



2019 Comprehensive Plan Town of Mocksville

TOWN OF MOCKSVILLE Comprehensive Plan

ADOPTED – SEPTEMBER 3, 2019

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FOOTHILLS PLANNING + DESIGN



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EXECUTIVE SUMMARY

The *Town of Mocksville Comprehensive Plan* provides a clear and compelling vision for the future growth and well-being of our community. The Plan looks closely at past and current conditions, takes inventory of our accomplishments, evaluates changes and anticipates future needs in our community. Through a rigorous public engagement process a broad range of community values and desires were carefully gathered and assessed to establish an authentic shared vision for our future and a practical set of recommended goals, objectives and strategies to achieve this vision. The Plan provides a framework for decision-making and the prioritization and allocation of resources related to the long-term development and sustainable prosperity of Mocksville, by building on existing assets and taking strategic advantage of opportunities for improvement and growth.

PLANNING PROCESS

The Mocksville Board of Commissioners appointed a 14-member Community Advisory Committee in August of 2018. Committee members represent a broad cross-section of community interests, including citizens and business owners, Town Planning Board and staff members, and two representatives of the Town Board of Commissioners. Members served as community representatives and ambassadors for the wider community; to share information and gather input from fellow citizens; provide insight and guidance throughout the planning process; and to build consensus around, and support for, the recommended Comprehensive Plan.

The Committee began meeting monthly in September 2018, and the general planning and public engagement process included the following key steps:

- | | |
|--|-------------------------|
| • <u>Information Gathering & Analysis</u> | July–August 2018 |
| • <u>Public Engagement Meetings & Survey</u> | September–December 2018 |
| • <u>Draft Plan Development</u> | January–March 2019 |
| • <u>Draft Plan Review & Refinement</u> | March–May 2019 |
| • <u>Plan Adoption Process</u> | May–July 2019 |

VISION & GOALS

The Plan provides the following vision for our future and a practical set of recommended goals, objectives and strategies to achieve this vision.

VISION 2030

The Town of Mocksville will continue to be a safe, friendly and welcoming place to live, work, play, raise a family, retire and visit – striving to preserve and enhance our small-town character and charm, our strong sense of community and our high quality of life in order to successfully retain our young people and attract new people of all ages to help our community continue to grow and thrive.

ECONOMIC & COMMUNITY DEVELOPMENT GOAL

Expand & diversify our local economy to provide a variety of well-paying jobs and an attractive community with outstanding opportunities and amenities for residents and out-of-town visitors.

GROWTH MANAGEMENT GOAL

Facilitate steady, managed growth, locating new development in the most appropriate places to foster a sustainable land development pattern that complements the character of our Town, while preserving and enhancing our valued historic, cultural and natural resources and open space as we grow.

INFRASTRUCTURE & SERVICES GOAL

Provide high quality and cost-effective municipal services, infrastructure and facilities and equitable, transparent public decision-making processes to enhance the well-being of our citizens, promote sustainable growth and enable an outstanding quality of life for everyone in our community.

OBJECTIVES & IMPLEMENTATION STRATEGIES

ECONOMIC & COMMUNITY DEVELOPMENT GOAL

Expand & diversify our local economy to provide a more sustainable variety of better-paying jobs and an attractive community with outstanding opportunities and amenities for residents and out-of-town visitors.

OBJECTIVE 1 – *Support expansion of existing industries and development of new small and mid-sized businesses to fill current and future employment and retail needs.*

Strategy 1.1 – Work with Davie County Economic Development Commission (EDC) to capture a larger percentage of potential sales in key sectors with significant leakage to other markets.

Strategy 1.2 – Collaborate with Davie County and NCDOT to provide adequate water, sewer and road capacity within Town municipal limits & Extra-Territorial Jurisdiction (ETJ) and within Primary and Secondary Growth Areas as identified on the Davie County Comprehensive Plan.

Strategy 1.3 – Enhance & expand the existing downtown façade grant program to support & encourage owners of existing properties throughout the community to update and retrofit outdated buildings and sites with improved facades and landscaping.

Strategy 1.4 – Work with Davie County Economic Development Commission (EDC) to facilitate strategic investments in the Mocksville Opportunity Zone east of US 158 and US 601 South.

OBJECTIVE 2 – *Expand, diversify, revitalize and promote our historic downtown.*

Strategy 2.1 – Continue to provide and sponsor downtown events to support downtown businesses and enhance our downtown’s friendly, welcoming, small-town feel.

Strategy 2.2 – Establish a Downtown Merchants Association &/or expand the Main Street Program to strengthen the support network for existing businesses and to help new businesses thrive & flourish.

Strategy 2.4 – Develop a Downtown Action Plan to identify and prioritize improvements; to help guide future expansion and revitalization efforts and to create an even more lively, pedestrian-friendly destination for Town residents and out-of-town visitors. Plan focus areas may include:

- Pedestrian Amenities (e.g. sidewalks, crosswalks, crossing signals, bike lanes)
- Parking and Way Finding (e.g. on-street & off-street lots, pedestrian access, signs)
- Amenities & Improvements (e.g. benches, lighting, paving, banners, street trees & plantings)
- Entrepreneurial Support Uses (e.g. maker space, business incubator, co-work office space)
- Public Uses (e.g. indoor event center, farmers’ market, public art gallery & theater)
- Downtown Housing (e.g. second- & third-story apartments, new townhomes & live-work units)
- Downtown Appearance (e.g. develop & enforce design guidelines, façade improvement grants)
- Downtown Expansion (e.g. develop adjacent areas on Depot Street and Salisbury Street)
- Downtown Diversity (e.g. create a minority-friendly environment for business owners & patrons)

OBJECTIVE 3 – Develop a strong tourism economy based on Mocksville’s authentic historic, cultural and natural assets.

Strategy 3.1 – Collaborate with the Davie County EDC, Chamber of Commerce, Mocksville Tourism Development Authority and other organizations to create a Tourism Development Action Plan to identify, prioritize and develop the resource “products”, organizations and networks necessary to successfully attract significantly more out-of-town visitors. Plan focus areas may include:

- Survey, Assessment & Prioritization of Resource Development (e.g. historic, cultural & natural)
- Networking & Team Building (e.g. parks & recreation and tourism boards, advocates for historic preservation, natural & cultural interpretation, trails, arts & music, food, wine!)
- Coordination of Physical Resources & Programming (e.g. festivals, concerts, galleries, cook-offs, tours, art & car shows, historical reenactments, way-finding signs, trails, wine tours, sports!)
- Accommodations (e.g. hotels, B&Bs, shuttles, restaurants, cafes, bakeries, maps, on-line apps!)
- Marketing (e.g. website, on-line map & guide resources, Facebook, advertising, coupons)
- Funding (e.g. fees, occupancy tax, tourism association membership, state & local grants, sales)

Strategy 3.2 – Establish a program to support and encourage expansion of existing businesses and to guide and support local entrepreneurs in the development of new community businesses, assets & attractions (e.g. micro-brewery, art gallery, museum, bowling alley, skating rink, theater, restaurants).

Strategy 3.3 – Visit and learn from other communities and organizations (e.g. NC Main Street, Rural Center, other small towns such as Mt. Airy, Lexington, Mooresville, Huntersville & West Jefferson).

OBJECTIVE 4 – Maintain and enhance the appearance of our community.

Strategy 4.1 – Form a task force or standing advisory board to identify key appearance issues and provide leadership for addressing these issues.

Strategy 4.2 – Develop a Community Appearance Action Plan to prioritize key appearance issues and opportunities and to provide recommended solutions and action steps to successfully address these issues. Key elements of the plan may include:

- Updates to Regulations (e.g. design standards, vacant or abandoned buildings, trash, junk cars)
- Refined Enforcement Policies (e.g. full-time enforcement officer, use of police staff)
- Programs (e.g. garden clubs, volunteer planting & maintenance, façade improvement grants)
- Pilot Projects (e.g. Welcome to Mocksville signs, Community Gardens, Litter Drives)
- Focus Areas (e.g. Depot District, downtown, entrance corridors, South US 601)

Strategy 4.3 – Collaborate with the *PTRC Regional Brownfield Redevelopment Program* to identify, assess, clean-up, rehabilitate and support the redevelopment and reuse of vacant or abandoned properties and industrial sites (e.g. redevelop the “Depot District” as a millennial hot-spot with artist lofts, community gallery &/or theater, coffee shop, maker space, co-work space).

OBJECTIVE 5 – Provide a wider selection of housing options and price ranges to help our older generation age in place and to retain and attract younger generations.

Strategy 5.1 – Form a task force or standing advisory board (including housing, real estate, development and planning & zoning professions, non-profits, county & town officials) to identify key housing needs, barriers and recommended solutions (e.g. policies, programs, projects).

Strategy 5.2 – Collaborate with Davie County and other local community & professional organizations to form a Housing Action Plan to encourage and support development of a wider range of housing options and market-rate price ranges. Plan focus areas may include:

- Up-date Development Ordinances (e.g. allow flexibility in housing types & density in appropriate areas; increase housing variety & density in key target areas; locate higher density mixed-use development close to services, schools, parks, and transit; allow & streamline the approval process for accessory dwellings (e.g. granny flats, tiny home clusters) in residential & commercial districts to increase the housing supply and variety; etc.)
- Provide Incentives for Rehabilitation of Existing Housing Stock (e.g. single-family rehabilitation grants, access to private and public low-interest rehabilitation loan programs, non-profits)
- Encourage more mixed-use developments including a wider range of housing types & price ranges
- Inform and increase awareness around affordable & fair housing (e.g. collaborate with the Davie County Senior Center to advertise the availability of affordable & accessible housing, adopt fair housing policies to help everyone have safe affordable housing choices)

Strategy 5.3 – Collaborate with downtown leaders and property owners to identify, prioritize and pursue the rehabilitation of existing second and third-story spaces for use as apartments or condos, and the development of new live-work units &/or mixed-use development in or within easy walking distance of downtown.

GROWTH MANAGEMENT GOAL

Facilitate steady, managed growth, locating new development in the most appropriate places to foster a sustainable land development pattern that complements the character of our Town, while preserving and enhancing our valued historic, cultural and natural resources and open space as we grow.

OBJECTIVE 6 – Facilitate steady managed growth in the most appropriate places while carefully preserving environmentally sensitive areas, especially along stream corridors, for water quality and natural resource protection and to provide recreational amenities and greenway trails.

Strategy 6.1 – Use the *Future Land Use Map (Figure 25)* and *Existing Zoning Map (Figure 19)* to encourage managed growth compatible with the Town’s character, surrounding land uses, available infrastructure and services.

Strategy 6.2 – Require new land development to fit our community’s character and heritage and be carefully designed to help preserve our cherished natural resources by reserving *Conservation Areas* identified on the *Existing Zoning Map (Figure 19)* for water quality and natural resource protection, wildlife habitat and to provide recreational amenities and greenway trails.

Strategy 6.3 – Require new land development to coincide with our ability to provide adequate public services and infrastructure (e.g. water, sewer, roads, parks & open space).

OBJECTIVE 7 – Preserve, rehabilitate and reuse historic buildings & cultural resources.

Strategy 7.1 – Survey and assess historic and cultural assets (e.g. *Architecture of Davie County*).

Strategy 7.2 – Consider expanding Historic Preservation Districts and increasing Landmarks.

Strategy 7.3 – Consider establishing an Historic Preservation Commission or Advisory Board to identify, assess, prioritize preserve, restore, interpret, reuse, steward and celebrate key historic and cultural community assets.

OBJECTIVE 8 – Preserve and enhance existing residential neighborhoods while striving to provide a wider variety of single-family and multi-family housing options and price ranges to best serve the needs of our growing community.

Strategy 8.1 – Meet with existing neighborhood groups to identify opportunities & strategies for enhancing their quality of life (e.g. small-scale neighborhood parks, sidewalks, greenway trails)

Strategy 8.2 – Update development ordinances to ensure new neighborhoods have sidewalks and are connected to and blend with the character of surrounding neighborhoods and the community.

Strategy 8.3 – Update regulations to ensure new development close to commercial centers have a compact development pattern and a diverse mix of uses and housing types.

INFRASTRUCTURE & SERVICES GOALS

Provide high quality and cost-effective municipal services, infrastructure and facilities and equitable, transparent public decision-making processes to enhance the well-being of our citizens, promote sustainable growth and enable an outstanding quality of life for everyone in our community.

OBJECTIVE 9 – Work collaboratively to identify and address key needs and interests in our community, especially among minorities, making strategic investments to provide excellent public infrastructure, services and amenities for all our citizens.

Strategy 9.1 – Develop a 2-way communication plan to share information from Town Hall and receive regular input from citizens to identify key community needs & interests and to get more citizens actively involved in on-going community-building and decision-making efforts.

Strategy 9.2 – Use the Existing Water and Sewer Asset Inventory and Assessment to develop a detailed Water & Sewer Master Plan to identify and assess existing assets, to set policies & priorities and to provide and communicate action steps and investment strategies for sustainably and efficiently maintaining and enhancing our Town’s water & sewer infrastructure.

Strategy 9.3 – Develop a detailed Transportation Plan to identify and assess existing assets, to set policies & priorities and to provide and communicate action steps & investment strategies for a safe, efficient and attractive multi-modal transportation network. Plan elements may include:

- Road Improvement & Maintenance Plans – Work collaborative with NCDOT, NWP-RPO (PTRC), Davie County, Town staff and citizens to identify, assess and address safety, capacity, traffic flow and maintenance priorities.
- Transit Plans – Work collaboratively with NCDOT, PART, YVEDDI, NWP-RPO (PTRC), MPOs, Davie County, Town officials and citizens to identify, assess and address the mobility needs of current and future commuters and non-driving citizens in our community to enhance the safety, reliability and convenience of park & ride lots, ride-sharing, transit and para-transit van services.
- Bicycle, Pedestrian and Greenway Trail Plan – Work collaboratively with NCDOT, NWP-RPO (PTRC), Davie County, Town officials and citizens to identify & assess existing assets and to provide and communicate priorities, action steps & investment strategies for creating an extensive network of sidewalks, bike lanes and greenway trails to connect neighborhoods, parks, schools downtown & other shopping areas and to significantly improve mobility, health, traffic congestion and air quality for everyone in our community.

Strategy 9.4 – Develop detailed Fire and Police Department Plans.

Strategy 9.5 – Establish a Mocksville Parks and Recreation Advisory Board.

Strategy 9.6 – Develop a Parks and Recreation Master Plan to identify & assess existing assets, set priorities & provide action steps for developing future parks & recreation facilities & programming.

- Include green space in each new neighborhood to support the Town’s growing network of greenway trails in conservation corridors along streams.
- Link new & old neighborhoods to one another, and to other parts of the Town through a convenient network of roads, bike paths, sidewalks, and greenways.
- Enable residents to enjoy access to a variety of public parks, greenways & open spaces, a more bike- and pedestrian-friendly environment, greater access to a variety of convenient businesses, services, jobs and housing, and a deep sense of pride in our growing, thriving community.

INTRODUCTION

Background

Mocksville is located in the geographic center of Davie County at the forks of the Yadkin: the confluence of the Yadkin and South Yadkin Rivers. The one-time home of Squire and Sarah Boone and their son Daniel Boone and his wife Rebecca, Davie County has a rich and colorful history. Davie was formed in 1836 and named in honor of William R. Davie, a Revolutionary War leader and governor of North Carolina. Prior to that, it was part of Rowan County. The first courthouse, located in the exact center of the new town of Mocksville, was completed sometime between 1836 and 1840. The Town of Mocksville was incorporated in 1839.

The 2005 Mocksville Land Use Plan

The intent of the 2005 Mocksville Land Use Plan is to “*plan for growth in a manner that encourages economic development while maintaining Mocksville’s small-town atmosphere and improving upon its overall quality of life.*” Based on a projected 20% population increase by 2025 and the likely continued regional transition from traditional manufacturing to a service- and technology-based economy, the 2005 plan anticipates increased residential commercial, retail and industrial development. In concert with the Town’s progressive planning program the plan strives to provide a positive environment for community investment while insuring new development is consistent with Mocksville’s unique small-town character. The 2005 Plan serves as the first long-range vision for how physical growth and development should occur in Mocksville and provides a base on which to build new planning initiatives that continue to meet the needs and interests of the community.

Purpose of the 2019 Comprehensive Plan

The Town of Mocksville Comprehensive Plan provides a clear and compelling vision for the future growth and well-being of our community. The 2019 Plan looks at past and current development trends and plans, analyzes demographic and economic data, gathers a broad range of community values and desires, and provides a shared vision for our future and a set of recommended goals, objectives and strategies to achieve this vision. The Plan provides a framework for decision-making and the allocation of resources related to the long-term growth and development of Mocksville. The Plan builds on existing assets while taking advantage of opportunities for improvement and growth. The Plan will be implemented through annual budgeting, departmental work programs, zoning decisions, and development projects.

A Comprehensive Plan is not mandated by North Carolina statutes. However, when considering zoning amendments, local governments must provide a statement describing whether its action is consistent with an adopted comprehensive plan and other applicable plans (GS160A-383). A good comprehensive plan involves a wide variety of citizens and interests to form the basis of a community’s values and vision for its future. Such plans help ensure regulatory controls cannot be legally challenged as arbitrary and that communities can provide services efficiently while maintaining a relatively low tax rate for citizens. Community consensus around a plan can make future decision-making easier and less politically charged. Also, state and federal transportation funds, water, sewer and park grants, and environmental clean-up funding is increasingly tied to a well-crafted plan that shows extensive community involvement. (Source: North Carolina Chapter of the American Planning Association).

The Planning Process

The Town Board of Commissioners appointed a 14-member Advisory Committee to oversee the process, provide input, and help host community-wide meetings, as outlined in the table below.

Process and Timeline	
Tasks / Meetings / Products	Timeframe
1. – <u>Foothills Coordinates Project Preparation and Tooling Up</u> <ul style="list-style-type: none"> Coordinate data collection; mapping & analysis with PTRC Assist Town staff with Advisory Committee set-up, roles & responsibilities Coordinate with Town & PTRC staff to refine project scope and schedule Draft survey, agendas, exercises & focus questions for planning & public involvement process 	MAY-JUN 2018
2A & 2B – <u>PTRC works on Demographics Report and Key Growth Factors Maps</u>	JUL-AUG 2018
2A – <u>PTRC Completes Draft Demographic Report</u> (trends, projections & comparisons) – population, race, age, employment, income, poverty, education).	SEP 2018
3A – <u>Foothills facilitates Advisory Committee Meeting #1</u> <ul style="list-style-type: none"> Review project summary & timeline, roles & responsibilities, <u>Draft Demographic Report</u> 	SEP 27, 2018 (4 th TH)
3C & 3D – <u>Foothills attends Davie County Municipal Meeting & Focus Group</u>	SEP-OCT 2018
2B – <u>PTRC Completes Draft Key Growth Factors Maps:</u> <ul style="list-style-type: none"> Existing Land Uses; Existing Zoning; Transportation; Water and Sewer Services; Tax Values; Cultural & Historic Resources; Parks and Recreation; and Environmental Growth Factors 	SEP-OCT 2018
2C – <u>Foothills works on Key Growth Factors Report</u>	SEP-NOV 2018
2C – <u>Foothills Completes Key Growth Factors Report</u>	NOV 2018
3B – <u>Foothills Completes & Launches Community Survey</u>	NOV 2018
3A – <u>Foothills Facilitates Advisory Committee Meeting #2</u> <ul style="list-style-type: none"> Review & discuss <u>Community Survey</u> and <u>Key Growth Factors Maps & Report</u> Conduct Workshop: <u>Strengths/Weaknesses/Opportunities/Threats (SWOT) Analysis</u> 	NOV 15, 2018 (3 rd TH)
3E – <u>Foothills Facilitates Community Meeting #1</u> <ul style="list-style-type: none"> Overview of Existing Conditions (<u>Demographics & Key Growth Factors Reports</u>) Gather community values (likes & dislikes; desired outcomes, recommended actions) 	DEC 13, 2018 (2 nd TH)
3B – <u>Foothills Completes Survey Results Report</u>	DEC 2018
3E – <u>Foothills Completes Community Meeting Results Report</u>	JAN 2019
3A – <u>Foothills Facilitates Advisory Committee Meeting #3</u> <ul style="list-style-type: none"> Review & discuss <u>SWOT Analysis</u> and <u>Community Meeting and Survey Reports</u> Conduct Workshop: <u>Vision / Desired Outcomes / Recommended Actions</u> 	JAN 24, 2019 (4 th TH)
4A – <u>Foothills works on Draft Comprehensive Plan Report / Recommendations / Maps</u> <ul style="list-style-type: none"> Strategic Growth Areas & Urban Service Areas; Future Land Uses; Municipal Infrastructure (Sewer, Water, Transportation, Parks & Trails); Municipal Services (Fire – voluntary vs. municipal, Police, Waste Management); Residential Development (Supply & Demand); Economic Development; and Downtown Development. 	FEB-MAR 2019
4B – <u>PTRC works on Display Maps & GIS Files</u> <ul style="list-style-type: none"> Strategic Growth/Urban Service Areas; Future Land Use (with Conservation District); Future Transportation Improvements; Future Sewer & Water Improvements; Future Parks & Trails. 	
3A – <u>Foothills facilitates Advisory Committee Meeting #4</u> <ul style="list-style-type: none"> Review & Discuss <u>Draft Report, Recommendations & Maps</u> 	MAR 28, 2019 (4 th TH)
4A – <u>Foothills Refines Draft Comprehensive Plan Report / Recommendations / Maps</u>	APR 2019
4B – <u>PTRC Refines Display Maps & GIS Files</u>	
3A – <u>Foothills facilitates Advisory Committee Meeting #5</u> <ul style="list-style-type: none"> Review & Discuss Refined Report, Recommendations & Maps Prepare for Community Meeting #2 	APR 18, 2019 (3 rd TH)
3E – <u>Foothills Facilitates Community Meeting #2</u> <ul style="list-style-type: none"> Overview of Planning Process and Draft Report, Recommendations & Maps Gather community feedback 	MAY 1, 2019
3A – <u>Foothills facilitates Advisory Committee Meeting #6</u> <ul style="list-style-type: none"> Review, Discuss & Refine Report, Recommendations & Maps Prepare for Planning Board and Town Board of Commissioners Presentations 	MAY 23, 2019 (4 th TH)
5A – Presentation to Mocksville Planning Board &/or Commissioners (review/discussion/revisions)	JUN 2019
5B – Presentation to Mocksville Board of Commissioners (for consideration to adopt)	JUN-JUL 2019

EXISTING CONDITIONS

Development of a Comprehensive Plan requires the gathering and analysis of a wide range of demographic data on the Town’s population, housing and local economy (see Table I). This analysis helps ensure the Plan’s vision, goals and strategies accurately and effectively address existing demographic conditions, trends and future projections. In this analysis, Mocksville is compared with the municipalities of China Grove (Rowan County), North Wilkesboro (Wilkes County), and Elkin (Surry County), Davie County and the State of North Carolina.

TABLE I: MOCKSVILLE OVERVIEW DEMOGRAPHICS

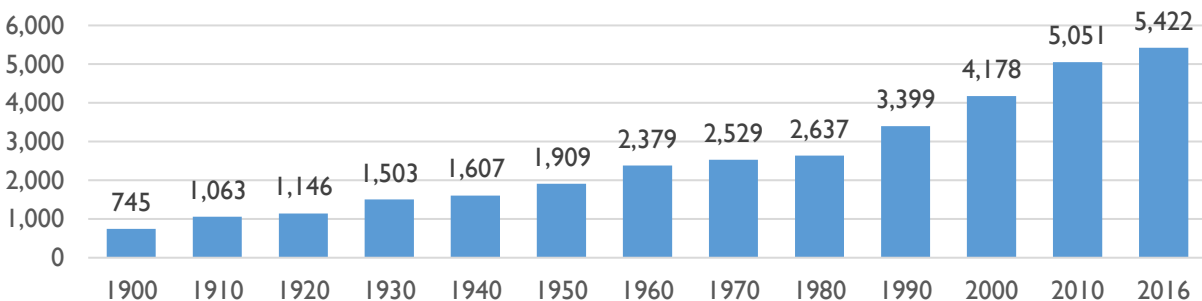
Characteristic	Mocksville	Davie County
Population (2016 State Estimate)	5,422	42,211
Population (2016 ACS)	5,140	41,568
Median Age	42.9	44.3
Percent Minority	44.5%	15.1%
Housing Units	2,270	18,241
Occupied units	2,039	15,646
Renter Rate	43.1%	22.7%
Vacancy Rate	10.2%	14.2%
Percent with High School Diploma or higher	78.4%	85.5%
Percent with Bachelor's Degree or higher	18.6%	23.6%
Unemployment Rate (July 2018)	n/a	3.6%
Mean Travel Time to Work (minutes)	24.2	27.1
Median Household Income	\$38,806	\$51,662
Per Capita Income	\$22,393	\$28,178
Percent Below Poverty	17.7%	13.9%

Source: U.S. Census ACS 2011-2016

Population

Mocksville has been fortunate to experience an overall increase in population throughout its history (See Figure 1). Significant increases in Mocksville’s population have occurred in the last three decades. Mocksville’s population increased by 762 persons (29%) in the 1980’s, by 779 persons (23%) in the 1990’s, and by 873 persons (21%) between 2000 and 2010. Between 2010 and 2016 Mocksville added another 371 residents, growing by another 7%. Since the year 2000, Mocksville has been home to about 12% of Davie County’s total population.

FIGURE 1: TOWN OF MOCKSVILLE'S POPULATION (1900-2016)

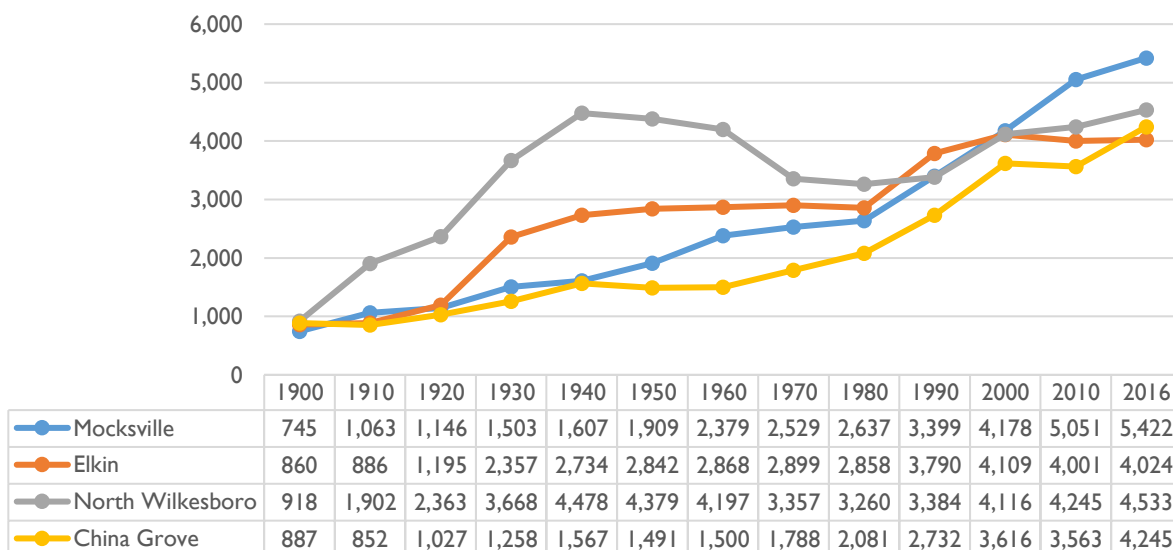


Source: US Census Bureau, NC OSBM Population Estimates

Growth Comparison

Mocksville is currently the largest municipality of the four comparison municipalities with an estimated population of 5,422 persons in 2016 (see Figure 2). Up until 1980, Mocksville was the third largest of the four comparison municipalities behind North Wilkesboro and Elkin. Mocksville's population became the largest of the comparison municipalities in 2000.

FIGURE 2: POPULATION GROWTH COMPARISON (1900-2016)



Source: US Census Bureau, NC OSBM Population Estimates

Growth Rates

An examination of Mocksville's long-term and short-term growth rates reveals that between 1980 and 2016 Mocksville's growth rate of 105.6% was significantly higher than the State and County growth rate and that of Elkin and North Wilkesboro. In more recent years, Mocksville's growth rate has slowed and is more on-par with that of the State (see Table 2).

TABLE 2: POPULATION GROWTH RATES (1980 TO 2016)

	1980-2016		2010-2016	
	Percent Population Change	Annual Percent Growth Rate	Percent Population Change	Annual Percent Growth Rate
Mocksville	105.6%	2.02%	7.3%	1.19%
Elkin	40.8%	0.95%	0.6%	0.10%
North Wilkesboro	39.0%	0.92%	6.8%	1.10%
China Grove	104.0%	2.00%	19.1%	2.96%
Davie	71.6%	1.51%	2.4%	0.39%
North Carolina	72.7%	1.53%	6.5%	1.06%

Population Density

As of 2016, Mocksville had the largest population of the four comparison municipalities with an estimated population of 5,422 and also had the largest amount of land area with 7.64 square miles. Mocksville had the second largest population density of 710 people per square mile, second only to China Grove. The other two municipalities of Elkin and North Wilkesboro both had a decrease in population density due to a growth in land area and for Elkin, a loss in population (see Table 3).

TABLE 3: POPULATION DENSITY COMPARISON (2000 & 2016)

Municipality	Population		Land Area (Square Miles)		Population Density		
	2000	2016	2000	2016	2000	2016	Change
Mocksville	4,178	5,422	6.88	7.64	607	710	102
Elkin	4,109	4,024	6.27	6.78	655	593	(62)
North Wilkesboro	4,116	4,533	5.12	6.63	804	683	(120)
China Grove	3,616	4,245	1.96	2.15	1,845	1,974	129
Davie	34,835	42,211	265.18	264.11	131	160	28
North Carolina	8,049,313	10,155,942	48,710.88	48,617.90	165	209	44

Population Projections

It is very difficult to predict the population of any municipality due to the unpredictability of potential annexations and the local, regional, and national economy. One way to predict the Town's projected population is to base it off of Davie County's projected population, as determined by the NC Office of State Budget and Management. In the year 2037, the County's population is expected to grow to 53,084. If 12.8% of the County's population continues to reside in Mocksville, then the Town can expect to add an additional 1,373 people over the next 20 years, reaching a population of **6,795** by year 2037.

