

6 - Community Amenities & Character

The Village of Clemmons determined through the adoption of the Comprehensive Plan in 2010 opportunities for quality of life opportunities for Village residents were critical. Neighbors continue to desire opportunities to gather for community events, local programs and activities as well as opportunities to capitalize on the Village's most precious asset, its residents. In 2015, the Village hired its first marketing director to help facilitate community activities.

COMMUNITY SERVICES

The Village of Clemmons provides its residents with high quality, dependable municipal services that help make Clemmons a desirable place to live. These municipal services include:

- Emergency Services: Fire Protection
- Local Planning: long range, development services, etc.
- Public Works Activities: street maintenance, trash collection, holiday decorations, etc.
- Stormwater Management
- Marketing and Communications

These services help plan for the future of the community, protect the health and safety of residents and property, and make Clemmons an attractive place to live, work and play. More information on the cost of these services and how they are provided can be found in Chapter 3: Key Trends and Community Conditions.

Objective #43: Maintain and Improve Municipal Services

Efforts should be taken to ensure that continued financial support of Clemmons existing municipal services (e.g. stormwater, snow clearance, etc.) is maintained. Seek grants to support efforts to improve and make services efficient.

HISTORIC PRESERVATION

While, much of Clemmons' historic properties have been lost to the years, it is important to take note of potentially eligible historic properties moving forward. It is widely recognized that buildings and properties that are more than 50 years old can be eligible for federal, state and/or local historic designation and could aid in the protection of community assets (e.g. open space, farms, etc.). Clemmons will have properties that meet this designation in the coming years and would be wise to begin planning for them.



Historic Lasater Mill & Dam
Credit: James Stewart

Objective #44: Review Existing Historic Properties List and Identify Additional Steps for Preservation

Village Planning Staff shall coordinate with the City-County Historic Resources Commission to review existing historic properties and condition to identify steps for preservation.

PARKS AND RECREATION

Historically, as a small village, Clemmons has relied on Forsyth County parks, recreational facilities, and trails to serve its residents. As the community has grown in population and taken on the character of a larger community, there is now more demand for these types of facilities in Clemmons. Currently, the Village maintains two passive pocket parks in Greendale Way. The Village does not currently have the capacity to develop or maintain parks and recreational facilities.

The Forsyth County Parks and Recreation Department is also limited in its ability to fund or take on maintenance of new parks and greenways in Clemmons. Balancing the need for parks and recreational spaces with the cost to provide these services may require new funding sources or a longer-term plan for incrementally providing these amenities.

Tanglewood Park

Tanglewood Park, located on the western border of Clemmons near the Yadkin River, is an important regional amenity in Forsyth County. Offering golf, stables, tennis courts, swimming facilities, nature education programs, rental facilities for events, trails, and gardens, this park has provided Village residents with proximate recreational opportunities.

Because of the road network and the lack of pedestrian access into the park from adjacent neighborhoods and areas, access to the park is currently limited to auto entry. The Village has been working with the County and the MPO to identify opportunities to better connect adjacent areas to the park while ensuring safety. The Village Transportation Plan includes recommendations for signed bike routes to the south of the park and multi-use paths to the north of the park to create new means of access for park visitors. Idols Road is being evaluated for bicycle and pedestrian access into the park and US-158 will have striped lanes and sidewalks leading into Tanglewood Park. Another idea that was generated during the planning process is development of a trail connection to Tanglewood Park, linking several major neighborhoods, Clemmons Elementary School, and a new Village Center.

Objective #45: Work with County and MPO to Seek Park Access Solutions

Continue to work with Forsyth County and the Winston-Salem Urban Area Metropolitan Planning Organization (MPO) to develop solutions to provide additional safe and easy access pedestrian and bicycle access to Tanglewood Park from adjacent neighborhoods.



The Greendale pocket park is an example of a low-cost method for providing public park space within neighborhoods.



The Tanglewood Park is an important community amenity – one of few recreational sites near the Village, Credit: Noah Williams

Yadkin River

Another important amenity located proximate to Clemmons is the Yadkin River; however, direct access to the Yadkin River is limited from Clemmons. Improving access to this water feature could greatly enhance quality of life to Clemmons' residents. Leveraging the river asset means creating more recreational opportunities that connect to the river. One idea is to create a trail along the river from Lewisville to Tanglewood Park. Any solution to create better river access will require a multi-jurisdictional approach and can result in positive regional outcomes.



Paddlers on the Yadkin River, Clemmons proximity to the river provides outdoor recreation opportunities

Objective #46: Work with Neighboring Jurisdictions to Create Access to the Yadkin River

Work with Forsyth County, Lewisville, and other applicable regional partners to identify a regional solution for providing better access and recreational opportunities on and across the Yadkin River.

