



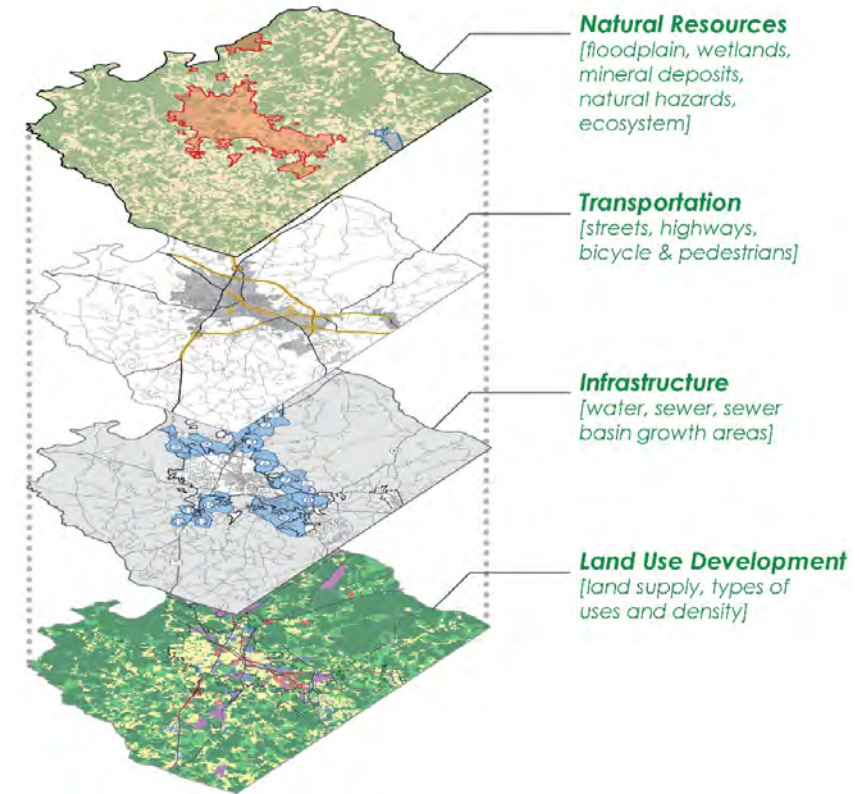
Comprehensive Plan Update + Downtown Master Plan

Downtown Workshop #1

March 16, 2026

COMPRHENSIVE PLAN UPDATE

- Road Map or Blueprint for the future of the Town
- Looks at development trends, previously approved plans, demographic and economic data, and community perceptions
- Identifies specific recommendations for the Town as a whole
- Future Land Use Map and recommendations to guide future infrastructure investment and development



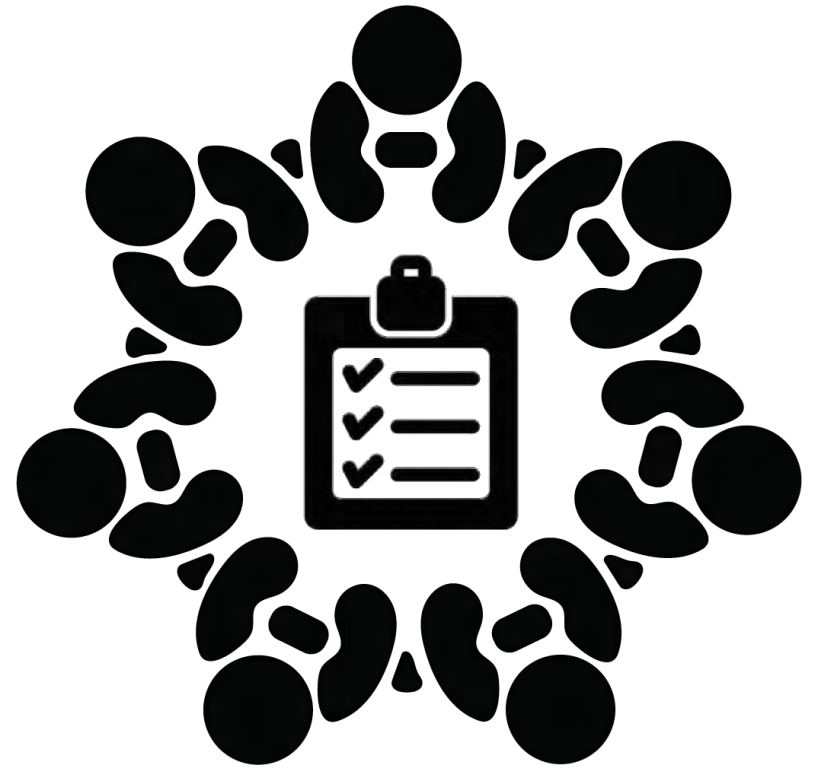
DOWNTOWN MASTER PLAN

- 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



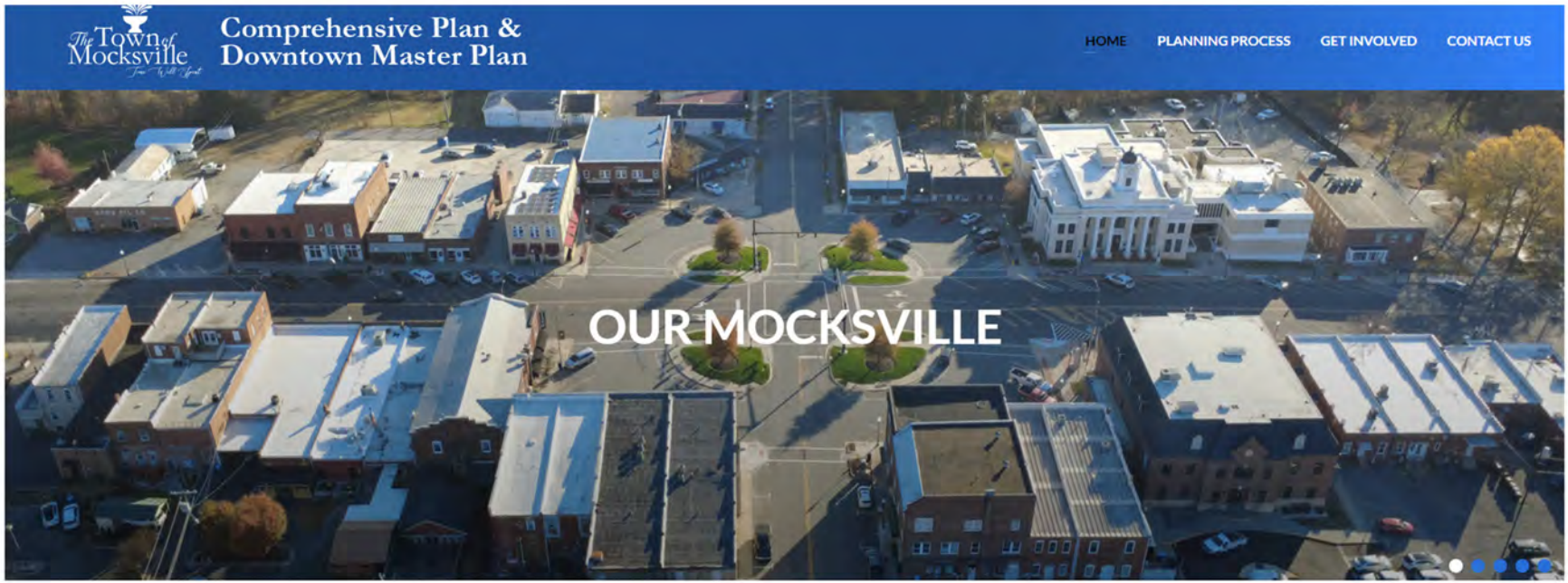
PLANNING PROCESS

- The two plans will be developed concurrently over a 12-month period
- **Planning Board** to oversee both the Comprehensive Plan update + Downtown Master Plan
- **Downtown Mocksville Collaborative** to provide additional input on the Downtown Master Plan
- **Public Participation** through survey, meetings, and workshops



September '25 – August '26

DIGITAL ENGAGEMENT – PROJECT WEBSITE



The Town of Mocksville
Comprehensive Plan & Downtown Master Plan

HOME PLANNING PROCESS GET INVOLVED CONTACT US

OUR MOCKSVILLE

Downtown Workshops

March and April 2026

Three downtown Workshops will be held in March and April of 2026. These workshops will help develop big ideas for the future of downtown Mocksville. To share your vision for downtown, please attend as many of these workshops as you can! You can learn more about these meetings on the "Get Involved" page of this website, and by viewing the [workshop flyer here](#).

www.PlanMocksville.com

LISTENING SESSIONS

~ **40 PARTICIPANTS, November 18th**

- Property / Business Owners
- Real Estate / Development Industry
- Non-profit Organizations
- Public Safety Officials
- Community Leaders / Residents
- Town Staff
- Other Local Govt Staff (County & Town of BR)





