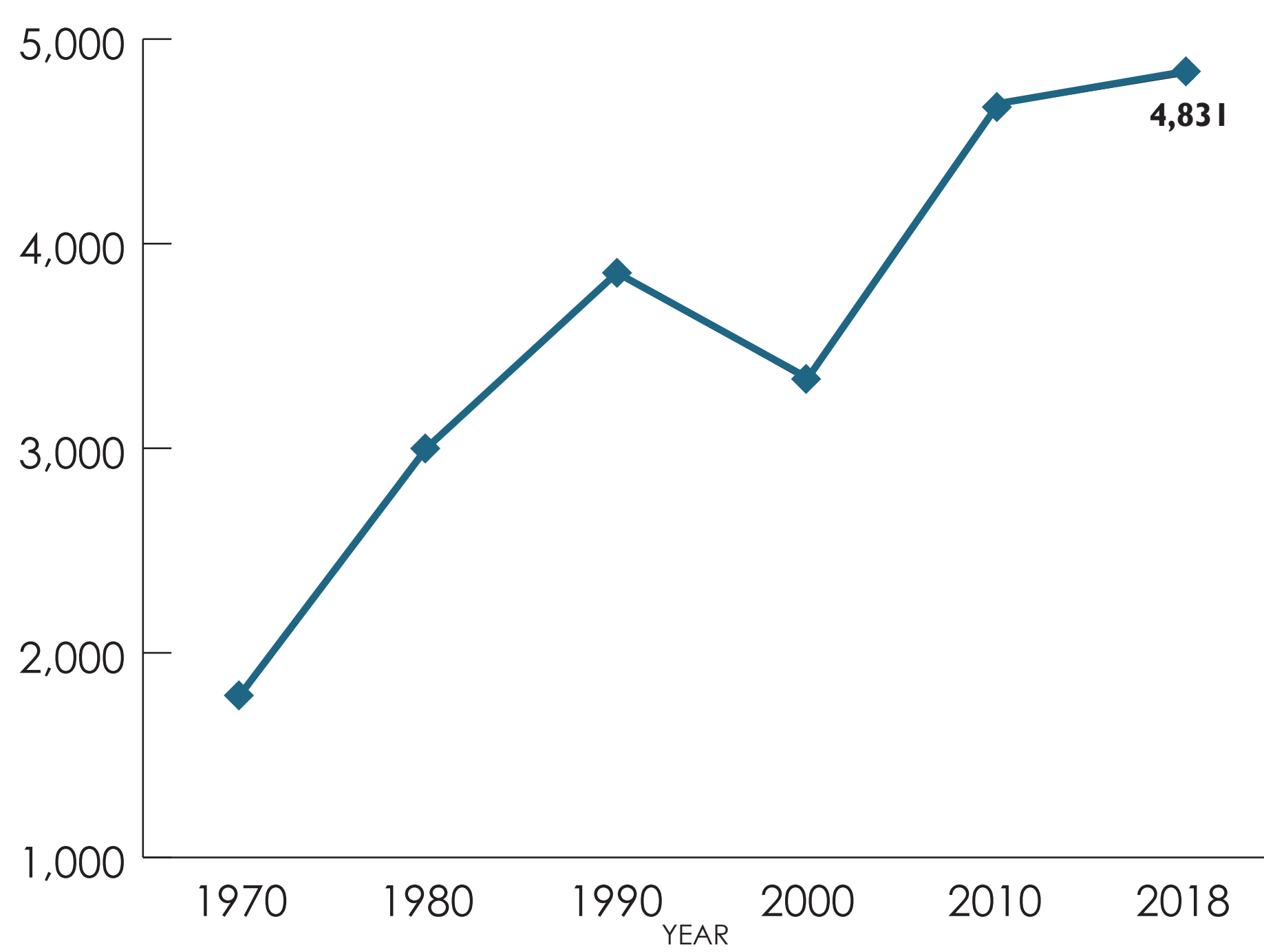


POPULATION

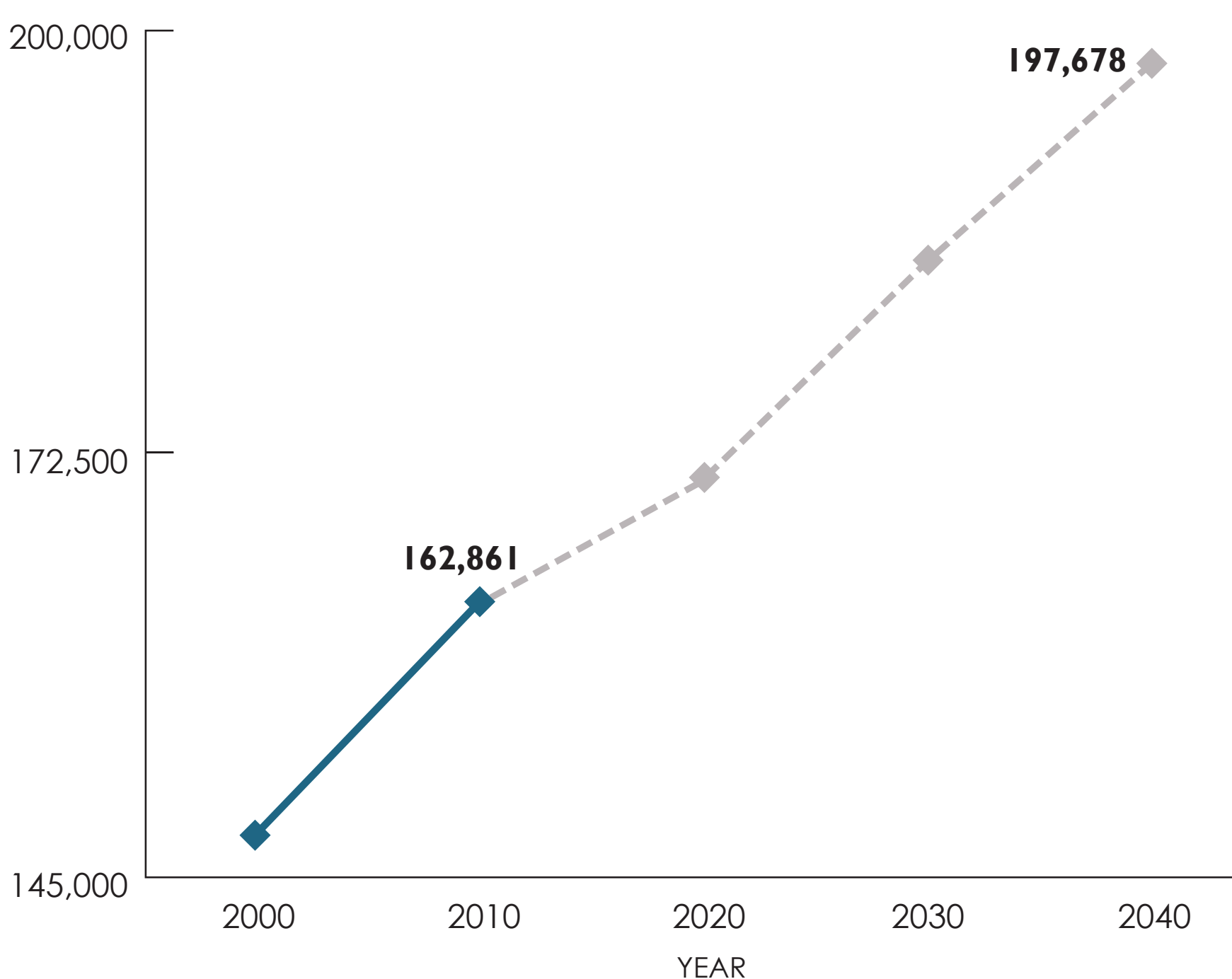
HISTORIC POPULATION GROWTH

Source: US Census, 1950 - 2010 & American Community Survey, 2018



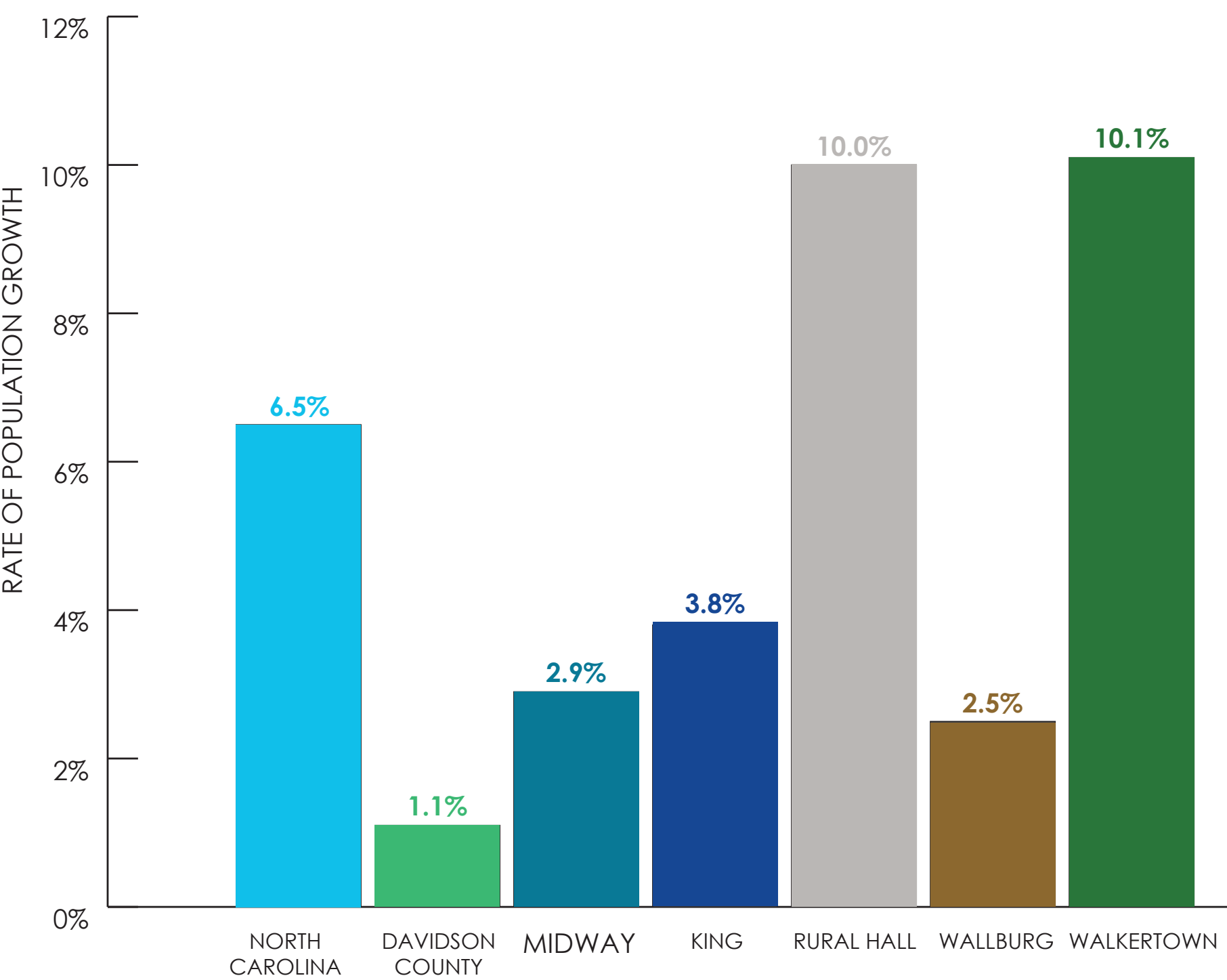
COUNTY POPULATION PROJECTION

Source: North Carolina Office of State Budget and Management



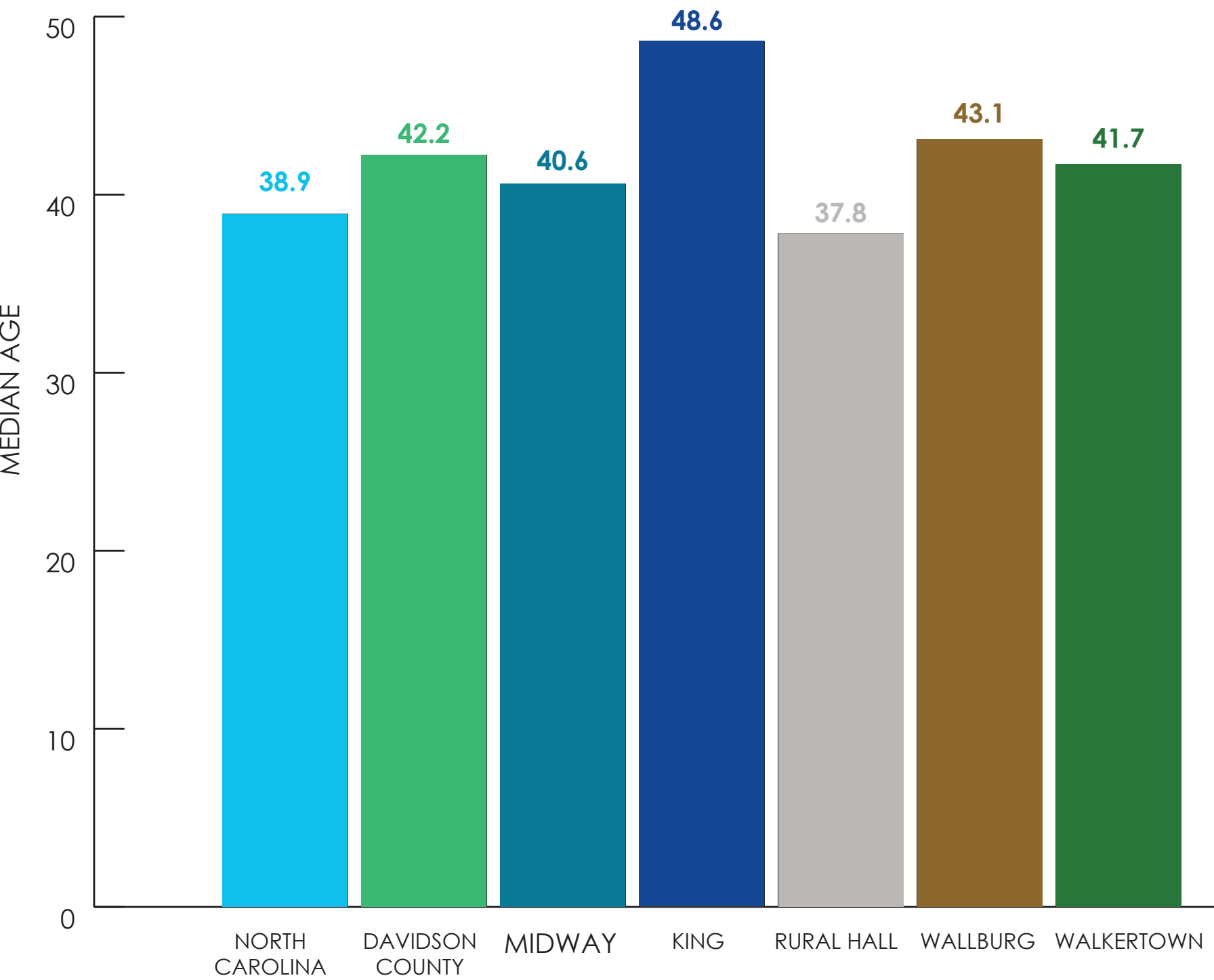
REGIONAL GROWTH RATES

Source: US Census, 2010 & American Community Survey, 2018