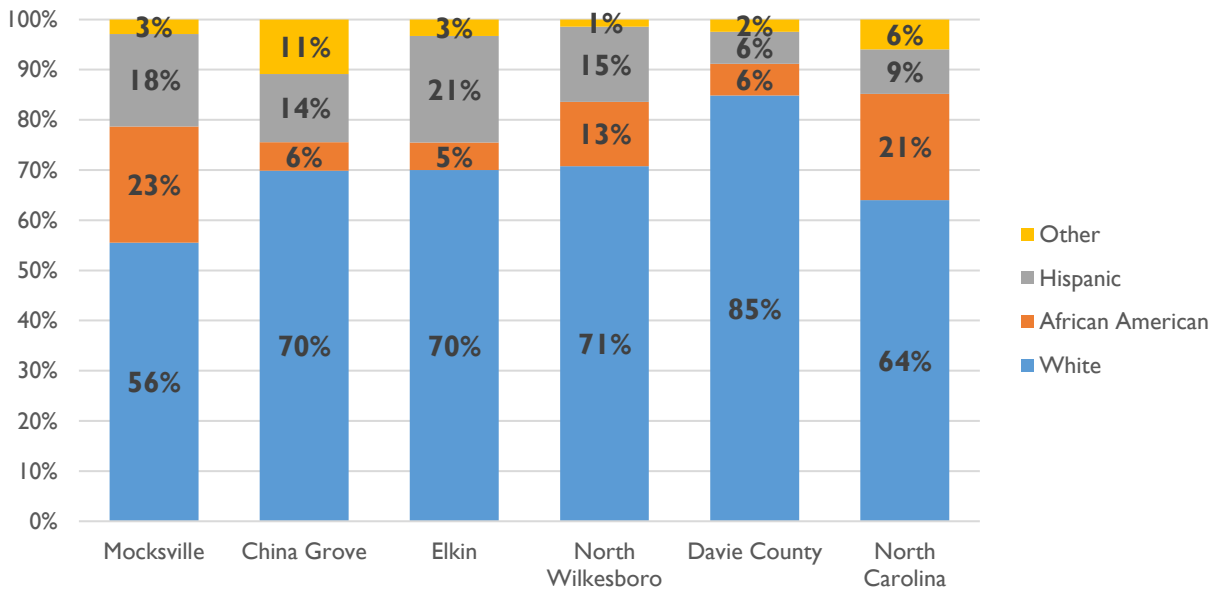
Race

As of 2016, just over half of Mocksville's population was White (55.5%). Another 23.2% of the population was African American and 18.4% was Hispanic. Since 2000, these proportions have shifted considerably. The White population has actually decreased between 2000 and 2016 by 5.2%, while the Hispanic population almost tripled and the African American population grew by 61.5%. Mocksville has the highest percent minority population overall compared to all the other comparison jurisdictions (see Table 4 and Figure 3).

TABLE 4: RACE & ETHNICITY (2000 AND 2016)

	2000		2016		Change	
	Population	Percent of Population	Population	Percent of Population	Population	Growth Rate
White	3,011	72.1%	2,853	55.5%	-158	-5.2%
African American	738	17.7%	1,192	23.2%	454	61.5%
Hispanic	337	8.1%	946	18.4%	609	180.7%
Other	92	2.2%	149	2.9%	57	62.0%
TOTAL	4,178		5,140		962	23.0%

FIGURE 3: RACE & ETHNICITY COMPARISON (2016)



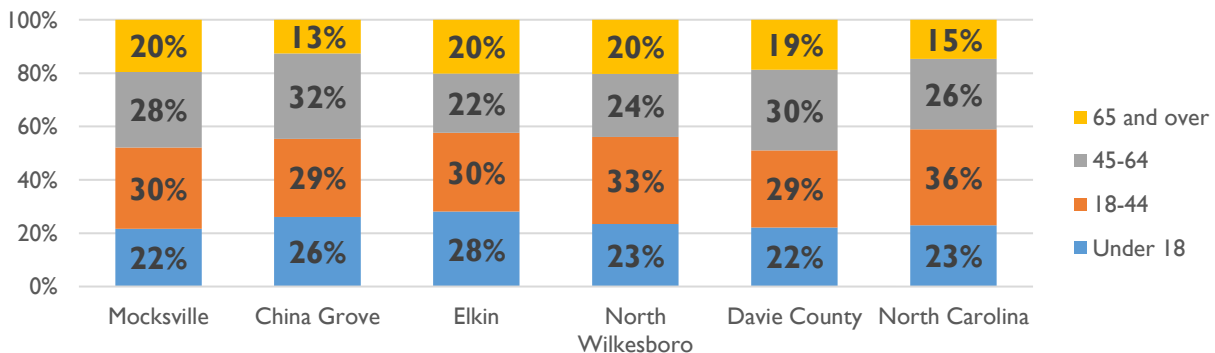
Age Groups

Mocksville’s age group that gained the most population between 2000 and 2016 was the adult population ages 45 to 64, increasing by 63%. The age group that gained the least was the younger adult population ages 18 to 44, only increasing by 2.4% (see Table 5). Mocksville’s age group proportions are similar to the other comparison jurisdictions (see Figure 4).

TABLE 5: AGE GROUPS (2000 & 2016)

	2000		2016		Change	
	Population	Percent of Population	Population	Percent of Population	Population	Growth Rate
Under 18	980	23.5%	1,111	21.6%	131	13.4%
18-44	1,529	36.6%	1,565	30.4%	36	2.4%
45-64	893	21.4%	1,455	28.3%	562	62.9%
65 and over	776	18.6%	1,009	19.6%	233	30.0%
TOTAL	4,178		5,140		962	23.0%

FIGURE 4: AGE GROUP COMPARISON (2016)



Median Age

As of 2016, the median age in Mocksville was 42.9, up from 37.4 in the year 2000. This median age is now higher than the other comparison municipalities, only slightly lower than Davie County. Both Mocksville and Davie County had a significant increase in their median ages, while Elkin actually saw a decline (see Table 6).

TABLE 6: MEDIAN AGE COMPARISON (2000 & 2016)

	2000	2016	Change
Mocksville	37.4	42.9	5.5
China Grove	35.1	39.9	4.8
Elkin	40.4	37.3	-3.1
North Wilkesboro	36.3	40.7	4.4
Davie County	38.4	44.3	5.9
North Carolina	35.3	38.3	3.0

Housing

Vacancy Rate

In 2016, Mocksville had an estimated 2,270 housing units. Only 231 of these units were estimated to be vacant, with a vacancy rate of 10.2%. This rate is lower than all other comparison jurisdictions (see Table 7).

TABLE 7: HOUSING UNIT VACANCY COMPARISON (2016)

	Housing Units	Occupied Units	Vacant Units	Vacancy Rate
Mocksville	2,270	2,039	231	10.2%
China Grove	1,815	1,550	265	14.6%
Elkin	2,010	1,561	449	22.3%
North Wilkesboro	1,865	1,640	225	12.1%
Davie County	18,241	15,646	2,595	14.2%
North Carolina	4,453,767	3,815,392	638,375	14.3%

Occupancy

Out of the 2,270 housing units, 89.8% are occupied. Of these occupied units, 43.1% (or 878 households) are occupied by renters. This statistic is much higher in Mocksville than in Davie County and across the State. Only North Wilkesboro and China Grove have a higher rental rate than Mocksville (see Table 8).

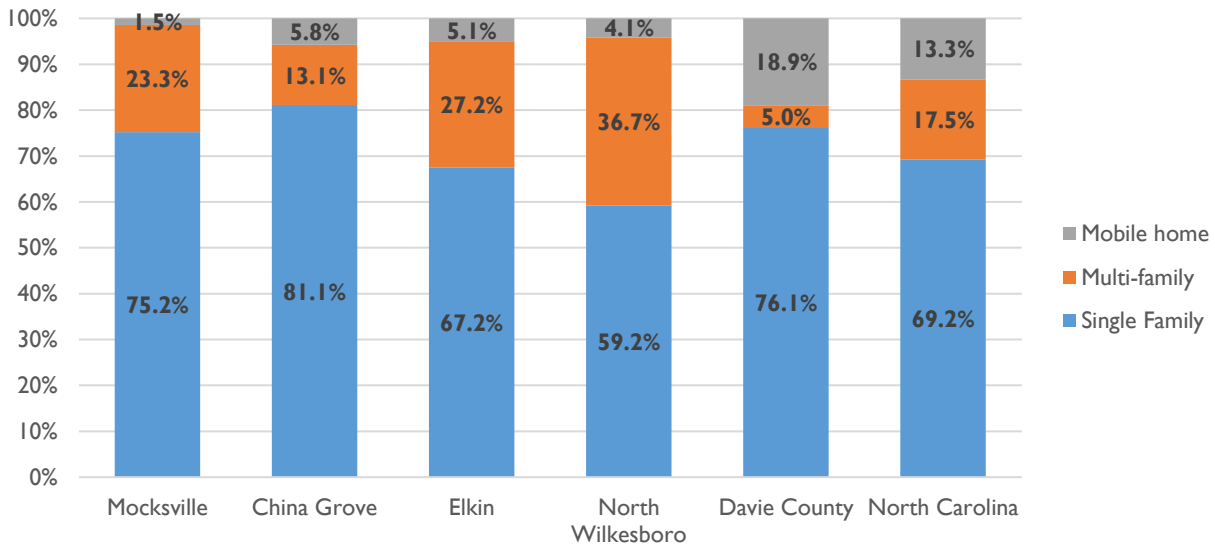
TABLE 8: HOUSING UNIT RENTAL COMPARISON (2016)

	Housing Units	Occupied Units	Owner Occupied	Renter Occupied	Renter Rate
Mocksville	2,270	2,039	1,161	878	43.1%
China Grove	1,815	1,550	729	821	53.0%
Elkin	2,010	1,561	944	617	39.5%
North Wilkesboro	1,865	1,640	597	1,043	63.6%
Davie County	18,241	15,646	12,102	3,544	22.7%
North Carolina	4,453,767	3,815,392	2,471,723	1,343,669	35.2%

Housing Stock

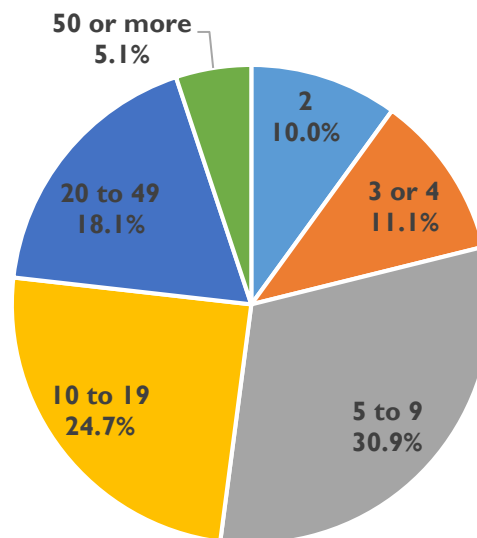
The majority of Mocksville’s housing stock is single-family homes (1,707 units or 75.2%). Mocksville has very few mobile home units within the Town limits (an estimated 33 mobile homes), about 1.5% of the Town’s total dwelling units. The remaining units are multi-family units (530 units or 23.3%). Mocksville has virtually the same percentage of single-family units as Davie County (76.1%). However, Davie County has a significantly smaller percentage of multi-family units than Mocksville (only 5%) and much larger percentage of mobile home units (18.9%) (see Figure 5).

FIGURE 5: HOUSING STOCK COMPARISON (2016)



Of Mocksville’s multi-family units, about 31% have five to nine units in each structure. Another 25% have 10 to 19 units and 18% have 20 to 49 units. Only 5% of the multi-family structures have 50 or more units (see Figure 6).

FIGURE 6: MOCKSVILLE MULTI-FAMILY UNITS BY NUMBER OF UNITS



Year Built and Home Value

The median year built for all structures in the Town of Mocksville is 1987 – higher than the other three municipalities. The median value for all owner-occupied homes is \$139,900 – higher than only China Grove and Elkin. Mocksville has seen a boom in the number of housing units built between 2000 and 2009 – with almost 32% of the housing stock built during this time period. The highest value homes have been built since 2010 with a median value of \$183,100 – but this value still falls lower than Davie County and the State on average (see Table 9).

TABLE 9: HOUSING UNITS BY YEAR BUILT COMPARISON (2016)

	Mocksville			China Grove		Elkin		North Wilkesboro		Davie County		North Carolina	
	# Units	% Units	Median Value	% Units	Median Value	% Units	Median Value	% Units	Median Value	% Units	Median Value	% Units	Median Value
Total	2,270	-	\$139,900	-	\$98,700	-	\$132,600	-	\$141,900	-	\$169,300	-	\$157,100
2014 or later	27	1.2%	-	0.0%	-	0.0%	-	0.0%	-	0.3%	-	0.5%	\$280,700
2010 to 2013	46	2.0%	\$183,100	1.4%	-	0.3%	-	0.5%	-	0.8%	\$235,900	2.8%	\$232,000
2000 to 2009	718	31.6%	\$143,400	11.3%	\$123,500	3.9%	\$176,000	5.9%	\$268,800	22.2%	\$233,700	20.4%	\$205,400
1990 to 1999	261	11.5%	\$131,300	9.6%	\$151,500	7.8%	\$109,600	9.1%	-	22.4%	\$171,000	20.4%	\$159,700
1980 to 1989	259	11.4%	\$176,100	9.9%	-	19.5%	\$213,500	16.3%	\$158,000	14.2%	\$167,100	16.0%	\$146,400
1970 to 1979	274	12.1%	\$153,100	19.5%	\$97,200	20.8%	\$125,000	12.1%	\$90,500	15.9%	\$161,900	14.1%	\$137,900
1960 to 1969	204	9.0%	\$179,300	4.4%	\$118,500	12.7%	\$152,000	7.9%	\$120,300	6.3%	\$143,200	9.4%	\$128,900
1950 to 1959	204	9.0%	\$89,900	13.3%	\$86,200	12.4%	\$85,700	28.2%	\$122,900	6.3%	\$97,500	7.3%	\$115,300
1940 to 1949	94	4.1%	\$108,700	12.0%	\$73,500	12.8%	\$135,100	8.0%	\$128,100	4.1%	\$152,200	3.7%	\$109,800
1939 or earlier	183	8.1%	\$191,900	18.6%	\$92,800	9.8%	\$165,300	12.1%	\$97,100	7.5%	\$173,700	5.4%	\$131,800

Economy

Income

TABLE 10: INCOME COMAPRISON (2016)

	Median	Mean	Per Capita
Mocksville	\$38,806	\$44,406	\$22,393
China Grove	\$41,707	\$47,448	\$25,764
Elkin	\$38,876	\$50,532	\$21,372
North Wilkesboro	\$18,911	\$33,405	\$17,212
Davie County	\$51,662	\$60,516	\$28,178
North Carolina	\$48,256	\$59,667	\$26,779

Mocksville had a median household income of \$38,806 in 2016 – lower than Davie County and the State. This statistic is below that of China Grove, but much higher than North Wilkesboro, and right on par with that of Elkin (see Table 10).

Poverty

The overall poverty rate in Mocksville (17.7%) is slightly higher than that of Davie County (13.9%) and North Carolina (16.8%). The Town's poverty rate is lower, however, than the other comparison municipalities. A higher percentage of children live in poverty in Mocksville (26.8%) than in Davie County (22.8%). However, a lower percentage of older adults live in poverty in the Mocksville (9.9%) than in Davie County (7.9%) (see Table 11).

TABLE 11: POVERTY RATES BY AGE GROUP COMPARISON (2016)

	Total Population	Children (0-17)	Adults (18-64)	Older Adults (65+)
Mocksville	17.7%	26.8%	16.7%	9.9%
China Grove	20.0%	20.5%	21.2%	12.4%
Elkin	21.4%	31.2%	17.8%	16.8%
North Wilkesboro	46.4%	66.1%	45.3%	22.9%
Davie County	13.9%	22.8%	12.5%	7.9%
North Carolina	16.8%	23.9%	15.9%	9.7%

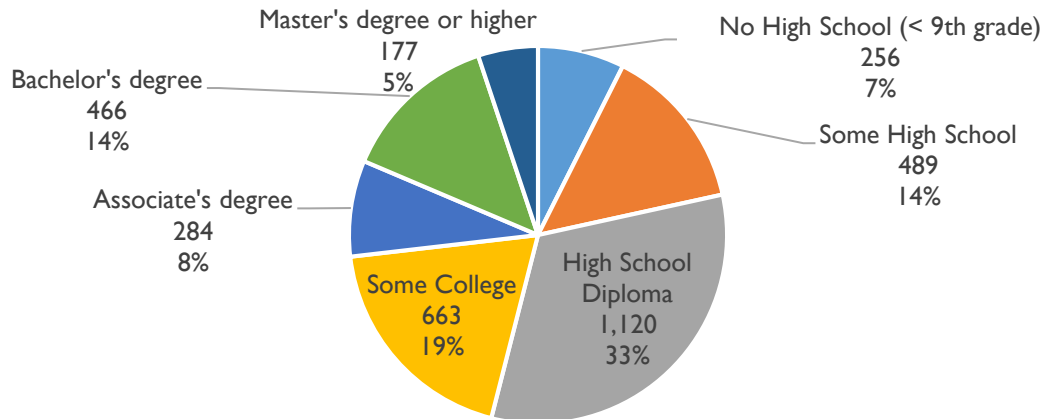
Education

Of the four comparison municipalities, Mocksville has the second highest percentage of population without a high school diploma. More than one-fifth of the population does not have a high school diploma. Mocksville also has the second highest percentage of population with at least a Bachelor's degree (see Table 12). Less than half of Mocksville's residents (age 25 years or older) have attended any sort of college (see Figure 7).

TABLE 12: EDUCATIONAL ATTAINMENT COMPARISON FOR THE POPULATION AGES 25+ (2016)

	% Without High School Diploma	% With a Bachelor's Degree or Higher
Mocksville	21.6%	18.6%
China Grove	14.4%	9.5%
Elkin	18.7%	20.8%
North Wilkesboro	34.9%	16.4%
Davie County	14.5%	23.6%
North Carolina	13.7%	29.0%

FIGURE 7: MOCKSVILLE'S EDUCATIONAL ATTAINMENT FOR THE POPULATION AGES 25+ (2016)



Resident Workforce

The Town of Mocksville had approximately 2,383 residents employed in the workforce in 2015. Only 21% (512 residents) of the resident workforce is employed in the Town limits of Mocksville. The remaining 79% commute outside the Town for employment. About 32% of Mocksville's resident workforce stay within Davie County for employment, while about 22% travel east into Forsyth County, working mainly in Winton-Salem (17%) and Clemmons (3%). Another 7% travel further east into Guilford County; 6% travel south into Rowan County; 4% travel further south into Mecklenburg County; and 4% travel west into Iredell County. The majority of workforce residing in Mocksville work in manufacturing (16.5%), retail (13.3%) or health care (12.4%).

Employment Population

Mocksville has an employment population about equal to its total residential population in 2015. About 5,857 people work within the Town of Mocksville, according to the U.S. Census Bureau's LEHD data. A majority of these workers (91%) do not live in Mocksville and commute into the Town every day. Almost 41% of Mocksville's employment population lives somewhere in Davie County; 9% commute from Forsyth County; 8% from Iredell; 6% from Davidson and 5% from Rowan County.

In 2015 a majority of the jobs in Mocksville were in the manufacturing sector (20%). This proportion has decreased since 2005, when nearly 30% of jobs in the Town were manufacturing positions. Mocksville has several large employers along the US-601 corridor including Walmart, Lowe's Home Improvement, Wake Forest Baptist Health, Food Lion, Ingersoll-Rand, Autumn Care, AVGOL, Davie County Schools and VF Jeanswear (see [Figure 8](#) on the following page).

Opportunity Zones

In 2017, the federal Tax Cuts and Jobs Act created the *Opportunity Zone (OZ)* program which is designed to entice investors to make long-term investments in communities that are historically distressed in exchange for receiving significant tax benefits. Davie County has one fairly large opportunity zone on the east side of US Highway 158, which coincides with Census Tract 805 (see Figure 9 at right). A significant portion of this Opportunity Zone is located within Mocksville's municipal limits and Extra-Territorial Jurisdiction (ETJ).

FIGURE 9: MOCKSVILLE'S OPPORTUNITY ZONE

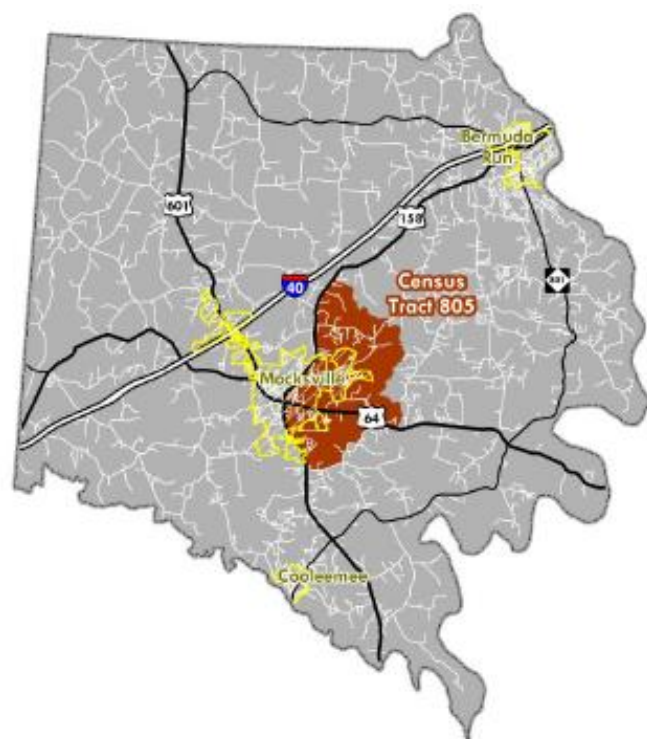
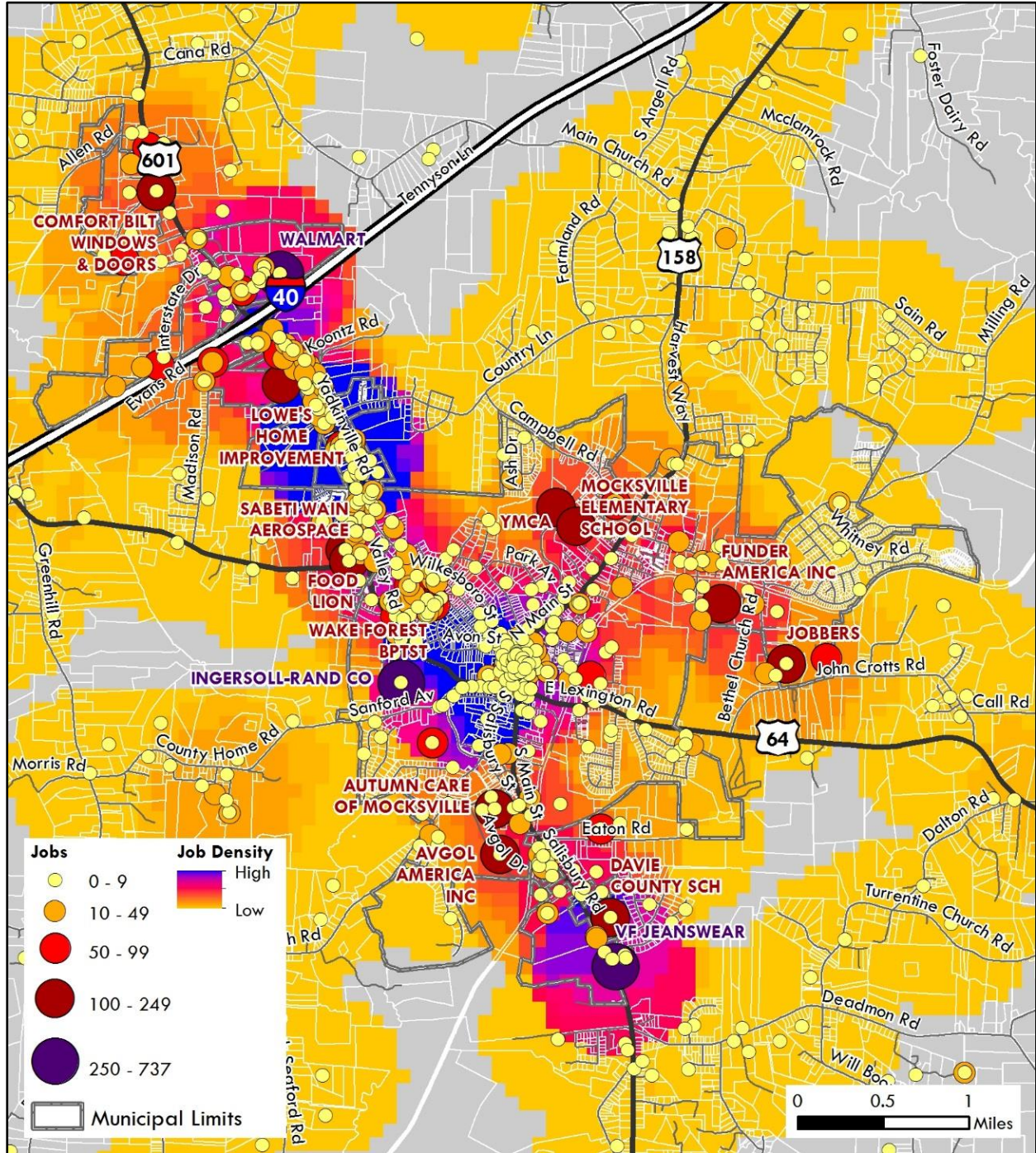


FIGURE 8: EMPLOYMENT DENSITY IN MOCKSVILLE (2017)



Source: Info USA 2017

Police and Fire Services

Police Services

Since Mocksville's founding in 1839, when volunteer constables and night watchmen "*kept an eye on things*," public safety services have been an important and valued part of the community. The Town's Police Department operates one station located at 278 North Main Street in downtown Mocksville. The Department has an FY2019 annual operating budget of \$1.872 Million and is funded almost entirely by the Town of Mocksville through an annual allocation of tax funds. Some funding is also received from State and Federal Law Enforcement asset forfeiture programs. The Police Station's response area coincides with Town limits and covers approximately 5.5 square miles and 5,200 residents. The Department is considered a small- to medium-sized public safety agency and serves a relatively small community compared to larger jurisdictions such as Winston-Salem. These factors spare Mocksville Officers from having to run non-stop from call to call and allow them instead, to maintain a very high level of positive interaction with community members. These day to day interactions are crucial in building community trust and comfort unprecedented in larger cities.

The Town currently has 22 full-time Sworn Officers, one full-time civilian Evidence Technician and two part-time Civilian Staff members providing administrative and code enforcement services. In addition, the Town currently retains 9 sworn Reserve Officers enabled to maintain their certification by providing the Town 12 unpaid volunteer hours per month. Some Reserve Officers are retired, while others have jobs elsewhere. Reserve Officers may choose to cover additional paid shifts, and those in good standing receive priority consideration for full-time positions as openings occur in the Department. To provide 24/7 coverage, all Officers serve in 12-hour shifts, with four Officers serving during each shift.

The Department is currently developing a 5-Year Strategic Plan to clarify its goals, set priorities and guide future personnel and capital budget decisions. With very little turn-over, most Officers are long-term employees. As senior administrators retire, Patrol Officers can be added to the force to increase narcotics investigations and potential asset forfeiture revenues for the Department. These revenues, in turn, can help fund vehicle and technology upgrades for body cameras, data storage, in-station and in-car computers and printers, internet and GPS connectivity, and communications equipment.

The Department is also currently discussing Information Technology upgrades to the municipal Records Management System. The new system will share in-house information with County Sheriff, Communications, EMS, Fire Marshall and IT personnel. These upgrades will increase data access, mapping and analysis capabilities to significantly improve the effectiveness and efficiency of public safety agencies in Mocksville and throughout the County. In addition to these planned personnel and capital improvements, the Department is eager to explore opportunities to provide technical review and potential impact assessment of future land development proposals on public safety services.

Fire Services

The Town of Mocksville operates one Volunteer Fire Station located at 335 Sanford Avenue in Mocksville. This station has an FY 2019 annual operating budget of \$643,562 and is funded through the Davie County Fire Tax at \$410,000, with an additional \$233,562 from the Town of Mocksville. The station’s response area covers approximately 25 square miles and 8,000 residents and extends 5 miles from the station. In addition to 15 volunteer fire fighters, the station has 7 part-time paid staff that have full-time jobs elsewhere but provide day-time coverage on their days off. During the 1980s the station had a long waiting list of volunteers and handled an average of only 175 to 200 calls per year. The station currently handles an average of 1,500 calls annually and receives an average of only 1 volunteer application per year. To address these challenges, the station’s 5-Year Plan (2012-2017) requested 4 full-time staff and a second sub-station to be located north of I-40 close to the new industrial park. The 2018-2022 5-Year Plan will include similar requests.

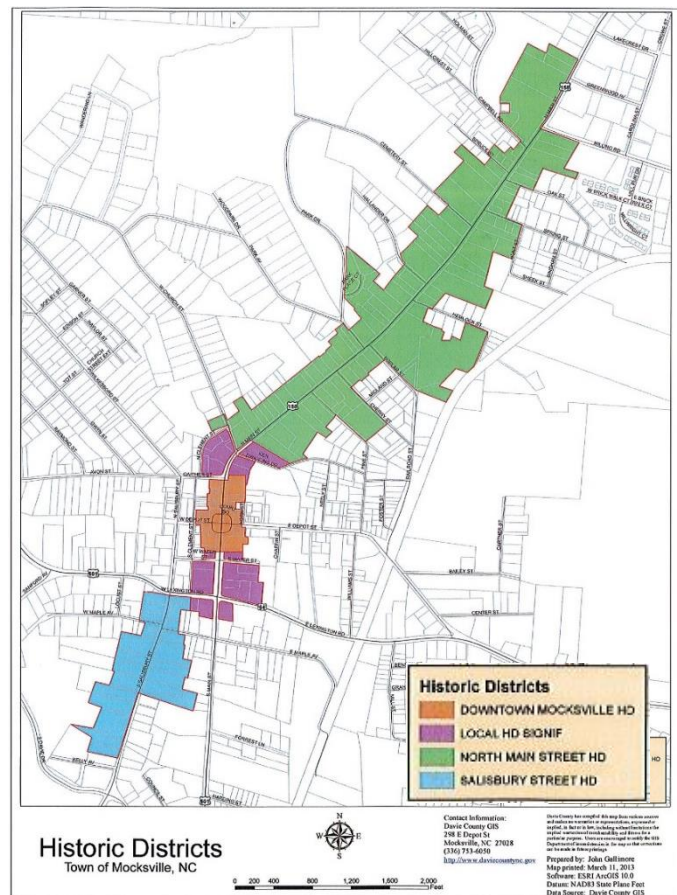


Downtown

Historic Preservation

Historic Davie is a 501(c)(3) non-profit organized to support the identification and preservation of historic properties in Davie County. The group has not been active for several years. However, in the early 2000s, a group of merchants conducted research on the history of downtown Mocksville. With the support of the Town, historical buildings were placed on the National Register of Historic Places, plaques were placed on key buildings and an historic walking tour was organized. There are four formally designated Historic Districts in Mocksville, including Downtown Mocksville; the Local Court Square Area; North and South Main Street; and the South Salisbury Street Area (see [Figure 10](#) at right).

