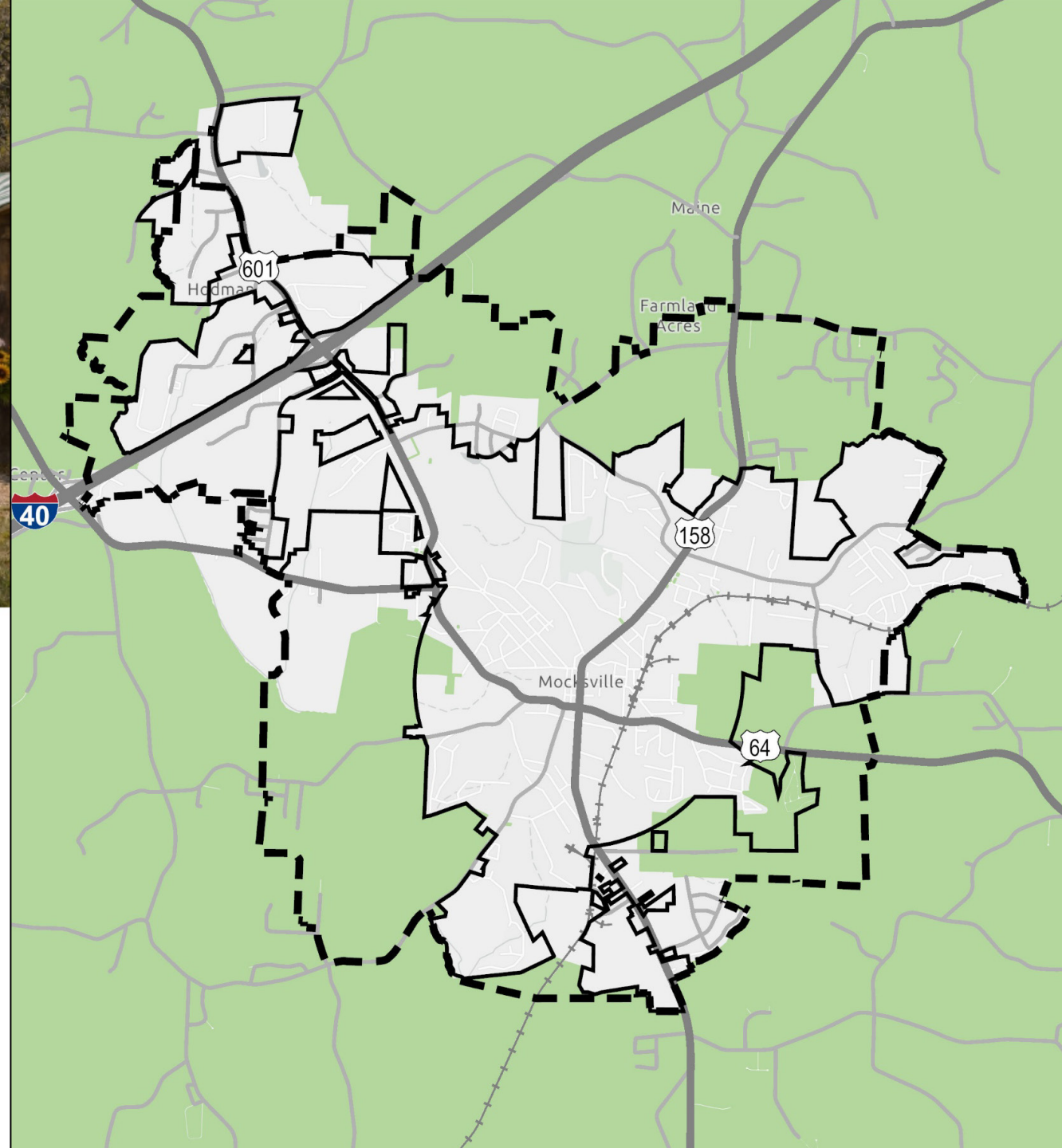
**Residential Density:** 1 unit per 5 acres (minimum) outside of conservation subdivisions