MEDIAN AGE

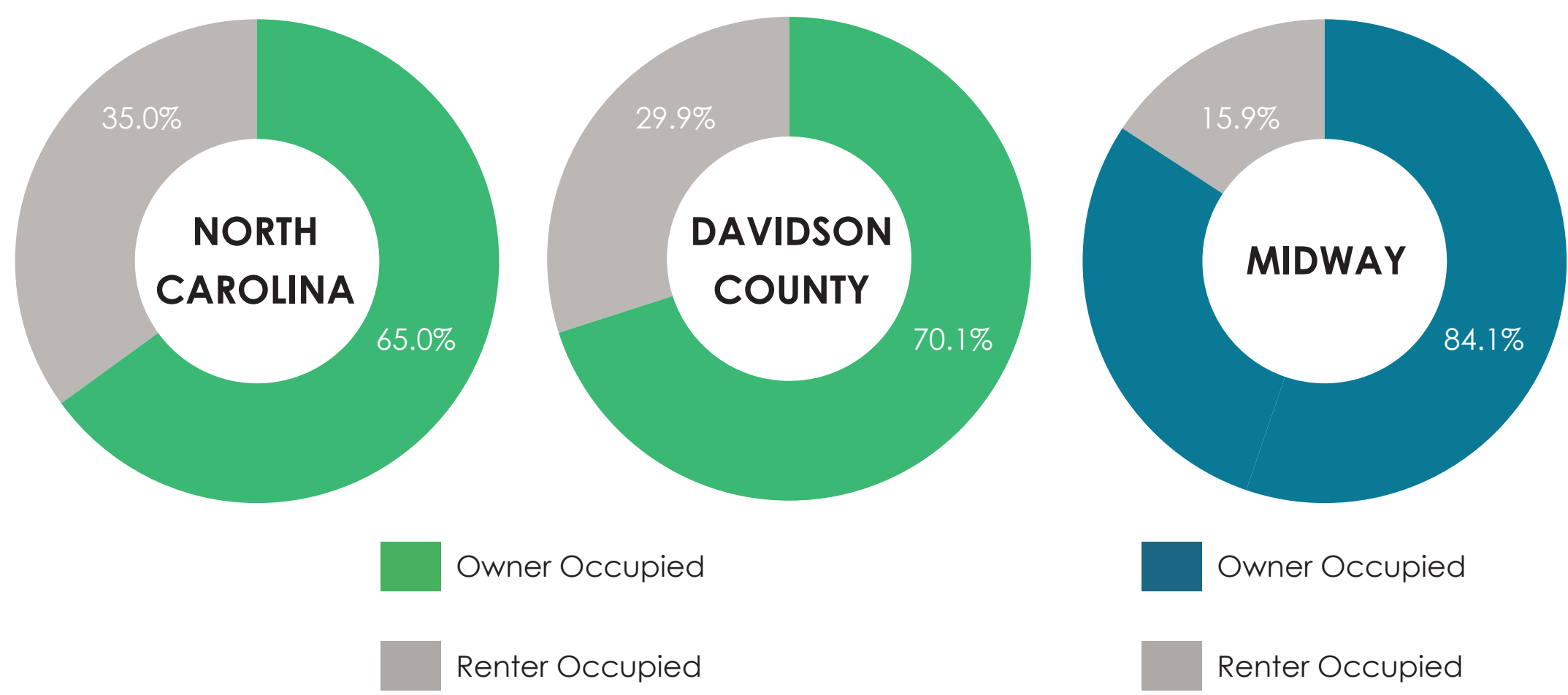
Source: American Community Survey, 2018



HOUSING

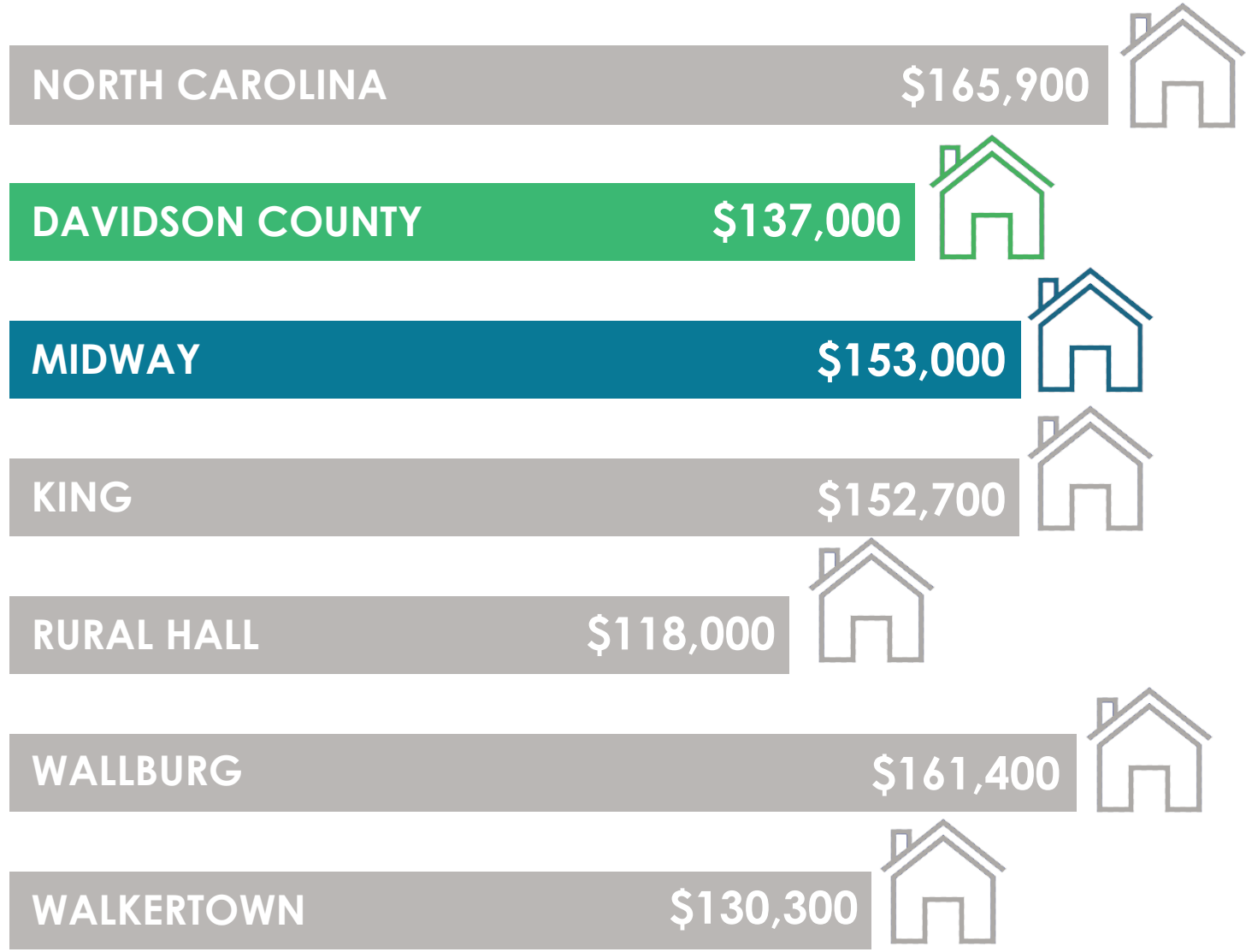
HOUSING OWNERSHIP

Source: American Community Survey, 2018



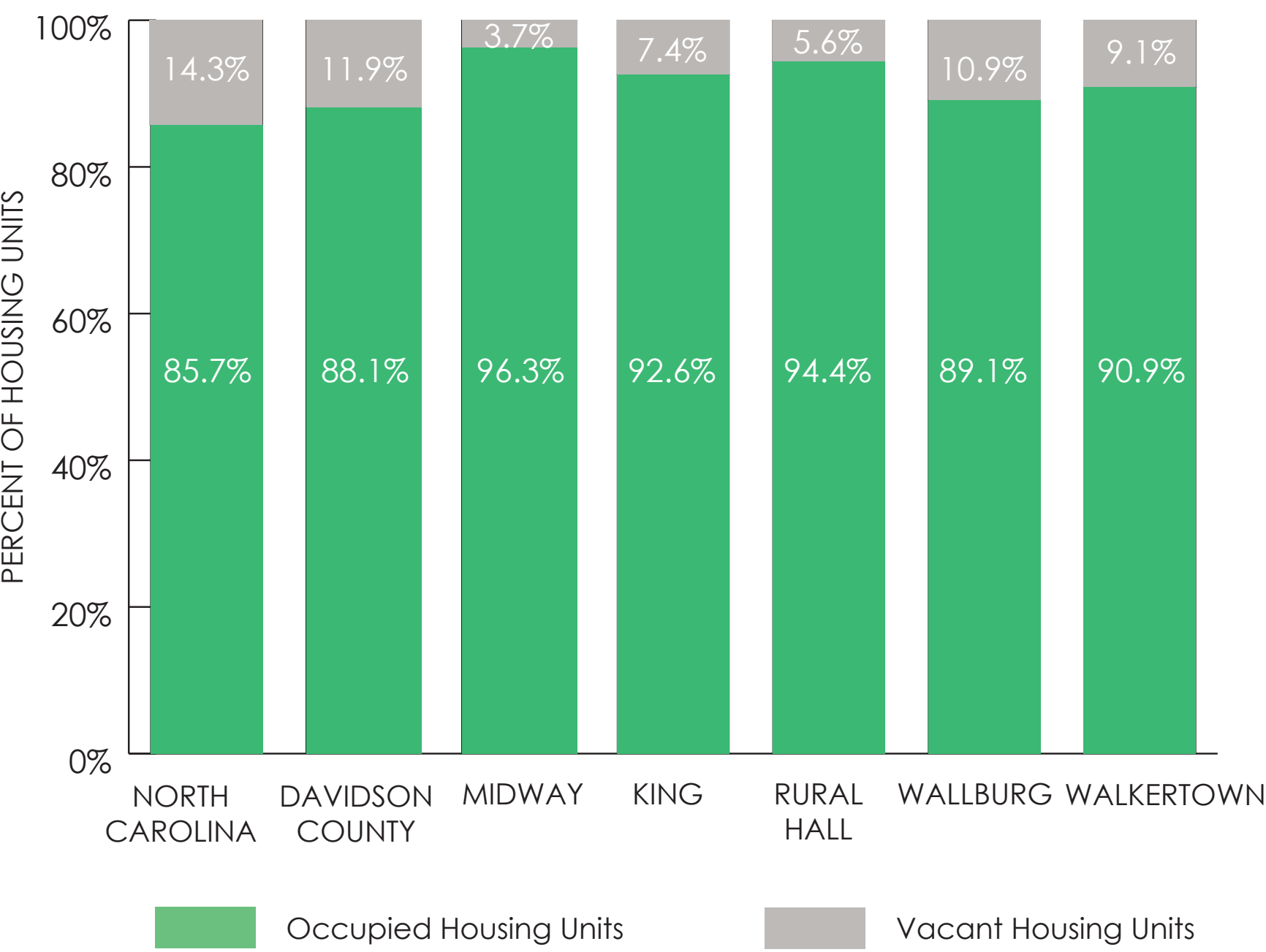
MEDIAN HOME VALUE

Source: American Community Survey, 2018



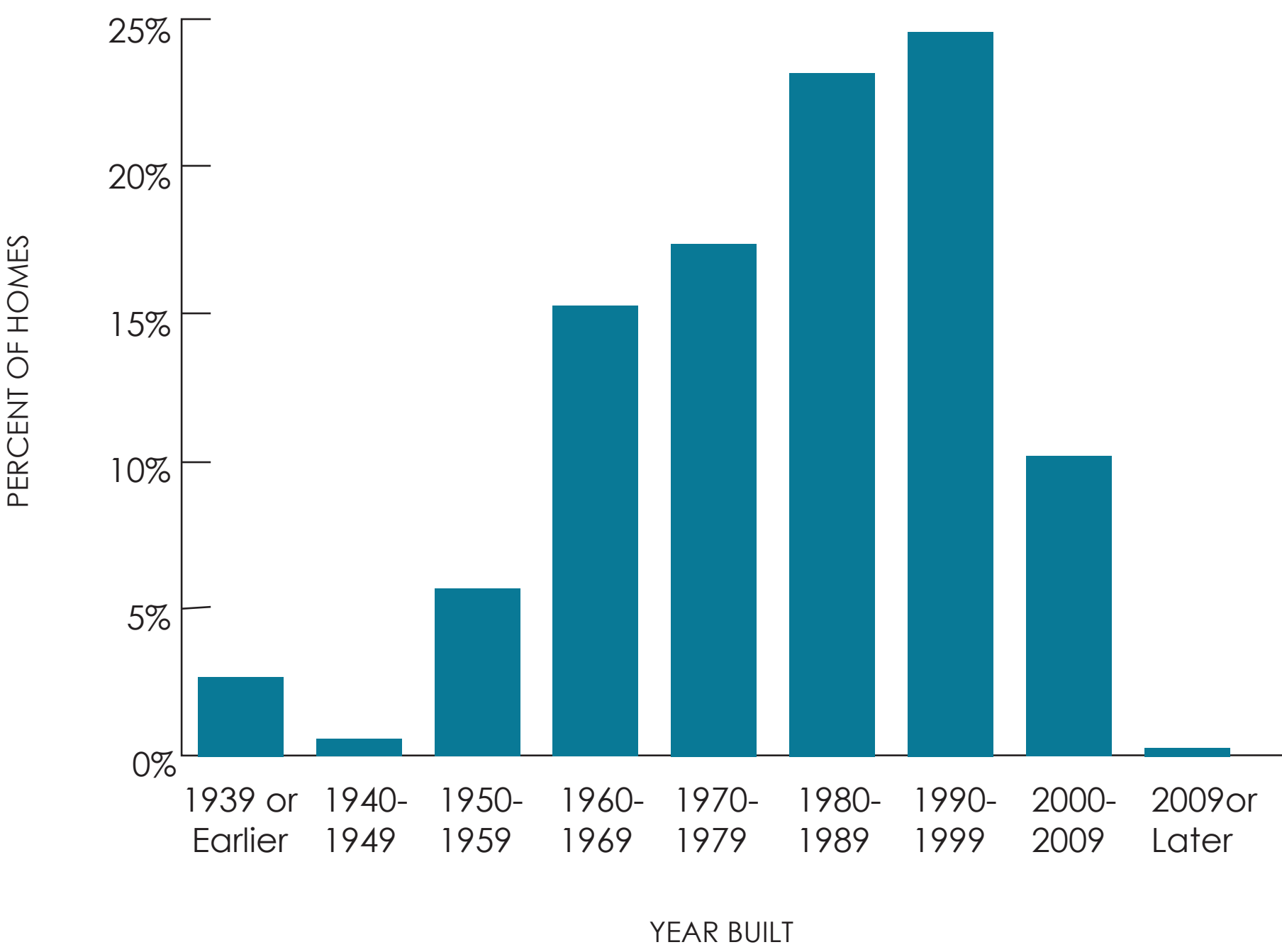
HOUSING OCCUPANCY

Source: American Community Survey, 2018



HOUSING STOCK AGE

