YADKINVILLE North Carolina

Comprehensive Plan
Public Input Summary

December 2016

02

PUBLIC INPUT

To develop a meaningful and community-based plan, citizens need to be engaged throughout the planning process through a variety of opportunities. During the initial phases of the planning process, Yadkinville's residents voiced their ideas through a survey, and public workshop.

Yadkinville's residents participated in a number of public engagement events. Opportunities included a survey, the Town's website and Facebook page, and a public workshop. The following pages provide a summary of the results from both the survey and the public workshop while the appendix includes further detailed results and feedback.

Public engagement activities were kicked off in October of 2016 with the launch of a public survey. Over 1,500 hard copies of the survey were mailed to utility customers, and a link to the online survey was made available on the Town's website. There were over 300 survey responses. Survey questions included a mix of multiple choice questions and open-ended comment questions. Question topics focused on current and future growth of the Town including eliciting opinions about the Town's character and future development. Major themes included improving the Downtown and economic development. The following pages provide a summary of the results from the returned surveys and the Appendix includes open-ended responses.

Advertising the public workshop began several weeks prior to the meeting date with announcements on the Town's website and Facebook page, engaging the local newspaper *The Yadkin Ripple*, and flyers distributed throughout the community.

► IMAGE 2.1 WORKSHOP FLYER
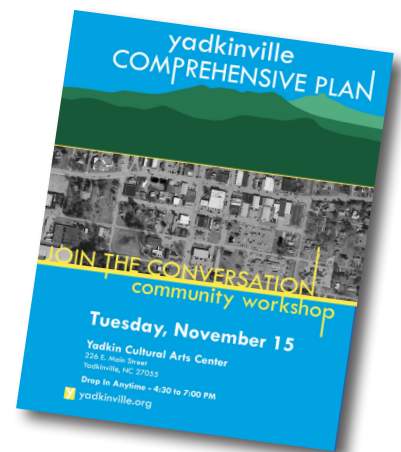
A public input workshop was held on November 15, 2016. The format of the workshop was a drop-in style gathering that allowed citizens to vote with poker chips on strategies categorized by topic areas of the Comprehensive Plan. In order to convey the concept of limited resources and thus the need to prioritize goals, the number of chips per person was limited to five. The approximately 40 participants allocated resources to the strategies that they believe matter most for the Town's future prosperity. The strategies were derived from plans that the Town had previoulsy adopted. Workshop results are also summarized on the following pages and write-in comments are located in the Appendix.

PUBLIC SURVEY- QUESTIONS 1-4

Who responded to the survey?

▼ TABLE 2.1 SURVEY PARTICIPANTS

	NUMBER OF RESPONSES	PERCENT OF RESPONSES*
Resident	265	86.0%
Property Owner (but not a resident)	38	12.3%
Business Owner	39	12.66%
Other	25	8.2%

*More than one response allowed.

▼ TABLE 2.2 RESPONDENT PLACE OF WORK

	PERCENT OF RESPONSES
Yadkinville	44.5%
I am retired	28.6%
Winston-Salem	21.9%
Other	17.7%
Elkin	1.8%
I am a student	1.4%
Mocksville	1.1%
Statesville	0.7%
Wilkesboro	0.0%

▼ FIGURE 2.1 RESPONDENT AGE RANGE
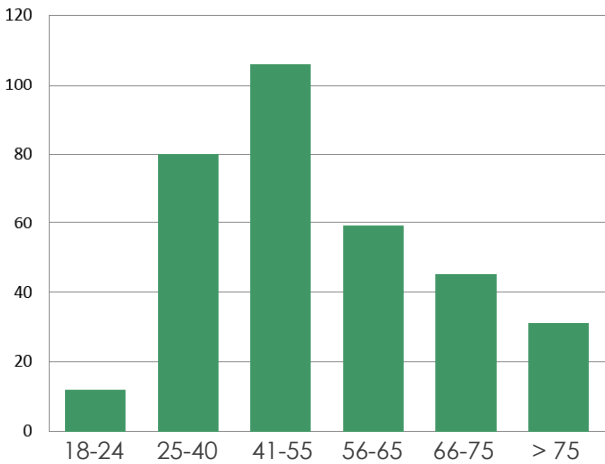
Of the approximately 300 respondents, 86% are residents while approximately a tenth are property owners, but not residents and a tenth are business owners. Approximately 56% of survey respondents are female, while 44% are male. More than a quarter of respondents are under the age of 40, while half are between 40 and 65, and just under a quarter are over the age of 65. Nearly 29% of respondents are retired, while most employed respondents work in the Yadkinville vicinity. Another fifth of respondents commute to Winston-Salem for work. The respondents represent a broad cross section of Yadkinville constituents.

PUBLIC SURVEY - QUESTION 5

What do you like about the Town of Yadkinville? (Rank the top three)

▼ FIGURE 2.2   FAVORITE ATTRIBUTES OF TOWN
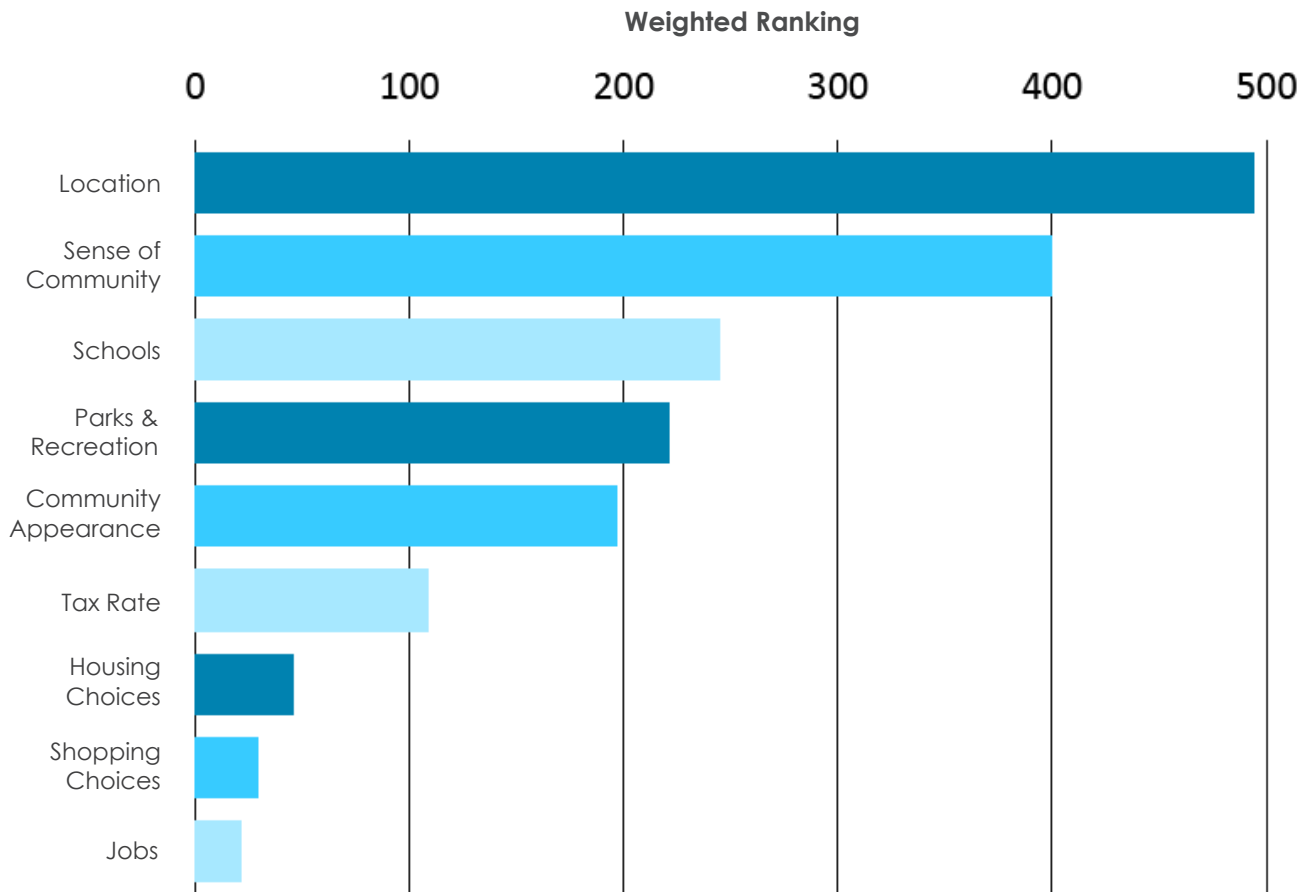
Survey respondents ranked location as the most important attribute that makes Yadkinville appealing.   A sense of community and schools are the second and third most important attributes respectively.   The most common positive attribute mentioned in the 'Other' category was the Yadkinville Cultural Arts Center.