FIGURE 9: HISTORIC DISTRICTS MAP



Downtown Merchants

A formal downtown merchants' association with membership dues is not currently in place. However, downtown merchants meet quarterly to discuss upcoming downtown projects and events and potential improvement opportunities, and to organize cooperative promotional activities and events to increase their customer base and sales.

Downtown Beautification & Events

The Town of Mocksville has a full-time *Community Development Coordinator* responsible for downtown beautification projects including benches, trash receptacles, sidewalks, light poles, seasonal banners and the Main Street Park. Current beautification efforts include an alleyway improvement project and a downtown mural project. The *Coordinator* is also responsible for the Town's involvement in the NC Main Street Program and for planning and managing numerous downtown events and activities to build community pride and develop the local downtown economy.

In cooperation with the Mocksville Tourism Development Authority, Davie County Tourism (Chamber of Commerce) and Davie County Parks and Recreation, the Town hosted the following events in 2018:

- **Daniel Boone Family Festival** – Saturday, May 5, 2018 - 10 a.m. to 5 p.m. on Main Street – This free event celebrates the wedding anniversary of Daniel & Rebecca Boone, who's parents and brother (Israel) are buried in Mocksville's Joppa Cemetery. The Festival includes local artisans, a Children's Activity Area, Fort Dobbs re-enactors in period costumes and historical tours of Davie County. Music and dancing at *Junker's Mill Outdoor Theater* is provided from 12 Noon to 8:30 p.m.
- **Summer Beach Days – Beach Music Concert** – Saturday, June 24, 2018 7:30-10:30 p.m.
- **The Mill Fest** – September 14 and 15, 2018 – This two-day music festival is held at the *Junker's Mill Outdoor Theater* with admission at \$15 for a one-day pass or \$25 for a two-day pass. Attendance was light due to Hurricane Florence.



- **The Oaks Festival** – Saturday, October 13, 2018 - 12 Noon-7:30 p.m. – This free event on Main Street featured local artisans, a Children’s Activity Area and live entertainment.
- **’Twas the Night Before Bed Race** – Friday, November 16th, 2018 – 5:30-9:00 p.m. – Private citizens, schools, non-profits and businesses form teams to build a “Bed Sled” and race them down North Main Street in this hilariously fun-loving holiday event.
- **Winter Fest** – Fridays & Saturdays for the first three weeks in December – On Friday evenings, downtown shoppers and visitors enjoy holiday music by local musicians, bagpipers and Carolers. A wide range of family-friendly activities are hosted on Saturdays, including “*Christmas Movie in the Park*” with gas heaters, hot cocoa, and popcorn; “*Pony Cart Rides*”, the “*Christmas Crawl*” where families visit downtown merchant to craft Holiday gifts; the “*Traveling Story Book*” where poster-sized pages of a featured book are displayed in Merchants’ windows and children receive copies of the book or coloring books and crayons at the end of the tour; .”*Visiting Santa & Mrs. Claus*” complete with a beautiful European sleigh, a miniature horse dressed as a reindeer, a petting zoo, a nativity scene and a 32-foot tall inflatable snow mountain slide!



The following additional downtown events were hosted in downtown Mocksville using Town funding:

- **Concerts on the Square** – Two free concerts per month from June through September;
- **Movies in the Park** – Two free movies per month from June through September;
- **Summer Fun Project** – July 20th, 2018 – “*Story Book in the Park*” features a free storyteller from the Davie County Library leading children as they follow the path of the book’s pages.
- **Kids Art Crawl** – July 26th, 2018 – 10:30 a.m.-2:30 p.m. – This \$5 per child event provides five stations featuring various hands-on art & craft projects. Kids bring their lunch and snacks and entertainment are provided.
- **Game’s On! Main Street!** – August 16th, 2018 – 11:00 a.m.- 2:30 p.m. – Board games, corn hole, giant Jenga, Pokemon, relay races and refreshments for kids of all ages.



The 2019 roster will be similar to the Town’s 2018 schedule of events. Mocksville Tourism will likely continue to provide funding (\$2,000) and assistance to the Davie County Parks & Recreation Department for its annual Fourth of July Celebration. The Town has also been asked to help a group with a half marathon project and other groups have requested support for a beach volleyball project and a Christmas Concert for 2019.

Transportation

A majority (94.7%) of Mocksville’s workforce drives to work in a car, with 74.6% driving alone and 20.1% carpooling. Another 3.4% of the workforce walks or rides a bicycle to work, while 1.9% works from home. No workers reported using any form of public transportation (see Table 13).

The average commute time to work in 2016 was 24.2 minutes. 21% of the workforce has a commute time under 10 minutes while 23% has a commute time greater than 45 minutes.

TABLE 13: MEANS OF COMMUTING TO WORK AND TRAVEL TIMES (2016)

	Mocksville	China Grove	Elkin	North Wilkesboro	Davie County	North Carolina
Drove Alone	74.6%	72.5%	81.5%	88.8%	82.9%	81.1%
Carpool	20.1%	18.4%	11.2%	10.3%	10.3%	9.8%
Public Transportation	0.0%	0.0%	1.6%	0.0%	0.4%	1.1%
Other Means	0.0%	3.6%	3.2%	0.0%	1.7%	1.1%
Walk or Bike	3.4%	1.8%	1.6%	0.9%	1.3%	2.1%
Worked at Home	1.9%	3.7%	1.0%	0.0%	3.3%	4.8%
Mean Travel Time (Minutes)	24.2	22.0	21.0	19.3	27.1	24.1
Less than 10 minutes	21.0%	5.4%	31.9%	17.2%	11.2%	12.7%
10 to 14 minutes	18.1%	28.8%	17.2%	26.8%	10.4%	15.1%
15 to 19 minutes	8.4%	20.2%	9.3%	27.9%	14.5%	17.4%
20 to 29 minutes	11.6%	18.3%	11.7%	10.2%	24.3%	22.8%
30 to 44 minutes	17.8%	15.2%	15.2%	3.9%	24.3%	19.4%
45 to 59 minutes	18.5%	8.1%	10.2%	6.4%	7.5%	6.8%
60 minutes or more	4.6%	4.1%	4.5%	7.6%	7.7%	5.7%

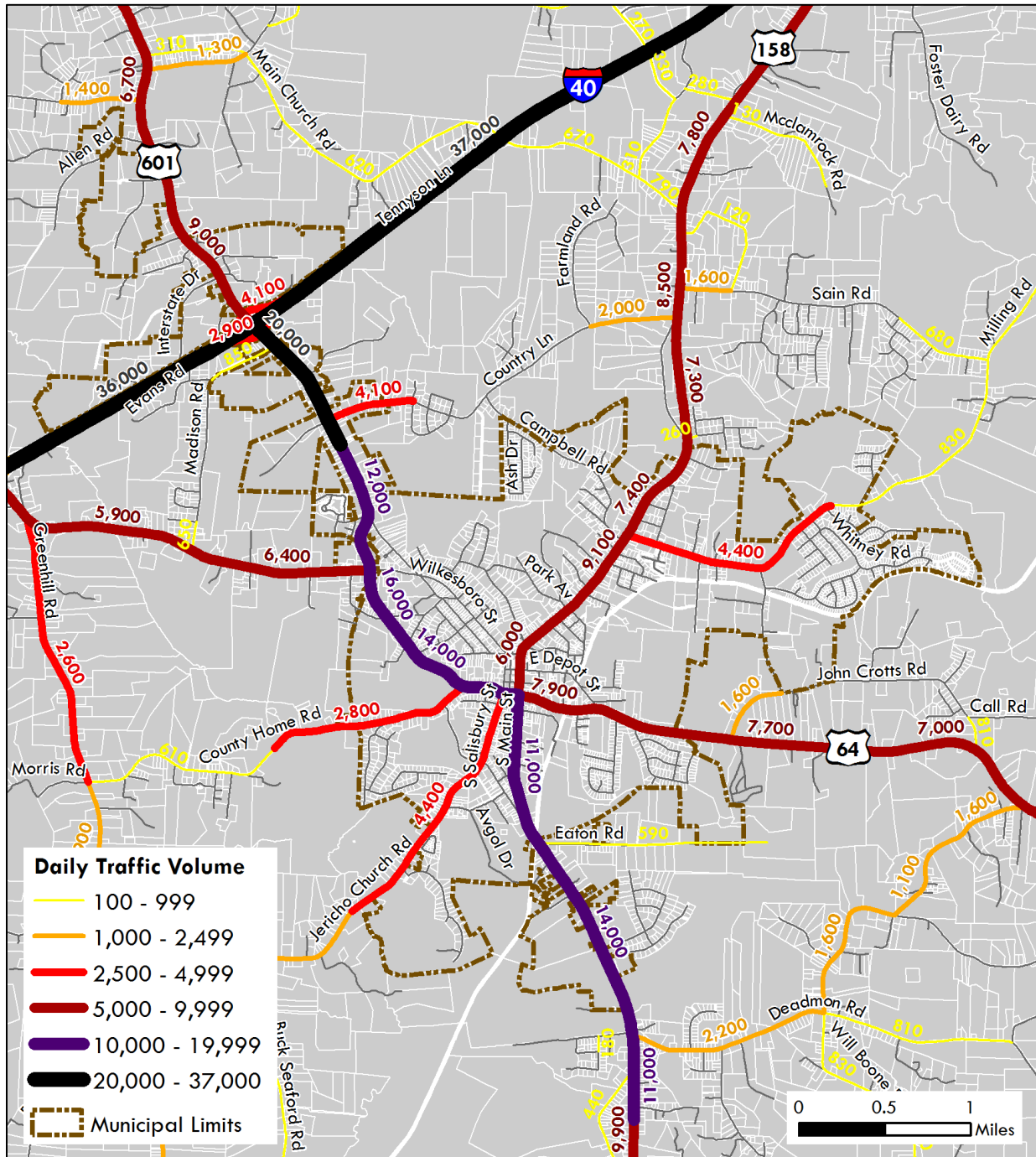
Public Works

The Mocksville Public Works Department has eleven (11) full-time staff members and an FY2019 annual budget of \$720,300.00 for the installation and maintenance of approximately 33.5 miles of roads within Town limits. The North Carolina Department of Transportation (NCDOT) maintains approximately 18 miles of State-maintained roads within Town limits, including US 601, US 64 and US 158 and I-40. The Public Works Department also has an FY2019 annual budget of \$1,184,874 for the operation and maintenance of the Town’s water systems, and \$1,908,900 for the operation and maintenance of the Town’s wastewater systems (see [Water and Sewer Systems](#) below).

Traffic Patterns

Interstate 40 and the major corridors traveling through Mocksville have a high daily traffic volume in part due to commuters (see Figure 11). Interstate 40 at the US-601 exit in Mocksville has a traffic volume of 36,000-37,000 vehicles per day. US-601 just south of I-40 sees about 20,000 vehicles per day and tapers down to 14,000 vehicles per day before reaching the center of Town.

FIGURE 11: AVERAGE ANNUAL DAILY TRAFFIC IN MOCKSVILLE (2015)



Source: NCDOT AADT 2015

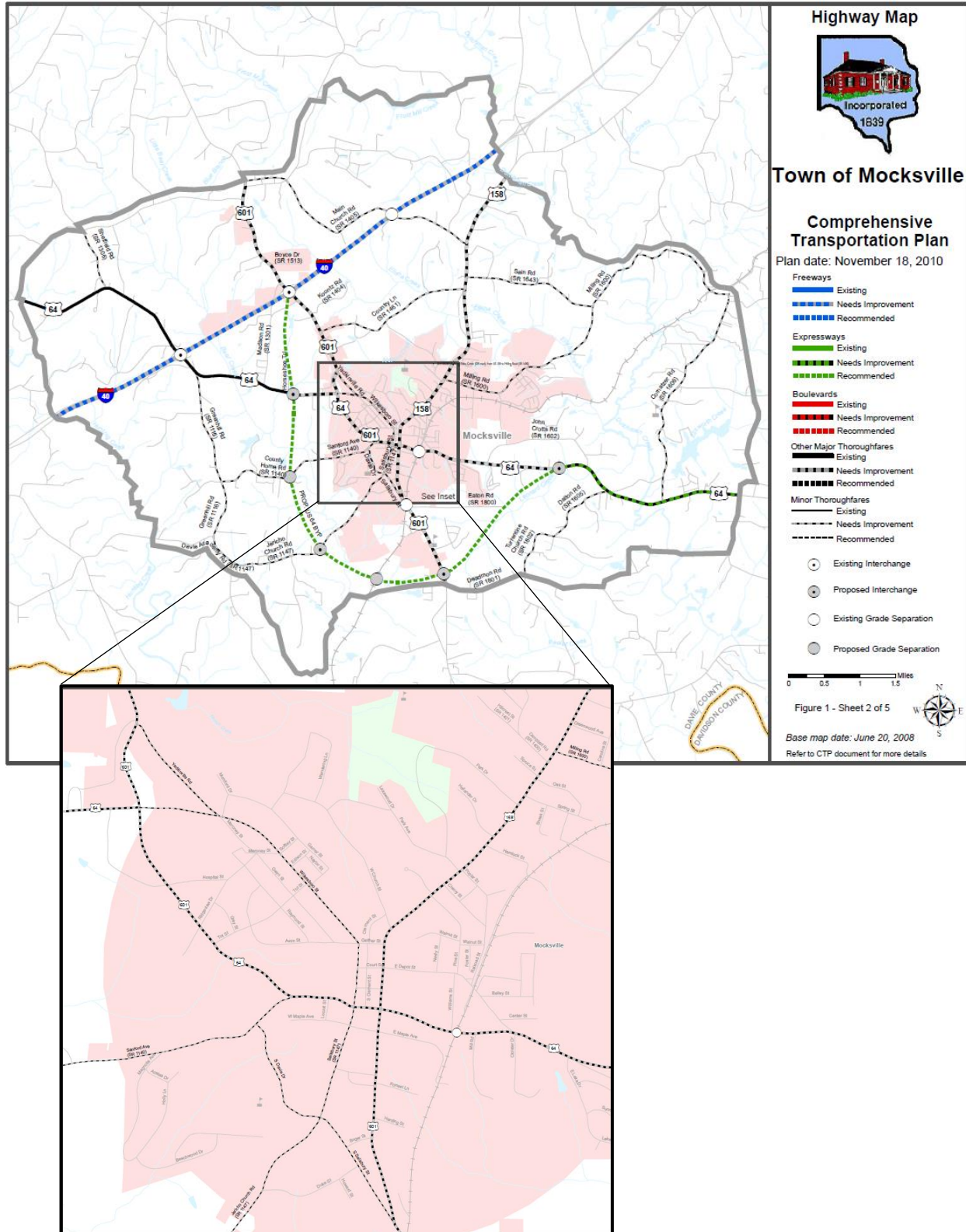
NCDOT & Town of Mocksville Comprehensive Transportation Plans

The North Carolina Department of Transportation (NCDOT) ***Comprehensive Transportation Plan***, serves as the transportation plan for Davie County, and includes the Town of Mocksville. The plan report and maps can be found online (https://connect.ncdot.gov/projects/planning/Pages/CTP-Details.aspx?study_id=Davie%20County). The earlier ***Mocksville Comprehensive Transportation Plan (CTP)*** is also available on the NCDOT website. Dated October 2011, this report provides analysis of the Town’s existing transportation system and the following recommendations for the Town’s future transportation system (roadways, bridges, public transportation and rail and bicycles and pedestrians), as outlined in Table 14 and Figure 12 below.

TABLE 14: TOWN OF MOCKSVILLE COMPREHENSIVE TRANSPORTATION PLAN RECOMMENDATIONS

Mode	Route	Description
Highway	I-40	Widen to 6-lanes with a median from northeastern Planning Area Boundary at Dutchman Creek to southwestern Planning Area Boundary at Hunting Creek.
Highway	US 64	Proposed By-Pass: <ul style="list-style-type: none"> • R-3602A – Widen to 4-lanes with a median from the eastern Planning Area Boundary, at Joe Rd (SR 1808), to west of John Crotts Rd (SR 1602). • R-3111 – Construct a 4-lane bypass with a median on new location west of Mocksville, connecting US 64 from west of John Crotts Rd (SR 1602) to I-40 at the US 601 interchange. Improve the I-40/US 601 interchange to accommodate additional traffic from the bypass. Construct interchanges at US 64 west of John Crotts Rd (SR 1602), US 601, Jericho Church Rd (SR 1147), and US 64 east of Horse Shoe Trail. Grade separations are recommended at the rail crossing and at County Home Rd (SR 1140). • Widen to 3-lanes from west of John Crotts Rd (SR 1602) at the proposed US 64 Bypass to US 158, and from US 601 to east of Horseshoe Trail at the proposed US 64 Bypass.
Highway	US 158	Widen to 3-lanes from the northern Planning Area Boundary, at Dutchman Creek, to US 64/US 601
Highway	US 601	Widen US 601 to 5-lanes from the southern Planning Area Boundary to the northern Planning Area Boundary
Public Transit	I-40 & US 601	The Piedmont Authority for Regional Transportation (PART) has established a fixed-route bus service between Mocksville and the Triad Area. Bus Route 14 – The Davie County Express, runs along I-40 from the northern Planning Area Boundary to the US 601 interchange; and from the interchange to the Park and Ride Lot on US 601 north of I-40.
Bicycle & Pedestrian	-	CTP recommendations for bicycle and pedestrian facilities include a multi-use path adjacent to US 601 from southern planning area boundary to Country Lane Road (SR 1461) and a sidewalk on US 601 from Country Lane Road (SR 1461) to Madison Road (SR 1301). See <i>APPENDIX A – Mocksville CTP Bicycle and Pedestrian Recommendations</i> for a complete listing of recommendations.

FIGURE 12: MOCKSVILLE CTP HIGHWAY RECOMMENDATIONS MAP



State Transportation Improvement Plan (STIP)

State and Federal funding priorities for transportation improvements are outlined in the State Transportation Improvement Plan (STIP). Two local projects are included in the current STIP (see [Table 15](#) below). In addition, the [US 64 Highway Improvement Project](#) has been submitted for consideration in the NCDOT Prioritization 5.0 process. This proposed road widening project (STIP # R-5862A) of regional impact has a section located in Mocksville from US 601 to NC 801 with a projected cost of \$95.6 million.

TABLE 15: TOWN OF MOCKSVILLE TRANSPORTATION IMPROVEMENTS IN THE CURRENT STIP

STIP #	Mode	Route	Description
R-5728	Highway	US 601 & Salisbury Street	Intersection improvements
U-6002	Highway	Wilkesboro Street & Yadkinville Road	Construct roundabout

Sidewalks

The Town of Mocksville currently has about 9 miles ($\pm 48,000$ linear feet) of sidewalks within its Town limits. Most existing sidewalks are in good or fair condition and strategically located to connect downtown with parks and schools.

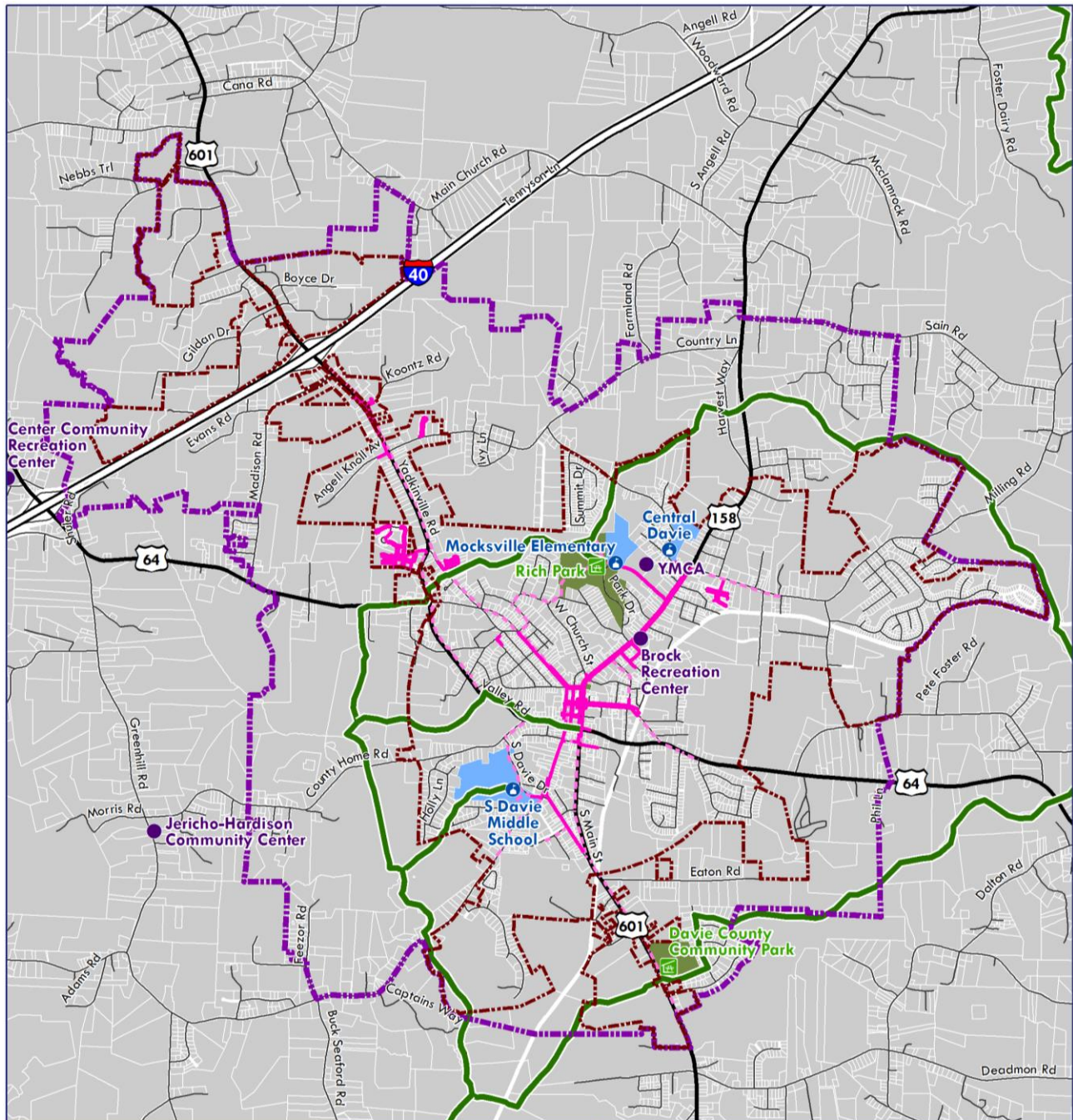
Parks & Recreation

The town's existing recreational amenities along with its existing & proposed sidewalk system and its proposed trail system are highlighted on the [Mocksville Parks & Recreation Map](#) (see [Figure 13](#) below).

Mocksville's largest park is the 67-acre [Rich Park](#) which is located centrally on the west side of North US 158 in Mocksville. The park operates on a regular sun-rise to sun-set schedule and offers a wide variety of recreational facilities including a baseball field, softball field, outdoor basketball court, outdoor volleyball court, three horseshoe pits, three shuffleboard courts, three bocce ball courts, a mountain bike trail, walking trails, two playgrounds, and a variety of picnic shelters.

Currently under construction, the [Davie County Community Park](#) is located along the east side of South US 601, just outside town limits. This new recreational facility is scheduled for completion in Fall 2019 and will be an important addition to the community's recreational infrastructure. Other recreational amenities in and around Mocksville include the YMCA, the Central Davie High School, the South Davie Middle School, the Mocksville Elementary School, the Jericho-Hardison Community Center and the Central Community Recreation Center.

FIGURE 13: MOCKSVILLE PARKS & RECREATION MAP



<p>Town of MOCKSVILLE Comprehensive Plan</p> <p>PARKS & RECREATION</p>	<p>Miles</p>	<table border="0"> <tr> <td> Park</td> <td> Road</td> </tr> <tr> <td> Recreation Center</td> <td> Park Property</td> </tr> <tr> <td> School</td> <td> School Property</td> </tr> <tr> <td> Existing Sidewalk</td> <td> Tax Parcel</td> </tr> <tr> <td> Proposed Sidewalk</td> <td> Town Limits</td> </tr> <tr> <td> Proposed Trail</td> <td> ETJ Boundary</td> </tr> </table>	Park	Road	Recreation Center	Park Property	School	School Property	Existing Sidewalk	Tax Parcel	Proposed Sidewalk	Town Limits	Proposed Trail	ETJ Boundary
Park	Road													
Recreation Center	Park Property													
School	School Property													
Existing Sidewalk	Tax Parcel													
Proposed Sidewalk	Town Limits													
Proposed Trail	ETJ Boundary													
<p>Mapping provided by: Piedmont Triad Regional Council - Planning Department Date: March 27, 2019</p> <p>Planning services provided by: Foothill Planning + Design</p>														

Connect Davie – Davie County Greenway Master Plan

In 2015 the Davie County Health Department sponsored the development of **Connect Davie – Greenway Master Plan**, on behalf of the citizens of Davie County and the communities of Mocksville, Bermuda Run and Farmington (see Figure 14 below). The purpose of the plan is to improve “active living opportunities through the creation of a countywide system of multi-use greenways. This plan aims to provide meaningful connections to Davie County’s treasured assets, including its towns, neighborhoods, schools, recreation facilities, historical and cultural resources...The Connect Davie plan is critical for...determining priority areas of implementation...[and] and for communication to grant agencies that can help fund construction.”



FIGURE 14: CONNECT DAVIE GREENWAY MASTER PLAN – THE BIG PICTURE



The Town of Mocksville’s system of surrounding creeks and floodplains provide a unique geography that is well suited for multi-use trail development. Using these floodplain areas, the proposed “Green Ring Trail” would provide a complete loop trail around Mocksville associated with the five streams, including Nelson Creek, Elisha Creek, Dutchman Creek, Leonard Creek and Bear Creek. The Green Ring Trail would connect key community assets, including Mocksville Elementary School, the YMCA, Rich Park, Davie Parks and Recreation, Davie County High School, Davie Community College, South Davie Middle School, Downtown Mocksville and Davie Medical Center. The plan highlights the following three initial greenway development phases which align with ongoing Mocksville greenway planning efforts (see [Figure 15](#) and [Figure 16](#) below).

- **Phase 1** – Connect Rich Park to MLK Drive (formerly Campbell Road) along Nelson Creek. Trail easements currently exist along this 1.5 mile “shovel ready” greenway trail corridor;
- **Phase 2** – Extend the Nelson Creek Trail to the confluence of Elisha Creek and NC Highway 158. A greenway “underpass” will need to extend through the Elisha Creek box culvert.
- **Phase 3** – Extend the trail from NC Highway 158 to Milling Road. Although some dedicated trail easements exist in the Phase 2 and 3 corridors, a significant landowner outreach effort is necessary to secure legal trail easements for much of these corridors.

FIGURE 15: CONNECT DAVIE GREENWAY MASTER PLAN – INITIAL MOCKSVILLE FOCUS AREAS

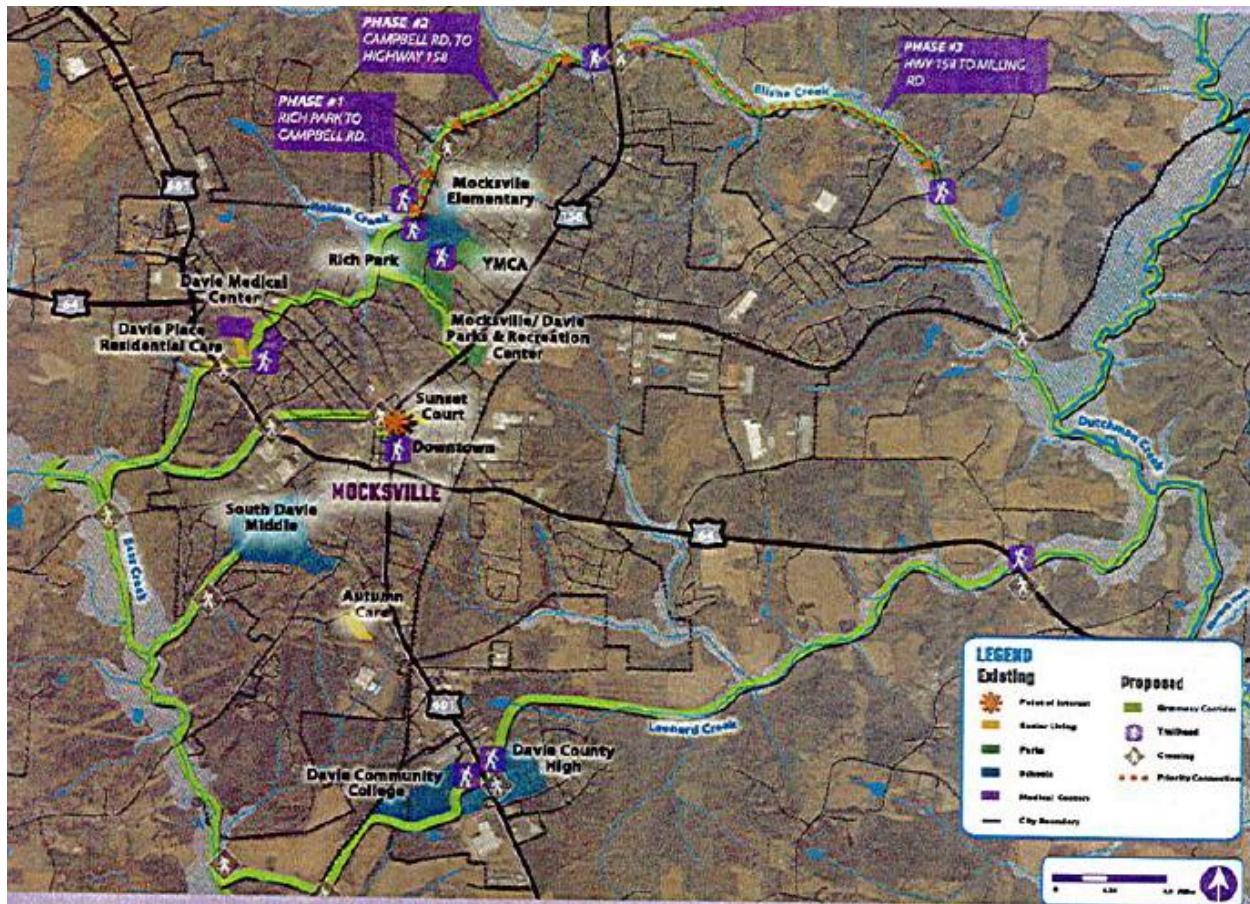


FIGURE 16 - MOCKSVILLE GREENWAY PLAN FOR RICH PARK RESOURCES



RICH PARK GREENWAY
MOCKSVILLE, NC

LandDesign.