New Local Parks

In addition to having better access to regional parks, citizens of Clemmons would like to develop new parks in Clemmons as part of new developments and in existing neighborhoods. There is support for amending the *Unified Development Code* to require development of new park facilities as part of new residential developments. This is one way to provide more parks in the community while using few public resources to acquire land and develop parks. However, long-term maintenance of new parks in the community will require additional funding. Another opportunity is the joint-use of school parks and recreational facilities. Under a joint use agreement, the Village would share responsibility for maintaining and funding recreational operations with the public school system and in turn be allowed to use the facilities during non-school hours and weekends for community recreational leagues, events, and other activities.

There are many solutions available to increasing park and recreational facilities in Clemmons. The 1998 *Clemmons Area Development Guide* recommended development of a Parks and Recreation Advisory Board to spearhead efforts to expand park offerings in Clemmons. This board can serve as an advocate for new



parcs and facilities, evaluate partnership opportunities, seek new funding sources, and develop a plan for developing and maintaining park facilities in Clemmons.

Objective #47: Establish a Parks and Recreation Advisory Board

Establish a parks and recreation advisory board to assist the Village Council in development of a plan for the provision of parks and recreational facilities in the Village.

GREENSPACES

Network of Greenways and Open Space

The creeks, streams, and wetland areas in Clemmons are in need of protection from development impacts to ensure long-term water quality and natural hydrologic functioning. While these areas are inappropriate for intense development, they do provide opportunities for passive recreation, greenways, and trails. Due to natural drainage and water flow patterns, these areas can be used to develop an inter-connected network of greenways and open spaces that protect the “green infrastructure” of the community while providing new amenities to residents.

Objective #48: Provide Incentives to Further Protect Riparian Buffers

Discourage construction and land disturbance activities within 100 feet of streams, lakes, or wetlands. For areas with contiguous forest of 500 acres+ or other significant natural resource value, recommend riparian corridor protection up to 500 feet from stream bank or water’s edge. Explore incentives for protecting these areas, such as increased densities on more appropriate areas of development sites.

Objective #49: Seek Public Easements for Greenways

Work with land developers and willing landowners to acquire public easements within stream and creek buffers for development of planned greenways.

Objective #50: Conduct a Feasibility Study for Muddy Creek and Blanket Bottom Creek Trail

A feasibility study for the Muddy Creek and Blanket Bottom Creek greenway trails will identify preferred alignments of the trails, ensuring the best route and accurate cost estimates for trails along the corridors.



Community gardens can serve as educational community amenities that foster social interaction and provide a local healthy food source.

Community Gardens and Farmers Market

More and more, our nation is learning about the importance of having local, healthy food sources. Obesity has become an epidemic of sorts across our nation, largely in part to the average American diet. Access to locally grown, fruits, vegetables, grains, and meats through community gardens and farmers markets are solutions that link many aspects of community. The American Community Gardening Association defines community gardening as an opportunity to “improve people’s quality of life by providing a catalyst for neighborhood and community development, stimulating social interaction, encouraging self-reliance, beautifying neighborhoods, producing nutritious food, reducing family food budgets, conserving resources and creating opportunities for recreation, exercise, therapy and education.”

The beauty of community of gardens is that they can occur on virtually any size space and in any location. Soil and natural irrigation can be improved to make any small plot into a community garden. What is needed in Clemmons to develop community gardens is advocacy and education. The science departments at local schools are one partner that could work in the community to initiate model community gardens in the community on school sites. The Village could also work with the school to create model community gardens in activity centers to promote the use of land for small gardening purposes. Likewise, the Village should work with area farming cooperatives to provide better access to farm produce and meats. Establishment of a new farmers market at an activity center, potentially a new Village Center, would provide multiple benefits to the community.

Village Community Garden

The Clemmons Community Garden was started in 2012 based on objectives set forth by the Clemmons citizens through the adoption of the Community Compass. A plan was developed for a 21-plot garden behind Village Hall by a variety of Village residents including a local Girl Scout troop who spearheaded the initial project as a silver award. The garden is run by volunteers and has been active for eight growing seasons. The garden provides members of the community a central location to grow their own organic food and provide an opportunity to share a portion of the garden's bounty with others in need by donating to the area food pantry. The garden will bring fresh local produce, personal connections, educational opportunities for adults and youth and beautification to the community.

Village Farmers Market

The Village Farmers Market began in 2014 as part of an initiative out of the Community Compass, to support the local food market, the market initially was housed at Tanglewood Park and shifted to the Village Hall two years ago to allow for additional programming and events.