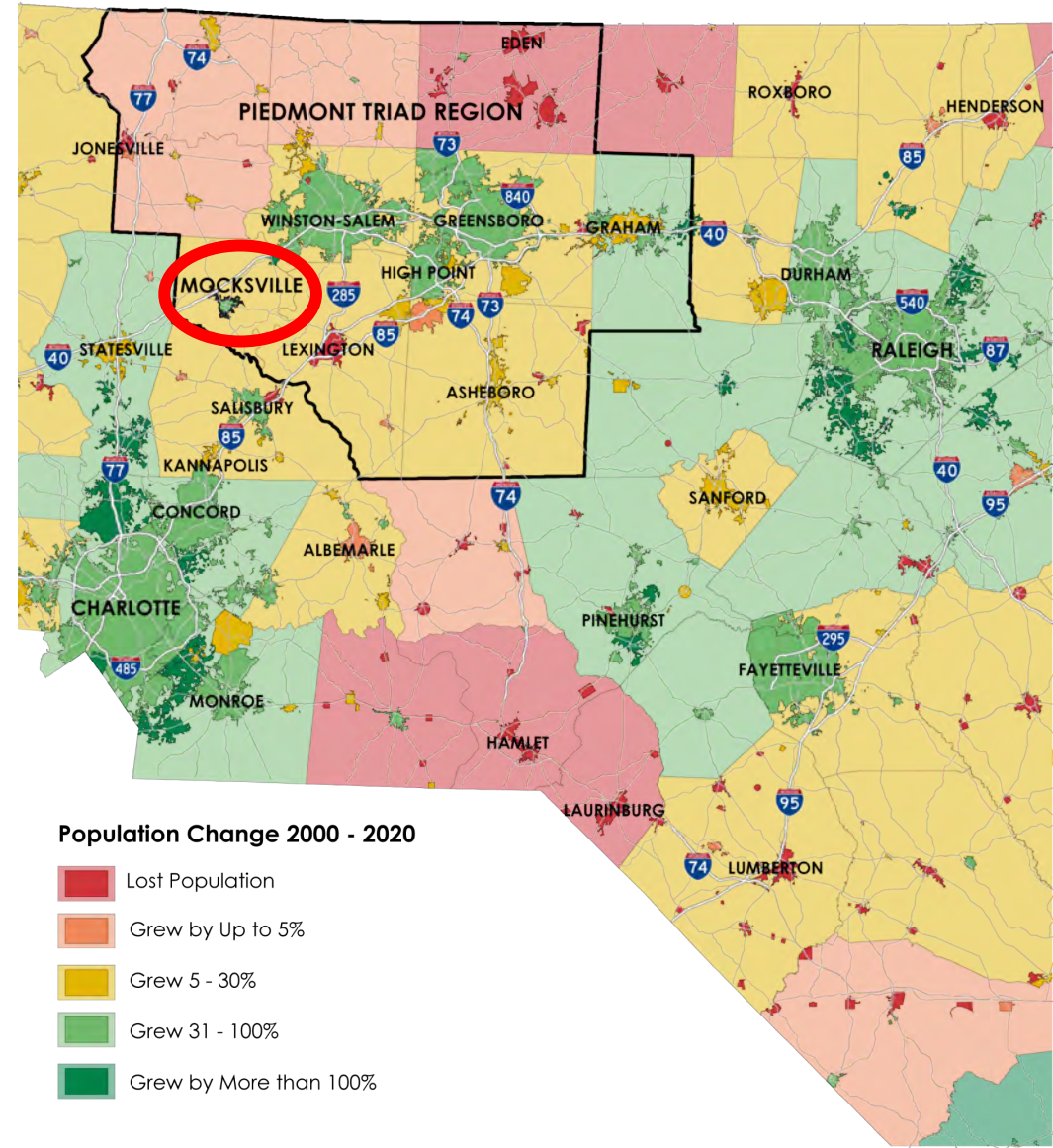
WHAT WE HEARD

Housing Development

- Lack of diverse inventory and affordability
- No consensus on desired housing types (some want multi-family, others have concerns about density)
- Desire for higher quality materials and site design
- Opportunities for Infill development and downtown housing

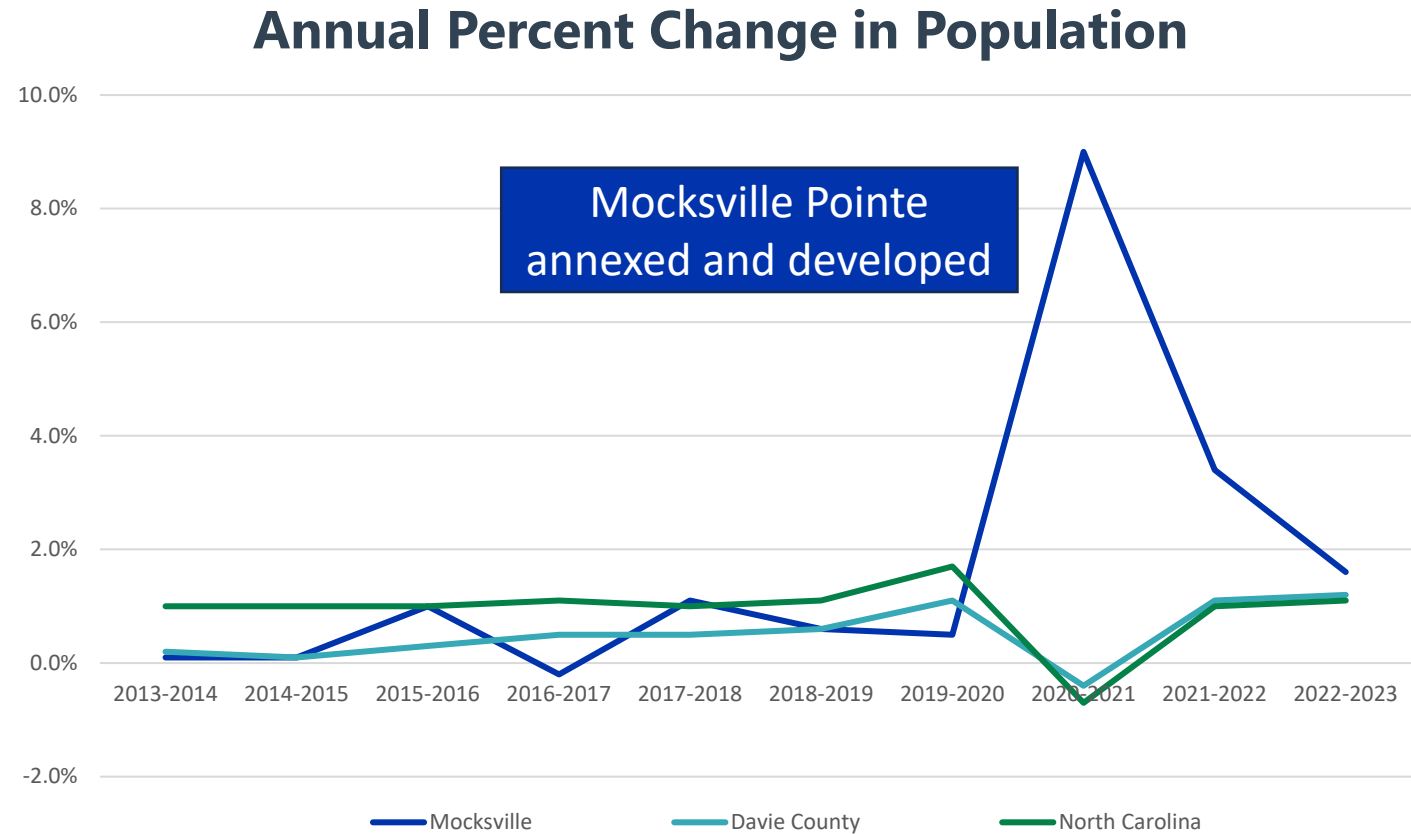
REGIONAL POPULATION TRENDS

- Mocksville has grown by almost 800 residents since last Plan
- About 6,000 residents
- Growth in North Carolina has been primarily centered around the Charlotte and Raleigh metro regions, and along the major transportation corridors which connect them



MOCKSVILLE POPULATION TRENDS

- From 2019 to 2023, the Town grew at a faster rate than the County and State
- Town will continue to increase in population as approved residential lots are developed and occupied
- Demand for new housing exists in Mocksville, with relatively low vacancy rates





WHAT WE HEARD

Downtown

- Most participants would like to see downtown continue to be revitalized and redeveloped
- While downtown is improving, there are additional improvements desired (particularly related to streetscape and building aesthetics)
- Many attendees expressed a need for more “to do” downtown – more retail, more activities and entertainment (particularly for the youth), and more cultural amenities

Recent DFI Input:

- **Desire for an Increase in Housing Stock**

- Belief that there is high demand for more downtown rental units
- Desire for townhomes or market rate rental units
- Residential in downtown is important to supporting downtown businesses

- **Expanded Retail Space**

- More retail space (possibly at the former mill site)
- Lease existing ground floor commercial spaces for uses that support vibrant downtown - restaurants, boutique shops, etc.

