



City of Reidsville Land Development Plan



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City of Reidsville Land Development Plan

City of Reidsville
230 W Morehead St
Reidsville, NC 27320

Adopted by the City of Reidsville City Council: _____

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Introduction and Overview

Purpose of Plan

What will the City of Reidsville look like in the year 2040? This plan aims to guide local land uses toward a collective vision of Future Reidsville. The City of Reidsville Land Development Plan (LDP) will guide Reidsville in proactive responses to development issues that arise over time. The LDP will be a valuable resource to decision-makers on whether to approve zoning changes, where to prioritize capital expenditures, and when implementing infrastructure projects.

This document combines information from a steering committee of local leaders, community input, and current data on transportation, housing, and natural resources to provide a rational basis for local land use decisions.

Why have a Land Development Plan (LDP)?

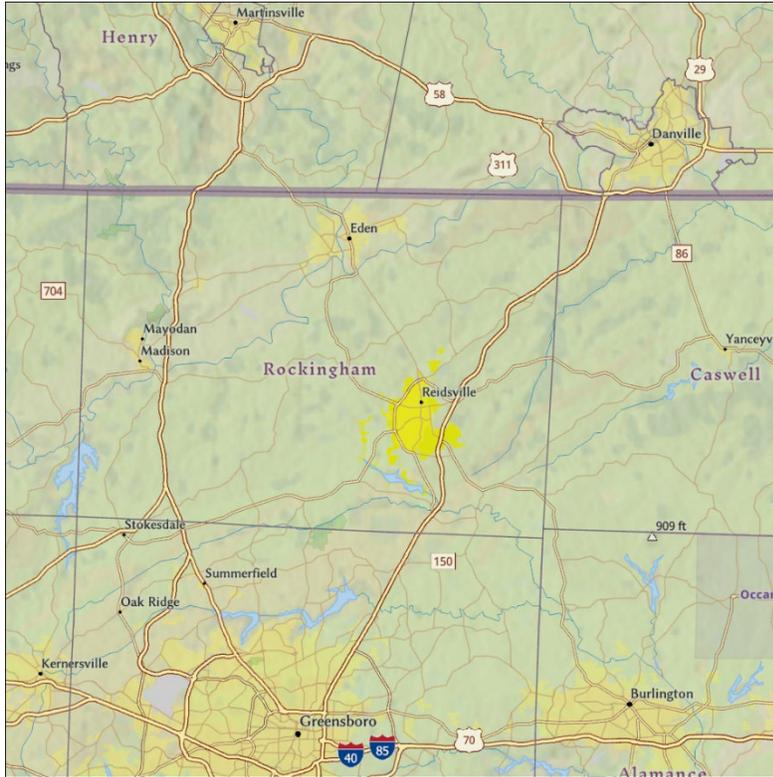
There is great value in developing an LDP and often the process itself is as valuable as the final document. A planning process:

- Allows a community to be proactive (vs. reactive) to issues and changes that arise over time.
- Allows a community to identify factors influencing and shaping the community and consider how competing interests can be balanced.
- Provides guidance for orderly growth, development and the physical appearance of the community.
- Provides an opportunity to think regionally, especially regarding growth, utilities, community services, and transportation.
- Sets up a community for grant funding success by clarifying needs and demonstrating public support for certain projects or improvements.
- Serves as a guide to orient decisions over time, no matter if there is turnover in leadership, council, and/or staff. This provides for stability and predictability.
- Builds consensus and commitment for elected officials and provides guidance for future decision-making.

Planning Area

The City of Reidsville is located in Rockingham County, North Carolina, part of the Piedmont Triad region and the Greensboro–High Point Metropolitan Statistical Area. Situated closer to the east side of Rockingham County, the city is 20 miles north of Greensboro and 70 miles northwest of Raleigh, with 16.31 square miles of city limits and 22.09 square miles of extra territorial jurisdiction.

Map 1: Reidsville Location



Reidsville City Government

The City of Reidsville operates under a Council-Manager form of government. While the City Manager oversees the City's day-to-day operations, the Reidsville City Council establishes the policies for the City of Reidsville and its residents. The City Council is composed of seven members serving four-year terms. The Mayor is an at-large seat and a voting member. In addition to two other at-large positions, two District A seats and two District B seats.

The Planning Board is an advisory board to City Council, which makes recommendations concerning proposed rezonings, zoning ordinance text amendments, conditional use permit applications, and special use permit applications. The board establishes procedures and standards for the development and subdivision of land within the territorial jurisdiction of Reidsville.

The Board of Adjustment is a "Quasi-Judicial" Board. The board's responsibilities are to hear appeals from the review and any order, requirement or decision made by the Zoning Enforcement officer, to grant Special Use Permits as required by the zoning ordinance and to grant variances from the requirements of the Zoning Ordinance when practical difficulties or unnecessary hardships result from carrying variance requests and appeals from the Zoning Ordinance. The Community Development Manager serves as the Zoning Enforcement Officer for the City.

- Number of Members: 7, including one Extraterritorial Planning Jurisdiction (ETJ) member
- Term of Office: 5 years
- Member Qualifications: Six members must reside within the City limits while the 7th member must reside in the City's Extraterritorial Planning Jurisdiction (ETJ) area.
- Vacancies: One ETJ position requiring County Commissioners' approval

- The Planning & Zoning Division of the Community Development Department provides technical assistance to the Planning Board and Board of Adjustment.

Historical Context

Reuben and Elizabeth Settle Reid were the earliest settlers in the Reidsville area. In 1815, they built a house and store and provided a post office and stagecoach way station in the area of Main and Lindsey Street. Main Street was the old Danville to Salisbury Post (mail) Road. In 1865, a northern journalist recorded all he could find in Reidsville was “two [train] cars on the railroad, a small way station and a store where liquor was sold.” What changed and led to the town’s growth? The intersection of tobacco, war, a railroad, and men with visions and plans.

Joseph Holderby bought land from Reuben Reid on the old post road in the 1850s and then sold it to his son-in-law William Lindsey who started a plug tobacco factory. Lindsey and his wife, Sarah Holderby Lindsey, built their large home on the Post Road in the 1860s. The home remained in the Lindsey family throughout the 19th and 20th centuries.

Joseph Holderby also bought land next to the proposed location of the railroad. When the Civil War began in 1861, the Confederacy authorized the building of the railroad to transport supplies and men. Major Mortimer Oakes was in charge of the project. He married Frances Holderby, daughter of Joseph Holderby, and so Oakes remained in the area after the Civil War ended. He and his father-in-law both had the dream of building a town. Lots were sold, tobacco was auctioned off, warehouses and factories sprang up, and the railroad transported tobacco.

As a result, by 1870, there were an estimated 200 to 300 people in the area, with more moving in because of jobs in the sale and manufacturing of tobacco. Reidsville was on its way to becoming a tobacco center, and by the time of the 1873 incorporation as a town, there were 250 employees at Reidsville tobacco factories. The geographic center of Reidsville 150 years ago was where Morehead Street crossed the railroad tracks.

David Settle Reid was only two years old when his parents moved to the Old Post Road in 1815. He became an attorney and had a distinguished political career serving as a North Carolina Senator, a United States Congressman, a United States Senator, and Governor of North Carolina. For the last ten years of the Governor’s life, he resided with his son at what is known as the Governor Reid House, located at the intersection of Lawsonville Avenue and East Market Street. It was built in 1881 and is on the National Register of Historic Places.

Existing Conditions

Population Characteristics

In sections below, Reidsville is compared to Rockingham County, North Carolina, City of Eden (in Rockingham County), City of Kinston (in Lenoir County), City of Lenoir (in Caldwell County), and City of Thomasville (in Davidson County). These municipalities were chosen because of their similarity in size, population, proximity to an urban area, and commuting patterns.

Historical Population

Figure 1 shows the historical population of the City of Reidsville and Rockingham County since 1900. Between 1960 and 1990, the City saw a population decline, followed by an increase in the 1990's. Population has remained relatively stagnant since 2000, adding about 100 people between 2000 and 2020.

Figure 1: Historical Population (1900-2020)

Year	Reidsville			Rockingham			Reidsville
	Population	Change	% Change	Population	Change	% Change	% of County
1900	3,262			33,163			9.8%
1910	4,828	1,566	48.0%	36,442	3,279	9.9%	13.2%
1920	5,333	505	10.5%	44,149	7,707	21.1%	12.1%
1930	6,851	1,518	28.5%	51,083	6,934	15.7%	13.4%
1940	10,387	3,536	51.6%	57,898	6,815	13.3%	17.9%
1950	11,708	1,321	12.7%	64,816	6,918	11.9%	18.1%
1960	14,267	2,559	21.9%	69,629	4,813	7.4%	20.5%
1970	13,636	(631)	-4.4%	72,402	2,773	4.0%	18.8%
1980	12,492	(1,144)	-8.4%	83,426	11,024	15.2%	15.0%
1990	12,183	(309)	-2.5%	86,064	2,638	3.2%	14.2%
2000	14,485	2,302	18.9%	91,928	5,864	6.8%	15.8%
2010	14,520	35	0.2%	93,643	1,715	1.9%	15.5%
2020	14,583	63	0.4%	91,096	(2,547)	-2.7%	16.0%

