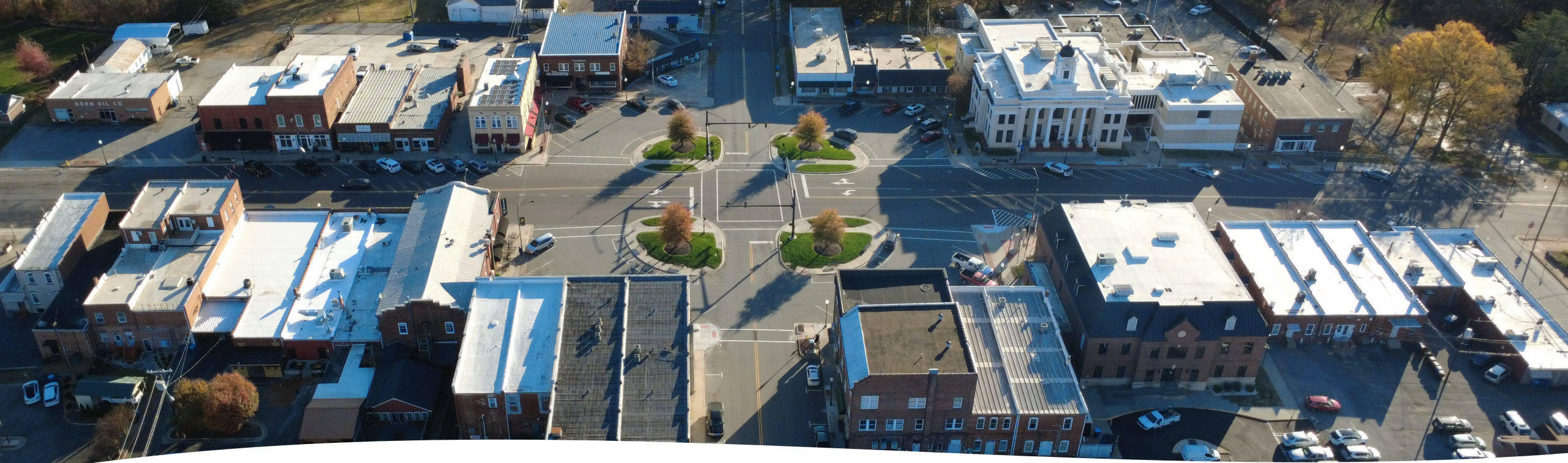




Comprehensive Plan Update + Downtown Master Plan

Board of Commissioners Update

July 7, 2026



PROJECT UPDATE

Since Our Last Update

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



PLANNING PROCESS

Project Task	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sept
Kickoff & Data Collection													
Background & Downtown Assessment													
Public Kickoff & Community Survey													
Vision & Guiding Principles													
Downtown Workshops													
Prepare the Draft Plans													
Public Input on Draft Plans													
Prepare Final Plans													
Adoption Process													

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

WHY A DOWNTOWN MASTER PLAN?

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



Mount Airy Downtown Master Plan – Franklin Street Project

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

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

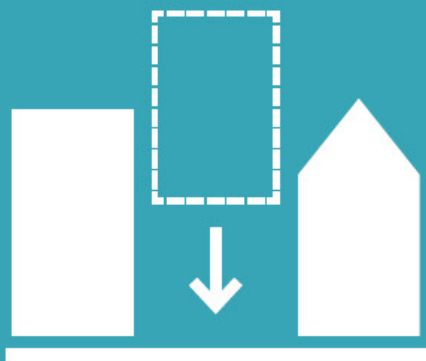




Maintain downtown as the heart of the community

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
Gateways				
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

The image shows a stack of three copies of the Implementation Matrix table, slightly offset to the right and bottom, creating a sense of depth and repetition. The tables are identical to the one shown in the main image, with the same columns and rows detailing gateway strategies, priorities, resources, and partners.