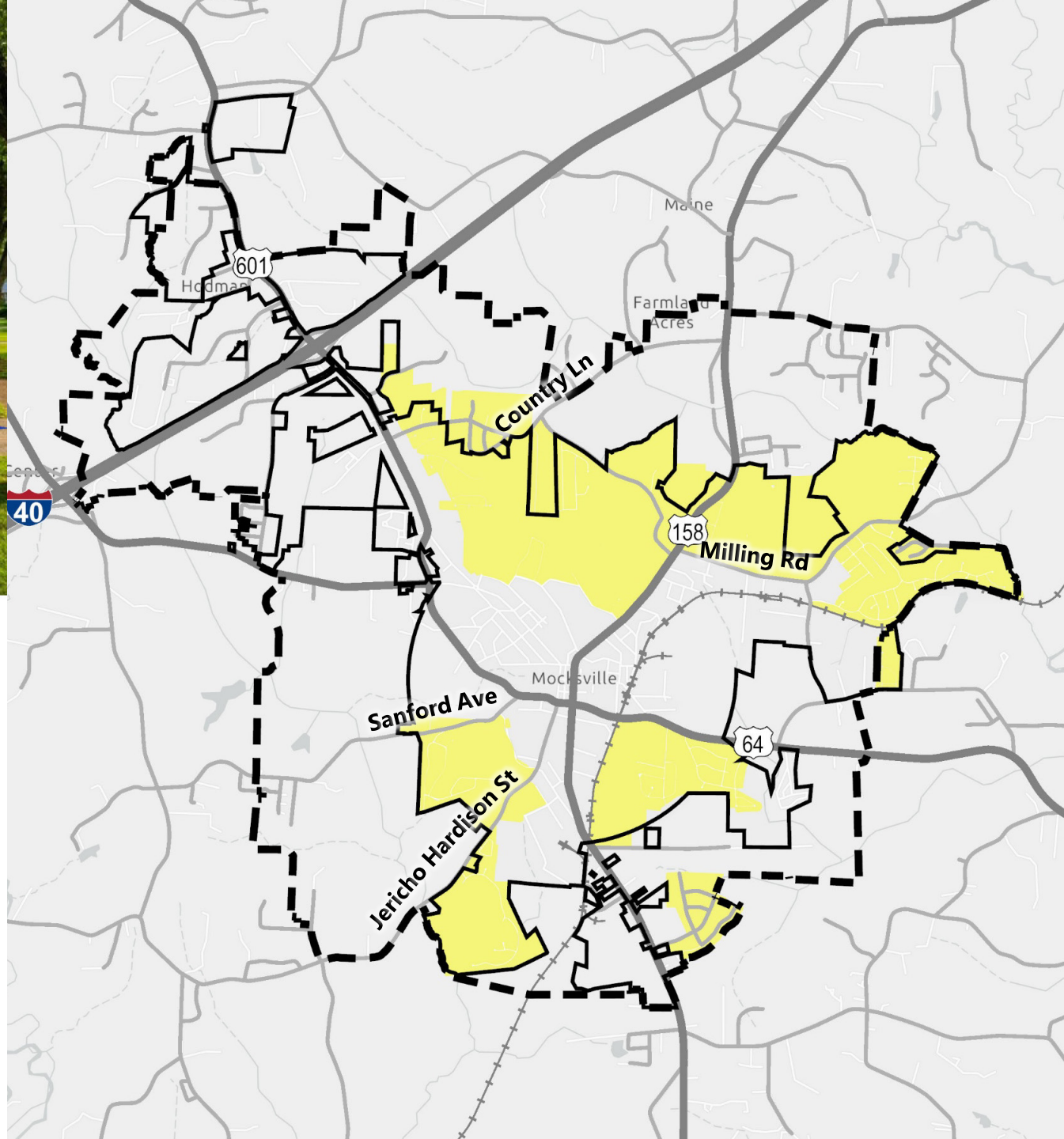
**Block Size:** No maximum

**Building Height:** 2 stories maximum

**Building Disposition:** Buildings should be set back from roads, encompassing minimal area on lots

**Related Recommendations:** Improve gateways with signage and landscaping, add and enhance historical markings





## Suburban Residential

Suburban Residential serves as a transition between the rural areas of Mocksville and the more urban, Town Residential. These are predominantly existing neighborhoods with moderate densities and limited pedestrian amenities. Future improvements in these areas should be focused on improving the use of the roads to be more people-focused when feasible by adding sidewalks and other amenities.

**Uses:** Attached and detached residential, accessory dwelling units, small scale offices and limited retail uses, civic and educational uses, recreation

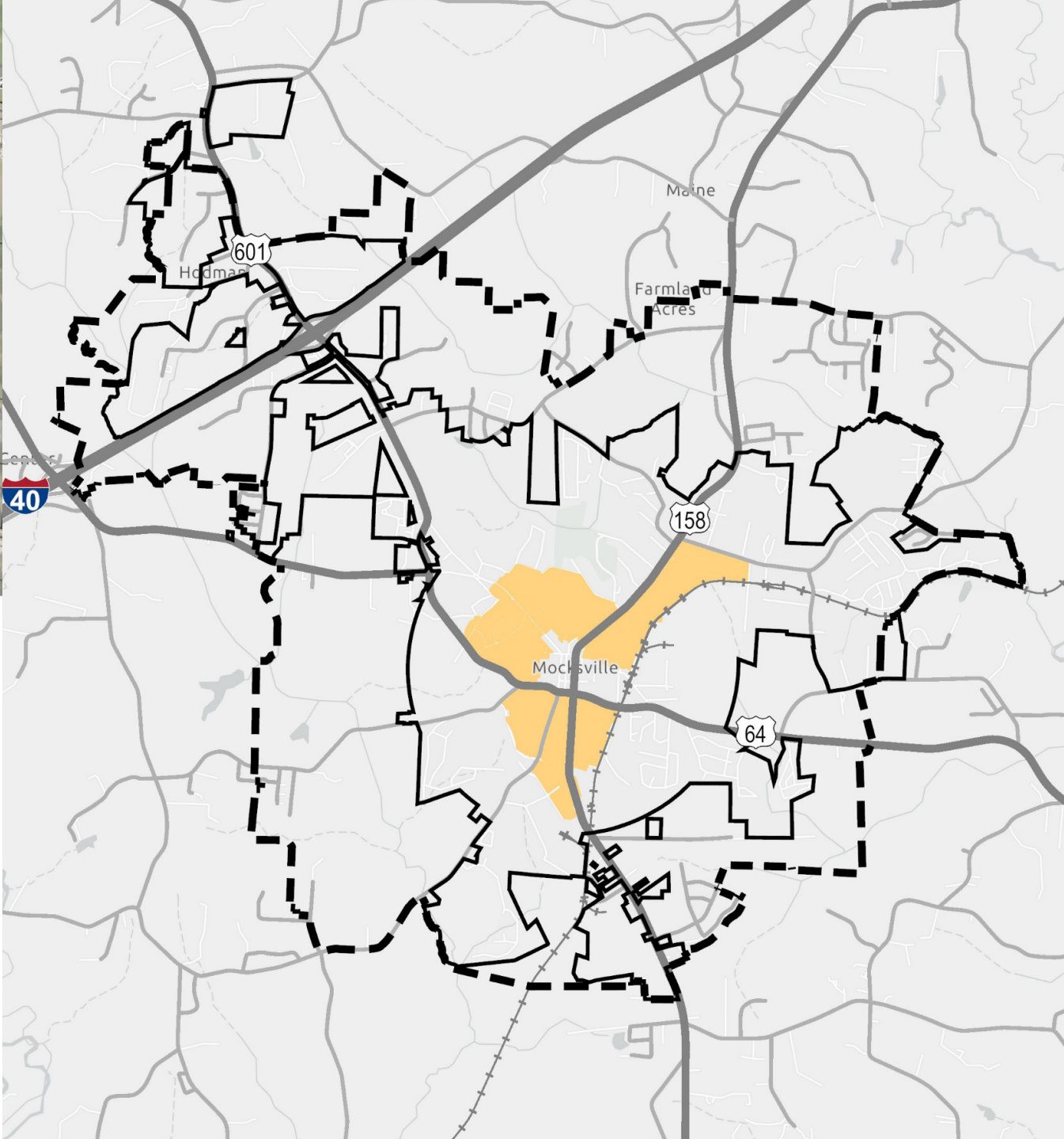
**Residential Density:** 2-4 dwelling units per acre

