



TOWN OF MIDWAY, NC

COMPREHENSIVE PLAN

ADOPTED
JULY 12, 2021



ACKNOWLEDGMENTS

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Robin Moon

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Tammy Robertson, Deputy Town Clerk
Jim Lanik, Town Attorney

PLAN DEDICATION

This Plan is dedicated in memory of LeeAnn Tuttle-Thomas, who served as a member and long-time chairman of the Town of Midway Planning Board.

CITIZENS OF THE TOWN OF MIDWAY

Thank you to all who participated in the process!



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INTRODUCTION TO THE PLAN

1.1 OVERVIEW

In 2010, the Town of Midway developed a Land Use Plan in order to establish a vision for the future growth of the Town. At the time, Midway was a recently incorporated municipality and embarked upon the plan in an effort to outline future growth directives throughout their jurisdiction. By 2020, Town leadership had completed many of the recommendations from the 2010 Land Use Plan and the ten-year horizon of the plan had come to pass. For these reasons, and in an effort to update the data and directives of future growth throughout Midway, the Town endeavored to develop a Comprehensive Plan. This resulting document establishes the general direction for the future of the community, as developed during the planning process.

The Comprehensive Plan sets the “blueprint” for the future of Midway with clear principles, objectives, and strategies. The Plan looks at current trends, previously approved plans, demographic and economic data, citizens’ perceptions, and the community’s desires in order to prioritize actions to fulfill the Town’s desires for the future. The Comprehensive Plan also satisfies the requirements established in the recently amended local government planning and zoning enabling statutes for North Carolina.

During the 2019 Session of the North Carolina General Assembly, the State strengthened the planning statutes, mandating that all local governments who impose zoning regulations have an adopted and reasonably maintained comprehensive plan in place by July 1, 2022. Although not required, the statutes recommend that a comprehensive plan address issues and opportunities facing the local government, the pattern of desired growth and development, civic design, economic development, public services and infrastructure, housing, recreation, natural resources, cultural and archaeological resources, and an evaluation of implementation measures. The Midway Comprehensive Plan achieves the intent of the new enabling legislation, while establishing a direction for the Town to serve as a place for commerce, recreation, mobility, and character.

1.2 COMPREHENSIVE PLAN PROCESS

The Comprehensive Plan was developed over a twelve month period, from May 2020 to May of 2021. During the process, meetings were held with the Planning Board, the Town Council, and the community to develop the plan. The process included the following major phases:

- Phase One - Background Research
- Phase Two - Visioning and Development of Core Principles
- Phase Three - Objective and Strategy Development
- Phase Four - Draft Plan Development and Review
- Phase Five - Final Plan Development and Review
- Phase Six - Adoption Process

1.3 PUBLIC ENGAGEMENT

During the process, the general public was engaged in a variety of ways, including a regularly updated website, a community survey, and a public drop-in meeting. The Town Planning Board met continuously throughout the planning process with an urban planning consultant to review information gathered during the process to develop the Comprehensive Plan. While these meetings were open to the public, all Planning Board presentations were also made available on the project's website, www.PlanMidway.com. Throughout the 12-month process, the project website was viewed by more than 1,000 unique participants, who were able to follow the Planning Board Meetings and subsequent development of the plan.

Meetings & Presentations	Date
Project Kickoff with Planning Board	May 26, 2020
Planning Board Meeting	June 30, 2020
Community Survey	August 1 - 31, 2020
Planning Board Meeting	August 25, 2020
Planning Board Meeting	September 29, 2020
Planning Board Meeting	November 24, 2020
Town Council Presentation	December 7, 2020
Planning Board Meeting	January 26, 2021
Planning Board Meeting	February 23, 2021
Public Drop In Meeting	March 23, 2021
Planning Board Recommendation	May 25, 2021
Town Council Adoption	July 12, 2021

▲ FIGURE 1.1 PLANNING PROCESS MEETINGS AND PRESENTATIONS

Toward the beginning of the process, a community survey was made available, both online and in paper format. The Town mailed post cards to all residents notifying them of the opportunity to participate in the survey, and responses were received from 254 people. The survey results assisted in defining residents' perceptions concerning current and future growth in the Town, the types of developments they would like to see, concerns about transportation, opinions about Town services, and a desired vision for the future.

Following a review of background research and community survey results, the Planning Board worked to draft goals, or core principles, for the future of Midway. After developing the core principles of the Plan over a period of several months, a mid-point presentation was made to the Town Council, in December of 2020, to review the overall process and the draft core principles prior to the Planning Board moving forward with the drafting of the Plan.

In March of 2021, a public drop-in meeting was held at Town Hall for residents to review the draft Plan and future land use map. The meeting was held from 12 pm to 7 pm on March 23, and residents were made aware of the meeting through email distribution lists gathered from the survey and project website, meeting



▲ FIGURE 1.2 COMMUNITY SURVEY POST CARD INVITATION

advertisements, and website notifications. Residents were able to stop by Town Hall, review a number of large posters which displayed background research, as well as draft recommendations, that were on display throughout the Town Council's meeting room.

In all, thirty people attended the public drop-in meeting and were able to share their comments regarding the Plan. The public also had the opportunity to submit comments through the project website. Overall, the Plan was well-received and many of the comments either supported the Plan or were specific comments about areas that needed to be improved within the Town. The public comments were reviewed by the Planning Board and incorporated into the process to develop the draft Plan. In May of 2021, the Planning Board recommended the Plan to Town Council for their consideration of adoption. The Town Council held a public hearing on July 12, 2021 and adopted the Plan.



▲ FIGURE 1.3 PUBLIC DROP-IN MEETING FLYER



▲ FIGURE 1.4 PUBLIC DROP-IN MEETING

1.4 PLAN ORGANIZATION

This plan is organized into three primary sections:

- Section One - Introduction to Plan
- Section Two - Midway's Existing Conditions
- Section Three - Midway's Plan for the Future

Section One, Introduction to the Plan, was intended to provide a general overview of the planning process utilized to prepare the Comprehensive Plan. This section also included a summary of the public engagement process. Section Two, Midway's Existing Conditions, provides background information on the history of the community, information about the population, the economy, housing, transportation, environmental features, land use and zoning, and an overview of the Town's services. Each of these elements influence how the Town will develop in the future. Section Three, Midway's Plan for the Future, outlines the core principles and priorities guiding the future direction for the Town over the next five to ten years. Each core principle includes objectives and strategies for implementing the overall Plan. Section Three also includes the future land use map, which will guide land use development policy and related decisions by the Planning Board and the Town Council moving forward.



▲ FIGURE 1.5 TOWN PARK

2

MIDWAY'S EXISTING CONDITIONS

2.1 OVERVIEW

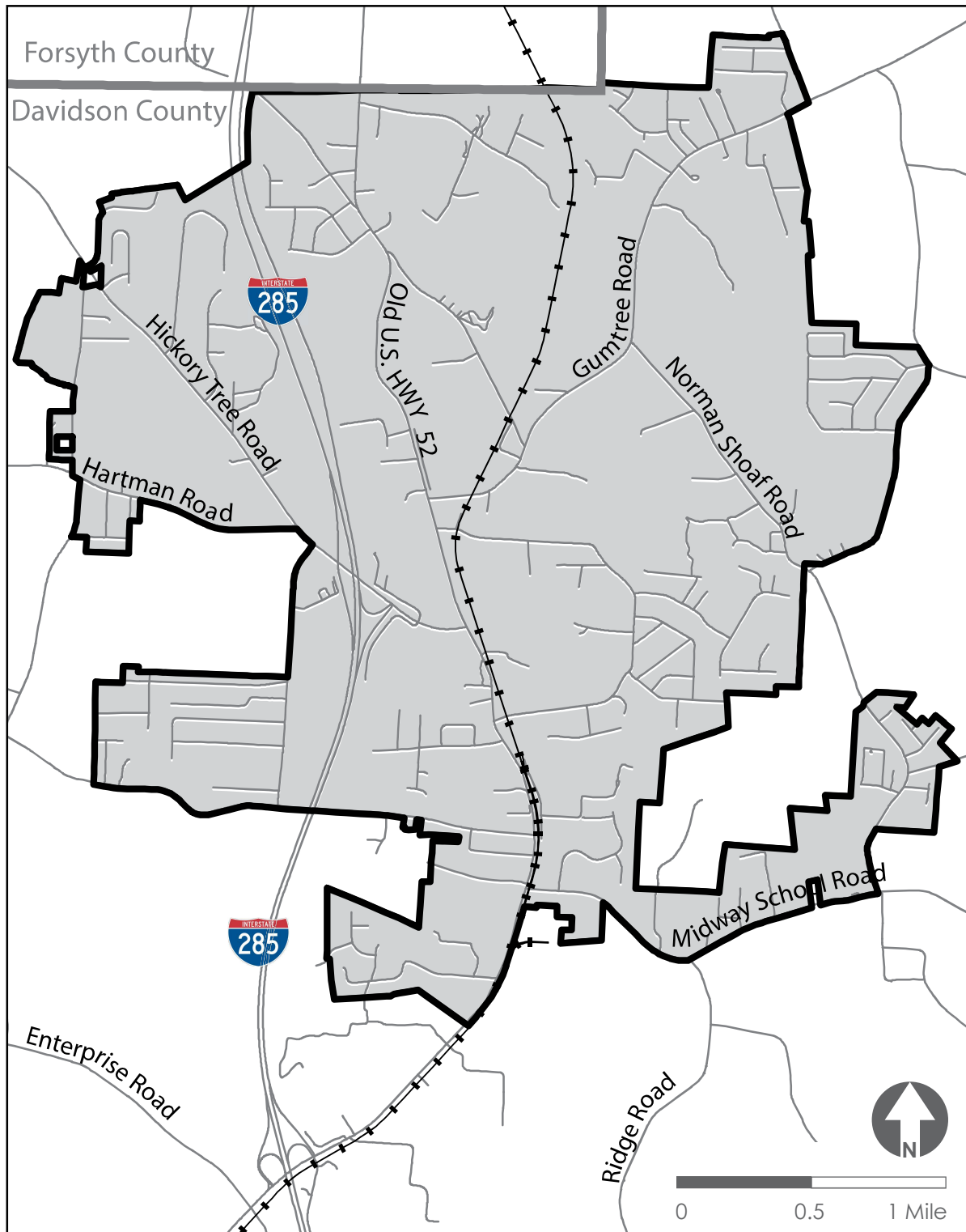
This section includes a review of the overall existing conditions, demographic and economic trends, and physical development attributes that will shape the future of the Town. A summary of the background information is presented that was utilized by the Planning Board as a foundation for preparing the Plan.





2.2 GEOGRAPHIC LOCATION AND HISTORY

The Study Area, as illustrated on Map 2.1 on the following page, includes the Town of Midway's corporate limits. The Town, which totals just over 7 square miles, is situated in the western portion of the Piedmont Triad Region, in Northern Davidson County where it joins the Forsyth County border, immediately adjacent to the southern boundary of Winston-Salem. While the gray area on the map delineates the corporate limits of Midway, it is important to note that residents describe areas which surround the Town as a part of the Midway community.

The Town derives its modern name from its historical location at the midpoint between Winston-Salem and Lexington on the Winston-Salem Southbound Railroad, the Town of Midway grew up around the railroad depot in Eller, which was the original name of the community. In its early days, the Midway community was focused on agriculture, particularly tobacco farming, which served as the catalyst for the growth of the tobacco manufacturing industry in nearby Winston-Salem. As the agricultural community grew and prospered, businesses were established in the community, particularly along Highway 52 (Now Old US Highway 52), which parallels the railroad through the area. Despite having all the features of a town, the community was not incorporated until 2006, when community members led a successful effort to petition the North Carolina Legislature to allow the Town to incorporate. The effort to incorporate was driven primarily by the desire of the community to be able to determine its own destiny, which many felt was in jeopardy due to the southward expansion of Winston-Salem's city limits. On June 29, 2006, the North Carolina General Assembly ratified a bill to incorporate the Town of Midway, and on September 12, the first Town Council was sworn into office. Following its incorporation, the Town has embarked on several important planning efforts including the 2010 Land Use Plan, the US 52 Corridor Plan and the Town Hall /Town Park planning process, which have had meaningful results.

▼ MAP 2.1 GENERAL STUDY AREA



-  Midway
-  County Boundary
-  Roads
-  Railroads

Since the 2010 Land Use Plan, US 52, which connected Midway to both Winston Salem to the north and Lexington to the south, was upgraded to Interstate 285. This 23-mile freeway provides the Town with direct access to a number of communities along the corridor, bridging Interstate 40 in Winston Salem to Interstate 85 in Lexington. Interstate status is often recognized as a catalyst for spurring efficiency and future economic growth. Meanwhile, Old US Highway 52 still bisects the Town and provides it with an additional transportation link to Winston-Salem and Lexington. Other municipalities in the area include Wallburg to the northeast, Thomasville to the southeast, and the unincorporated community of Welcome that lies directly south. As a small town in a region dominated by three larger cities (Greensboro, Winston-Salem, and High Point), the growth and development of the Town is directly related to the economic health of its larger neighbors. Despite its small size and the number of larger neighbors surrounding it, the Town derives many benefits from its location. Tax rates in Davidson County, inclusive of Town taxes, are much lower than just across the border in Forsyth County and Winston-Salem, giving it a competitive advantage for attracting residential growth and future business development. Its competitiveness is further enhanced by its strong transportation links, which provide easy access for residents who want to live in a smaller, more rural area, while still maintaining quick access to jobs, businesses, and urban amenities in nearby urban centers.