The Village Farmers Market is a locally grown, in-season diverse producer market with select value added products that embraces the slow food movement and values the direct farmer/customer relationship. The market supports producers from Forsyth, Surry, Stokes, Rockingham, Guilford, Davidson, Davie and Yadkin counties. Market goers also have the opportunity to participate in market events including Namaste the Market Way (a free monthly yoga event), exercise classes, dog day at the market, a taste of summer tasting as well as partnership with our ice cream festival.

ARTS & CULTURE

Residents of Clemmons are fortunate to have family-oriented community activities such as Monday Night at the Movies at the branch County library, wine tastings, sports competitions, golf tournaments, July 4th fireworks displays, and the festival of lights in Tanglewood Park and other events. As the community grows there is interest in having more local cultural, educational, and historic events in Clemmons. While only a short-drive away, most residents must drive to Winston-Salem to see a play, watch a movie, or experience a musical performance.



Clemmons has the opportunity to be a “full-service” community that provides new opportunities for cultural enrichment that can reinforce community cohesion and sense of place.

One idea raised during the planning process is to leverage Clemmons’ proximity to regional amenities (i.e., Yadkin Wine Valley, Tanglewood Park and its event space, and regional transportation access) by sponsoring and hosting new community events. Development of a community gathering places could provide new space for hosting art exhibits, outdoor festivals and concerts, and other community events.

Movie Nights

Village of Clemmons “Movie Night in the Village” Series was piloted in 2015 and met with great success. Movie Night in the Village presents family-friendly movies projected on the big screen at the front fields of the Jerry Long YMCA free of charge. Movie-goers bring blankets or chairs and typically arrive hours early to partake in the recreational amenities, music, games and food to make the evening full of family fun! The Village hosts three movie nights a year with local sponsorship that boast of attendance of 800+ per event.



Movie Nights Credit: James Stewart

Ice Cream Festival

2015 marked the first year of the Clemmons Ice Cream Festival. In conjunction with Village Farmers Market, over 1000 attendees enjoyed a festival packed with fun since then the festival has grown to over 5,000 participants.

Festival-goers of all ages enjoy live entertainment, Farmers’ booths are filled with the freshest ingredients of the season for customers to purchase. Community partners also line the festival with kids’ crafts and activities including potato stamping, face painting, basketball, and so much more!

The main star of the show is of course the ice cream. There is an “Ice Cream Freeze-Off” competition among individual competitors. As well as local food and ice vendors to wrap up a wonderful free family event. Starting in 2019, due to the festivals growth, Morgan Elementary School will host the event to allow for expanded opportunities.



Ice Cream Festival Credit: James Stewart

Monster Dash and Goblin Hop

Stormtroopers, butterflies, and ninjas, oh my! The annual Monster Dash and Goblin Hop provides an opportunity for children to dress in their Halloween costume and “goblin hop” along the Village Point Greenway. Local businesses and organizations line the greenway with various kid’s activities and games. The activities come in all shapes and sizes. Kids enjoy hammering golf tees in pumpkins, crafting a mummy apple, shooting some hoops, tossing bean bags, spoon racing, and learning new dance moves. Each table provides a giveaway to the kids including pencils, Frisbees, spider rings, temporary tattoos, tote bags, rulers, party favors, and coupons to local businesses. The event continues to grow each year hosting crowds in the two-thousands and gives an opportunity for the Village to partner with local businesses in order to showcase local businesses through family fun.

Objective #51: Enhance Cultural Arts Events and Programming

Work with culture and art partners in the community to request input on quality of life through an annual survey and evaluate programming or facilities necessary to hold key events or programming.

Objective #52: Develop an Older Adult Resource Center

Work with Forsyth County, Piedmont Triad Area Agency on Aging, public and private entities and other foundations to develop a plan and funding for a facility to serve as a community and resources center for older adults.

Objective #53: Evaluate Communications Strategy

Annually evaluate the communications of the Village of Clemmons to see how effective the various methods are at driving attendance to Village Events, how residents do receive and desire to receive their information about Village sponsored or co-sponsored events or information.

SCHOOLS

During the 2017 Comprehensive Plan Update, the quality of local schools was often mentioned as a major attraction for residents of Clemmons. As a result, maintaining a high quality of life in Clemmons is directly tied to the provision of public education. Communities that experience degradation in public schools often in turn experience impacts on the greater community – neighborhood disinvestment and blight, decreasing property values, and general loss of quality of life. The four public schools and several private schools located in Clemmons are important icons of the community. The quality of these facilities and their academic achievement records speaks to prospective residents and business owners about the quality of life that can be expected in Clemmons.