Source: 1900-2010 Decennial Census; 2020 Redistricting File

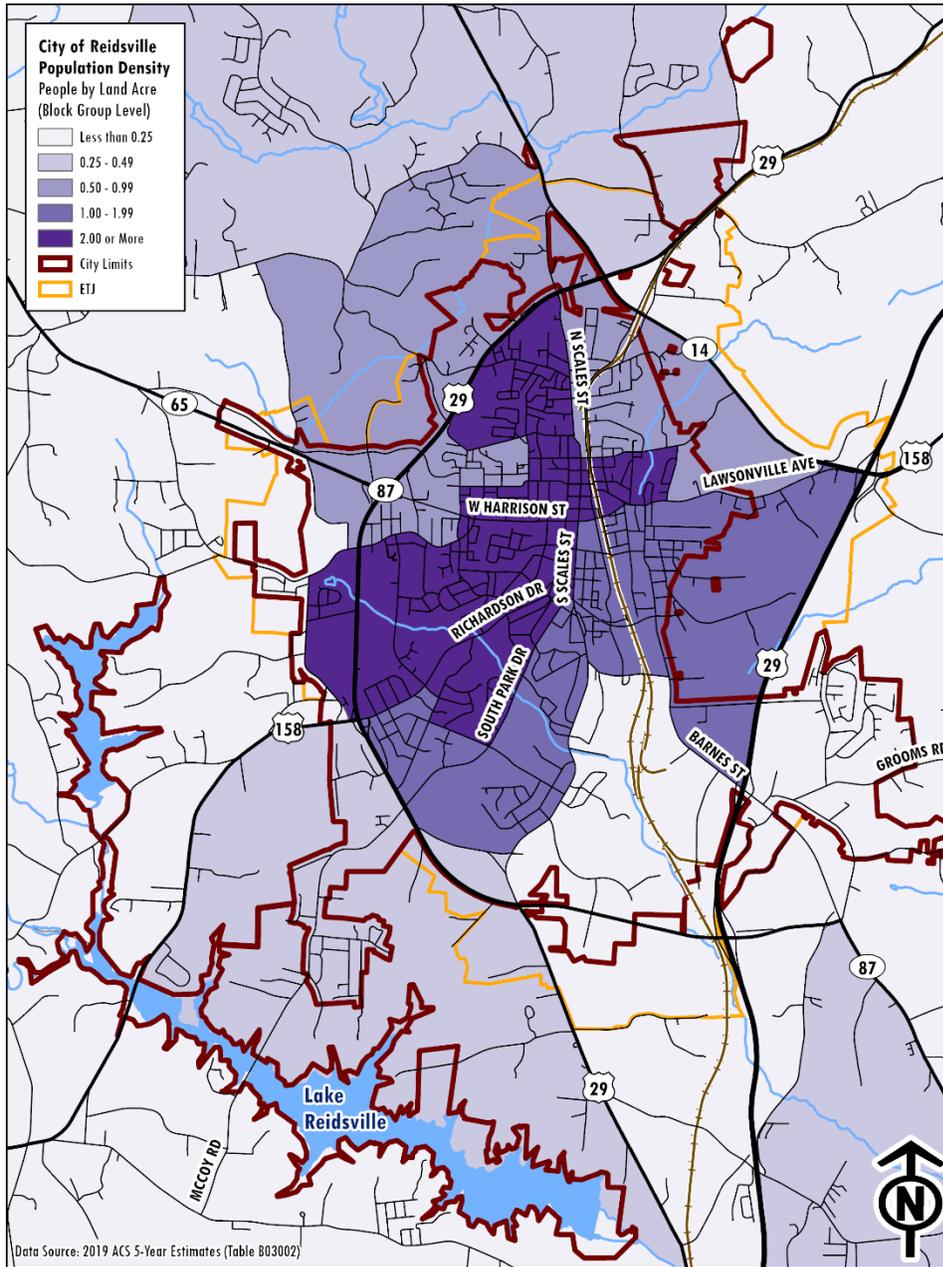
Population Projections

The NC State Demographer produces annual population projections at the county level only, not the municipal level. The population projections for Rockingham County estimate no growth in the County through year 2040. Instead, the average annual growth rate of 0.034% between 2000 and 2020 for the City of Reidsville was used to project the municipal population. Therefore, it is estimated that by the year 2040, Reidsville will have a population of 14,682.

Population Density

Reidsville's population is most dense between Business US-29, Scales Street and South Park Drive, with more than 2 people per acre in this area.

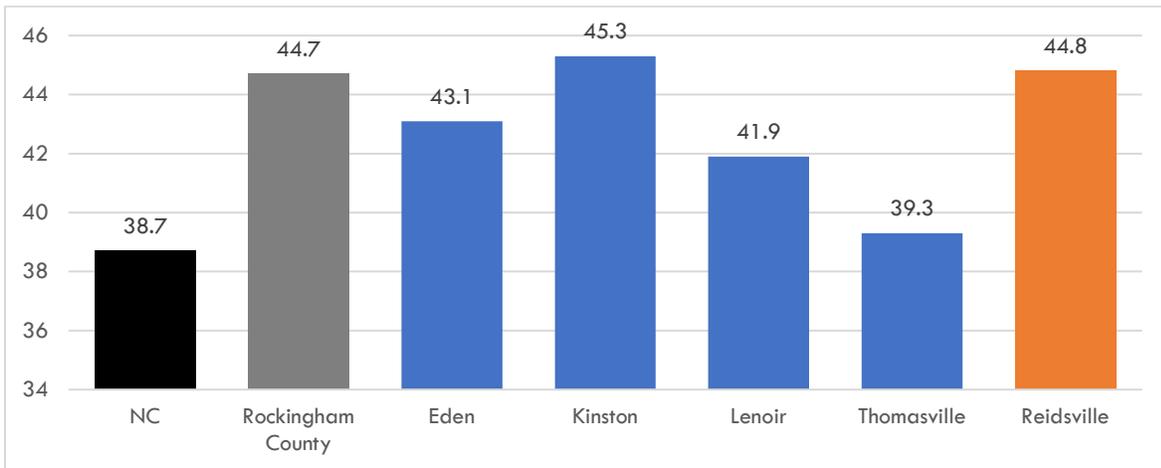
Map 2: Population Density (2019)



Age

In 2019 the median age in Reidsville was 44.8, up from 44.7 in 2010 and 39.5 in 2000. The median age in Reidsville is generally consistent with Rockingham County and Kinston, but is much higher than Eden, Lenoir, Thomasville, and the state.

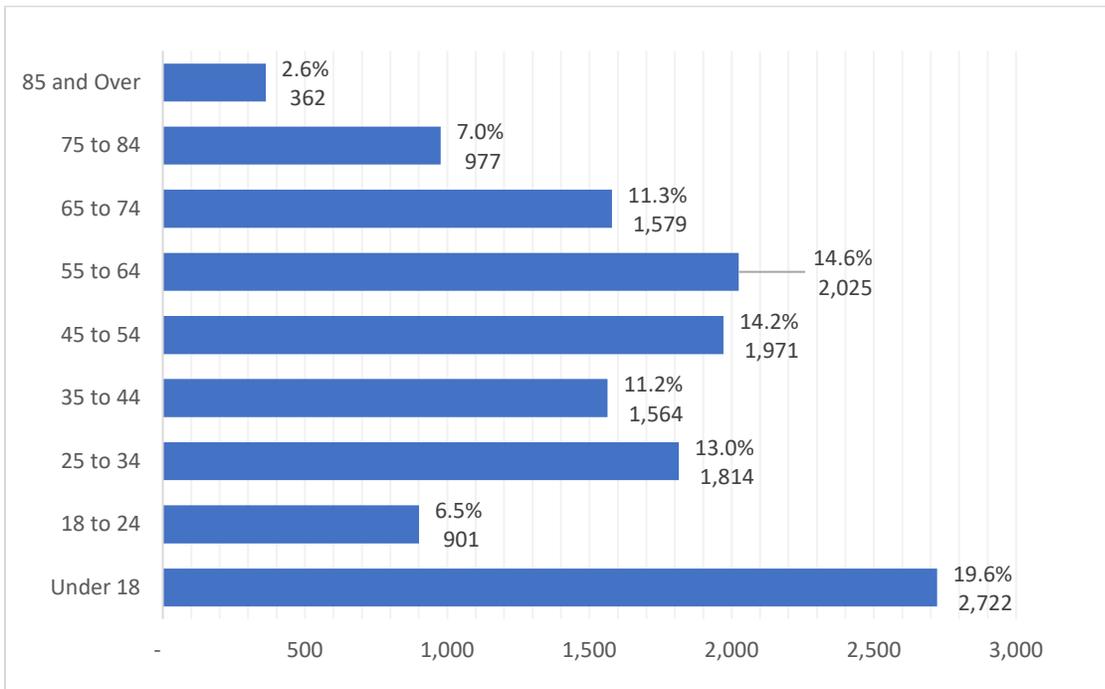
Figure 2: Median Age Comparison (2019)



Source: 2019 ACS 5-Year Estimates (Table B01002)

About one-fifth of Reidsville’s population are children under the age of 18. Reidsville has a large segment of the population between the ages of 45 to 54 and 55 to 64. About 21% of the population is over age 65, and about 60% of the population are between ages 18 and 64.

Figure 3: Reidsville Age Distribution (2019)

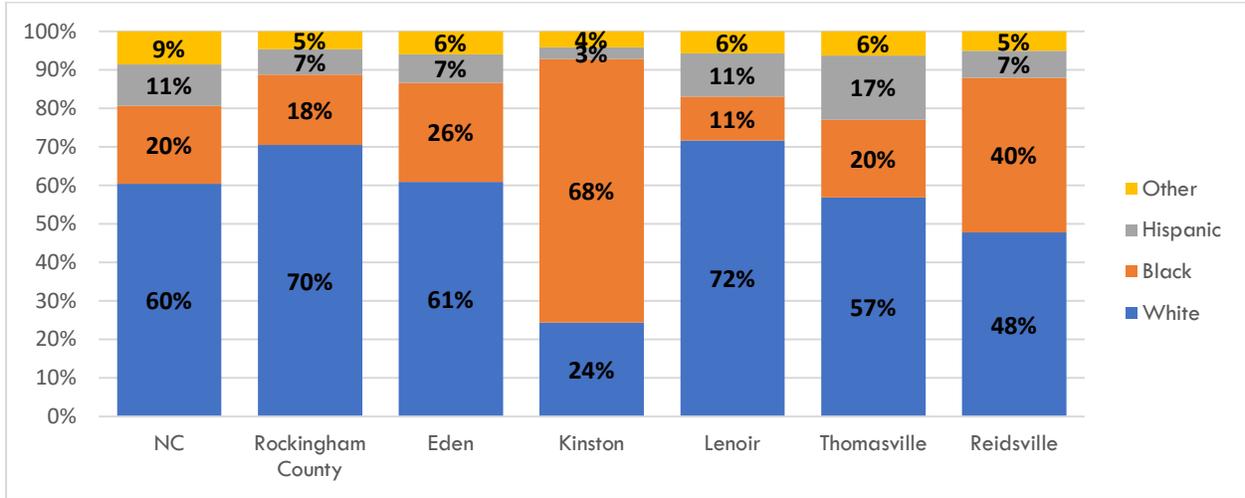


Source: 2019 ACS 5-Year Estimates (Table B01001)

Race and Ethnicity

In 2020, Reidsville’s population consisted of 48% white, 40% black, 7% Hispanic, and 5% some other race. Between 2000 and 2020, even though the total population in Reidsville stayed relatively stagnant, the white population saw a decline of 14%. The black population increased 6% between 2000 and 2010, but then decreased slightly between 2010 and 2020 by 3%. The Hispanic population increased by 169% between 2000 and 2020, while the population of “Some other race” increased by 165%.

Figure 4: Race & Ethnicity Comparison (2020)



Source: 2020 Census Redistricting P2

Figure 5: Changes in the Reidsville Population by Race & Ethnicity

Population	2000		2010		2020		Change 2000 to 2020		Change 2010 to 2020	
	#	%	#	%	#	%				
White	8,121	56%	7,389	51%	6,968	48%	-1,153	-14%	-421	-6%
Black	5,707	39%	6,046	42%	5,858	40%	151	3%	-188	-3%
Hispanic	381	3%	683	5%	1,026	7%	645	169%	343	50%
Other	276	2%	402	3%	731	5%	455	165%	329	82%
TOTAL	14,485		14,520		14,583		98	0.7%	63	0.4%

Source: 2000 Census SF1 (Table P008); 2010 Census SF1 (Table P5); 2020 Census Redistricting (Table P2)

In comparison, the minority populations have overall steadily increased across Reidsville and other comparison jurisdictions since 2000. Minority population in this context is anyone other than white, non-Hispanic. Reidsville does have a higher minority population than all comparison jurisdictions, except for Kinston.

