

Roaming Around Reidsville

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For the past nine months, a committee of local citizens has been hard at work on the City of Reidsville Land Development Plan (LDP). Reidsville, like other municipalities across the State, was required by law to have an updated plan by July of 2022.

“The purpose of the Land Development Plan is to put forth a common vision for development in the City of Reidsville over the next 20 years,” explained Jason Hardin, the City’s Planning & Community Development Manager. “This plan establishes broad goals around big picture issues like economic development, housing and community growth. These goals will provide valuable guidance for City officials on future land use/zoning decisions, capital investment priorities, and infrastructure projects.”

In order to create the 55-page document, City officials sought the help of various leaders within the community. Representatives from several of the City’s organizations, including the Planning Board, the Historic Preservation Commission, the Parks & Recreation Advisory Commission and City Council, along with the Rockingham County Schools’ Administration, Rockingham Community College, Annie Penn Hospital, the Chamber of Commerce and City staff, were guided by the PTRC in formation of the plan. Special thanks go to the following Committee members: Reidsville Mayor Donald Gorham, Councilwoman Sherri Walker, Jason Hardin, Donna Setliff, Haywood Cloud, Jeff Garstka, Thomas Thompson, W.E. “Skeeter” Coates, Marguerite Holt, Mara O’Neill, Robbie Citty, Stokes Ann Hunt, Dr. Sonja Parks and Milton Percell.

But that wasn’t the only input received by the local community. Two public meetings were held at RCARE (the City’s Senior Center) and at Lucky City Brewing to see the latest version of the plan, which was then tweaked and finalized for adoption by the Reidsville City Council at its July 12, 2022 meeting.



City of Reidsville Land Development Plan



“This steering committee of local leaders appointed by the City Council with important input from Reidsville citizens developed this plan over the past year,” Hardin said. “We are proud of the work everyone put into this plan and excited to see how it will help shape the future of Reidsville.”

In making the presentation to City Council last month, Hardin described the plan as a living document that will help decide the City’s course of action when it comes to land use and development by providing goals and an overall long-range plan. Hardin was quick to point out that the plan is not a “how-to guide” but rather a vision of what City leaders would like Reidsville to become in the next 20 years. However, he did note that the plan will be re-evaluated in about 8-10 years in case priorities and other situations change.

Working on the “nuts and bolts” of the plan were Mr. Richard Hails, AICP, Advisor and his students from UNC-Chapel Hill. They helped to compile the historical data, economic and population-related statistics on Reidsville as well as comparisons to other similarly sized communities. During the two public meetings that were held as part of the process, comments were taken and surveys were completed to give the much needed feedback for the plan’s composition.

In its Implementation section, the LDP outlines specific programs, actions and partnerships to achieve its goals and objectives, which are defined as: Goal 1: A Thriving Downtown; Goal 2: A strong Local Economy; Goal 3: Expanded Housing Options; Goal 4: Infrastructure for Growth; Goal 5: Facilities, Parks & Trails for Active Living; and Goal 6: Preserve our History and Sense of Community. Each goal has corresponding strategies suggested for implementation. It’s a great read if you’re interested in Reidsville and its future.

In such a process, it is not surprising that both negative and positive comments were received. Yet it is those kinds of comments, both good and bad, that City officials can use going forward as they seek to grow Reidsville positively. The good news? Many residents love Reidsville’s small town feel and how people seem to truly care about one another. In my 24 years working for the City, I have heard some of the same concerns stated before ... the need for a vibrant downtown, more restaurants and more things to do. Reidsville is probably not unique in its perceived shortcomings, but I believe that its leaders are poised to take the City to the next level in the coming 20 years. I, for one, look forward to the positive changes that will occur.

If you’d like to see the entire Land Development Plan, you can access it on the City website, reidsvillenc.gov, either in the Document Center or under City News.

In other news in and around Reidsville:

Water Wednesdays August 3rd and August 17th

“Water Wednesdays”, courtesy of Reidsville Parks & Recreation with help from the Fire & Police Departments, return to local neighborhoods this month with sprinklers, popsicles and fun! The events will be held from 4-6:30 p.m. at Courtland Park on August 3rd and during the same hours at Womack Apartments, Third Avenue, on August 17th. For more info, call 336-349-1090.

2nd Downtown Friday on August 12th

The annual Car and Motorcycle Cruize-In on Friday, August 12, in downtown Reidsville will be the last of the season. Set for 6-8:30 p.m., the event features music, food and games for the kids. The Chamber of Commerce will provide a beer garden.

Concerts on the Square August 27th

Concerts on the Square at Market Square will be going back in time to showcase the music of the 1980s with the tribute band, “80’z Nation” on Saturday, August 27. The free concert is set for 7-9 p.m. in beautiful downtown Reidsville. Bring a chair to Market Square and have a great time!

Sports Registrations Open.

When this column went to press, the Reidsville Parks & Recreation Department was coordinating football and cheerleading registration scheduled tentatively for August 1-26. Call 336-349-1090 for more details.

Check out the Farmer’s Market!

The Farmer’s Market at Market Square in downtown Reidsville is open Thursdays & Saturdays this year from 7 a.m. until 1 p.m. Fruits, vegetables, greens, baked goods, eggs and the work of local artisans are on display and ready for sale. Again this year, you can double your EBT/SNAP, Farmer’s Market WIC and Senior WIC (and there’s no cap on doubling!). These double bucks apply to any food item at the market. If you bring a friend, you can get \$5.00 in Fresh Bucks. Sounds like a winner!