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

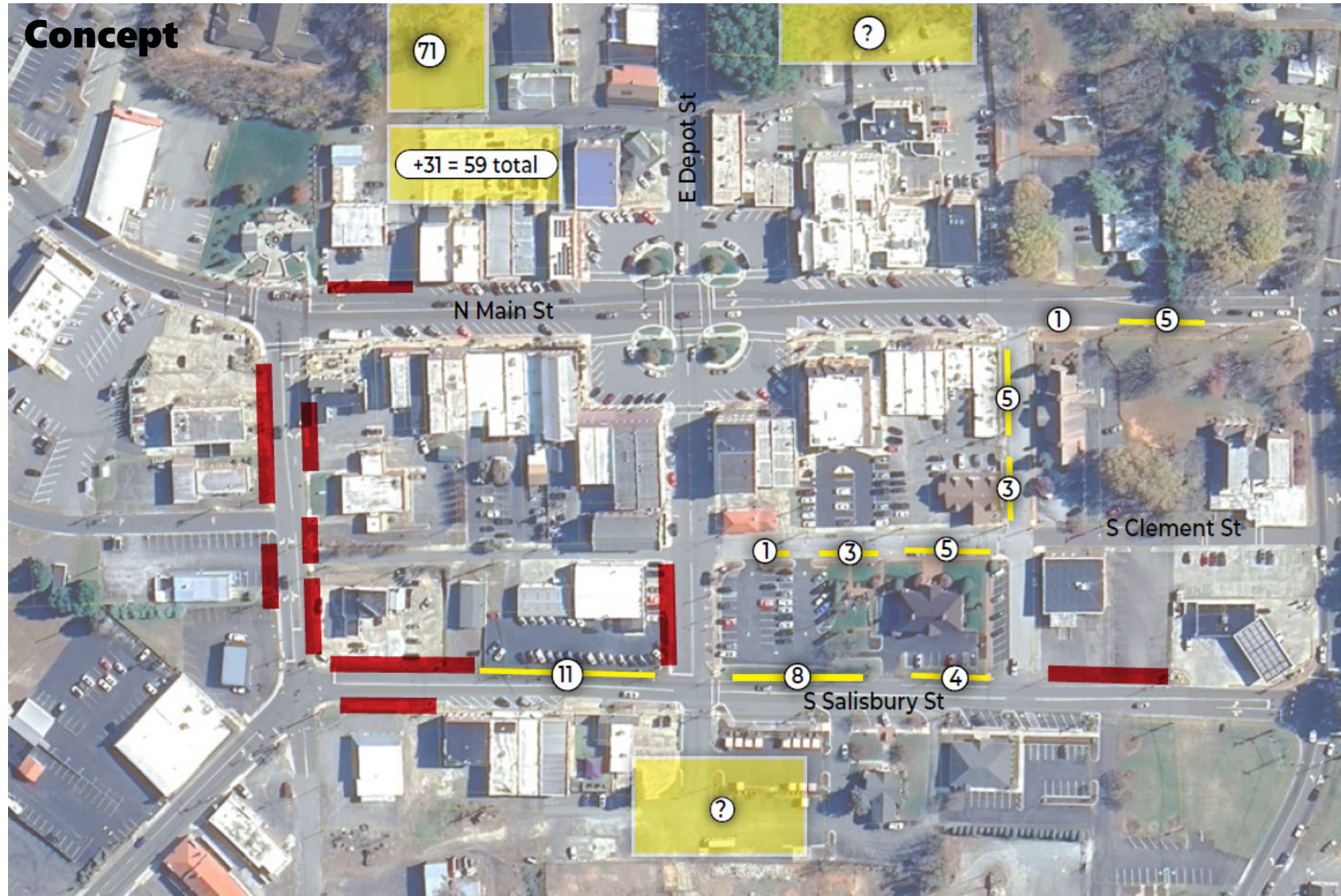


Parking Improvements

Add **on-street** parking spaces to existing streets

- About 46 new on-street spaces

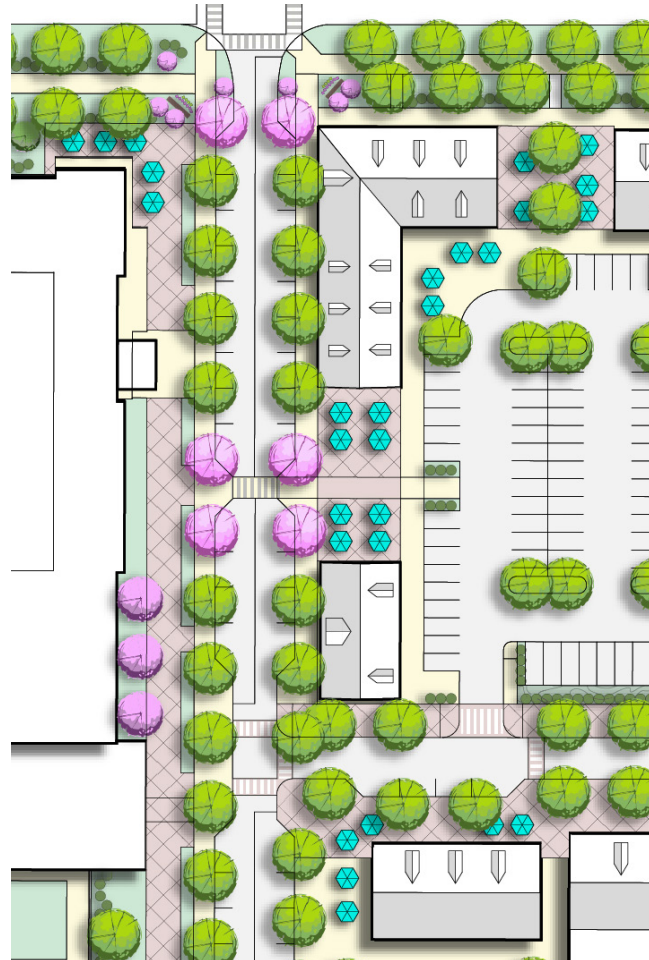
-  Locations & Approximate Spaces
-  On Street Parking Limited by Curb Cuts



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

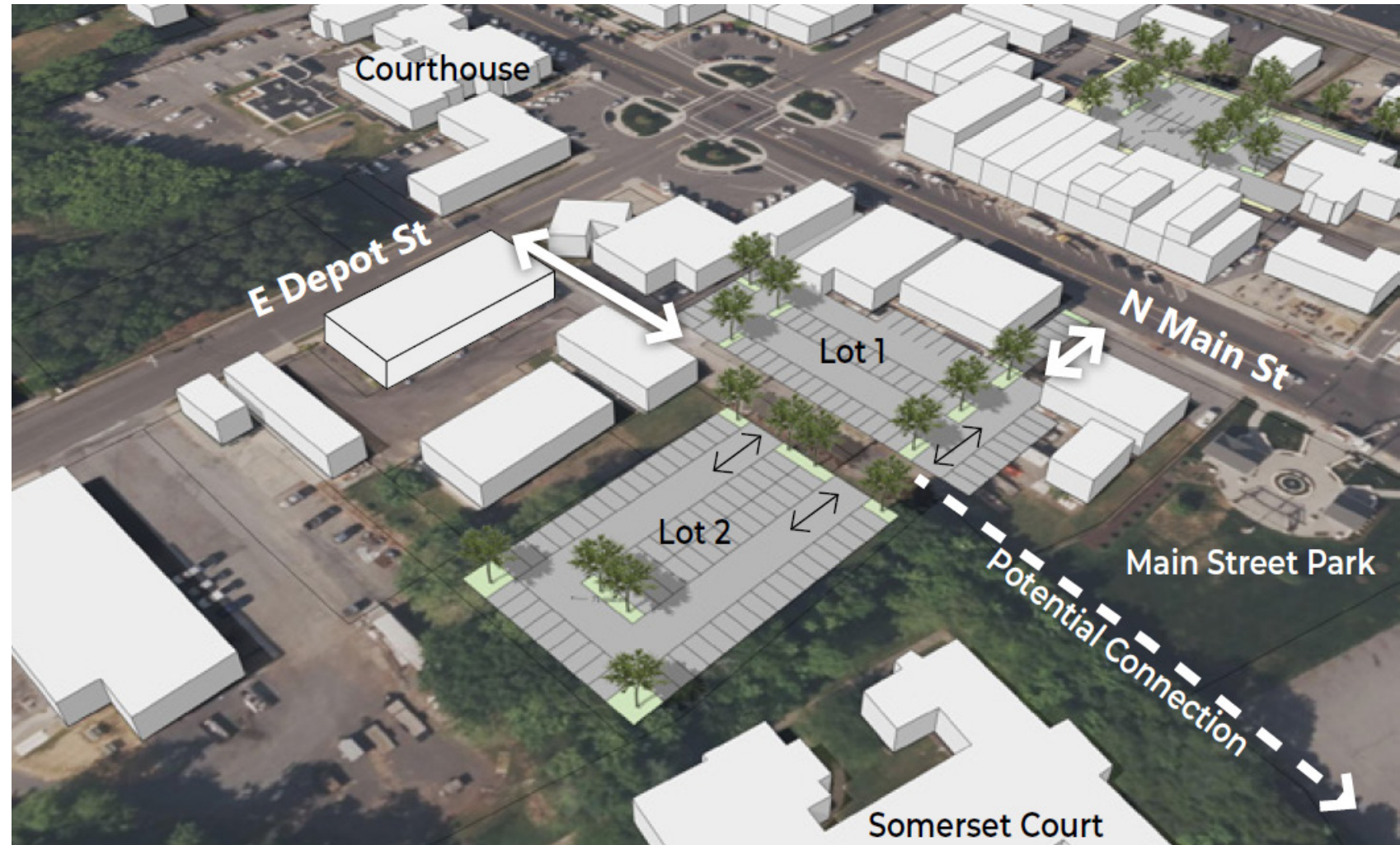
- Add more programming & events
- Supporting Infrastructure upgrades
- Accessibility
 - Parking is a challenge
 - Pedestrian connections
- Process to hold an event