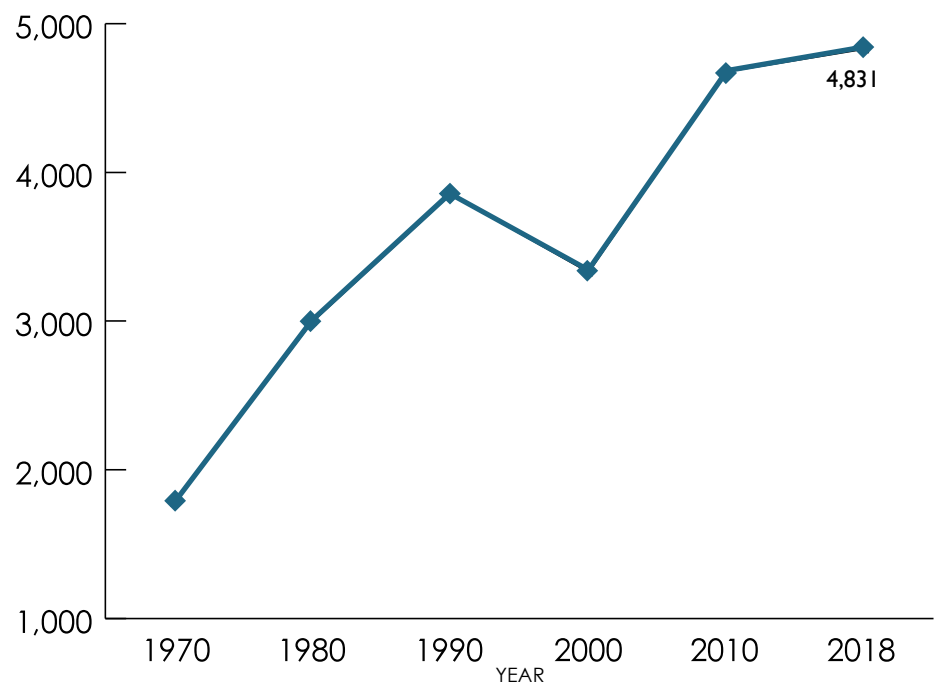


▲ FIGURE 2.1 VIEW OF GUMTREE ROAD FROM TOWN PARK

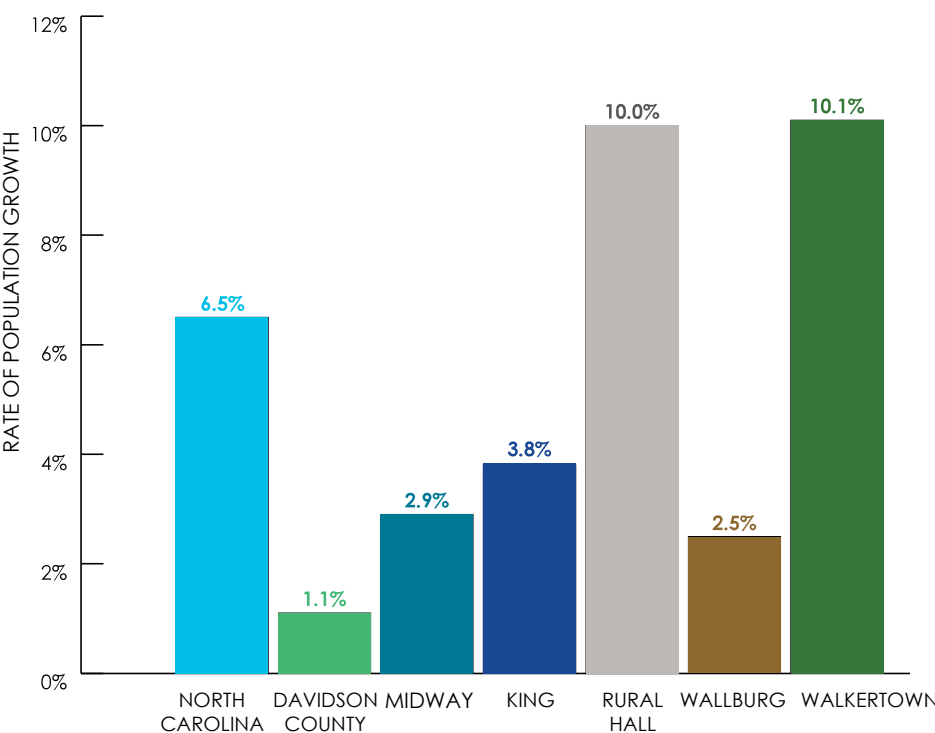
2.3 POPULATION

Excluding the period between 1990 and 2000, the Town has experienced relatively steady growth since 1970. The area which is now considered the Town of Midway was previously recognized as a “place” by the United States Census Bureau, which is how the data collected prior to Midway’s incorporation is quantified. Around

▼ FIGURE 2.2 HISTORIC POPULATION GROWTH
Source: US Census, 1950 - 2010 & American Community Survey, 2018



▼ FIGURE 2.3 REGIONAL GROWTH RATES
Source: US Census, 2010 & American Community Survey ,2018



the time of the Town’s incorporation in 2006, the population continued to grow. However, the growth rate slowed between 2010 and 2018, likely from a combination of the recession and market potential. The population of the Town in 2018 was estimated at 4,831. Davidson County as a whole has had a steady growth rate since 2000 and the State projects that this will continue through 2040. While the County’s population was 162,861 in 2010, the State projects this to increase to 197,678 by 2040. This growth may impact the Town, as can already be seen through the development of subdivisions in and around the Town’s borders.

In fact, when looking at regional growth rate comparisons, (Figure 2.3), the Town of Midway has actually grown at almost three times the rate of Davidson County between 2010 and 2018. This is due in part to the Town’s small population skewing the rate of growth; although, the region as a whole is growing anywhere between 1.1 and 10.1%. This is anticipated to continue in the future as more people seek out a small town lifestyle.

2.4 ECONOMY

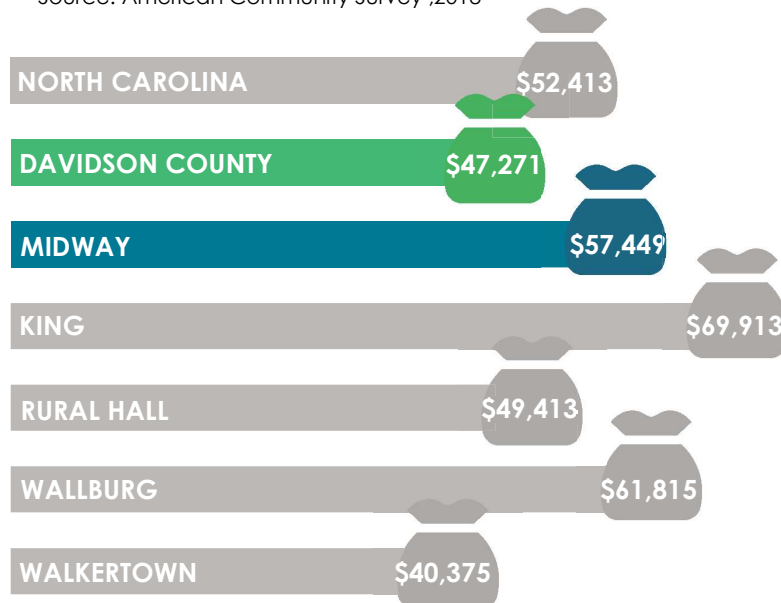
The Town of Midway is an active and working community. In 2018, 67% of Midway’s population over the age of 16 was in the labor force. This is higher than both the County (60%) and the State (61%). The unemployment rate of the County (and thus Midway) has historically been similar to the Winston-Salem metropolitan statistical area and the State, sitting around 4.5% in 2018. Of those employed in the Town, more than 20% work in education, health care, and social assistance. Large portions of Town residents also work in retail trade (15%), manufacturing (14%), or professional, scientific, management, and administration professions (13%).

Key Industry Sectors	Percent of Workers
Education, Health Care, Social Assistance	22.2%
Retail Trade	15.1%
Manufacturing	13.5%
Professional, Scientific, Management, Administration	12.7%
Public Administration	8.2%
Transportation and Warehousing	7.5%

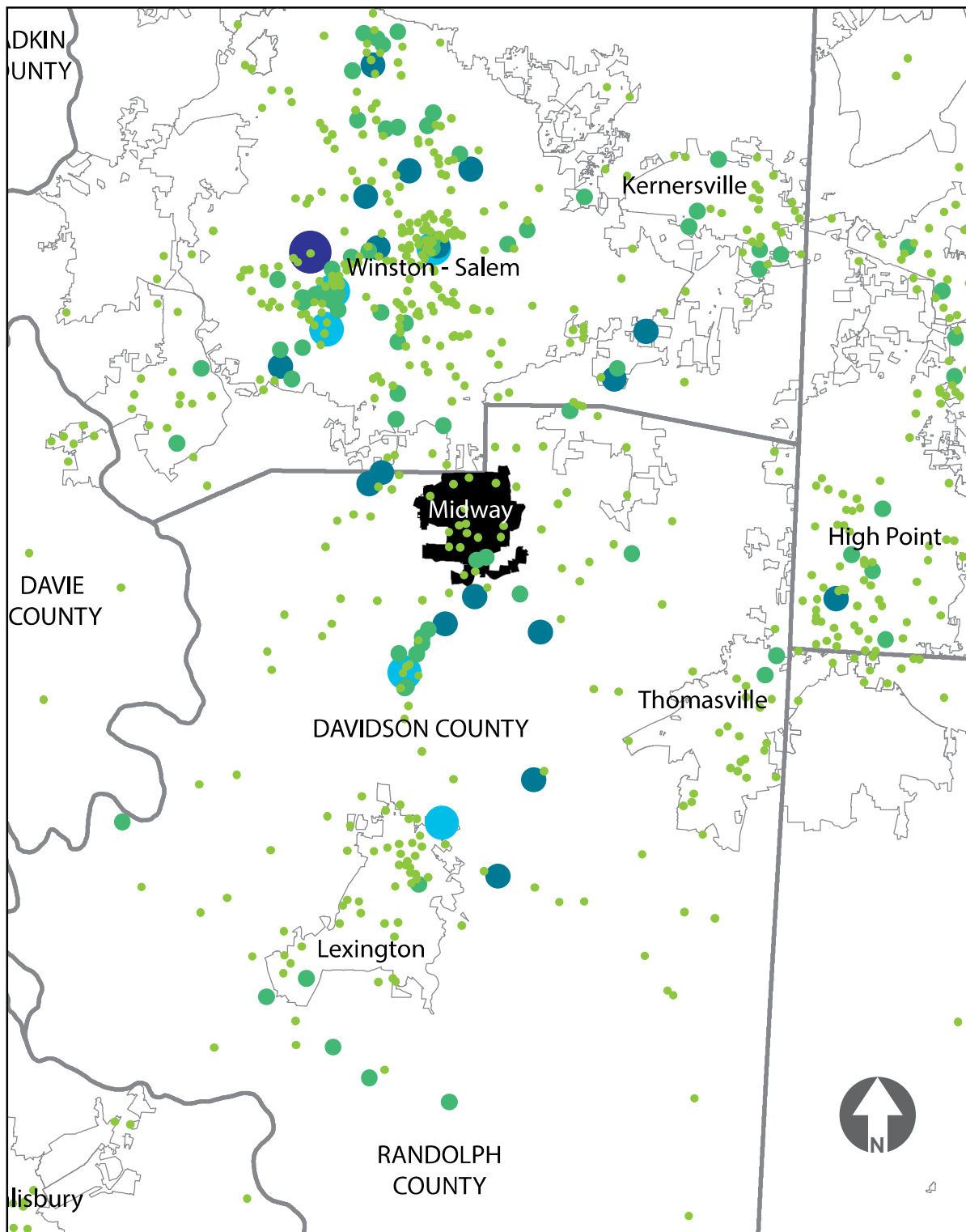
▲ FIGURE 2.4 PLANNING PROCESS AND DATES

While a number of residents work in and around Town, large portions of the employed population commute either into Winston-Salem, or down Interstate 285 toward Lexington. There are also a large number of residents who commute to High Point and Guilford County, as shown in Map 2.2 on the following page. The median household income of Midway residents is higher than Davidson County and the State, though comparable to the region overall. Midway households earn on average \$57,449 per year, making more than all of the comparison communities, excluding King and Wallburg.

