



**TOWN OF MIDWAY
PLANNING & ZONING BOARD MINUTES
TUESDAY, JANUARY 26, 2021**

**MINUTES OF MIDWAY PLANNING & ZONING BOARD MEETING HELD ON TUESDAY,
JANUARY 26, 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, Paula Hill, James Smith, Jamie Hester, Carl Tuttle, and alternate member Richard Miller. Absent: None.

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

APPROVAL OF BOARD OF ADJUSTMENT MINUTES

On motion by Board of Adjustment member Jamie Hester, seconded by Board of Adjustment member Charles Waddell, the Board of Adjustment voted unanimously to approve the November 24, 2020 minutes as presented.

APPROVAL OF MINUTES

On motion by Board member Jamie Hester, seconded by Board member Carl Tuttle, the Board voted unanimously to approve the November 24, 2020 minutes as presented.

ADOPT AGENDA

On motion by Board member Charles Waddell, seconded by Board member Carl Tuttle, 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.

The Town's current ten-year Land Use Plan which covers the time-period from 2010-2020 is currently being updated with Benchmark CMR, Inc. Mr. Jason Epley, President of Benchmark CMR, Inc. worked with the Planning Board throughout 2020 about topics that are important to guide the development of the Comprehensive Plan for the Town.

At the December 7, 2020 Town Council meeting, Mr. Epley presented to Town Council the highlights of the background research regarding the progress that has been made in updating the Land Use Plan.

Mr. Epley presented the following four core principles that have been identified as the building blocks for commercial development for the Town:

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). **Need to elaborate.**
- Develop and implement a plan for improving the appearance of the right-of-way through the core commercial area. **Collaborate with NCDOT.**
- 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.

Note: Midway is a member of the Davidson County Economic Development Commission (DCEDC) that addresses and assists the Town with above objectives.

Objective 2: Expand opportunities for local employment in business sectors that complement the town’s vision for the future of the community. **(Davidson County Economic Development Commission)**

- Develop a business recruitment plan, **with assistance from the, Davidson County Economic Development Commission (DCEDC)**, 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 be used to 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 of their daily needs inside the Town. **Davidson County Economic Development Commission (DCEDC)**

- Identify gaps in marketplace and focus recruitment efforts on those businesses.
- 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 utility capacity to attract uses such as restaurants and other similar uses that are dependent on the availability of utility capacity. **Identify sewer capacity as available utility.**

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.

- *Require the decision of open space for recreational purposes in all new major subdivisions that exceed a certain size threshold when located great than ½ mile from a public park or where no pedestrian connection to a nearby park is available.*
Encourage the establishment of dedicated public open space(s) for recreational purposes in all new major subdivisions.
- Require developers to pay a fee in lieu of dedication of recreational open space when the size of the subdivision is smaller than the threshold for land dedication or where dedication is not otherwise required due to the presence of a nearby park.
Delete this objective.
- Prepare a system-wide parks and recreation master plan to guide the future acquisition and development of new public parks in the future.
Reword to read – Develop and prepare a systemwide parks and recreation master plan to guide the future acquisition and development of new public parks in the future.
- Utilize Parks and Recreation Trust Fund matching grant funding opportunities to improve existing parks and acquire / develop new parks.
Reword to read – Explore opportunities to utilize Parks and Recreation Trust Fund matching grant funding opportunities to improve existing Oparks 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.
- Create a Town Park Facebook page which actively engages residents.
- **Delete - due to staffing limitations – Utilize fully the Town’s new website.**
- Establish a citizen advisory board to help guide improvements and programming at the park.
Establish a volunteer “Friends of the Town Park Program” to develop and review recreational and community events.

Objective 3: Expand private recreation opportunities in the Town.

- Work with business owners to promote private recreation and event venues.
- Examine ways the Town can contribute to and help facilitate the establishment of a YMCA or a YMCA satellite location.
Ongoing and dependent upon local YMCA's visions.
- 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 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.
Insert – Collaborate with NCDOT to
- Conduct a speed limit study on all collector and thoroughfare streets in Midway to identify road segments with excessive speed limits based on land use patterns and traffic volumes.
Insert – Collaborate with NCDOT to
- 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.
Reword – Ensure subdivision regulations meet requirements for complete street design standards for new subdivision streets as adopted in Subdivision Ordinance 18-02, Sections 8.9.1 and 8.9.2 which require NCDOT requirements.
- Work with the MPO to identify opportunities for bicycle and pedestrian upgrades on the Town's major roadways.
- Develop a greenway network plan with Davidson County and other regional partners.
Reword – Participate with Davidson County and other regional partners with current greenway networks plans and/or with the development of a greenway development plan.

- Require the dedication of land or easements and the construction of greenways segments identified in the plan in conjunction with new development. **Omit**

CORE PRINCIPAL

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 establish a Chamber of Commerce to help businesses become more engaged in the community.
Reword – 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. The Town of Midway is a participating member.
- Identify opportunities for establishing additional Town advisory boards to allow for greater participation in the governance of the town. Examples could include a parks and recreation board, community appearance commission, economic development board, agriculture advisory board, etc.
Reword – Identify opportunities to allow for the creation of Town committees to allow for greater participation in the governance of the Town. Examples could include a Friends of the Town Park, Litter Control Committee, agriculture advisory board, etc.

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, and communications with Town residents and others.
- Better promote the Town Park and events sponsored by the Town to increase awareness.
Note: Town's website has a page dedicated to Town Park and is regularly updated.
- Expand the frequency, format, and scope of Town communications to residents and businesses.

Town Manager Tammy Michael's comments and suggested revisions to the objectives are indicated in red.

Mr. Epley is to revise the objectives of the four core principles according to the Board's discussion and input and the Town Manager's suggested revisions.

ADJOURNMENT

On motion by Board member Charles Waddell, seconded by Board member Paula Hill, the Board voted unanimously to adjourn at 5:50 p.m.

James W. Smith, Chairperson

Tammy H. Robertson, Deputy Clerk