- **Increased Public Open Space**

- Improve sidewalk and streetscape along W. Depot and Salisbury St.
- Increase public parking options
- Establish a park/public gathering space for community



Mocksville Lofts – 119 W. Depot



DFI Market Assessment



Office product demand downtown is uncertain



Downtown Mocksville retail space is constrained (just 2% vacancy) but rents are low



Multifamily demand may exist in Davie County but no proven market / rents are too low



Single family demand is high in Mocksville and Davie County



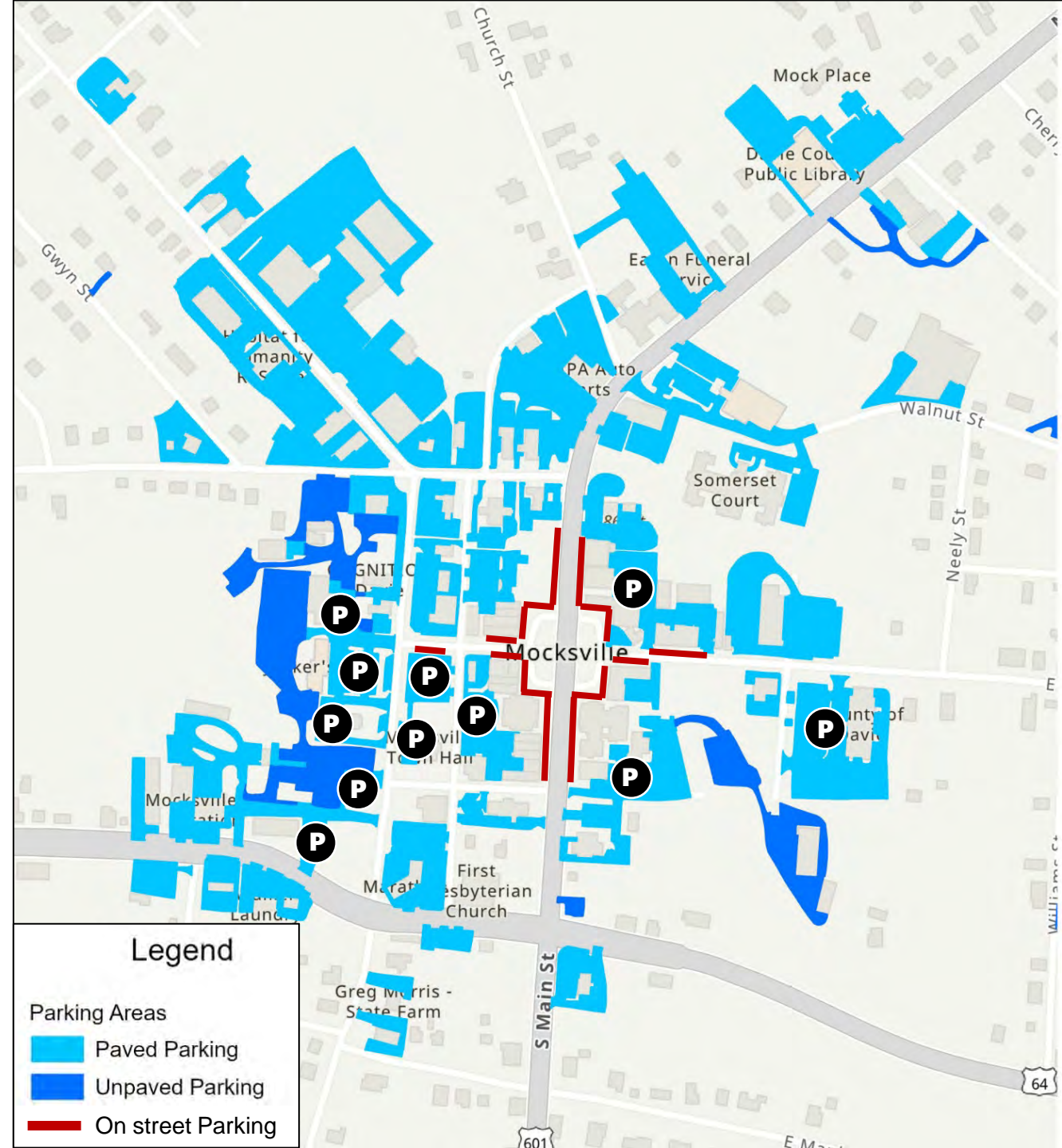
WHAT WE HEARD

Mobility and Infrastructure

- Strong desire to expand pedestrian amenities (sidewalks and trails)
- Desire for additional road connections / alternative routes
- Downtown parking was noted as an issue. However, some commented that employees park in prime spaces and some visitors may not know where overflow parking is located
- Older utilities in the downtown area may need improvements

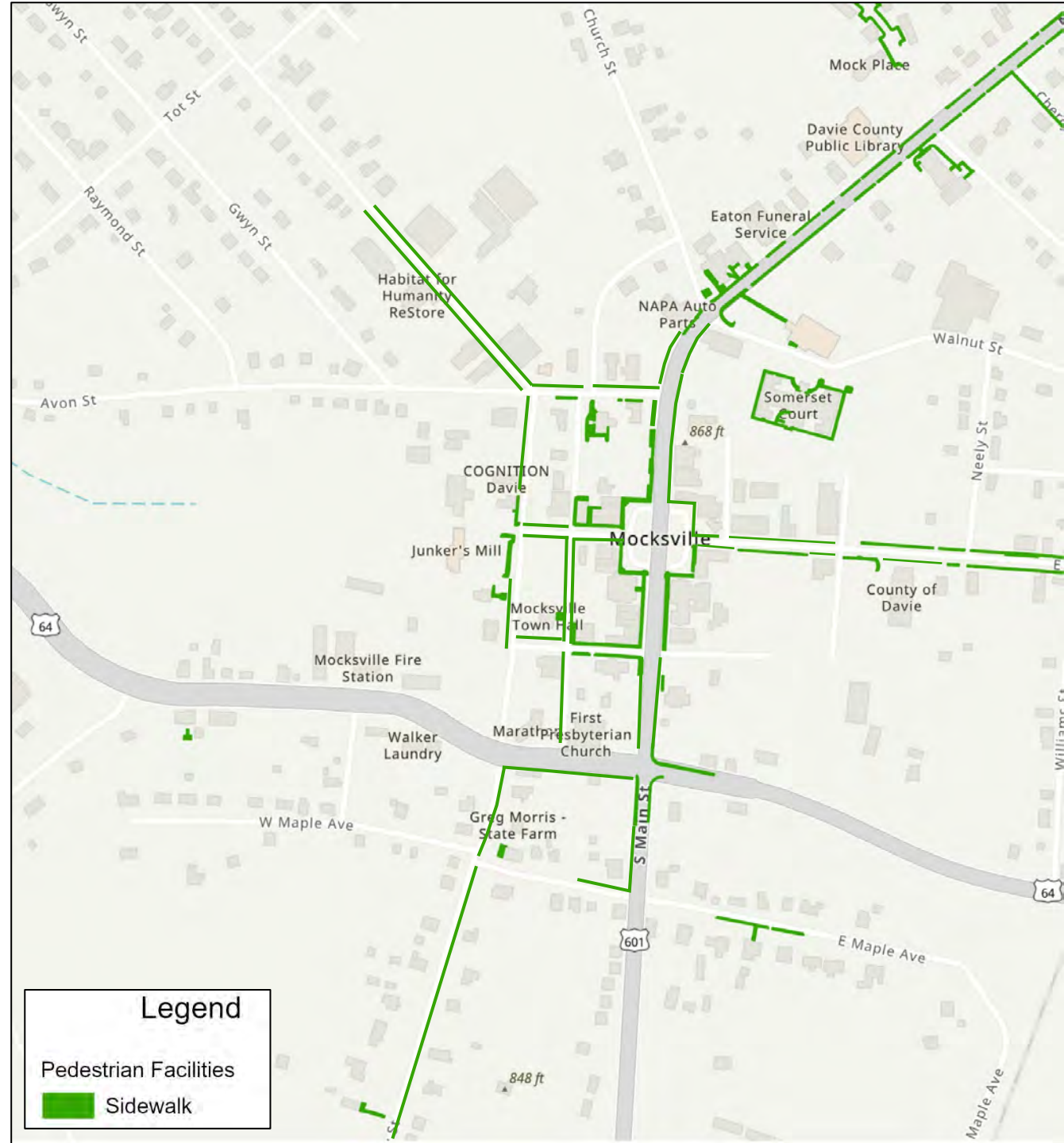
Parking Map

- Several publicly-owned parking areas
- Lack of signage
- Public vs private parking unclear sometimes
- No time limit posted