▼ FIGURE 2.5 MEDIAN HOUSEHOLD INCOME
Source: American Community Survey ,2018



▼ MAP 2.2 RESIDENT'S COMMUTE PATTERNS (2017 AMERICAN COMMUNITY SURVEY)



- 1 - 3 Jobs
- 4 - 8 Jobs
- 9 - 17 Jobs
- 18 - 34 Jobs
- 35 - 80 Jobs

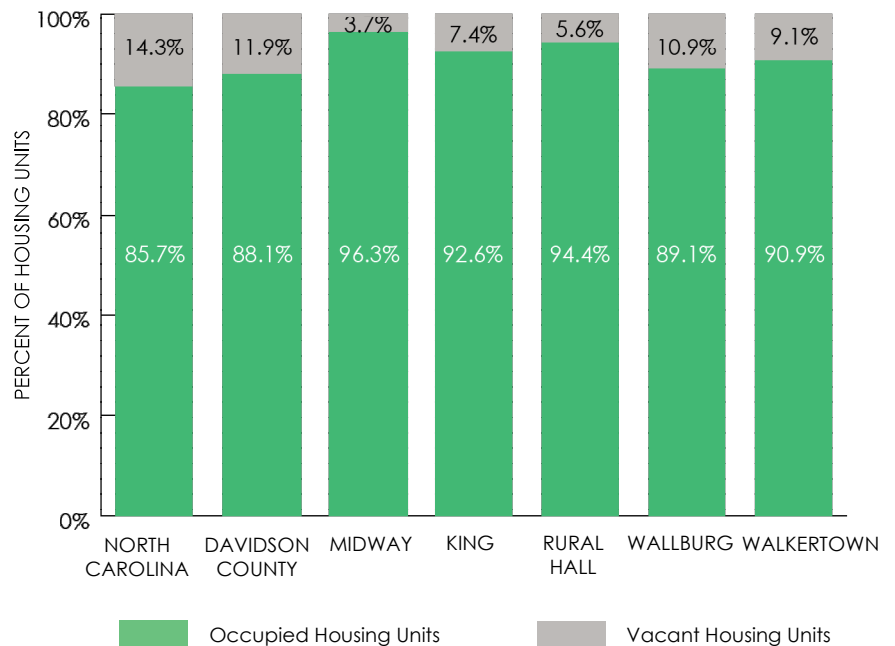
2.5 HOUSING

The Town's housing stock is fairly young, with about half of the housing stock constructed between 1980 and 2000, with another third being developed between 1960 and 1980. An additional 10% of the Town's housing was constructed between 2000 and 2009, though housing development in the Town dropped off significantly following the 2008 - 2009 recession. The housing market has recently started to show signs of picking back up in Northern Davidson County with new subdivisions being constructed and planned, and while a recent up-tick in housing development is largely due to a great housing market nationwide, there are a few local influences which may provide additional benefits to constructing new homes in the Town. The largest of these influences is the very low vacancy rate in the Town. Generally, a vacancy rate below 5% indicates potential demand for new housing, and at a 3.7% vacancy rate, Midway has the highest housing occupancy in the region. Further, the owner occupancy rate is fairly high. While 65% of homes in the State are owner-occupied and 70% of homes in Davidson County are occupied by owners, Midway has an owner occupancy rate of 84%.

The median home value in Midway is \$153,000, which is higher than the County but lower than the State of North Carolina. The average age of the homes and the influence of the Winston-Salem housing market in Northern Davidson County greatly impact the overall home values in the Town and adjacent area.

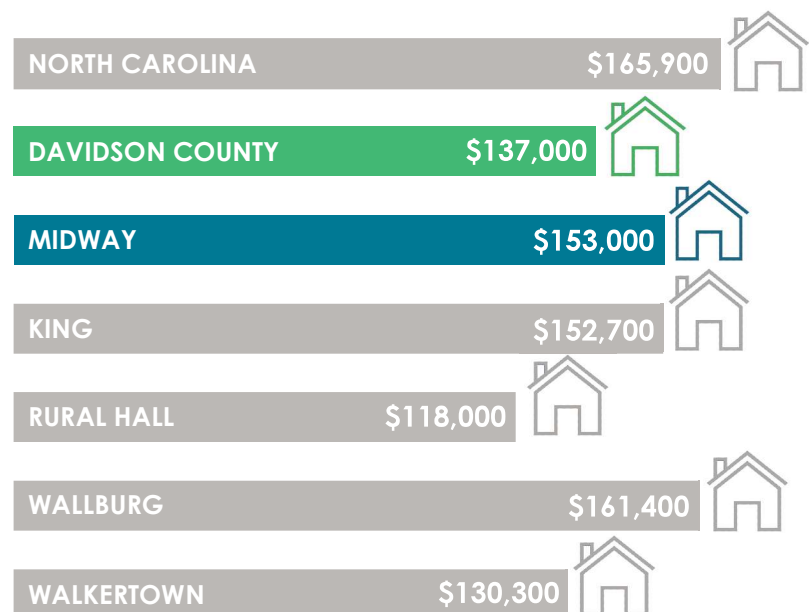
▼ FIGURE 2.6 HOUSING OCCUPANCY

Source: American Community Survey ,2018



▼ FIGURE 2.7 MEDIAN HOME VALUE

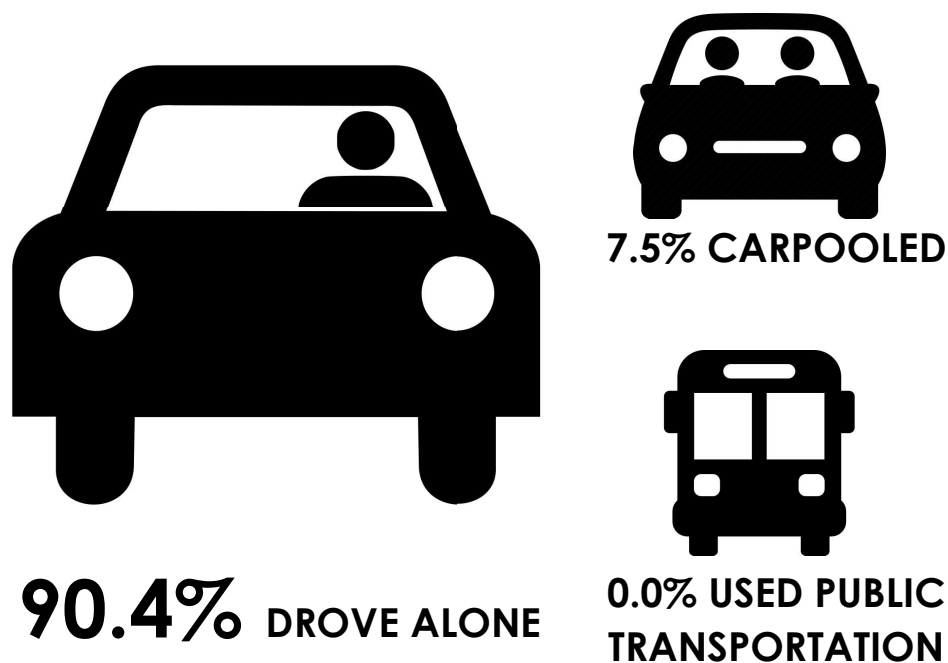
Source: American Community Survey ,2018



2.6 TRANSPORTATION

As Map 2.3 illustrates, there is a significant amount of traffic passing through Midway via Interstate 285 and between 5,000 and 15,000 of these cars get off the Interstate and onto Hickory Tree Road. Up to 15,000 cars also travel along the southern portion of Old Highway 52 on a daily basis. The northern portion of Gumtree Road, as well as Midway School Road also carry a large number of vehicles on a regular basis.

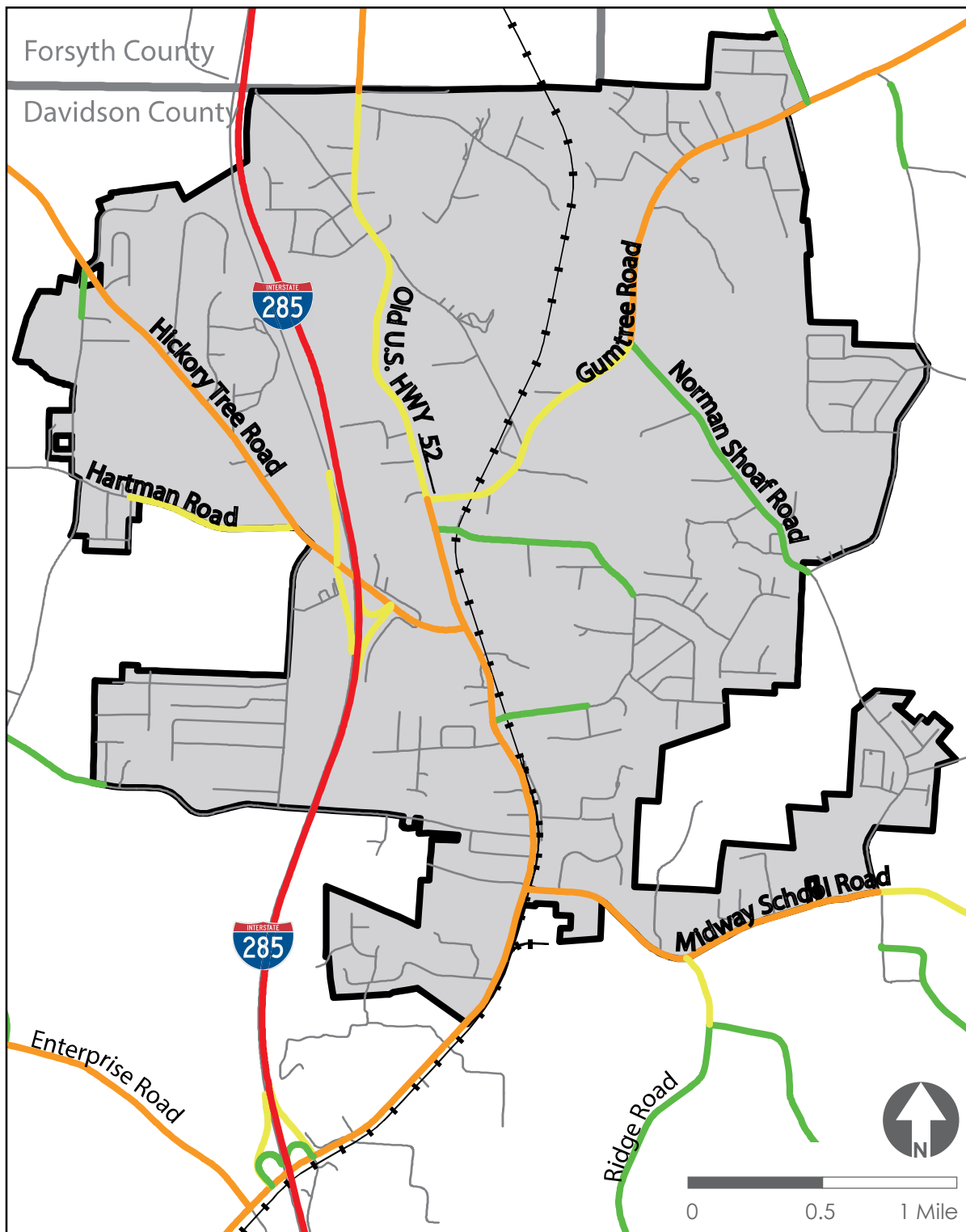
The Annual Average Daily Traffic (AADT) map largely corresponds to the commuting map (Map 2.2), which denotes where residents commute to work (90% of whom commute by driving alone). All of these heavily-traveled roads were also brought up in the community survey as places which need improved traffic and / or safety measures. At least one of these roads is going to be addressed by the North Carolina Department of Transportation (NCDOT). North Carolina maintains a ten-year State and Federal-mandated plan that identifies the construction funding for and scheduling of transportation projects throughout the State. This Plan, the 2020 - 2029 State Transportation Improvement Program (STIP), includes the widening of Hickory Tree Road from the Interstate 285 interchange to west of the Town's boundaries. This project also includes four planned roundabouts within the Town of Midway. Two of these roundabouts connect Hickory Tree Road to the Interstate ramps, a third roundabout will replace the intersection of Hickory Tree and Hartman roads, and a fourth roundabout will be constructed at the intersection of Hickory Tree Road, Willow Ridge Lane, and N Payne Road adjacent to the Town's northwestern boundary line.