PUBLIC SURVEY - QUESTION 6

Please rank the top three items in order of importance as they relate to the Town of Yadkinville's future.

▼ FIGURE 2.3   PRIORITIES FOR TOWN'S FUTURE

Weighted Ranking
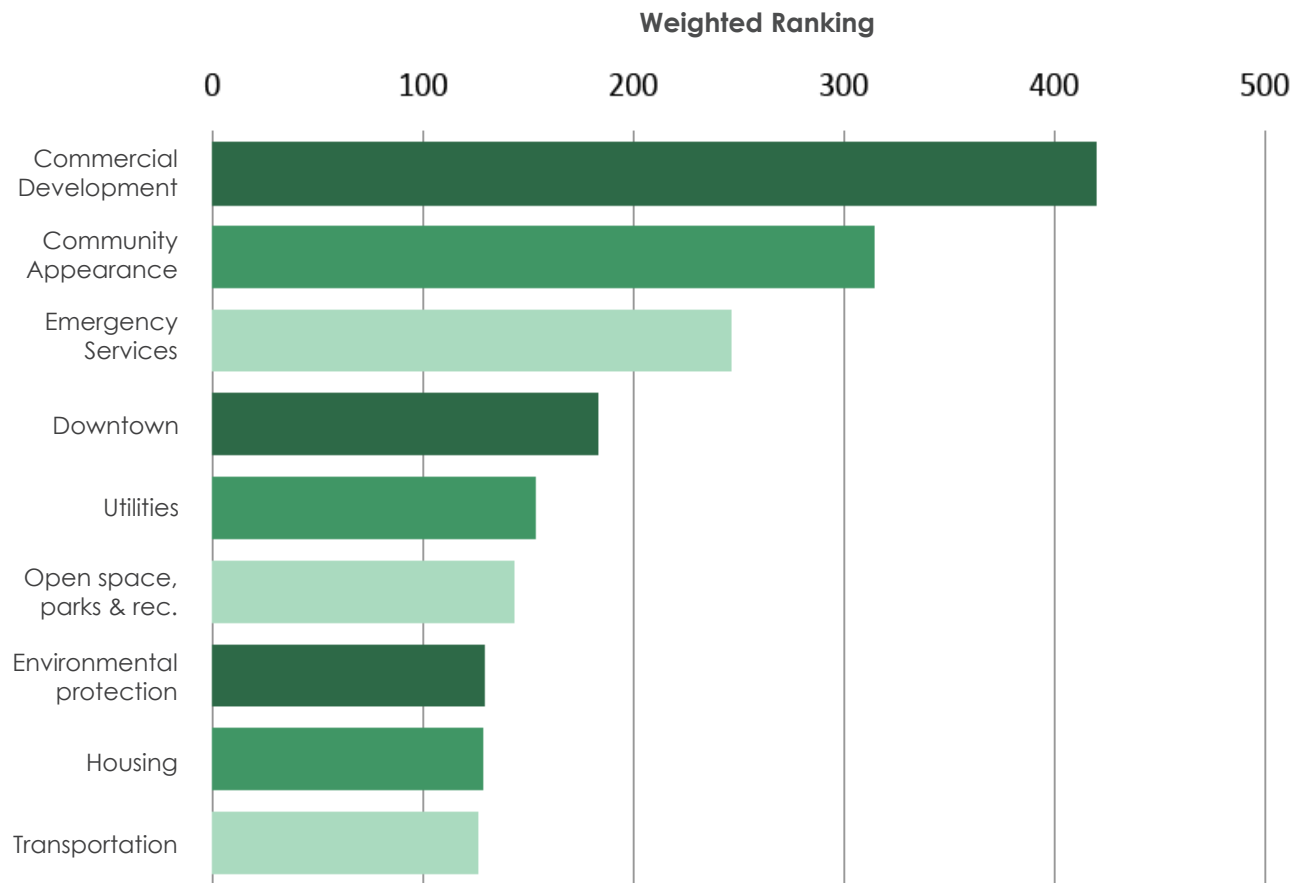
When asked to rank the top three items in terms of the Town's future, respondents ranked commercial development as the most important. Community appearance ranked second and emergency services ranked third among elements important to the Town's future.

PUBLIC SURVEY - QUESTION 7

Every community has its shortcomings. Which of the following do you think apply to the Town of Yadkinville? (Check all that apply)