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 & Entertainment

Add branding and lighting to the water tower

- Add to existing lighting / enhancements



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

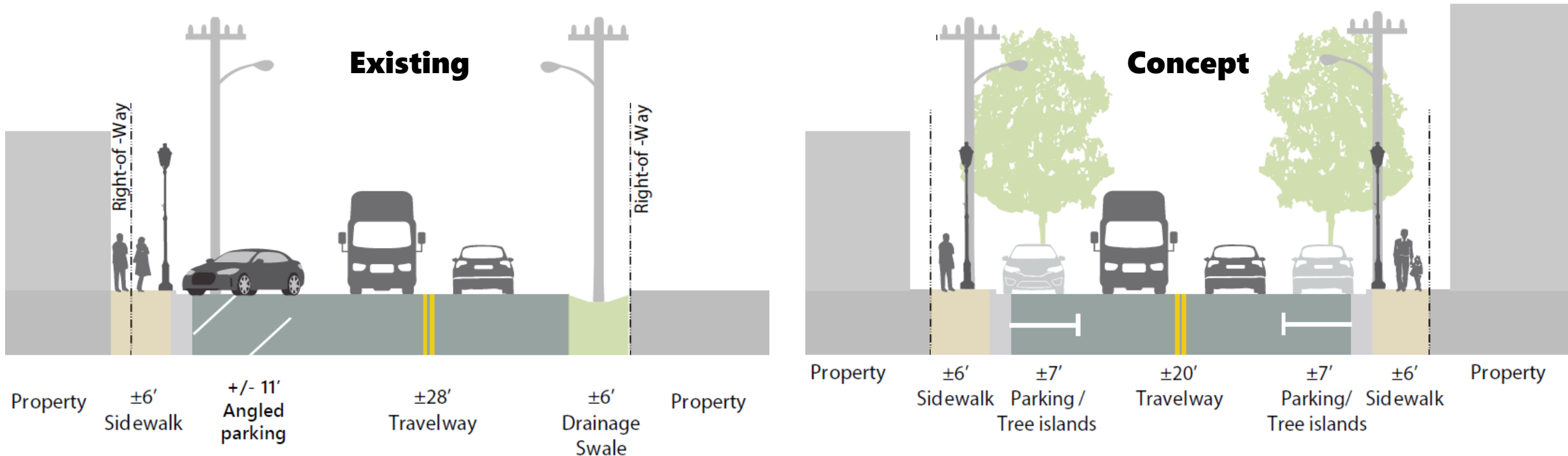
Prepare a plan to improve the Sanford Ave/601/64 gateways

- 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

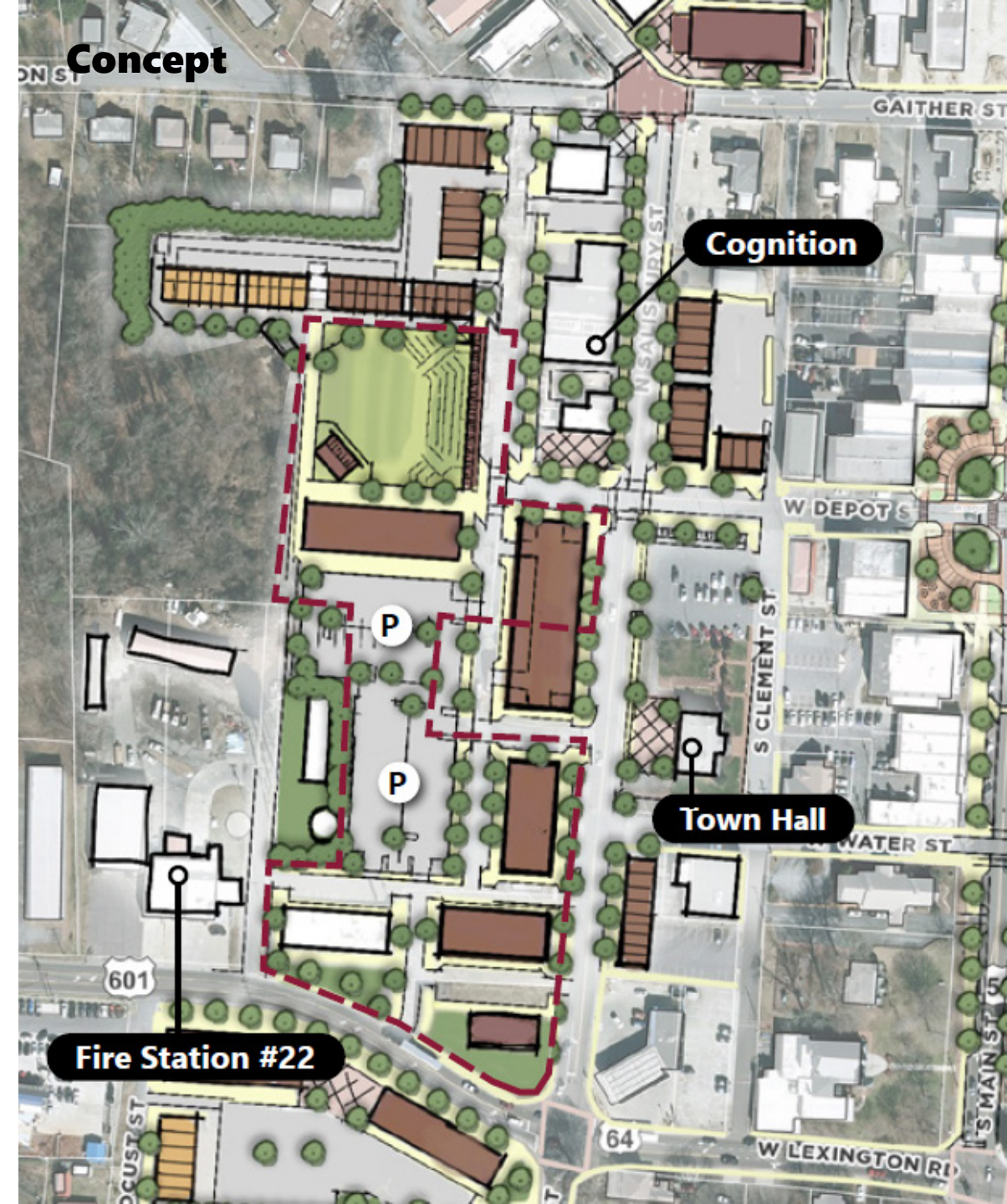
Explore opportunities to create a skatepark, gravity park, or similar outdoor entertainment amenity