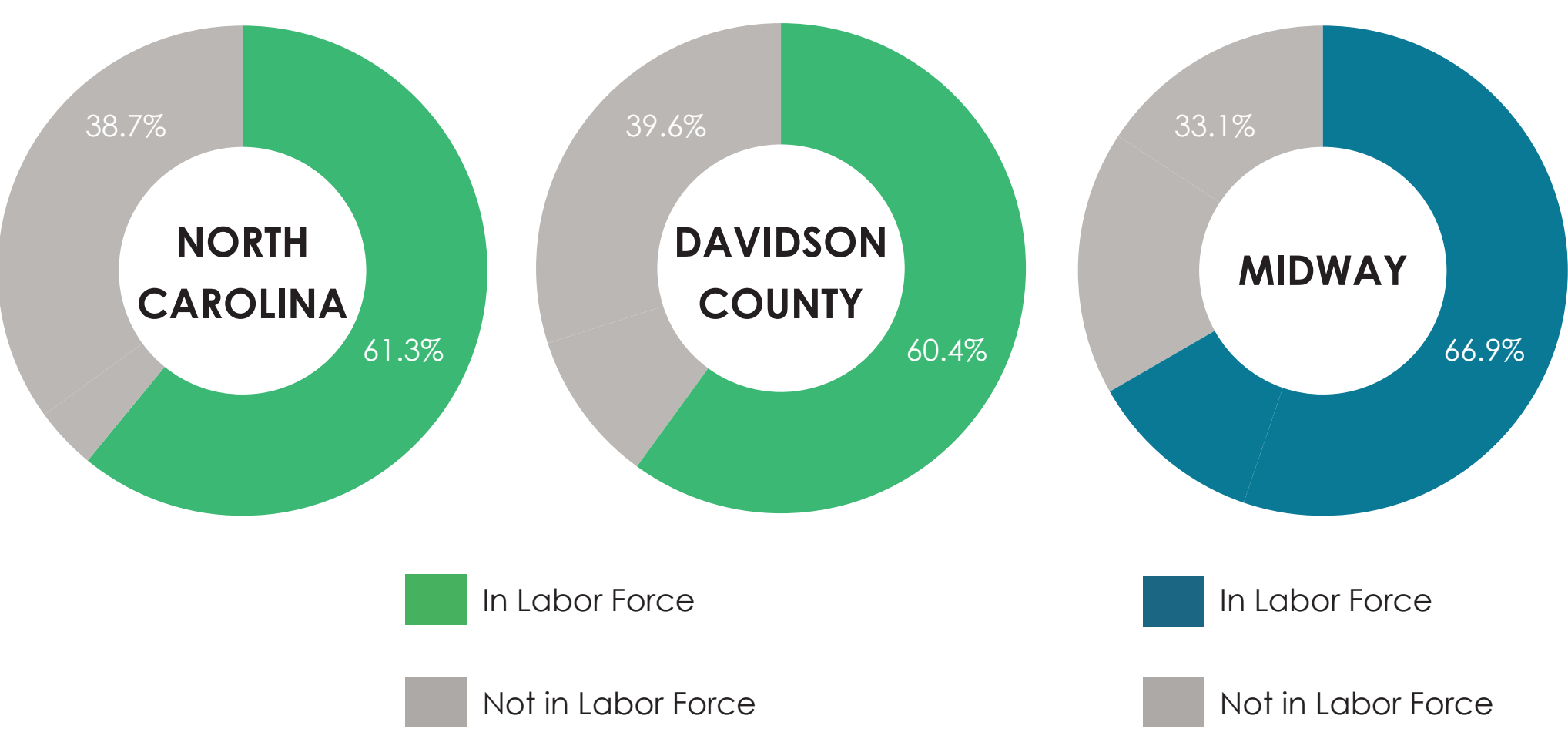
Source: American Community Survey, 2018



EMPLOYMENT

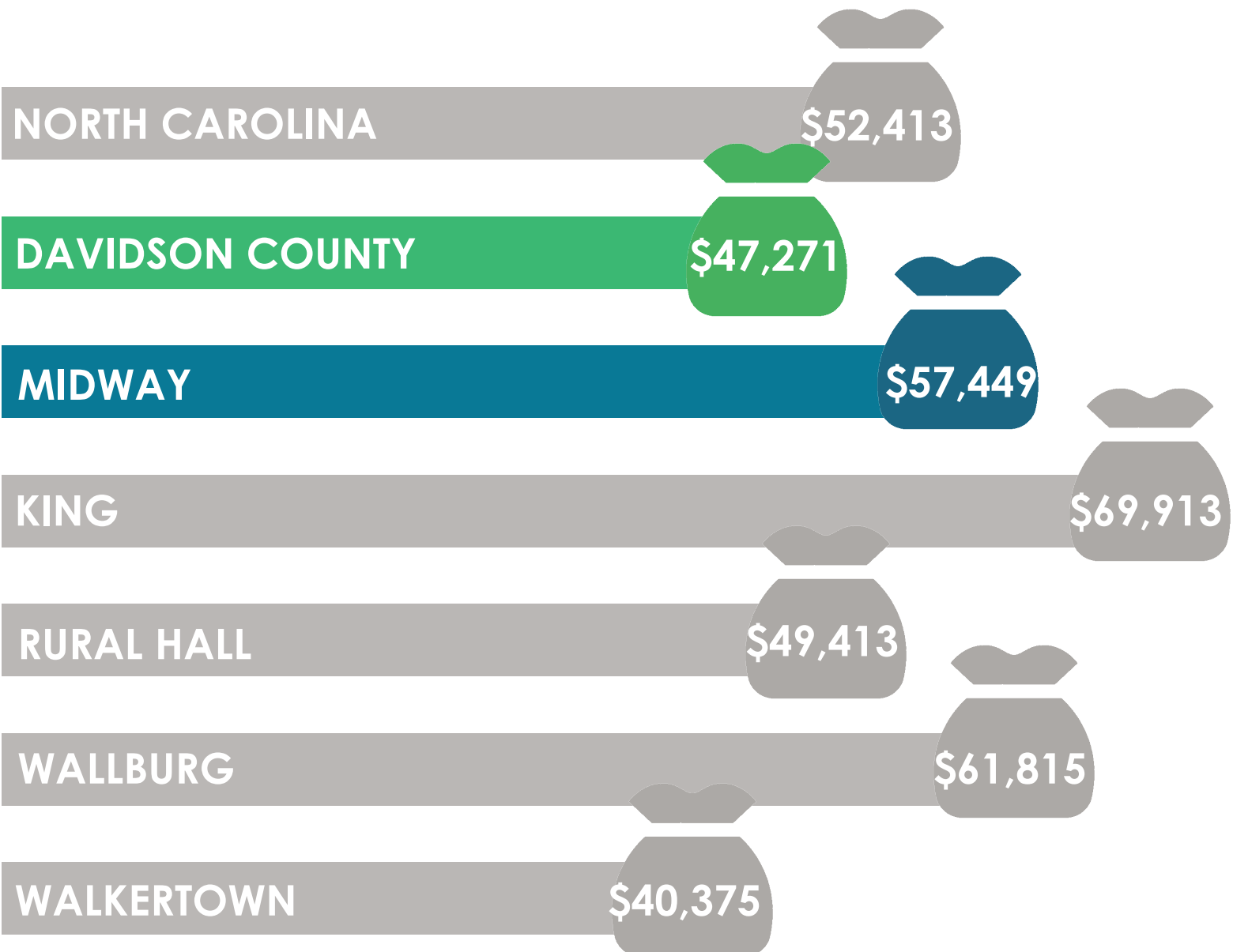
LABOR FORCE PARTICIPATION

Source: American Community Survey, 2018



INCOME COMPARISONS

Source: American Community Survey, 2018



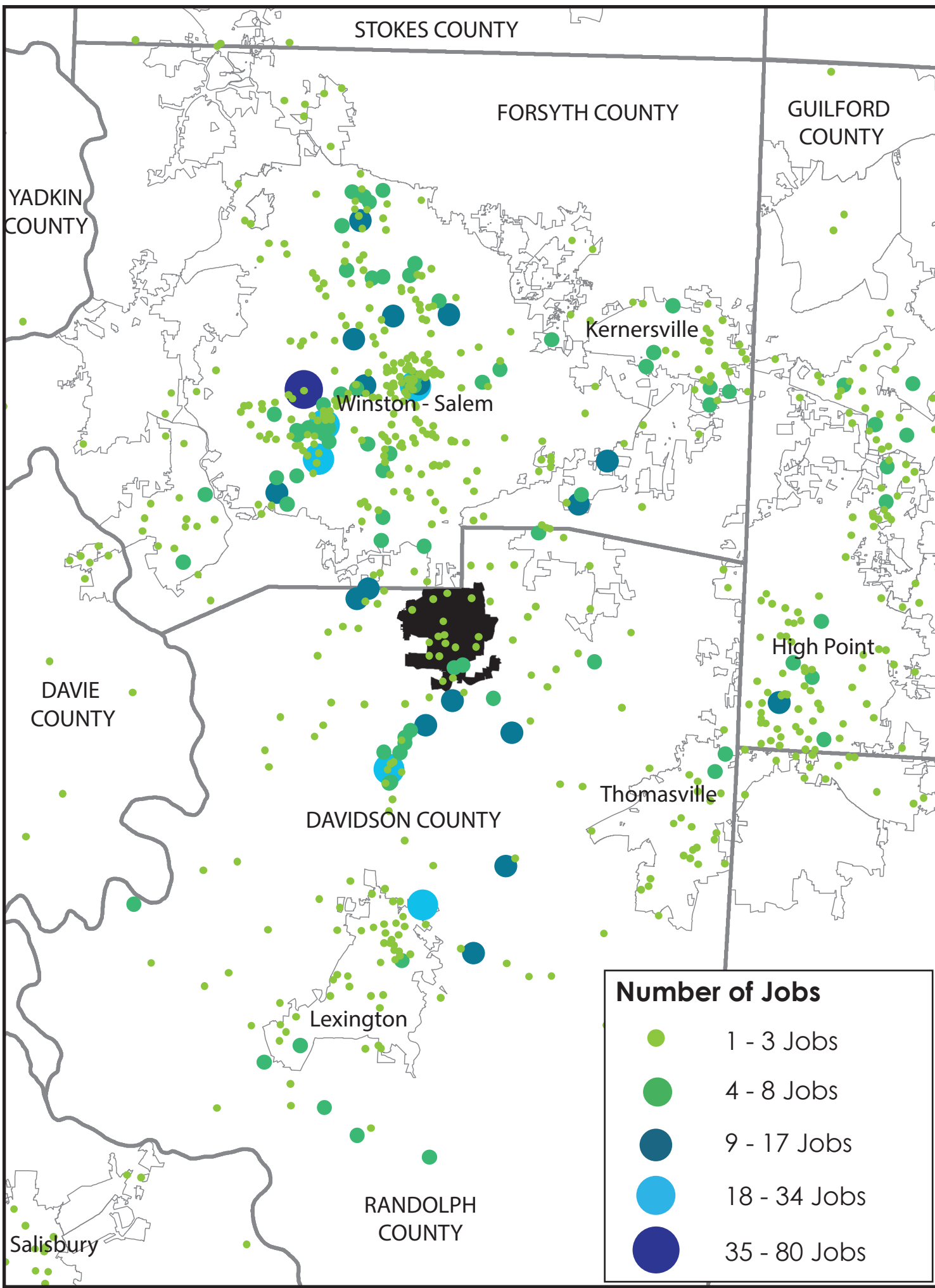
KEY INDUSTRY SECTORS

Source: American Community Survey, 2018

INDUSTRY SECTOR	# OF WORKERS	PERCENT
Agriculture & mining	0	0.0%
Construction	80	3.5%
Manufacturing	308	13.5%
Wholesale trade	80	3.5%
Retail trade	345	15.1%
Transportation and Warehousing	171	7.5%
Information, Finance, Insurance, Real Estate	107	4.7%
Professional, Scientific, Management, Administration	290	12.7%
Education, Health Care, Social Assistance	507	22.2%
Art, Entertainment, Recreation, Accommodations	187	8.2%
Other Services (Except Public Administration)	149	6.5%
Public Administration	57	2.5%