DATE: 12/16/2014 P.M. 10:41:03

Water and Sewer Services

The Town of Mocksville owns and operates an extensive water treatment and distribution system (see [Figure 17](#)), and wastewater treatment and collection system (see [Figure 18](#)).

Water Services

Mocksville owns and operates the Hugh A. Lagle Water Treatment Plant. The raw water source for the plant is Hunting Creek. The plant's rated treatment capacity of 2.0 Million Gallons per Day (MGD). The average daily flow of treated drinking water through this plant is about 1.0 MGD. The Plant's peak flow in 2017 was 1.58 MGD. There is an interconnection between the Town and Davie County water systems, in which one can purchase water from the other in the event of an emergency. Since this is only used for emergency purposes, the net water sold and purchased by the Town is zero. The Town does not currently have any plans to expand its water treatment facilities to increase hydraulic capacity. However, the Town is working with Davie County to evaluate options for replacing its existing treatment facilities with either a new water treatment plant or an interconnection with Davidson Water. The Town has not previously done any extensive future planning work, so future water demand projections will be dependent on the ongoing comprehensive planning and evaluation efforts.

Sewer Services

The Town of Mocksville owns and operates the Dutchman's Creek Wastewater Treatment Plant, (WWTP) which has a rated treatment capacity of 0.98 MGD and currently treats an average of 0.47 MGD. The Town is currently in the design stages for an improvement project at the WWTP, however this project does not involve an increase in capacity beyond 0.98 MGD. The Town does not currently have plans to expand its wastewater treatment facilities. In addition to the Dutchman's Creek WWTP, the Town also operates the Bear Creek Pumping Station, which pumps wastewater to the Cooleemee Wastewater Treatment Plant owned and operated by Davie County. The Cooleemee Plant has a rated treatment capacity of 1.5 MGD and currently treats an average of 0.5 MGD. Mocksville contracts with Davie County to treat up to 0.5 MGD at the Cooleemee Plant and currently pumps an average of 0.23 MGD. The Cooleemee WWTP currently operates well below its rated capacity and has the physical space to double its treatment capacity in the future if necessary. Because it is not anticipated that additional flow would have any negative impact on plant operations, the Town's Engineer recommends any new, large wastewater users be located in the Bear Creek basin. In addition, the Davie County Utilities Director encourages the Town of Mocksville to consider pumping a larger portion of wastewater from the Dutchman's Creek basin into the Bear Creek basin, to accommodate future growth in the Dutchman's Creek basin.

FIGURE 17: MOCKSVILLE WATER SYSTEM MAP

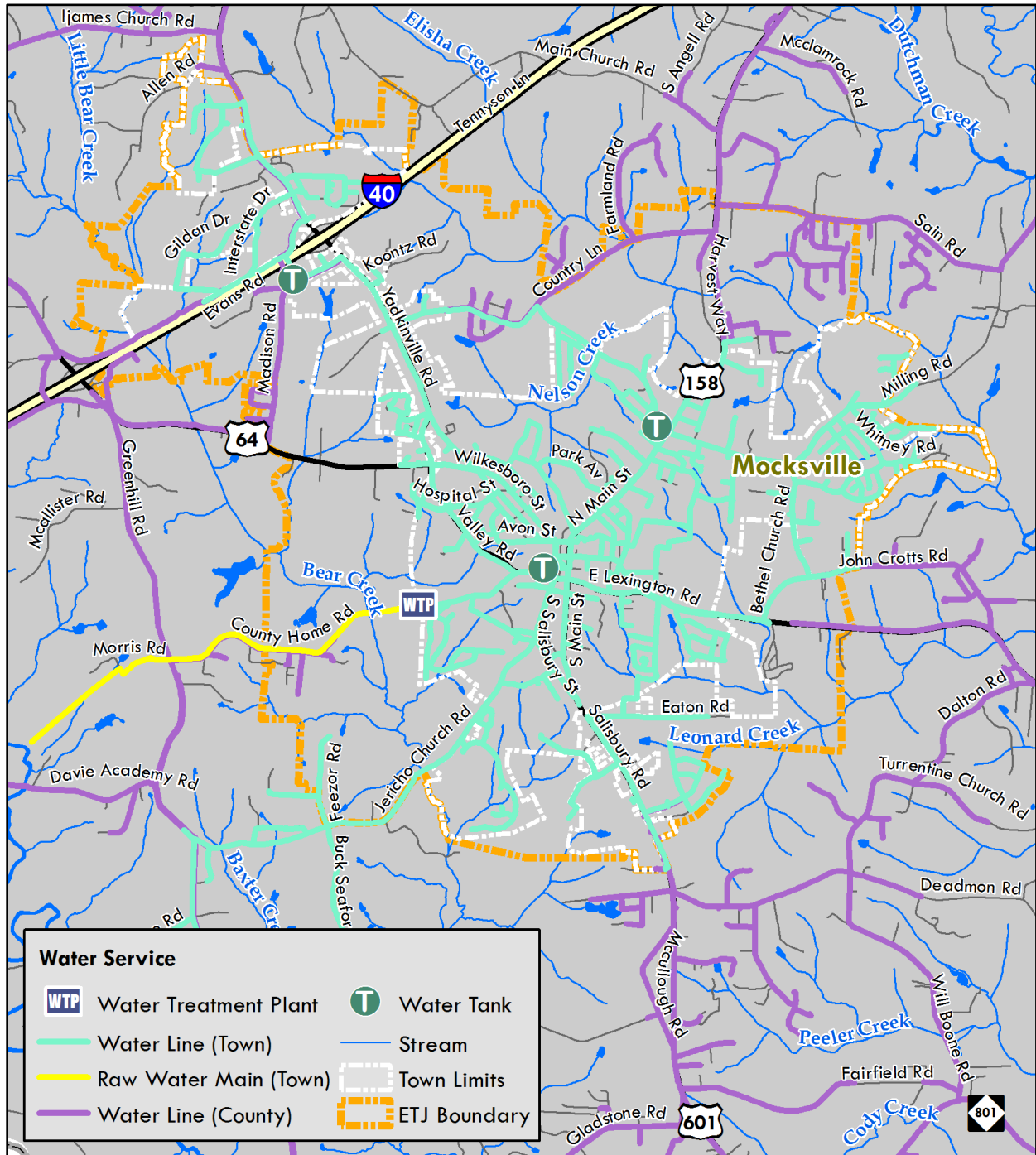
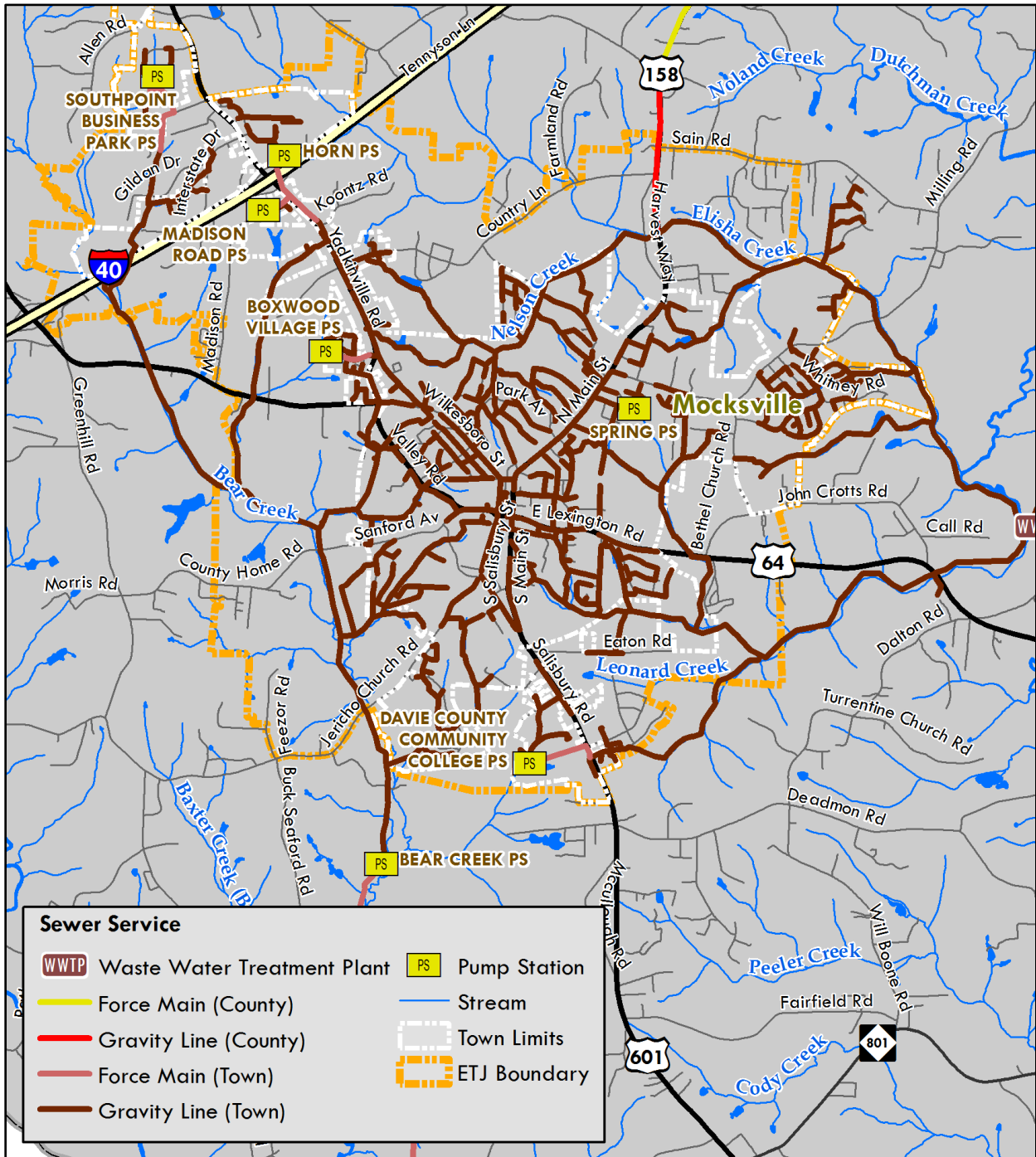


FIGURE 18: MOCKSVILLE WASTE WATER SYSTEM MAP



Existing Land Uses

Using Davie County tax assessor records obtained in 2018, land uses were mapped and analyzed to identify existing land development patterns within Mocksville’s Town Limits (4,865 acres) and Extra-Territorial Zoning Jurisdiction or ETJ (5,564 acres) for a combined total of 10,429 acres.

Figure 19 on the following page provides a map of existing land use patterns. Table 16 (below) shows the acreage and share totals for each major land use category within the existing Town limits, the Town’s ETJ and for the two areas combined.

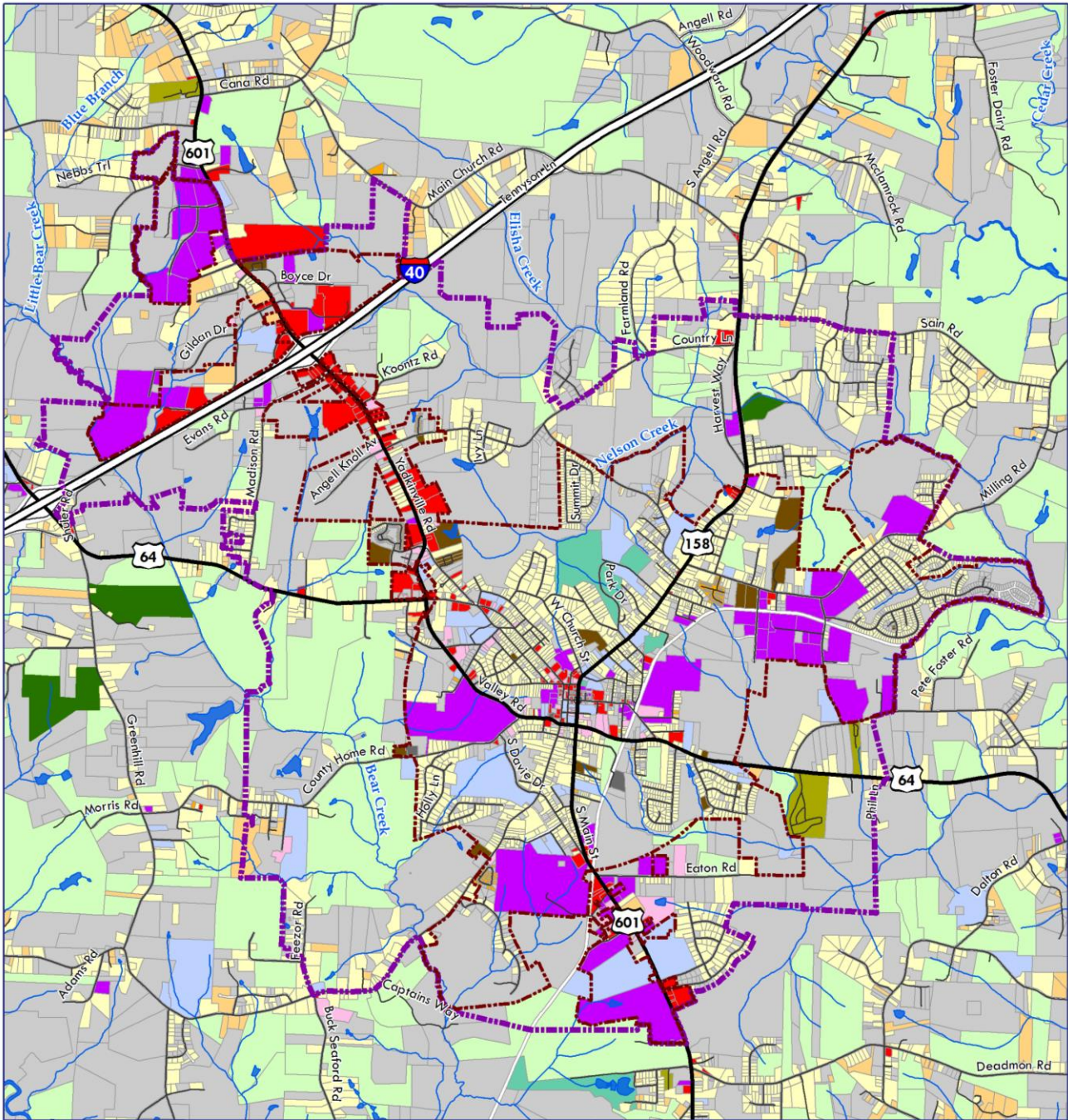
TABLE 16: EXISTING LAND USE WITHIN TOWN LIMITS AND ETJ

Land Use	TOWN LIMITS		ETJ BOUNDARY		TOWN + ETJ	
	Acres	%	Acres	%	Acres	%
Single Family (10+ acres)	37.68	0.8%	1,135.56	20.4%	1,173.24	11.2%
Single Family (<10 acres)	1,014.75	20.9%	729.90	13.1%	1,744.65	16.7%
Mobile Home	18.86	0.4%	81.21	1.5%	100.06	1.0%
Mobile Home Park	-	-	61.00	1.1%	61.00	0.6%
Townhome/Duplex	20.94	0.4%	-	-	20.94	0.2%
Multi-family Apartments	100.21	2.1%	-	-	100.21	1.0%
Agriculture	-	-	16.66	0.3%	16.66	0.2%
Park/Open Space	87.22	1.8%	-	-	87.22	0.8%
Commercial	236.16	4.9%	20.44	0.4%	256.60	2.5%
Industrial	822.77	16.9%	35.16	0.6%	857.93	8.2%
Institutional	284.66	5.9%	112.02	2.0%	396.68	3.8%
Office	54.50	1.1%	42.94	0.8%	97.44	0.9%
Utility	8.54	0.2%	-	-	8.54	0.1%
Vacant	1,907.03	39.2%	2,778.80	49.9%	4,685.83	44.9%
Rights-of-Way (ROW)	271.62	5.6%	550.25	9.9%	821.87	7.9%
TOTAL	4,864.95		5,563.94		10,428.89	

Approximately 4,071 (84%) of the 4,865 total acres of land within Town limits consists of four land use categories, including: 1,907 acres (39%) of land considered Vacant; 1,052 acres (21.7%) of Single-Family Residential; 823 acres (17%) of Industrial; and 285 acres (6%) of Institutional. Within the Town’s ETJ some 5,306 acres (96%) of the 5,564 total acres of land consist of four land use categories, including: 2,779 acres (50%) of Vacant; 1,865 acres (33.5%) of Single-Family Residential; 550 acres (10%) of Rights-of-Way; and 112 acres (2%) of Institutional.

With a total of 4,686 acres (45%) of vacant land and an additional 1,173 acres (11.2%) of land in parcels 10+ acres in size with only one single-family home (e.g. farm houses), there appears to be an abundance of vacant land within current Town limits and ETJ to accommodate future land development through the 2030 planning horizon and beyond.

FIGURE 19: EXISTING LAND USE MAP



Town of
MOCKSVILLE
Comprehensive Plan

EXISTING LAND USE

0 0.5 1
Miles

Mapping provided by:
Piedmont Triad Regional
Council - Planning Department
Date: March 21, 2019

Planning services provided by:
Foothill Planning + Design

Land Use

 Agricultural/VAD	 Commercial
 Single Family (10+ acres)	 Industrial
 Single Family (< 10 acres)	 Institutional
 Condo/Townhome	 Office
 Manufactured Home	 Park/Open Space
 Mobile Home Park	 Utility
 Multi-Family Residential	 Vacant

Town Limits
 ETJ Boundary

Road
 Stream

Existing Land Development Regulations

The Town of Mocksville uses two main tools to regulate land development within its jurisdiction, a zoning ordinance and subdivision regulations.

Zoning

The Mocksville Zoning Ordinance was established in the 1960s as a legal and administrative tool to ensure land uses within the community are properly situated in relation to one another, and that adequate space is provided for each type of land use. Zoning controls development density so that property can be provided with adequate public services such as streets, schools, recreation, utilities, and fire and police protection. Zoning can also help to direct new growth into appropriate areas and protect existing property values by requiring that new land development provide adequate light, air and privacy for persons already living and working within the community. Zoning affects the taxation of property as an element of value to be considered in assessment and can also affect community appearance and aesthetic through supplemental design guidelines. Zoning is the most commonly used legal device for implementing a community's Land Development Plan. This is accomplished through the designation of zoning districts, and the establishment of specific regulations, requirements, and conditions to be applied within each district, to address the following types of issues:

- The height or bulk of buildings and other structures;
- The minimum lot size, yard setbacks, maximum ratio of building floor area to land area, and minimum requirements for onsite open space and recreation area;
- The maximum number or density of dwelling units; and
- The desired use of buildings and land for various purposes.

If a property is zoned properly for its intended use, then the needed permits can simply be obtained through application and the payment of any required fees. If a rezoning is required, the approval of the Board of Commissioners must be obtained. This process can take a few weeks to a few months, depending on the magnitude, complexity and controversy generated by the proposal. The Town of Mocksville uses the zoning district designations presented in [Table 17](#) below.

TABLE 17: MOCKSVILLE ZONING DISTRICTS

District Symbol	District Name	Type of Use
OSR & OSR-CD	Open Space Residential	Residential
GR & GR-CD	General Residential	Residential
NR & NR-CD	Neighborhood Residential	Residential
MF & MF-O-CD	Multi-Family Residential	Residential
MH & MH-O-CD	Manufactured Home Residential - Overlay	Residential (Overlay)
NC & NC-CD	Neighborhood Center	Mixed Use
TC & TC-CD	Town Center	Mixed Use
TND & TND-CD	Traditional Neighborhood Development	Mixed Use
CI & CI-CD	Campus Institutional	Mixed Use
HC & HC-CD	Highway Commercial	Commercial
CB & CB-CD	Campus Business	Commercial
SP & SP-CD	Special Purpose	Commercial
GI & GI-CD	General Industrial	Industrial
FP	Floodplain	Environmental
WS-O	Watershed Overlay	Environmental

Requests to change the zoning ordinance, whether by application for a general zoning district or a conditional zoning district, is also a request to change the underlying land use plan designation for the area where the property is located. For example, if someone applies to change the zoning from residential to commercial, regardless of the special conditions on the site, the key question is whether a business should be located on that property and whether it meets the general purposes of the ordinance. Such rezoning, and consequent changes to the plan may not individually have a large impact, but taken collectively, may indicate the need to revise or modify the plan to meet continuing demands for growth and development.

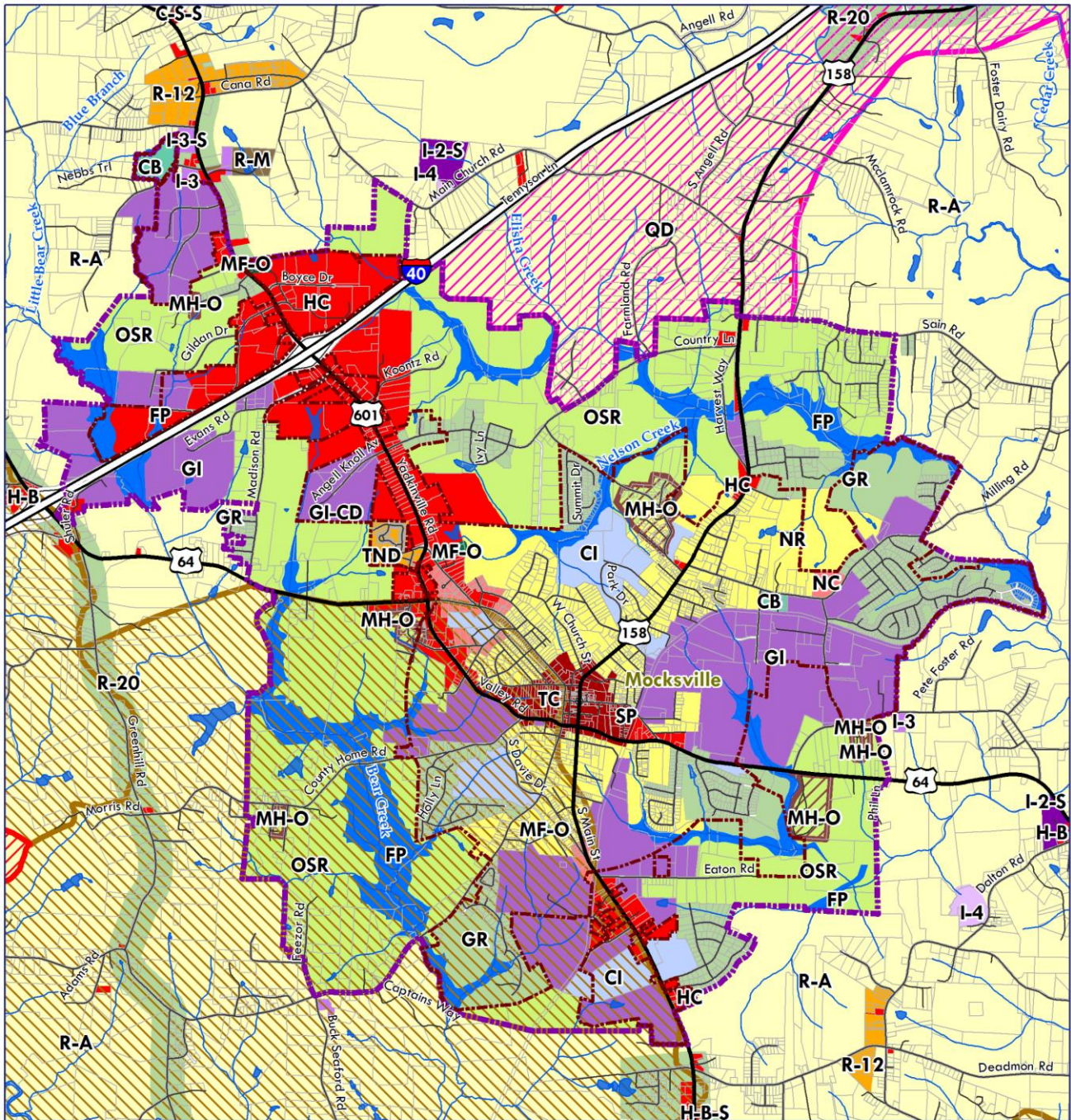
Figure 20 on the following page provides a map of existing Zoning patterns. Table 18 (below) shows the acreage and share totals for each major Zoning category within existing Town limits, the Town’s ETJ and for the two areas combined.

TABLE 16: EXISTING ZONING DESIGNATIONS WITHIN TOWN LIMITS AND ETJ

ZONING		TOWN LIMITS		ETJ BOUNDARY		TOWN + ETJ	
		Acres	%	%	Acres	Acres	%
OSR	Open Space Residential	161	3.3%	3,198	57.5%	3,358	32.2%
GR	General Residential	746	15.3%	302	5.4%	1,048	10.1%
NR	Neighborhood Residential	1,030	21.2%	117	2.1%	1,147	11.0%
TND	Traditional Neighborhood	34	0.7%	-	-	34	0.3%
NC	Neighborhood Commercial	74	1.5%	1	0.0%	75	0.7%
HC	Highway Commercial	666	13.7%	364	6.6%	1,030	9.9%
TC	Town Center	134	2.8%	-	-	134	1.3%
CB	Campus Business	36	0.7%	-	-	36	0.3%
CI	Campus Institutional	266	5.5%	47	0.8%	313	3.0%
GI	General Industrial	1,203	24.7%	548	9.8%	1,751	16.8%
SP	Special Purpose	2	0.0%	-	-	2	0.0%
FP	Floodplain	211	4.3%	671	12.1%	883	8.5%
ROW	Right of Way	303	6.2%	315	5.7%	618	5.9%
TOTAL		4,865		5,564		10,429	

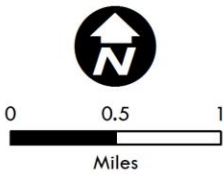
Almost all of the 4,865 acres of land within Town limits is zoned for five main land use categories, including: 1,971 acres (40.5%) zoned for **Residential uses** (36.5% as Neighborhood and General Residential); 1,203 acres (24.7%) zoned for **Industrial uses**; 910 acres (18.7%) zoned for **Commercial uses** (13.7% as Highway Commercial); 514 acres (10.5%) zoned for Flood plain and Right-of-Way uses; and 266 acres (5.5%) zoned for **Institutional uses**. A majority of the 5,564 acres of land within the Town’s ETJ, some 5,043 acres (92%), is zoned for five main land use types, including: 3,617 acres (65%) zoned for **Residential uses** (57.5% as Open Space Residential); 548 acres (9.8%) zoned for **Industrial uses**; 514 acres (10.5%) zoned for **Flood Plain and Right of Way uses**; and 365 acres (6.6%) zoned for **Commercial uses**.

FIGURE 20: EXISTING ZONING MAP



Town of
MOCKSVILLE
Comprehensive Plan

EXISTING ZONING



Mapping provided by:
Piedmont Triad Regional
Council - Planning Department
Date: March 27, 2019

Planning services provided by:
Foothill Planning + Design

Town Zoning	County Zoning	Overlays
OSR	HC	C-S
GR	CI	I-2
NR	CB	I-3
TND	SP	I-4
NC	GI	H-B
TC	FP	GI
		QD
		Critical WS
		Protected WS
		MF-O
		MH-O

Town Limits	Road
ETJ Boundary	Stream

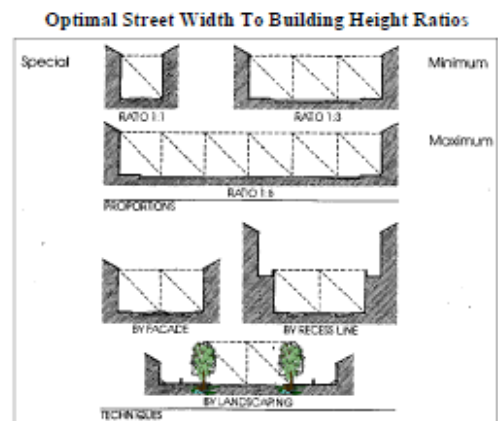
Subdivision Regulations

Subdivision regulations are locally adopted laws governing the process of converting raw land into building sites through a series of plat (map) approval procedures, under which a developer is not permitted to make improvements or to divide and sell his land until the governing body or planning board has approved a plat of the proposed design of his subdivision. Approval or disapproval is based on compliance or non-compliance of the proposal with development standards set forth in the subdivision regulations. Developers attempting to record an unapproved plat with the local registry of deeds or to sell lots by reference to such a plat, may be subject to civil and criminal penalties. Subdivision regulations provide a wide range of public benefits including:

- Ensure a safe water supply and sewage disposal system to;
- Secure adequate records of land titles;
- Set aside adequate land for future schools, parks, roads, water lines and sewer outfalls;
- Ensure buildable, properly oriented, well-drained lots;
- Coordinate the otherwise unrelated plans of multiple individual developers;
- Ensure streets, sidewalks, lots and other facilities are safe, pleasant and efficient;
- Equitably allocate improvement costs among neighborhood and town residents; and;
- Require the dedication of land for public uses and/or the improvement of public utilities or streets when deemed necessary and predominantly of benefit to subdivision residents.