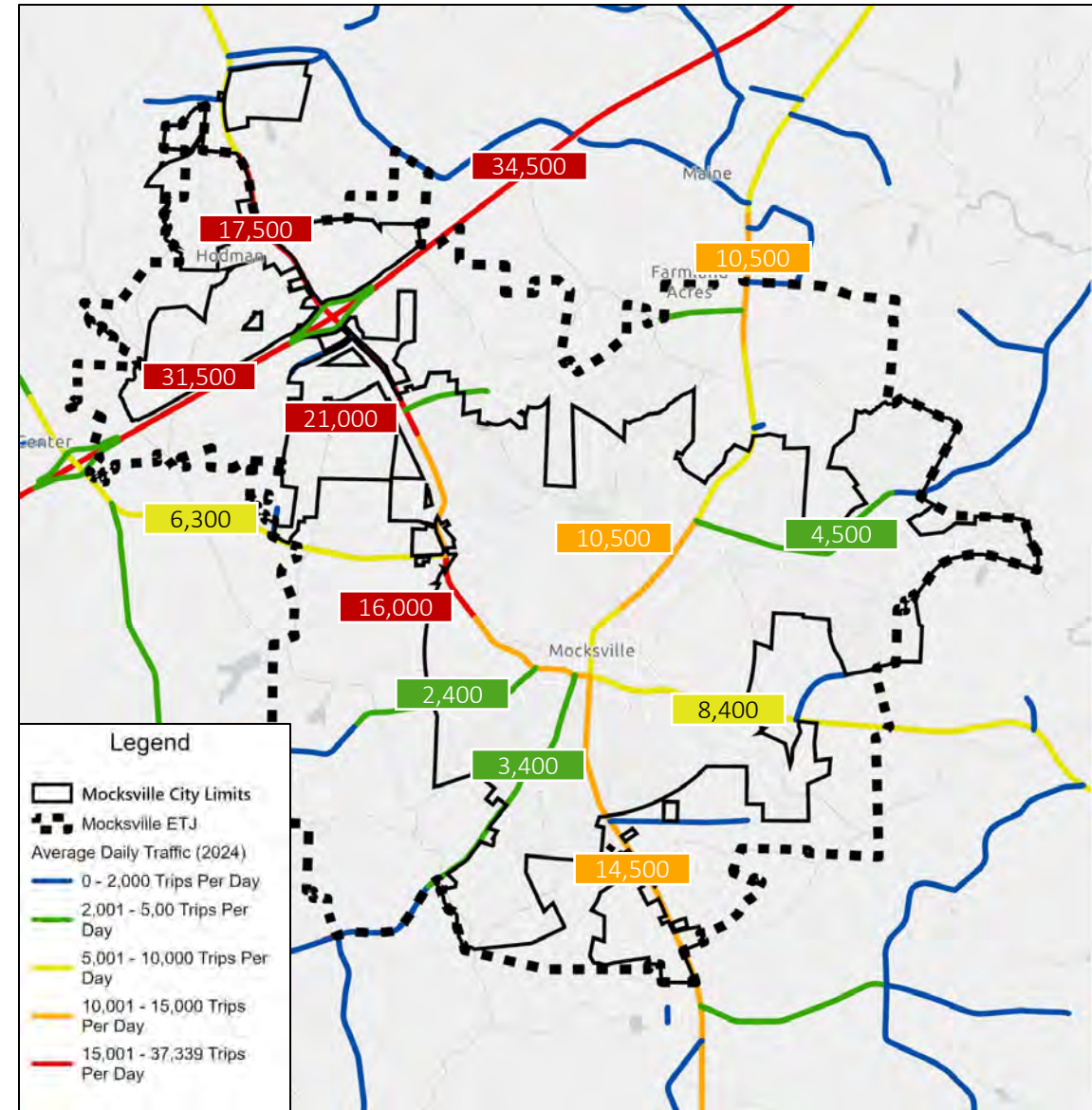
Sidewalks Map

- Mostly present in the core and on N Main
- A few gaps in the core
- Some sidewalks very narrow, could be widened
- Street trees and pedestrian lighting are not present in many areas
- Crosswalks not provided in some areas



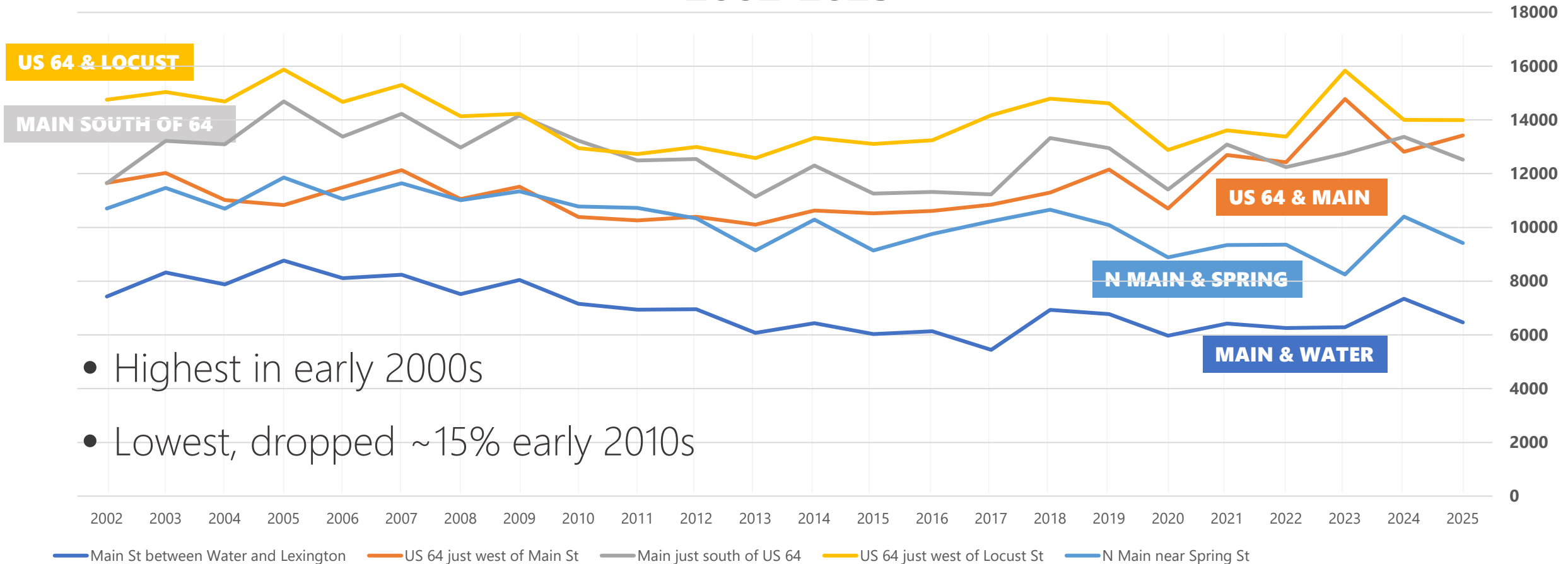
AVERAGE DAILY TRAFFIC (2024)

- I-40 and the stretch of road just south of I-40 carry the greatest traffic
- 31,500-34,500 on I-40 and 21,000 on US-601
- All other roads in Town carry 2,000 – 14,000 trips each day
- 10,000+ trips on S Main Street and US-158
- Moderate Traffic through downtown
 - 5,000 to 10,000 trips per day