▲ FIGURE 2.8 MEANS OF TRANSPORTATION

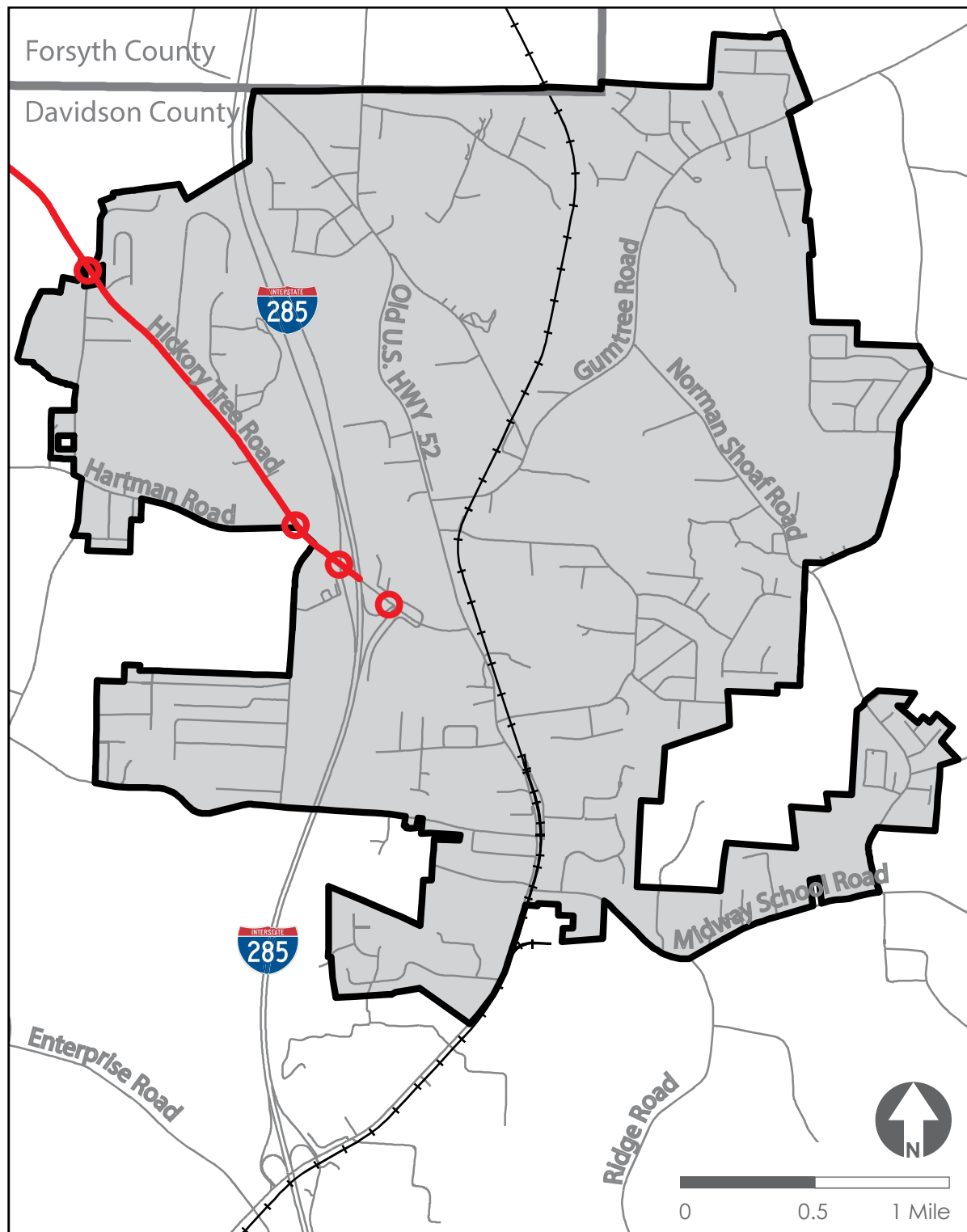
Source: American Community Survey ,2018

▼ MAP 2.3 ANNUAL AVERAGE DAILY TRAFFIC (2018)



- 10 - 2,000 Vehicle Trips Per Day
- 2,001 - 5,000 Vehicle Trips Per Day
- 5,001 - 15,000 Vehicle Trips Per Day
- 15,001 or More Vehicle Trips Per Day

▼ MAP 2.4 2020-2029 STATE TRANSPORTATION IMPROVEMENTS PROGRAM (STIP)



- Road Widening
- Roundabout

2.7 ENVIRONMENT

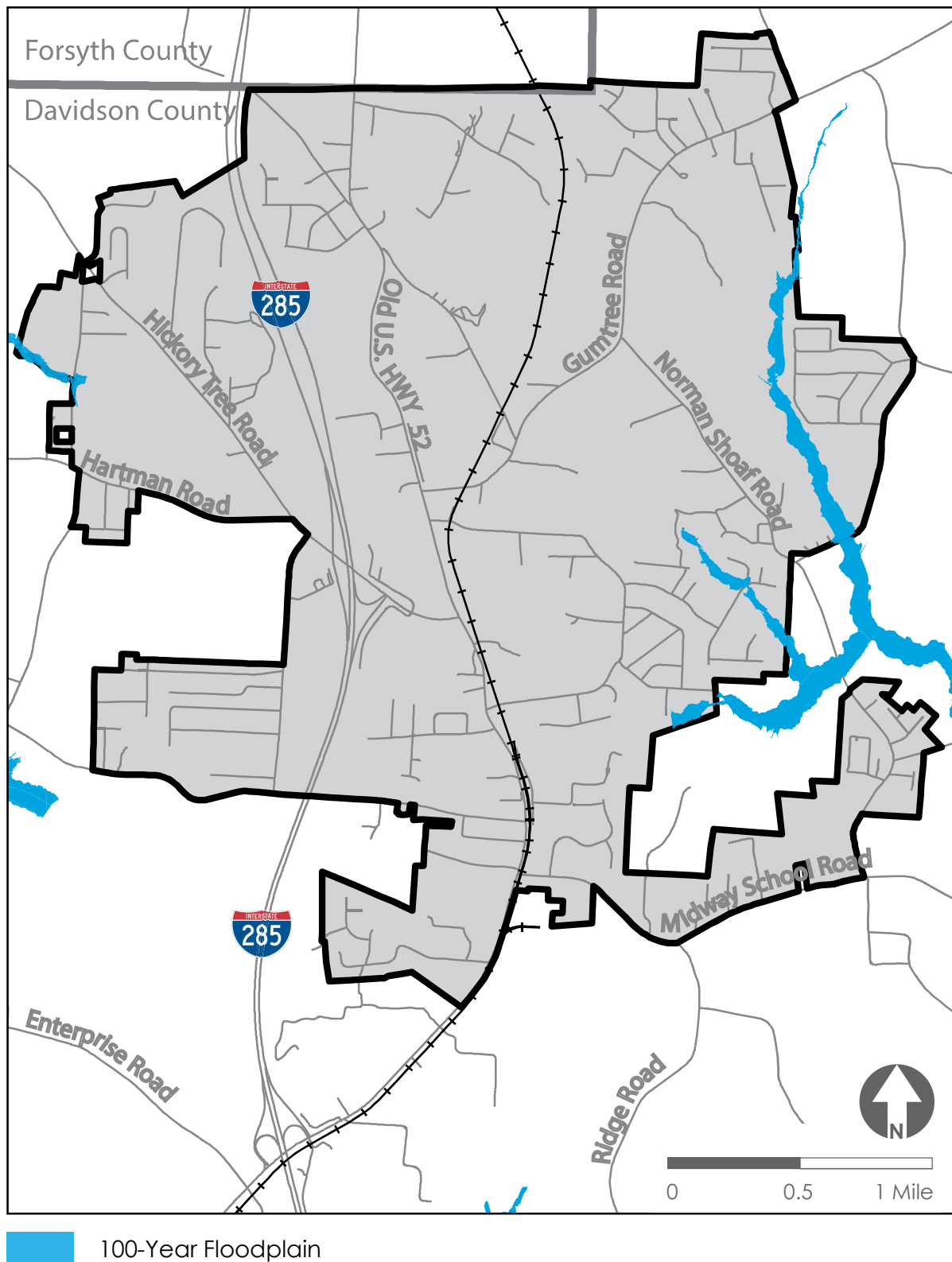
Environmental factors have a significant impact on growth and development, largely because of the ways in which those important features constrain land development. One well-known factor which limits the development of land are the floodplain areas along streams or rivers that are likely to experience repeated flooding. Although homes and buildings were historically built in floodplain areas, the Federal Emergency Management Agency established the flood hazard mapping program in the 1970s to restrict development in these areas. While limited in the Town of Midway, Map 2.5 illustrates the identified 100-year floodplain areas. The floodplain areas do not present a major development issue in the Town today; however, water flows and drains can change over time due to new construction, natural disasters, and changing weather patterns.

Water Supply Watershed areas are also environmental features that can limit development, particularly in North Carolina, where the State maintains water supply watershed regulations. Almost the entire portion of Midway which lies east of the railroad is within a water supply watershed. The two water supply watersheds in the Town, Abbotts Creek and Leonard Creek, are displayed in Map 2.6, on the following page. Both of these are classified by the North Carolina Department of Environmental Quality as Water Supply III (WS-III). The WS-III water supply watershed is applied to areas where water is used as a source of water supply for drinking, culinary, or food processing purposes, and where land is moderately developed. The Town is responsible for protecting these areas through their water supply watershed ordinance and all development proposed within the areas must be reviewed and approved by the Town's water supply watershed administrator. Generally, residential lots within the watersheds must be 0.5 acres or larger and all development within the water supply watershed is limited to 24% or less of built-upon area.

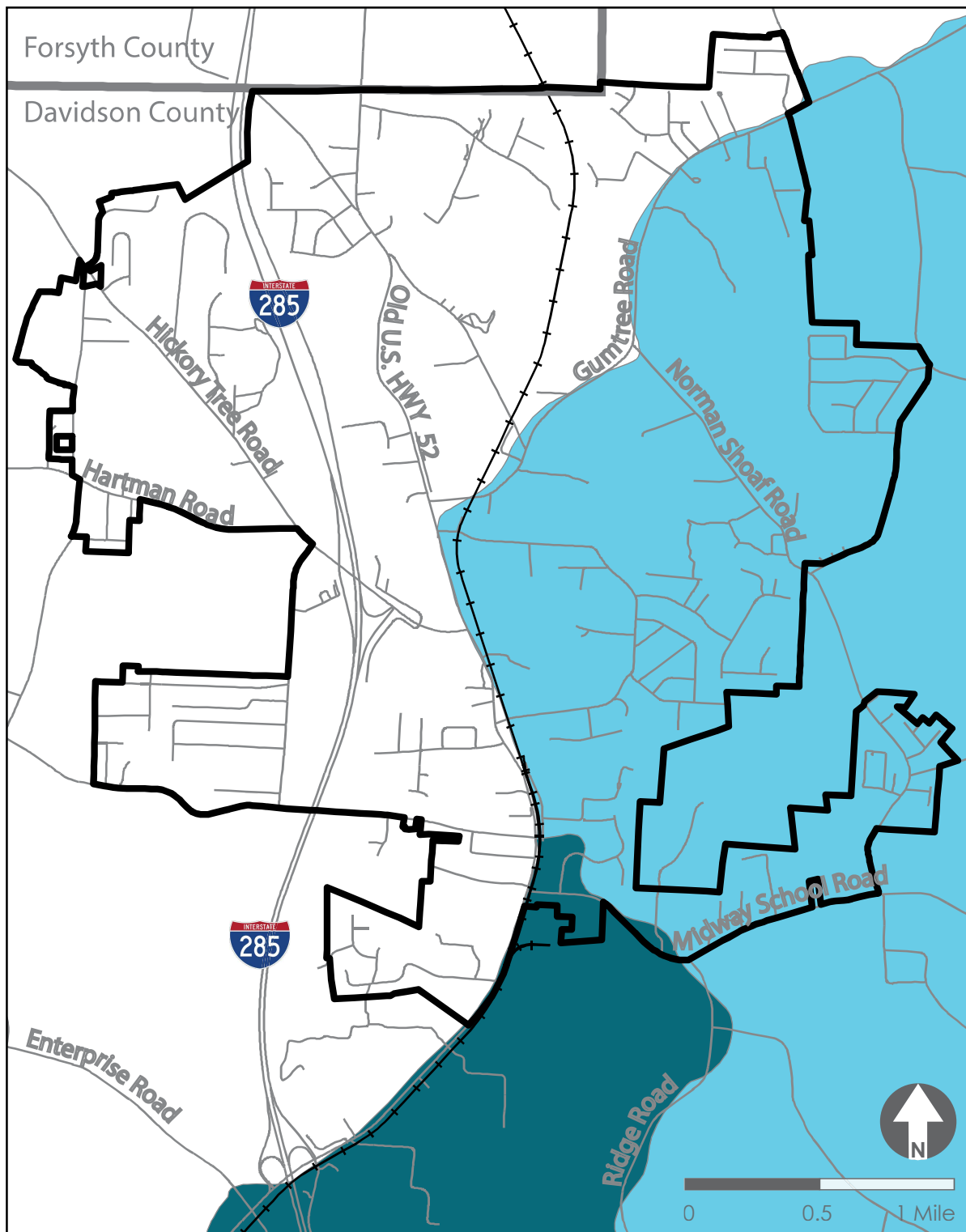
The topography and existing land coverage/use, also impacts land development in the Town. Map 2.7, details the range in topography throughout the Town. The total range of elevation is not very drastic (between 736 and 923 feet); however, there are properties which may be subject to relatively significant changes in grade. Most of the major roadways and developed areas are located atop the major ridges in the area, as illustrated by the darker brown colors, with the lowest elevations, including the highly visible floodplain areas.



Map 2.8 details the generalized land cover throughout the Town. The land cover describes the physical material at the surface of the earth. This includes grass, asphalt, trees, water, etc. This map was created through the use of data from satellite imagery collected by the United States Department of Agriculture (USDA). The satellite imagery is analyzed and the USDA categorizes agricultural and pasture land to the specificity of crops (simplified here). The map denotes "forested land" for areas that are largely covered by tree canopy, "water" for areas where surface water is apparent, and "developed" land as anywhere that the satellite picks up roadways, houses, or pavement. As displayed on the map, there are large portions of the Town which remain forested (shown in dark green), and large swaths of land in Town which continue to be used for agriculture and crop production (shown in light green).