Expand Downtown

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

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





Existing Conditions



Concept

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

Vision for the Future

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**



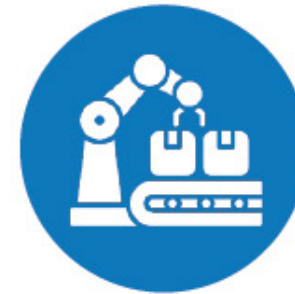
**Develop a
Strong &
Authentic
Tourism
Economy**



**Enhance
Walkability
and
Connectivity**



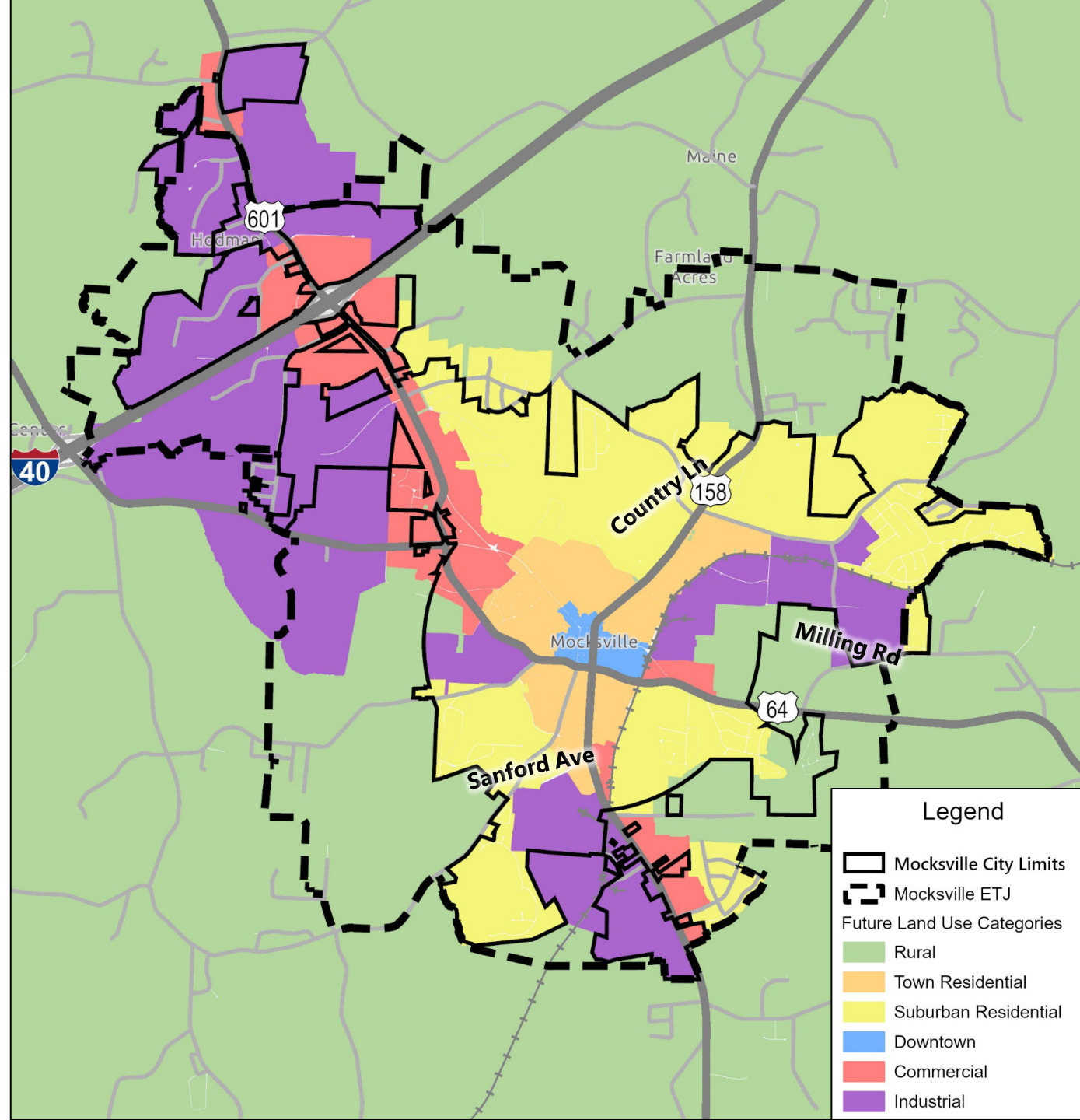
**Make Strategic
Investments in
Infrastructure
& Services**