Design Standards & Guidelines

The Mocksville Zoning Ordinance includes design standards adopted as part of the regulations and enforceable as code. The Town has also adopted a supplemental set of Design Guidelines to support the design standards in the ordinance. These guidelines are not enforceable but serve as advisory language to clarify and underscore the intent of the ordinance. The following design elements included in these recommended standards serve to maintain and enhance the character of Mocksville by providing examples and detailed explanations of intended outcomes:



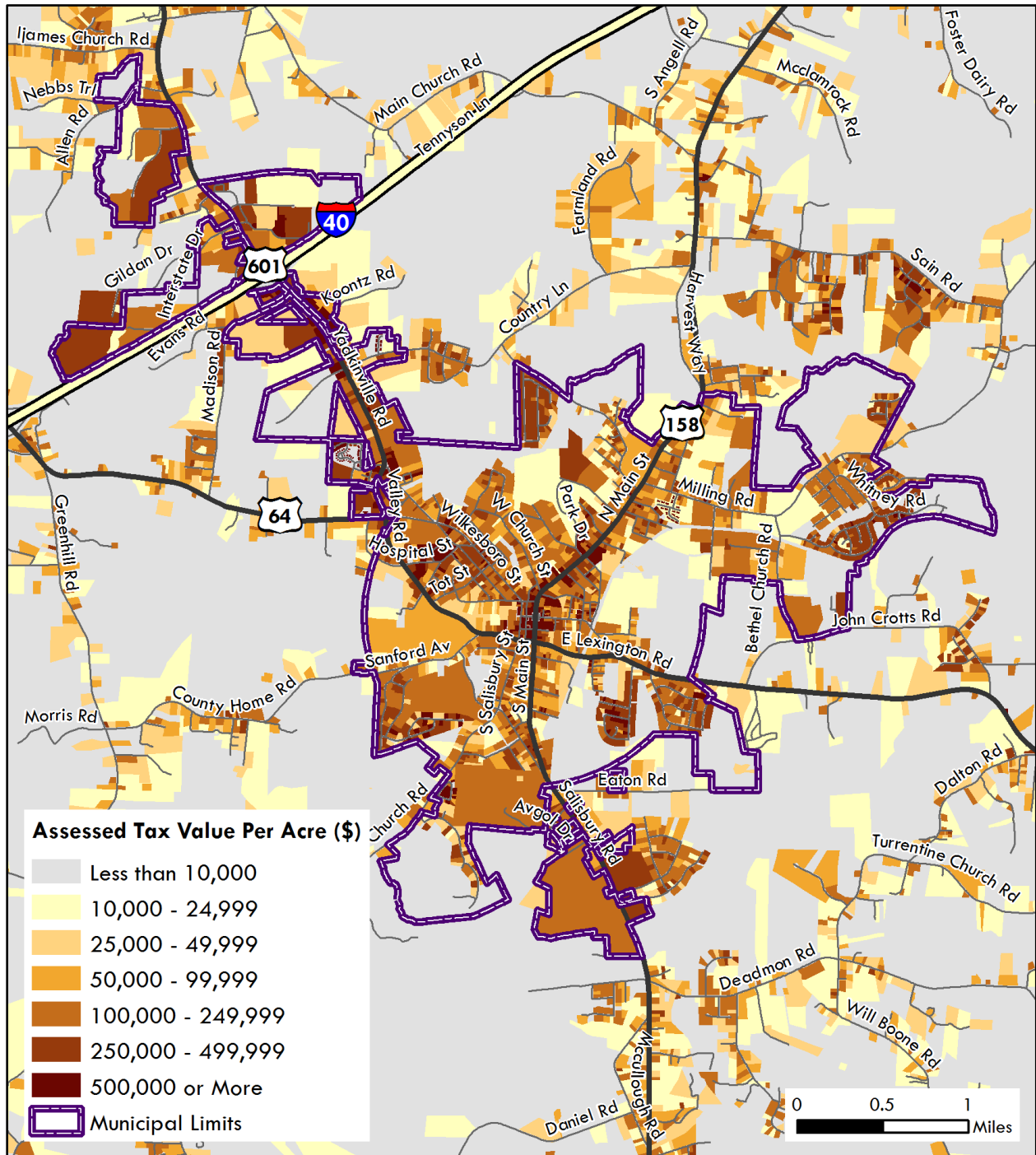
Elements Included in the Mocksville Design Guidelines

- Access
- Arcades, Awnings and Canopies
- Building Presentation
- Building Width
- Demolition
- Density
- Exterior Materials
- Facades
- Height
- Lighting
- Location
- Lot Size and Arrangement
- Natural Resource Protection
- Open Space and Recreation Areas
- Parking
- Residential Design
- Services and Utilities
- Sidewalks, Trails, and Pedestrian Pathways
- Signs
- Size, Scale, and Compatibility
- Streets
- Trees and Landscaping
- Walls and Fences
- Windows

Tax Parcel Values

The assessed value of a tax parcel is significantly influenced by how the parcel is used and developed, and for what future use the parcel is zoned. [Figure 21](#) provides a map showing the assessed tax value per acre of land parcels within the Town limits and surrounding areas.

FIGURE 21: ASSESSED TAX VALUE PER ACRE



Source: Davie County (2017)

Natural and Cultural Features

Natural and cultural resources were a key consideration in the planning process for the 2011 Mocksville Comprehensive Transportation Plan. The National Environmental Policy Act (NEPA) requires consideration of impacts on wetlands, wildlife, water quality, historic properties, and public lands. A full listing of natural and cultural features examined as a part of the 2011 Mocksville CTP planning process is provided in [Table 19](#) below.

TABLE 17: MOCKSVILLE CTP NATURAL AND CULTURAL FEATURES ANALYSIS

<ul style="list-style-type: none"> • Airport Boundaries • Anadromous Fish Spawning Areas • Beach Access Sites • Bike Routes (NCDOT) • Coastal Marinas • Colleges and Universities • Conservation Tax Credit Properties • Emergency Operation Centers • Federal Land Ownership • Fisheries Nursery Areas • Geology (including Dikes and Faults) • Hazardous Substance Disposal Sites • Hazardous Waste Facilities • High Quality Water and Outstanding Resource Water Management Zones • Hospital Locations • Hydrography (1:24,000 scale) • Land Trust Priority Areas • Natural Heritage Element Occurrences • National Wetlands Inventory 	<ul style="list-style-type: none"> • North Carolina Coastal Region Evaluation of Wetland Significance (NC-CREWS) • Paddle Trails – Coastal Plain • Railroads (1:24,000 scale) • Recreation Projects – LWCF • Sanitary Sewer Systems – Discharges, Land Application Areas, Pipes, Pumps and Treatment Plants • Schools – Public and Non-Public • Shellfish Strata • Significant Natural Heritage Areas • State Parks • Submersed Rooted Vascular Plants • Target Local Watersheds - EEP • Trout Streams (DWQ) • Trout Waters (WRC) • Water Distribution Systems – Pipes, Pumps, Tanks, Treatment Plants, and Wells • Water Supply Watersheds • Wild and Scenic Rivers
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Natural and cultural features occurring within the *Mocksville Comprehensive Transportation Plan* (CTP) study area are shown in [Figure 22](#) on the following page. Key natural features include *National Wetlands Inventory* occurrences (primarily along stream corridors); *Significant Natural Heritage Areas* and *Natural Heritage Element* occurrences. Key cultural features include the Town’s *Water Supply Watershed Area* located in the south-west quadrant of the study area (south of US 64 and west of US 601); *Water Distribution Towers*; *Sanitary Treatment Plants and Discharge Sites*; and *Hazardous Waste Facilities*.

The attached *Natural & Human Environmental Factors Map* (see [Figure 23](#) on next page) highlights additional natural and cultural factors for the Town to consider when making land development and resource conservation decisions. Key factors include *Impaired Stream Segments*; areas with *Prime Farmland Soils*; sites and areas on the *National Register of Historic Places* (or determined to be eligible or on the study list); and Natural Heritage Sites (e.g. two dragonfly species are determined at the state level to be “significantly rare” and to be a “species of concern” on a federal level – the “Mountain River Cruiser” (*Macromia margarita*) and the “Cherokee Clubtail (*Gomphus consanguis*).

FIGURE 22: MOCKSVILLE CTP NATURAL AND CULTURAL RESOURCES MAP

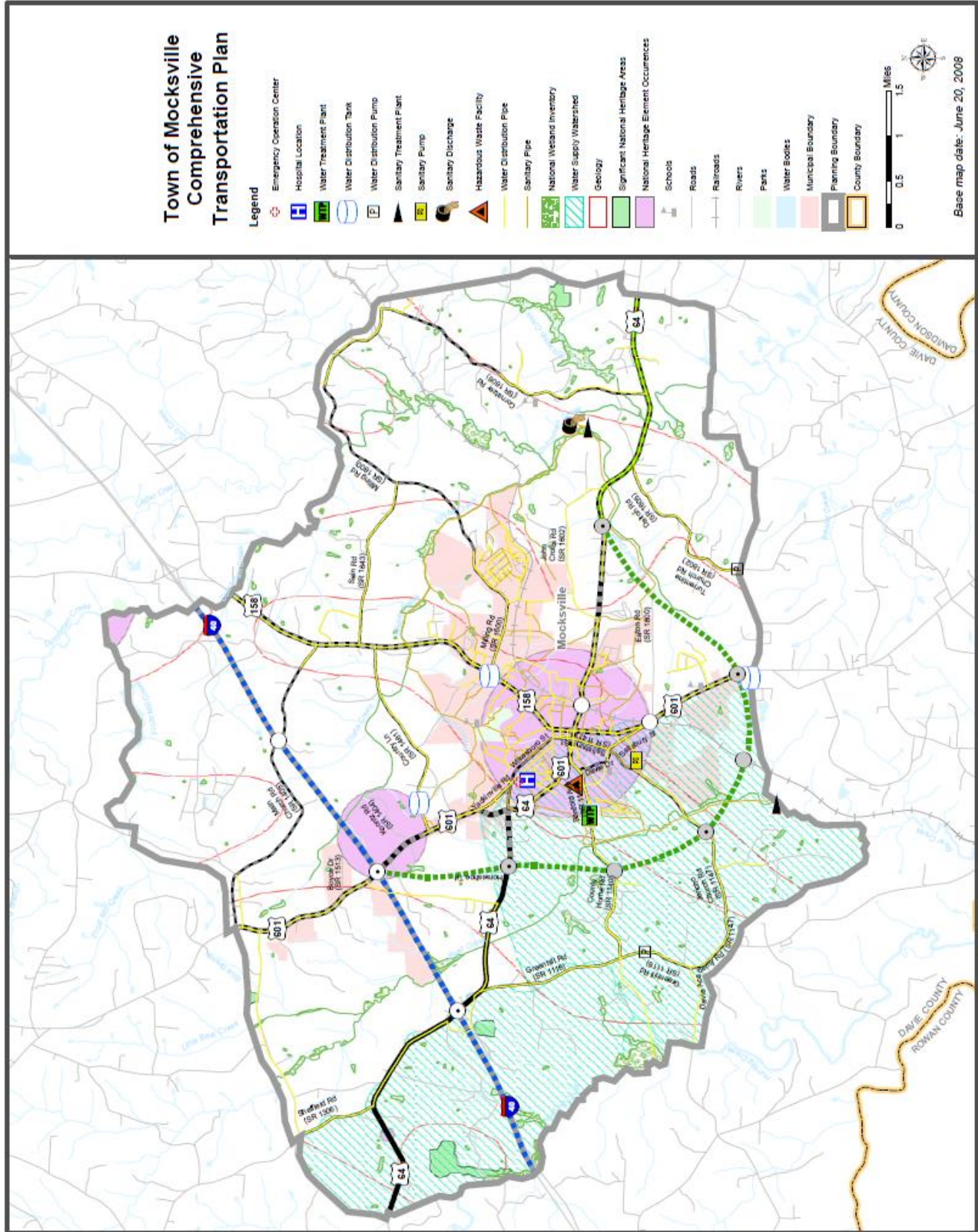
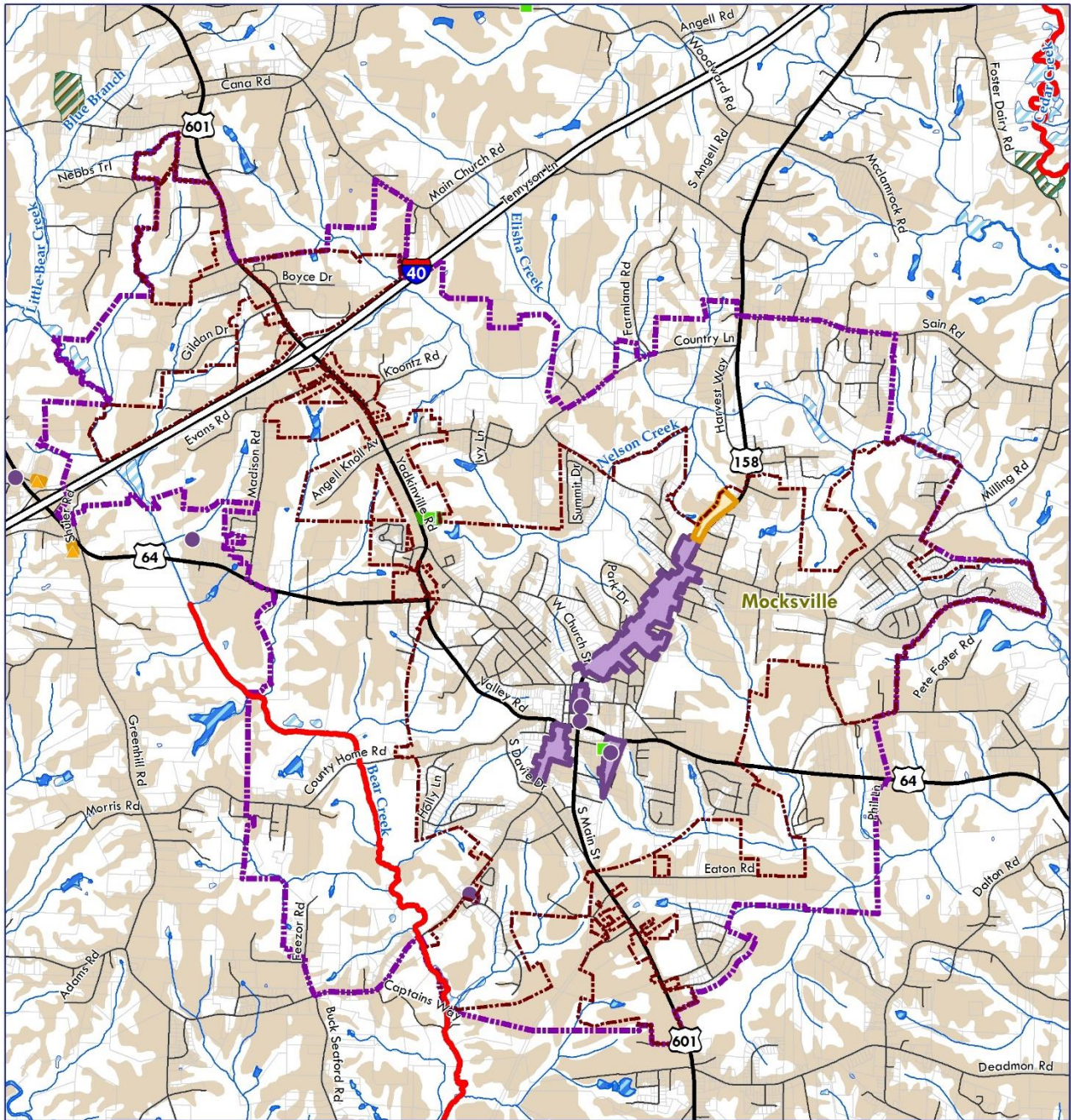


FIGURE 23: NATURAL & HUMAN ENVIRONMENTAL FACTORS MAP



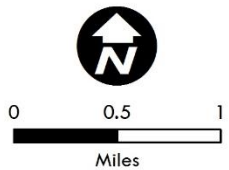
Town of
MOCKSVILLE
Comprehensive Plan

FOOTHILLS
PLANNING + DESIGN

TOWN OF
MOCKSVILLE, NC

PIEDMONT TRIAD
REGIONAL COUNCIL

NATURAL & HUMAN ENVIRONMENTAL FACTORS



Mapping provided by:
Piedmont Triad Regional
Council - Planning Department
Date: December 31, 2018

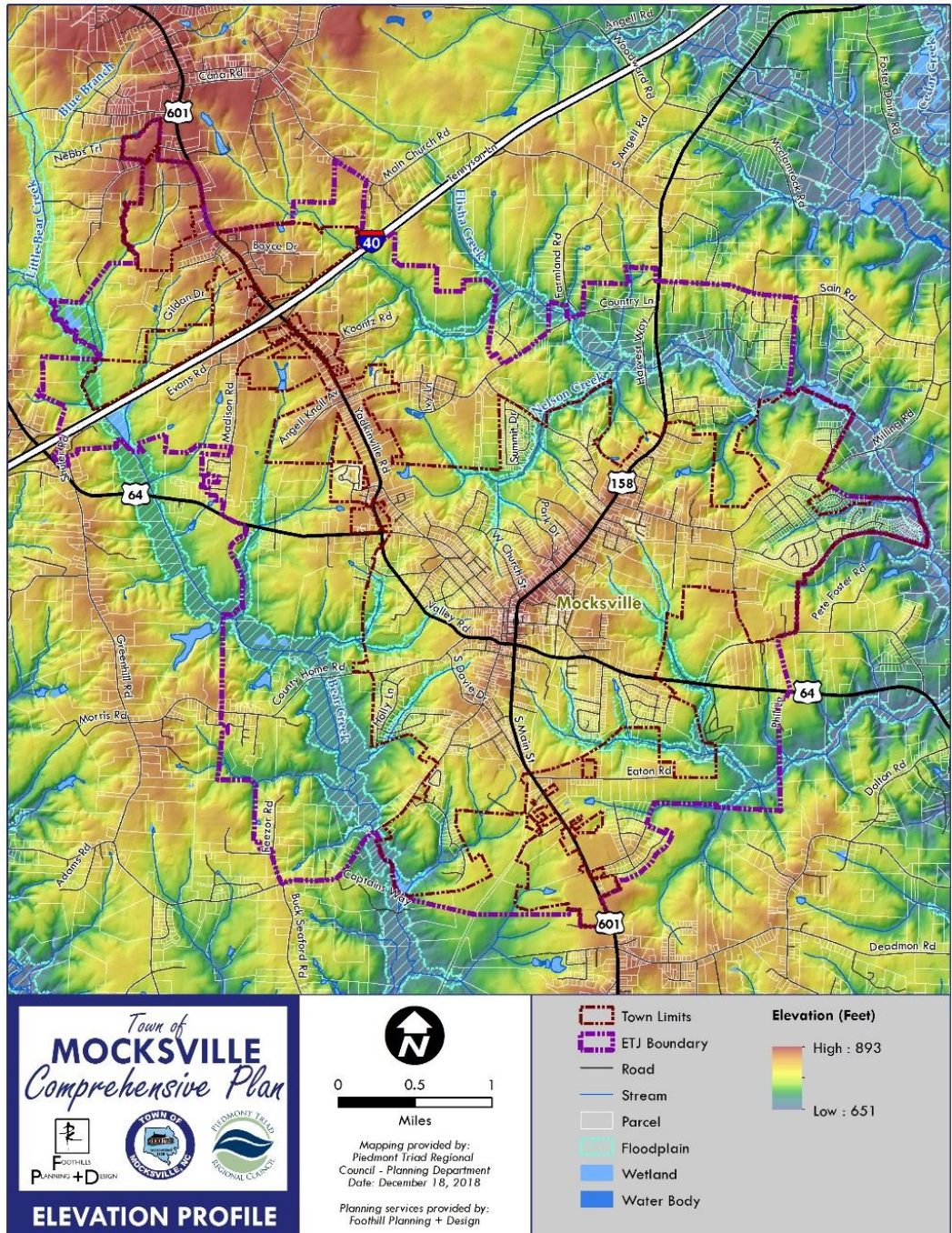
Planning services provided by:
Foothill Planning + Design

	Town Limits		Natural Heritage Site
	ETJ Boundary	National Register	
	Road		National Register
	Stream		Determined Eligible
	Parcel		Study List
	Wetland	Boundaries	
	Water Body		National Register
	Impaired Stream		Determined Eligible
	Prime Farmland		Study List

Topography and Hydrology

Figure 24 below graphically illustrates topographic elevation changes within town limits and the surrounding ETJ. Mocksville and its main north-south roadway (US 601) are located along a major topographic ridgeline separating the Bear Creek and Elisha Creek drainage basins. These ridges and surrounding, gentle sloping areas (colored brown to yellow) are most suitable for development. The lower-lying areas (ponds, wetlands, stream corridors and 100-year flood plains (colored blue) and more steeply-sloping transition areas falling into these natural water collection areas (colored green) are least suitable for most land development, other than linear recreational greenways corridors.

**FIGURE 24:
TOPOGRAPHIC
ELEVATION AND
HYDROLOGY
MAP**



PUBLIC INVOLVEMENT

Advisory Committee

In August 2018 the Town of Mocksville formed a 14-member Advisory Committee. Committee members represent a broad cross-section of community interests, including citizens and business owners, Town Planning Board and staff members, and two representatives of the Town Board of Commissioners. The role of members is to serve as community representatives and ambassadors for the wider community; to share information and gather input from fellow citizens; provide insight and guidance throughout the planning process; and to build consensus around and support for the recommended Comprehensive Plan.

The Committee began meeting monthly in September 2018. With facilitation and technical assistance from Foothills Planning and Design, Committee members reviewed portions of the *Existing Conditions Report* about the Town’s demographics, urban services, natural and cultural features and current land development patterns and regulations at each of its meetings. Committee members also participated in the following workshops to identify and refine key issues and draft a set of recommended goals and strategies to address these issues.

- October 2018 – Members conducted Workshop #1 to identify key issues, likes and dislikes to be addressed by the plan (See APPENDIX B – Advisory Committee Workshop #1 Results).
- November 2018 – Members conducted a “SWOT Analysis” to identify the Town’s key *Strengths, Weaknesses, Opportunities and Threats* (see APPENDIX C – Advisory Committee Workshop #2 – SWOT Analysis Results).
- January 2019 – The Advisory Committee began synthesizing information from the *Existing Conditions Report* with the community values (issues, likes, dislikes) identified in their workshops, Community Meeting #1 and the Community Survey, to draw conclusions and began to formulate a vision for Mocksville’s future and to draft goals and strategies to accomplish this vision.
- March-May 2019 – Advisory Committee members met to review and refine the draft plan.

Community Survey

During November and December 2018, the Comprehensive Plan Advisory Committee gathered extensive public input about key issues, likes and dislikes from the wider community through a *Community Survey* (See APPENDIX D – Community Survey Results). This input was combined with information gathered through Advisory Committee and Community Meeting workshops to draft plan recommendations.

Community Meetings

In mid-December 2018, the Comprehensive Plan Advisory Committee hosted a Community Meeting. to identify community likes, dislikes and future dreams to be addressed by the plan (see APPENDIX E – Community Meeting #1 Results). A second Community Meeting was hosted by the Advisory Committee to review the draft plan and gather input on potential plan refinements and to build understanding of and support for the draft plan (see APPENDIX F – Community Meeting #2 Results).

Core Community Values

Throughout the planning and public involvement process, core community values were identified and refined using three key focus questions:

1. What do you like best about our community that you would want to preserve, encourage or continue?
2. What do you dislike about Mocksville that you would want to change, stop, discourage or remove?
3. What are your hopes and dreams for our Town that you would like to plan, create or begin?

Responses to these focus questions – from Advisory Committee members, Community Meeting participants and Community Survey respondents – provide the foundation of core community values upon which comprehensive plan recommendations are built.



Our core community values include...

- We are proud of Mocksville’s small-town character and charm.
- We want to preserve and enhance our strong sense of community and high quality of life by continuing to carefully manage new growth.
- We want to continue to be a safe, friendly and welcoming place to live, raise a family, retire and visit.
- We want to retain our young people and attract new people to help our community grow and thrive.
- We are proud of our economic successes & want to continue to expand & diversify our local economy.
- We want to preserve and enhance our environmental and cultural resources as we grow.
- We want to preserve, rehabilitate and re-use our treasured historic and cultural buildings and resources.
- We want to maintain and improve the appearance of our community.
- We want to develop a strong tourism economy based on authentic local resources and assets.
- We want to keep more money within our local economy by expanding and developing a wider variety of local retail shopping and dining choices to fill existing gaps.
- We love our historic downtown and want to expand, diversify & revitalize it to be even better.
- We want to preserve and enhance our existing residential neighborhoods.
- We want to provide a wider selection of housing options and price ranges to make it easier of our elderly to age in place, while attracting and retaining the younger generation.
- We want to locate new development in the most appropriate places, while preserving environmentally sensitive areas along stream corridors for natural resource protection and recreational opportunities.
- We want to be a more walkable and bicycle-friendly community.
- We want to provide and invest in excellent public services and infrastructure.
- We want to work collaboratively to identify and address social service needs in our community.
- We want to provide equitable, transparent and cost-effective public services, facilities and processes for all our citizens.

VISION & GOALS

Our community's core values have provided the guiding themes outlined in our shared vision for Mocksville's future, and the desirable future outcomes represented and addressed in the following goals, objectives and implementation strategies.

VISION 2030

The Town of Mocksville will continue to be a safe, friendly and welcoming place to live, work, play, raise a family, retire and visit – striving to preserve and enhance our small-town character and charm, our strong sense of community and our high quality of life in order to successfully retain our young people and attract new people of all ages to help our community continue to grow and thrive.

Three primary goals were established to serve as guideposts to help us focus on achieving our vision over the coming decade as we make key economic, growth management and community development decisions.

ECONOMIC & COMMUNITY DEVELOPMENT GOAL

Expand & diversify our local economy to provide a variety of well-paying jobs and an attractive community with outstanding opportunities and amenities for residents and out-of-town visitors.

GROWTH MANAGEMENT GOAL

Facilitate steady, managed growth, locating new development in the most appropriate places to foster a sustainable land development pattern that complements the character of our Town, while preserving and enhancing our valued historic, cultural and natural resources and open space as we grow.

INFRASTRUCTURE & SERVICES GOAL

Provide high quality and cost-effective municipal services, infrastructure and facilities and equitable, transparent public decision-making processes to enhance the well-being of our citizens, promote sustainable growth and enable an outstanding quality of life for everyone in our community.

OBJECTIVES & STRATEGIES

The following Objectives and Strategies serve as key building blocks and tools to help us implement and measure our level of success in achieving the desired Vision and Goals for our Town’s future.

ECONOMIC & COMMUNITY DEVELOPMENT GOAL

Expand & diversify our local economy to provide a more sustainable variety of better-paying jobs and an attractive community with outstanding opportunities and amenities for residents and out-of-town visitors.

OBJECTIVE 1 – Support expansion of existing industries and development of new small and mid-sized businesses to fill current and future employment and retail needs.

Strategy 1.1 – Work with Davie County Economic Development Commission (EDC) to capture a larger percentage of potential sales in key sectors with significant leakage to other markets

The *Mocksville Retail Trade Area Gap Analysis* conducted by the Davie County EDC in 2016 identified significant opportunities to fill “gaps” or “leakages” in several of the Town’s retail trade sectors. For example, 85% of potential electronics and appliance sales (\$181 million) could potentially be captured within the Town’s retail sales area (see Table 20).

TABLE 20 – MOCKSVILLE RETAIL AREA GAP ANALYSIS

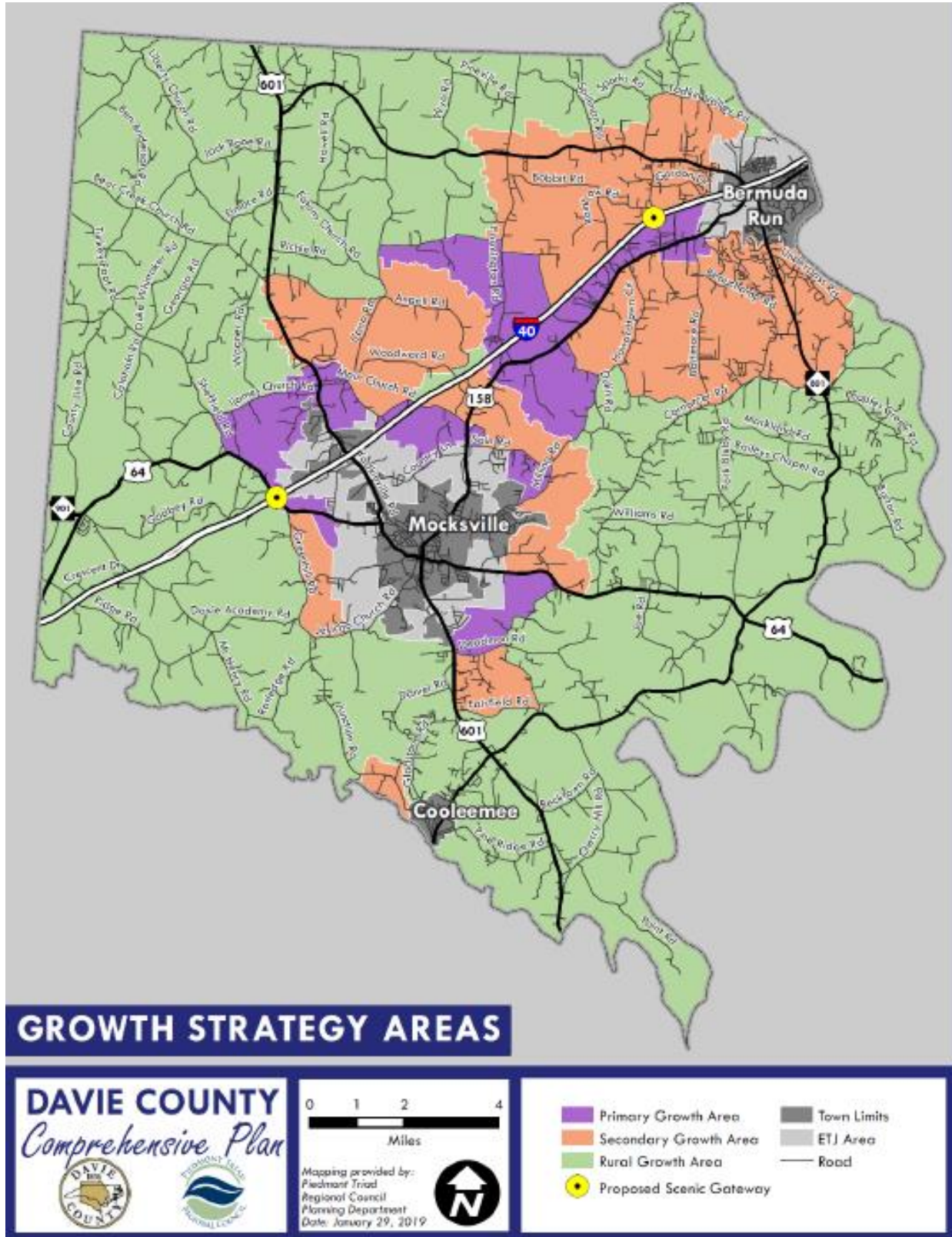
Retail Sales Sector	Estimated Potential Sales	Estimated Actual Sales	Retail Gaps (Leakage)	% of Potential Sales to be Captured
Motor Vehicle and Parts Dealers	\$212,953,767	\$31,958,200	(\$180,995,567)	85%
Electronics and Appliance Stores	\$15,916,101	\$761,730	(\$15,154,371)	95%
Building Material, Garden Equip Stores	\$107,471,151	\$29,304,229	(\$78,166,922)	73%
Health and Personal Care Stores	\$62,520,938	\$14,915,822	(\$47,605,116)	76%
Clothing & Clothing Accessories Stores	\$41,017,657	\$7,119,537	(\$33,898,120)	83%

Strategy 1.2 – Collaborate with Davie County and NCDOT to provide adequate water, sewer and road capacity within Town municipal limits & Extra-Territorial Jurisdiction (ETJ) and within Primary and Secondary Growth Areas as identified on the Davie County Comprehensive Plan (see Figure 25 below).

Growth Area Definitions – Davie County Draft Comprehensive Plan 2019

- **Primary Growth Areas** - Located adjacent to municipal limits and along major transportation corridors that currently have, or are likely to have, access to urban infrastructure such as water and sewer in the foreseeable future to accommodate a mixture of higher density residential and commercial development.
- **Secondary Growth Areas** - Located in portions of the County where both public water and sewer infrastructure access is unlikely within the immediate future, however some scattered transitional residential and commercial development is occurring.
- **Rural Growth Areas** - Characterized by traditional agricultural operations, pastureland, forestry, open space and scattered non-farm residences on large tracts of land experiencing little development pressure.
- **Municipal Growth Areas** - Located in towns & ETJs to accommodate a mix of higher-density urban growth.