▼ MAP 2.5 FLOODPLAIN

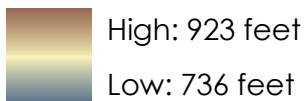
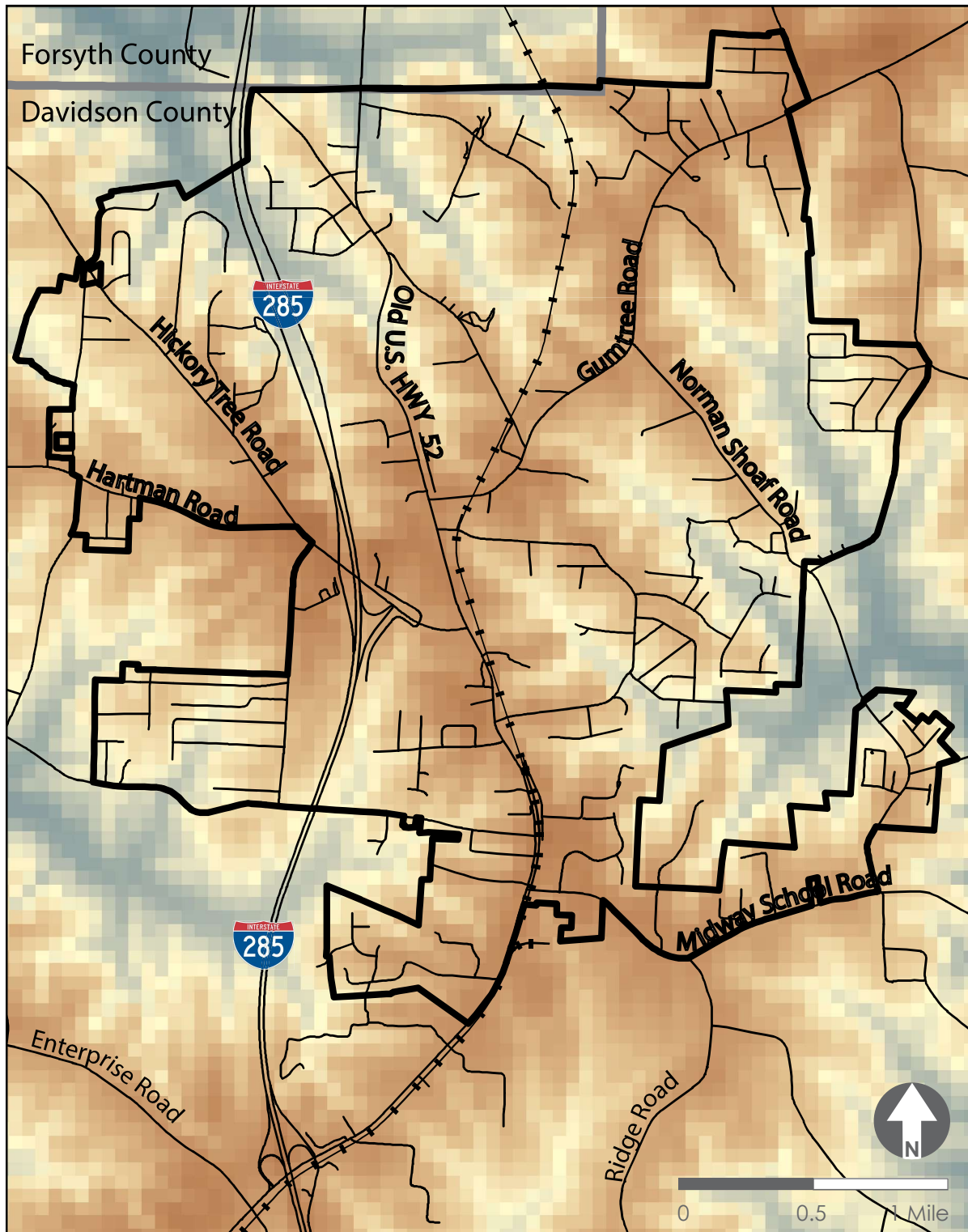


▼ MAP 2.6 WATER SUPPLY WATERSHEDS

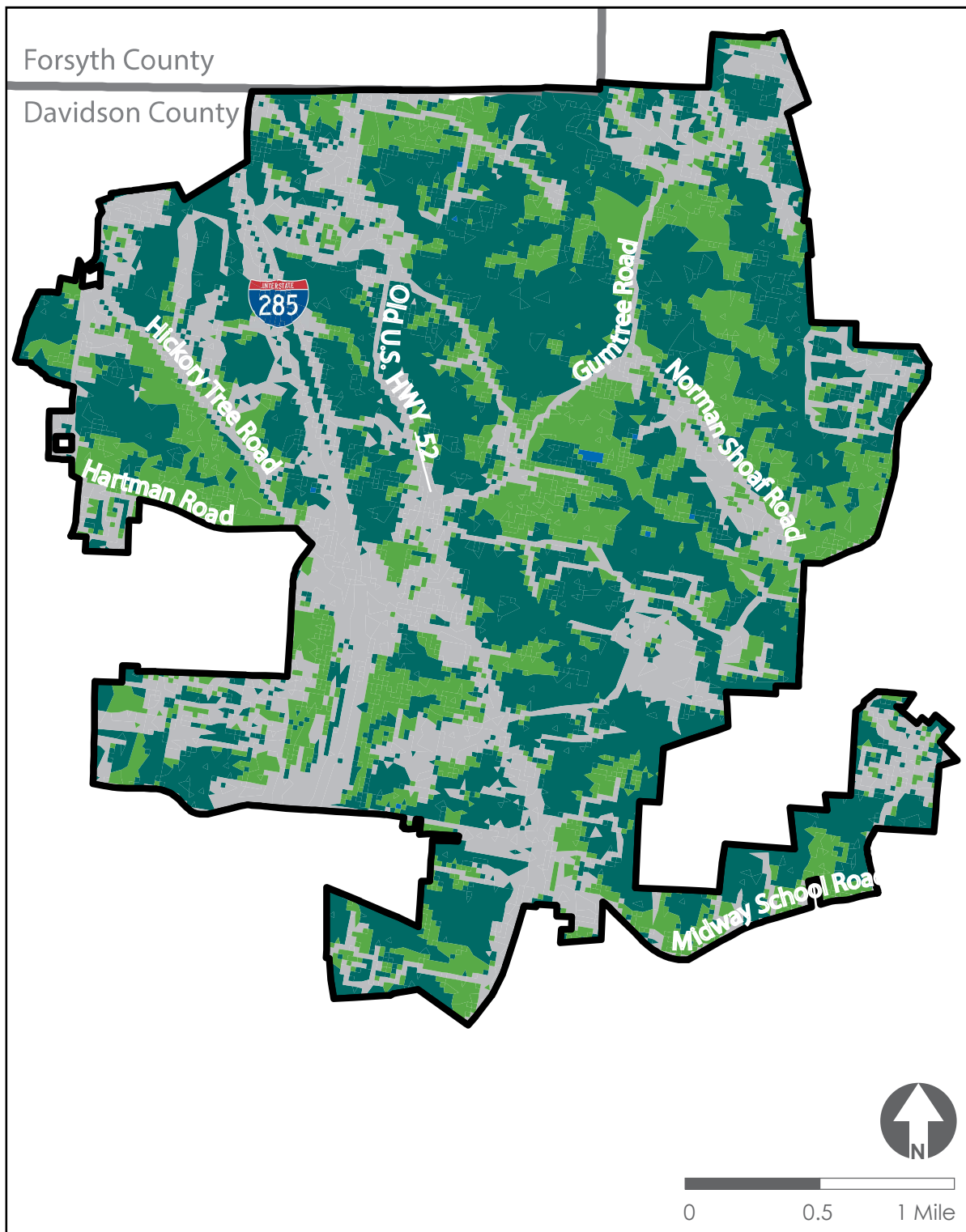


-  Abbotts Creek (WS-III)
-  Leonard Creek (WS-III)
-  Midway

▼ MAP 2.7 TOPOGRAPHY



▼ MAP 2.8 LAND COVER (2019)



2.8 LAND USE

Existing land use patterns, as well as current zoning districts also play a significant role in the development of land in the Town of Midway. In general the existing land uses largely correlate with their respective zoning districts, and seen by comparing Map 2.9 (Existing Land Use) and Map 2.10 (Zoning Districts). Both the existing land uses and the Town’s zoning districts were reviewed during the comprehensive planning process to help develop the Future Land Use Map in Section 3 of the Plan.

Existing Land Use

As depicted in Map 2.9, the entirety of the Town could be classified as being in one of four generalized land use categories:

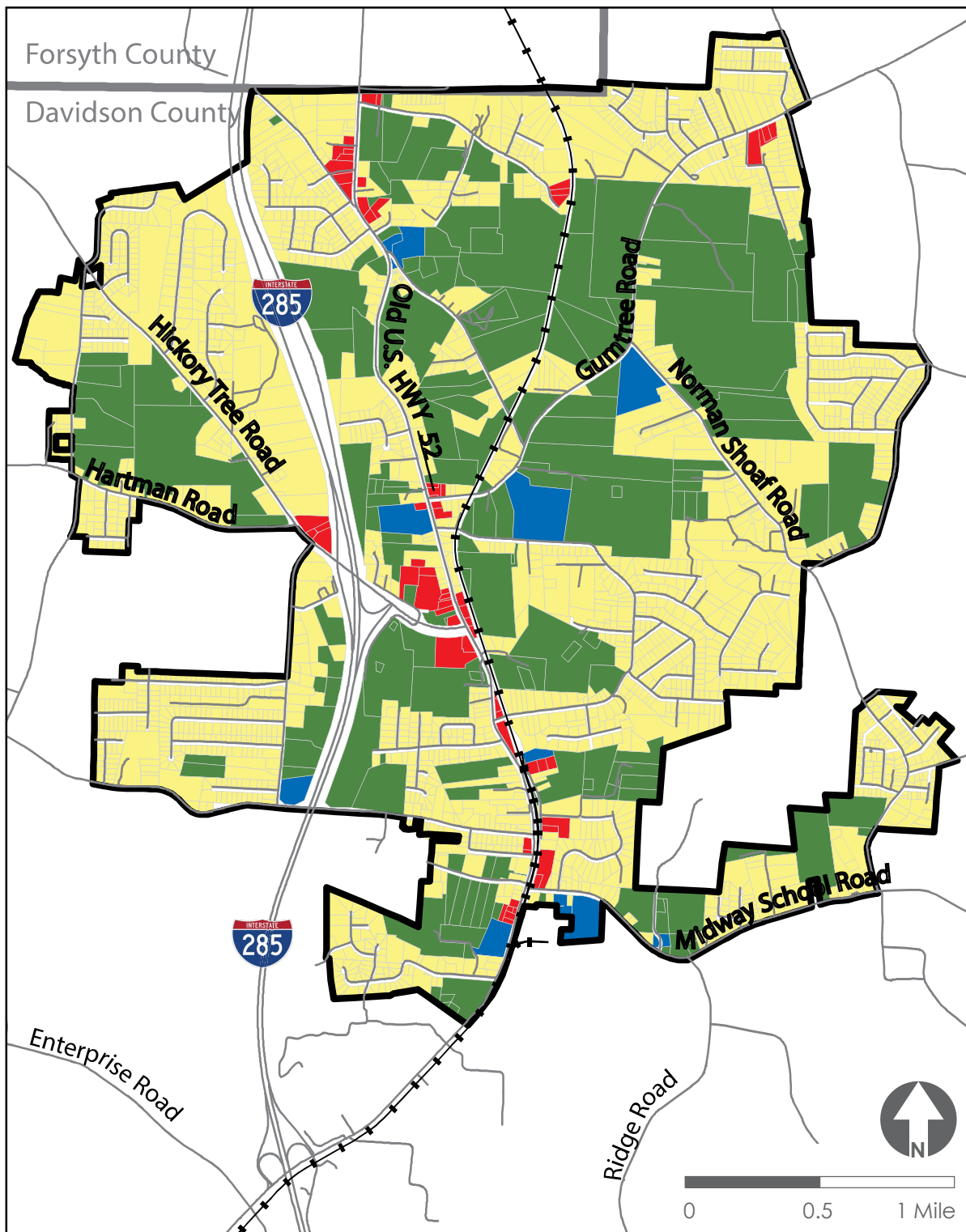
- Agricultural / Vacant
- Civic / Institutional
- Residential
- Commercial

Figure 2.11 below details the percentage of the Town’s land area which is dedicated to these four generalized land use categories. Overall, more than half of the Town (almost 2,500 acres) is composed of residential development and over 40% of the Town is classified as either agricultural or undeveloped / vacant land. Just over 2% of the total land area is dedicated to civic and institutional uses, including the Town Hall, Town Park, and schools. Only 2% of the Town’s land is currently utilized for commercial purposes.

Land Use Category	Area (Acres)	% of Total Area
Agricultural / Vacant	1,826.6	40.6%
Civic / Institutional	110.3	2.4%
Residential	2,477.4	55.0%
Commercial	90.1	2.0%

▲ FIGURE 2.11 LAND USE BY AREA

▼ MAP 2.9 EXISTING LAND USE



- Agricultural / Vacant
- Civic / Institutional
- Residential
- Commercial

Zoning

The zoning districts in the Town of Midway are classified by both land use and density / intensity, and generally correspond with Davidson County's zoning ordinance. In total, there are eleven zoning districts in Midway, though these are consolidated into eight zoning districts to simplify the observation of the zoning patterns within the Town.

