

1 - Plan Overview

WHAT IS THE CLEMMONS COMMUNITY COMPASS UPDATE?

The Clemmons Community Compass Update is our community’s comprehensive plan that builds upon the previous Community Compass Plan and reflects the changing realities facing the community. It serves as our “blueprint” and provides direction for the future of the Village over the next 20 years. The vision for Clemmons and the supporting goals, objectives, and implementation actions provided in this plan were developed using a robust community engagement approach. Input from members of our community – citizens, landowners, and business proprietors – was the foundation for development of the plan.

Previous to the preparation of the Clemmons Community Compass 2019 Update, policy decisions were guided by several plans and policy documents. (See the “History of Planning in Clemmons” to the right.) This comprehensive plan blends new community input with relevant pieces of these policy documents into one cohesive plan for the community.

This plan addresses several strategic goals for Clemmons through themes of Quality of Life, Transportation, Parks, Future Land Use, Economic and Community Development. All goals fall within a sustainable community framework.

The most critical component of this plan is a series of implementation actions. This plan will only be made real through proactive initiation of programs, ordinance updates, changes in policy, and effective intergovernmental coordination.

PLANNING AREA

This plan takes a long-range planning approach and provides guidance for community development through 2040. Looking beyond the current Village boundaries, the plan addresses land use and development in “edge” areas within unincorporated Forsyth County that are adjacent to Clemmons. These areas are within the Village’s potential area for future annexation. The planning area is identified in Figure 1: Planning Area Boundary.

Change within this area will have a direct impact on the Village. As we work to implement this plan, it will be critical to coordinate efforts with Forsyth County, Lewisville, and Winston-Salem, and other regional partners, such as the NC Department of Transportation to ensure that the land use goals of this plan are reached.

THE HISTORY OF PLANNING IN CLEMMONS

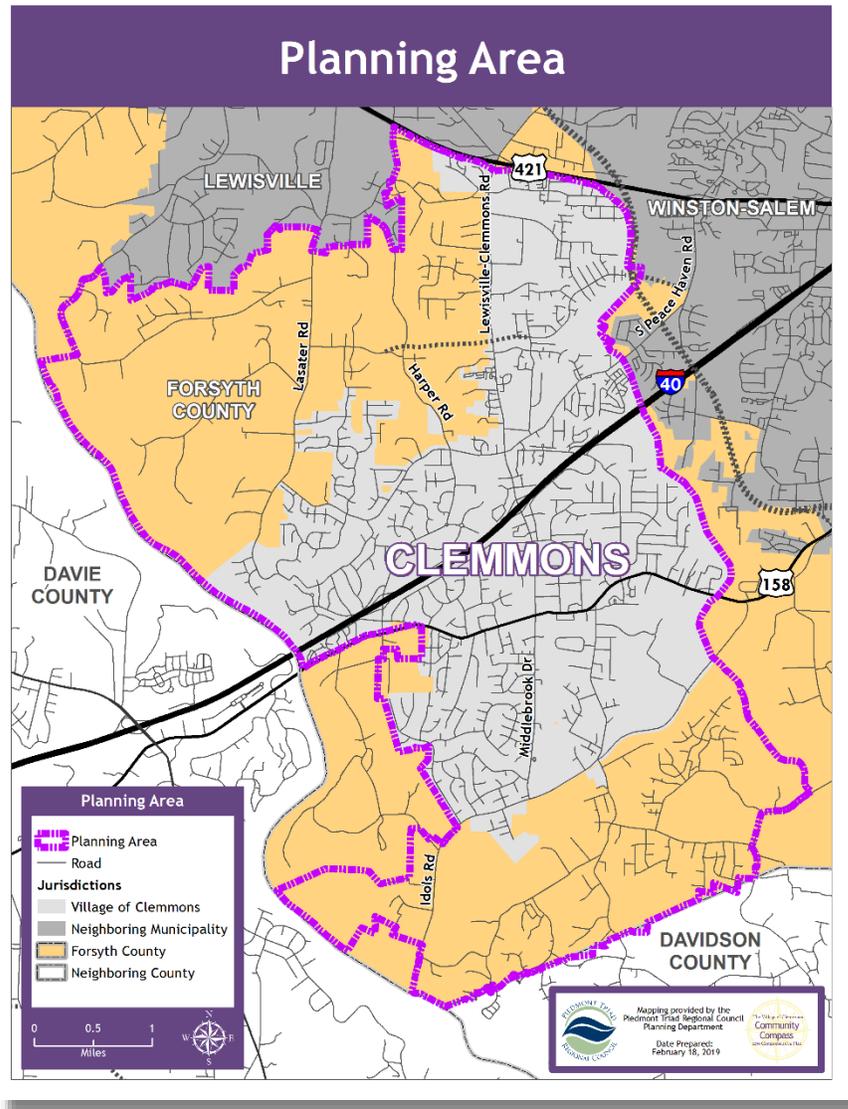
This comprehensive plan builds upon previous planning efforts conducted locally and regionally. Many plans were reviewed to determine the status of implementation and current relevance to the community. Goals and objectives of previous plans and policy documents that continue to reflect the vision for the community have been incorporated into this plan.