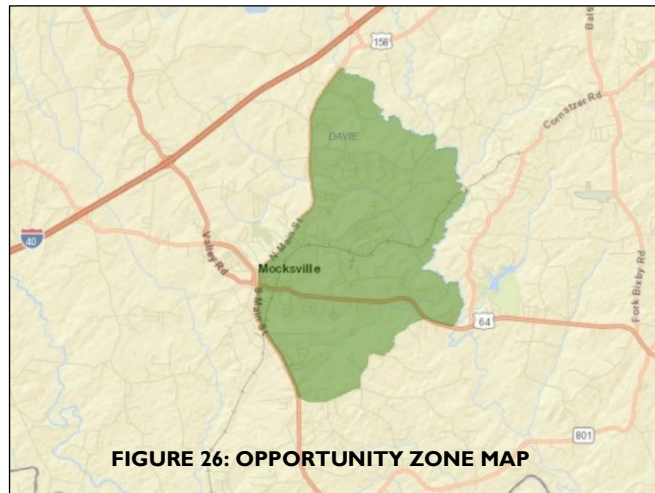
FIGURE 25: PRIMARY & SECONDARY GROWTH AREAS



Strategy 1.3 – Establish a program to support and encourage expansion of existing businesses and to guide and support local entrepreneurs to develop new community businesses and family-friendly attractions, entertainment and dining venues (e.g. micro-brewery, art gallery, museum, bowling alley, skating rink, theater, restaurants).

Strategy 1.4 – Work with Davie County Economic Development Commission (EDC) to facilitate strategic investments in the Mocksville Opportunity Zone east of US 158 and US 601 South.

The Opportunity Zones program is designed to incentivize long-term capital investments in low-income communities through the tax treatment of capital gains, tied to the longevity of an investor’s stake in a qualified Opportunity Fund. For example, after 10 years an investor could see an additional \$44 for every \$100 of capital gains reinvested into an Opportunity Fund compared to a similar investment in a more traditional stock portfolio generating the same annual appreciation (see Figure 26).



OBJECTIVE 2 – Expand, diversify, revitalize and promote our historic downtown.

Strategy 2.1 – Continue to provide and sponsor downtown events to support downtown businesses and enhance our downtown’s friendly, welcoming, small-town feel.

Strategy 2.2 – Establish a Downtown Merchants Association &/or expand the Main Street Program to strengthen the support network for existing businesses and to help new businesses thrive & flourish.

Strategy 2.4 – Develop a Downtown Action Plan to identify and prioritize improvements; to help guide future expansion and revitalization efforts and to create an even more lively, pedestrian-friendly destination for Town residents and out-of-town visitors. Plan focus areas may include:

- Pedestrian Amenities (e.g. sidewalks, crosswalks, crossing signals, bike lanes)
- Parking and Way Finding (e.g. on-street & off-street lots, pedestrian access, signs)
- Amenities & Improvements (e.g. benches, lighting, paving, banners, street trees & plantings)
- Entrepreneurial Support Uses (e.g. maker space, business incubator, co-work space)
- Public Uses (e.g. indoor event center, farmers’ market, public art gallery & theater)
- Downtown Housing (e.g. second- & third-story apartments, new townhomes & live-work units)
- Downtown Appearance (e.g. develop & enforce design guidelines, façade improvement grants)
- Downtown Expansion (e.g. Develop adjacent areas on Depot Street and Salisbury Street)
- Downtown Diversity (e.g. Create a minority-friendly environment for business owners & patrons)

OBJECTIVE 3 – Develop a strong tourism economy based on Mocksville’s authentic historic, cultural and natural assets.

Strategy 3.1 – Collaborate with the Davie County EDC, Chamber of Commerce, Mocksville Tourism Development Authority and other organizations to create a Tourism Development Action Plan to identify, prioritize and develop the resource “products”, organizations & networks necessary to successfully attract significantly more out-of-town visitors. Plan focus areas may include:

- Survey, Assessment & Prioritization of Resource Development (e.g. historic, cultural & natural)
- Networking & Team Building (e.g. parks & recreation and tourism boards, advocates for historic preservation, natural & cultural interpretation, trails, arts & music, food, wine!)
- Coordination of Physical Resources & Programming (e.g. festivals, concerts, galleries, cook-offs, tours, art & car shows, historical reenactments, way-finding signs, trails, wine tours, sports!)
- Accommodations (e.g. hotels, B&Bs, shuttles, restaurants, cafes, bakeries, maps, on-line apps!)
- Marketing (e.g. website, on-line map & guide resources, Facebook, advertising, coupons)
- Funding (e.g. fees, occupancy tax, tourism association membership, state & local grants, sales)

Strategy 3.2 – Establish a program to support and encourage expansion of existing businesses and to guide and support local entrepreneurs in the development of new community businesses, assets & attractions (e.g. micro-brewery, art gallery, museum, bowling alley, skating rink, theater, restaurants).

Strategy 3.3 – Visit and learn from other communities and organizations (e.g. NC Main Street, Rural Center, other small towns such as Mt. Airy, Lexington, Mooresville, Huntersville & West Jefferson).

OBJECTIVE 4 – Maintain and enhance the appearance of our community.

Strategy 4.1 – Form a task force or standing advisory board to identify key appearance issues and provide leadership for addressing these issues.

Strategy 4.2 – Develop a Community Appearance Action Plan to prioritize key appearance issues and opportunities and to provide recommended solutions and action steps to successfully address these issues. Key elements of the plan may include:

- Updates to Regulations (e.g. design standards, vacant or abandoned buildings, trash, junk cars)
- Refined Enforcement Policies (e.g. full-time enforcement officer, use of police staff)
- Programs (e.g. garden clubs, volunteer planting & maintenance, façade improvement grants)
- Pilot Projects (e.g. Welcome to Mocksville signs, Community Gardens, Litter Drives)
- Focus Areas (e.g. Depot District, downtown, entrance corridors, South US 601)

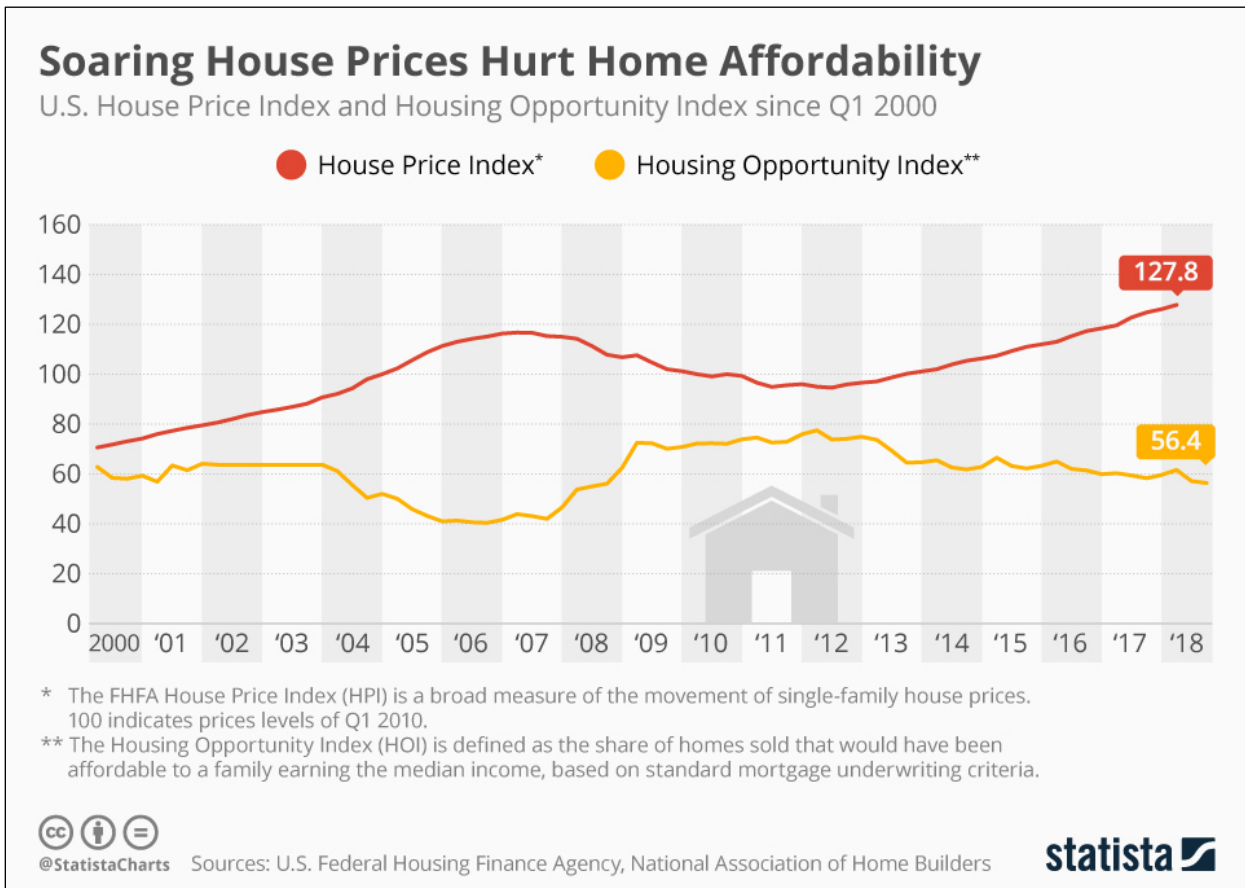
Strategy 4.3 – Collaborate with the *PTRC Regional Brownfield Redevelopment Program* to identify, assess, clean-up, rehabilitate and support the redevelopment and reuse of vacant or abandoned properties and industrial sites (e.g. redevelop the “Depot District” as a millennial hot-spot with artist lofts, community gallery &/or theater, coffee shop, maker space, co-work space).

OBJECTIVE 5 – Provide a wider selection of housing options and price ranges to help our older generation age in place and to retain and attract younger generations.

Strategy 5.1 – Form a task force or standing advisory board (including housing, real estate, development and planning & zoning professions, non-profits, county & town officials) to identify key housing needs, barriers and recommended solutions (e.g. policies, programs, projects).

Making Davie County Home, a 2018 research study by UNCG, noted focus groups of young professionals and older adults both mentioned housing options and market-rate affordability as significant unmet needs in Davie County. In 2017 the NC Housing Coalition reported that 36% of renters and 18% of homeowners in Davie County have the burden of having to pay more than 30% of their household income for housing. In addition, a 2018 study by the U.S. Federal Housing Finance Agency indicates housing prices have steadily increased since the end of the “Great Recession” while the percentage of single-family homes affordable to households earning the median income has continued to decrease (see [Table 21](#) below).

TABLE 21: U.S. HOUSE PRICE INDEX & HOUSING AFFORDABILITY INDEX (2000-2018)



Strategy 5.2 – Collaborate with Davie County and other local community & professional organizations to form a Housing Action Plan to encourage and support development of a wider range of housing options and market-rate price ranges. Plan focus areas may include:

- Up-date Development Ordinances (e.g. allow flexibility in housing types & density in appropriate areas; increase housing variety & density in key target areas; locate higher density mixed-use development close to services, schools, parks, and transit; allow & streamline the approval process for accessory dwellings (e.g. granny flats, tiny home clusters) in residential & commercial districts to increase the housing supply and variety; etc.)
- Provide Incentives for Rehabilitation of Existing Housing Stock (e.g. single-family rehabilitation grants, access to private and public low-interest rehabilitation loan programs, non-profits)
- Encourage more mixed-use developments including a wider range of housing types & price ranges
- Inform and increase awareness around affordable & fair housing (e.g. collaborate with the Davie County Senior Center to advertise the availability of affordable & accessible housing, adopt fair housing policies to help everyone have safe affordable housing choices)

Strategy 5.3 – Collaborate with downtown leaders and property owners to identify, prioritize and pursue the rehabilitation of existing second and third-story spaces for use as apartments or condos, and the development of new live-work units &/or mixed-use development in or within easy walking distance of downtown

GROWTH MANAGEMENT GOAL

Facilitate steady, managed growth, locating new development in the most appropriate places to foster a sustainable land development pattern that complements the character of our Town, while preserving and enhancing our valued historic, cultural and natural resources and open space as we grow.

OBJECTIVE 6 – *Facilitate steady managed growth in the most appropriate places while carefully preserving environmentally sensitive areas, especially along stream corridors, for water quality and natural resource protection and to provide recreational amenities and greenway trails.*

Strategy 6.1 – Use the Future Land Use Map (Figure 27 and Table 22) and Existing Zoning Map (Figure 20) to encourage managed growth compatible with the Town’s character, surrounding land uses, available infrastructure and services.

Strategy 6.2 – Require new land development to fit our community’s character and heritage and be carefully designed to help preserve our cherished natural resources by reserving Conservation Areas identified on the Existing Zoning Map (Figure 20) for water quality and natural resource protection, wildlife habitat and to provide recreational amenities and greenway trails.

Strategy 6.3 – Require new land development to coincide with our ability to provide adequate public services and infrastructure (e.g. water, sewer, roads, parks & open space).

OBJECTIVE 7 – Preserve, rehabilitate and reuse historic buildings & cultural resources.

Strategy 7.1 – Survey and assess historic and cultural assets (e.g. *Architecture of Davie County*).

Strategy 7.2 – Consider expanding Historic Preservation Districts and increasing Landmarks.

Strategy 7.3 – Consider establishing an Historic Preservation Commission or Advisory Board to identify, assess, prioritize preserve, restore, interpret, reuse, steward and celebrate key historic and cultural community assets.

OBJECTIVE 8 – Preserve and enhance existing residential neighborhoods while striving to provide a wider variety of single-family and multi-family housing options and price ranges to best serve the needs of our growing community.

Strategy 8.1 – Meet with existing neighborhood groups to identify opportunities & strategies for enhancing their quality of life (e.g. small-scale neighborhood parks, sidewalks, greenway trails)

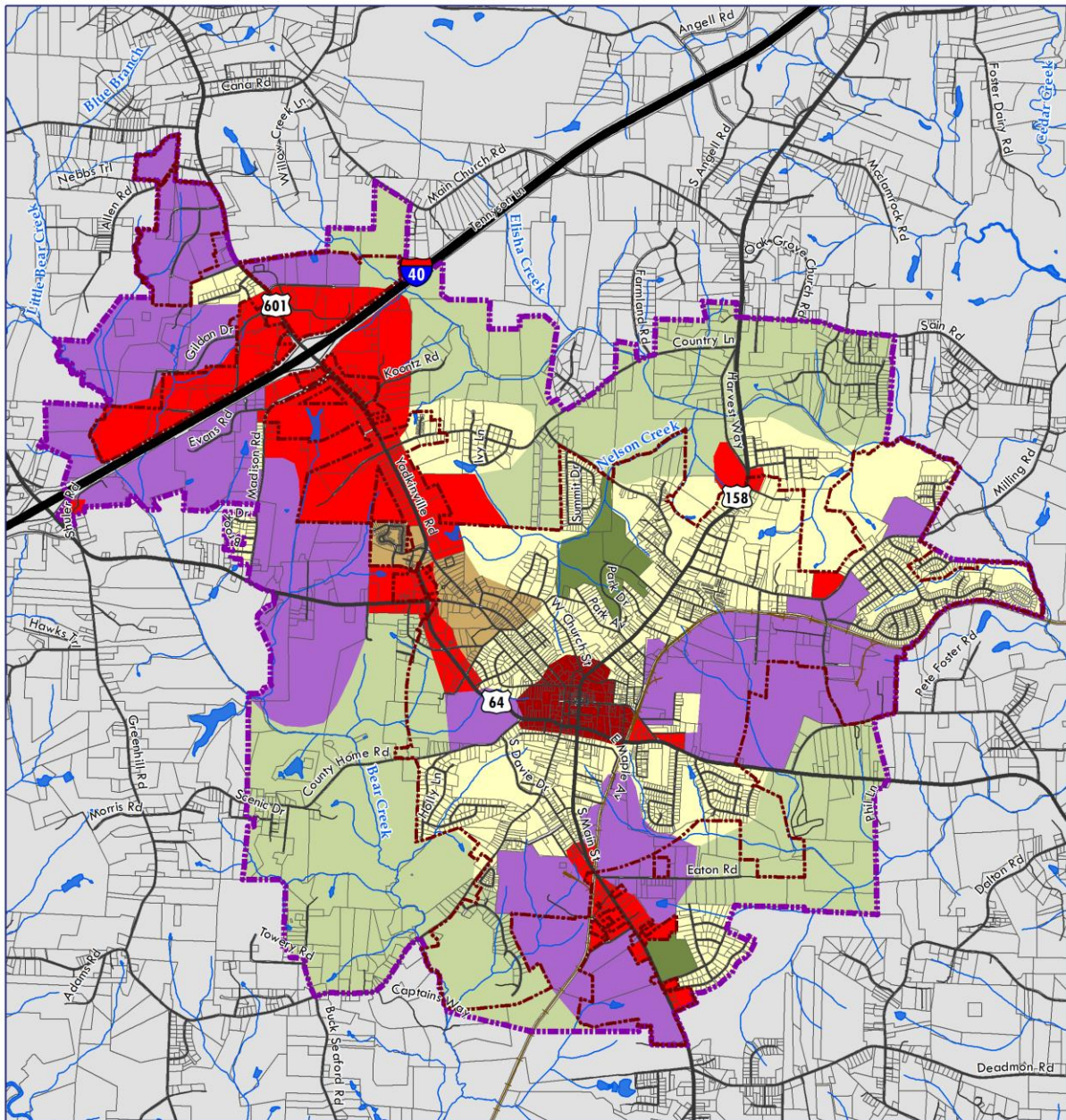
Strategy 8.2 – Update development ordinances to ensure new neighborhoods have sidewalks and are connected to and blend with the character of surrounding neighborhoods and the community.

Strategy 8.3 – Update regulations to ensure new development close to commercial centers have a compact development pattern and a diverse mix of uses and housing types.

TABLE 22: ACRES ALLOCATED TO EACH FUTURE LAND USE CATEGORY

FUTURE LAND USE	TOWN LIMITS		ETJ BOUNDARY		TOWN + ETJ	
	Acres	%	Acres	%	Acres	%
Rural Residential	424.42	8.7%	2,806.57	50.4%	3,230.99	31.0%
Neighborhood Residential	1,770.19	36.4%	572.38	10.3%	2,342.57	22.5%
Central Business	129.21	2.7%	-	-	129.21	1.2%
General Commercial	706.87	14.5%	443.50	8.0%	1,150.37	11.0%
Industrial	1,201.76	24.7%	1,371.15	24.6%	2,572.91	24.7%
Mixed Use	161.57	3.3%	2.36	0.0%	163.93	1.6%
Parks & Recreation	130.32	2.7%	33.19	0.6%	163.51	1.6%
ROW	340.16	7.0%	335.76	6.0%	675.92	6.5%
TOTAL	4,864.49		5,564.91		10,429.41	

FIGURE 27 – FUTURE LAND USE MAP



<p>Town of MOCKSVILLE <i>Comprehensive Plan</i></p> <p>FUTURE LAND USE</p>	<p style="text-align: center;"> Miles </p> <p style="text-align: center;"> Mapping provided by: Piedmont Triad Regional Council - Planning Department Date: March 27, 2019 </p> <p style="text-align: center;"> Planning services provided by: Foothill Planning + Design </p>	<p>Future Land Use</p> <table border="0"> <tr> <td></td> <td>Rural Residential</td> <td></td> <td>Road</td> </tr> <tr> <td></td> <td>Neighborhood Residential</td> <td></td> <td>Railroad</td> </tr> <tr> <td></td> <td>Central Business</td> <td></td> <td>Stream</td> </tr> <tr> <td></td> <td>General Commercial</td> <td></td> <td>Parcel</td> </tr> <tr> <td></td> <td>Industrial</td> <td></td> <td>Town Limits</td> </tr> <tr> <td></td> <td>Mixed Use</td> <td></td> <td>ETJ Boundary</td> </tr> <tr> <td></td> <td>Parks & Recreation</td> <td></td> <td>County Jurisdiction</td> </tr> </table>		Rural Residential		Road		Neighborhood Residential		Railroad		Central Business		Stream		General Commercial		Parcel		Industrial		Town Limits		Mixed Use		ETJ Boundary		Parks & Recreation		County Jurisdiction
				Rural Residential		Road																								
	Neighborhood Residential		Railroad																											
	Central Business		Stream																											
	General Commercial		Parcel																											
	Industrial		Town Limits																											
	Mixed Use		ETJ Boundary																											
	Parks & Recreation		County Jurisdiction																											

INFRASTRUCTURE & SERVICES GOALS

Provide high quality and cost-effective municipal services, infrastructure and facilities and equitable, transparent public decision-making processes to enhance the well-being of our citizens, promote sustainable growth and enable an outstanding quality of life for everyone in our community.

OBJECTIVE 9 – *Work collaboratively to identify and address key needs and interests in our community, especially among minorities, making strategic investments to provide excellent public infrastructure, services and amenities for all our citizens.*

Strategy 9.1 – Develop a 2-way communication plan (e.g. “*It Works Both Ways*”) to share information from Town Hall and receive regular input from citizens to identify key community needs & interests and to get more citizens actively involved in on-going community-building and decision-making efforts.

Strategy 9.2 – Use the *Existing Water and Sewer Asset Inventory and Assessment* to develop a detailed *Water & Sewer Master Plan* to set policies & priorities and provide action steps & investment strategies for sustainably and efficiently maintaining and enhancing our Town’s water & sewer infrastructure.

Strategy 9.3 – Develop a detailed *Transportation Plan* to identify and assess existing assets, to set policies & priorities and to provide and communicate action steps & investment strategies for a safe, efficient and attractive multi-modal transportation network. Plan elements may include:

- *Road Improvement & Maintenance Plans* – Collaborate with NCDOT, NWP-RPO (PTRC), Davie County, Town staff and citizens to identify, assess and address safety, capacity, traffic flow and maintenance priorities.
- *Transit Plans* – Work collaboratively with NCDOT, PART, YVEDDI, NWP-RPO (PTRC), MPOs, Davie County, Town officials and citizens to identify, assess and address the mobility needs of current and future commuters and non-driving citizens in our community to enhance the safety, reliability and convenience of park & ride lots, ride-sharing, transit and para-transit van services.
- *Bicycle, Pedestrian and Greenway Trail Plan* – Work collaboratively with NCDOT, NWP-RPO (PTRC), Davie County, Town officials and citizens to identify & assess existing assets and to provide and communicate priorities, action steps & investment strategies for creating an extensive network of sidewalks, bike lanes and greenway trails to connect neighborhoods, parks, schools downtown & other shopping areas and to significantly improve mobility, health, traffic congestion and air quality for everyone in our community.

Strategy 9.4 – Develop detailed *Fire and Police Department Plans*.

Strategy 9.5 – Establish a *Mocksville Parks and Recreation Advisory Board*.

Strategy 9.6 – Develop a *Parks and Recreation Master Plan* to identify & assess existing assets, set priorities & provide action steps for developing future parks & recreation facilities & programming.

- Include green space in each new neighborhood to support the Town’s growing network of greenway trails in conservation corridors along streams.
- Link new & old neighborhoods to one another, and to other parts of the Town through a convenient network of roads, bike paths, sidewalks, and greenways.
- Enable residents to enjoy access to a variety of public parks, greenways & open spaces, a more bike- and pedestrian-friendly environment, greater access to a variety of convenient businesses, services, jobs and housing, and a deep sense of pride in our growing, thriving community.

IMPLEMENTING & MONITORING THE PLAN

The *Town of Mocksville Comprehensive Plan* is intended to guide the actions and decision-making of our Town’s elected and appointed officials, staff, and community stakeholders; to monitor our progress; and to celebrate our success in accomplishing our Plan’s goals and vision. Annual reviews will enable Town staff and members of the Planning Board, and Town Board of Commissioners to measure our progress, refine our priorities and to ensure adequate funds and other resources are allocated to accomplish our implementation goals during each budget cycle. To assist on-going monitoring, the Plan’s goals and strategies are summarized below in an *Implementation Matrix* outlining Implementation Priorities, Resources, Timeframe and Responsible Parties (see Table 23).

TABLE 23: IMPLEMENTATION PRIORITIES, RESOURCES, TIMEFRAME & RESPONSIBLE PARTIES

<p>PRIORITY – A priority ranking of HIGH, MEDIUM and LOW is assigned to each strategy, to help guide the allocation of funding and other resources. As community needs or interests change or funding ebbs and flows, the priority of some strategies may also change.</p>	
<p>RESOURCES – Indication of the financial resources deemed necessary to implement each strategy, using the “\$” symbol to represent the relative cost of implementation.</p> <p>\$ ≤\$25,000 \$\$ \$25,000-\$100,000 \$\$\$ \$100,000-\$500,000 \$\$\$\$ >\$500,000</p>	
<p>TIMEFRAME – Indication of the amount of time it may take to accomplish each strategic action.</p> <p>Short-Term 1-2 Years Intermediate 2-5 Years Long-Term 5+ Years Ongoing Regular on-going efforts required</p>	
<p>RESPONSIBLE PARTIES – Indication of key partners needed to accomplish each strategy.</p> <p>TC - Town Council PB - Planning Board TS - Town Staff CG - Citizen Groups TDA - Tourism Development Authority DC - Davie County EDC - Davie County Economic Development Commission CoC - Chamber of Commerce PTRC – Piedmont Triad Regional Council NWP-RPO – Northeast Piedmont Rural Planning Organization NCDEQ - North Carolina Department of Environmental Quality NCDOT – North Carolina Department of Transportation PS - Private Sector Developers, Businesses & Property Owners PC - Private Consultants DCL – Davie County Library DMA – Downtown Merchants Association (Main Street Program)</p>	

IMPLEMENTATION MATRIX

ECONOMIC & COMMUNITY DEVELOPMENT GOAL

Expand & diversify our local economy to provide a variety of well-paying jobs and an attractive community with outstanding opportunities and amenities for residents and out-of-town visitors.

OBJECTIVE 1 – Support expansion of existing industries and development of new small and mid-sized businesses to fill current and future employment and retail needs.

Strategy	Priority	Funding	Timeframe	Parties
Strategy 1.1 – Work with Davie County Economic Development Commission (EDC) to capture a larger percentage of potential sales in key sectors with significant leakage to other markets.	MEDIUM	\$\$	1-2 YEARS	TC/TS/EDC/PS
Strategy 1.2 – Collaborate with Davie County and NCDOT to provide adequate water, sewer and road capacity within Town municipal limits & Extra-Territorial Jurisdiction (ETJ) and within Primary and Secondary Growth Areas as identified on the Davie County Comprehensive Plan.	HIGH	\$\$	ONGOING	TC/TS/DC/EDC/NCDOT
Strategy 1.3 – Establish a program to support and encourage owners of existing properties to update and retrofit outdated buildings and sites with improved facades and landscaping.	MEDIUM	\$\$	ONGOING	TC/TS/CoC/EDC
Strategy 1.4 – Work with Davie County Economic Development Commission (EDC) to facilitate strategic investments in the Mocksville Opportunity Zone east of US 158 and US 601 South.	LOW	\$	1-2 YEARS	TC/TS/CoC/EDC

OBJECTIVE 2 – Expand, diversify, revitalize and promote our historic downtown.

Strategy	Priority	Funding	Timeframe	Parties
Strategy 2.1 – Continue to provide and sponsor downtown events to support downtown businesses and enhance our downtown’s friendly, welcoming, small-town feel.	HIGH	\$	ONGOING	TC/TS
Strategy 2.2 – Establish a <u>Downtown Merchants Association</u> &/or expand the <u>Main Street Program</u> to strengthen the support network for existing businesses and to help new businesses thrive & flourish.	MEDIUM	\$	2-5 YEARS	TC/TS
Strategy 2.3 – Develop a <u>Downtown Action Plan</u> to identify and prioritize improvements; to help guide future expansion and revitalization efforts and to create an even more lively, pedestrian-friendly destination for Town residents and out-of-town visitors.	MEDIUM	\$\$	2-5 YEARS	TC/TS/CG

OBJECTIVE 3 – Develop a strong tourism economy based on Mocksville’s authentic historic, cultural and natural assets.

Strategy	Priority	Funding	Timeframe	Parties
Strategy 3.1 – Collaborate with the Davie County EDC, Chamber of Commerce, Mocksville Tourism Development Authority and other organizations to create a <u>Tourism Development Action Plan</u> to identify, prioritize and develop the resource “products”, organizations and networks necessary to successfully attract significantly more out-of-town visitors.	HIGH	\$\$	2-5 YEARS	TC/TS/EDC/TDA
Strategy 3.2 – Establish a program to support and encourage expansion of existing businesses and to guide and support local entrepreneurs in the development of new community businesses, assets & attractions.	MEDIUM	\$\$	2-5 YEARS	TC/TS/CoC/EDC
Strategy 3.3 – Visit and learn from other downtown communities and organizations	MEDIUM	\$	ONGOING	TC/PB/TS/TDA

OBJECTIVE 4 – Maintain and enhance the appearance of our community.

Strategy	Priority	Funding	Timeframe	Parties
Strategy 4.1 – Form a task force or standing advisory board to identify key appearance issues & provide leadership for addressing these issues.	HIGH	\$	1-2 YEARS	TC/TS/CoC/CG
Strategy 4.2 – Develop a <u>Community Appearance Action Plan</u> to prioritize key appearance issues and opportunities and to provide recommended solutions and action steps to successfully address these issues.	MEDIUM	\$\$	2-5 YEARS	TC/TS/CG
Strategy 4.3 – Collaborate with the <u>PTRC Regional Brownfield Redevelopment Program</u> to identify, assess, clean-up, rehabilitate and support the redevelopment and reuse of vacant or abandoned properties and industrial sites.	HIGH	\$	1-2 YEARS	TC/TS/PTRC

OBJECTIVE 5 – Provide a wider selection of housing options and price ranges to help our older generation age in place and to retain and attract younger generations.

Strategy	Priority	Funding	Timeframe	Parties
Strategy 5.1 – Form a task force or standing advisory board (including housing, real estate, development and planning & zoning professions, non-profits, county & town officials) to identify key housing needs, barriers and recommended solutions (e.g. policies, programs, projects).	HIGH	\$	1-2 YEARS	TC/TS/PTRC
Strategy 5.2 – Work with Davie County and other local community & professional organizations to form a <u>Housing Action Plan</u> to encourage & support development of a wider range of housing options & market-rate price ranges.	MEDIUM	\$\$	2-5 YEARS	TC/TS/PTRC/PC
Strategy 5.3 – Collaborate with downtown leaders and property owners to identify, prioritize and pursue the rehabilitation of existing second and third-story spaces for use as apartments or condos, and the development of new live-work units &/or mixed-use development in or within easy walking distance of downtown	HIGH	\$	1-2 YEARS	TC/TS/DMA

GROWTH MANAGEMENT GOAL

Facilitate steady, managed growth, locating new development in the most appropriate places to foster a sustainable land development pattern that complements the character of our Town, while preserving and enhancing our valued historic, cultural and natural resources and open space as we grow.