The Town has three rural agricultural zoning districts: RA-1, RA-2, and RA-3; all of which permit a mix of uses that recognize agriculture as an important land use and provide for rural non-farm and farm operations.

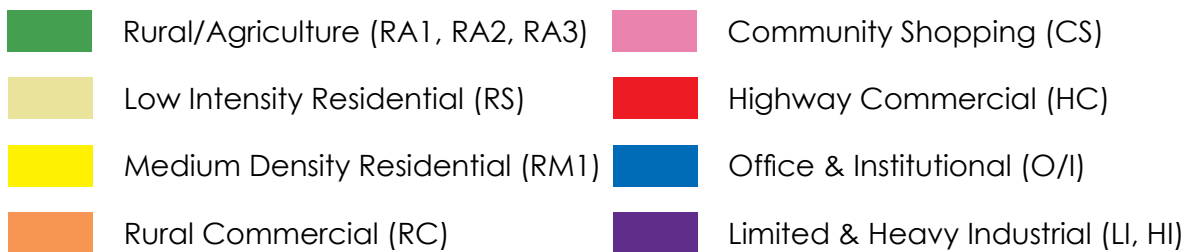
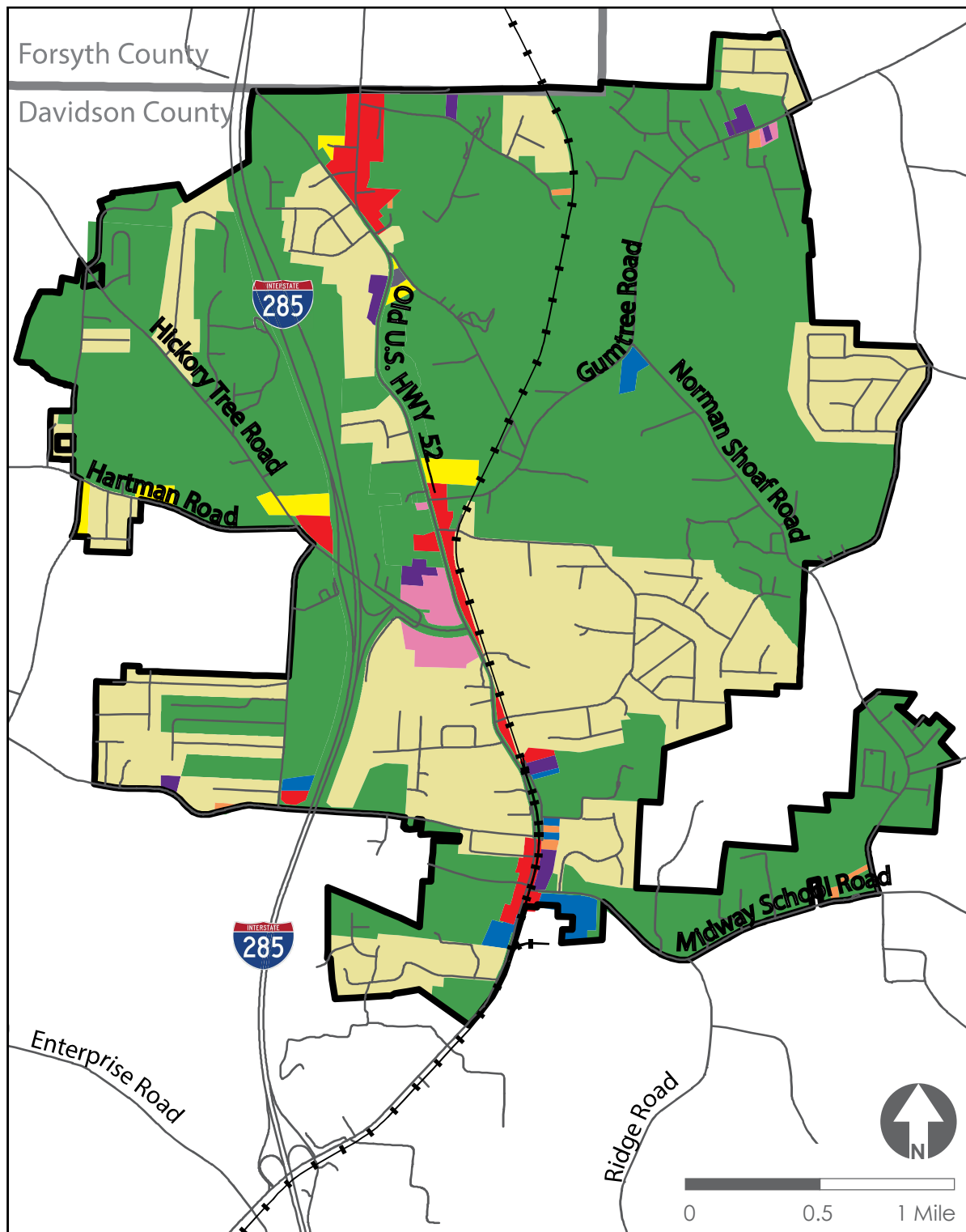
The Low Intensity Residential (RS) district is intended to provide for low density or suburban residential development. The Medium Density Residential (RM-1) zoning district is intended to provide space for medium density residential development that is primarily served by public water, sanitary sewer, and either collector or primary streets. The High Density Residential District (RM-2) is intended to permit high density residential development. However, the RM-2 is not currently applied to any properties within the Town.

The Town has three commercial zoning districts: Rural Commercial (RC), Community Shopping (CS), and Highway Commercial (HC). The RC zoning district is intended to provide for low traffic volume sales of convenience goods and limited personal service needs in rural areas. These generally are commercial uses that serve the immediate vicinity. The CS zoning district is intended to provide personal services, offices, and retailing of durable and convenience goods for the community and is focused in the core of the community. These uses tend to be high traffic generators and thus are to be concentrated at the intersection of collector and arterial roads. The HC zoning district is intended to provide locations for retail of convenience goods, automotive products, automotive services, good services, and transient lodging for travelers along major streets and highways in the Town. The uses in this district focus more on supporting customers outside of the Town and provide an important economic asset to the Town.

The Town's Office and Institutional (O/I) district provides locations for medium intensity office and institutional development, such as schools, municipal buildings, and other community services. Where appropriate, these uses sometimes provide a buffer between non-residential and residential zoning districts, providing a transition between high intensity commercial developments and housing.

The Town also includes two industrial zoning districts: Limited Industrial (LI) and Heavy Industrial (HI). The LI district is intended to provide sites for manufacturing, warehousing, processing, and related uses that have limited impacts on adjacent uses. The HI district permits similar uses, but those which have external effects that could be detrimental to certain classes of uses. For this reason, this district is not encouraged when directly adjacent to a residential zoning district. This district should also be located with access to a major road or arterial street.

▼ MAP 2.10 ZONING DISTRICTS



2.9 TOWN SERVICES

Infrastructure and services form the backbone of the current and future of any town and it is necessary to ensure that adequate facilities and resources exist to serve existing and new development. As the Town plans for the future, it should continue to examine water and sewer capacities and general services to ensure the needs of current and future residents are met, avoiding unexpected expenditures that may strain the Town's resources. The Town of Midway has met the needs of its residents, while maintaining a very modest property tax rate of \$0.05 for \$100 of property valuation since the Town was incorporated. The Town uses this revenue to provide services to the community, including enhanced law enforcement, solid waste and recycling collection, street lighting, parks, and planning and zoning. Most of these services are provided through private contracts and agreements with partnering governmental agencies.

For public safety, the Town has an agreement with the Davidson County's Sheriff's Office to provide law enforcement services 24 hours a day, every day of the year, primarily through the provision of at least one deputy from the Patrol Division. The Town budgets an additional \$5,000 per year to provide enhanced safety response due to man-made and natural disasters, and to provide off-duty public safety services for public events.

Midway Fire and Rescue is located on Midway School Road and provides fire protection and emergency medical and rescue services to a district of approximately 28 square miles and a population of about 10,000 residents. The district includes a range of fire hazards, mainly residential structures, but also large commercial,



▲ FIGURE 2.12 MIDWAY FIRE & RESCUE DEPARTMENT ON MIDWAY SCHOOL ROAD

industrial, and institutional uses. The department consists of a combination of career staff and volunteer firefighters, with a career chief and nine career firefighters / office workers who work on three rotating shifts in order to provide 24/7 protection. A small portion of the Town is also served by Gumtree Fire Department.

Waste and Recycling in the Town is provided through a private contract with GFL Environmental, which collects trash and recycling once per week. Midway also manages a Public Works Department which is responsible for the maintenance of public buildings and grounds, rights-of-way, and landscaping. The Town pays for the utility costs of current lights, including high-mast lighting at the U.S. Highway 521 / I-285 Interchange. In addition to special projects, such as beautification, the Town recently built a Town Park and continues to maintain and improve this asset through the use of a Town Park Attendant, walking trail maintenance, mowing, seeding, light operation, trash service, and similar costs associated with park operations.

Water services is provided through a contract with Davidson Water, a private utility company which provides water service throughout the Town and Davidson County. Public sewer service is provided through an agreement with Davidson County and is currently limited to the portion of the Town that lies in the Frye's Creek service basin. This includes the areas around Midway School, the Owens-Brockway Plant, and between Interstate 285 and Old US Highway 52 (south of Eller Road and north of Ralph Miller Road). Since the 2010 Land Use Plan, the Town constructed a sewer line extension from Frye's Creek to the shopping center area around Hickory Tree Road and Old US Highway 52, and then north along Old US Highway 52 to Gumtree Road. Electric utility services in the Town of Midway are provided through Energy United and Duke Energy.



▲ FIGURE 2.13 DAVIDSON WATER TANKS AT INTERSTATE 285 AND HICKORY TREE ROAD

3

MIDWAY'S PLAN FOR THE FUTURE

3.1 OVERVIEW OF THE RECOMMENDATIONS

As the Comprehensive Plan was developed, the public input, background research, and meetings with the Planning Board began to form the main ideas and themes guiding the future of the Town. These could all be grouped into four major topics

- Commerce and Business
- Parks and Recreation
- Transportation
- Community Character and Identity

These major topics were developed into core principles, which provide the framework for objectives and strategies that will guide the Town moving forward. The core principles that were developed are listed below. A more detailed discussion of the principles, including objectives, and strategies for implementation are described later in this section along with the recommendations for the Town's future land use.

3.2 CORE PRINCIPLES

The core principles outline the major areas the Town should focus on in the coming years. Each principle has a set of objectives and strategies which will help to fulfill the Town's vision for becoming a place for commerce; a place for recreation; a place for mobility; and a place that values its character.

MIDWAY AS A PLACE FOR COMMERCE

MIDWAY AS A PLACE FOR RECREATION

MIDWAY AS A PLACE OF MOBILITY

MIDWAY AS A PLACE THAT VALUES ITS CHARACTER

MIDWAY AS A PLACE FOR COMMERCE

A town that is a viable place to do business, with vibrant commercial areas and new investment.

The need to improve and enhance commercial opportunities within the Town was voiced by residents, the Planning Board, and the Council alike. It was also a key segment of the Vision from the 2010 Land Use Plan. Residents who participated in the community survey vocalized a need to add restaurants, retail shops, and a grocery store. Approximately 70% of survey respondents said that they would like to see more local businesses, retail, entertainment, and dining; both as new development and as a way to improve the economy. The Planning Board reiterated these goals, as well as vocalized a need to improve the effectiveness and appearance of existing shopping centers in Town. The Town Council included the recruitment of a major grocery retailer, as well as an overhaul of the Town's Core Commercial Overlay, as part of the Council's Vision Priorities. In speaking with the Davidson County's Economic Development Coordinator, the potential to attract additional commercial and office uses in the Town of Midway was re-affirmed. In order for the Town of Midway to become a place for commerce, the following recommendations and strategies were developed for the Town to pursue in the coming years.

Strengthen the Town's core commercial areas 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 vibrancy 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. Focus on professional, medical, finance, and small business sectors that could benefit from Midway's location near Winston-Salem and the favorable tax environment of Midway / Davidson County.
- Ensure that sufficient land is zoned property 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.



▲ FIGURE 3.1 EXISTING COMMERCIAL DEVELOPMENT

OBJECTIVE 3

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

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

CORE
PRINCIPLE

2

MIDWAY AS A PLACE FOR RECREATION

A town that provides recreation opportunities and amenities for the Town's residents.

In the past year, the Town built and opened its first park and this success has been much-praised by residents and visitors alike. The Town Council has continued to include improvements and expansion of the Town Park's amenities and activities in the Council Vision Priorities. Yet, more than one-third of residents who participated in the Comprehensive Plan survey were not satisfied with their current access to parks and recreation. Specifically, residents are interested in seeing more at the park, having more trails and opportunities to walk or bike, as well as additional facilities. The Planning Board agreed that the Town can do more to improve and market Midway as a place for recreation and the following objectives and strategies aim to do just that.

OBJECTIVE

1

Ensure that all of Midway's residents have convenient and equitable access to 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 opportunities 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.