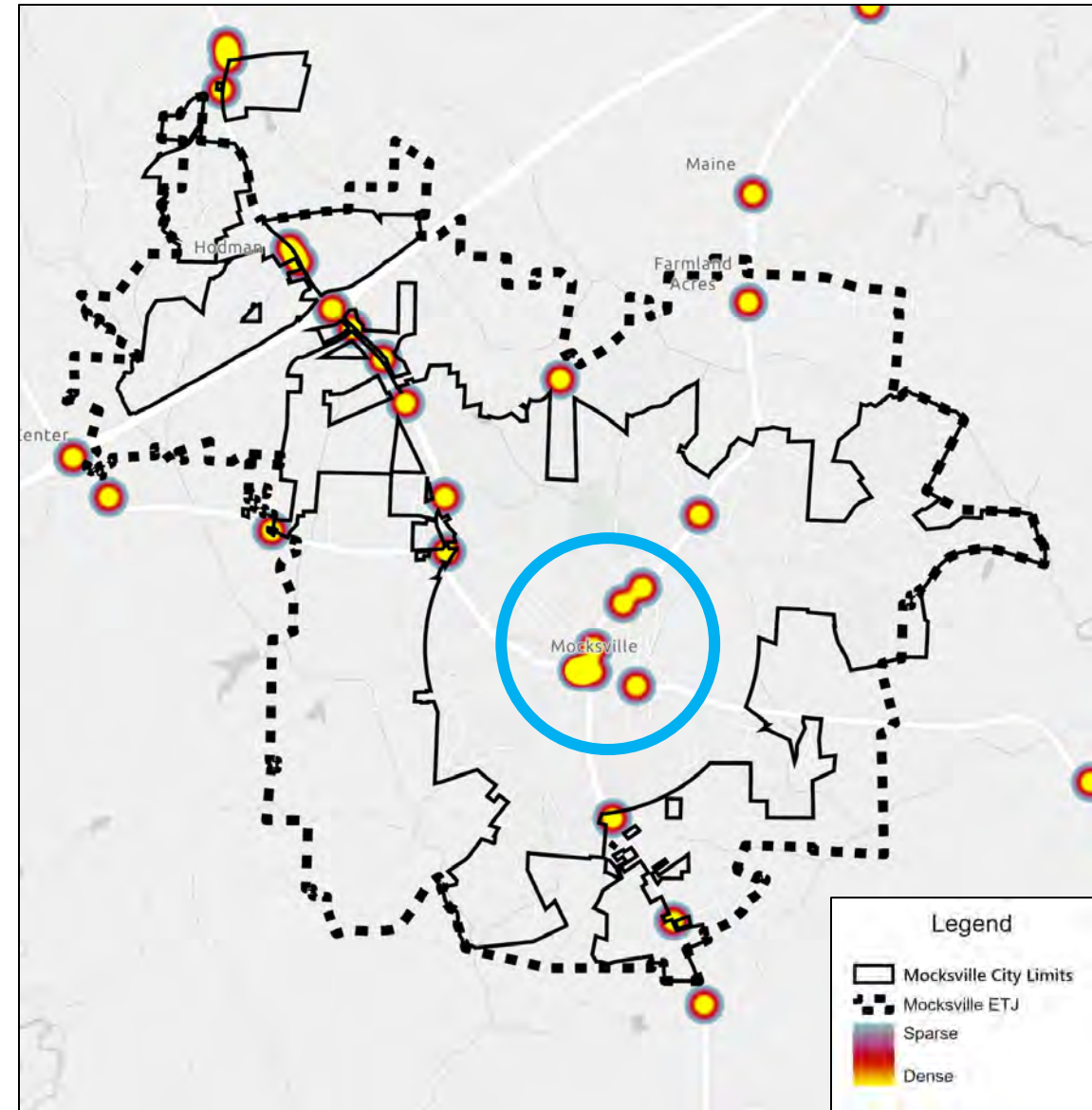
DOWNTOWN AREA AVERAGE TRAFFIC

2002-2025



CRASH DATA (2019 – 2023)

- Most accidents occur on US-601, just south of I-40
- Notable crash clusters along **Main Street**, particularly where it intersects US-64
- Additional crashes along US-64



CRASH DATA

- Total crashes between 2019 and 2023
 - **Total Crashes**
 - **Total Fatalities**
 - **Pedestrian Involved Crashes**





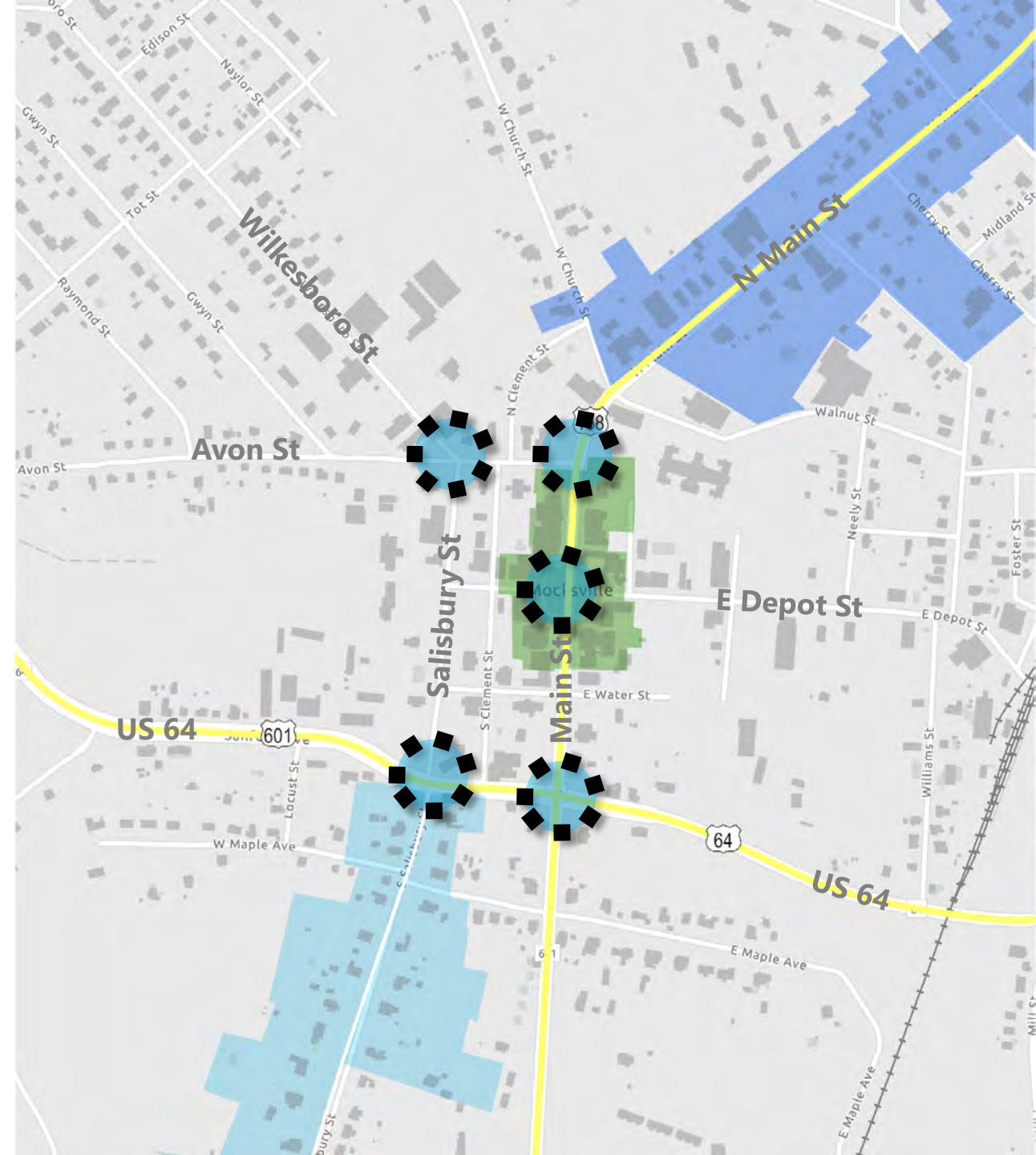
WHAT WE HEARD

Growth and Planning

- Concerns about growth's impacts on services and infrastructure
- Need to improve development and design standards
- Want to see improved gateways
- Identify opportunities to coordinate more with supporting partners and local governments

Overview

- Important corridors leading into downtown
- Gateway intersections
- Neighborhood streets feeding into downtown
- Historic Districts



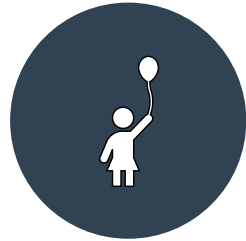
Draft Comprehensive Plan Goals (Town Wide)