**Block Size:** 800 feet maximum

**Building Height:** 2 stories maximum

**Building Disposition:** Homes should front roads with modest setbacks, accessory units encouraged

**Related Recommendations:** Increase sidewalks and other pedestrian amenities



## Town Residential

The traditional, more urban neighborhoods immediately surrounding downtown have the infrastructure in place to support infill residential development and accessory dwelling units. Many lots are irregularly shaped, particularly long and narrow, providing opportunities to increase density in a manner that doesn't appear noticeable from the street. This type of development should be encouraged so long as the character of the neighborhoods is maintained through design and development standards that promote compatible development. In addition, as more housing is built in and around downtown, the overall downtown marketplace will continue to improve and become more vibrant for more hours of the day.

**Uses:** Attached, detached, and multi-family residential, accessory dwelling units, small scale offices and limited retail uses, civic and educational uses, recreation

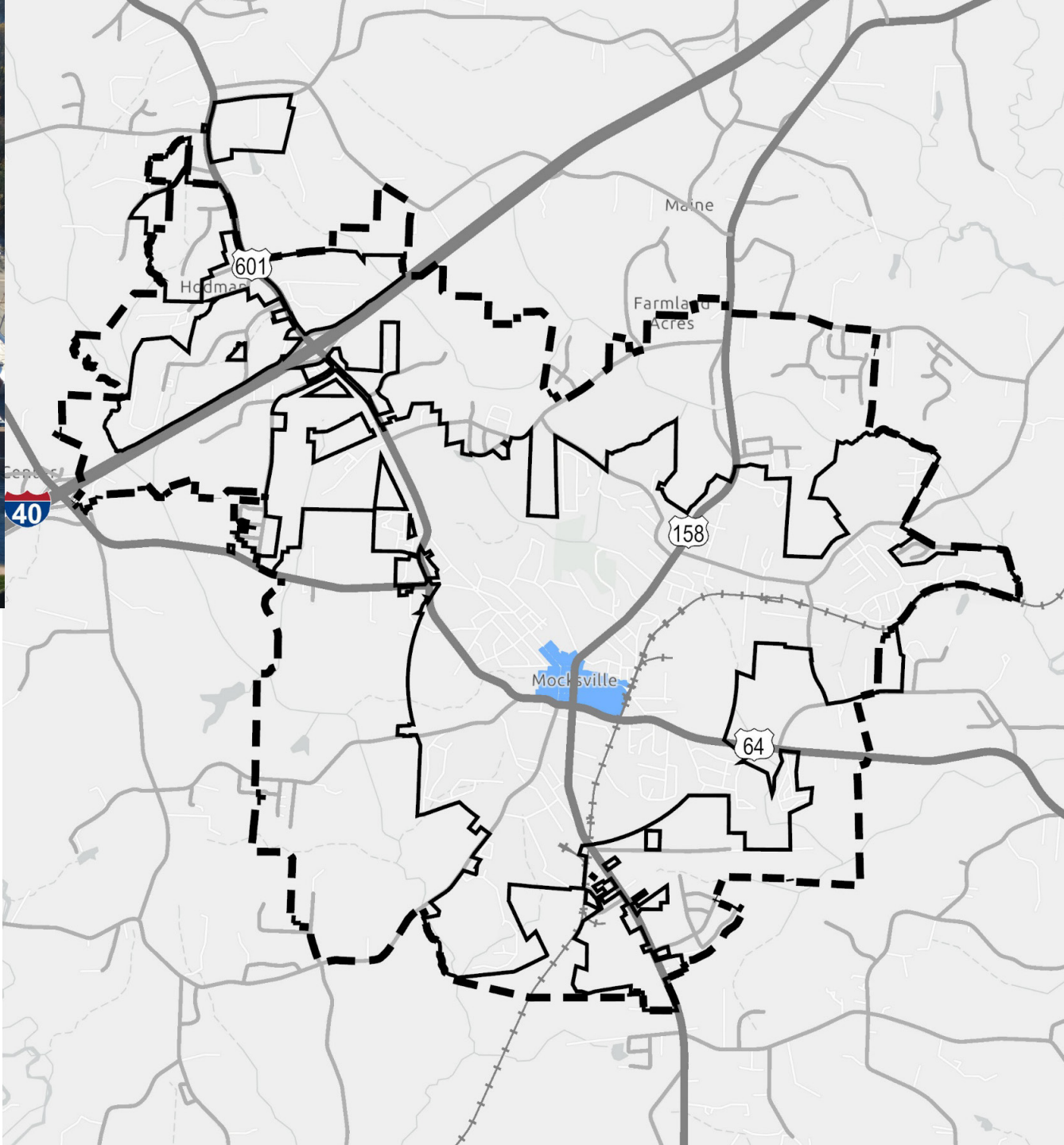
**Residential Density:** 8 dwelling units per acre (detached)

**Block Size:** 600 feet maximum

**Building Height:** 4 stories maximum

**Building Disposition:** Buildings should front roads, accessory units and clustering encouraged

**Related Recommendations:** Remove barriers to infill development, develop a form based code with stringent design and development standards



## Downtown

Downtown is the focal point of Mocksville, where significant investment should be focused to maximize the use of existing infrastructure investments. The Town envisions continued improvements to the public realm downtown and the creation of great public and private spaces through intentional urban design and the implementation of the Downtown Master Plan. Redevelopment and revitalization should be encouraged, and a broad range of uses is to be supported, with a particular focus on shops, restaurants, services, civic uses, and more residential options in a compact, pedestrian-oriented environment.