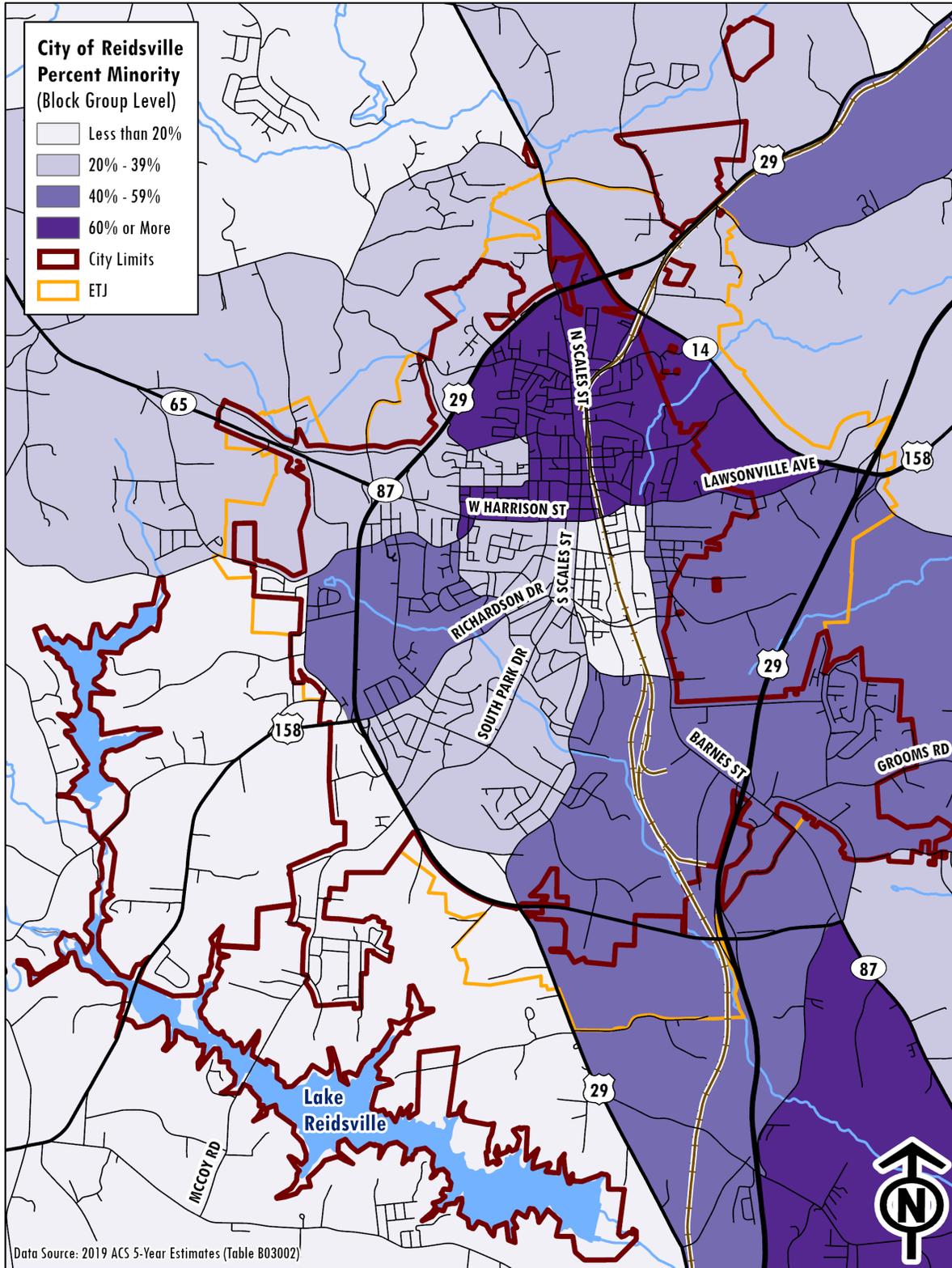
Figure 6: Minority Population Comparison Trend (2000-2020)

% Minority	2000	2010	2020
NC	30%	35%	40%
Rockingham County	24%	27%	30%
Eden	26%	31%	39%
Kinston	65%	72%	76%
Lenoir	21%	24%	28%
Thomasville	33%	37%	43%
Reidsville	44%	49%	52%

Source: 2000 Census SF1 (Table P008); 2010 Census SF1 (Table P5); 2020 Census Redistricting (Table P2)

Minority Population is greatest in the northern areas of the City, between Business US-29 and NC-114 and north of Harrison Street and Lawsonville Avenue.

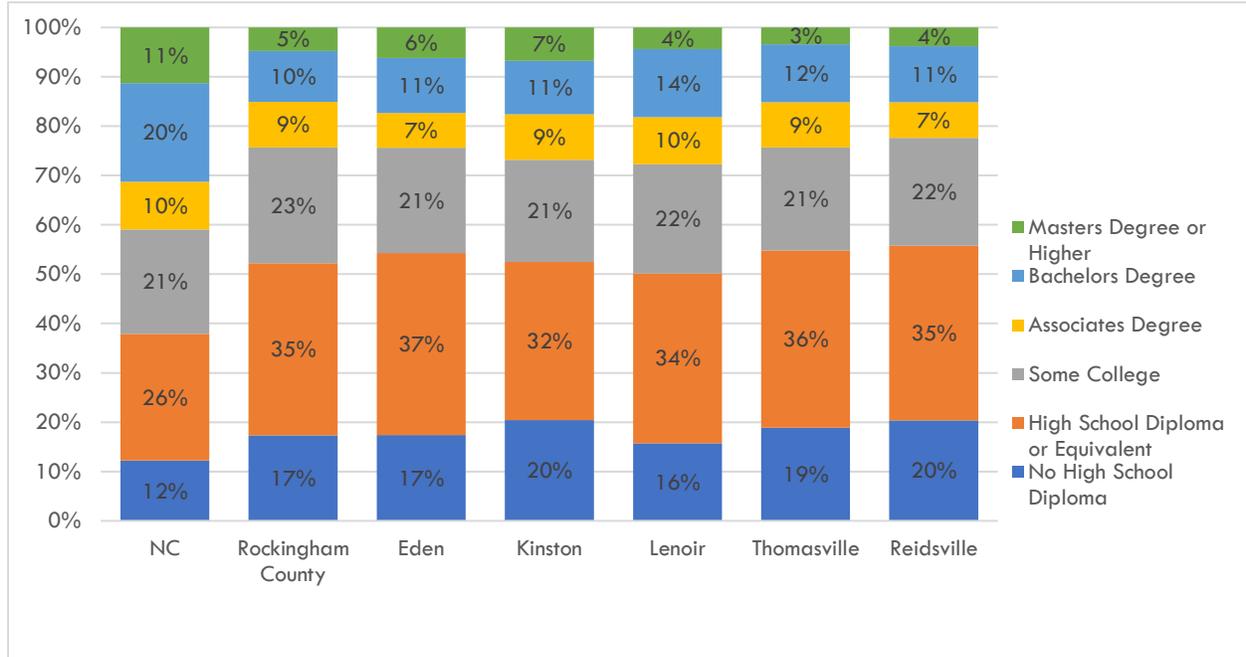
Map 3: Percent Minority (2019)



Education

80% of Reidsville’s adult population has at least a high school diploma; 15% have at least a Bachelor’s degree; and 4% have a Master’s degree or higher. Reidsville’s population has similar educational attainment levels to those of Rockingham County and the comparison cities. However, these educational attainment levels are less than those of the state, on average. The state has a much higher percentage of the adult population that have Bachelor’s and Master’s degrees.

Figure 7: Educational Attainment Comparison for the Population Ages 25+ (2019)



Source: 2019 ACS 5-Year Estimates (Table B15002)

Since the year 2000, the percentage of Reidsville’s population with at least a high school diploma has increased significantly from 69% in 2000 to 80% in 2019. Reidsville has seen an increase in population with some college or an Associate’s degree, and a small rise in population with a Bachelor’s degree. Population with a Master’s degree or higher has actually decreased since 2000.

Figure 8: Change in Educational Attainment for the Population 25+

Education Level	2000		2010		2019		Change 2000 to 2019	
	#	%	#	%	#	%	#	%
No High School Diploma	3,141	31.2%	2,585	25.1%	2,096	20.4%	-1,045	-33.3%
High School Diploma	3,006	29.9%	3,329	32.4%	3,646	35.4%	640	21.3%
Some College	1,845	18.3%	2,214	21.1%	2,244	21.8%	399	21.6%
Associate Degree	499	5.0%	583	5.7%	746	7.3%	247	49.5%
Bachelor's Degree	1,086	10.8%	1,177	11.4%	1,171	11.4%	85	7.8%
Master's Degree or Higher	486	4.8%	345	3.4%	389	3.8%	-97	-20.0%
TOTAL	10,063		10,233		10,292		229	2.3%

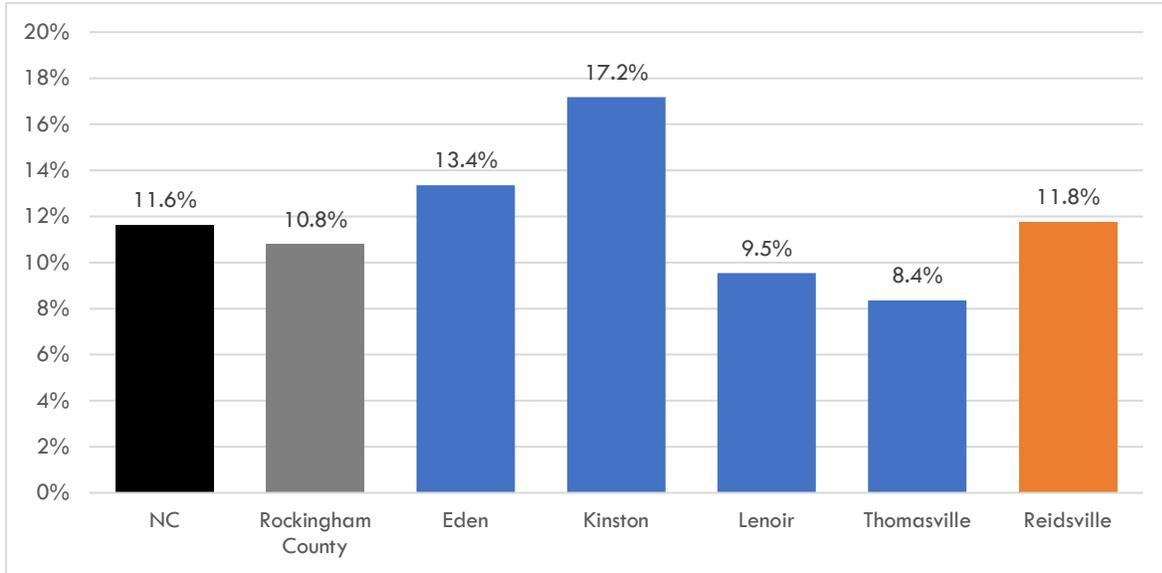
Source: 2000 Census (Table P037); 2010 ACS 5-Year Estimates (Table 15002); 2019 ACS 5-Year Estimates (Table B15002)