**Support Sustained
Business and
Industry Growth**



**Strengthen and
Revitalize our
Historic Downtown**



**Develop a Strong
and Authentic
Tourism Economy**



**Promote Compatible
Infill Development**



**Make Strategic
Investments in
Public Infrastructure
and Services**

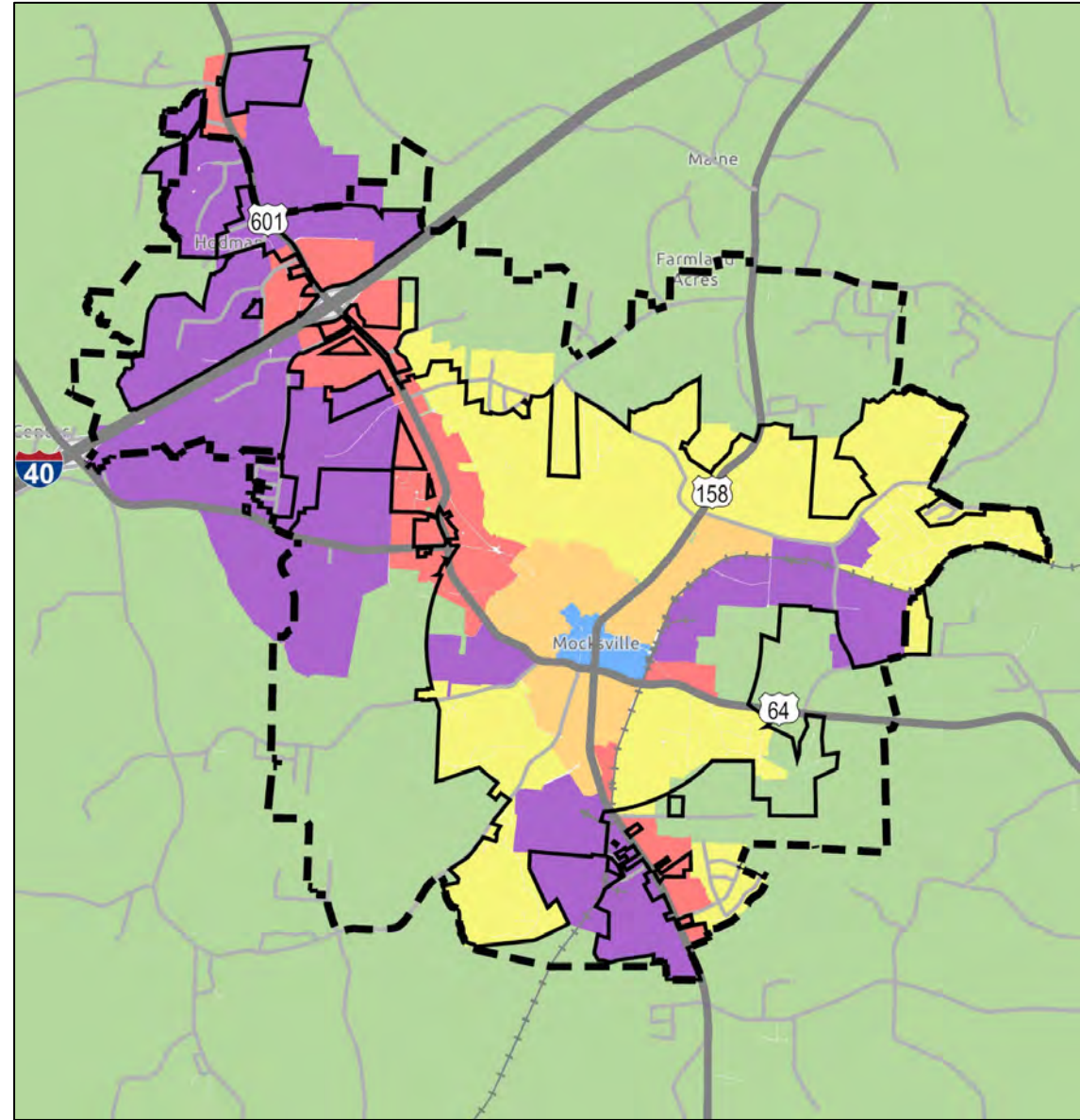
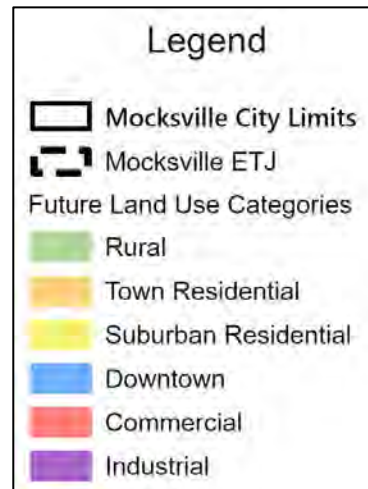


**Enhance Walkability
and Connectivity**

ALL GOALS
WILL HELP
SUPPORT A
**STRONG
DOWNTOWN**

Draft Future Land Use (Town Wide)

- Promote infill development that's compatible with its surroundings
- Direct industry where roads and infrastructure can accommodate it
- Expand downtown boundary

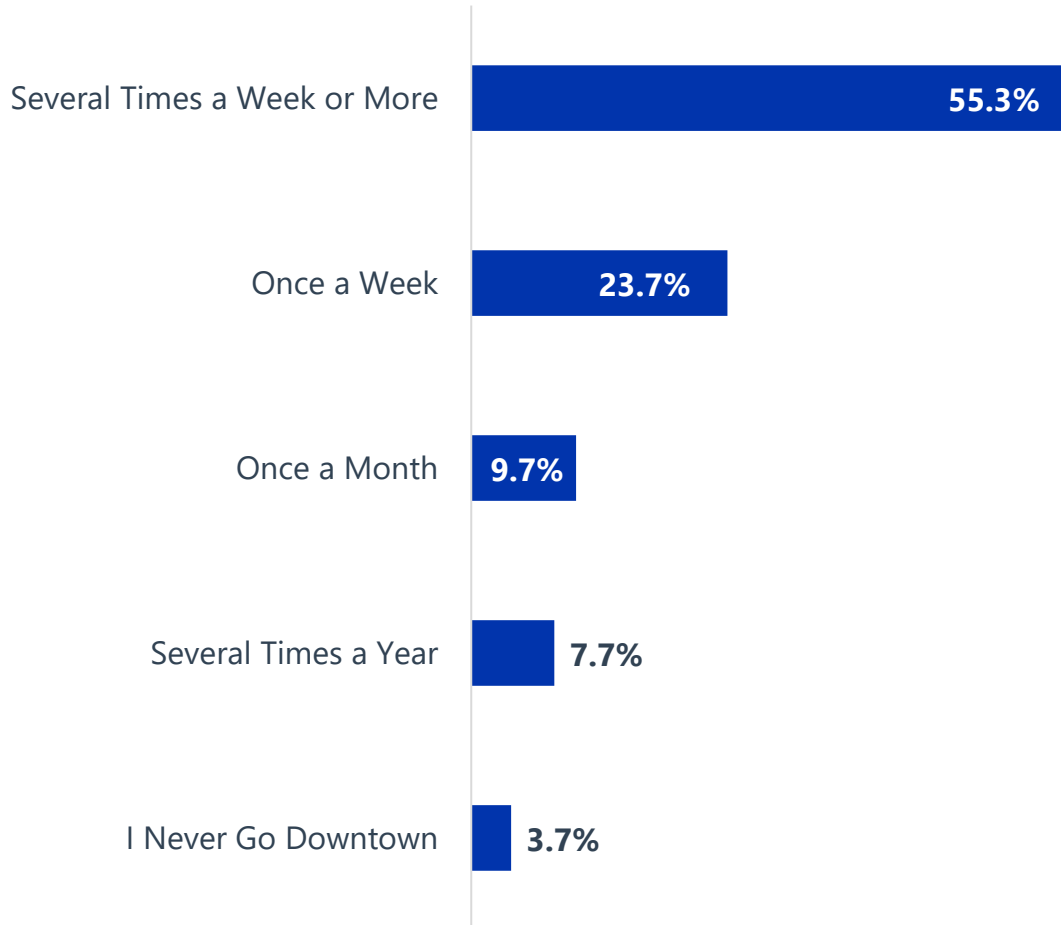


ONLINE SURVEY RESULTS

DOWNTOWN SURVEY QUESTIONS

(+600 responses)

How often do you go downtown?



Why do you go downtown?

Dining Out / Entertainment

79% visit downtown for restaurants and entertainment

Festivals and Events

60% attend community celebrations downtown

Shopping

30% visit for local retail

Recreation / Exercise

28% attend for recreation and exercise

DOWNTOWN SURVEY QUESTIONS

What are respondents' *favorite things* about downtown?

- **Small Town Feel**
- **Sense of Community / People**
- **Good Restaurants**
- **Events and Festivals**
- **Charm**
- **Historic Buildings**

VISION FOR THE FUTURE OF DOWNTOWN

- **Maintain Character / Appearance**
- **Maintain Small Scale of Buildings**
- **More Restaurants, Businesses, & Activities**
- **Renovate Buildings / Occupy Vacant Spaces**
- **Improve Walkability**
- **More Trees and Green Spaces**

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)