Previous Plans include:

- ♦ Clemmons Community Compass (2010)
- ♦ Village Transportation Plan (Update Pending)
- ♦ Village Point Small Area Plan (2003, 2009)
- ♦ Forsyth County Legacy Development Plan Update (2013)
- ♦ Winston-Salem Urban Area Comprehensive Bicycle Master Plan (2005) (Update Pending)
- ♦ Winston-Salem / Forsyth County Greenway Plan (2012)
- ♦ Metropolitan Transportation Plan - MTP (2040)



Figure 1: Planning Area Boundary



PLANNING PROCESS

Plan Leadership

The Village Council initiated the process to develop a new comprehensive plan for Clemmons in the spring of 2017 and hired the Piedmont Triad Regional Council (PTRC), a voluntary association of local governments, to assist Village staff with the development of the plan. Together PTRC and Village staff are the “Planning Team.”

The planning process involved five key phases:

1. Project Start-Up and Reconnaissance (April 2017 – May 2017)
2. Existing Conditions Update (April 2017 – September 2017)
3. Community Outreach and Input (June 2017 – September 2017)
4. Development of Draft Plan (September 2017 - June 2018)
5. Community Review of Plan Objectives and Recommendations (June 2018)

Inter-jurisdictional Coordination

Liaisons from Winston-Salem/Forsyth City-County Planning and the regional transportation planning organization (Winston-Salem/Forsyth County Metropolitan Planning Organization) engaged in the planning process. These liaisons assisted the planning efforts and weighed in on policy discussions that have cross border impacts. Given the fact that City-County Planning handles development permitting and inspections for the Village and that the Village’s planning area includes portions of unincorporated Forsyth County, continued inter-jurisdictional coordination is necessary to achieve success of this plan.

Community Engagement

Throughout the course of the plan, the citizens of Clemmons were asked to provide input at planning workshops, public meetings, and polling events. This engagement gave the Planning Team meaningful input to respond to key planning questions. What new infrastructure and services do citizens want? What type of development is needed where in Clemmons? What areas of the community are in need of reinvestment and renewal? Where should a Village Center be located? What development patterns will have a positive impact on the community, both fiscally and from a quality of life standpoint?

Community engagement activities were designed to occur at the beginning, middle, and end of the planning process to provide “check-in” opportunities with the public, educate the public about progress made and new information developed, and to gain support for the initiative along the way. Key community events included:

- **Kick-Off Community Meetings** (June 2017) - Participants were presented an overview of the comprehensive planning process and engaged in small group discussions focused on one of three topics: Transportation & Parks, Future Land Use & Strategic Planning Areas or Quality of Life. These small group discussions provided community input into citizen’s desires for commercial, residential and industrial development in the Village, critical transportation infrastructure and a variety of quality of life issues including parks, recreation and community events.



Citizens of Clemmons engaged in several ways throughout the process: a community polling exercise, small group discussions and an open house to review the draft plan.

KEY THEMES & PLAN FRAMEWORK

The Plan's Key Themes organize the feedback provided from our citizens during the course of Plan development. The themes summarize the input used to prepare the Plan Framework – the key elements of the Plan (vision, goals, objectives, and implementation actions).

The Plan Framework starts out by setting an overarching vision for the community. This vision is further developed by setting goals to achieve by 2040, objectives for reaching those goals, and specific implementation actions to achieve objectives.



