



**TOWN OF MIDWAY
PLANNING & ZONING BOARD MINUTES
TUESDAY, FEBRUARY 23, 2021**

**MINUTES OF MIDWAY PLANNING & ZONING BOARD MEETING HELD ON TUESDAY,
FEBRUARY 23, 2021 AT 5:00 P.M. AT MIDWAY TOWN HALL, 426 GUMTREE ROAD,
MIDWAY, NORTH CAROLINA**

CALL TO ORDER

Chairman James Smith called the meeting to order.

Planning & Zoning Board members present were: Charles Waddell, James Smith, Jamie Hester, Carl Tuttle, and Paula Hill. Absent: Alternate member Richard Miller.

Town Manager Tammy Michael, Town Clerk Linda Hunt, and Deputy Clerk Tammy Robertson were present.

APPROVAL OF MINUTES

On motion by Board member Charles Waddell, seconded by Board member Carl Tuttle, the Board voted unanimously to approve the January 26, 2021 minutes as presented.

ADOPT AGENDA

On motion by Board member Paula Hill, seconded by Board member Charles Waddell, the Board voted unanimously to adopt the agenda as presented.

PUBLIC COMMENT PERIOD

There were none.

REGULAR BUSINESS

REVIEW LAND USE PLAN UPDATE – JASON EPLEY – BENCHMARK CMR, INC.

At the January 26, 2021 Planning Board meeting, the Planning Board along with Jason Epley, President of Benchmark CMR, Inc. discussed the core principles that have been identified as the building blocks to guide the development of the Comprehensive Land Use Plan for the Town. During discussion, some revisions and clarifications were made.

Mr. Epley reviewed the updated core principles with the Planning Board as follows:

CORE PRINCIPLE:

Midway as a place for commerce – A town that is a viable place to do business, with vibrant commercial areas and new investment.

Objective 1: Strengthen the town's core commercial area so that it can compete for business recruitment at the same level as other nearby commercial districts.

- Work with shopping center owners to identify ways to maximize underutilized land resources (such as excess parking and potential outparcels).
- In coordination with NCDOT, develop and implement a plan for improving the appearance of the right-of-way through the core commercial area.
- Work with property owners to identify outside investment opportunities to convert land uses that are not contributing to the vibrance of the core commercial area.
- Identify and mitigate any barriers to attracting commercial development and new businesses.
- Continue to work closely with the Davidson County Economic Development Commission to assist with implementation strategies for Objective 1.

Objective 2: Expand opportunities for local employment in business sectors that complement the town’s vision for the future of the community.

- Develop a business recruitment plan with assistance from the Davidson County Economic Development Commission focused on professional, medical, finance, and related small business sectors that could benefit from Midway’s location near Winston-Salem and the favorable tax environment of Midway and Davidson County.
- Ensure that sufficient land is zoned properly and has the right regulations in place to facilitate the development of high-quality professional office-focused land uses.
- Create and maintain an inventory of available usable sites / buildings in the town that could accommodate employment growth and use it as a resource for recruitment of new businesses.
- Encourage agricultural property owners to explore agritourism and related secondary uses of their property to enhance the long-term viability of farms and expand the local economic and employment base.

Objective 3: Make Midway a full-service community where its residents can access all their daily needs inside the Town.

- Identify gaps in marketplace and focus recruitment efforts on those businesses with the assistance of the Davidson County Economic Development Commission.
- Ensure that sufficient land is zoned properly and has the right regulations in place to facilitate the development of high-quality commercial retail-focused land uses.
- Ensure sufficient wastewater transmission and treatment capacity to attract uses such as restaurants and similar uses that are dependent upon the use of wastewater infrastructure.

CORE PRINCIPLE:

Midway as a place for recreation – A town that provides recreation opportunities and amenities for the Town’s residents.

Objective 1: Ensure that all of Midway’s residents have convenient and equitable access to public parks and outdoor recreation.

- Examine strategies that encourage the establishment of public open spaces, greenways, and recreational facilities when major subdivision development and infrastructure projects are proposed.

- Develop and prepare a parks and recreation master plan to guide the future acquisition and development of new public parks in the future.
- Evaluate the opportunity to utilize Parks and Recreation Trust Fund matching grant funding to improve existing parks and acquire / develop new parks.

Objective 2: Make the Midway Town Park a premiere destination for recreation and community events.

- Increase the number of activities which occur at the Town Park.
- Enhance marketing and signage surrounding the Town Park.
- Continue to develop and improve upon the Town Park webpage on the Town’s website.
- Establish a volunteer-based committee or “Friends of the Park Program” to help develop and review future recreational and community events.

Objective 3: Expand private recreation opportunities in the Town.