OBJECTIVE 6 – Facilitate steady managed growth in the most appropriate places while carefully preserving environmentally sensitive areas, especially along stream corridors, for water quality and natural resource protection and to provide recreational amenities and greenway trails.

Strategy	Priority	Funding	Timeframe	Parties
Strategy 6.1 – Utilize the <i>Future Land Use Map</i> and <i>Existing Zoning Map</i> to encourage managed growth compatible with the Town’s character, surrounding land uses, and available infrastructure and services.	HIGH	\$	ONGOING	TC/PB/TS
Strategy 6.2 – Require new land development to fit our community’s character and heritage and be carefully designed to help preserve our cherished natural resources by reserving <i>Conservation Areas</i> identified on the <i>Existing Zoning Map</i> for water quality and natural resource protection, wildlife habitat and to provide recreational amenities and greenway trails.	HIGH	\$	ONGOING	TC/PB/TS
Strategy 6.3 – Require new land development to coincide with our ability to provide adequate public services and infrastructure (e.g. water, sewer, roads, parks, libraries).	HIGH	\$	ONGOING	TC/PB/TS

OBJECTIVE 7 – Preserve, rehabilitate and reuse historic buildings & cultural resources.

Strategy	Priority	Funding	Timeframe	Parties
Strategy 7.1 – Survey and assess historic and cultural assets.	MEDIUM	\$	1-2 YEARS	TC/TS/PC
Strategy 7.2 – Consider expanding Historic Preservation Districts and increasing Landmarks.	LOW	\$	2-5 YEARS	TC/TS/CG
Strategy 7.3 – Establish an <i>Historic Preservation Commission</i> to identify, assess, prioritize preserve, restore, interpret, reuse, steward and celebrate key historic and cultural community assets.	MEDIUM	\$	2-5 YEARS	TC/TS

OBJECTIVE 8 – Preserve and enhance existing residential neighborhoods while striving to provide a wider variety of single-family and multi-family housing options and price ranges to best serve the needs of our growing community.

Strategy	Priority	Funding	Timeframe	Parties
Strategy 8.1 – Meet with existing neighborhood groups to identify opportunities & strategies for enhancing their quality of life (e.g. neighborhood parks, sidewalks, trails)	MEDIUM	\$	2-5 YEARS	TC/TS
Strategy 8.2 – Update development ordinances to ensure new neighborhoods have sidewalks and are connected to & blend with neighborhoods the community.	MEDIUM	\$	1-2 YEARS	TC/TS/PB/DC
Strategy 8.3 – Update regulations so new development close to commercial centers has a compact development pattern and a diverse mix of uses and housing types.	MEDIUM	\$	1-2 YEARS	TC/TS/PB/DC

INFRASTRUCTURE & SERVICES GOAL

Provide high quality and cost-effective municipal services, infrastructure and facilities and equitable, transparent public decision-making processes to enhance the well-being of our citizens, promote sustainable growth and enable an outstanding quality of life for everyone in our community.

OBJECTIVE 9 – Work collaboratively to identify and address key needs and interests in our community, especially among minorities, making strategic investments to provide excellent public infrastructure, services and amenities for all our citizens.

Strategy	Priority	Funding	Timeframe	Parties
Strategy 9.1 – Develop a two-way <u>Communication Plan</u>	LOW	\$	2-5 YEARS	TC/TS/PB/DC
Strategy 9.2 – Develop a detailed <u>Water & Sewer Master Plan</u>	HIGH	\$\$	ONGOING	TC/TS/PB/DC/EDC
Strategy 9.3 – Develop a detailed <u>Transportation Plan</u> to include: <ul style="list-style-type: none"> • <u>Road Improvement & Maintenance Plan</u> • <u>Transit Plan</u> • <u>Bicycle, Pedestrian & Greenway Trail Plan</u> 	MEDIUM	\$\$	2-5 YEARS	TC/TS/PB
Strategy 9.4 – Develop detailed <u>Fire and Police Department Plans</u> .	HIGH	\$	1-2 YEARS	TC/TS
Strategy 9.5 – Establish a <u>Mocksville Parks and Recreation Advisory Board</u> .	HIGH	\$	1-2 YEARS	TC/TS/CG
Strategy 9.6 – Develop a <u>Parks & Recreation Master Plan</u> .	MEDIUM	\$\$	2-5 YEARS	TC/TS/CG

APPENDIX

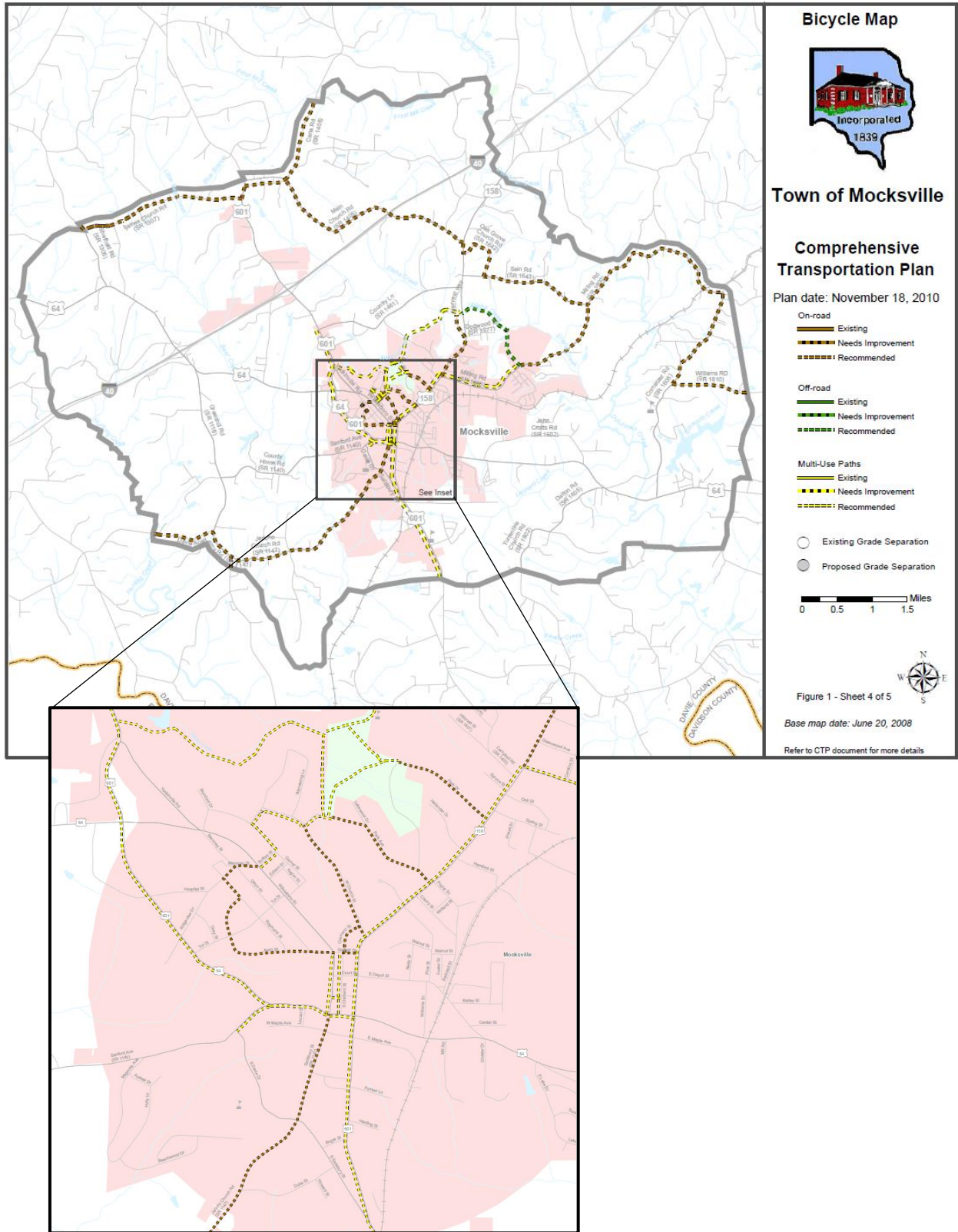
APPENDIX A - Mocksville CTP Bike & Pedestrian Recommendations

BICYCLE

During the development of the CTP, the following facilities were identified as recommended bicycle routes and will need improvement. In accordance with American Association of State Highway and Transportation Officials (AASHTO), roadways identified as bicycle routes should incorporate the following standards as roadway improvements are made and funding is available:

1. Curb & gutter sections require minimum 4-ft bike lanes or 14-ft wide shoulder lanes.
 2. Shoulder sections require a minimum of 4-ft paved shoulder.
 3. All bridges along roadways with bike facilities shall be equipped with 54” railings.
- DAVIE0003-H: US 158, from Milling Road (SR 1600) to Dogwood Ln (SR 1677) and from Oak Grove Church Road (SR 1642) to Main Church Road (SR 1405)
 - DAVIE0004-H: US 601, from Cana Road (SR 1408) to James Church Road (SR 1307)
 - DAVIE0001-B: Avon Street, from Raymond Street to Salisbury Street
 - DAVIE0002-B: Cana Road (SR 1408), from US 601 to south of Frost Mill Creek
 - DAVIE0003-B: Clement Street, from Gaither Street to W Church Street
 - DAVIE0005-H: Cornatzer Road (SR 1606), from Williams Road (SR 1610) to Milling Road (SR 1600)
 - DAVIE0004-B: Davie Academy Road (SR 1147), from Jericho Church Road (SR 1147) to the western Planning Area Boundary at Hunting Creek
 - DAVIE0005-B: Gaither Street, from US 158 to Clement Street
 - DAVIE0006-B: Harvest Way Road (SR 1403), from US 158 to south of Elisha Creek
 - DAVIE0007-B: Hospital Street, from Gwyn Street to Raymond Street
 - DAVIE0008-B: James Church Road (SR 1307), from US 601 to Sheffield Road (SR 1306)
 - DAVIE0012-H: Jericho Church Road (SR 1147), from Davie Academy Road (SR 1147) to Davie Dr
 - DAVIE0014-H: Main Church Road (SR 1405), from US 158 to Cana Road (SR 1408)
 - DAVIE0009-B: Meroney Street, from Wilkesboro Street to Gwyn Street
 - DAVIE0013-H: Milling Road (SR 1600), from Cornatzer Road (S 1606) to Elisha Creek
 - DAVIE0010-B: Oak Grove Church Road (SR 1642), from Sain Road (SR 1643) to US 158
 - DAVIE0011-B: Park Avenue, from US 158 to W Church Street
 - DAVIE0012-B: Park Dr, from US 158 to Rich Park III
 - DAVIE0013-B: Raymond Street, from Hospital Street to Avon Street
 - DAVIE0015-H: Sain Road (SR 1643), Milling Road (SR 1600) to Oak Grove Church Road (SR 1642)
 - DAVIE0016-H: Salisbury Street (SR 1147), from Davie Drive to US 601
 - DAVIE0014-B: W Church Street, from US 158 to Park Avenue
 - DAVIE0015-B: Williams Road (SR 1610), Eastern Area Boundary to Cornatzer Road (SR 1606)

FIGURE 28: MOCKSVILLE CTP BICYCLE RECOMMENDATIONS MAP



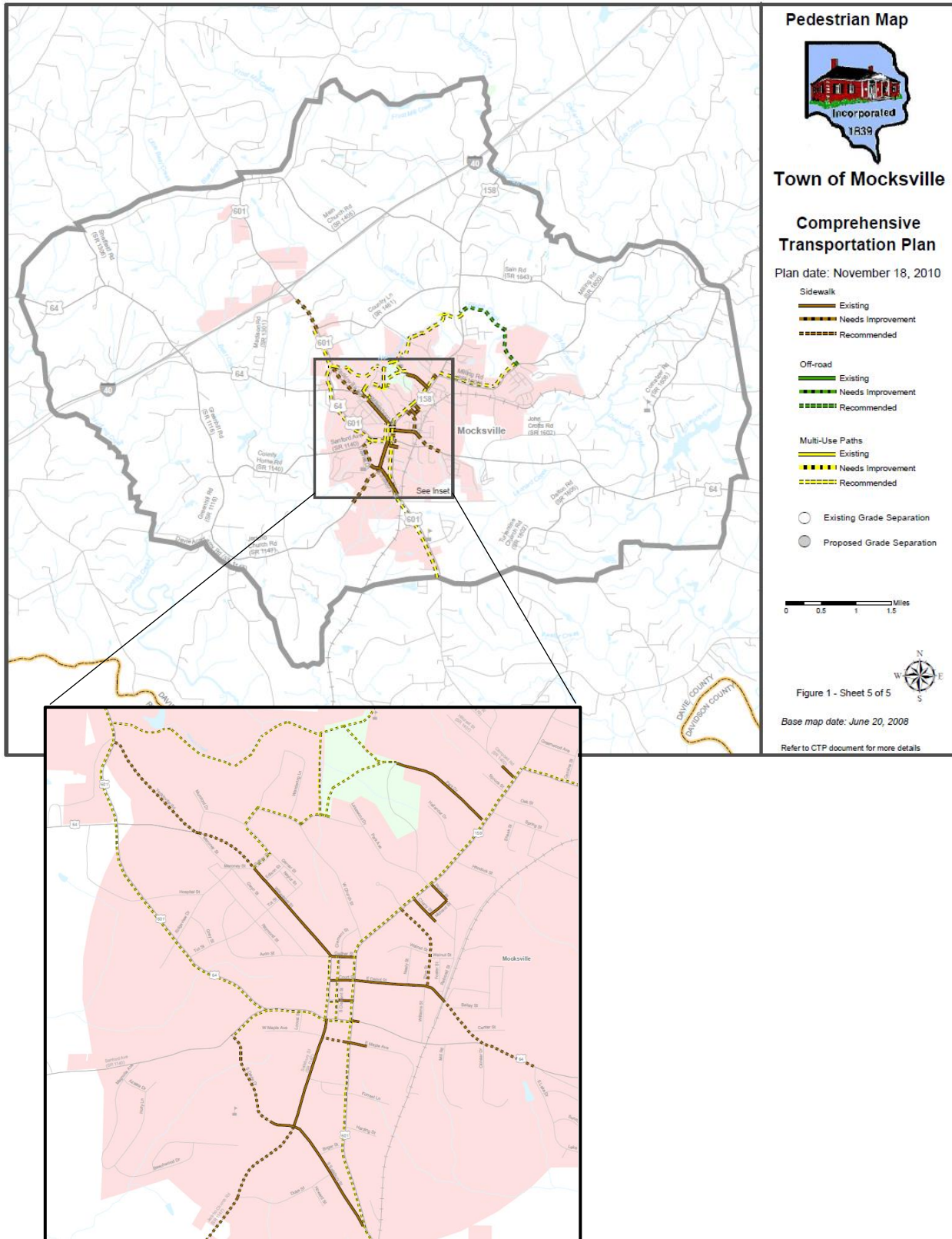
PEDESTRIAN MULTI-USE PATHS

- DAVIE0001-M: US 158, from US 64 to Milling Road (SR 1600)
- DAVIE0004-H: US 601, from southern planning area boundary to US 64
- DAVIE0004-H: US 64/US 601, from US 64 to Wilkesboro Road
- DAVIE0004-H: US 601, from Wilkesboro Road to Country Ln (SR 1461)
- DAVIE0002-M: Along Nelson Creek, from US 601 to Elisha Creek
- DAVIE0003-M: Along the western edge of the park (Rich Park III), from Nelson Creek to Park Ave
- DAVIE0004-M: Across the park (Rich Park III), from Park Avenue to Park Dr
- DAVIE0005-M: Across the eastern edged of the park (Rich Park III), from Nelson Creek to Park Dr
- DAVIE0006-M: Garner Street, from W Church Street to Softley Street
- DAVIE0007-M: Park Avenue, from Park Dr to W Church Street
- DAVIE0013-H: Milling Road (SR 1600), from US 158 to Elisha Creek
- DAVIE0016-H: Salisbury Street (SR 1147), from US 64/US 601 to Avon Street
- DAVIE0017-H: Sanford Avenue (SR 1140), from US 64/US 601 to S Davie Dr
- DAVIE0008-M: S Clement Street, from US 64/US 601 to Gaither Street
- DAVIE0009-M: Softley Street, from Garner Street to Wilkesboro Street
- DAVIE0010-M: W Church Street, from Park Avenue to Garner Street
- DAVIE0011-M: W Water Street, from Salisbury Street (SR 1147) to S Clement Street

PEDESTRIAN SIDEWALKS

- DAVIE0002-H: US 64, from East Lake Dr to Cloister Dr
- DAVIE0004-H: US 601, from Country Ln (SR 1461) to Madison Road (SR1301)
- DAVIE0001-P: E Depot Street, from US 64 to Railroad Tracks
- DAVIE0002-P: E Maple Avenue, from Salisbury Street to west of US 601
- DAVIE0012-H: Jericho Church Road (SR 1147), from the southern Town Limits to Salisbury Street
- DAVIE0003-P: Pine Street, from E Depot Street to US 158
- DAVIE0004-P: S Davie Drive, from Sanford Avenue (SR 1140) to north of Salisbury Street (SR 1147)
- DAVIE0020-H: Wilkesboro Street, from Yadkinville Road to Softley Street
- DAVIE0021-H: Yadkinville Road, from US 601 to Wilkesboro Street
- DAVIE0005-P: Along Elisha Creek (Off-road), from US 158 to Milling Road (SR 1600)

FIGURE 29: MOCKSVILLE CTP PEDESTRIAN RECOMMENDATIONS MAP



APPENDIX B – Advisory Committee Workshop #1 Results

MOCKSVILLE COMPREHENSIVE PLAN - KEY ISSUES IDENTIFICATION WORKSHOP			
TOPICS	LIKES	DISLIKES	DREAMS
<u>Land Use / Development</u>	<ul style="list-style-type: none"> • Continue development of Rich Park • Town to grow with industry, retail, dining etc. • Carefully adapt the current plan to meet the changing landscape of new project types • Keep being welcoming to industry and commercial growth. 	<ul style="list-style-type: none"> • Town Streets without sidewalks (e.g. unsafe walkers from Food Lion to I-40) • Establish a better residential housing base and multiple types of housing opportunities. 	<ul style="list-style-type: none"> • Create a connected sidewalk system on all streets in town to encourage safety and walking • Create a Dog Park. • Additional solid retail downtown • Create more mixed-use environments.
<u>Growth Areas / Service Areas</u>	<ul style="list-style-type: none"> • Areas of service within the community? • Keep visioning where growth should go, specifically the 601 corridor and the downtown area 	<ul style="list-style-type: none"> • Don't get too spread out – make sure downtown area doesn't suffer. 	<ul style="list-style-type: none"> • Establish areas/places that the kids, teens/adults can have more activities (movies, affordable REC, bowling alley). Places that are Non-Alcohol friendly • Encourage 601 S to voluntarily annex • Improve streetscape along 601 S • Establish "pockets" of development that work well together and can feed off of each other.
<u>Infrastructure</u> (Sewer, Water & Transportation)	<ul style="list-style-type: none"> • No problems with sewer and water • Continue to provide services to meet the towns growing needs • Keep working to place infrastructure in areas where the Town is growing. 	<ul style="list-style-type: none"> • Allow business to participate in County recycling • Address traffic congestion on 601 N. corridor • Coordinate water, sewer & road improvements for efficiency and to manage growth • Establish a metric that lets Town leaders know exactly what and where are resources are – where is sewer, how much capacity exists, etc. 	<ul style="list-style-type: none"> • Start shuttle service from Walmart to downtown, etc. • Build an addition water tower on the north end of Town • Complete update of the Town's sewer lines • Upgrade water lines in key growth areas (Downtown, Main St, etc.) to accommodate fire protection needs • Work to establish partnerships with the County to minimize cost to the Town.
<u>Municipal Services</u> (Fire, Police, Waste Management)	<ul style="list-style-type: none"> • No problem with municipal services • Excellent fire service and police service • A lot of good people involved that want what is best for the community • Continue to better our community with Fire, Police and Garbage services • Keep doing a great job for the town • Having a professional police force and fire department and continue the recent efforts of the police department to have positive interaction with the community. 	<ul style="list-style-type: none"> • Service divisions competing for funding (may lose focus on the bigger picture) • Recognize key people for what they do • Establish more opportunities to interact with both police and fire, encourage/support more volunteerism for fire department. 	<ul style="list-style-type: none"> • Create a compost center for yard waste that has higher availability • Add a fire station along the 601 North Corridor • Consider adding a Police substation along 601 North • Move to a full-time fire department as volunteers dwindle • Establish a full-time fire department, continue to support the police department and do our best to keep both departments technology up to date.

TOPICS	LIKES	DISLIKES	DREAMS
<p>Housing (Supply & Demand)</p>	<ul style="list-style-type: none"> • Create incentives for maintaining the character of endearing older homes • Attractive neighborhoods throughout community • It feels like there are lots of options for "middle class". May be mostly older homes, but decent single-family dwellings. • Availability of some affordable housing for lower-income occupants • Create a well-planned community • Continue to have housing that offers housing opportunities for various socioeconomic situations; continue with in-fill development. 	<ul style="list-style-type: none"> • Empty homes & rental properties that are allowed to fall in disrepair. It brings down the neighboring property values • Not any options for young people that do not want land or bigger home. Always perceived as "low income". • Projects that don't fit together – unplanned • Establish new single-family residential growth, which has been stagnant for some time. 	<ul style="list-style-type: none"> • Create smaller multi-dwelling housing to meet demand. • Carefully consider more affordable housing • Encourage development closer to downtown that offers nice, well designed, smaller housing units • Encourage more affordable (rent to own) single-family housing instead of just apartments • Encourage more single-family housing • Encourage housing near industry (e.g. 601 N) • Create a unique community with historical character that draws people from other areas to live & work here • Create a diverse housing stock that accommodates Mocksville residents and limits the number of people who drive in to work – work here, live here, shop here.
<p>Economic Development (Jobs and Tax Base)</p>	<ul style="list-style-type: none"> • Continue the growth we are seeing. • Jobs abound as the unemployment rate is low • We have a lot of action both in the county & town • Keep the controlled growth moving forward • Establish more diverse industry/recruit businesses that pay higher wages. 	<ul style="list-style-type: none"> • Only having one grocery store (plus Walmart). There should be competition. • Need unified effort to get desired development • Too many Fish Games going up in Mocksville • Potential lack of workforce to support new industrial development • Create more jobs for young college grads – who will start families here • Stop the leakage of young adults out of our community, who, in my opinion, are leaving due to lack of good jobs that pay a livable wage. 	<ul style="list-style-type: none"> • Encourage family-based entertainment businesses in town (i.e. movie theatres, bowling, arcades, etc.) • Unified team effort with the County and other towns • Create higher paying jobs in our town to draw in the younger generation – Continue what Mocksville has been in the past • Create an industrial, commercial and professional job environment that attracts employees and offers opportunities for our younger generation.
<p>Downtown Development</p>	<ul style="list-style-type: none"> • Continue to encourage and sponsor events downtown. • Nice restaurants and some retail shops • Mini park • It is active. I love that we have dining options • Continue to support local businesses and invest in downtown infrastructure, such as installing mast arm poles on the square and building the Downtown Park. • Create partnerships with business owners to make more businesses viable and profitable 	<ul style="list-style-type: none"> • Remove the right turn lane on the corner of Salisbury St. and Depot St. • Establish a serious and tough approach to enforcement of codes & storefront design guidelines to enhance the downtown and attract new retail uses and reap the long-term benefits • Lack of intentionality about what we want the town to look like. • Stop allowing great little shops to fail and leave our town to go elsewhere • Stop looking at Downtown as just Main Street. • Expand and encourage growth in the surrounding areas, such as Salisbury and Depot Streets. • Establish downtown housing. 	<ul style="list-style-type: none"> • Downtown inside event center (for public & private use) • Create a more minority friendly Downtown development environment for business owners and patrons. • The town needs to get more intentional and proactively involved in the appearance of downtown • Create a vibrant downtown where people want to eat, shop and spend time • Make Downtown the place where people live, work, shop, dine and go for recreation – a true destination.
<p>Other:</p>	<ul style="list-style-type: none"> • I am glad that we have utilized the old Food Lion for the Tractor Supply. • Keep our small-town charm, where people know one another & all share a dream of making the Town great. 	<ul style="list-style-type: none"> • Stop thinking "inside the box" – Look outside our perimeter to learn from other towns that are doing well and borrow from them. 	<ul style="list-style-type: none"> • Use old, abandoned buildings for new uses (e.g. youth) • Change the distribution of sales tax revenues • Address drug abuse in Davie County • Make this a place that my children will one day be proud to return to work, live and raise the next generation of Mocksville citizens.

APPENDIX C – Advisory Committee Workshop #2 – SWOT Results

Mocksville's Strengths, Weaknesses, Opportunities and Constraints	
(SWOT Analysis conducted at Advisory Committee Meeting #2 on Thursday, November 15, 2018)	
<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> ● Appearance & unique feel of historic downtown & Main Street / Strong downtown / Downtown (5) ● Economic Development / Positive economic movement / Fairly diverse industry/ up-coming developments / Jobs (6) ● Good public safety / Infrastructure (4) ● Stable & steady growth / well-managed growth (2) ● Affordable ● Small-town connectivity / Friendly community / Community involvement in local activities (3) ● Good location / Proximity to I-40 (2) ● Love the people / knowing the business owners ● Parks ● Historic areas (2) ● Quality of Life ● Financially well-managed 	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> ● Stagnant downtown business development compared to other towns (e.g. Lexington, Salisbury) / Lack of downtown housing / Need for uniform downtown regulations to improve curb appeal (3) ● Lack of housing choices ● Appearance of 601 S. corridor / 601 S. traffic congestion / 601 S. Corridor (3) ● Traffic ● Appearance of Depot Street Area (Depot District) ● Leadership ● Vacant Buildings / Need to fill empty buildings with mainstays (2) ● Lack of family entertainment opportunities / Need more activities for families & youth to keep them in our community / Need more activities for younger generation (3) ● Lack of high-tech (better paying) jobs = leakage of youth ● Need more full-time staffing for fire department & police department ● Need more sidewalks ● Need incentives for small businesses ● Aging infrastructure (need upgrades) ● Street maintenance (traffic)
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> ● Co-Work Space / Business Incubator (Shared Office) ● New Workforce / Workplace ● New Park(s) ● Downtown Housing ● Create more entertainment venues for millennials (e.g. food, theater, bowling) / More entertainment options / Develop areas for younger generation to be included & bring families from out of town (3) ● More shopping options (groceries, clothing, shoes) ● Losing younger families to bigger cities ● Tax base ● Provide more employment for youth to stay or return (2) ● Improve parking & way-finding downtown 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> ● Losing younger families – moving away / Aging population - lack of energy (2) ● Infrastructure restrictions ● I-40 By-Pass (strangulation) ● Economic recession / Economy (2) ● Taxes / Depreciation of tax base (2) ● Lack of affordable housing ● Drugs / gangs ● Attitudes ● Bringing too much low-income housing

Strengths & Opportunities – Common Themes	
Members shared some of their key ideas with one another (from above) and identified the following common themes:	
<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> ● Historic Downtown Main Street ● Friendly community ● Fun events ● Parks ● Safety ● Financially solvent ● Strong economy & job base ● Positive momentum <p style="text-align: center;"><i>Mocksville is a safe and friendly community with a welcoming and historic Downtown Main Street, offering family-friendly events, beautiful parks and a strong, positive local economy.</i></p>	<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> ● Natural resources (recreation) ● Plenty for vacant land ● Infrastructure (W/S/RR/Gas) ● Mixture of housing types ● Draws for Young Generation ● Arts & Entertainment ● Theater / bowling / skating ● Children's Museum <p style="text-align: center;"><i>With rich natural resources and plenty of open land in and around our small town, there is ample opportunity for young families and entrepreneurs to join in, contribute to and enrich our community.</i></p>

APPENDIX D – Community Survey Results

Question #1 – Check the 3 most important issues regarding future growth in Mocksville			
Re-using old buildings (42%)	Pedestrian/Bike-Friendly (25%)	Police & Fire Services (17%)	Transportation (10%)
Downtown Development (34%)	Community Appearance (21%)	Tourism Development (13%)	Environmental Preservation (7%)
Housing Development (32%)	Education & Training (21%)	Water & Sewer Services (13%)	Open Space Preservation (4%)
Parks & Recreation (29%)	Historic Preservation (19%)	Commercial Development (12%)	Industrial Development (3%)

Question #2 – What do you like best about Mocksville?	
49	<p><u>SMALL TOWN</u></p> <ul style="list-style-type: none"> • Small town atmosphere with large town relations from all directions • Small town with larger cities nearby / Small town feel with big town resources nearby • Feel of a small town but with the amenities of a larger suburban area • It is a small town with lots of charm, but still has the necessary conveniences • Small town feel with big town goals • Small town feeling / Feels like true small-town gem / Small-town feel / Small town feel / Small Town Feel / Small town feel / Small town feel / Small town feel / small town feel / Small town feel • Small town atmosphere / Small town atmosphere / Small town atmosphere / Small town atmosphere • Small-town atmosphere / Small town atmosphere / Small Town atmosphere • Home town feeling / Hometown feeling / Small hometown • Small-town / Small Town / Small town / Small town / Small town / Small town / Small Town • That it is still a small town / Small town / Small town / It's small and not too busy • Progressive small-town atmosphere / Small town character / It is small but nice • Small town charm / Small-town charm / Small-town vibe / Small / Quaint / Intimate • Peacefulness / Quietness / It's a quiet town with a home feel
23	<p><u>FRIENDLY</u></p> <ul style="list-style-type: none"> • Family friendly / Family friendly / Family friendly / Friendly down-home feeling • Small friendly town / The people / Friendly people / Friendly / Friendly / Friendly • Friendly atmosphere / Friendly, warm and welcoming citizens • Community / A true community / Sense of Community / Great community / Community support • We still wave to people walking on the streets • We know our neighbors and speak to them / Most people know each other • Everyone is welcoming, it's home! / Tight knit community where people help one another • Close-knit community / I love the close-knit community
11	<p><u>EVENTS & ACTIVITIES</u></p> <ul style="list-style-type: none"> • Events / Activities / The great events / Lots of activities for families / Outdoor activities • I like the events and entertainment venues that the town facilitates. This caters to all demographics • Halloween and Christmas / Lights during Christmas / Halloween is awesome / Bed Race of course
9	<p><u>DOWNTOWN</u></p> <ul style="list-style-type: none"> • Downtown / Downtown shops & restaurants / Nice downtown with nice appearance • Downtown Potential / Lots of improvements in downtown / Downtown making a comeback • Small-town charm of downtown / The town square • Everyone encourages local business we just don't have many local options
6	<p><u>SAFETY</u> – Low crime rate / Low crime rate / Low crime / Safe place to live / Safe atmosphere / Safe</p>
3	<p><u>HISTORY</u> – The History / Historical / Historic homes</p>
3	<p><u>APPEARANCE</u> – Appearance / Beauty / Clean</p>
3	<p><u>ACCESSIBILITY</u> – No traffic compared to other local areas / Easy to get around / Proximity to amenities</p>
2	<p><u>SCHOOLS</u> – The School System / Mocksville Elementary School</p>
2	<p><u>SERVICES</u> – Great Town services / Good relationship among Town Departments</p>
1	<p><u>GOVERNANCE</u> – Low taxes</p>

Question #3 – What would you most like to change about Mocksville?