▲ FIGURE 3.2 MIDWAY TOWN PARK

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
3

MIDWAY AS A PLACE OF MOBILITY

A town that has a safe and efficient transportation network

As mentioned in the transportation section of the Plan, there is a desire by the Town's residents, Planning Board, and Town Council to improve transportation and mobility throughout the Town. Almost one half of survey respondents indicated an interest in improving pedestrian and bicycle access in specific areas. Residents also identified roadways which need safety improvements, including traffic signalization, speed reduction, and design changes. The Town Council Vision Priorities largely echo the objectives and strategies laid out below, in an effort to improve access, efficiency, and safety for a variety of transportation modes.

OBJECTIVE
1

Improve the safety and efficiency of the transportation network in the Town of 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.



▲ FIGURE 3.3 HICKORY TREE ROAD AND INTERSTATE 285



MIDWAY AS A PLACE THAT VALUES ITS CHARACTER

A town with a strong identity founded on the unique assets of the community.

The Town's goal of developing a true "sense of place" and unique character was a key tenet of the 2010 Land Use Plan's vision. In the past decade, the Town has worked diligently toward this goal, enhancing their logo, improving signage, building a new Town Hall, and developing a Town Park. There are still additional improvements which can be made to distinguish the Town of Midway as a unique place with a defined character, and this was confirmed by residents throughout the Comprehensive Plan process. The objectives and strategies below will help guide the Town toward becoming a place which values its character.



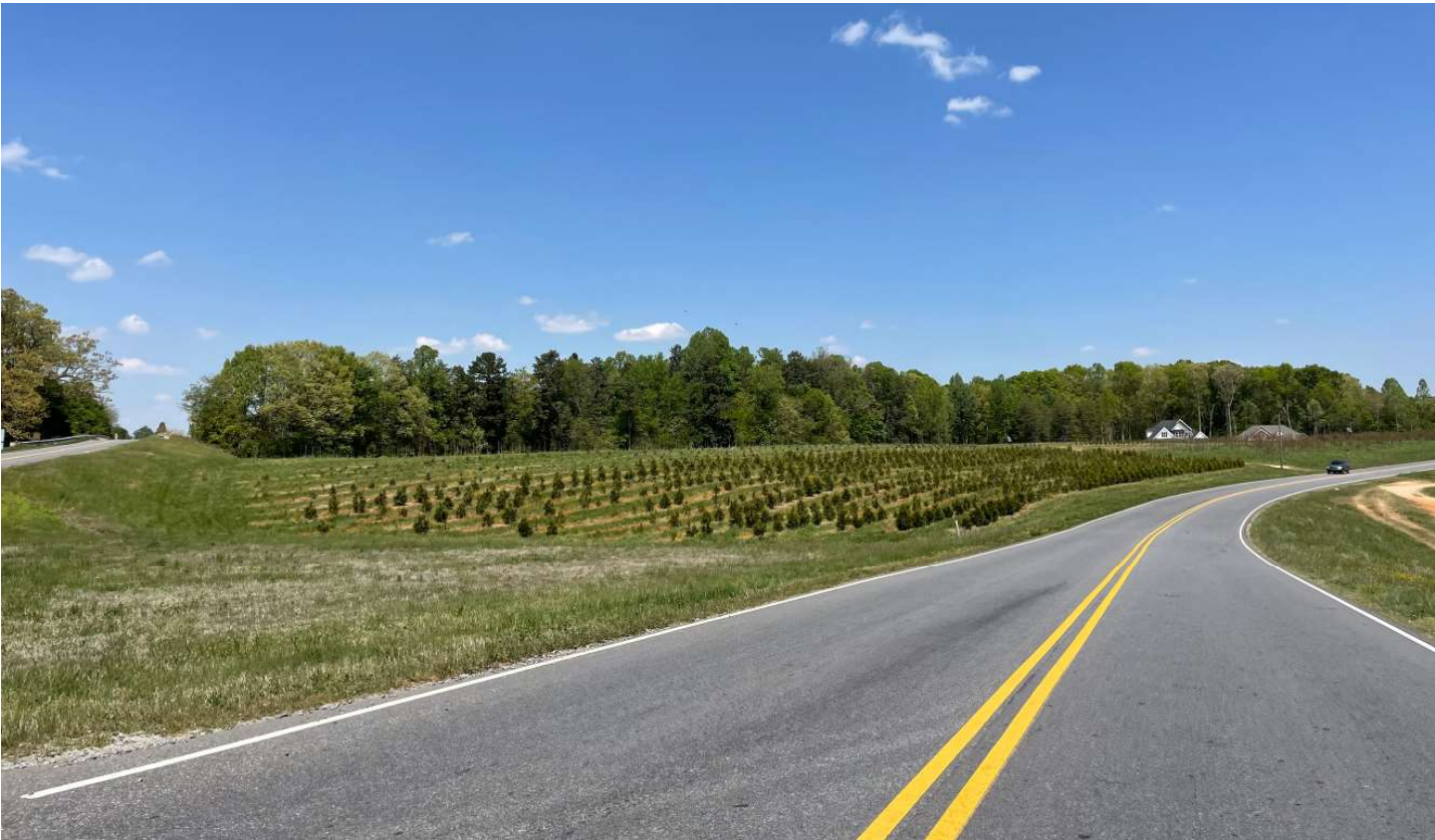
Increase the availability of opportunities for civic engagement to help strengthen residents' ties to the community and pride in Midway.

- 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. Examples could include a "Friends of the Park" committee, a beautification committee, and other similar committees.



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.
- 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 businesses.



▲ FIGURE 3.4 RURAL LAND



▲ FIGURE 3.5 PEDESTRIAN PATH AT TOWN PARK

3.3 FUTURE LAND USE

While the core principles and objectives outlined in the previous section provide the general direction for the Town's future, there is also a need to outline the desired future land use patterns directing the physical development of the Town. The Future Land Use Map, shown in Figure 3.1, provides the Town with a guiding vision that will be used by the Town's elected and appointed officials, citizens, and developers as they make land use and development decisions to implement Town policies and future capital improvements within the Town. Specifically, as the Town considers legislative decisions related to rezonings and zoning ordinance amendments, a statement regarding the consistency of the proposed changes with the Comprehensive Plan, consistent or not consistent, must be approved with any motion to approve or deny the rezoning or zoning ordinance amendment. The land use categories and map contained in this section demonstrate how the Town desires to both change and preserve existing land use patterns as it grows over time. For this reason, it is important to monitor, review, and update the future land use categories and map as new growth, new infrastructure, and changes in the community's vision and direction occur.

Future Land Use Map

The Future Land Use Map displays the various land use classes set forth in the Plan using "flexible" boundaries, versus "hard" lines along the margins of the various areas shown in the map. This is done in order to reflect the reality that hard boundaries cannot always be adhered to, and to allow for a degree of flexibility and transition in the use and application of the Future Land Use Map. The recommended land use classifications were applied to those areas where they would be most appropriate based on the background research, guidance from the Planning Board, and citizen input received during the planning process.

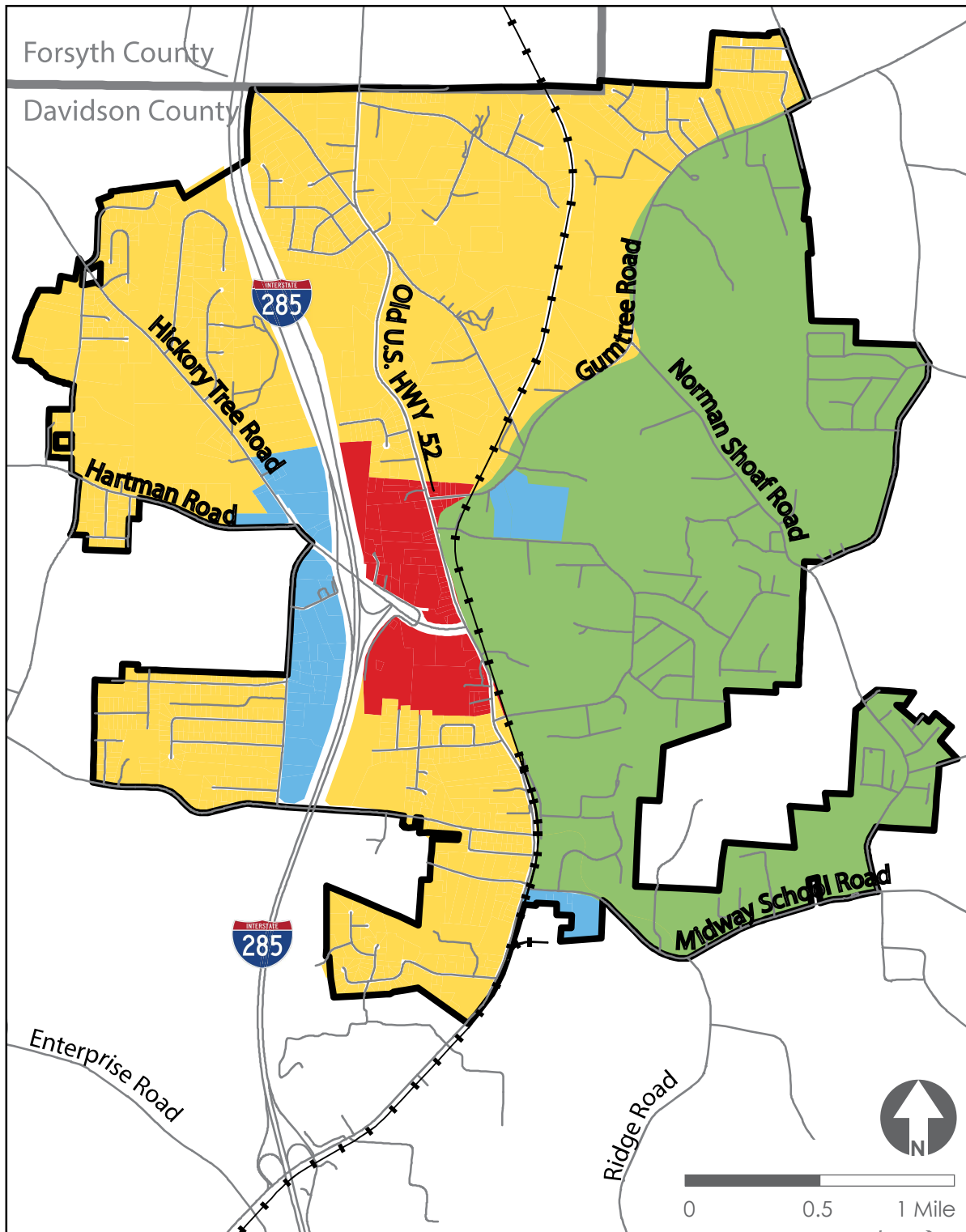
The overall development pattern first seeks to preserve existing development patterns, particularly in residential areas, areas restricted by water supply watershed regulations, and established commercial centers. It also seeks to provide opportunities for growth in office and institutional uses, to provide needed commercial development, and to accommodate population growth that is anticipated in the Town. The Future Land Use Map is designed to direct growth where necessary infrastructure is available to support specific land uses. It is important to note that this map is intended to provide general guidance, and should not be interpreted to wholly exclude a land use type from an area.

The colors in the map correspond to the different general future land use classifications that are recommended for the Town. These are:

- Watershed Residential
- Residential
- Office and Institutional
- Town Center

A description of each of the future land use categories is provided on the following pages.

▼ MAP 3.1 FUTURE LAND USE

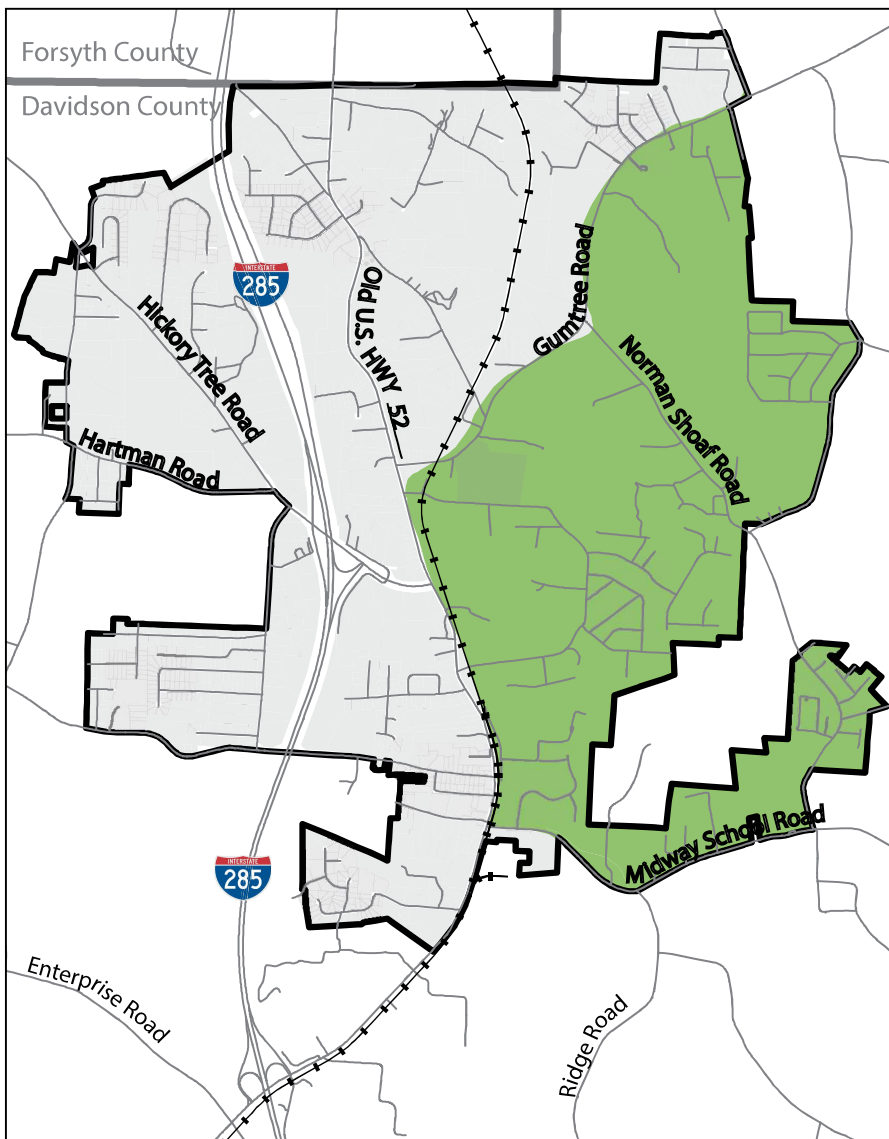


- Watershed Residential
- Residential
- Office and Institutional
- Town Center

WATERSHED RESIDENTIAL



- Preserve Land Resources and Rural Landscapes in the Watershed Areas
- Future Development Limited to Residential Development at Densities of One Dwelling Unit Per Acre or Less



▲ MAP 3.2 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.