Housing

Occupancy and Tenure

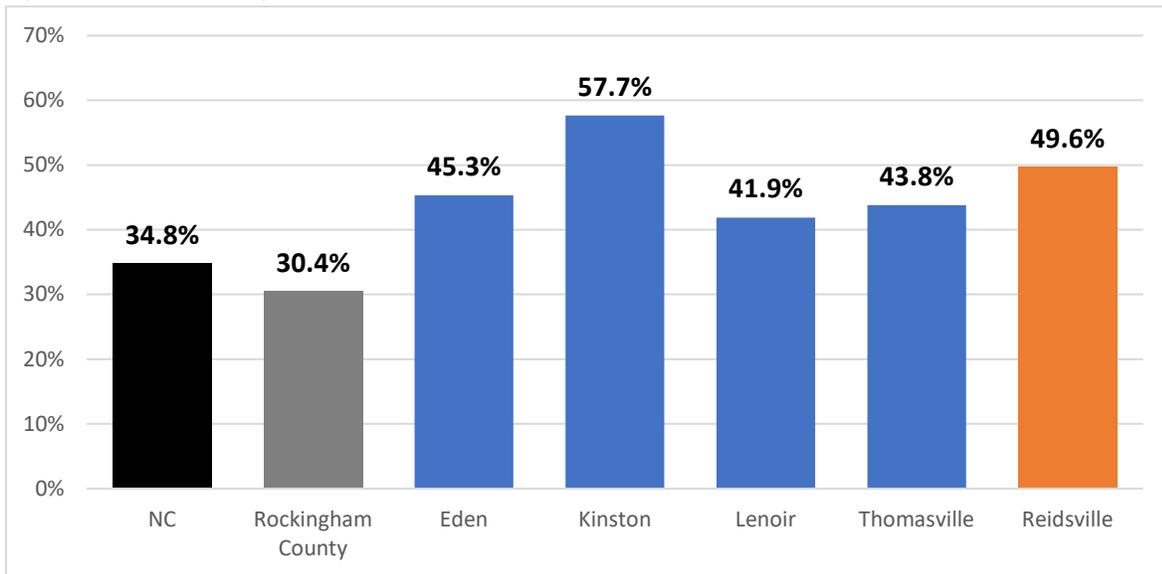
According to the 2020 Decennial Census Redistricting data, Reidsville has 7,280 housing units, of which 6,423 (88.2%) are occupied, leaving a vacancy rate of 11.8%. The vacancy rate across Rockingham County and the State is similar, at 10.8% and 11.6% respectively. Of these occupied units in Reidsville, 50.4% are owner occupied, leaving a rental rate of 49.6%. The rental rate across Rockingham County and the State is much lower, at 30.4% and 34.8% respectively.

Figure 9: Vacancy Rate Comparison (2020)



Source: 2020 Census Redistricting (Table H1)

Figure 10: Rental Rate Comparison (2019)



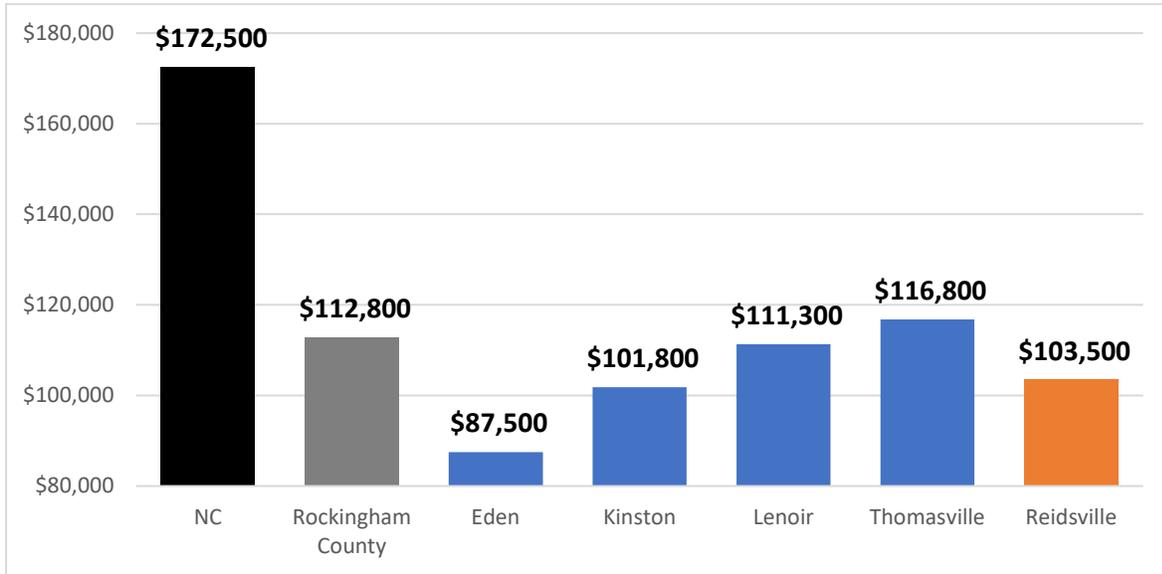
Source: 2019 ACS 5-Year Estimates (Table B25003)

Housing Value

The median value of owner-occupied homes in 2019 in Reidsville was \$103,500, up from \$97,600 in 2010 and \$79,500 in 2000. Home values and trends in Reidsville are very similar to Rockingham County

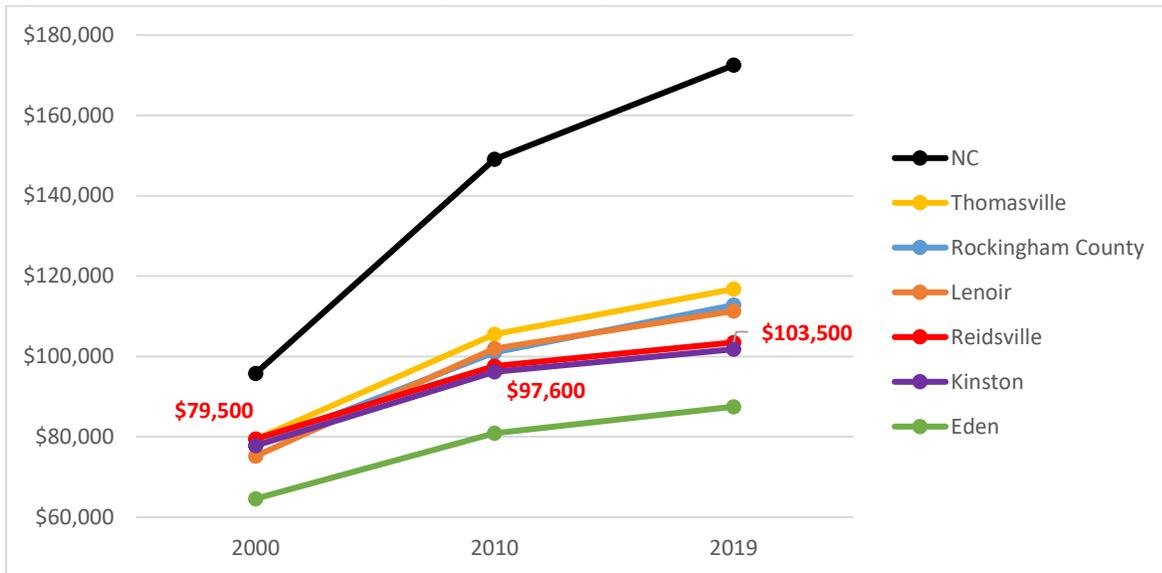
and the comparison municipalities. The state has a much higher median home value trend. Home values are typically higher on the western side of the City, with the highest around South Park Drive (see Map 3).

Figure 11: Median Home Value of Owner-Occupied Homes Comparison (2019)



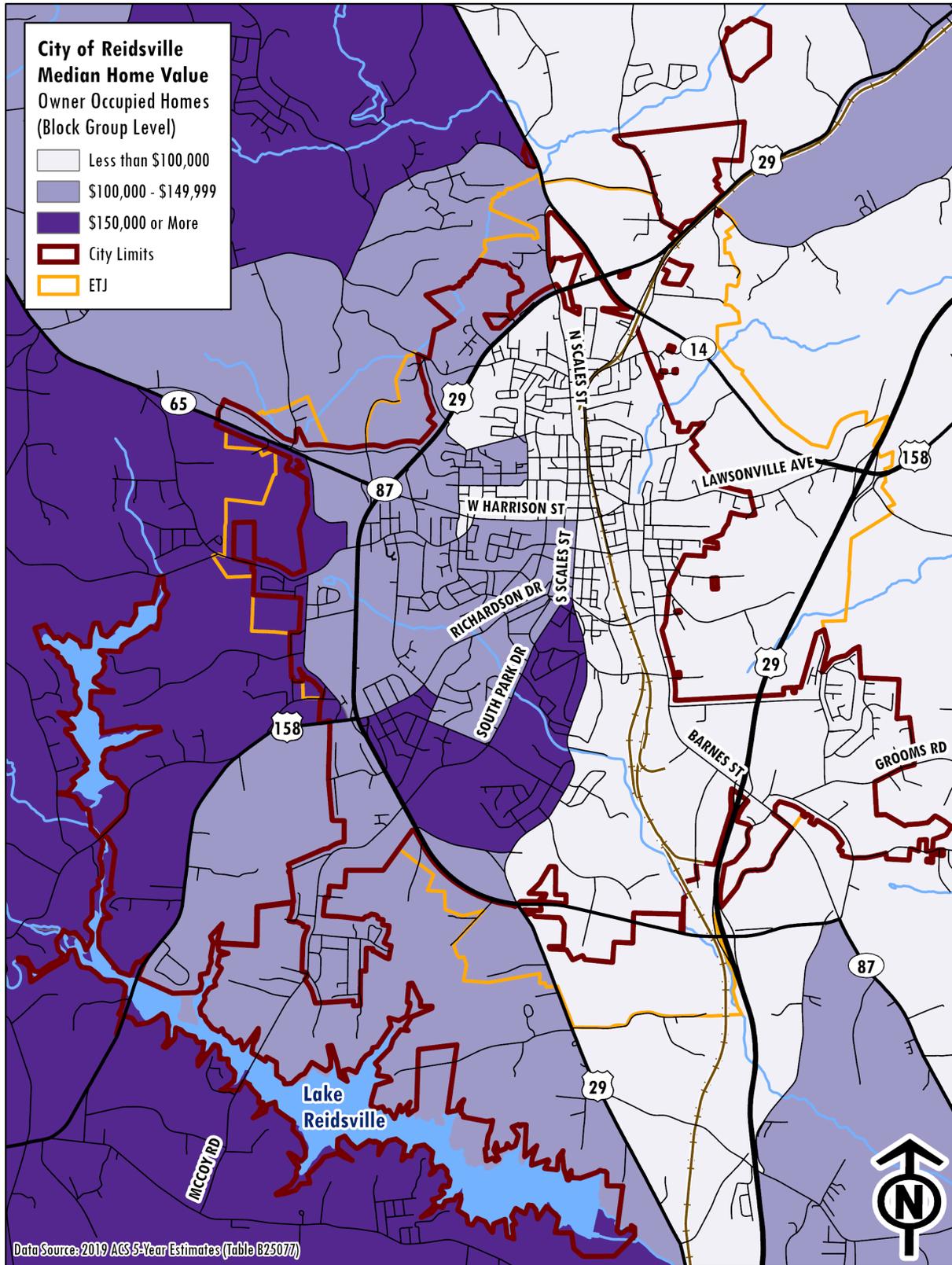
Source: 2019 ACS 5-Year Estimates (Table B25077)

Figure 12: Median Home Value of Owner-Occupied Homes Comparison Trend (2000-2019)



Source: 2000 Census (Table H085); 2010 ACS 5-Year Estimates (Table 25077); 2019 ACS 5-Year Estimates (Table B25077)

Map 4: Median Home Values (2019)