- **Online Community Survey** (June – September 2017) – Beginning in June 2017, citizens had the opportunity to participate in an online survey that explored many of the issues discussed at the June Community Meetings. In sum, more than 600 residents accessed the online survey and shared their thoughts on the three main topics of focus for the Comprehensive Plan Update, the results are in Appendix D.
- **Planning Board Participation** (July – August 2017) – The Planning Team made two public presentations to the Village Planning Board in July and August 2017. As the front line in handling many of the issues dealt with in the Comprehensive Plan, the Village Planning Board has many insights into the opportunities and challenges facing the community. These two public meetings allowed for interaction between the Planning Team and the Village Planning Board as the plan developed. Additionally, the Village Planning Board received an early overview of community input into the plan.
- **Community Meeting: Survey Results** (September 2017) – The community heard the results of the online survey and gave their input into numerous questions related to the survey in September 2017. This meeting served as the final community information gathering opportunity prior to the development of the plan recommendations and gave citizens in attendance an opportunity to be heard. Seven ‘Guiding Principles and Themes’ were presented, which served as the foundation from which the Planning Team created the draft plan update.
- **Community Open House** (June 2018) – The Plan recommendations were presented to the general public at this community open house event. An overview presentation of the Plan covering key themes, vision, goals and priority action items were provided and participants were guided through a series of stations to review Plan highlights and provide comments on recommendations, maps and other information.

As new information was developed and reports were made available for public review, these planning products were posted to the Village’s website -- www.clemmons.org.

CLEMMONS CHARACTER

The Village of Clemmons’ most valued characteristics include dedication to a high quality of life and prosperity, thriving business community, minimal essential taxes and a high level of citizen involvement. These key components of character are threaded through all aspects of Clemmons’ decision-making processes and strategic planning initiatives.

KEY THEMES

Early in the planning process, four “Planning Themes” were developed as a means of organizing the key concepts and ideas generated by the community. These themes provide the foundation for the plan’s main elements: the community vision, goals, objectives, and implementation actions. The themes reflect the community’s vision at a broad policy level, highlighting areas where the Village has opportunities to build on its strengths, as well as areas where a change in policy direction is needed to improve a condition that is not consistent with the vision.



Theme #1: Transportation and Linear Parks

In keeping with the foundation of the original Clemmons Community Compass Comprehensive Plan, transportation and parks continue to be major issues for the community. Clemmons should provide its residents with a variety of recreational opportunities and also make sure that transportation networks meet the needs of all citizens. As a result, this plan update seeks to continue to encourage and innovatively fund the development of a wide variety of Linear Parks as noted in the complete streets movement including sidewalks, bike lanes and greenways. Transportation within the Village must also be addressed, specifically as it relates to traffic congestion, safety and connectivity. This plan seeks to provide a mechanism in which the Village can tackle transportation challenges that are being confronted along its strategic corridors. The community needs to come together to tackle current and anticipated problems related to transportation and recreation in the Village.



Theme #2: Future Land Use

Clemmons Community Compass (2010) started a process in which Clemmons' sought to tackle a myriad of issues associated with the auto-dependent, single use, sprawling development patterns found throughout the Village. The community aspires to continue to utilize the framework developed under the original Community Compass Plan and create a new mold for development and redevelopment – one that activates the interconnectedness of the community by providing mixed-uses in key locations that service proximate neighborhoods and employment areas. The transportation network should be expanded to provide true multi-modal options throughout the Village. New development and redevelopment should be sustainable. It should efficiently use existing land, revitalize areas in need of reinvestment, employ green design techniques, and have a positive fiscal impact on our Village. Large employment centers, office or business park development in and around the Village should consider community impacts during planning stages.





Theme #3: Quality of Life

Improving the health and well-being of our residents and future citizens is a critical community goal over the next 20 years. Likewise, the Village would like to maintain healthy ecosystems for the plant and wildlife species that have habitat in the Village. Providing more opportunities for community members to recreate and enjoy nature within the Village can achieve both of these objectives. Providing amenities that result in new opportunities for physical activity are necessary for improving the quality of life in Clemmons. This plan suggests new opportunities, such as parks and recreation, safe pedestrian and bicycle routes that link points of interest with neighborhoods, greenways and trails, as well as improved environmental resources such as air quality and maintaining a clean water source. Citizens want cultural and educational events and programming in a community center with continual, community inspired events throughout the year. The provision of these amenities must be balanced with the need to maintain a healthy fiscal profile.



Theme #4: Economic and Community Development

To support the advancement of Clemmons, a vibrant local economy is needed. Diverse employment opportunities should be expanded in the Village. New jobs will not only result in new employment opportunities for residents, but also new tax revenues that in turn create opportunities for enhanced community facilities and services. Demographics within the community are changing and there is need for new types of housing to support the aging population. The Village is also interested in being home to young professionals and families locating in the region. A mix of housing types is necessary to provide for the varying lifestyles and incomes of future generations living in Clemmons. The goal is to have economic and community development that creates a vibrant Village economy, and desirable residential neighborhoods with a variety of housing options.