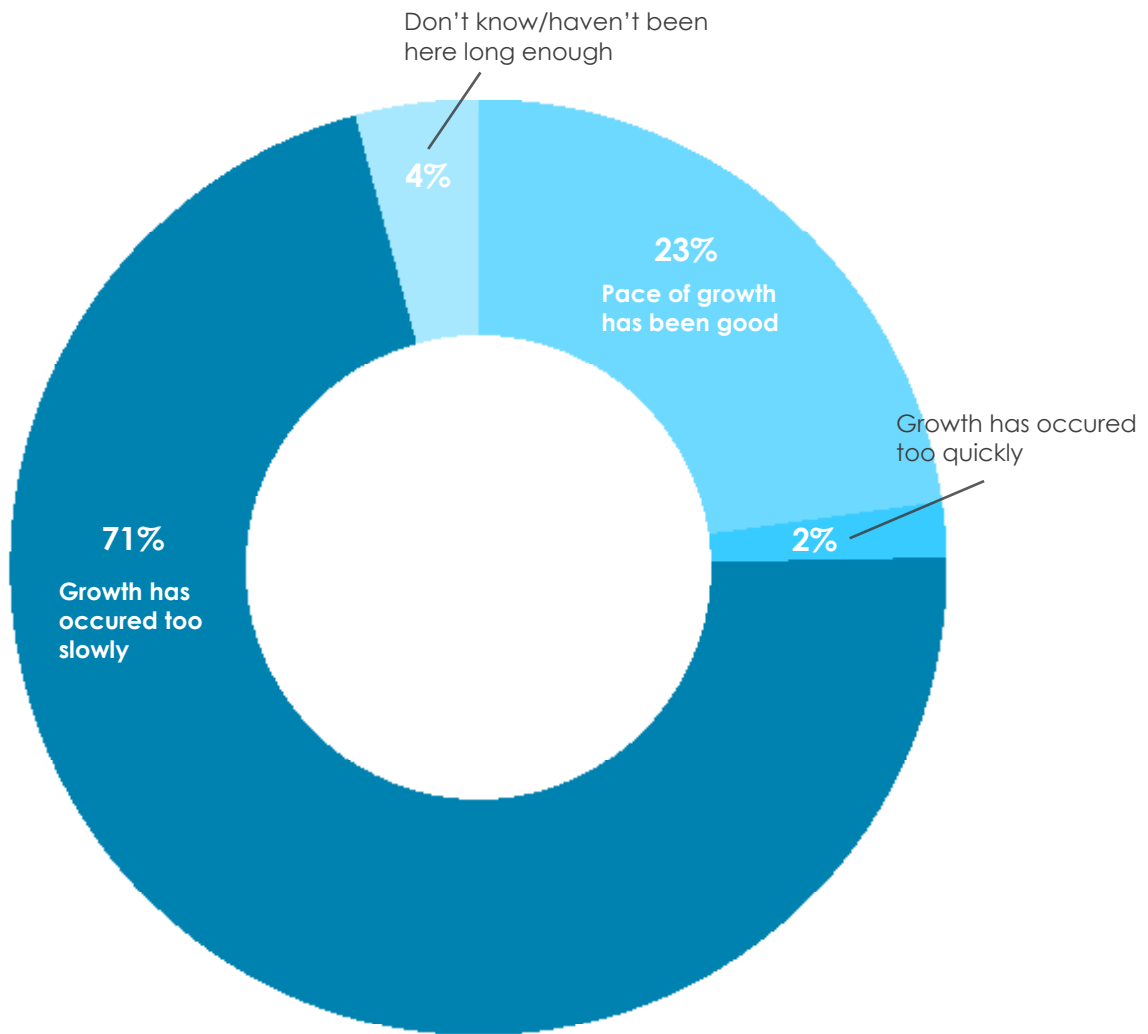▼ FIGURE 2.4   TOWN SHORTCOMINGS
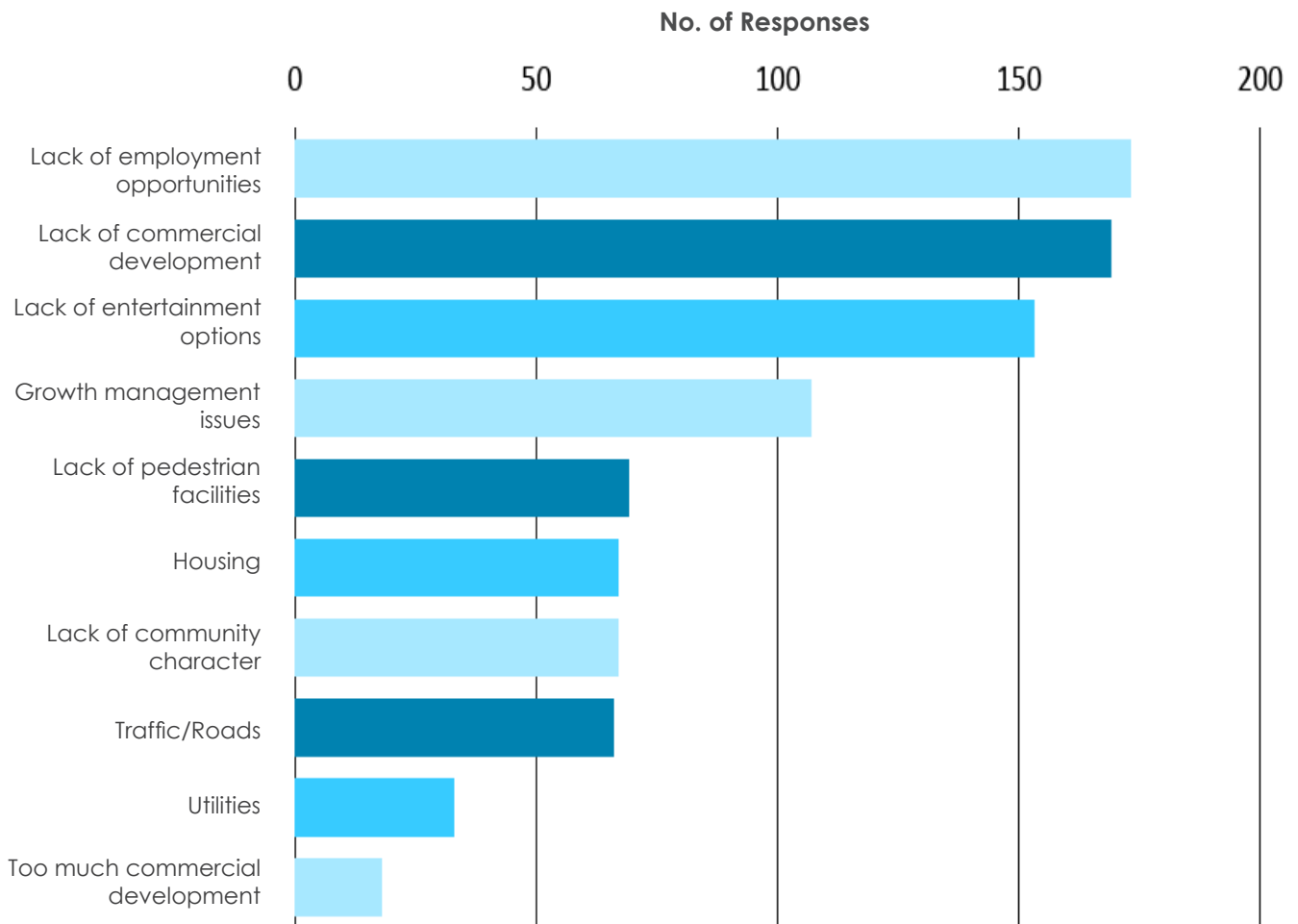
Respondents chose lack of employment opportunities as the leading shortcoming for Yadkinville. This appears to be at odds with the relatively low unemployment rate for the County. Lack of commercial development and entertainment options followed in second and third respectively. Many respondents that replied "other" noted concerns regarding the appearance of Downtown.

PUBLIC SURVEY - QUESTION 8

How do you feel about the pace of growth and development in Yadkinville over the past ten (10) years?

▼ FIGURE 2.5   PREFERRED PACE OF GROWTH

Don't know/haven't been here long enough

4%

23%
Pace of growth has been good

Growth has occured too quickly

71%

Growth has occured too slowly

2%

When asked about the pace of growth and development in Yadkinville over the past ten years, nearly three-fourths of respondents felt that growth has occurred too slowly. Almost 23% of respondents stated that the pace of growth has been good. Less than 2% felt that growth has occurred too quickly.