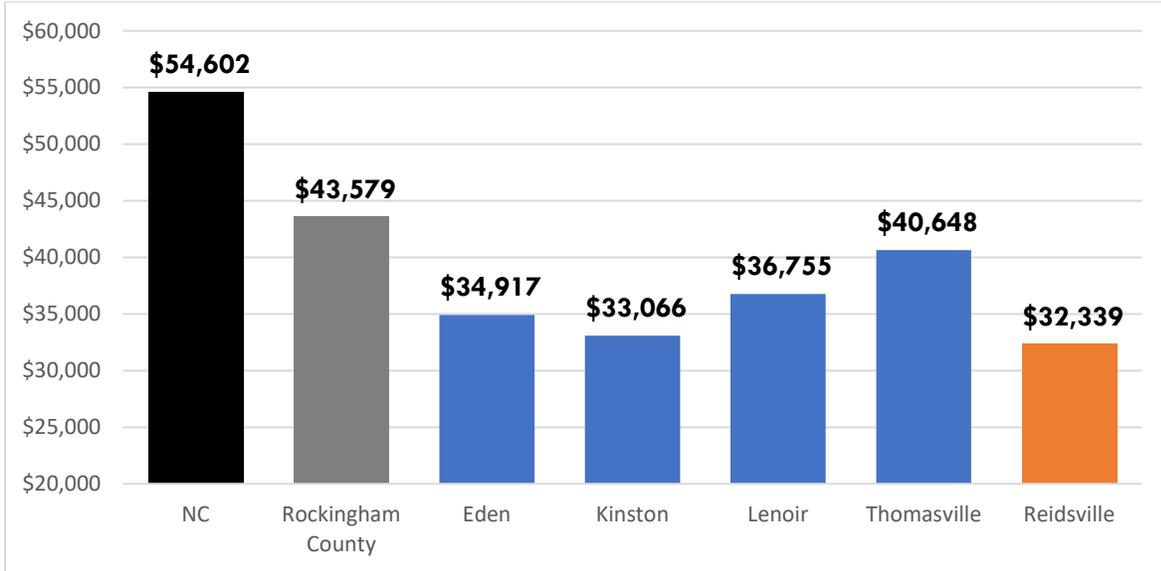


Economic Conditions

Income

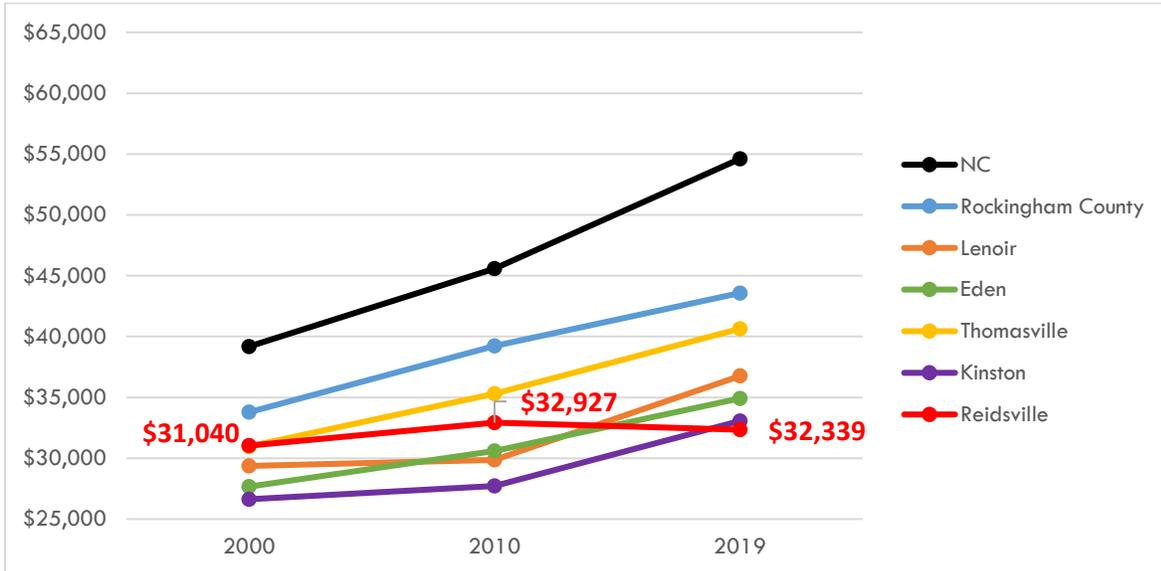
Median household income in Reidsville in 2019 was \$32,339, down from \$32,927 in 2010 and up from \$31,040 in 2000. The incomes in Reidsville are lower than the comparison jurisdictions and the only place that saw a decrease from 2010 to 2019. Median household income is higher on the edges of the City, especially east of US-29 (see Map 4).

Figure 13: Median Household Income Comparison (2019)



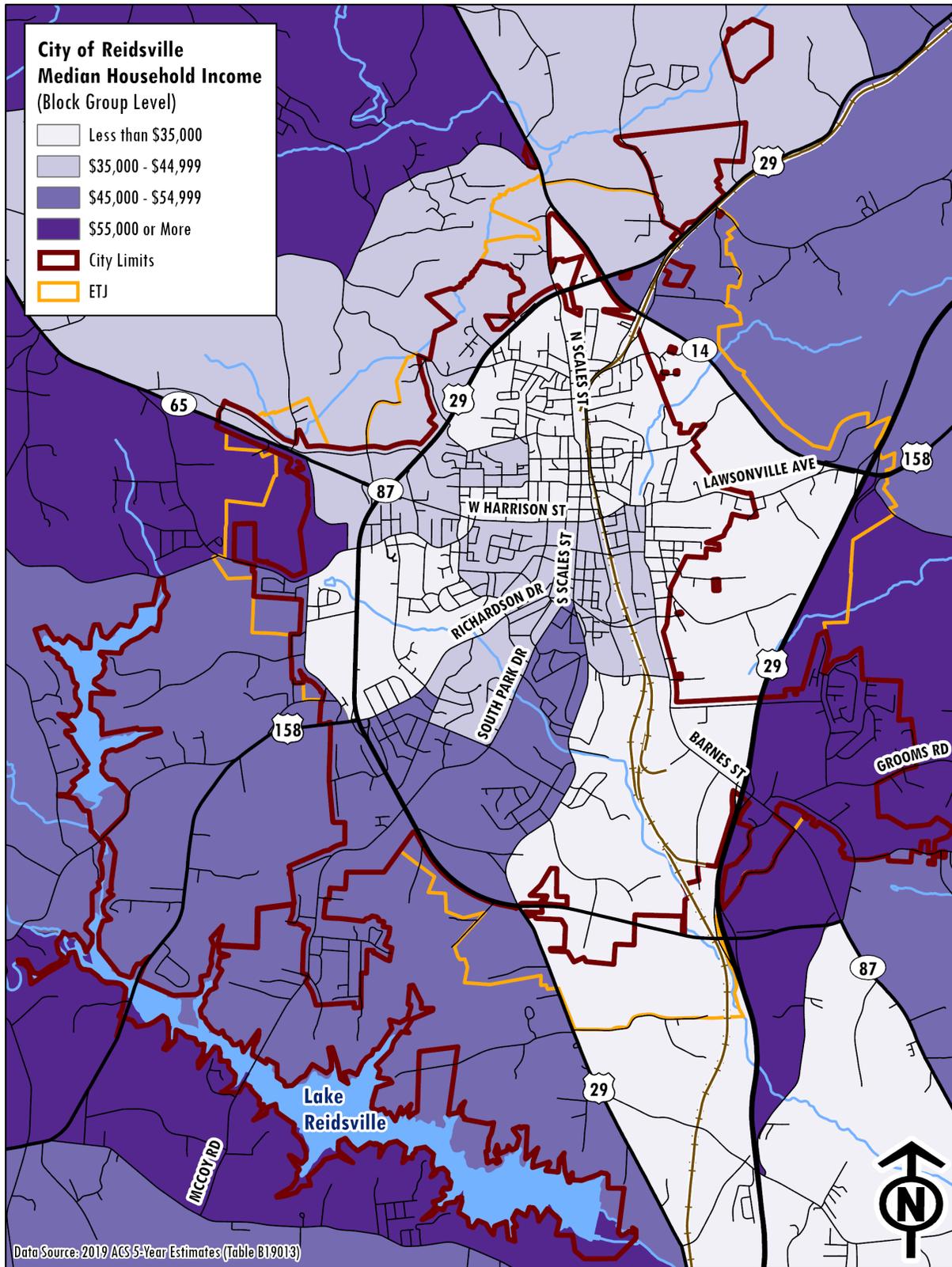
Source: 2019 ACS 5-Year Estimates (Table B19013)

Figure 14: Median Household Income Comparison Trend (2000-2019)



Source: 2000 Census (Table DP03); 2010 ACS 5-Year Estimates (Table B19013); 2019 ACS 5-Year Estimates (Table B19013)

Map 5: Median Household Income (2019)



Jobs & Commuting Patterns

In 2019, an estimated 6,905 jobs were held in Reidsville. Only 1,204 of the employees holding these jobs also lived in Reidsville, indicating that 5,701 people commuted into Reidsville each day for employment. Most of these commuters come from other parts of Rockingham County (33%) while 14% come from Guilford County.

An estimated 6,499 adults, active in the workforce, lived in Reidsville. Only 1,204 of these employees both lived and worked in Reidsville, indicating that 5,295 people commuted out of Reidsville each day for employment. Most of these residents are commuting to Guilford County (30%) while 13% commute to other areas of Rockingham County.

Figure 15: Inflow/Outflow Commuting Pattern (2019)



Source: US Census Bureau, OnTheMap, LEHD Origin-Destination Employment Statistics (2019)

Figure 16: Top 5 Commuting Counties

Counties Where Workforce is Employed	Count	Percent	Counties Where Workers Live	Count	Percent
Guilford	1,933	29.7%	Rockingham (outside of Reidsville)	2,277	30.0%
Rockingham (outside of Reidsville)	873	13.4%	Guilford	990	14.3%
Wake	419	6.4%	Caswell	260	3.8%
Alamance	324	5.0%	Alamance	224	3.2%
Mecklenburg	228	3.5%	Forsyth	185	2.7%
TOTAL WORKFORCE	6,499		TOTAL JOBS	6,905	

Source: US Census Bureau, OnTheMap, LEHD Origin-Destination Employment Statistics (2019)

Transportation

Major Roadway Corridors

US 29/Future I-785

US 29 is a major north-south corridor in Rockingham County, connecting Reidsville with rural areas in the county's eastern half. The facility is a vital artery in moving people and goods through North Carolina, connecting two major urban areas, Danville, Virginia and Greensboro, and ultimately connecting South-Central Virginia to Central North Carolina.

US 29 is currently a 4-lane freeway from the Guilford County Line to the Caswell County Line, and is designated as a freeway on the SHC Vision Plan and is signed Interstate 785, a spur Interstate connecting Greensboro with Danville, Virginia. Its purposed is to improve regional and statewide mobility and connectivity. It is part of the North Carolina Department of Transportation's Strategic Transportation Corridors (STC).

Business 29 (Freeway Drive)

US 29 Business is a 2-lane major thoroughfare and north-south corridor in Rockingham County, connecting the City of Reidsville with rural areas in the eastern half of the county. The facility is a vital artery in moving people and goods through the county, connecting Reidsville with Greensboro and the rest of the Triad Region.