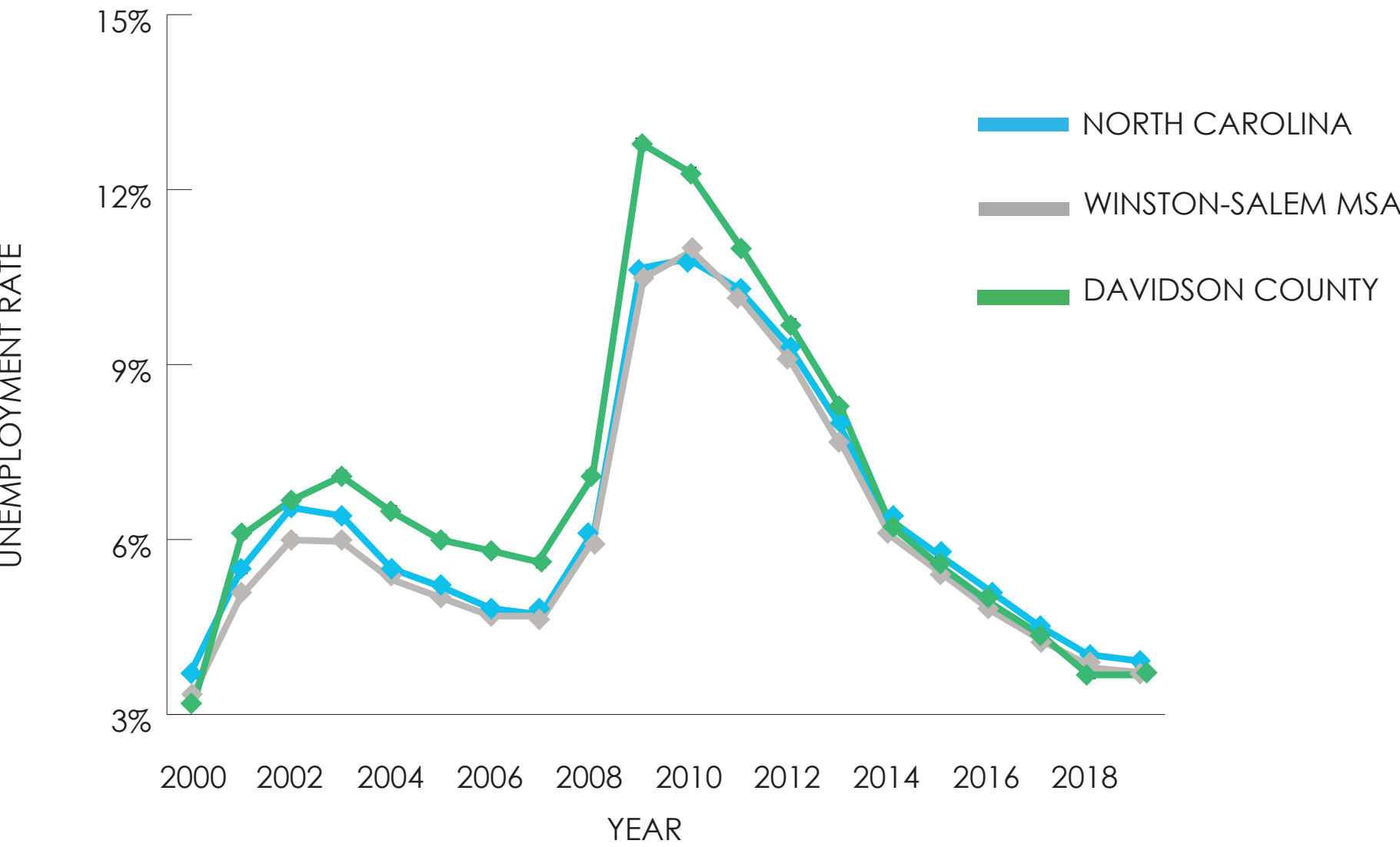
WHERE RESIDENTS WORK

Source: American Community Survey, 2017



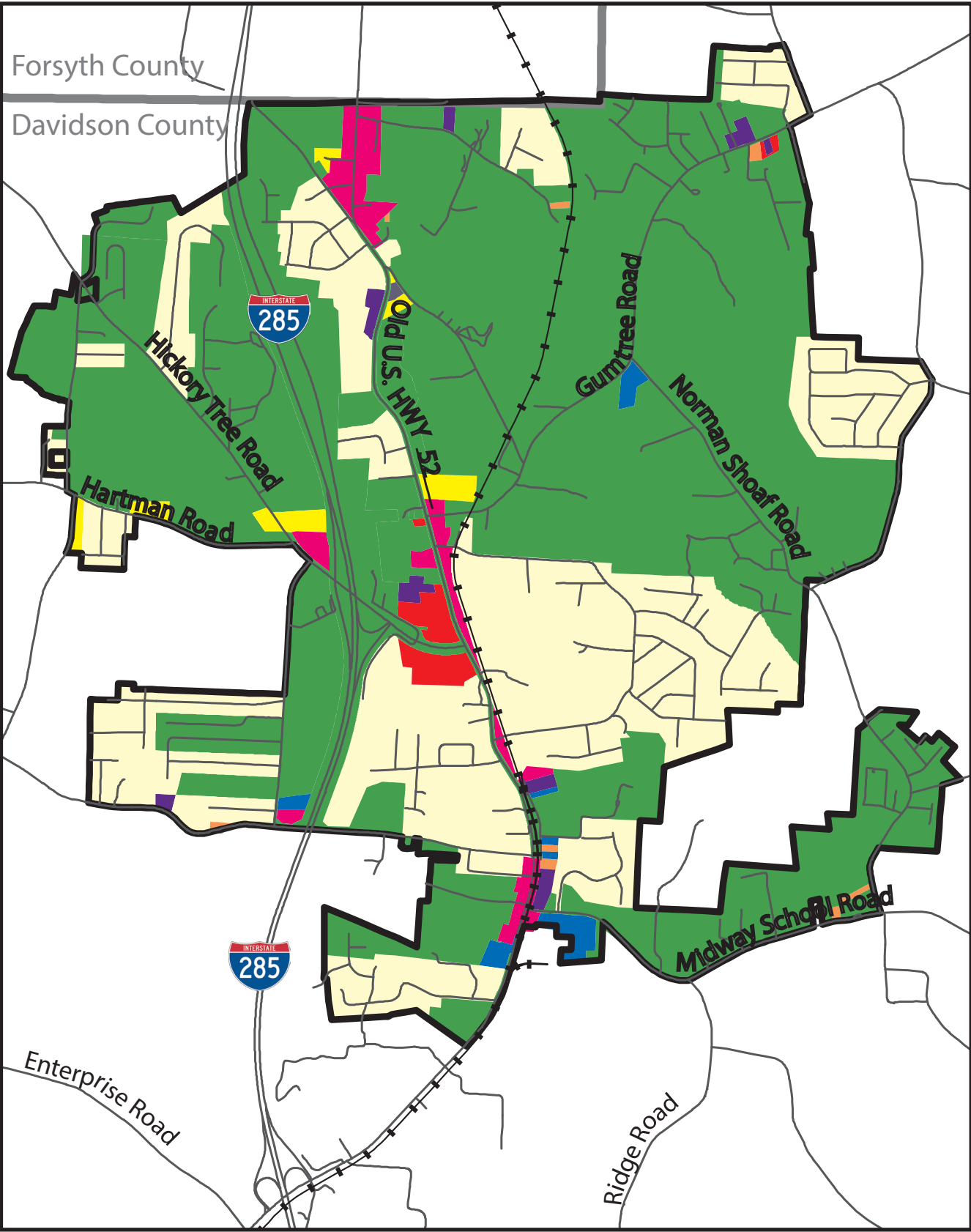
UNEMPLOYMENT RATES

Source: Federal Reserve Bank of St. Louis Economic Research Data



LAND USE

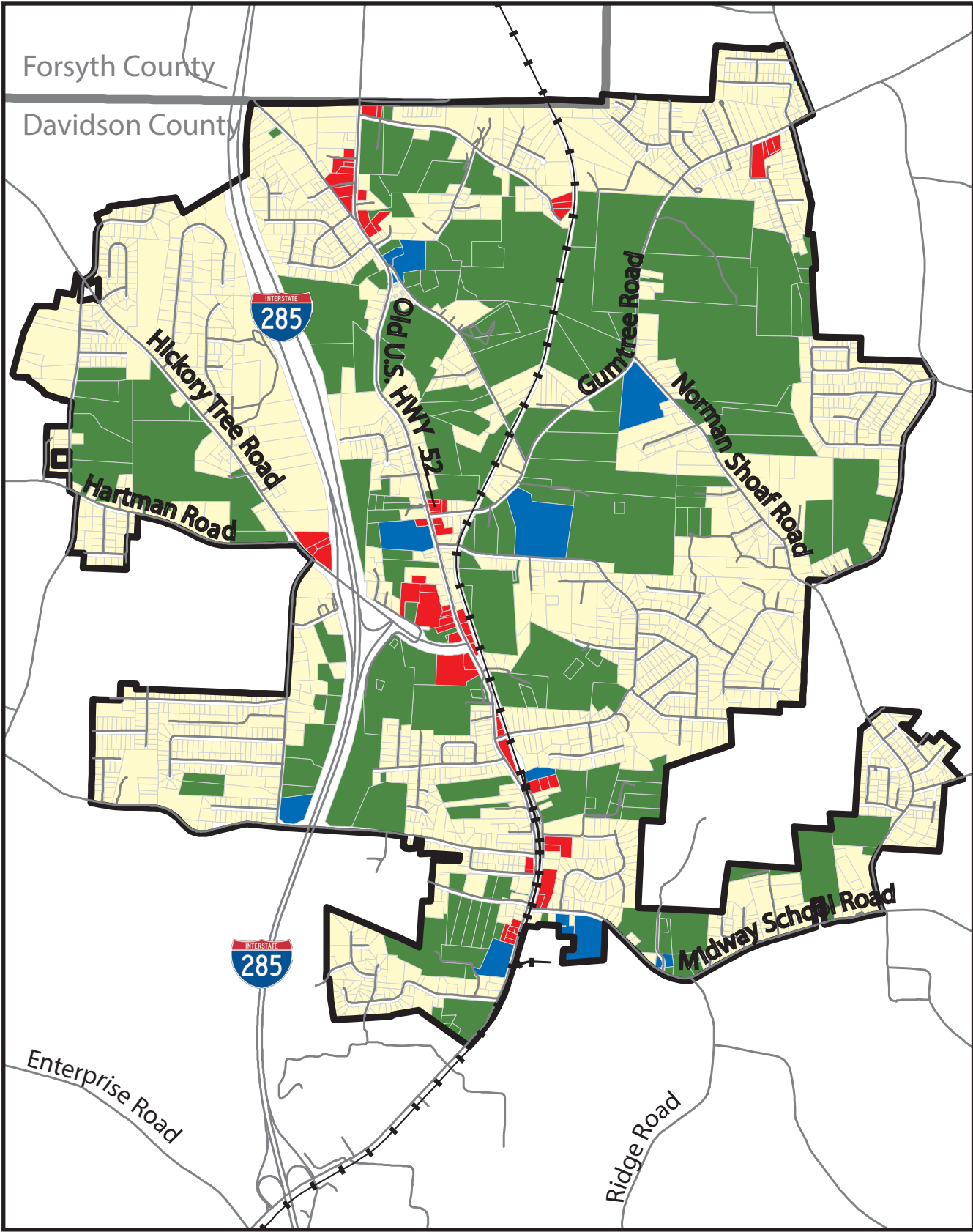
ZONING DISTRICTS



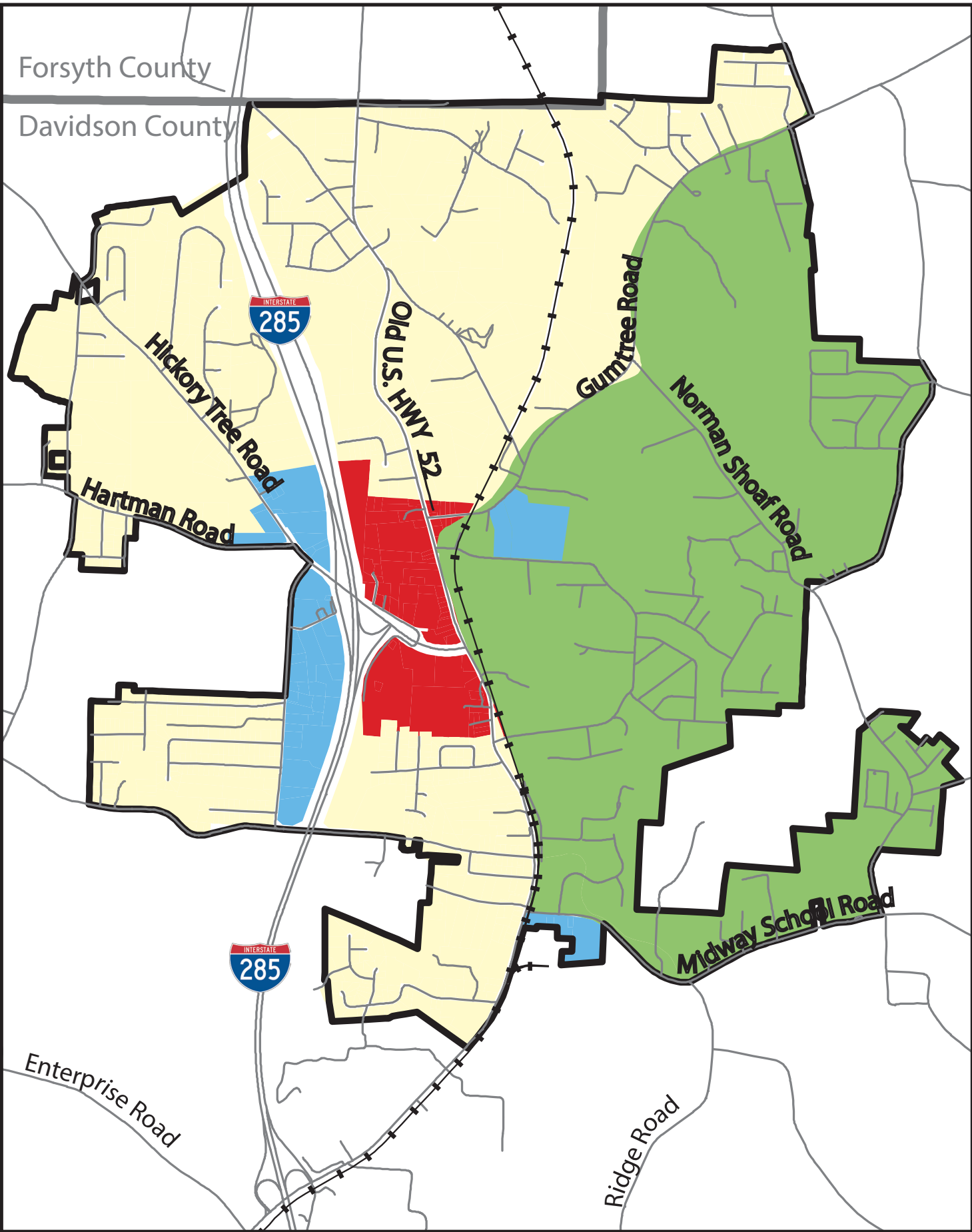
- Zoning Districts**
- Rural Agricultural (RA-1, RA-2, RA-3)
 - Low Intensity Residential (RS)
 - Medium Density Residential (RM-1)
 - Rural Commercial (RC)
 - Community Shopping (CS)
 - Highway Commercial (HC)
 - Office & Institutional (O/I)
 - Limited and Heavy Industrial (LI, HI)