**Uses:** Attached, upper story, and compact residential, restaurants and retail establishments, offices, civic and educational uses, recreation, mixed use buildings

**Residential Density:** No maximum density

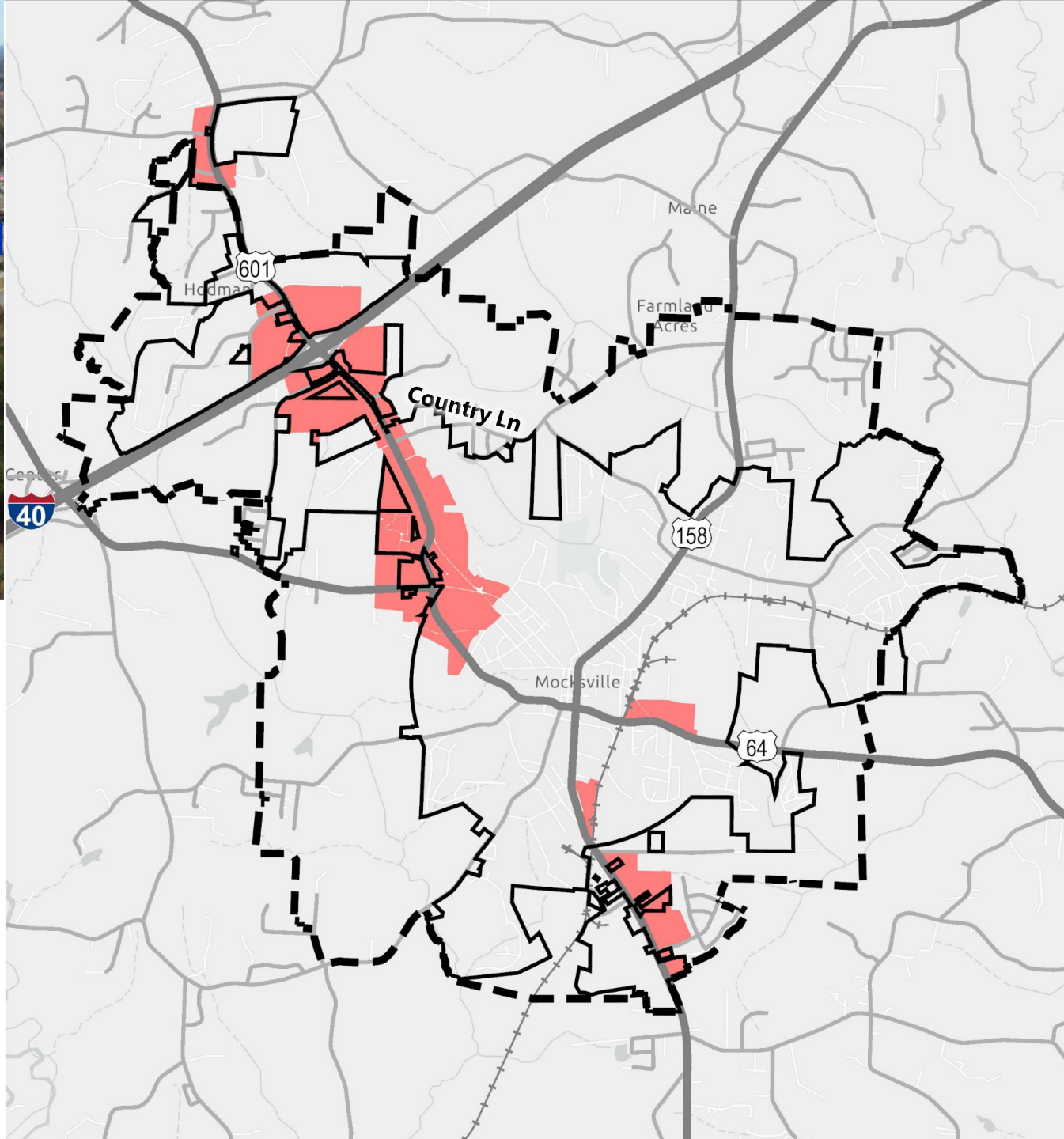
**Block Size:** 500 feet maximum

**Building Height:** 65 feet

**Building Disposition:** Buildings

should front roads with wider sidewalks and landscaping buffering pedestrians from roads

**Related Recommendations:**  
Incentivize redevelopment, Develop a form based code with stringent design and development standards



## Commercial

Outside of downtown, much of Mocksville’s commercial development is concentrated along the major corridors US-601 / Yadkinville Road and US-601 / Salisbury Road. While these provide important goods and services to residents, future development in these areas should aim to reduce traffic impacts and improve the overall appearance of the corridors. Existing uses should also be encouraged to make design improvements to create a more inviting and safer environment as redevelopment opportunities occur over time.