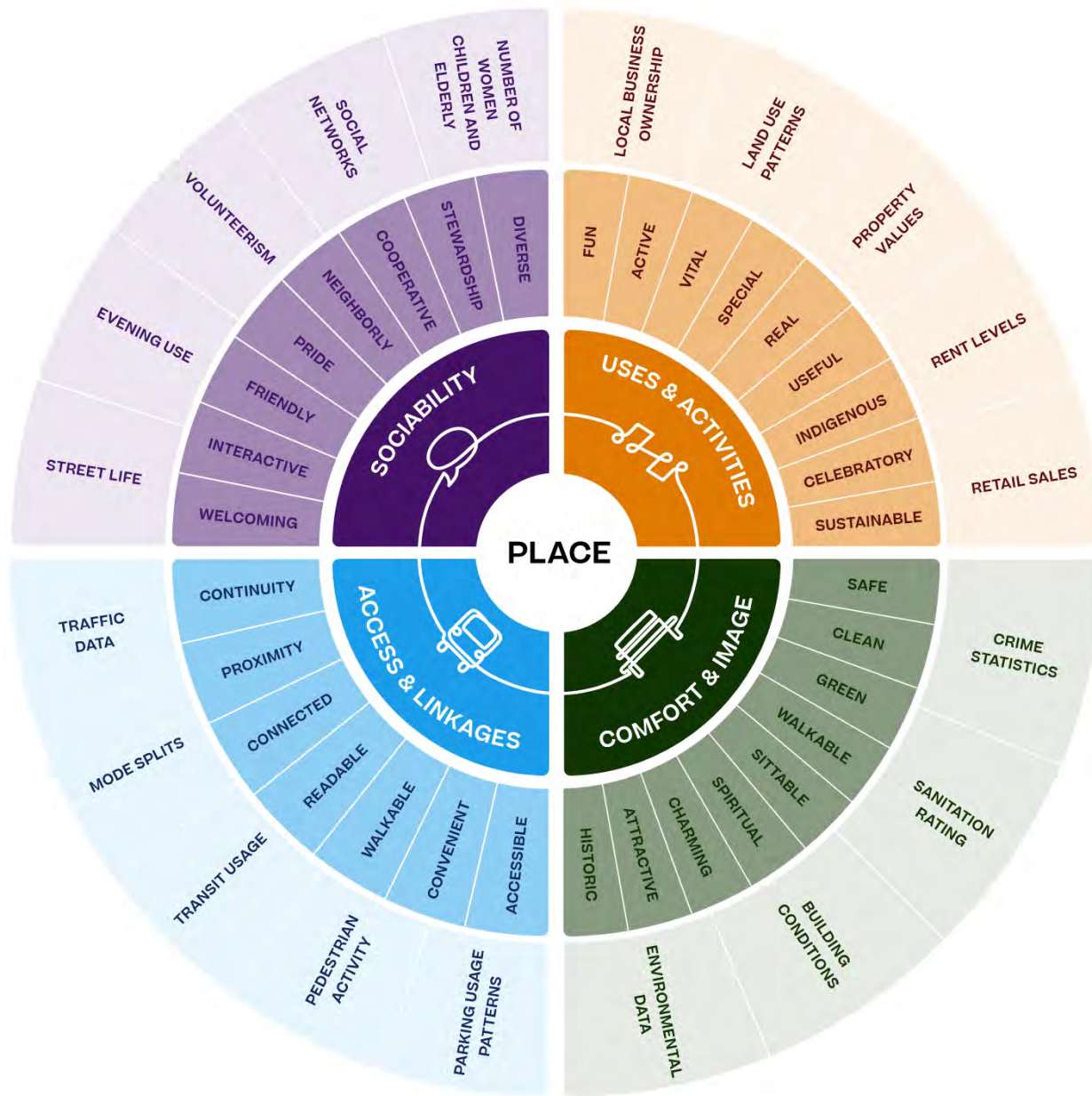


Challenges

- 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
- Lack of available commercial/retail space
- Aging infrastructure (individual building focused), grease traps, backflow prevention, electrical service



Placemaking & Urban Design



Creating a great place includes these ingredients:

- Sociability
- Uses & Activities
- Access & Linkages
- Comfort & Image

Public Space Beautification & Activation

- Outdoor Seating
- Visible activity on the street
- Trees, landscaping, lighting, public art



Entertainment / Things to Do

Spartanburg, SC

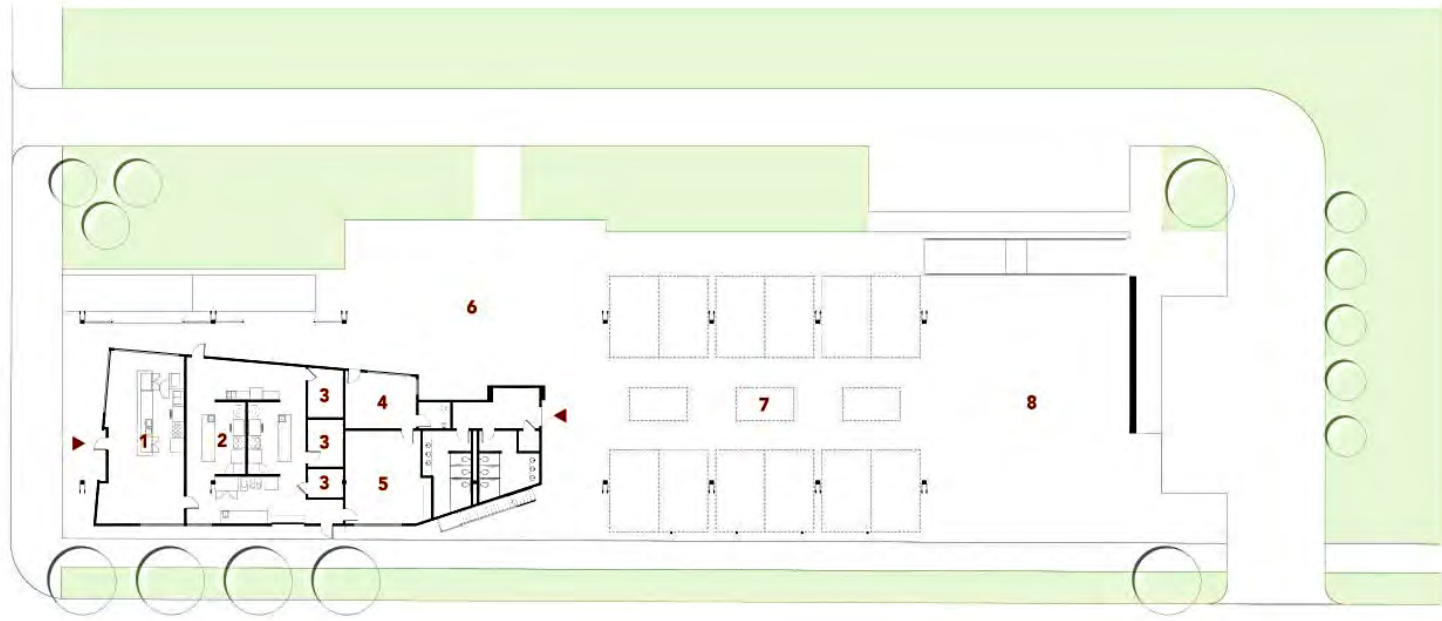
- Community event space
- Putt Putt / Family Activities



Ag Market Concept

Downtown Sanford

- Shared commercial kitchen
- Covered farmers market area
- Classrooms / flexspace
- Office space
- Storage
- Status: Under Construction



Shared Spaces

- Shared spaces can apply to many locally owned small business concepts:
 - Coworking
 - Artist Space
 - Social Media / Influencers
 - Market Hall
 - Food Hall (Greer, SC pictured)



Shared Kitchens

Carolina Commercial Kitchen - Charlotte

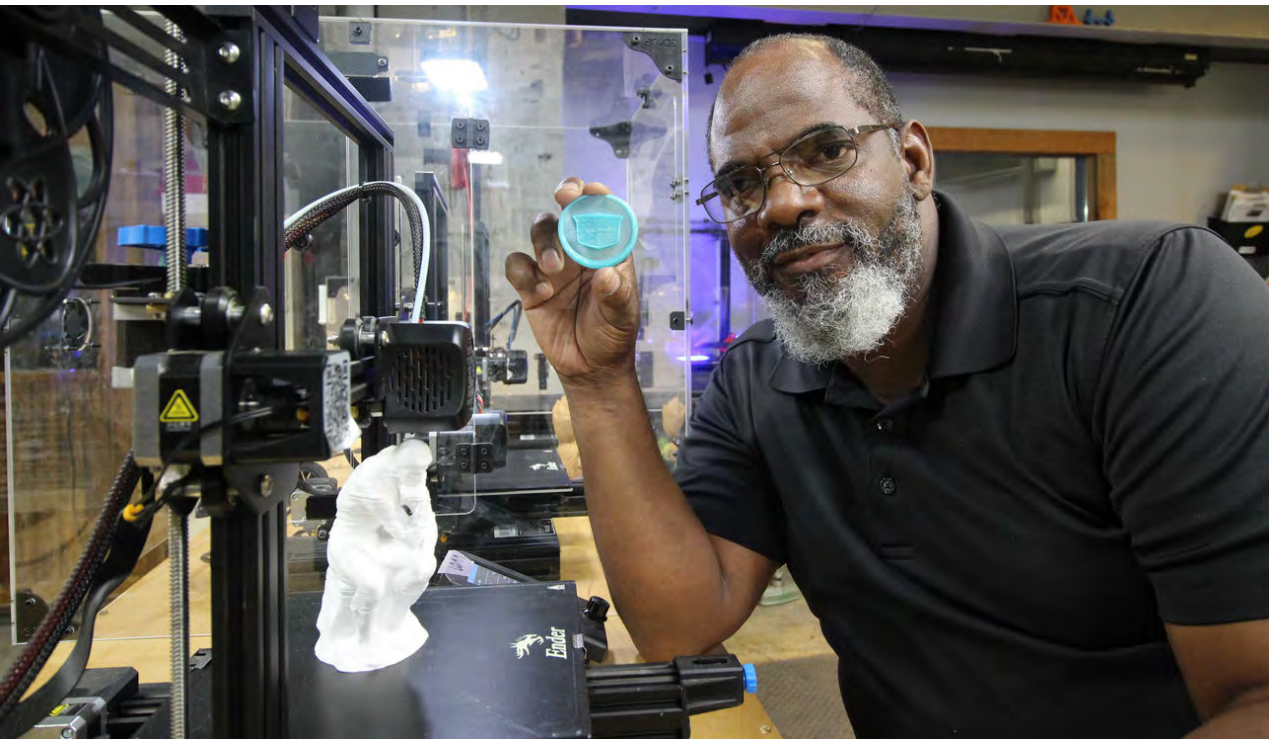
- Shared commercial grade kitchen with hourly/monthly rental rates, meeting all health standards
- More room to grow your business
- Ghost kitchen for deliveries of other restaurants and food truck support
- Allows low overhead start-up of food related businesses