The Village should work with Winston-Salem/Forsyth County Public Schools to ensure that a high-quality education and state-of-the-art facilities are provided in local schools. In addition, Clemmons should work with County Schools to develop intergovernmental agreements for joint-use of facilities (i.e., parks, ballfields, auditoriums) and to jointly plan for future schools in the community.

The location of new school sites, such as the new elementary school #7, can have a significant impact on successful implementation of the Village’s future land use plan. Development of subdivisions often follow new schools and road networks can reach capacity from new school traffic. These community planning issues should be addressed jointly between the Village, the school district, and transportation planning agencies to ensure comprehensive plan objectives are achieved.

Objective #54: Encourage Public Schools to Enhance Programs and Facilities

Work with Winston-Salem/Forsyth County Public Schools to continually improve and enhance the local public education system, ensuring traffic safety and reduced congestion around schools.



The Frank Morgan Elementary School is one of the Forsyth County School facilities located in Clemmons. Credit: Noah Williams

Objective #55: Jointly Plan for New Schools

Work with Winston-Salem/Forsyth County Public Schools and transportation planning agencies to plan for new schools and school expansions in Clemmons.

GATEWAYS

A “gateway” is a point of entry into a community that offers a sense of arrival. Because it is a single point, it should not be confused with a “gateway corridor.” There are presently few, if any, clear-cut gateways into and within Clemmons that offer a strong sense of arrival. Gateways are important because they make a first and last impression for a community. Gateway treatments are typically applied to locations that:

- Have a discernible change in landscape, land use, development pattern and/or overall character
- Will not be a “moving target” because of future development trends

Major Roadway Gateways and Signage

The US 421 and I-40 interchanges provide the primary access into and out of Clemmons. The highway overpasses and entranceways to the community can be adorned with welcome signs of different types. The Character area below provides a number of other options for gateways. The major highway entrances and overpasses should be improved to reflect the Village of Clemmons.



Triangle Expressway Branded Overpasses (Source: Google Images)

Character Area

The US-158-Hampton Road model gateway area was selected for development of a conceptual gateway treatment because its characteristics are consistent with those listed above. Because Elm Street also intersects at this location, a triangular shaped piece of land is created here that helps to create an orienting landmark. Also fronting this area is a vacant two-story historic brick house that adds further to the significance of the location.



This model gateway will provide guidance for improvements to other gateways as the Village implements this plan

Concept Plan Intent

Gateway treatments should convey a desired character, theme or message. They can come in a variety of shapes and sizes, including: landscape elements, signs, arches, architectural elements, and public art.

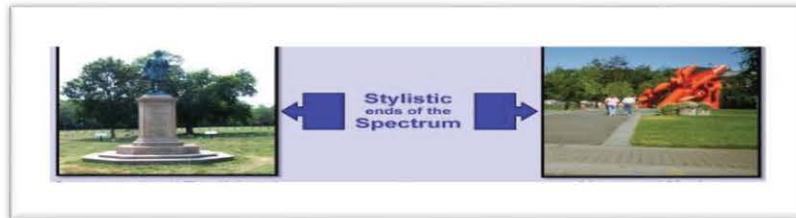
CONCEPT PLAN IDEAS

The key ideas proposed for this gateway model are listed and illustrated below.

- Transform the triangular green space into passive open space
- Carry the open space theme across the street
- Include on-street bicycle accommodations
- Provide a gateway treatment in the northeast corner

proposed park. Consider holding a citizens competition to generate a gateway theme and an artist competition for the concept and design of the gateway treatment.

- Provide a pedestrian-friendly streetscape for the street segments that comprise this area, including paved crosswalks, enhanced sidewalks, street trees, and human-scaled street furnishings (i.e., lighting, benches, etc.).
- Develop buildings on the south side of Elm Street for residential use that are compatible with existing uses.



This model gateway concept plan illustrates how gateways can build off of the existing built form and enhance the experience of “arrival” to a community through focused improvements.

Objective #56: Incorporate Village Branding Into Future NCDOT Improvements

Incorporate village logo and historical context features and leverage NCDOT enhancement investment on bridge overpasses and entrance ways and exits from the limited access highways (US 421, I-40 and future Beltway or others) that bisect the Village of Clemmons.

Objective #57: Utilize Newly Created Recreation Advisory Board to Guide the Design and Implementation of Planned Gateways

Working with the Parks and Recreation advisory board (see objective #47) review and provide feedback on preferred conceptual designs, locations and other details for gateway improvements to recommend for implementation to the Village Council.



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