**Uses:** Restaurants and retail establishments, offices, civic and educational uses, recreation

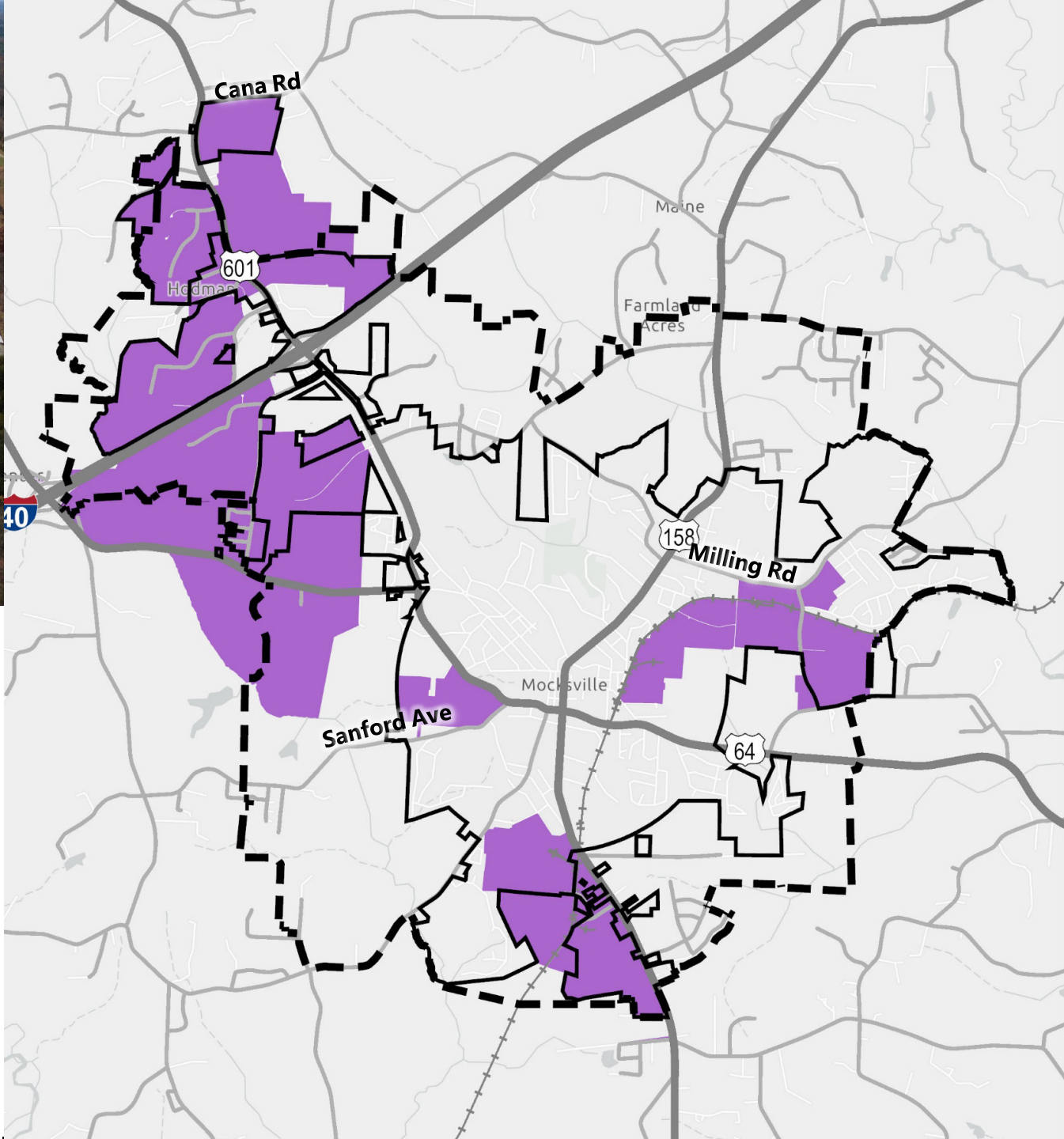
**Building Height:** 2 - 3 stories maximum

**Related Recommendations:** Develop a form based code with design and development standards, reduce allowed curb cuts, increase landscaping requirements, work with NCDOT and the Piedmont Triad Regional Council to prioritize safety improvements to US-601

**Residential Density:** Not applicable

**Building Disposition:** Buildings should front roads with parking in the rear or side, curb-cuts for access should be limited

**Block Size:** 1,000 feet maximum



## Industrial

Industrial development accounts for over 40% of Mocksville's tax base and is a major economic sector in the region. These uses are largely concentrated around the interstate and along the railroad corridor. While continued industrial development should be supported in the future, it should be done in a manner which reduces potential negative impacts, particularly as it relates to truck traffic through town. Existing industry will continue to be supported, but future industry should be located proximate to the interstate.

**Uses:** Manufacturing, warehousing, logistics, construction, and similar industries

**Block Size:** No maximum

**Building Height:** 60 feet

**Building Disposition:** Buildings should be off major roads and / or buffered by landscaping

**Related Recommendations:** Require landscape buffers along roadways and on property edges, require industrial performance standards, consider requiring transportation impact assessments and related road improvements

**Residential Density:** Not applicable

# NEXT STEPS



**Board of Commissioners Update** (July 7)



**Public Drop-In Meeting** (July 14)



**Planning Board Recommendation** (August)



**Board of Commissioners Consider Adoption** (September)

## Goal 1: Strengthen & Revitalize Our Historic Downtown

### Objective 1

**Preserve and strengthen downtown's historic character through context-sensitive infill, adaptive reuse, building rehabilitation, and compatible architectural design.**

#### **Strategies**

- Utilize the Downtown Master Plan as the primary work program for downtown public investments, partnerships, and redevelopment initiatives.
- Update zoning and development standards for downtown to support context-sensitive infill, adaptive reuse, compatible building design, and pedestrian-oriented site design.
- Expand awareness and use of the downtown facade grant program and evaluate whether program guidelines or funding levels should be updated to better support visible building improvements.