12	<p><u>FAMILY / YOUTH-FRIENDLY</u></p> <ul style="list-style-type: none"> • Do a better job attracting and keeping young professionals • More kid-friendly things for the kids to do / More to do for young families / More to do for children • I would like for a few activities to be available for young adults to interest them in living in this area • More family entertainment / I'd like to have more for teenagers to do • More entertainment for youth & adults (e.g. theater, bowling, skating, arcade - NOT drugs) • More commercial recreation opportunities (e.g. bowling, movies, rock-climbing) • More kid-friendly venues inside the town (e.g. bowling, putt-putt, arcades) • More kid friendly businesses and activities (e.g. indoor putt-putt, bouncy house, another park) • Bring in some entertainment for youth and families
12	<p><u>COMMERCIAL DEVELOPMENT</u></p> <ul style="list-style-type: none"> • Encourage more mixed-use development (e.g. commercial, residential, office, parks) • Opportunities to spend more of my time and money in town / More business opportunities • More places to get food past 10pm (e.g. Cookout) • Greater variety of retail uses (e.g. Aldi Grocery, Wells Fargo Bank, Starbucks Coffee) • Encourage and support more local small businesses • Encourage more focused (mixed-use?) development - not just fast food restaurants • More restaurants, bars and shopping / More variety of restaurants • No new retail and commercial businesses / More places to shop • More retail and food options / Better grocery store options and healthier food options • More restaurants at 601/I-40 exit (e.g. Applebee's, Outback Steakhouse, Chick-fila) • To many empty strip malls - Bring in new stores, coffee shops & grocery stores other then FoodLion
10	<p><u>REDEVELOPMENT</u></p> <ul style="list-style-type: none"> • Address abandoned buildings & eye sores (e.g. old gas stations, old buildings) • Address vacant buildings and unsightly properties • Fix old empty run-down buildings • Utilize older empty buildings - Create policies and regulations that require companies to fix them up and make them usable again instead of building new stuff around them. Re-using them can also preserve the historic part of Mocksville that makes it so great • Use older buildings for new uses, not just more new buildings • Use empty buildings for recreation or business development • Stop building new buildings until the old ones are put to good use • Reuse old buildings • Redevelop old building spaces that are run down and unoccupied • Some revitalization of old and run-down properties needs to occur
9	<p><u>RESIDENTIAL DEVELOPMENT</u></p> <ul style="list-style-type: none"> • Mocksville needs more affordable housing in the area for younger couples and families to attract and retain younger families who will then be a part of the town • More moderately priced housing – Young people (20- and 30-somethings) are looking for apartments to rent but cannot find them in Mocksville because the majority of complexes are designated Section VIII or specifically for seniors • More housing options / More housing options / Add more varied housing • More affordable homes • More affordable housing options for low-income residents • Reduce amount of low-income housing • Less apartment complexes

Question #3 – What would you most like to change about Mocksville?

9	<p><u>GOVERNANCE</u></p> <ul style="list-style-type: none"> • More involvement in Town Board meetings • The town needs to be better at getting out and seeing what the citizens would like • We need a board that cares • I would like to see a ‘Sound Ordinance’ put in place county wide • Reduce cigarette smoking on the street/sidewalks • List all Town expenditures (not just a budget) to show us where the money is going • I would like there to be an open book to the Town’s financials • Taxes are already too high and continue to increase • I would like to see the police court case settled so that we can move on and quit making headlines
8	<p><u>FIRE, POLICE & EMS</u></p> <ul style="list-style-type: none"> • Fire, EMS and Police Departments are stretched thin / Full time fire protection • Full-time staff in the Fire Department to better serve the citizens of the town • Have full time staff at Mocksville Fire Department • Full time Firefighters on the fire department for better coverage and response to the area • Better equipment for the fire department • Hire at least one or two full-time firemen to ensure the safety of Mocksville citizens • Is it really necessary to have as many Mocksville Police as we have? The Town is not that big.
8	<p><u>PARKS & RECREATION</u></p> <ul style="list-style-type: none"> • Utilize the Yadkin River on the north side of town (e.g. kayaks, canoes, ramps, riverwalk) • More concerts & activities at Junker Mills to use that place more • I think there is too much emphasis on events. It seems as if there is something going on all the time • Need more community events (e.g. bed races and oaks festival) • More community events/ stronger community support • Move the oaks festival to Main Street - Main St was closed When we had the arts festival and it was a great time and there were a lot more vendors. • Quit spending money on unnecessary stuff...such as the park next to the police station • There needs to be a town pool and recreation building
8	<p><u>TRANSPORTATION</u></p> <ul style="list-style-type: none"> • Widen 601 S. to address traffic congestion (between Ingersall Rand and McDonalds) • Accommodate & permit golf carts within town limits for access to events • Free or reduced cost transportation (e.g. a bus to help those who may not have a vehicle) • Better public transportation • The streets need to be better taken care of • Upgrade 601 South corridor and Depot St area / Address bad traffic on 601N/64 • Re-Route Highway 64 • The traffic on 601 heading towards I-40 has become a nuisance- trying to get to Walmart or a restaurant is ridiculous after 12pm
7	<p><u>BIKE & PEDESTRIAN</u></p> <ul style="list-style-type: none"> • Make pedestrian improvements, especially in the downtown area • More bicycle and pedestrian amenities • Create a bike lane in town • More sidewalks and access to parks • A pedestrian and bike-friendly community is important as well as expanded greenway development beyond Rich Park to increase property values and tourism dollars • Less traffic and safer places to walk and ride bikes • Improve pedestrian safety by providing more cross walks and ‘Walk/Don’t Walk’ signs on Main and perhaps S Salisbury Street to discourage Jay Walking

Question #3 – What would you most like to change about Mocksville?

6	<p><u>EQUITY</u></p> <ul style="list-style-type: none"> • Address the lack of inclusiveness / Diversify the Police and Sheriff Departments • Lack of diversity. Community is ultra-homogenous and has too narrow a concept of what is “acceptable”, especially politically speaking • Everything is made/ designed around majority (whites) • Those that continue to have influence need to step away and allow others to participate---the good old boy network is and should be a thing of the past • More democrats involved in official capacities
6	<p><u>ECONOMIC DEVELOPMENT</u></p> <ul style="list-style-type: none"> • More job opportunities / More job opportunities • Local employment opportunities that offer a living wage • More industry and economic development with higher wages • I would like to see the jobs that are being brought in to be higher paying jobs • There needs to be a vision and plan for growth, to bring higher paying jobs
5	<p><u>SOCIAL SERVICES</u></p> <ul style="list-style-type: none"> • Address vagrants and homeless people • Create a homeless shelter • Increase local community resources to help people address their urgent needs (e.g. food pantries) • I would also like to see a structured, self-help centered homeless shelter established. • We need growth without forgetting where we came from • The amount of drug abuse and crime worries me for such a small town and county
4	<p><u>TOURISM DEVELOPMENT</u></p> <ul style="list-style-type: none"> • Capitalize on tourism opportunities • We need a brewery and associated development like West Jefferson. They have figured out how to grow tourism and get lots of new development downtown. • Develop a plan to market all the historical features Mocksville has to offer (hire a Marketing person) • For Tourism growth and development (and downtown & commercial development), community (aesthetic) appearance and way-finding are ESSENTIAL. You can have nice buildings and a good commercial market, but if aesthetics and way-finding are not desirable, then you will miss a major piece of the puzzle!
3	<p><u>WATER & SEWER SERVICES</u></p> <ul style="list-style-type: none"> • Reduce (unreasonable) water and sewer rates for customers just outside the city limits • Worry less about our appearance and more about our infrastructure (e.g. Our sewer & water systems are extremely overwhelmed and out of date) • The Town should partner with the County on water and sewer needs to help with infrastructure and future growth opportunities - both can do more together
3	<p><u>COMMUNITY APPEARANCE</u></p> <ul style="list-style-type: none"> • Southern States - clean that up • Clean up Southern States site (blocks traffic view & is a safety issue) • The Habitat Restore should have to keep their items inside (not visually appealing).
3	<p><u>DOWNTOWN</u></p> <ul style="list-style-type: none"> • I would like some downtown spaces renovated and filled with local businesses for me to support • More businesses/restaurants downtown • More niche shops need to move downtown - some existing uses need to go and we cannot diversify the downtown offerings until they do

Question #4 – What are your dreams for Mocksville’s future?

22	<p><u>THE VISION</u></p> <ul style="list-style-type: none"> • Continue to be a place people want to be / Nice safe friendly town • Minimum growth with safety and security / Stay a small hometown / Maintain our small-town status • Keep the small-town feel don't overbuild with tons of apartments • A great place to raise kids, shop, enjoy the outdoor space and come together as a community • Continue to be a small southern town / Stay a small town / Stay a very small town • Be a thriving, peaceful community, with the best schools • Never having to leave and having everything you need right in town! • I'd really prefer it not to grow in population so we don't lose our current charm • For it to be as great and all-inclusive as some of the top cities out there. A place where families want to raise their children and could imagine living here their whole live. It would be even better if it was a place that really looked at what their residents' needs are and was able to provide services to meet that need To give back and help the residents. • Growth • That Mocksville will remain a safe community where we can raise our children and not fear going outside. That the education my children receive will teach them good character, academic and life skills, and keep good values and morals a part of the underlying message. That the town will remain small and quaint but at the same time, grow in certain ways, like downtown growth. • Embrace change and spend dollars that bring dreams to fruition! My dream for Mocksville's future would be to: a) create with innovation, b) do not be afraid to spend a dollar that can in turn, create dollars (indirectly and directly), c) do not be afraid to step outside of the box, d) rid the "good ole boys/girls" factions that are still in place, and d) let go of the doggone past; it gets our community nowhere! If Mocksville can accomplish those four things, many dreams, innovative project ideas will come to prosper. Yes, all this is coming from a conservative! • More jobs, better schools, clean, honest people on the boards and commissioners that are leading this town...not people with just their own agendas • None. I want to move • For our town to keep the small-town vibe but to also be modern at the same time • The small-town charm is amazing - Keep developing the town to increase interest to those in other areas while maintaining the historical and environmental aspects of the area • For the town to grow and become a place people want to come to from the nearby bigger cities
15	<p><u>DOWNTOWN</u></p> <ul style="list-style-type: none"> • For all the downtown businesses to be successful, all the empty buildings full • More restaurants and shops downtown • For the downtown to stay revitalized • Continued growth & utilization of downtown while preserving its small-town charm & historic aesthetics • A vibrant and safe downtown that is well connected to the rest of the community • Preserve the small town feel in downtown area • Help downtown become something like Salisbury or Lexington • More housing in the downtown area to help sustain business in downtown • A vibrant downtown which offers a variety of places to shop, visit and eat (build upon the historic charm which somewhat comes to life...civil war days, Daniel Boone event (with historic features to it, not just a festival where modern goods are sold) • Continued downtown development and improvements • Destination downtown for the day • Keep the downtown quaint and activities there going on • To see Mocksville continue to make downtown viable • New housing and lots of demand for commercial places like restaurants, shops, and service businesses in the core business district (rooftops drive retail) • Apartment living with mixed use amenities in the downtown area

Question #4 – What are your dreams for Mocksville’s future?

12	<p><u>COMMERCIAL DEVELOPMENT</u></p> <ul style="list-style-type: none"> • Add some growth along the interstate area • Retain Mocksville’s positive character and charm while encouraging small businesses to be a part of our community • Draw in more family-owned restaurants and businesses • More restaurants (both fast food and family/casual restaurants) and shopping • A Cookout! / Chick-Fil-A / Chick-fil-A / Target! • Shopping mall / More shops and unique restaurants • More restaurants / More stores and development / More activities, shops & restaurants to enjoy • No more gambling places • I would like the "uptown" area near all the fast food places to be thoughtfully developed. I think there is a lot of opportunity for growth there • More owners and less renters in commercial property so there is a vested interest • More progressive growth so people don’t leave Davie to spend money on retail and grocery • Keep the community atmosphere while renovating and encouraging small businesses to the area
10	<p><u>PARKS & RECREATION</u></p> <ul style="list-style-type: none"> • A public park or preserve with bridle trails to accommodate our MASSIVE equestrian population • Community Center • A pool and water feature like Tanglewood Park would be nice • Re-develop Lake Hide-Away - It’s a great piece of history and the new generation would love it • Provide affordable recreation for children • More outdoor activities for families and teens • Keep our children off the streets and give them local recreational places • More parks and sidewalks and access to parks • Work with Davie County to get a recreation facility open at the old high school • More community activities and park areas
7	<p><u>TOURISM DEVELOPMENT / DESTINATION</u></p> <ul style="list-style-type: none"> • For Mocksville to be a place where families like to come and spend the day • Be the Triad’s version of Mooresville & Huntersville • A local museum would be great too! • Encourage Bed & Breakfasts • Highlight the interesting areas in and around town which people from outside Mocksville's town limits would be interested to learn about. Partner with the Library to develop these opportunities • To be the place where people want to visit (e.g. Mt Airy & Lexington have huge festivals that people come from near and far to be a part of it. That would be great!) • A go-to place but with that sense of small town still intact
6	<p><u>RESIDENTIAL DEVELOPMENT</u></p> <ul style="list-style-type: none"> • Provide affordable rent-to-own housing • More residential choices • That ALL have access to affordable and safe housing • More affordable housing options • More housing for those right out of college--young working adults • Apartment housing for medium class+
5	<p><u>FAMILY / YOUTH-FRIENDLY</u></p> <ul style="list-style-type: none"> • More kid friendly activities and programs • More attractions for all ages • Movie theater / A bowling alley or some other recreational place for youth and families • Movie theater, bowling alley - Invest in the youth • I want to see more young people come to Mocksville

Question #4 – What are your dreams for Mocksville’s future?

5	<p><u>ECONOMIC DEVELOPMENT</u></p> <ul style="list-style-type: none"> • To have better pay on the jobs we now have here • A better job market and a go to place to live where families move for amazing educational opportunities and job possibilities • Stabilized businesses for stable employment with fair pay • Continued progress and economic development that would enable our kids and other educated young people to locate here • Continue intentional growth of smaller to mid-range employers with better pay that make the economic picture more sustainable
5	<p><u>SOCIAL SERVICES</u></p> <ul style="list-style-type: none"> • A community center that kids can attend for free to help them stay focused and off drugs and out of trouble so they can develop into great citizens • To enhance the general health & mental health of our citizens by adding resources to meet needs • We have some people doing great work regarding addiction. However, we can do better with community and job inclusion for persons with mental illness, SA history, and Intellectual and Developmental Differences. We can do more than 'entertain' them, we can foster more purpose in their lives, and provide meaningful part-time work • A safe hang out for young people • A homeless shelter
4	<p><u>GOVERNANCE / EQUITY</u></p> <ul style="list-style-type: none"> • Have a more representative town council • Stay safe, keep taxes low, keep the economy growing • Provide online financial transparency - so all citizens can see where the Town's money is spent • Promote more minority-owned business inside the town
4	<p><u>TRANSPORTATION</u></p> <ul style="list-style-type: none"> • Better traffic flow...ESPECIALLY if you're trying to divert MORE traffic here • Allow & permit golf carts within Town limits, to be able to ride up town and to events • Better traffic patterns • Uber or other bus system
3	<p><u>FIRE, POLICE & EMS</u></p> <ul style="list-style-type: none"> • Continue to have low crime rate • The Police Dept would have more of a presence in the mornings and afternoons (whenever possible) in the Mocksville Elementary School car rider line. This happened the first few weeks of school and all of the kids loved being greeted at their car each morning by an officer. Being the largest elementary school in the district, I know the school staff would be grateful for this support from the PD. The Police Dept would regularly check in with the staff at Mocksville Elem. School. An SRO being available to Mocksville Elem. One day per week doesn't change the fact that the school is within the city limits and it would be nice for them to regularly check in at the school. • Fire station expansion
2	<p><u>BIKE & PEDESTRIAN</u></p> <ul style="list-style-type: none"> • Sidewalk or bike path on milling road (from Elisha Creek at town limits) all the way to Main Street • To stay just like it is, except for building more sidewalks
2	<p><u>REDEVELOPMENT</u></p> <ul style="list-style-type: none"> • Development of damage unused building • Preserve historical buildings
2	<p><u>COMMUNITY APPEARANCE</u></p> <ul style="list-style-type: none"> • Cleanliness • Clean up the area at Avon and Wilkesboro street (Southern States). This is an eye sore to the town and a safety hazard

ECONOMIC DEVELOPMENT	Agree	Neutral	Disagree
Question #5-A – In the past, Mocksville’s role in the regional economy was as a...			
Bedroom community for other cities	62%	26%	12%
Regional distribution center	19%	54%	27%
Regional manufacturing center	44%	38%	18%
Regional historic & tourism center	20%	34%	47%
Regional retail/commercial center	12%	29%	59%
Small business/entrepreneur center	41%	33%	26%

ECONOMIC DEVELOPMENT	Agree	Neutral	Disagree
Question #5-B – In the future, Mocksville’s role in the regional economy should be as a...			
Bedroom community for other cities	43%	35%	22%
Regional distribution center	47%	35%	18%
Regional manufacturing center	51%	35%	14%
Regional historic & tourism center	80%	18%	3%
Regional retail/commercial center	52%	32%	16%
Small business/entrepreneur center	95%	5%	0%

TRANSPORTATION	Agree	Neutral	Disagree
Question #6 – . In the future, Mocksville’s role in the regional economy should be as a...			
Widen & improve existing streets	51%	33%	15%
Improve traffic management	67%	26%	8%
Build more sidewalks & bike lanes	75%	19%	6%
Build new roads to reduce congestion	29%	39%	32%
Manage growth on the new by-pass	63%	23%	14%
Provide more transit (van) services	46%	39%	15%

WATER AND SEWER	Agree	Neutral	Disagree
Question #7 – Public water & sewer services should be extended as follows...			
Don’t extend, just maintain existing	34%	24%	42%
To designated “Growth Areas” only	35%	31%	35%
On a case-by-case basis for each area	46%	31%	23%
Collaboratively with County & Towns	75%	16%	9%

BUSINESS & INDUSTRIAL DEVELOPMENT	Agree	Neutral	Disagree
Question #8 – Regarding Business and Industrial Development in Mocksville we should...			
Only recruit clean business/industries	75%	18%	8%
Recruit any business or industry	14%	22%	64%
Give incentives to recruit new firms	43%	38%	19%
Give incentives to re-use old sites	83%	10%	6%
Locate only in designated areas	64%	23%	13%
Set aside land for future industries	38%	36%	26%
Promote our cultural assets	84%	16%	0%
Stop recruiting – we have enough	10%	27%	63%

COMMERCIAL & RETAIL DEVELOPMENT	Agree	Neutral	Disagree
Question #9 – With regard to Commercial & Retail Development in Mocksville’s...			
-Strip development is not a problem	32%	32%	37%
-Include retail in new neighborhoods	33%	35%	32%
-Separate commercial & residential	51%	33%	15%
-Strengthen commercial buffers	52%	38%	10%
-Retail uses should be more walkable	76%	19%	5%
-Renew & reuse old commercial sites	94%	5%	1%

OFFICE & INSTITUTIONAL DEVELOPMENT	Agree	Neutral	Disagree
Question #10 – New Office and Institutional uses should be...			
Anywhere, except residential areas	42%	28%	30%
In planned office parks only	38%	37%	24%
Incorporated in new neighborhoods	13%	38%	49%
Encouraged in Downtown Mocksville	67%	16%	16%
Used as a buffer between residential and commercial areas & major roads	41%	49%	8%

RESIDENTIAL DEVELOPMENT	Agree	Neutral	Disagree
Question #11 – To better meet our housing needs we should encourage more.....			
Condominiums & townhomes	60%	17%	23%
Housing for seniors & retirees	63%	24%	13%
Patio homes and duplexes	55%	23%	22%
Multi-family housing & apartments	46%	18%	37%
Single-family homes	81%	14%	5%
Housing in & around Downtown	72%	18%	10%
A good mix of housing sizes & types	82%	8%	10%

AGRICULTURAL PRESERVATION	Agree	Neutral	Disagree
Question #12 – Regarding agricultural preservation the Town should...			
Use zoning to protect existing farms	83%	13%	4%
Give farmers tax breaks & incentives	69%	22%	9%
Don't interfere with market forces	28%	56%	15%
Limit water & sewer extensions	13%	46%	41%
Cluster development to save farmland	59%	38%	3%

PARKS, RECREATION & OPEN SPACE	Agree	Neutral	Disagree
Question #13 – To meet our park, recreation & open space needs we should...			
Do nothing – we have plenty already	13%	18%	70%
Create new parks in growth areas	69%	16%	15%
Provide smaller neighborhood parks	63%	18%	20%
Preserve recreational greenways	83%	14%	4%
Link parks with a greenway trail system	81%	12%	8%

HISTORIC PRESERVATION	Agree	Neutral	Disagree
Question #14 – Regarding historic and cultural preservation efforts we should...			
Create historic districts in key areas	71%	25%	4%
Not bother saving historic buildings	1%	15%	84%
Preserve to improve property values	77%	19%	4%
Protect historic structures downtown	90%	9%	1%
Use US & NC preservation tax credits	79%	20%	1%

ENVIRONMENTAL QUALITY	Agree	Neutral	Disagree
Question #15 – To preserve and enhance the quality of our environmental we should...			
Recruit clean industries only	72%	22%	6%
Better control storm water runoff	74%	25%	1%
ID & protect sensitive natural areas	82%	14%	4%
Protect floodplains/water supply areas	86%	13%	1%
Save open space in new developments	86%	13%	1%

COMMUNITY APPEARANCE	Agree	Neutral	Disagree
Question #16 – Regarding the appearance of our community we should...			
Beautify our Town entranceways	76%	16%	8%
Add street trees & landscaping	67%	23%	10%
Improve/strengthen sign regulations	63%	29%	10%
Better enforce of existing regulations	72%	26%	3%
Improve & strengthen design guidelines	74%	18%	8%

DOWNTOWN DEVELOPMENT	Agree	Neutral	Disagree
Question #17 – In Downtown Mocksville we should...			
Prioritize public improvements	81%	18%	1%
Encourage more residential uses	57%	41%	3%
Make it more pedestrian friendly	91%	8%	1%
Support new businesses & investment	85%	13%	3%
Increase downtown programs & events	80%	18%	3%

PLANNING COORDINATION	Agree	Neutral	Disagree
Question #18 – Improve Town/County coordination and collaboration on...			
Water & sewer services & areas	79%	18%	3%
Growth management & regulation	78%	19%	3%
Providing more affordable housing	61%	20%	19%
Transportation improvements	71%	20%	9%
Tourism, recreation & cultural promotion	86%	10%	4%
Strategic planning & problem solving	80%	18%	3%
Economic and community development	84%	13%	4%

ABOUT YOU...	Responses
Question #19 – What is your age group?	
1-24	5%
25-34	13%
35-44	30%
45-54	27%
55-64	11%
65-74	11%
75-84	1%
85+	1%

ABOUT YOU...	Responses
Question #20 – Where do you live?	
Inside Mocksville Town limits	49%
In Mocksville Extra-Territorial Jurisdiction (ETJ)	9%
In Davie County	40%
Other: _____	2%

ABOUT YOU...	Responses
Question #20 – Where do you work?	
Inside Mocksville Town limits	41%
In Mocksville Extra-Territorial Jurisdiction (ETJ)	6%
In Davie County	15%
Retired / Unemployed	14%
Other: self-employed	24%

APPENDIX E – Community Meeting #1 Results

Key Issues Workshop – Community Meeting #1 – December 13, 2018

What do you like best about our community that you would want to preserve, encourage or continue?

- Historic small-town charm & character (3)
- Strong sense of community
- Beautiful Main Street
- Good restaurants on Main (need more!)
- Community Events / Family-friendly (2)
- Downtown revitalization/development (3)
- Low density
- Slower pace / small town charm
- Historic preservation, district & Courthouse
- Strong community / Active social sector (2)
- Successful economic development
- Open space preservation
- Strong & active social sector
- Safe place to live & raise a family (2)
- More sidewalks
- Low crime rate
- Good town services & infrastructure
- Downtown park and greenway

What do you dislike about Mocksville that you would want to change, stop, discourage or remove?

- Lack of residential development/options
- Neglect of some old downtown buildings
- Aging water lines & infrastructure
- Deterioration of curb & gutter
- Lack of revenue drivers
- High housing costs / few choices (3)
- Need to expand downtown retail options
- Downtown parking on Court days
- Need to redevelop Depot Street
- Address traffic problems - US64, Valley, 5-Points, Gather & Salisbury, 601 S. (3)
- Above-ground utilities
- Don't like pool hall downtown
- Don't like first-floor lawyer offices
- Sidewalks & planters (not maintained)
- Bad traffic at Halloween / 601 S.

What are your hopes and dreams for our Town that you would like to plan, create or begin?

- Expand DCCC training opportunities (e.g. business incubator in Depot District)
- Provide excellent post-high school training & education to attract and retain young people (Workforce Development Plan)
- Grow the downtown footprint
- Build Mocksville's identity & brand
- Increase multi-family residential and live/work units downtown & elsewhere
- More sidewalks – assessment fees?
- More mixed-use development
- Design & build more parks and open space for all ages & abilities
- Make Mocksville a destination with interesting, authentic & unique shops & restaurants (like Blowing Rock)
- More entertainment (e.g. movie theater)
- Plan & preserve open space & parks
- Create retail draw (e.g. Birkdale Village, retail outlet stores along I-40, etc.)
- Grant funding for building rehabs
- Improve 601 S appearance (landscape)
- Retain & attract younger generation (3)
- Revitalize “Depot District” (e.g. live/work corridor, business incubator, brewery, Maker Space, mixed-use development)
- Craft brewery block (Depot Street?)
- Buy, rehab & re-use historic buildings (jail)
- Provide more sidewalks – downtown & Wandering Lane to Davie Park
- Reduced park fees for tax payers
- Create the “Third (community) Place”

APPENDIX F – Community Meeting #2 Results

Responses to the Draft Plan Survey – Community Meeting #2 – May 2, 2019		
<i>During the presentation of the Draft Comprehensive Plan...</i>		
What did you see or hear today?		
<ul style="list-style-type: none"> • That there was a lot of work put into it. • Fairly confident you know the numbers, but I would like to see the survey results. 	<ul style="list-style-type: none"> • Well prepared data and presentation. • Appreciation of the statistics and the work done so far. 	<ul style="list-style-type: none"> • That we have a beginning of a plan. • The Advisory Committee did a tremendous amount of work.
What interested you? ...excited you? ...surprised you?		
<ul style="list-style-type: none"> • Better relationships & partnerships with Davie County – sharing resources. • Who owns the plan? Accountability? • No Historic Committee? • Retain small town atmosphere and <u>safety</u>. 	<ul style="list-style-type: none"> • Would love to see a small-business advisory board for the town merchants. • Small-town feel • Greenways! • Well thought-out greenway trail plan. 	<ul style="list-style-type: none"> • Glad to know growth in the next 20 years will likely be the same as past 20 years. • Growth of restaurants. • Lack of information about the library
What is most significant about the draft plan?		
<ul style="list-style-type: none"> • That we want to be a lot of different things but I'm concerned about trying to be too many things to too many people. • Retention of existing town atmosphere. • Reasonable and achievable 	<ul style="list-style-type: none"> • Fire station need <u>must</u> be met – second station on the north side of town. • Plan to update the Plan? Annually? • Influence of trees as character. 	<ul style="list-style-type: none"> • The small-town feel being adhered to and there is room for growth. • Importance of Strategy 3.1 – Work with County to form <u>Tourism Development Plan</u>.
What do you like best about the draft plan?		
<ul style="list-style-type: none"> • That there is a plan to grow. • Several strategic initiatives are important and I'm very glad they are included! • Emphasis on community values • Recognizing the need to address housing issues. 	<ul style="list-style-type: none"> • There is no accelerated growth plan. • Keeping the end goal in mind – Not growing out of the small-town appeal. • Idea of the "Connect Davie" Plan 😊 • Start to incorporate Historic District. 	<ul style="list-style-type: none"> • Growth and preserving history. • Like the sidewalks idea connected to parks and bike trails! • Small town feel & room for growth.
What would you change about the draft plan?		
<ul style="list-style-type: none"> • Is the plan specific enough to encourage change or in helping with the tough decisions? • Will we know when we get there in 2030? • Traffic patterns. 	<ul style="list-style-type: none"> • Increase priority of learning from other communities with thriving downtowns. • Creating historic district [Commission?] • Traffic issues with industry growth? 	<ul style="list-style-type: none"> • The Library is a key town asset that could be used in so many ways – Missed opportunity to enhance library services. • How does plan mesh with County & NCDOT plans?
Would you support the draft plan? ...Why? – YES (10) / NO (0)		
<ul style="list-style-type: none"> • Yes, well-rounded consideration of most interests. 	<ul style="list-style-type: none"> • Yes, it maintains the character of the town and allows for needed growth and improvement. 	
<ul style="list-style-type: none"> • Yes, with some modification [to include library], because I believe in growth and think this is a sound plan. 	<ul style="list-style-type: none"> • Yes, we need to grow & develop our town to retain & attract young people. 	
Verbal Responses from Discussion Participants – Community Meeting #2		
<i>After the presentation of the Draft Comprehensive Plan...</i>		
<ul style="list-style-type: none"> • Overwhelming amount of information • Need to have on-going revisions of plan, especially the <u>Implementation Matrix</u>. • Need to address traffic congestion. • Need more resources & collaborative problem solving to address the impacts of change, especially on low-income families 	<ul style="list-style-type: none"> • Slow 20-year growth rate. • Only one volunteer fire station • Liked greenways & pedestrian plan • Large number of organizations to help people, but need better communication & collaboration (don't reinvent wheel) 	<ul style="list-style-type: none"> • Not out-growing small-town appeal. • Use land currently zoned for industrial & commercial before annexing outside town

