



Plan Midway

Comprehensive Plan

Planning Board Meeting
November 24, 2020

Meeting Agenda

1. Welcome
2. Visioning Session (Continued)
3. Upcoming Meetings

Purpose of the Plan

The plan serves as the primary policy guide for decision making regarding:

- Land Use & Development
- Transportation
- Utilities
- Parks & Recreation
- Capital Investments

The plan will include clearly stated strategies for development that prioritizes key projects for implementation by both the public and private sectors.

Proposed Planning Process

- Project Phases
 - Phase One – Update Background Research
 - Phase Two – Visioning & Development of Goals
 - Phase Three – Objective & Strategy Development
 - Phase Four – Draft Plan Development & Review
 - Phase Five – Final Plan Development & Review
 - Phase Six – Adoption Process

VISIONING SESSION

CURRENT VISION*

The Town of Midway is:

- A town that has a true “sense of place” and unique character.
- A town that has grown and developed in harmony with the environment.
- A town that is a viable place to do business, with vibrant commercial areas and new businesses.

*From 2010 Land Use Plan

MAJOR TOPICS



COMMERCE
AND
BUSINESS

PARKS AND
RECREATION

TRANSPORTATION

COMMUNITY
CHARACTER
AND IDENTITY

WHAT WE HEARD



**COMMERCE
AND
BUSINESS**

- Residents want restaurants, grocery, and retail (like Hwy 150, Walkertown and Clemmons).
- Town is nearby commercial/retail and amenities – most people don't mind driving the short distance.
- A good anchor is needed for the shopping centers.
- One of the Town Council's main goals is to attract a grocery store.
- Can traffic/commuters (to schools) help attract new commercial/retail? What are the current traffic counts?

WHAT WE HEARD



COMMERCE
AND
BUSINESS

- County Planning Department has indicated that about 1,000 new homes are planned on the western side of the Town (Hartman Road). How can this be factored in to business attraction?
- Legacy commercial centers have not changed ownership.
- Jobs, commercial/retail, and amenities are needed to keep future generations living in and around Midway.
- Opportunities for Medical and Professional Offices?
- Great opportunities for commercial off 285 and existing shopping centers where sewer is available to support growth. Approximately 20,000 gallons a day in wastewater treatment capacity.

CORE PRINCIPLE

Midway as a place for commerce -

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

EXAMPLE OBJECTIVES

- Identify locations for redevelopment of commercial uses.
- How can the Town help influence/facilitate quality development/redevelopment?
- Develop strategies to assist with recruiting businesses.
- Identify and mitigate any barriers to attracting commercial development and new businesses.

WHAT WE HEARD



PARKS AND RECREATION

- The centrally located Town Park is a huge success.
- Greenway(s) and facilities for bikes and pedestrians would be great.
- It is still a desire to build a YMCA; however, a lot of obstacles to overcome. Is there potential for satellite programming in vacant spaces?
- How can the Town help promote private recreation and amenities? Ideas could include outdoor adventure recreation, agri-tourism, farmer's market, etc.
- Can the Town host events at the park or coordinate with others outside of the park? Desire to focus on activities / events.

CORE PRINCIPLE

Midway as a place for recreation -

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

EXAMPLE OBJECTIVES

- Increase the number of activities which occur at the Town Park.
- Identify and help promote private recreation and event venues.
- Examine ways the Town can contribute or help facilitate the establishment of a YMCA or a YMCA satellite location.



TRANSPORTATION

WHAT WE HEARD

- Safety and maintenance of existing facilities is a priority.
- Intersection improvements will help existing traffic issues (like the new roundabouts planned for Hickory Tree Road).
- Installation of sidewalks would help provide opportunities for people to walk to key destinations (concerns about maintenance).
- Encourage NCDOT to conduct speed studies on key roads in town.
- Improvements are needed along Old 52 and Midway School Road.
- Sidewalks are needed along Old 52.
- Roadway improvements should incorporate complete streets policies.

CORE PRINCIPLE

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

EXAMPLE OBJECTIVES

- Work with NCDOT to identify roads which need to have reduced speed limits.
- Work with the Sheriff's department on speeding enforcement.
- Identify needed safety improvements.
- Improve traffic flow and efficiency along major corridors.
- Plan for complete streets as roads are improved over time.



**COMMUNITY
CHARACTER
AND IDENTITY**

WHAT WE HEARD

- Desire to be known for healthy living and a sustainable natural environment (park, recycling, active lifestyles, etc.).
- Improve signage at key gateways along major transportation routes that uniquely identify the Town.
- Maintain the Town parade and program new community events once the new shelter is built.
- The new Town Hall & Park were steps in the right direction to create an identity.
- Fencing and sign has helped create identity as well.
- Decorations for seasonal events.

CORE PRINCIPLE

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

EXAMPLE OBJECTIVES

- Enhance signage and wayfinding to better establish boundaries and routes to key destinations throughout the town.
- Better promote the Town Park and events sponsored by the Town to increase awareness.
- Develop consistent and branded marketing / advertisement for Town events and destinations, and communications with Town residents and others.

UPCOMING MEETINGS

Upcoming Meetings

- Mid-Point Presentation to Town Council (December 7)
- Planning Board Meeting (January)
- Planning Board Meeting (February)
- First Public Drop in Meeting (March)



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