### Objective 2

**Increase the number of active downtown businesses, restaurants, retail, entertainment, and upper-story residential uses that generate foot traffic and support a vibrant mixed-use district.**

#### **Strategies**

- Work with the Downtown Collaborative, property owners, and economic development partners to recruit and support businesses that add dining, retail, entertainment, services, and other active ground-floor uses.
- Evaluate incentives, technical assistance, or grant programs that help property owners overcome barriers to upper-story occupancy and adaptive reuse.
- Continue planning for redevelopment of the former Energy United site as a catalytic downtown project that may include housing, public space, parking, streetscape improvements, and complementary private development.

### Objective 3

**Improve downtown's pedestrian environment through coordinated investments in sidewalks, streetscapes, lighting, landscaping, crosswalks, wayfinding, and public spaces.**

#### **Strategies**

- Identify and pursue funding for priority downtown sidewalk, crosswalk, streetscape, lighting, landscaping, and wayfinding improvements.
- Coordinate with NCDOT to improve pedestrian safety and comfort at key downtown intersections and crossings.

### Objective 4

**Position downtown as Mocksville's primary civic, cultural, and tourism destination through regular programming, heritage interpretation, arts and cultural activities, and community events.**

#### **Strategies**

- Continue supporting festivals, farmers markets, concerts, seasonal celebrations, and community gatherings that activate downtown and support local businesses.
- Partner with local organizations, artists, historical groups, and tourism partners to develop interpretive signage, cultural programming, public art, and heritage-based experiences.

## Objective 5

**Improve physical connections between downtown and nearby neighborhoods, parks, schools, civic destinations, parking areas, and planned greenway/trail connections.**

### **Strategies**

- Coordinate with Davie County, NCDOT, PTRC, and the Northwest Piedmont RPO to implement planned bicycle, pedestrian, sidewalk, and greenway connections that link downtown to surrounding destinations.
- Improve parking visibility, pedestrian routes from parking areas, and wayfinding so visitors can more easily find and walk to downtown businesses, civic uses, and event locations.

## Goal 2: Enhance Walkability and Connectivity

### Objective 1

**Fill priority gaps in the sidewalk, trail, and greenway network to connect downtown, neighborhoods, schools, parks, civic destinations, and commercial areas.**

### **Strategies**

- Use the Greenway Connection Study, Davie County Bicycle, Pedestrian, and Greenway Master Plan, and related transportation plans to identify and prioritize sidewalk, trail, and greenway projects in Mocksville.
- Prioritize connections between downtown, Rich Park, Davie County Community Park, schools, the library, civic buildings, nearby neighborhoods, and major commercial areas.
- Pursue grants, capital funding, and partnership opportunities to implement high-priority sidewalk, trail, and greenway segments over time.

### Objective 2

**Improve pedestrian and bicycle safety through enhanced crossings, lighting, traffic calming, intersection improvements, ADA accessibility upgrades, and low-stress routes.**

### **Strategies**

- Coordinate with NCDOT to evaluate and improve pedestrian and bicycle safety at high-priority crossings, intersections, and corridors, particularly along US-601, US-64, US-158, and downtown streets.
- Incorporate ADA accessibility, lighting, crosswalk visibility, traffic calming, and pedestrian-scale design into Town-led transportation, streetscape, and public facility projects.
- Use crash data, public input, school access needs, and development activity to help prioritize safety improvements.

### Objective 3

**Require new development and redevelopment to provide pedestrian, bicycle, and street connections that link to surrounding neighborhoods, streets, and public destinations.**

### **Strategies**

- Update development standards to require sidewalks, pedestrian connections, bicycle accommodations, street stubs, cross-access, and internal circulation where appropriate.

- Require new streets and major redevelopment projects to connect to the existing or planned street network unless topography, environmental constraints, or safety issues make a connection impractical.
- Require development adjacent to planned greenways, trails, or pedestrian routes to preserve needed easements or provide connections consistent with adopted plans.

#### Objective 4

**Improve the appearance and comfort of major corridors, gateways, and public streets through streetscape improvements, landscaping, street trees, wayfinding, and pedestrian-scale amenities.**

##### *Strategies*

- Identify priority gateway and corridor improvement areas and establish a coordinated approach to landscaping, signage, lighting, street trees, sidewalks, and pedestrian amenities.
- Incorporate streetscape and gateway improvements into Town capital projects, NCDOT coordination, redevelopment projects, and private development review.
- Use updated design standards to improve building orientation, parking placement, screening, landscaping, and pedestrian access along major corridors.

#### Objective 5

**Coordinate with NCDOT, Davie County, PTRC, and regional transportation partners to fund and implement priority roadway, sidewalk, trail, and greenway projects.**

##### *Strategies*

- Maintain regular coordination with NCDOT, Davie County, PTRC, and the Northwest Piedmont RPO to advance Mocksville's priority transportation, sidewalk, trail, and greenway projects.
- Seek inclusion of priority projects in regional transportation plans, grant applications, capital improvement planning, and future state transportation funding cycles.
- Coordinate local development approvals, utility projects, roadway work, and capital investments so that transportation and connectivity improvements are implemented efficiently when opportunities arise.

### Goal 3: Promote Compatible Infill Development

#### Objective 1

**Focus future residential and mixed-use growth on infill and redevelopment sites where existing or planned infrastructure can support additional development.**

##### *Strategies*

- Use the Future Land Use Map, infrastructure capacity information, and redevelopment opportunities to identify areas where infill and mixed-use growth should be prioritized.
- Revise zoning and development regulations to make desired infill and redevelopment easier to approve in appropriate locations, while maintaining clear design and compatibility standards.
- Coordinate development review with water, sewer, transportation, stormwater, and public service capacity to ensure infill growth can be served efficiently.