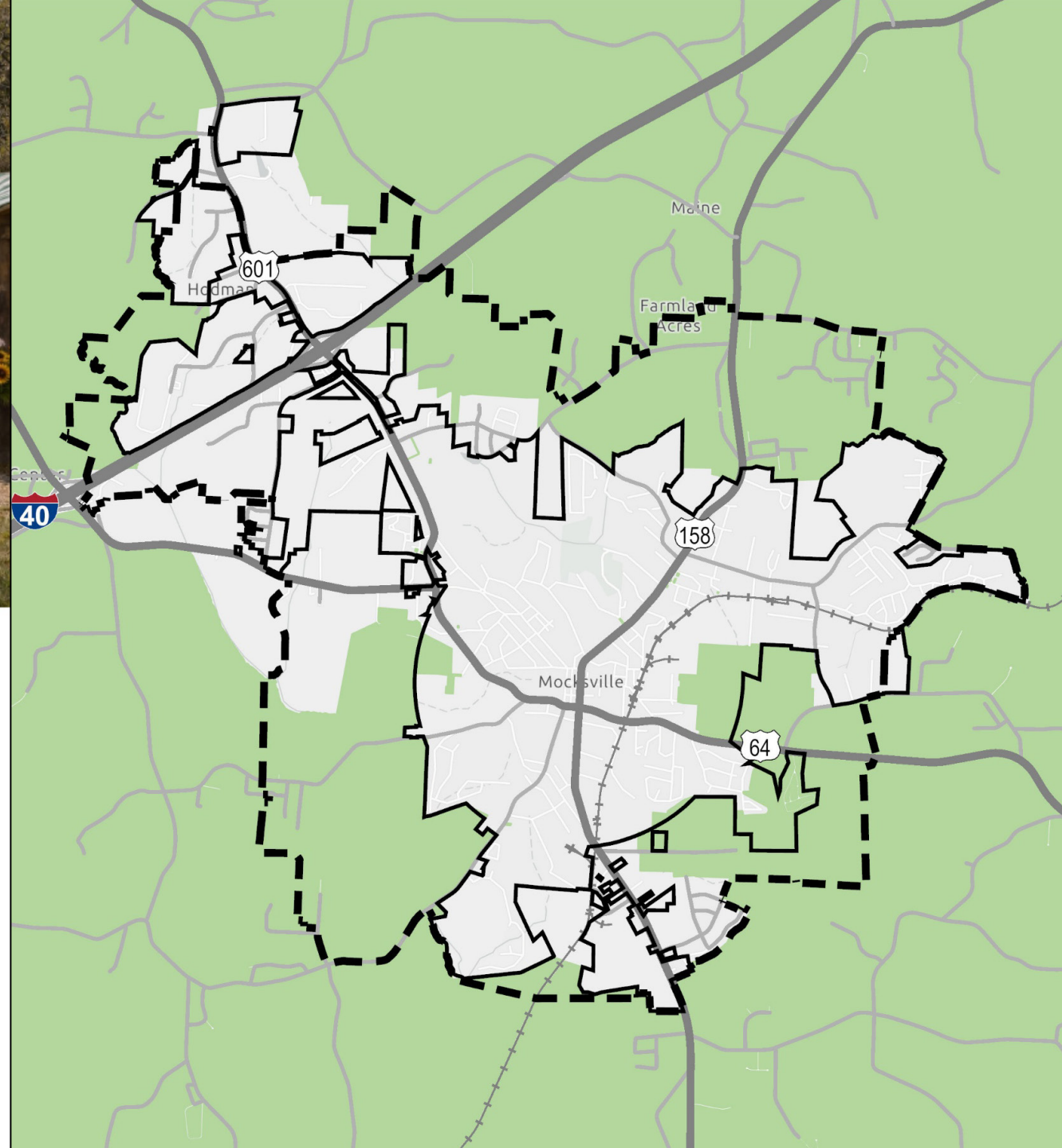


**Support
Sustained
Business
& Industry
Growth**

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





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

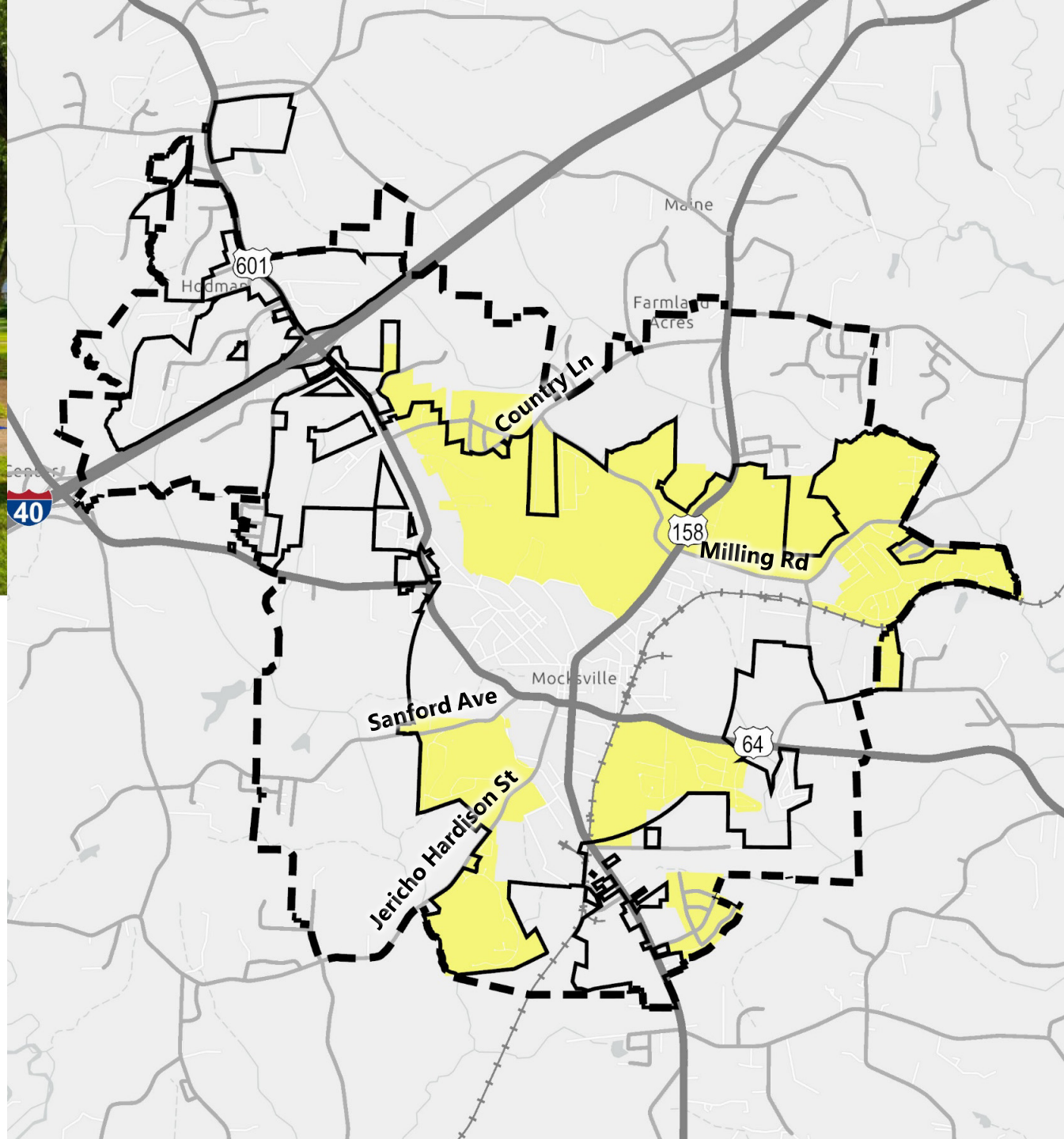
Residential Density: 2-4 dwelling units per acre