- Existing Land Use Categories**
- Agricultural / Vacant
 - Civic / Institutional
 - Residential
 - Commercial

EXISTING LAND USE



FUTURE LAND USE



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



RESIDENTIAL

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



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



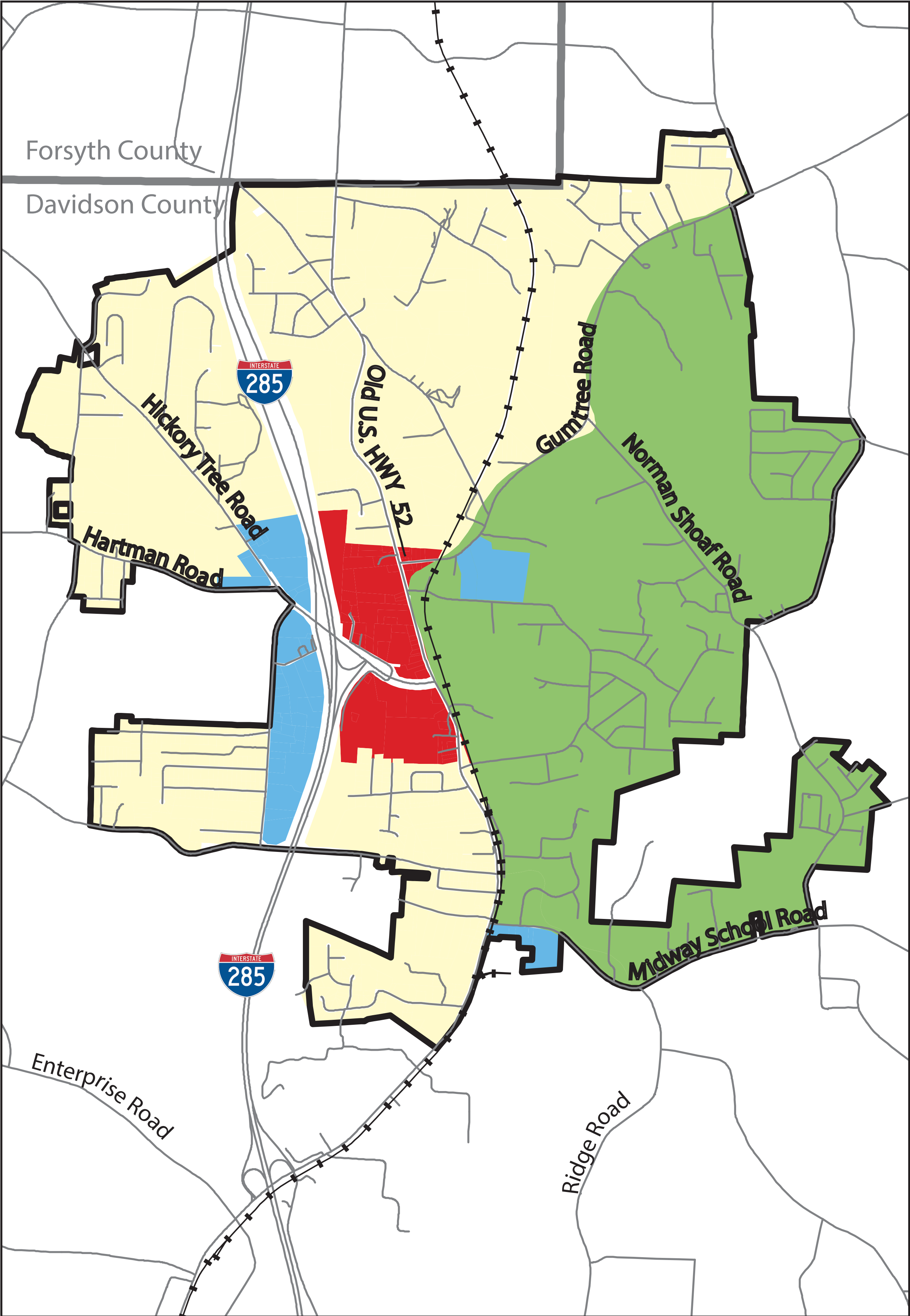
MIDWAY TOWN CENTER

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



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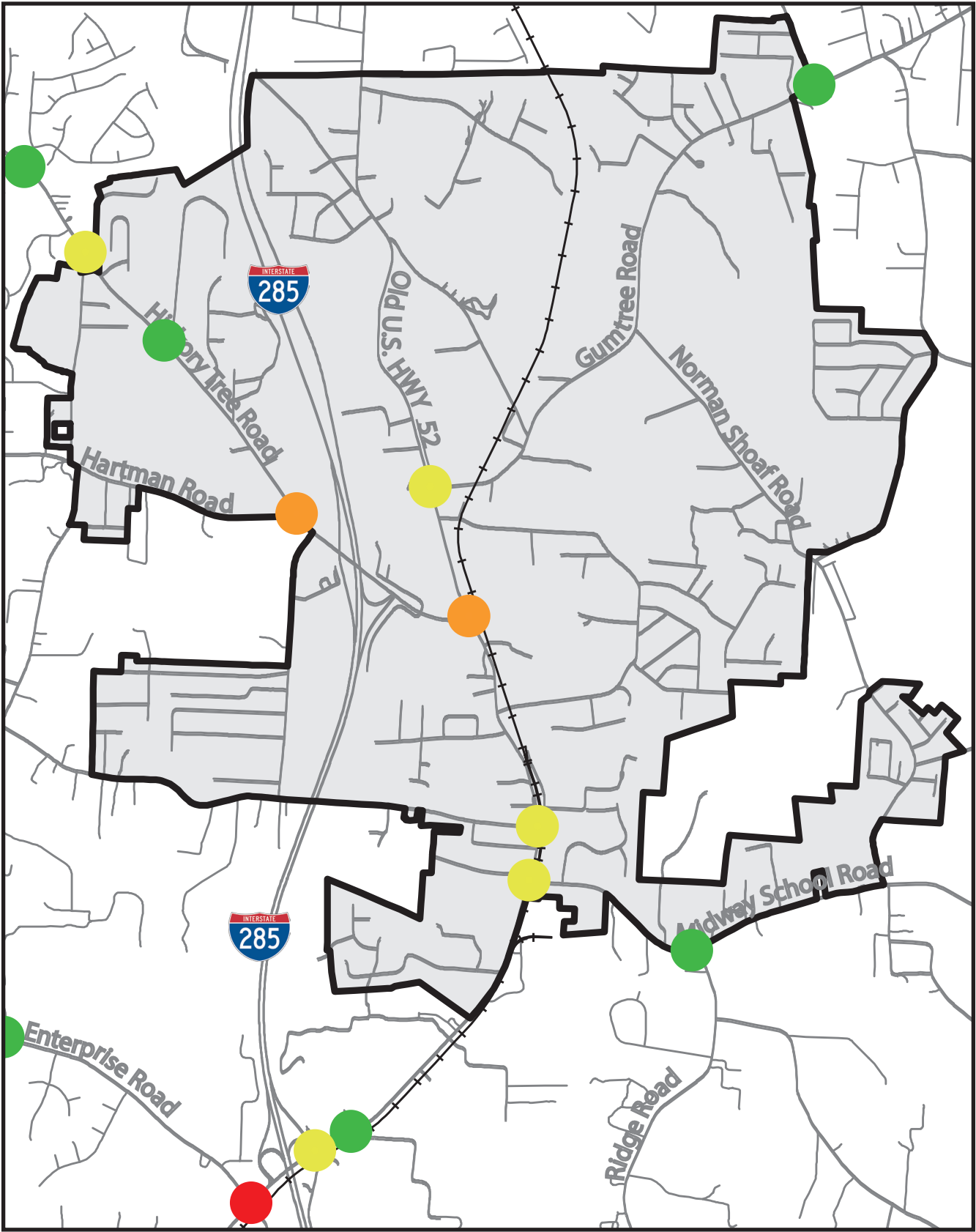
MIDWAY TOWN CENTER

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TRANSPORTATION

VEHICLE CRASHES



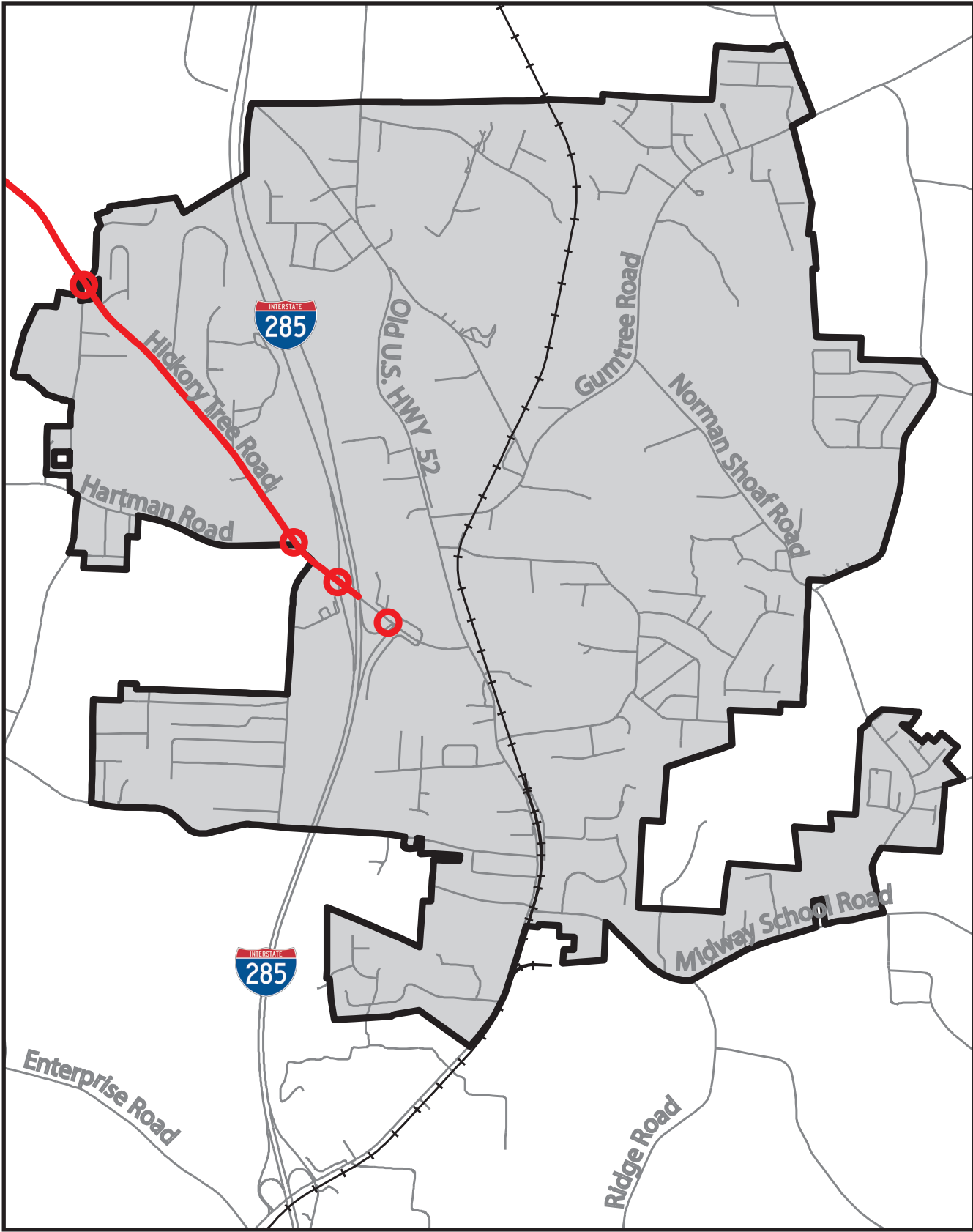
Total Number of Crashes, 2013 - 2017

- 5 - 8 Vehicle Crashes
- 9 - 12 Vehicle Crashes
- 13 - 20 Vehicle Crashes
- 21 or More Vehicle Crashes