Little Blue Bakehouse – Raleigh

- Membership kitchen for bakers only
- Coffee and retail shop
- Works off monthly rental and % of retail sales
- Less complicated regulation if you don't cook meat or animal products





Makerspaces

- Makerspaces are shops open to the public/members that provide tools, facilities and supervision in the creation of new products and processes
- **They can include:**
 - Woodshops
 - Metal shops
 - 3d Printing
 - Sewing
 - Plastics modeling
 - etc.
- Makerspaces are low overhead way for local entrepreneurs to prototype new ideas and products

Cultural Attractions

- Synergistic & interactive attractions
 - Performing arts
 - Hands-on Arts, Crafting
 - Culinary Arts
 - Interactive History, Cultural Exhibits, Tours
 - Outdoor Interactive Landscapes/Playscapes





Housing

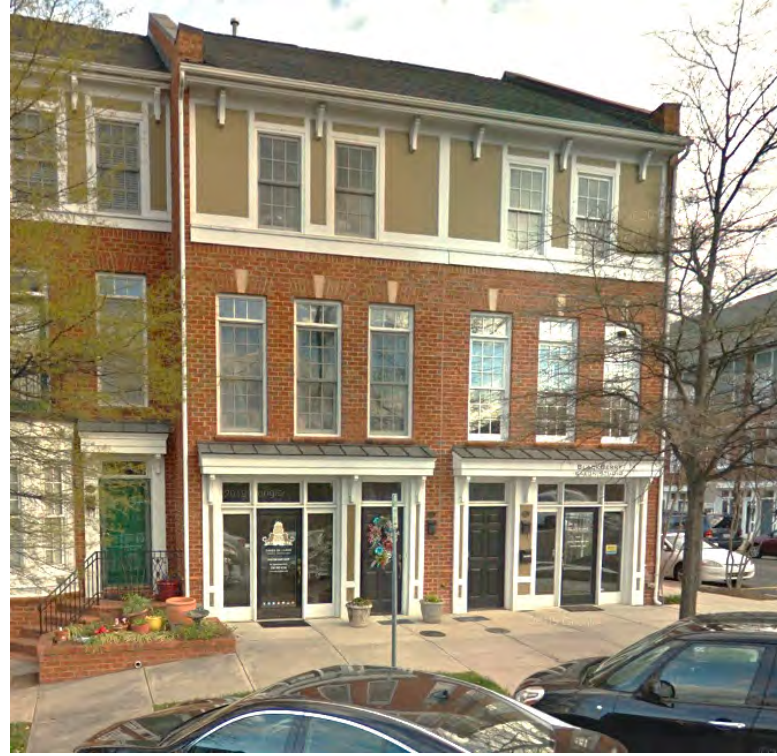
Upper Story - Salisbury

- Pocket storefront door for upper story access
- Owner occupied and rental options
- Federal & State Historic Pres. Tax Credits
- State Landmark Tax Status
- Sprinklers / Fire Suppression



Housing

- Ground floor active uses
 - Restaurants
 - Retail
 - Office
- Townhomes, duets, live/work
- Two or three story mixed use



Workshop Focus Areas

Workshop Focus Areas

- Map is intended to help organize discussions
- Topics Covered
 - Streets & Public Spaces
 - Placemaking
 - Parking
 - Opportunity Sites
 - Destinations
 - Connectivity
 - Future Vision



Table Top Discussion Questions

1. What are the opportunities in each area?

- Creating Residential / Housing
- Activating Public Space / New Streetscapes
- Attracting Entertainment / Things to Do
- Leveraging publicly owned sites for redevelopment

2. What big ideas do you have?

3. What are the priorities in each area?

- Discuss each area for 15 minutes.
- Pick someone to take notes.
- Report on your key findings to the larger group at end

Downtown Core & Southern Gateway

(Discussion Ideas)

- The Square
- Main Street Streetscape
- Placemaking
- Parking
- History & Culture
- Gateways & Intersections (pedestrian safety & beautification)



North Area

(Discussion Ideas)

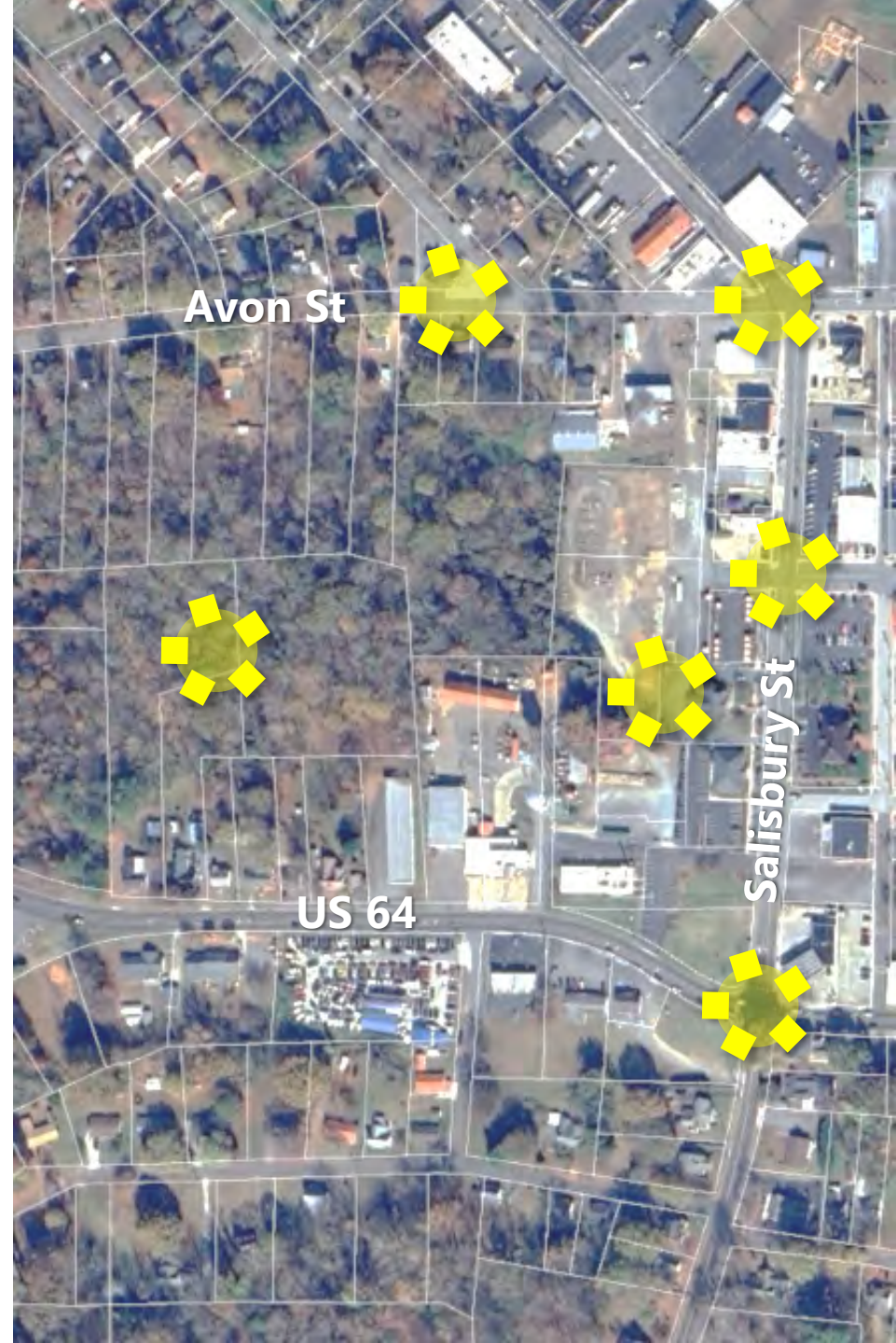
- Underutilized properties
- Redevelopment sites
- Pedestrian connections
- Cultural destinations
- Placemaking
- Corridor, Gateways & Intersections (pedestrian safety & beautification)



West Area

(Discussion Ideas)

- Old Mill Site / Town-owned property, redevelopment opportunities
- Salisbury Street streetscape
- Connections into downtown
- Public gathering space
- Wilkesboro Street Gateway



East Area

(Discussion Ideas)

- E Depot Street Streetscape
- Neighborhood streets
- Infill development opportunities
- History & Culture
- Placemaking
- Gateways & Intersections (pedestrian safety & beautification)



DOWNTOWN WORKSHOPS



Workshop #1 **March 16**

- Overview of the process
- Presentation of the Opportunities & Challenges
- Discussion in small groups about concepts and ideas to address key issues and opportunities
- Small groups report back to the full group

Workshop #2 **March 30**

- Review ideas generated from first workshop
- Discuss and review initial concepts and recommendations
- Small groups report back to the full group

Workshop #3 **April 20**

- Present refined concepts and ideas
- Small group discussion on additional ideas
- Small groups report back to the full group
- Develop consensus on a vision for the future of downtown



Comprehensive Plan Update + Downtown Master Plan

Downtown Workshop #1

March 16, 2026