PUBLIC SURVEY - QUESTION 9

In the future, what types of development should the Town encourage? (Check all that apply)

▼ FIGURE 2.6 TYPES OF DEVELOPMENT TO ENCOURAGE

No. of Responses
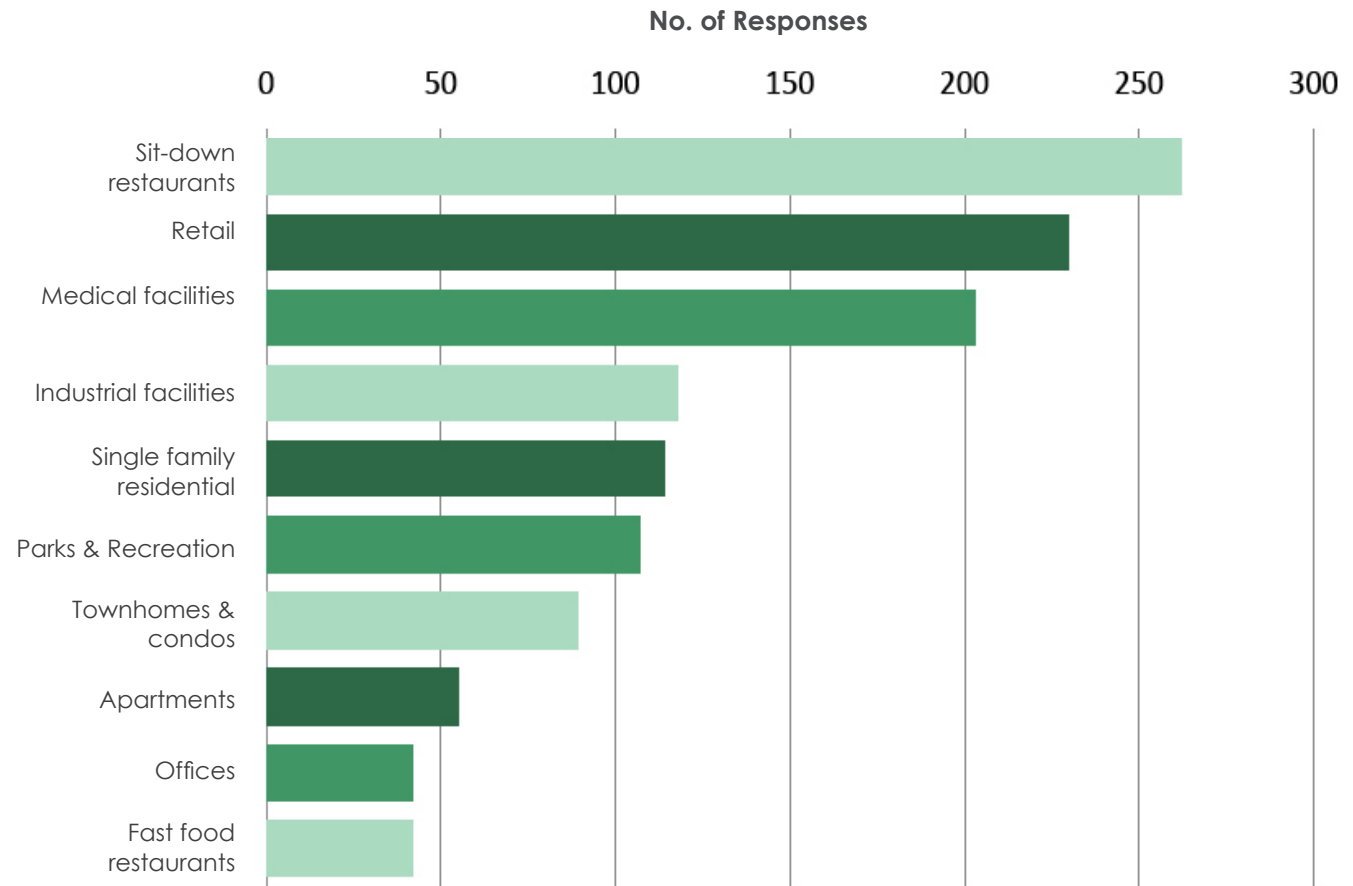
Survey respondents chose sit-down restaurants as the most preferred development for the Town This was followed by retail establishments and medical facilities. Many survey respondents also felt industrial facilities and single-family residential should be encouraged. This may indicate that those respondents understand that a large employment base and increased population are necessary to attract additional retail and restaurant development.

PUBLIC SURVEY - QUESTION 10

In the future, what types of development should the Town discourage? (Check all that apply)
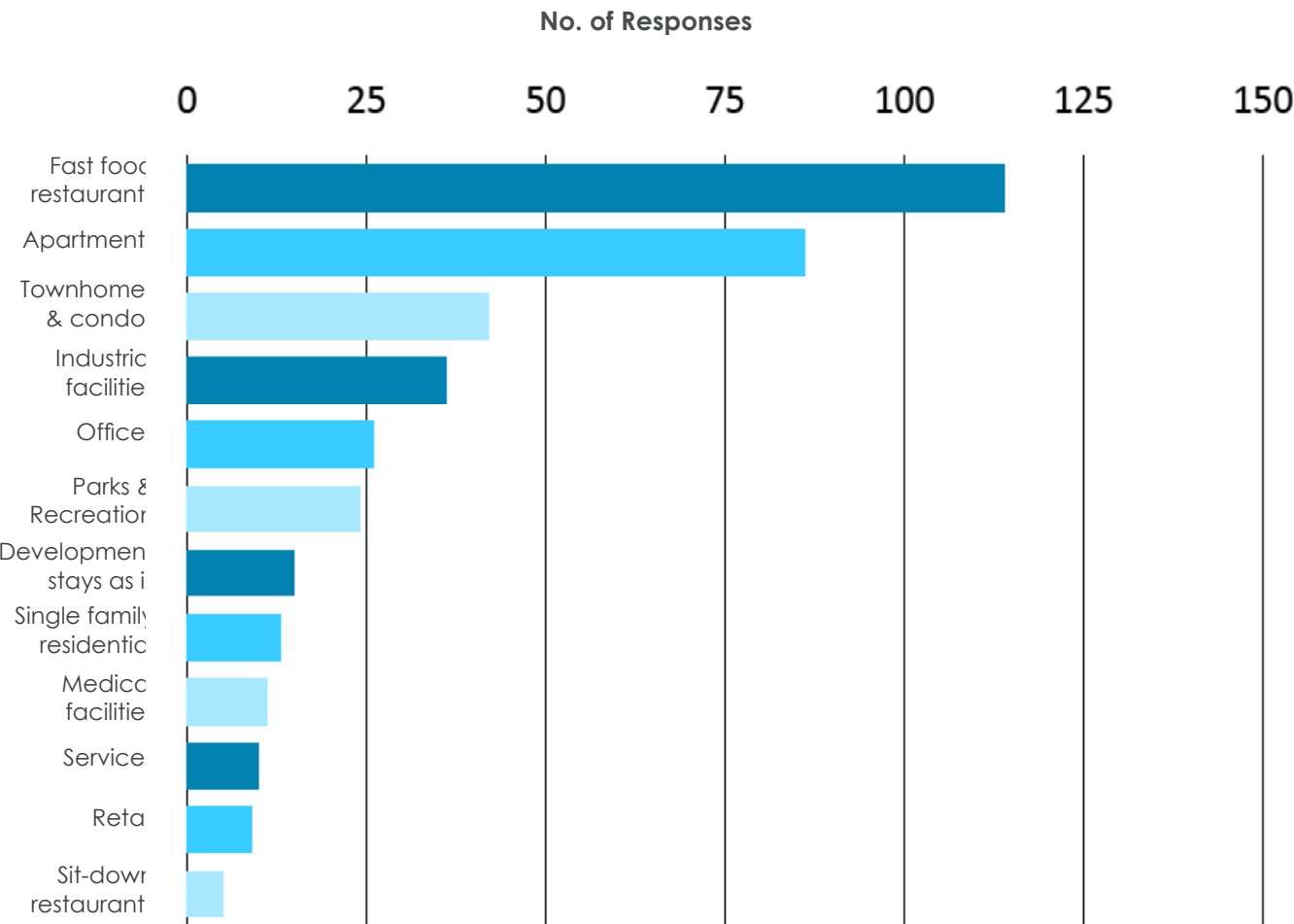
▼ FIGURE 2.7 TYPES OF DEVELOPMENT TO DISCOURAGE

No. of Responses

Survey respondents chose fast food restaurants as the least preferred development for the Town. This was followed by apartment, townhome and condominium development. However the number of respondents wanting to discourage townhome and condominium development does not exceed the number of respondents wanting to encourage this type of development in question 9.