#### Objective 2

**Expand compatible housing choices in appropriate infill locations while protecting the scale, character, and stability of established neighborhoods.**

### **Strategies**

- Update residential zoning standards to allow a broader range of compatible housing types, such as accessory dwellings, duplexes, townhomes, cottage courts, and small-scale multifamily, in suitable infill locations.
- Establish location, scale, design, and transition standards that allow additional housing options without altering the character of established neighborhoods.
- Encourage downtown and near-downtown housing that supports local businesses, increases walkability, and makes efficient use of existing infrastructure.

### **Objective 3**

**Improve the design quality of infill and redevelopment through clear standards for building form, site layout, frontage, parking, driveway access, landscaping, and neighborhood transitions.**

#### **Strategies**

- Adopt updated form, frontage, building placement, parking, landscaping, and access standards tailored to downtown, neighborhood, corridor, and mixed-use contexts.
- Require infill and redevelopment projects to orient buildings, entrances, parking, and pedestrian connections in ways that improve the public realm and fit surrounding development patterns.
- Use objective design standards, administrative review procedures, and clear approval criteria to make high-quality infill more predictable for applicants, staff, and decision-makers.

### **Objective 4**

**Redevelop vacant, underutilized, and obsolete properties in ways that strengthen neighborhoods, improve corridor appearance, and support downtown vitality.**

#### **Strategies**

- Identify priority redevelopment sites, vacant buildings, obsolete commercial properties, and underutilized parcels that could support reinvestment, adaptive reuse, or infill development.
- Evaluate targeted incentives, technical assistance, infrastructure improvements, or public-private partnerships to help overcome barriers to redevelopment.
- Coordinate code enforcement, property maintenance, facade improvement, brownfield, and redevelopment tools to improve the appearance and marketability of underutilized properties.

### **Objective 5**

**Connect infill development to the surrounding community through sidewalks, internal circulation, cross-access, open space, and public realm improvements.**

#### **Strategies**

- Require infill and redevelopment projects to provide sidewalks, pedestrian connections, internal circulation, and cross-access that connect to surrounding streets and destinations.
- Require usable open space, landscaping, street trees, and public realm improvements where needed to help infill projects fit into surrounding neighborhoods and corridors.
- Coordinate infill development with planned sidewalk, trail, greenway, parking, and streetscape improvements so private development contributes to the larger connectivity network.

## Goal 4: Make Strategic Investments in Public Infrastructure & Services

### Objective 1

**Align capital improvement planning, utility planning, and transportation investments with the Future Land Use Map, priority growth areas, and targeted redevelopment areas.**

#### *Strategies*

- Use the Future Land Use Map and comprehensive plan objectives as part of the annual CIP review process when evaluating, ranking, and scheduling capital projects.
- Coordinate utility, transportation, parks, public safety, and facility investments so that public improvements reinforce priority growth, redevelopment, and downtown revitalization areas.
- Review the CIP annually to identify projects that should be added, modified, accelerated, or deferred based on development activity, grant opportunities, infrastructure conditions, and fiscal capacity.

### Objective 2

**Maintain and modernize water and wastewater systems to provide reliable service, meet regulatory requirements, reduce system deficiencies, and support development where capacity exists or is planned.**

#### *Strategies*

- Implement priority water and wastewater projects identified in the Town's Capital Improvement Plan, Water System Asset Management Plan, and related utility studies.
- Monitor water and wastewater capacity, system condition, inflow and infiltration, water loss, treatment needs, and regulatory requirements to identify emerging infrastructure priorities.
- Coordinate with Davie County and utility partners on regional water and wastewater improvements that improve capacity, redundancy, reliability, and long-term service efficiency.

### Objective 3

**Direct utility extensions and infrastructure upgrades to locations where they advance orderly growth, downtown revitalization, redevelopment, or economic development without creating inefficient long-term service obligations.**

#### *Strategies*

- Evaluate proposed utility extensions based on consistency with the Future Land Use Map, infrastructure capacity, fiscal impact, service efficiency, and long-term maintenance responsibilities.
- Prioritize utility upgrades that support infill development, downtown redevelopment, targeted growth areas, and employment-generating commercial or industrial development.
- Avoid premature or inefficient utility extensions that encourage scattered development patterns or create disproportionate long-term maintenance costs for the Town.

### Objective 4

**Invest in streets, sidewalks, drainage, public facilities, parks, public safety facilities, and other capital assets that improve safety, service quality, accessibility, and quality of life.**

#### *Strategies*

- Use the CIP to plan for major public facility, public safety, parks, drainage, street, sidewalk, and equipment needs over a multi-year period.
- Coordinate street, sidewalk, stormwater, utility, and facility improvements where projects can be combined to reduce disruption, improve efficiency, and increase public benefit.

- Prioritize capital projects that address documented safety issues, service deficiencies, accessibility needs, facility limitations, or quality-of-life priorities identified through adopted plans and public input.

### Objective 5

**Use the Capital Improvement Plan, grant funding, partnerships, and development-related contributions to prioritize, fund, and phase public investments based on community benefit, fiscal responsibility, and long-term maintenance capacity.**

#### **Strategies**

- Pursue grants, state and federal funding, regional partnerships, and other outside resources to leverage local funding for priority infrastructure and public facility projects.
- Evaluate development-related contributions, utility fees, reimbursement agreements, and other funding tools to ensure new development helps address the infrastructure demands it creates.
- Consider lifecycle costs, staffing needs, operating impacts, and long-term maintenance obligations when prioritizing capital projects and accepting new public infrastructure.