US 158

US 158 is a major east-west corridor in Rockingham County, connecting Reidsville with rural areas in the county's southern half. The facility is a vital artery in moving people and goods through North Carolina, connecting Winston Salem with the northern part of central North Carolina.

US 158 is currently a 2-lane major thoroughfare from the Guilford County to US 29 Business south of Reidsville. US 158 is designated as a Boulevard from Guilford County to US 29 and an expressway from US 29 to the Caswell County Line to improve regional and statewide mobility and connectivity.

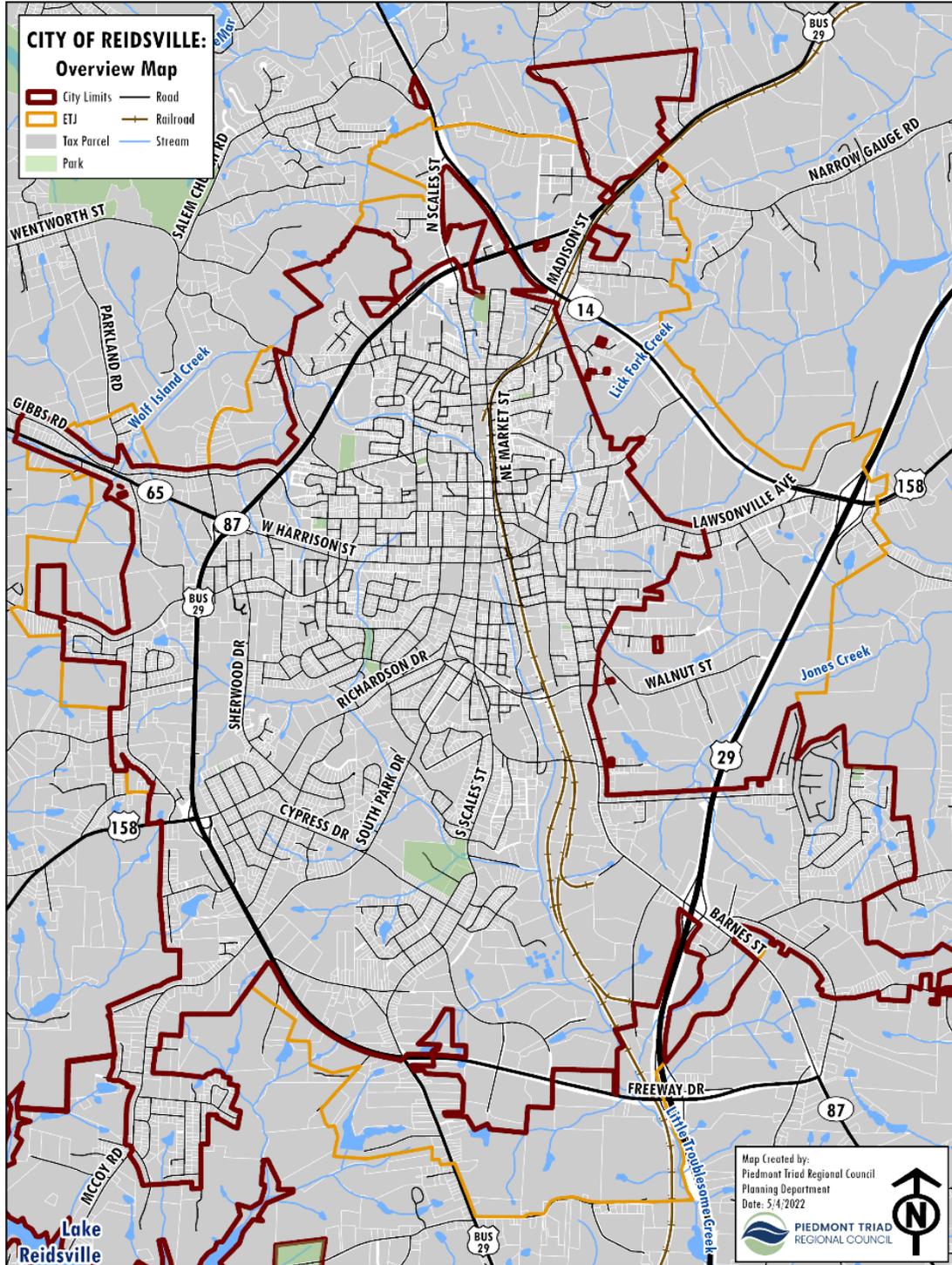
US 158 is part of the North Carolina Department of Transportation's Strategic Transportation Corridors (STC).

NC 87

NC 87 is a major north-south corridor in Rockingham County, connecting Reidsville with rural areas in the southeastern part of the county. The facility is vital in moving people and goods through North Carolina, connecting Rockingham County and Alamance County.

NC 87 is currently a 5-lane major thoroughfare from US 29 to Barnes Street (SR 2817) and a 2-lane major thoroughfare from Barnes Street (SR 2817) to the Caswell County Line. NC 87 is ultimately envisioned as a 4-lane divided Boulevard in the future.

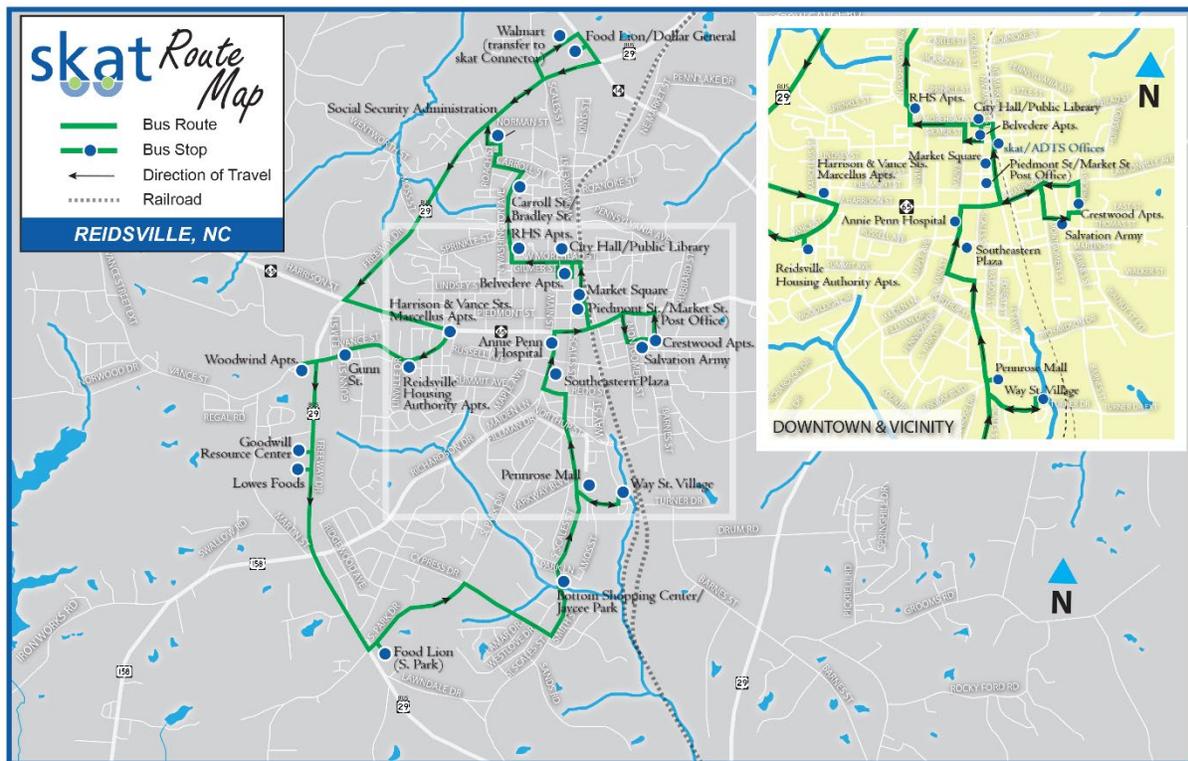
Map 6: Overview Map



Public Transportation

Rockingham County’s public transportation provider, “skat transit,” is a community service operated by Aging, Disability, and Transit Services of Rockingham County. Funding support for skat comes from the state of North Carolina and local contributions.

Map 7: skat Reidsville Route Map



Parks, Pedestrian, and Trail Facilities

Reidsville owns and maintains several parks and recreational facilities throughout the city. One of the largest being Lake Reidsville located at 630 Water Works Road. Covering over 750 acres which include the park and lake its facilities are used year-round for events such as weddings, reunions, and birthday parties. Additional amenities include basketball courts, a playground, soccer fields, and several picnic shelters to hold both small and large crowds. A summary of the activities at Lake Reidsville is listed below.

- Boating & Skiing - Visitors can bring their boat, canoe or kayak to enjoy a day on the lake, including the many coves and fishing holes throughout. Skiing can be done in designated areas.
- Kayak & Canoe Rentals - Lake Reidsville offers single kayaks, tandem kayaks, and canoes for rent from the months of April 1st through October 31st.
- Disc Golf - Since June of 2007, Lake Reidsville has been home to Rockingham County's first disc golf course, Lake's Edge. Based on traditional golf, disc golf is a fast-growing sport where players throw a flying disc into a metal basket with chains hanging over it. The Lake's Edge course is geared for both family and professional play.
- Hiking & Biking Trail - Lake Reidsville offers a nearly 3 miles of unpaved hiking and biking trails that provide an opportunity to commune with nature and see the beauty of everything that surrounds you. These trails are also part of phase one of the Lake Reidsville trails system.

- Camping - Lake Reidsville campground features 46 wooded sites with water and electricity and 28 full hook-up sites. There are hot water shower facilities and restrooms, fishing piers, nature trails, and a bird-watching trail to enjoy. Boat storage is also available.
- Duck Hunting - Lake Reidsville offers duck hunting from 17 different blinds.
- Fishing - The lake is home to big bass, crappie, bream, and other fish. Visitors can fish from their boats, docks and designated bank areas.
- Amphitheater - Lake Reidsville also offers a full schedule of concerts and special events throughout the season.
- Bird Watching - Lake Reidsville is located on the North Carolina Birding Trail. A variety of birds can be seen, including Goldfinches, Prairie Wobblers, Yellow Breasted Chat, Indigo Bunting, wintering waterfowl, Red Tail Hawks, and Great Blue Herons.

In addition to Lake Reidsville, the city also owns nine (9) neighborhood parks for residents and visitors throughout the year.