PUBLIC SURVEY - QUESTION 11

Are you satisfied with the appearance of Downtown Yadkinville?

▼ FIGURE 2.8   SATISFACTION WITH DOWNTOWN APPEARANCE

Percentage of Responses
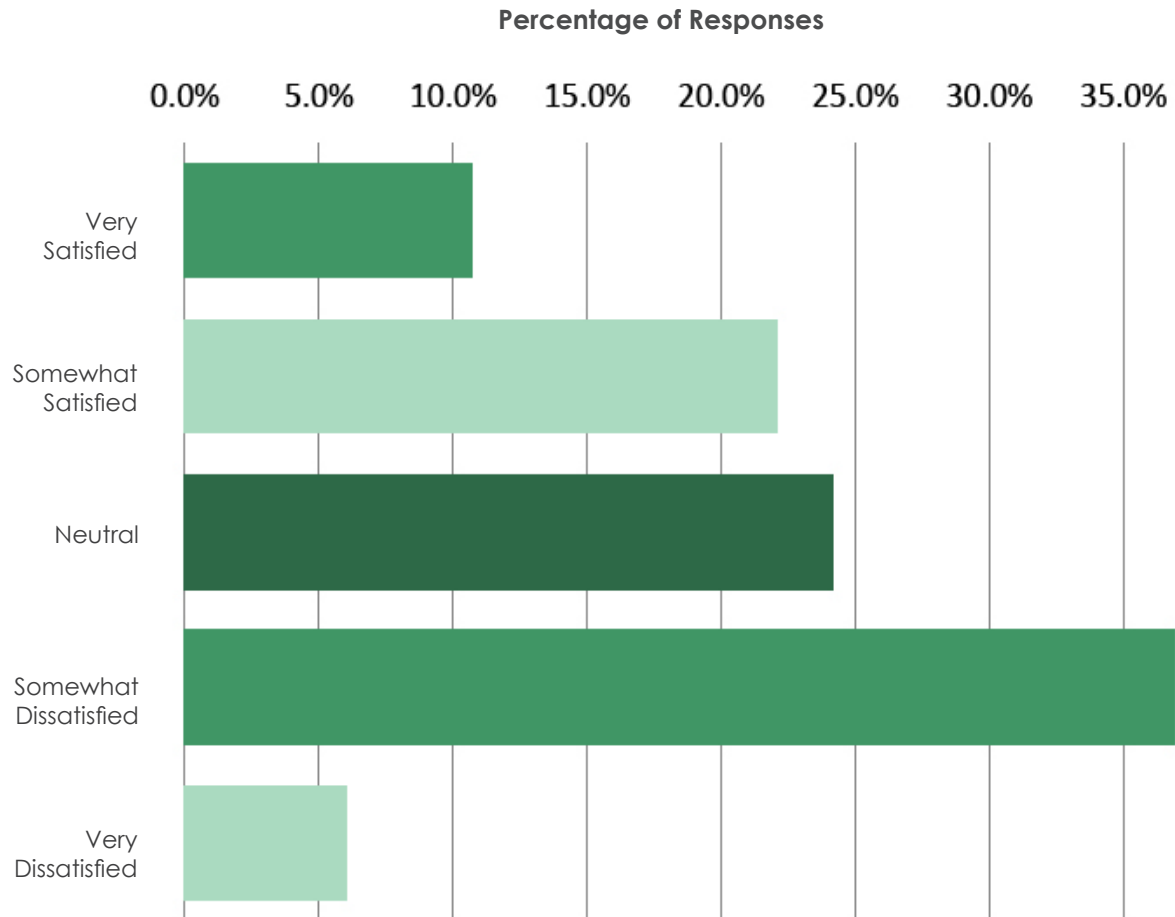
Only 11% of respondents are very satisfied with the appearance of Downtown Yadkinville. More than a third of respondents are somewhat satisfied while another third are either somewhat or very dissatisfied. Nearly a quarter of respondents were neutral regarding the appearance of downtown.

PUBLIC SURVEY - QUESTION 12

What do you like most about Downtown Yadkinville? (Check all that apply)

▼ FIGURE 2.9 DOWNTOWN ADVANTAGES

No. of Responses
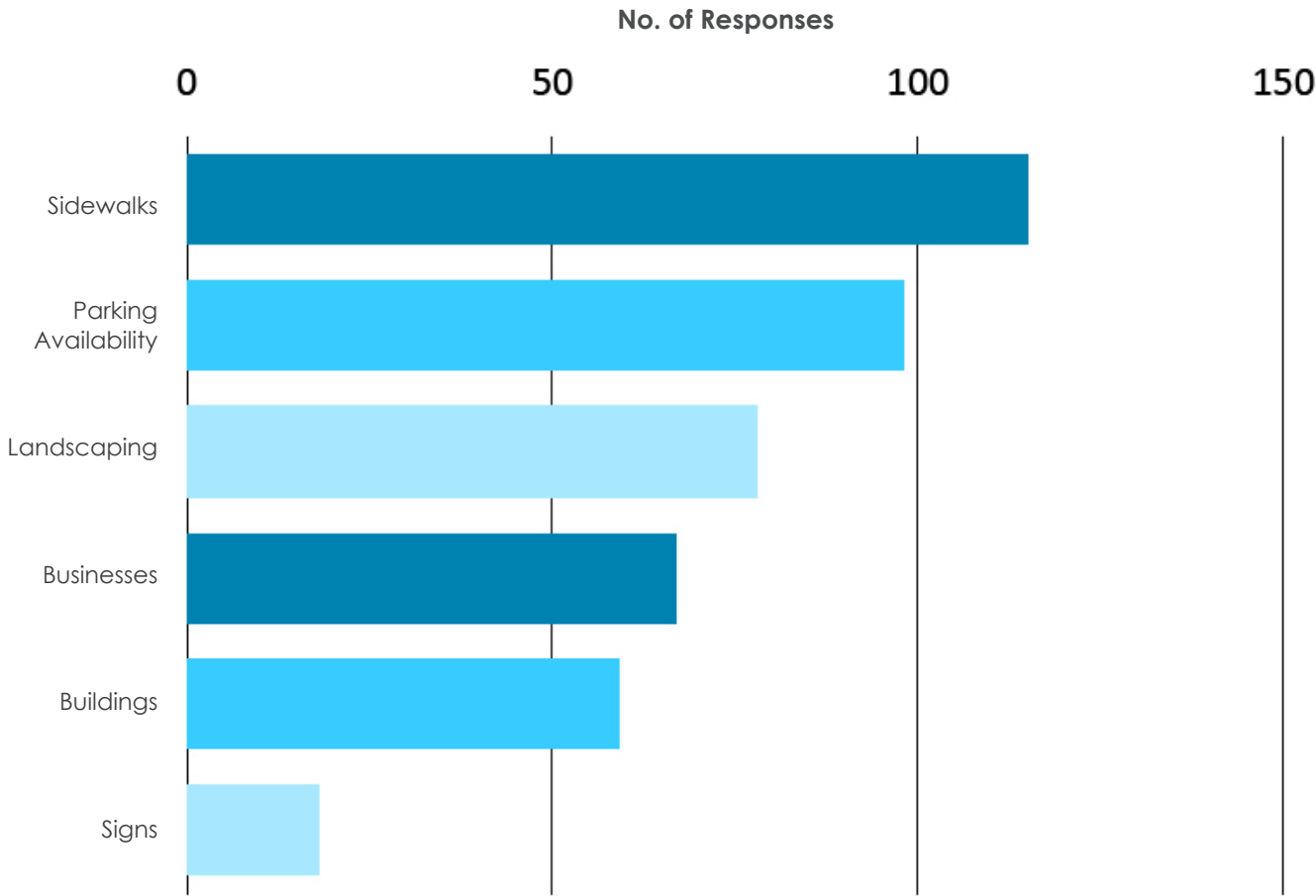
When asked what they like most about Downtown, survey respondents chose the sidewalks and parking availability. Of those that picked "other", the Yadkinville Cultural Arts Center was touted as downtown's most valuable asset. Multiple respondents also stated that there was nothing that they liked about downtown.