## Goal 5: Develop a Strong & Authentic Tourism Economy

### Objective 1

**Develop Mocksville's historic, cultural, recreational, and natural assets into authentic visitor experiences that also strengthen local identity and community pride.**

#### **Strategies**

- Identify the historic, cultural, recreational, and natural assets with the strongest potential to support visitor experiences, local storytelling, and community programming.
- Develop visitor experiences that connect downtown, historic sites, parks, trails, local businesses, events, and cultural destinations into coordinated itineraries or themed experiences.

### Objective 2

**Expand heritage tourism through the preservation, interpretation, and promotion of historic sites, cultural resources, local stories, and regional trail connections.**

#### **Strategies**

- Work with historical organizations, property owners, tourism partners, and regional trail programs to improve interpretation of Mocksville's historic sites, districts, markers, and local stories.
- Strengthen Mocksville's connections to existing heritage tourism networks, including the Daniel Boone Heritage Trail, Civil War Trails, National Register resources, and other regional history-based routes.
- Support preservation, rehabilitation, and adaptive reuse efforts that protect historic resources while making them more visible, accessible, and meaningful to residents and visitors.

### Objective 3

**Increase the number of tourism-supportive businesses, attractions, events, and experiences that generate visitor activity and support local spending.**

#### **Strategies**

- Support downtown and locally owned businesses that serve both residents and visitors, including restaurants, retail, entertainment, lodging, arts, recreation, and specialty services.

- Work with the Downtown Collaborative, Tourism Development Authority, Chamber, and economic development partners to identify business gaps and visitor-supportive opportunities.

#### **Objective 4**

**Improve the visitor experience through coordinated wayfinding, interpretive signage, parking information, public restrooms, visitor information, and attractive public spaces.**

##### ***Strategies***

- Develop a coordinated wayfinding and visitor information system that helps people find downtown, public parking, parks, historic sites, trails, public restrooms, civic destinations, and major events.
- Install or update interpretive signage and public information at key historic, cultural, recreational, and downtown destinations.

#### **Objective 5**

**Establish a clear and recognizable tourism identity for Mocksville as a distinctive day-trip and heritage tourism destination.**

##### ***Strategies***

- Develop consistent tourism messaging that highlights Mocksville's historic downtown, local stories, cultural assets, events, trails, parks, and small-town character.
- Coordinate tourism branding and promotion across Town communications, the Tourism Development Authority, Downtown Collaborative, Chamber, Davie County partners, and regional tourism outlets.
- Create visitor-facing materials, maps, itineraries, web content, and event information that make it easy to plan a day trip or downtown visit.

#### **Objective 6**

**Maintain year-round tourism activity through community events, seasonal festivals, farmers markets, arts programming, cultural celebrations, and downtown programming.**

##### ***Strategies***

- Continue supporting events, festivals, farmers markets, concerts, arts programming, and seasonal celebrations that bring residents and visitors downtown throughout the year.
- Coordinate the event calendar among Town departments, downtown partners, civic organizations, schools, cultural groups, and tourism partners to reduce conflicts and strengthen promotion.

## Goal 6: Support Sustained Business & Industry Growth

### Objective 1

**Retain and expand existing employers while attracting compatible new businesses and industries that provide quality jobs and strengthen the tax base.**

#### **Strategies**

- Coordinate with Davie County Economic Development Commission and other partners to support retention, expansion, and recruitment efforts for employers that align with Mocksville's infrastructure capacity, workforce, and land use goals.
- Maintain regular communication with major employers to understand facility, workforce, utility, transportation, and permitting needs that may affect future expansion or retention decisions.

### Objective 2

**Concentrate commercial and industrial growth in areas with suitable infrastructure, transportation access, site capacity, and compatibility with surrounding development.**

#### **Strategies**

- Use the Future Land Use Map, zoning ordinance, infrastructure capacity information, and transportation capacity to guide commercial and industrial development toward suitable locations.
- Coordinate infrastructure planning and development review to ensure major employment-generating uses are directed to sites that can be served efficiently.
- Protect existing and planned industrial and employment areas from incompatible encroachment that could limit long-term business operations or expansion.

### Objective 3

**Redevelop and modernize existing commercial and industrial properties to improve appearance, functionality, occupancy, and market competitiveness.**

#### **Strategies**

- Identify underutilized commercial and industrial properties that could support reinvestment, adaptive reuse, building modernization, site improvements, or expanded business occupancy.
- Evaluate incentives, facade/site improvement programs, infrastructure upgrades, or public-private partnerships to help improve aging commercial and industrial properties.
- Use updated development standards to improve parking layout, access management, landscaping, screening, signage, building design, and corridor appearance as properties redevelop.

### Objective 4

**Grow Mocksville's small-business and entrepreneurial ecosystem, including locally owned retail, restaurants, services, makers, and professional businesses.**

#### **Strategies**

- Work with the Downtown Collaborative, Chamber, Davie County EDC, small business support organizations, and local property owners to connect entrepreneurs with available spaces, technical assistance, and financing resources.
- Support small business growth in downtown, neighborhood-serving centers, and appropriate commercial corridors through flexible zoning, clear permitting, and business-friendly review processes.

## Objective 5

**Improve the Town's economic development readiness through predictable regulations, efficient review processes, coordinated infrastructure planning, and clear site information.**

### ***Strategies***

- Update zoning and development regulations to provide clear standards, predictable review procedures, and appropriate flexibility for desired commercial, industrial, mixed-use, and redevelopment projects.
- Create or maintain clear information on available sites, zoning, infrastructure availability, permitting steps, development standards, and Town contacts for prospective businesses and developers.

## Objective 6

**Align workforce development, education, utility, broadband, and economic development partnerships with the needs of existing and emerging employers.**

### ***Strategies***

- Coordinate with Davie County EDC, schools, community colleges, workforce partners, and major employers to identify training needs and connect residents with local employment opportunities.
- Support broadband, utility, transportation, and public service improvements that strengthen the competitiveness of employment areas and business districts.