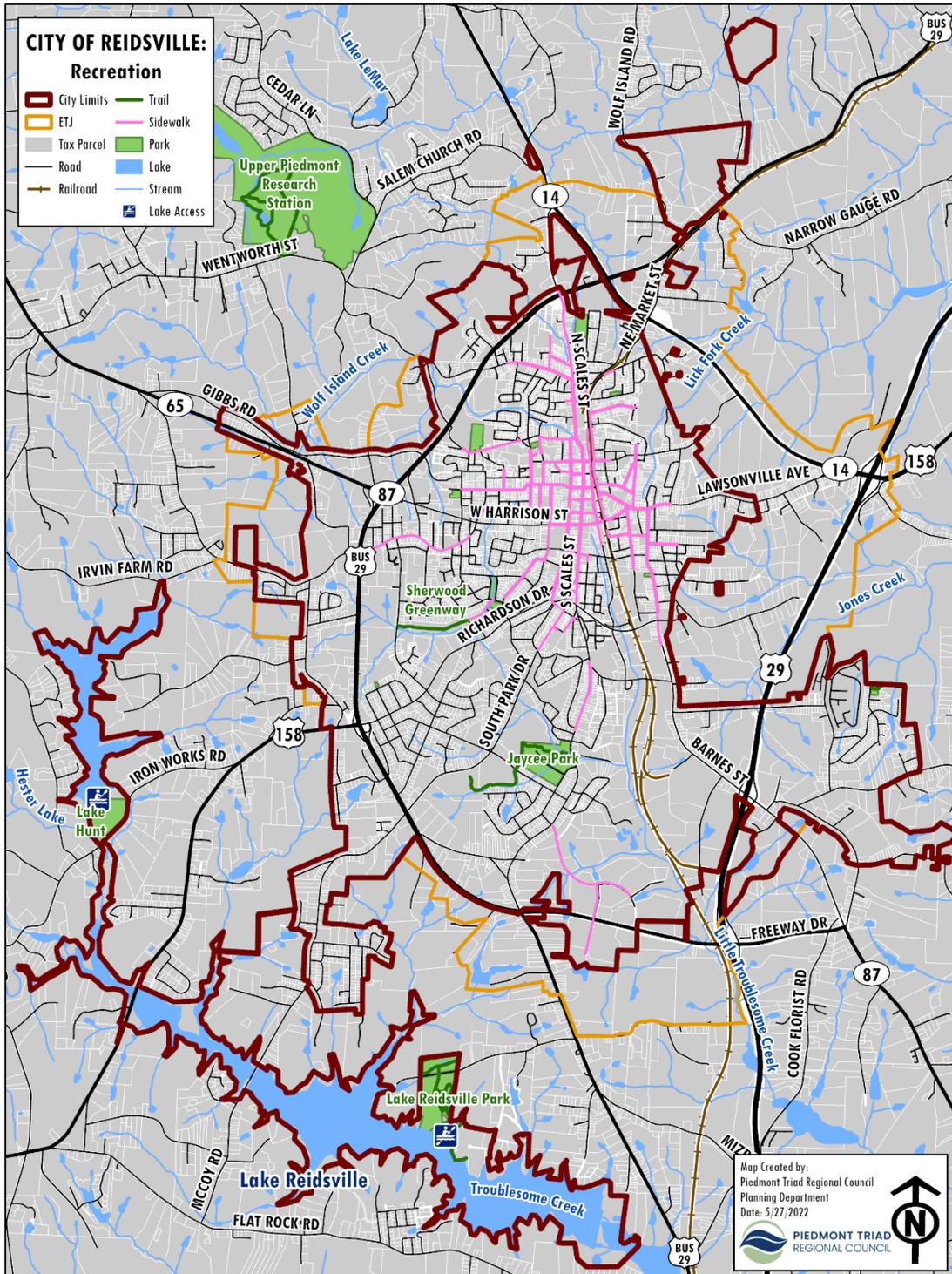
- Barnes Street Park (1102 Barnes Street)
- Cambridge Park (1401 Windsor Court)
- Courtland Park (1200 Courtland Avenue)
- Glendale Park (328 Roanoke Street)
- H.K. Grigg Park (400 Marcellus Place)
- Jaycee Park (2010 South Scales Street)
- Jaycee Ball Park (125 Jaycee Park Road)
- Oaks Park (640 Northwest Market Street)
- Woodland Park (2212 Woodland Drive)

Reidsville also maintains a city-wide trail system for public made of three (3) different trails.

- Lake Reidsville (630 Water Works Road)
- Jaycee Park Greenway (2010 South Scales Street)
- Sherwood Greenway (Trailheads located at both Sherwood Drive and Green Street)



Map 8: Recreation Facilities



Regulatory Factors

Land uses in Reidsville are subject to a zoning ordinance. Legally speaking, zoning is a means of ensuring that the land uses of a community are correctly situated in relation to one another, providing adequate space for each type of development. To achieve this, Reidsville is divided into “zones” where some land uses are permitted, and others are prohibited or subject to additional regulation and scrutiny. Additionally, different zones specify minimum and maximum standards for the size, placement, landscape screening, and density of buildings, uses, and lots. Zoning is a useful mechanism to control development density in each area so that property can be adequately serviced by such governmental facilities as streets, schools, fire, police, recreation, and utility systems, directs new growth into appropriate areas, and protects existing property by requiring that development afford adequate light, air, and privacy for persons living and working within the community.

The City of Reidsville uses two main tools to regulate land development within its jurisdiction, a zoning ordinance and subdivision regulations. The zoning ordinance is a legal and administrative tool to insure land uses within the community are properly situated in relation to one another, and that adequate space is provided for each type of land development. It allows the control of development density so that property can be provided with adequate public services such as streets, schools, recreation, utilities, and fire and police protection. Zoning also helps to direct new growth into appropriate areas and protects existing property by requiring that new land development provide adequate light, air and privacy for persons already living and working within the community. If a property is currently zoned for its intended use, then necessary permits are obtained through application and the payment of fees. If a land development proposal does not coincide with a parcel's current zoning designation, rezoning approval from the City Council is required. This process can take from a few weeks to a few months, depending on the magnitude or complexity of a proposal, or the level of controversy generated by a proposed project. Zoning is the most commonly used legal device for implementing a community's land development plan. It allows for the division of a jurisdiction into districts, and for the establishment of specific regulations, requirements, and conditions to be applied within each district, to address the following types of issues:

1. The height or bulk of buildings and other structures.
2. The minimum lot size, yard setbacks, the maximum ratio of building floor area to land area, and minimum requirements for onsite open space and recreation area.
3. The maximum number or density of dwelling units.
4. The desired use of buildings and land for various purposes.

Existing Zoning

The City of Reidsville first established zoning on October 14, 1965. Over the almost 57 years since, the City's zoning ordinance has evolved to incorporate new regulatory principles to enhance residential and commercial opportunities. Currently, Reidsville and the extraterritorial jurisdiction are divided into the following 25 districts.

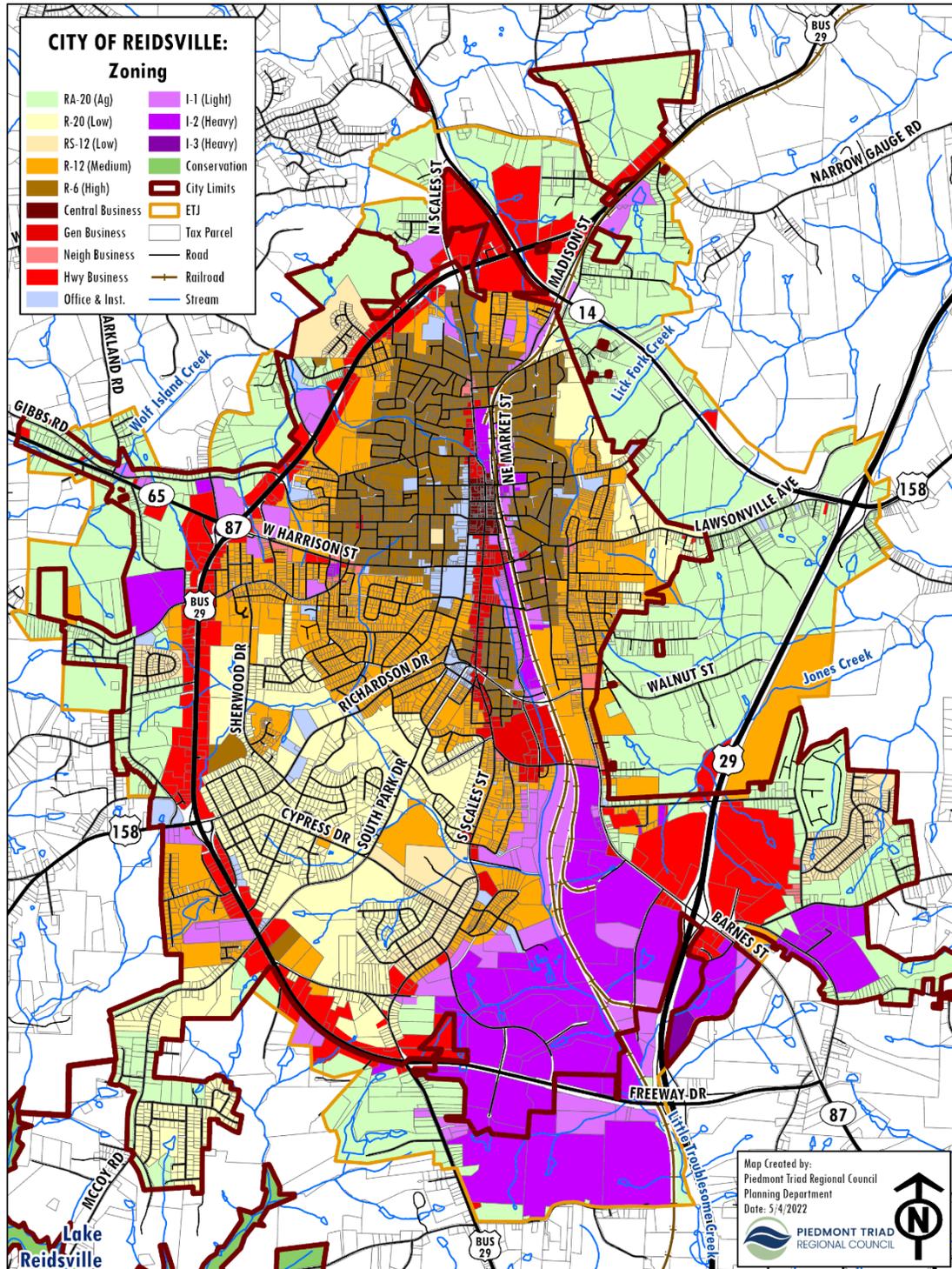
- **RA-20 Residential-Agricultural District** - The RA-20 Residential-Agricultural District is established as a district in which the principal use of land is for low density residential and agricultural purposes. The regulations of this district are intended to protect the agricultural sections of the community from an influx of uses likely to render it undesirable for farms and future development, and to ensure that residential development not having access to public water supplies and dependent upon septic tank systems for sewage disposal will occur at sufficiently low densities to insure a healthful environment.
- **R-20 Residential District** - This district is defined as low-density residential areas of mostly single-family dwellings plus open areas where similar residential development will likely occur. The uses permitted in this district are designed to stabilize and protect the essential characteristics of the

area and to prohibit all activities of a commercial nature except certain home occupations controlled by specific limitations.