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

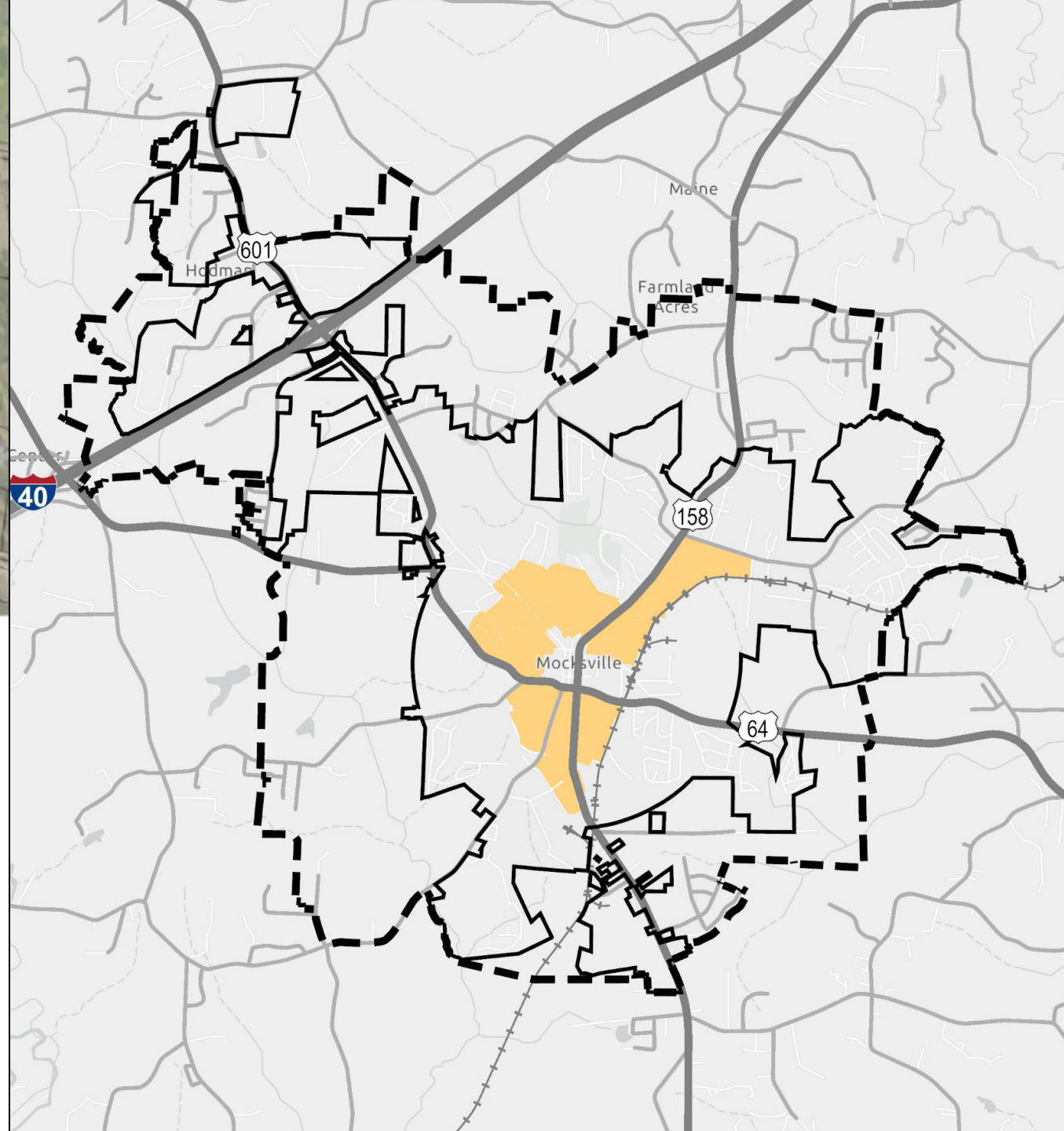
Residential Density: 8 dwelling units per acre (detached)