PUBLIC SURVEY - QUESTION 13

What do you like least about Downtown Yadkinville? (Check all that apply)

▼ FIGURE 2.10   DOWNTOWN SHORTCOMINGS

No. of Responses
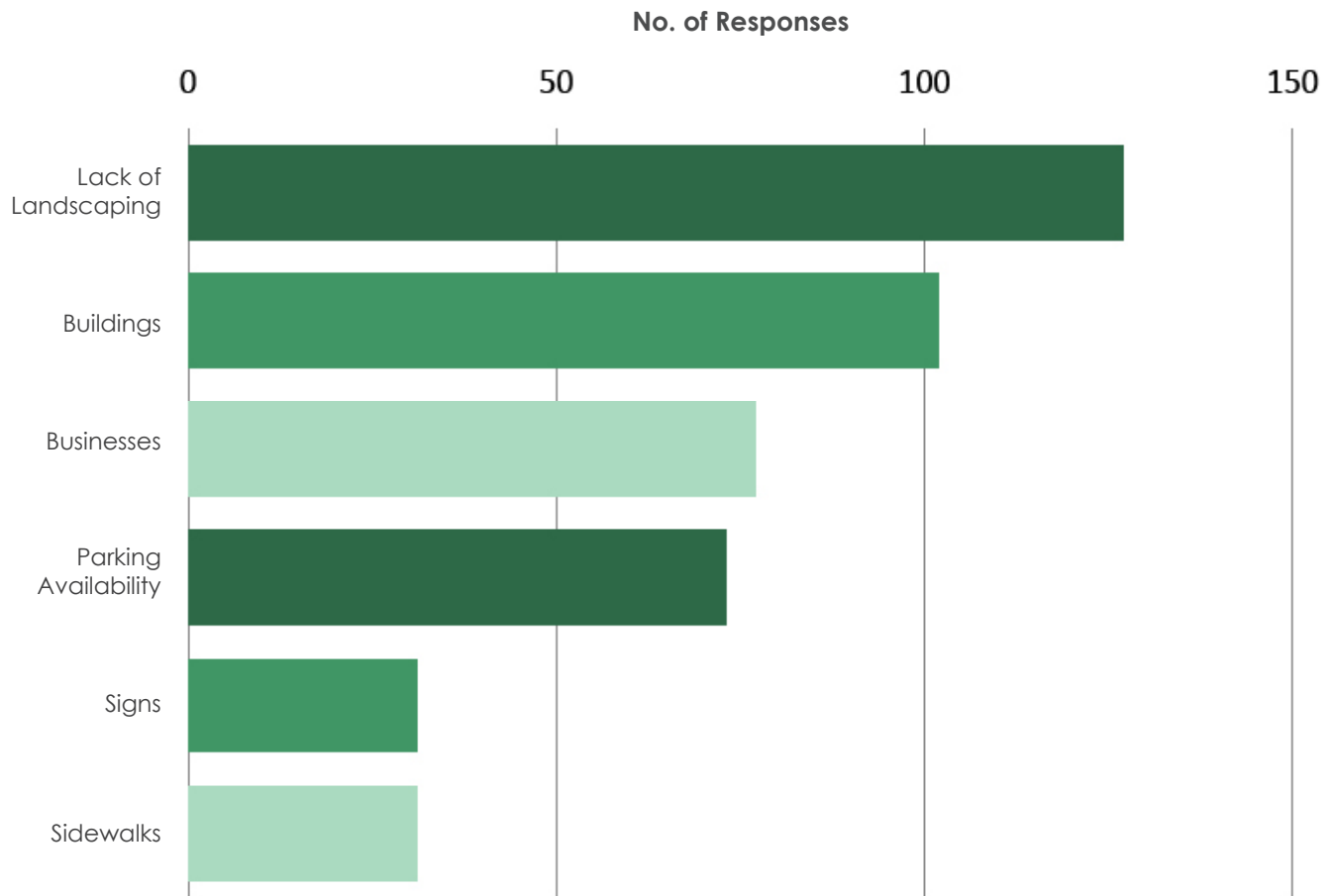
Survey respondents ranked lack of landscaping and building appearance as the features they liked least about Downtown. Additionally, many respondents also noted overall appearance and the lack of businesses as drawbacks. Of those that responded "other", overall appearance of the downtown was noted most frequently.

PUBLIC SURVEY - QUESTION 14

What uses do you think are crucial for a successful Downtown? (Check all that apply)

▼ FIGURE 2.11   A SUCCESSFUL DOWNTOWN

No. of Responses
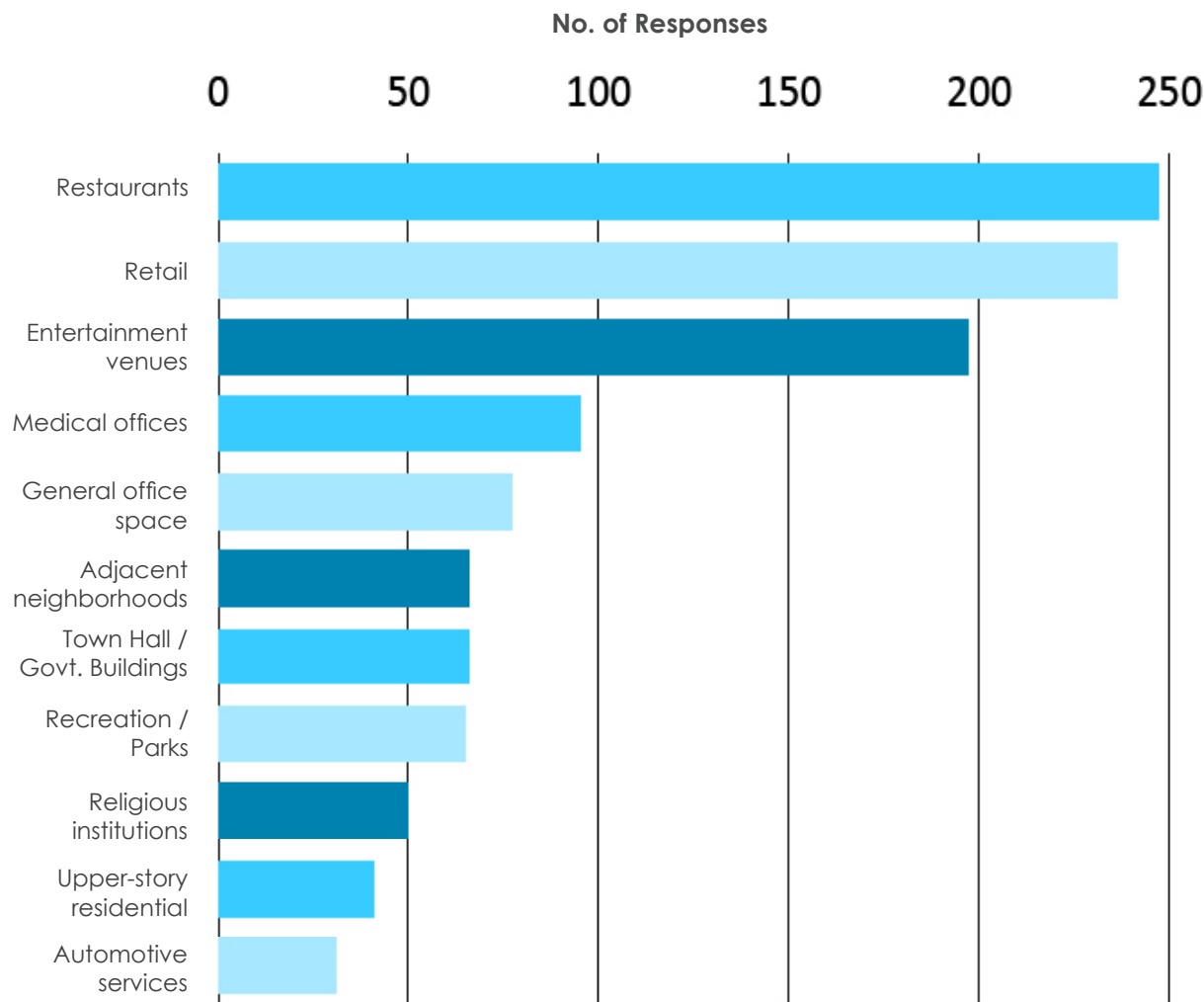
Respondents view shopping, dining and entertainment as crucial land uses for a successful downtown. Conversely, respondents do not see automotive services or Downtown living as the primary components for a successful Downtown.