Generally speaking, the Watershed Residential area includes everything on the east side of the railroad and south of Gumtree Road. These areas are predominantly developed with residential uses in a low density manner. The Midway Town Hall, Midway Town Park, Midway Fire Department, and Midway Elementary School are excluded from this land use category but do fall within the general area described as “watershed residential.”

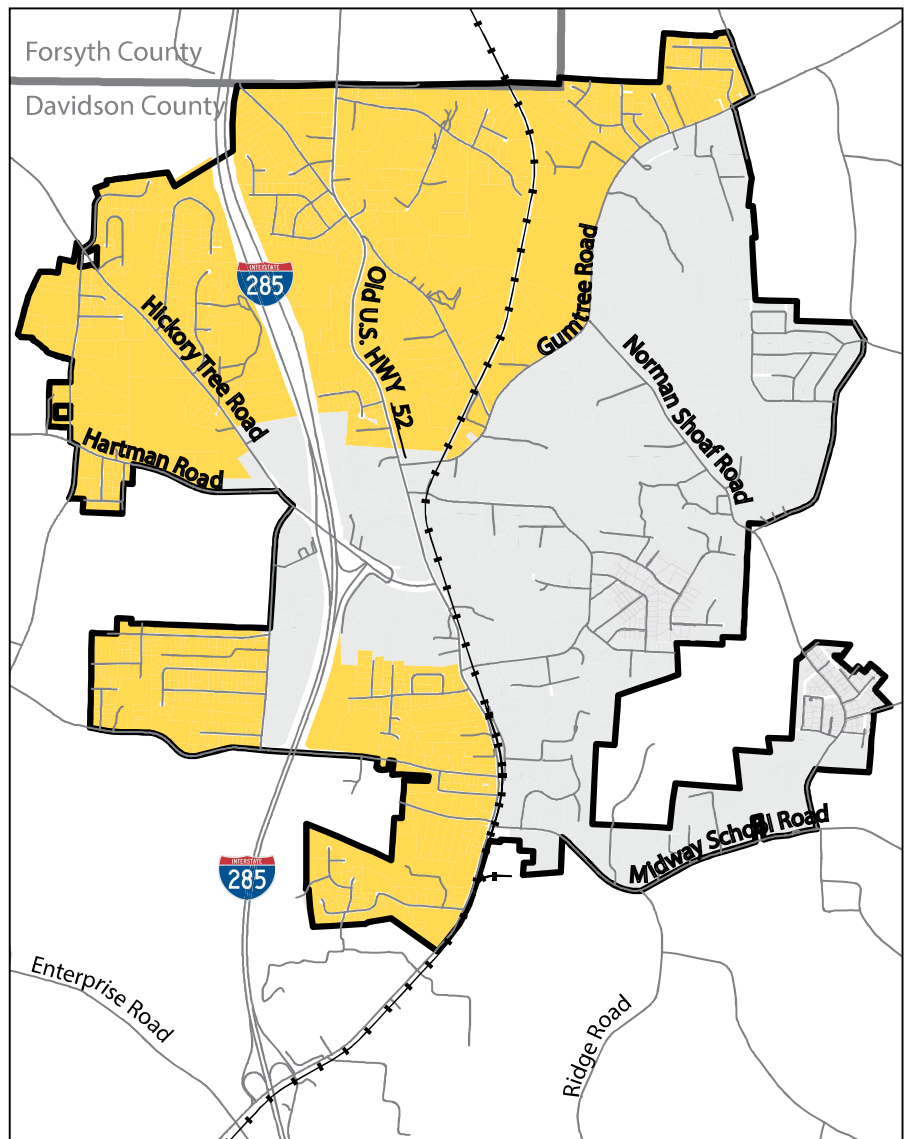
RESIDENTIAL

- Support Existing Neighborhoods and Future Residential Growth
- Suitable for Single Family Development (Up To 3 Units Per Acre)
- Prevent Encroachment of Incompatible Development and Land Uses



The Residential land use category is intended to support existing residential neighborhoods and future growth in areas that are suitable for traditional single family residential development at a density of up to three 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.

Generally speaking, the Residential area includes everything on the west side of the railroad, excluding the commercial area between the railroad and Interstate 285, as well as the future office and institutional area west of Interstate 285.

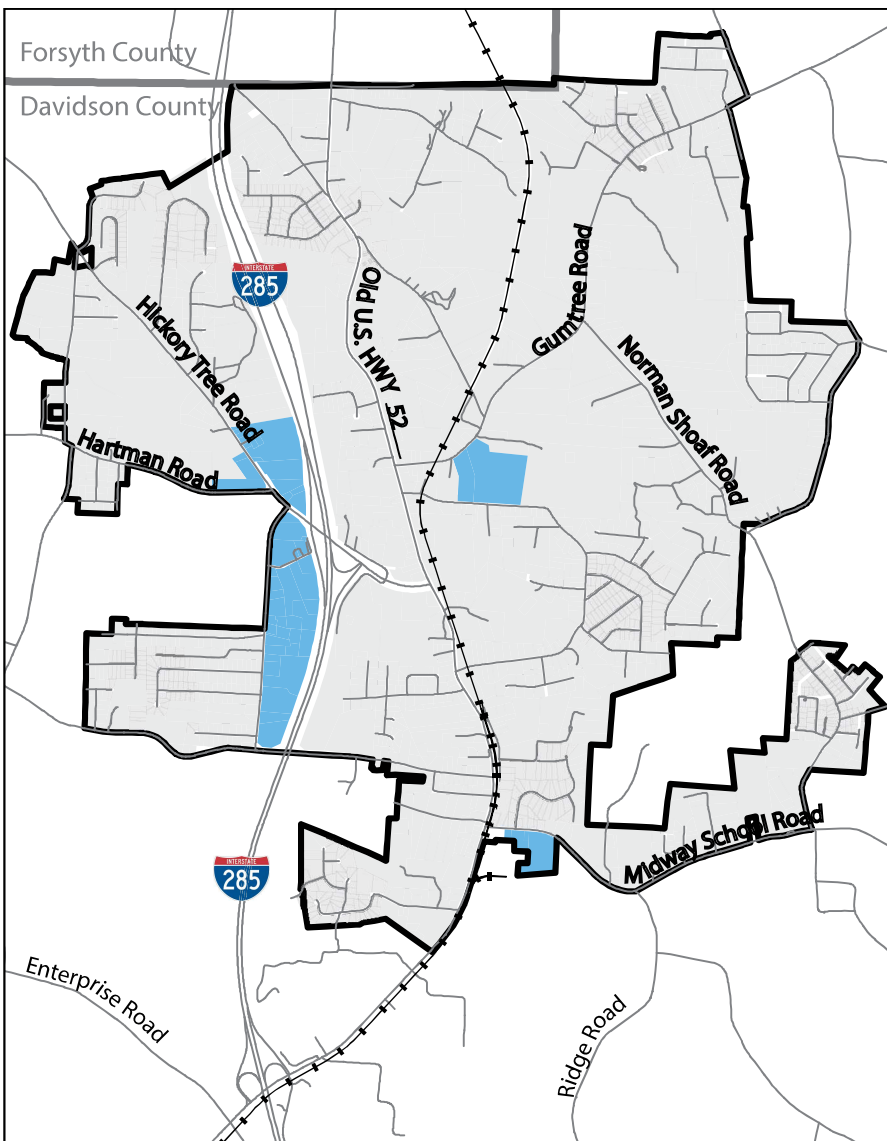


▲ MAP 3.3 RESIDENTIAL

OFFICE AND INSTITUTIONAL



- Low to Moderate Intensity Professional Offices, Businesses, and Personal Services, and Public and Nonprofit Institutional Uses
- Transition Between Residential Areas and More Intense Commercial Development



▲ MAP 3.4 OFFICE AND INSTITUTIONAL

The Office and Institutional land use category is intended to accommodate low to moderate intensity professional office, businesses, personal services, 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.

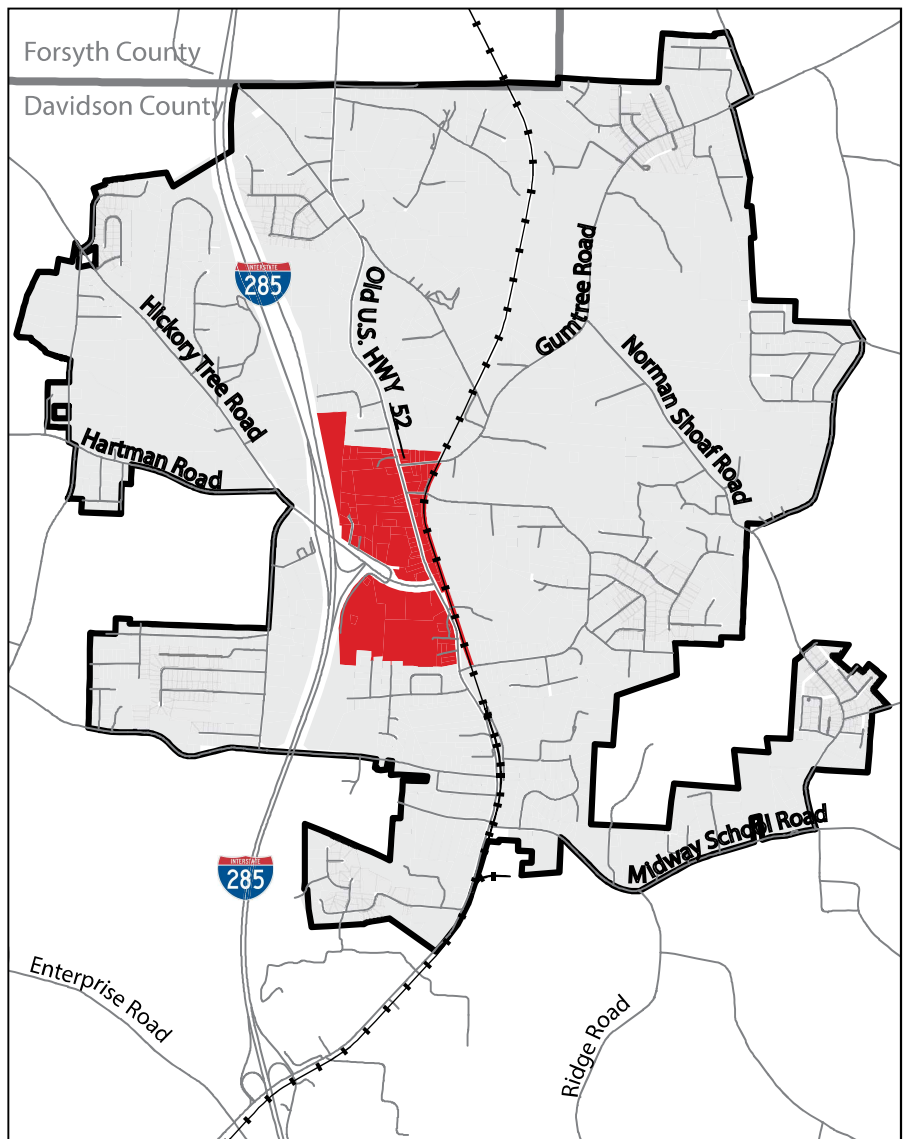
The Office and Institutional Land Use category encompasses Town Hall, the Town Park, the Town Fire Department, and Midway Elementary School. This land use category also covers the land directly west of Interstate 285, with the intention of promoting professional office in this area, with access of Hickory Tree Road.

TOWN CENTER

- **Commercial and Mixed Use Development**
- **Subject to Core Commercial Overlay District**
- **Higher Density Development Dependent on Centralized Wastewater Collection and Transportation Infrastructure**



The Town Center land use category is intended to foster commercial growth and redevelopment in the area around Old US Highway 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 transportation infrastructure that is present in the area.



▲ MAP 3.5 TOWN CENTER

TOWN OF MIDWAY, NC

COMPREHENSIVE PLAN



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