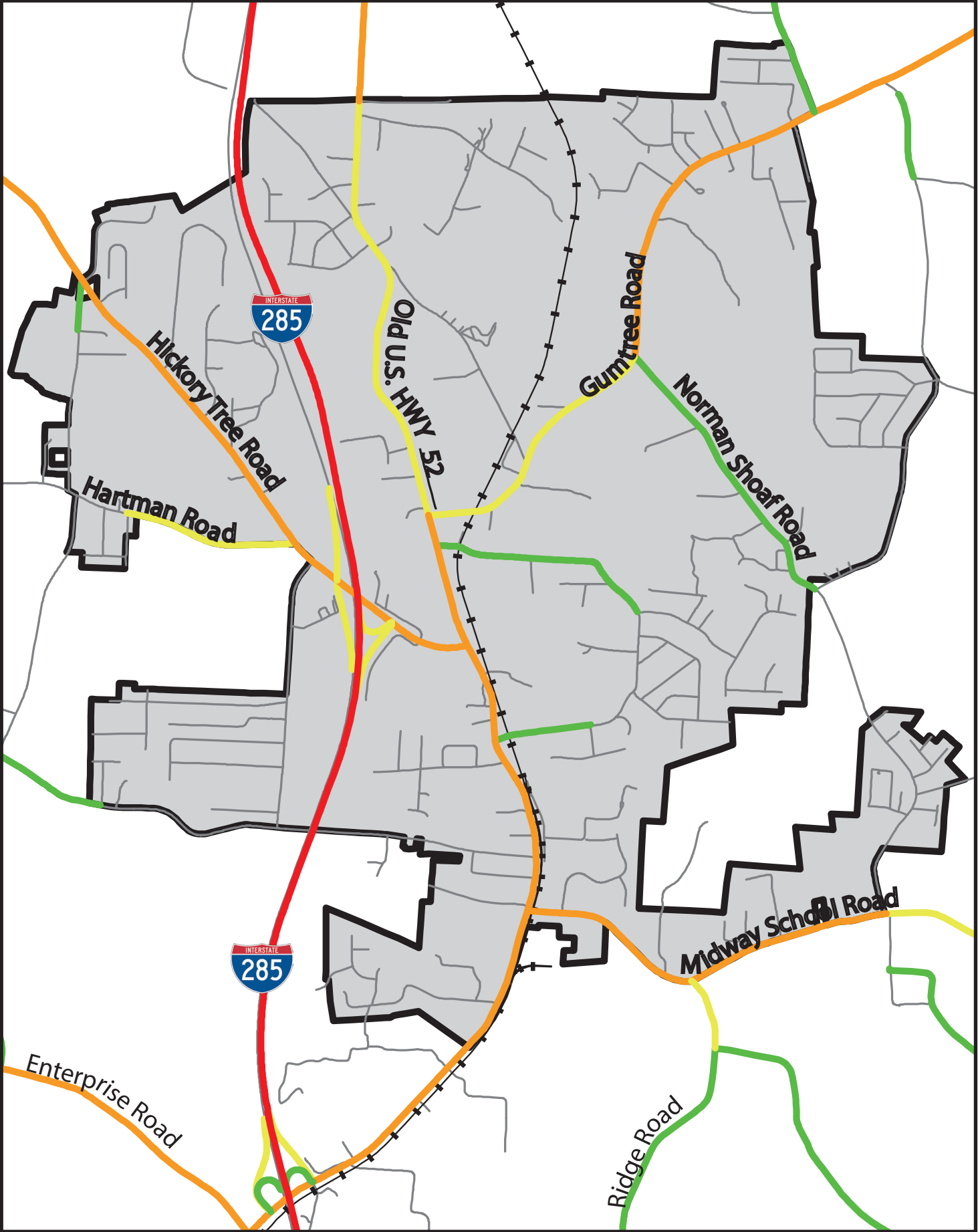
2020 - 2029 State Transportation Improvements Program (STIP)

- Road Widening
- Roundabouts

PLANNED IMPROVEMENTS



AVERAGE DAILY TRAFFIC



Average Number of Trips Per Day (2018)