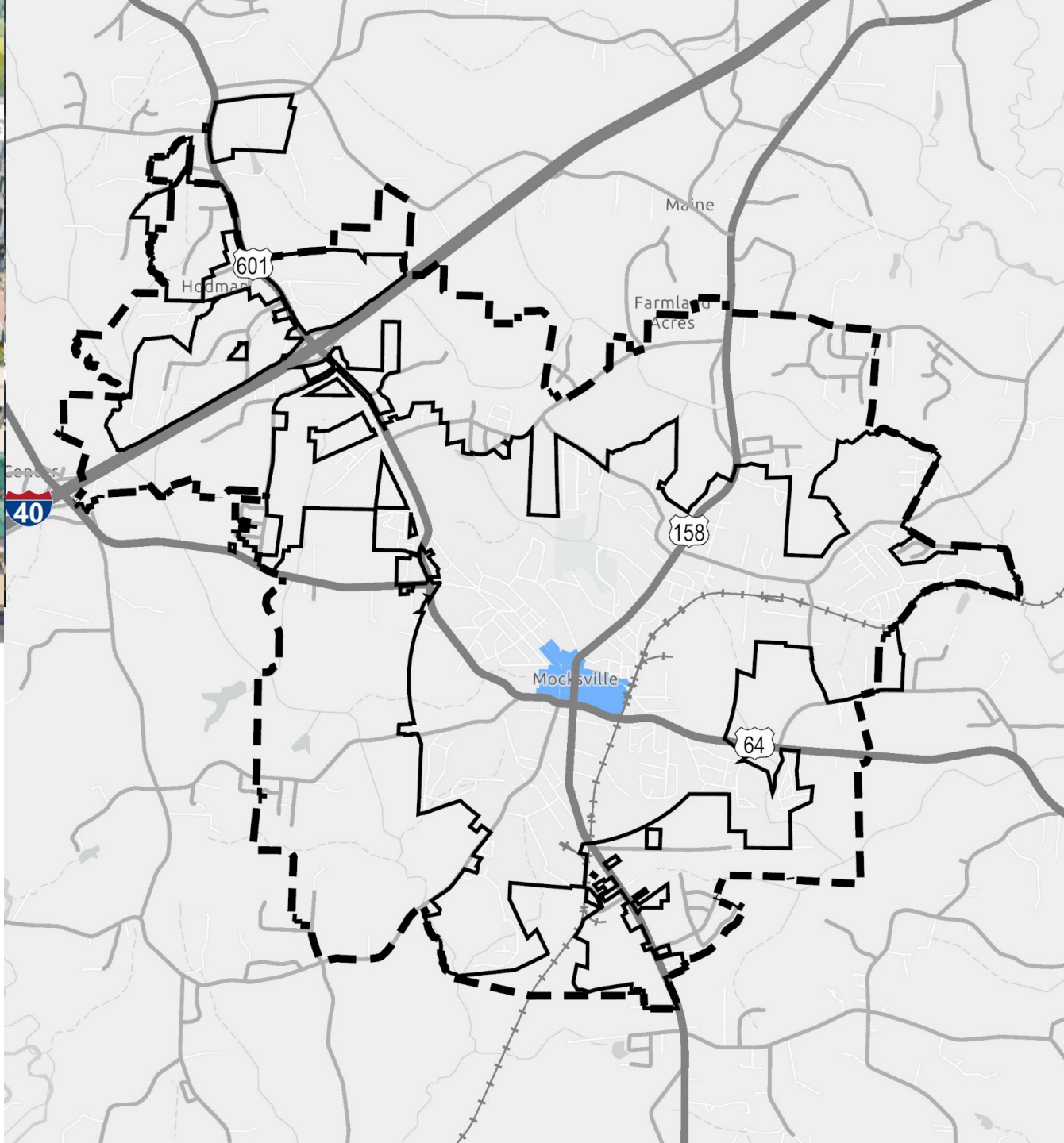
Block Size: 600 feet maximum

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

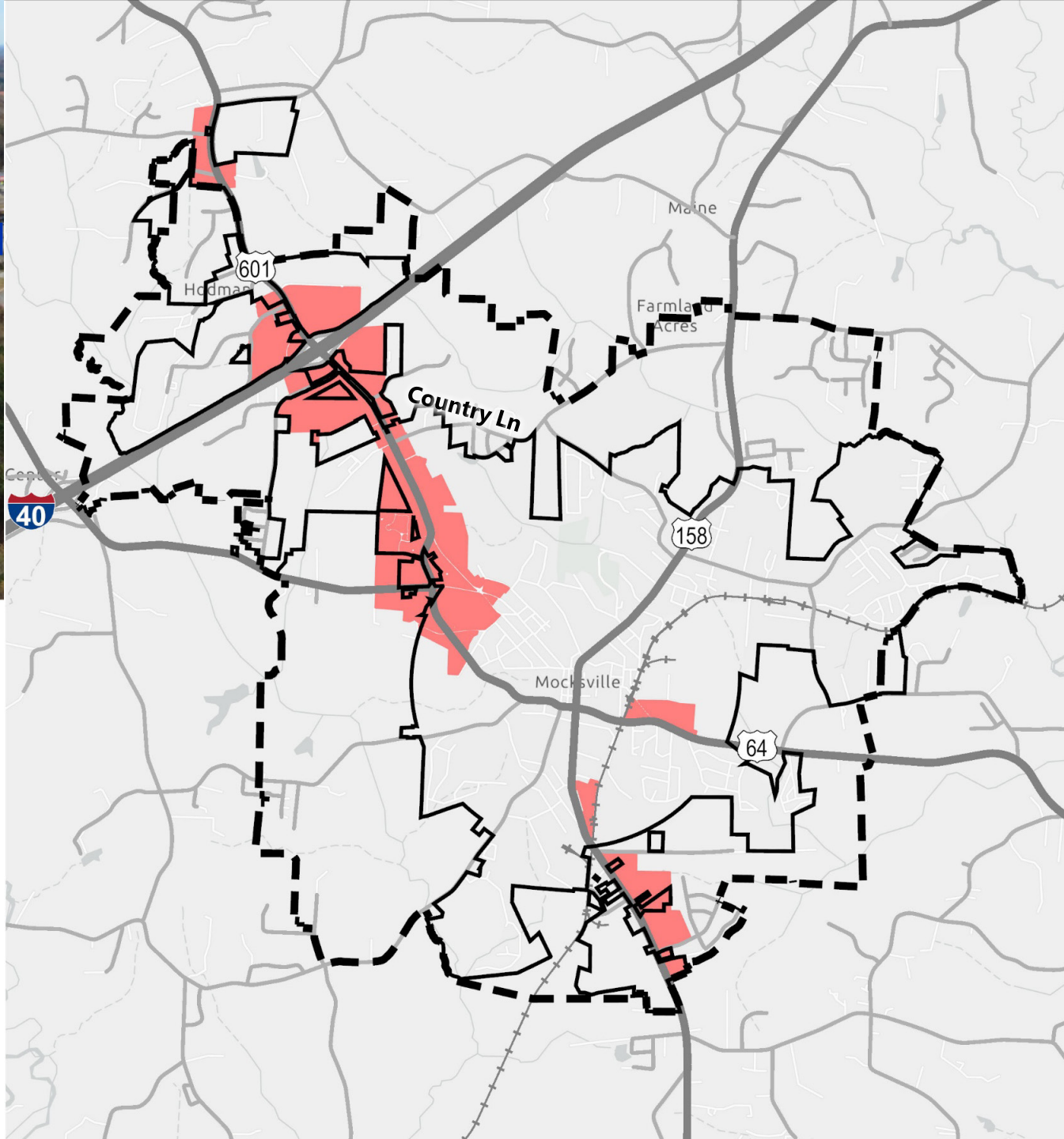
Building Height: 65 feet

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

Residential Density: Not applicable

Block Size: 1,000 feet maximum

Building Height: 2 - 3 stories maximum

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

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

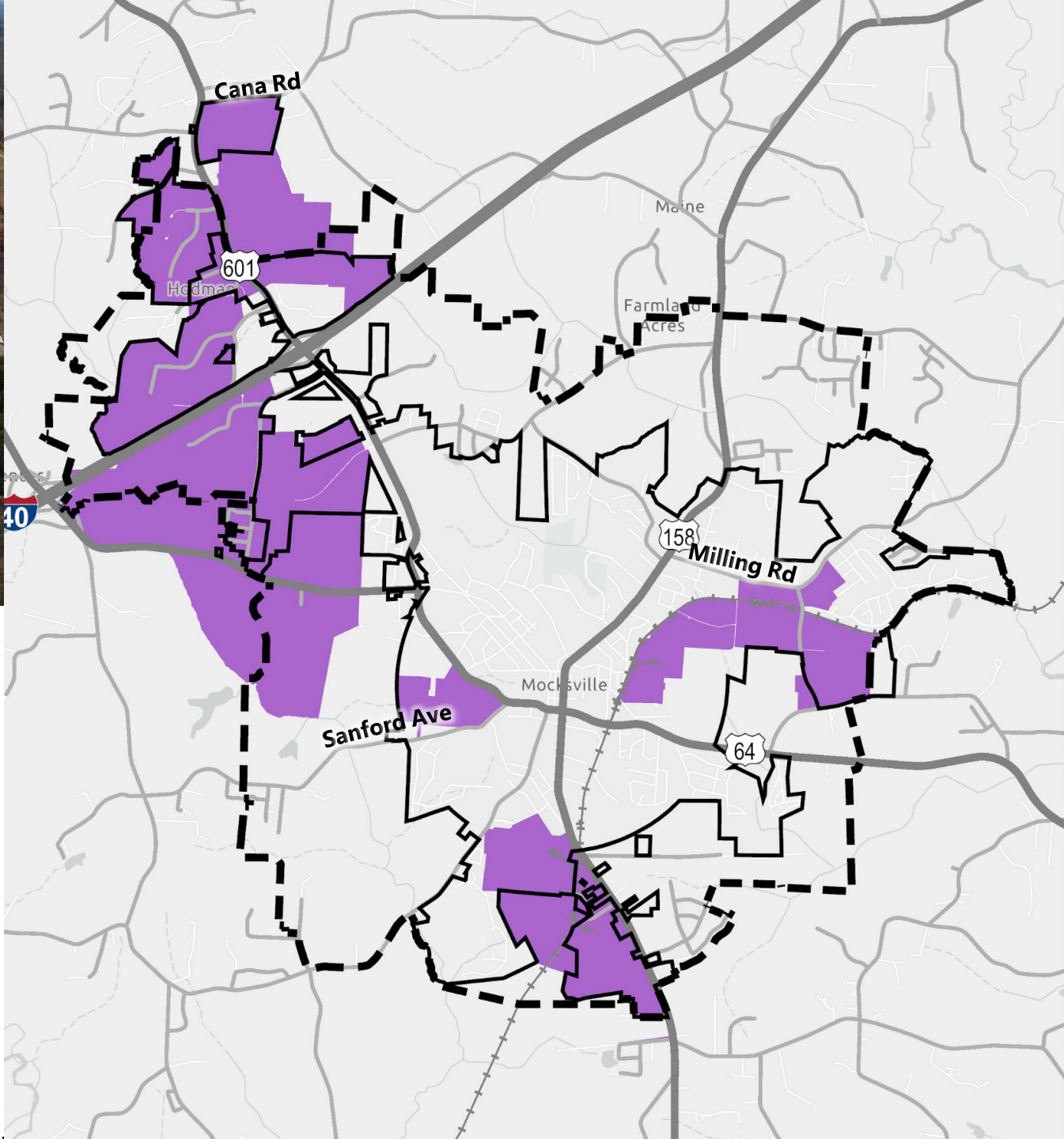


Industrial

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
- Residential Density:** Not applicable
- 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



NEXT STEPS



Public Drop-In Meeting (July 14)



Planning Board Recommendation (August)



Board of Commissioners Consider Adoption (September)

**Visit the Project Website
to Learn More**



PLAN MOCKSVILLE DROP-IN MEETING

The Town of Mocksville is updating its Comprehensive Plan and developing its first Downtown Master Plan. As part of this process, we invite you to join us for a **public drop-in meeting** to learn more about these draft plans and to share your feedback.

 **4:00 - 8:00 pm**

 **Tuesday, July 14th**

 **Mocksville Education Building
201 S Salisbury Street**

**Stop by anytime between
4:00 and 8:00 pm to view
information about the
draft plans and to share
feedback!**

**LEARN MORE:
[PLANMOCKSVILLE.COM](https://planmocksville.com)**