- Work with business owners to promote private recreation and event venues.
- Continue to examine ways the Town can contribute to and help facilitate the establishment of a YMCA or a YMCA satellite location.
- Market Midway as a community that is focused on active living and healthy lifestyles to help attract private recreation investments.
- Review and update zoning regulations as necessary to accommodate a wide range of indoor and outdoor private recreation ventures.

CORE PRINCIPLE:

Midway as a place for mobility – A town that has a safe and efficient transportation network.

Objective 1: Improve the safety and efficiency of the transportation network in Midway.

- Conduct a signal warrant study in collaboration with NCDOT at all major intersections in town to identify the potential need for establishing signalization at intersections with known safety issues and / or heavy peak hour traffic volumes.
- Conduct a speed limit study in collaboration with NCDOT on all collector and thoroughfare streets in Midway to identify road segments with excessive speed limits based on land use patterns and traffic volumes.
- Work with the MPO and NCDOT to identify and fix small / low-cost safety issues on the local road network.
- Encourage the Sheriff’s Department and Highway Patrol to conduct regular speed and traffic safety enforcement operations in targeted areas of town.

Objective 2: Midway will have a transportation network that accommodates all modes of transportation.

- Ensure NCDOT is following the State’s adopted complete streets policy when designing and constructing road improvements in the Town.
- Ensure the subdivision regulations meet the NCDOT requirements for complete street design standards for new subdivision streets.
- Work with the MPO to identify opportunities for bicycle and pedestrian upgrades on the Town’s major roadways.

- Participate with Davidson County and other regional partners as future greenways are planned in and around the Town.
- Encourage the dedication of land or easements and the construction of future greenway segments as identified in conjunction with new development, roadway, or infrastructure projects.

CORE PRINCIPLE:

Midway as a place that values its character – A town with a strong identity founded on the unique assets of the community.

Objective 1: Increase the availability of opportunities for civic engagement to help strengthen residents’ ties to the community and pride in Midway.

- Sponsor service-oriented community events to allow residents to take part in organized activities that are focused on improving Midway’s image and building pride in the community.
- Encourage local business owners and professionals to join and participate in the North Davidson Chamber of Commerce to help businesses become more engaged in the community.
- Identify opportunities to create additional Town committees to encourage greater participation in the governance of the town. Potential committees could include a “Friends of the Park” committee, a beautification committee, and other similar committees.

Objective 2: Strengthen Midway’s identity and sense of place.

- Enhance signage and develop wayfinding signs to better establish boundaries and routes to key destinations throughout the Town.
- Develop consistent and branded marketing/advertisement for Town events and destinations, as well as communications with Town residents and others.
- Continue to promote the Town Park and events sponsored by the Town to increase awareness.
- Continue to evaluate the frequency, format, and scope of Town communications to residents and business.

It was the consensus of the Planning Board to approve the core principles and of the Land Use Plan Update as presented.

DISCUSS FUTURE LAND USE

Mr. Epley highlighted the current 2010-2020 Land Use Plan that anticipated growth into some of the western areas of the Town, particularly along Hickory Tree Road. With the update to the Land Use Plan that will cover the next ten years, Mr. Epley anticipates future land use to be divided into the following four categories:

Midway Town Center

The Midway Town Center land use category is intended to foster commercial growth and redevelopment in the area around US 52 and Hickory Tree Road. Future development in this area is subject to the Core Commercial Overlay District, which imposes higher standards for development than is required elsewhere in Midway. This area should be reserved for higher density commercial and mixed-use development that

is dependent on centralized wastewater collection and the transportation infrastructure that is present in the area.

Office and Institutional

The Office and Institutional land use category are intended to accommodate low to moderate intensity professional office, business and personal service, and public and nonprofit institutional uses. Appropriate uses for this land use category include medical offices, schools, professional offices, business service providers and government offices. This land use category is also intended to be used as a transition between more intense commercial development and residential areas.

Residential

The Residential land use category is intended to support existing residential neighborhoods and future residential growth in areas that are suitable for traditional single family residential development at a density of up to 3 dwelling units per acre where infrastructure is present to support it. Development regulations for these areas should protect and preserve the existing development patterns in these areas and prevent the encroachment of incompatible development and land uses into established residential neighborhoods and future residential areas.

Watershed Residential

The Watershed Residential land use category is intended to provide for the preservation of land resources and the rural landscape in the watershed areas. Future development in these areas should be limited to new residential development at densities of one dwelling unit per acre or less.

DISCUSS PUBLIC MEETING DETAILS

It was the consensus of the Planning Board to hold the first Public Drop-In meeting for the Land Use Plan Update on Tuesday, March 23, 2021, from 12:00 p.m. – 7:00 p.m. at Town Hall, 426 Gumtree Road in Midway.

ADJOURNMENT

On motion by Board member Jamie Hester, seconded by Board member Charles Waddell, the Board voted unanimously to adjourn at 5:35 p.m.

James W. Smith, Chairperson

Tammy H. Robertson, Deputy Clerk