PUBLIC SURVEY - QUESTION 15

What features do you think are crucial for a successful Downtown? (Check all that apply).

▼ FIGURE 2.12   PHYSICAL FEATURES FOR A SUCCESSFUL DOWNTOWN
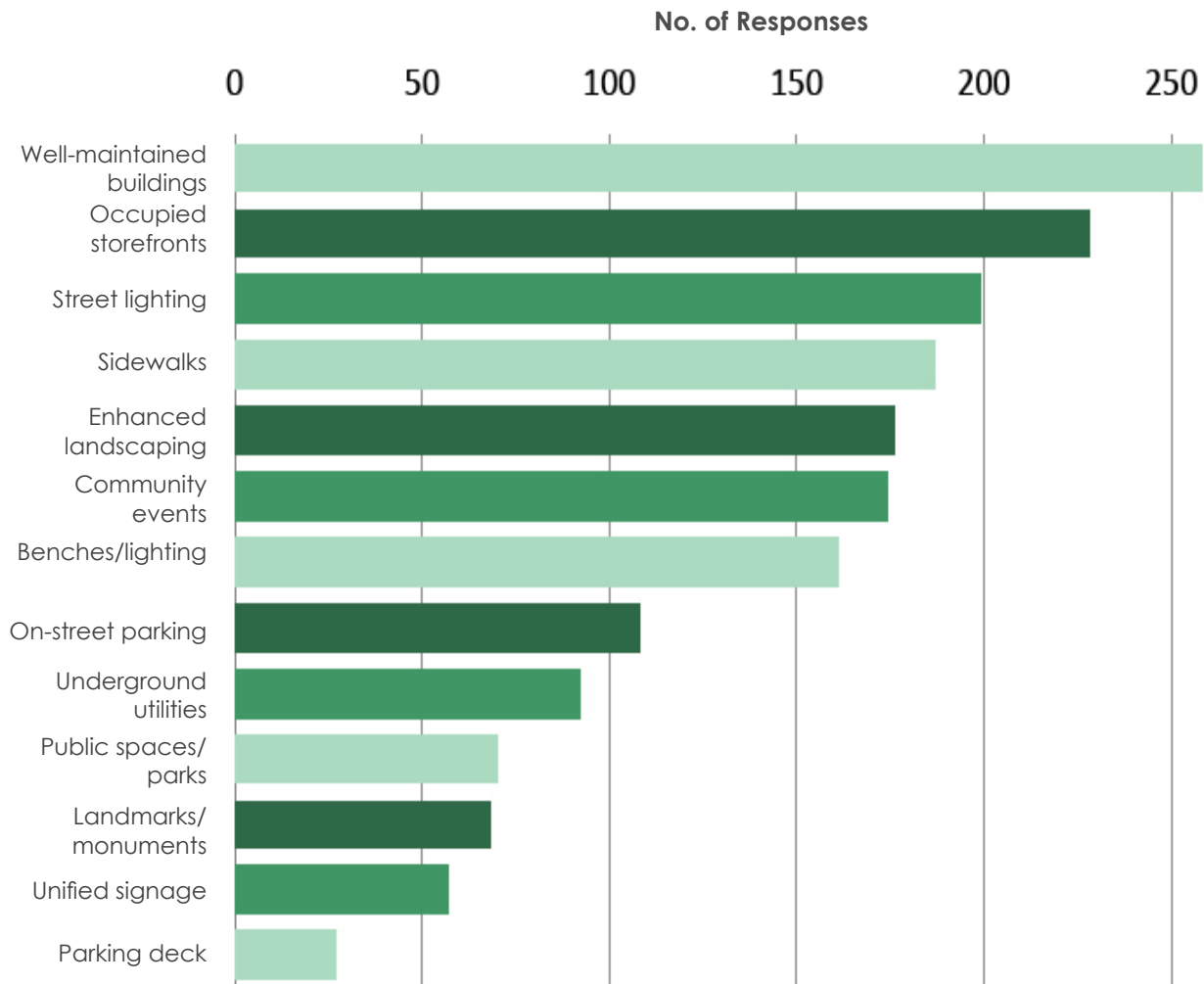
In terms of the features necessary for successful Downtown Yadkinville, survey respondents chose well-maintained buildings and occupied storefronts as the most crucial features. Street lighting and sidewalks were also ranked high as features valuable to the future success of Downtown.

PUBLIC SURVEY - QUESTION 16

Describe a vision that you feel embodies the future "look and feel" of the Town of Yadkinville planning area or list physical attributes that you want to see.

▼ FIGURE 2.9   VISION FOR YADKINVILLE

The size of a word in the word cloud below is relative to the number of times an idea or word was used in a response.

Respondents placed a heavy emphasis on the appearance of the Town. This ranged from property upkeep to updating buildings to installing more landscaping throughout the Town. Retaining small-town charm while attracting additional retail, restaurants, and entertainment were also frequently mentioned in participants responses. Survey participants also want a vibrant downtown and town that focuses on health with recreation, pedestrian and bike amenities, and a good hospital. In summary, the residents of Yadkinville want small-town charm with big-town benefits.

PUBLIC SURVEY - QUESTION 17

Please share any additional input that you think is important to the future of the Town of Yadkinville.

▼ FIGURE 2.10   ADDITIONAL THOUGHTS FOR THE FUTURE OF YADKINVILLE

The size of a word in the word cloud below is relative to the number of times an idea or word was used in a response.

For this open-ended question, respondents focused primarily on the beautification of the Town and attracting new businesses in the form of industry, retail, restaurants, arts, tourism, and entertainment. Several respondents noted the importance of workforce development to support industry and business growth in the future. Many survey participants also feel that it is important anchor the community's identity in its small-town charm, but also embrace growth and change to be attractive to families and the younger generation. Multiple respondents also emphasized the importance of focusing on the health and safety of the community by supporting emergency services and reopening the hospital.