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

MEAN TRAVEL TIME TO WORK

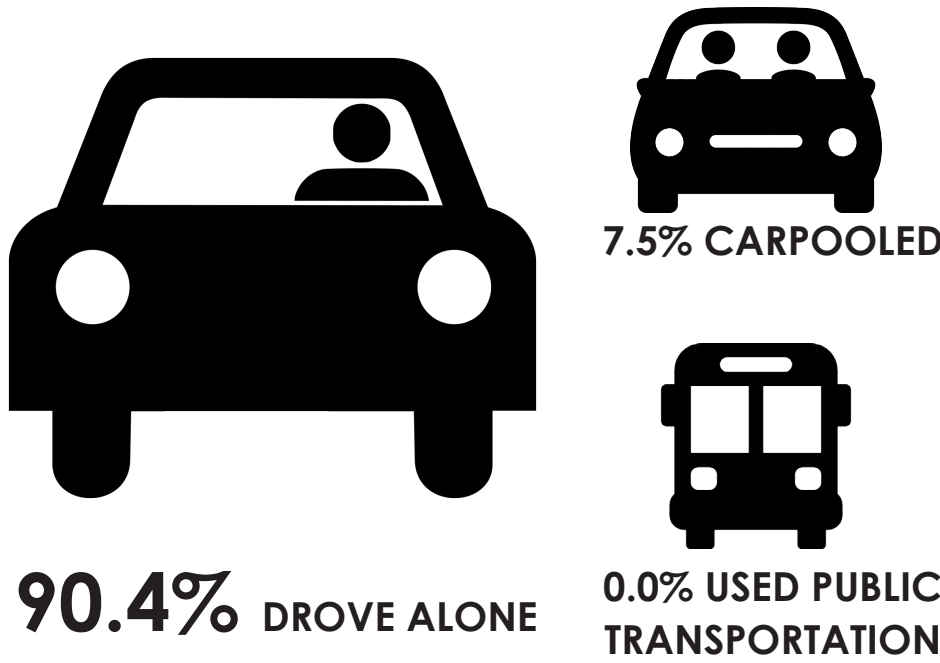
Source: American Community Survey, 2018



*71% Of Residents Work Outside Davidson County

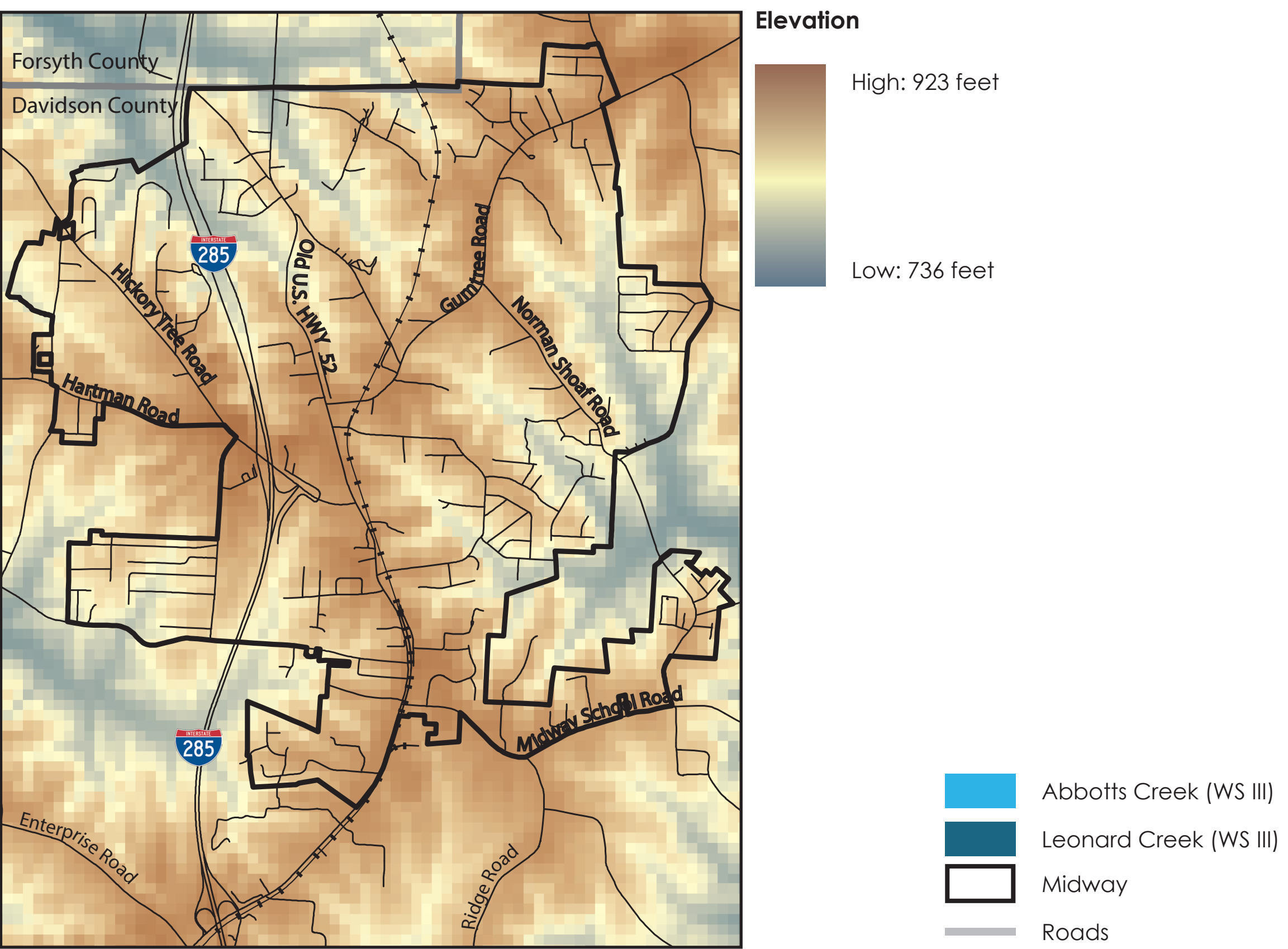
MEANS OF TRANSPORTATION

Source: American Community Survey, 2018

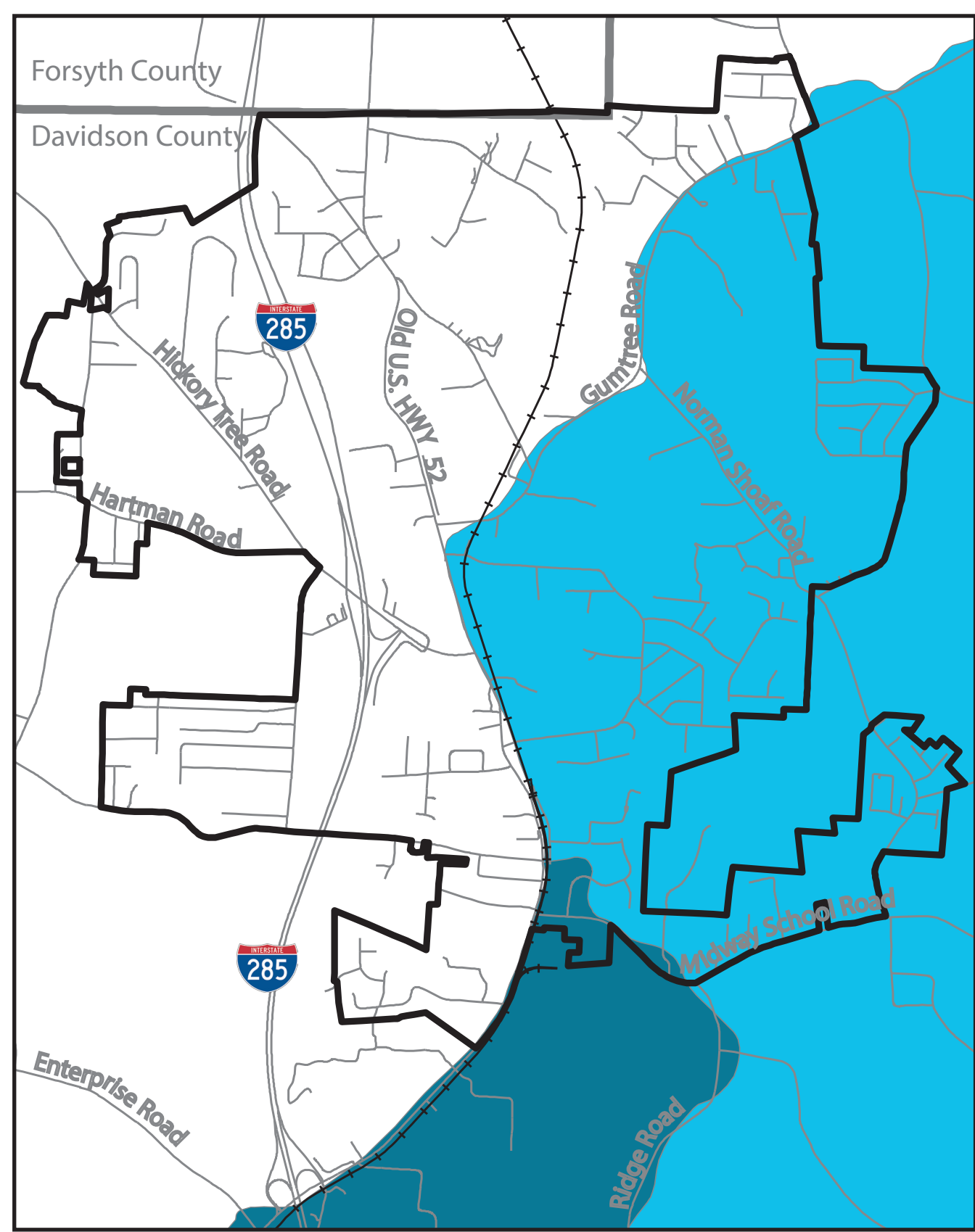


ENVIRONMENT

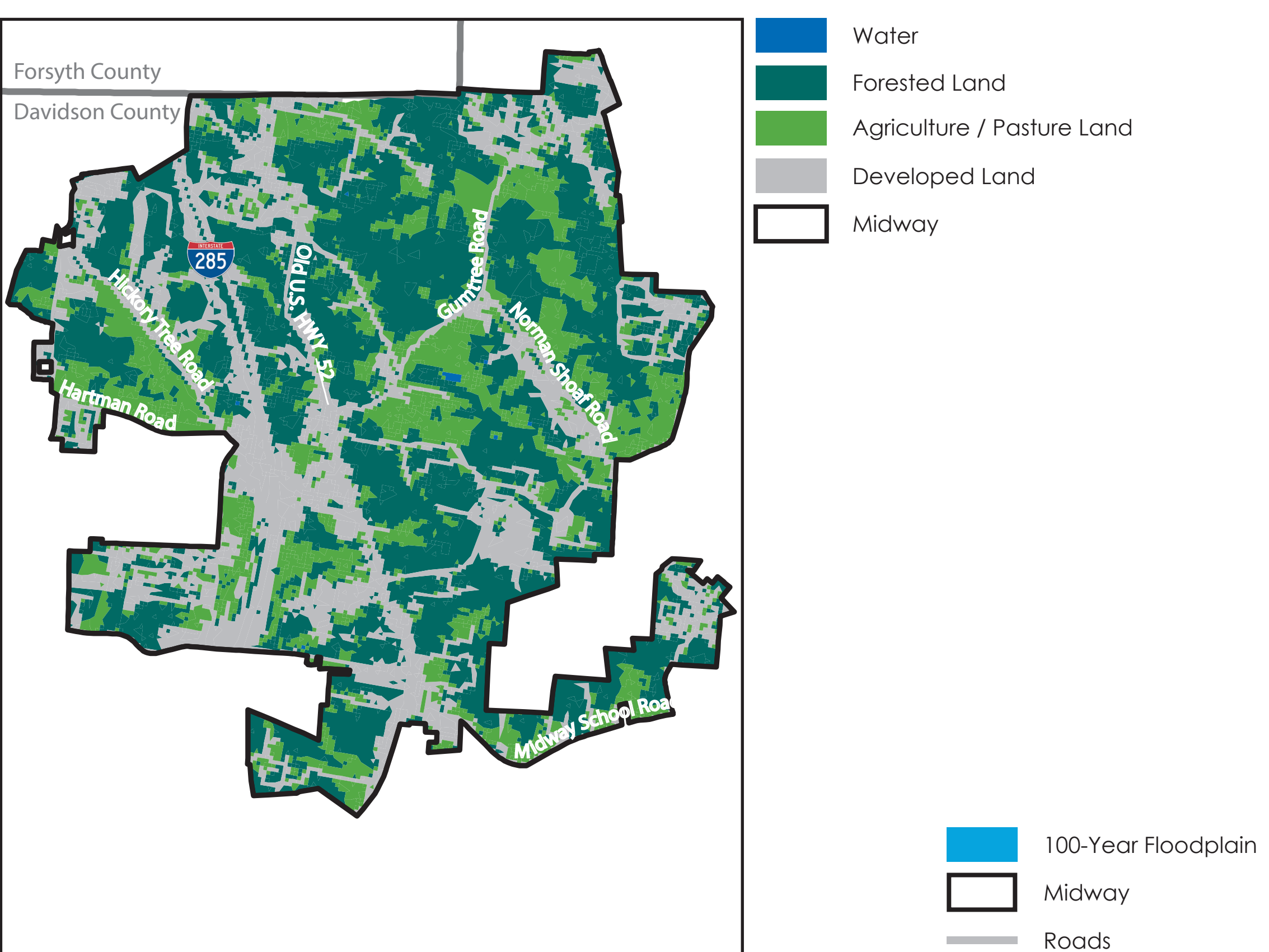
TOPOGRAPHY



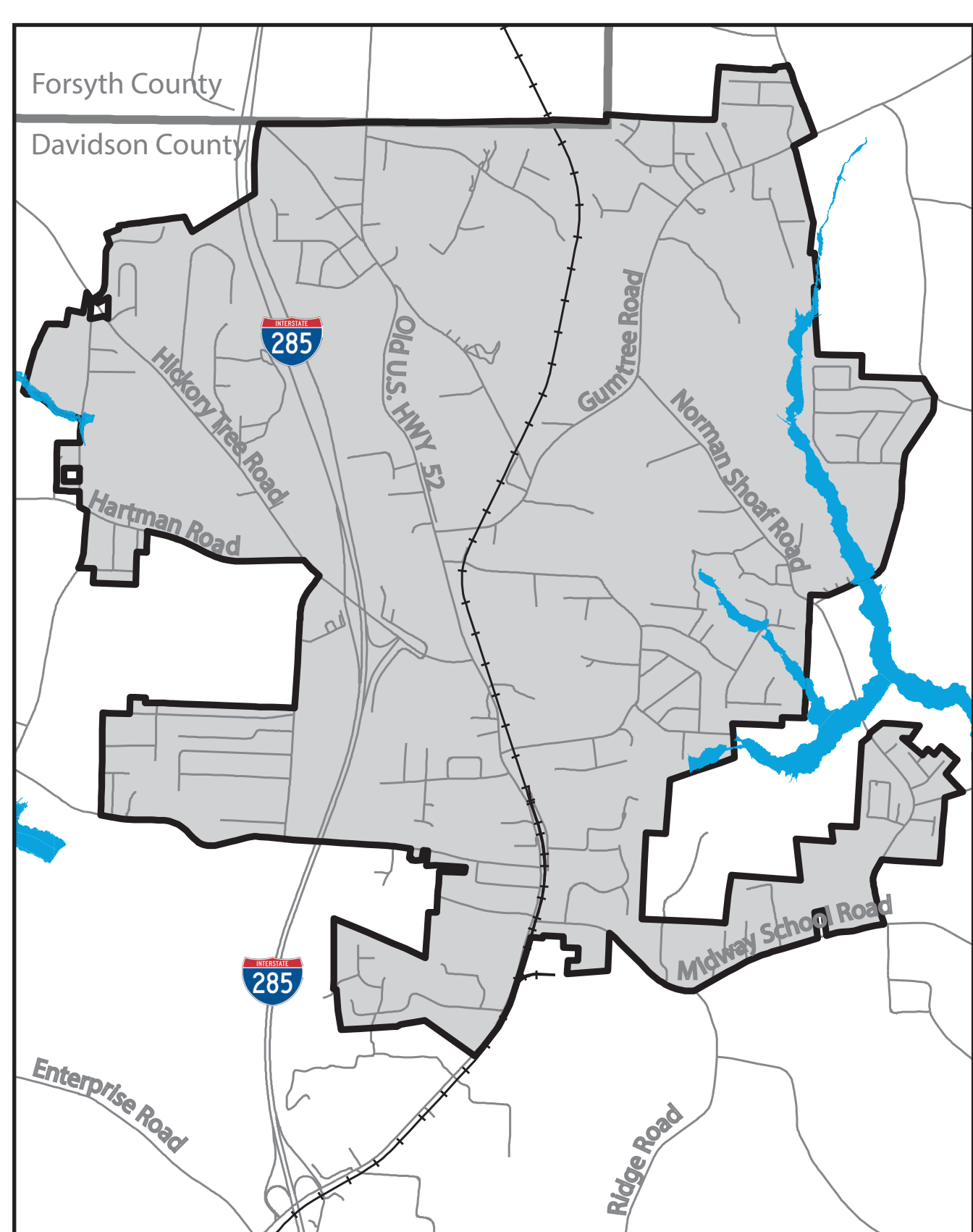
WATERSHEDS



LAND COVER



FLOODPLAIN



CORE PRINCIPLE 1

MIDWAY AS A PLACE FOR COMMERCE

A TOWN THAT IS A VIABLE PLACE TO DO BUSINESS, WITH VIBRANT COMMERCIAL AREAS AND NEW INVESTMENT.

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

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

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

- Develop business recruitment plan with assistance from the Davidson County Economic Development Commission focused 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.

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.

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

- Examine strategies that encourage the establishment of public open spaces, greenways, and recreational facilities when major subdivision development and infrastructure projects are proposed.
- Develop and prepare a parks and recreation master plan to guide the future acquisition and development of new public parks in the future.
- Evaluate the opportunity to utilize Parks and Recreation Trust Fund matching grant funding 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.

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

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

- Ensure NCDOT is following the State's adopted complete streets policy when designing and constructing road improvements in the Town.
- Ensure the subdivision regulations meet the NCDOT requirements for complete street design standards for new subdivision streets.
- Work with the MPO to identify opportunities for bicycle and pedestrian upgrades on the Town's major roadways.
- Participate with Davidson County and other regional partners as future greenways are planned in and around the Town.
- Encourage the dedication of land or easements and the construction of future greenway segments as identified in conjunction with new development, roadway, or infrastructure projects.



CORE PRINCIPLE 4

MIDWAY AS A PLACE THAT VALUES ITS CHARACTER

A TOWN WITH A STRONG IDENTITY FOUNDED ON THE UNIQUE ASSETS OF THE COMMUNITY.

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

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

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

- Enhance signage and develop wayfinding signs to better establish boundaries and routes to key destinations throughout the Town.
- Develop consistent and branded marketing / advertisement for Town events and destinations, 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.