PUBLIC WORKSHOP - COMMUNITY APPEARANCE

Participants were asked to rank strategies regarding Community Appearance. This category focused how participants felt about the overall appearance of their community and what could be improved upon. The ranking results are provided in the below table.

▼ TABLE 2.3 COMMUNITY APPEARANCE

Category Rank	Strategy	Score	Overall Rank
1	Adopt building maintenance regulations and allocate funding for proactive code enforcement and zoning enforcement.	16	11
2	Improve landscaping, signage, and building design standards for new and expanding development to enhance and be compatible with surrounding development.	13	14
3 (tie)	Provide attractive landscaped signage at the Town's gateways and wayfinding signage for the Town's attractions.	6	19 (tie)
3 (tie)	Host additional festivals to encourage tourism throughout the year.	6	19 (tie)
	Category Score/Rank	**41**	**7**

> ❝ *I love Yadkinville because of the small town charm....* ❞
>
> -Workshop Participant

> ❝ *In the future, I want Yadkinville to be a place where my son raises his kids....* ❞
>
> -Workshop Participant

PUBLIC WORKSHOP - COMMUNITY IDENTITY & CHARACTER

Workshop participants were asked to complete the phrase "I love Yadkinville because. . . " and/ or the phrase "In the future, I want Yadkinville to be. . . ". This was another opportunity to find out what matters most to Yadkinville's citizens and what they think makes the Town a great place.

▼ IMAGE 2.2   COMMUNITY IDENTITY & CHARACTER

PUBLIC WORKSHOP - LAND USE & GROWTH MANAGEMENT

Participants were asked to rank four Land Use & Growth Management strategies. The ranking results are provided in the below table. Participants were also given the opportunity to write in a strategy or additional comments. The highlighted comment below is an example of one of these 'other' strategies.

▼ TABLE 2.4 LAND USE & GROWTH MANAGEMENT STRATEGIES

Category Rank	Strategy	Score	Overall Rank
1	Focus new development, redevelopment, and infill development in areas with existing infrastructure instead of fringe areas.	24	7
2	Encourage a mix of housing types within the community to accommodate residents in different stages of life.	23	8 (tie)
3	Encourage the revitalization and reuse of currently unused or underutilized structures and sites.	10	17 (tie)
4	Direct development away from environmentally sensitive areas and encourage conservation development that preserves natural features on a development site.	9	18
Category Score/Rank		**66**	**4**

Please no big box stores! And please keep fast-food business on 601. We also have enough car lots and car washes.

PUBLIC WORKSHOP - ECONOMIC DEVELOPMENT

The strategies in the Economic Development Category received the highest combined score among all categories at the workshop. The highest ranked economic development strategy was also the second highest ranked strategy overall. Participants felt that it is of great importance to conduct a market study to focus recruitment of retail businesses.

▼ TABLE 2.5   ECONOMIC DEVELOPMENT STRATEGIES

Category Rank	Strategy	Score	Overall Rank
1	Conduct a market study to identify and recruit retail sectors that would be successful in Yadkinville.	42	2
2	Work with the Yadkin Center of Surry Community College and local high schools to provide small business, vocational, and trade education and training to attract industry and encourage entrepreneurship.	27	5
3	Diversify the economic base through heritage and cultural tourism opportunities, while continuing to promote the Yadkin Cultural Arts Center.	26	6
4	Conduct a branding and marketing initiative to promote the Town of Yadkinville, including logo, motto, website, and social media strategy.	12	15
	Category Score/Rank	**107**	**1**

▼ IMAGE 2.3 PUBLIC INPUT WORKSHOP

PUBLIC WORKSHOP -TRANSPORTATION

Of the four Transportation strategies, the one ranked most important was to invest money in sidewalk construction. The strategy ranking is shown in the table below. Participants were also given the opportunity to write in a strategy or additional comments. The highlighted comment below is an example of one of these 'other' strategies.

▼ TABLE 2.6 TRANSPORTATION STRATEGIES

Category Rank	Strategy	Score	Overall Rank
1	Invest additional money in sidewalk construction to help implement the adopted Pedestrian Plan.	22	9
2	Work with NCDOT and the Rural Planning Organization to implement the adopted Comprehensive Transportation Plan.	15	12
3	Put town-maintained streets on a rotating paving schedule to ensure on-going maintenance.	6	19 (tie)
4	Provide access management through reduced curb cuts and streetyard landscaping requirements, and require connectivity between adjacent developments.	2	22 (tie)

Category Score/Rank **45** **6**

Work with NCDOT to provide a dedicated left turn signal at Main Street and State Street.

PUBLIC WORKSHOP - SERVICES & INFRASTRUCTURE

The highest ranked strategy of the Services and Infrastructure category also received the highest ranking overall. Workshop attendees emphasized the importance of encouraging new industry and businesses to locate in areas already served by adequate infrastructure while continuing to plan for infrastructure improvements to attract new industry and businesses.

▼ TABLE 2.7   SERVICES & INFRASTRUCTURE STRATEGIES

Category Rank	Strategy	Score	Overall Rank
1	Encourage new industry and businesses to locate in areas already served by adequate infrastructure and continue to plan for improvements to actively recruit industry and businesses.	51	1
2	Only provide utilities infrastructure to properties within the Town limits or those that annex into the Town limits.	10	17 (tie)
3	Update existing utilities infrastructure rather than expanding utilities infrastructure.	4	20 (tie)
4	Develop a Capital Improvements Program dedicating money annually to priority infrastructure projects.	2	22 (tie)
	Category Score/Rank	**67**	**3**

▼ IMAGE 2.4 PUBLIC INPUT WORKSHOP

PUBLIC WORKSHOP - PARKS & RECREATION

Workshop participants ranked construction of a park extension to the Yadkin Arts Council Plaza as the most important Parks and Recreation strategy. The construction of the Yadkinville Multi-use Trail followed closely. These two strategies were ranked 8th and 10th overall.

▼ TABLE 2.8 PARKS & RECREATION STRATEGIES

Category Rank	Strategy	Score	Overall Rank
1	Construct park extension from Yadkin Arts Council Plaza.	23	8 (tie)
2	Construct the Yadkinville Multi-Use Trail.	21	10
3	Construct pocket park at intersection of Main Street and State Street.	4	20 (tie)
4	Provide additional recreational amenities in the existing Town Park and elsewhere in Town.	3	21
	Category Score/Rank	**51**	**5**

▼ IMAGE 2.5 YADKINVILLE COMMUNITY PARK

PUBLIC WORKSHOP - DOWNTOWN

Participants were asked to rank four Downtown strategies. The ranking results are provided in the below table. Downtown was ranked the second most important category after economic development. Improving downtown appearance was the primary theme from the ranking of the strategies in this category.

▼ TABLE 2.9 DOWNTOWN

Category Rank	Strategy	Score	Overall Rank
1	Adopt ordinances and policies to improve the appearance of downtown including infill building design standards, building maintenance codes, active storefront requirements, and façade grants.	34	3
2	Provide streetscape enhancements including improved sidewalks, crosswalks, and street trees as shown in the Downtown Conceptual Master Plan	32	4
3	Implement the one-way street system as shown in the Downtown Master Conceptual Plan.	11	16
4	Explore a National Register Historic District to provide federal and state tax credit opportunities for downtown building rehabilitation.	4	20 (tie)
	Category Score/Rank	**81**	**2**

Improve downtown parking, and make facade grants available to improve buildings.