- **RS-12 Residential District** - This district is defined as medium density residential areas of mostly single-family dwellings and certain open areas where similar residential development will likely occur. The uses permitted in this district are designed to stabilize and protect the essential characteristics of the area and prohibit all activities of a commercial nature except certain home occupations controlled by specific limitations.
- **CZ RS-12** - Identical to the RS-12 Residential District except that a conditional zoning permit is required as a prerequisite to any use or development, as provided for in this chapter.
- **R-12 Residential District** - This district is defined as medium density residential areas of mixed single and multi-family dwellings and certain open areas where similar residential development will likely occur. The uses permitted in this district are designed to stabilize and protect the essential characteristics of the area and prohibit all activities of a commercial nature except certain home occupations controlled by specific limitations.
- **CZR-12** - Identical to the R-12 Residential District except that a conditional zoning permit is required as a prerequisite to any use or development, as provided for in this chapter.
- **R-6 Residential District** - This district is defined as medium to high density residential areas where single and multi-family dwellings are mingled with certain open areas where similar residential development will likely occur. The uses permitted in this district are designed to stabilize and protect the essential characteristics of the area and prohibit all activities of a commercial nature except certain home occupations controlled by specific limitations.
- **CZR-6** - Identical to the R-6 Residential District except that a conditional zoning permit is required as a prerequisite to any use or development, as provided for in this chapter.
- **O&I Office and Institutional District** - This district is established primarily for Office and Institutional uses which have only limited contact with the general public and which have no offensive noises, odors, smoke, fumes, or other objectionable conditions. As residences are permitted in this district and as this district is usually adjacent to residential districts, provisions are made for yards, off-street parking and off- street loading areas.
- **CZO&I** - Identical to the O & I Office and Institutional District except that a conditional zoning permit is required as a prerequisite to any use or development, as provided for in this chapter.
- **B-C Business; Central, District** - The regulations for this district are designed to permit a concentrated development of retailing, government and business establishments in the central portion of Reidsville.
- **CZB-C** - Identical to the B-C Business District except that a conditional zoning permit is required as a prerequisite to any use or development, as provided for in this chapter.
- **B-G Business; General, District** - The B-G Business District is established as a district in which the principal use of the land is to provide for retailing of goods and services adjacent to the CBD. Off-street parking is required for the uses in this district.
- **CZB-G** - Identical to the B-G Business District except that a conditional zoning permit is required as a prerequisite to any use or development, as provided for in this chapter.
- **B-N Business; Neighborhood, District** - This district is defined as a compact neighborhood shopping district which provides convenience goods, such as groceries and drugs, and some types of personal service, to the surrounding residential area. The regulations are designed to protect the surrounding residential districts and provide an appropriate community appearance. The district is intended for concentrated business developments on sites less than four acres.
- **CZB-N** - Identical to the B-N Business District except that a conditional zoning permit is required as a prerequisite to any use or development, as provided for in this chapter.

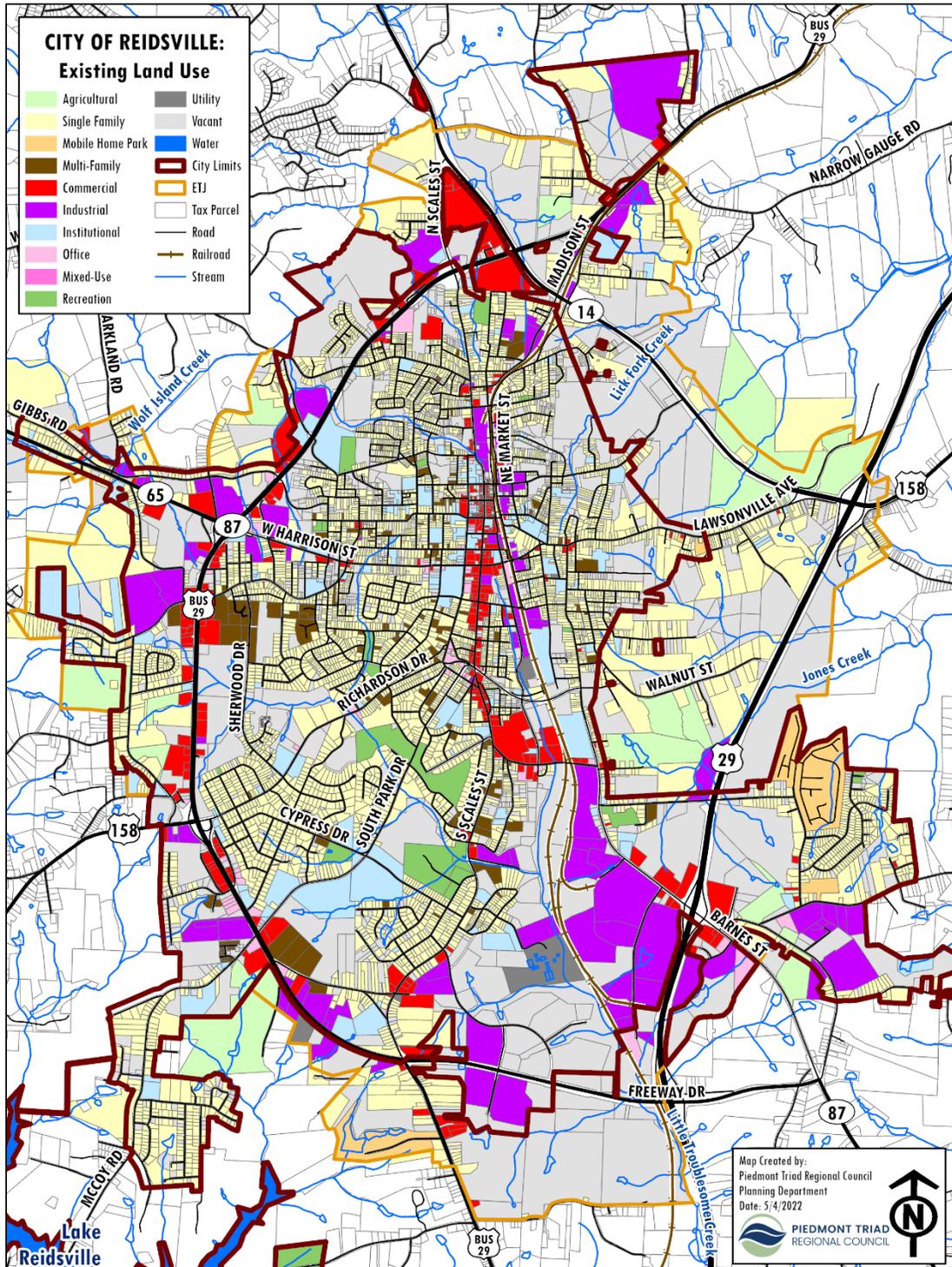
- **B-H Business, Highway, District** - These districts are generally located on the major radial highways leading into and around the developed area and provide for retailing goods and services to the passing motorists and the local residences. Because these business areas are subject to the public view, which is a matter of important concern to the whole community, they should provide an appropriate appearance, ample parking, and be designed to minimize traffic congestion.
- **CZB-H** - Identical to the B-H district except that a conditional zoning permit is required as a prerequisite to any use or development, as provided for in this chapter.
- **Industrial District** - The I-1 Industrial District is established as a district in which the principal use of land is for industrial which can be operated in a relatively clean and quiet manner and which will not be obnoxious to adjacent residential, office and institutional, or business district. The regulations are designated to prohibit the use of land for heavy industry which should be properly segregated and to prohibit any other use which would substantially interfere with the development of industrial establishments in the district.
- **CZI-1** - Identical to the I-1 district except that a conditional zoning permit is required as a prerequisite to any use or development, as provided for in this chapter.
- **Industrial District** - The I-2 Industrial District is established as a district in which the principal use of land is for heavy industries that by their nature may create some nuisance and which are not properly associated with nor compatible with uses in other zoning districts.
- **CZI-2** - Identical to the I-2 district except that a conditional zoning permit is required as a prerequisite to any use or development, as provided for in this chapter.
- **Industrial District** - The I-3 Industrial District is established as a district in which the principal use of land is for heavy industries that by their nature may create some nuisance and which are not properly associated with nor compatible with uses in other zoning districts.
- **CZI-3** - Identical to the I-3 district except that a conditional zoning permit is required as a prerequisite to any use or development, as provided for in this chapter.
- **C Conservation District** - The C Conservation District is established as a district in which to permit development that is compatible with the environmentally sensitive nature of the site and to preserve land in a natural state where such land is considered to be a vital link in the ground water replenishment cycle and where the destruction of natural vegetation would have a harmful effect on the stability of the soil and its resistance to erosion. This district is established to ensure the continued scenic, conservation and recreational value that this area provides to the community.

Map 9: Zoning



Existing Land Use

Map 10: Existing Land Use



Planning Process and Community Engagement

The Planning Process

Reidsville's updated Land Development Plan is the product of a year-long planning process that began in August of 2021 and culminated in approval and adoption by Reidsville's City Council in July of 2022. Development of the plan was guided by planning consultants from the Piedmont Triad Regional Council and the University of North Carolina at Chapel Hill's City and Regional Planning Department, in collaboration with Reidsville's Community Development Department and a Plan Development Steering Committee composed of city staff, elected officials, and community stakeholders.

The planning process was organized in five iterative and overlapping phases:

1. Review of current conditions and existing plans
2. Public engagement and goal setting
3. Draft plan development
4. Review of draft plan
5. Approval and adoption of final plan

Phase 1: Review of current conditions and existing plans

August 2021 – December 2021

- Analysis of current demographic, housing, and economic conditions
- Review of existing city and county plans
- Identification of existing and emerging trends
- Assessment of Reidsville's current and future role in the region

Phase 2: Public engagement and goal setting

September 2021 – March 2022

- Formation of Plan Development Steering Committee
- Public Open House and Community Survey
- Development of goals and objectives to guide future growth

Phase 3: Draft plan development

February 2022 – April 2022

- Development of Growth Management Areas Map
- Development of implementation strategies

Phase 4: Review of draft plan

April 2022 – June 2022

- Public review open house and comment period
- Review by Planning Board
- Review by Reidsville City Council

Phase 5: Approval and adoption of final plan

July 2022

- Approval and adoption of Land Development Plan by Reidsville City Council

Plan Development Steering Committee

A Plan Development Steering Committee, appointed at the start of the planning process, provided diverse local perspectives, insights, and expertise that informed the development of Reidsville's Land Development Plan. The 14-member Steering Committee included city staff, elected officials, local business owners, and other community stakeholders including representatives from Rockingham Community College, Rockingham County Public Schools, the Chamber of Commerce, Cone Health, and the Parks and Recreation Advisory Committee. Their collective expertise in local planning and policy, community and economic development, finance, education, healthcare, historic preservation, and parks and open space management, as well as their personal experiences as Reidsville residents, helped to ensure that a wide range of topics, issues, and perspectives were considered and included in the plan.

Public Engagement and Community Input

Community input played a vital role in the development of the Land Development Plan. Resident perspectives shared at a public open house in November 2021 and via an online survey conducted between November 2021 and January 2022 helped to clarify community priorities and identify Reidsville's strengths as well as areas for improvement and change. Community input formed the basis for developing the plan's Goals and Objectives as well as for informing areas to target for growth and development in the plan's Growth Management Areas Map.

The overarching themes that arose from community and stakeholder engagement were an appreciation for Reidsville's small town, friendly feel, and a desire to see the city continue to grow and change to better meet resident needs. Residents who participated in the survey or open house want to see targeted development and revitalization of the historic downtown, redevelopment of currently underutilized areas and buildings, and new development along transportation corridors. Respondents expressed great interest in a more vibrant downtown that stays open past 5 pm and offers a greater diversity of dining, shopping, and entertainment options. Some people noted Reidsville's aging population and identified a need for more senior housing and opportunities as well as the need to invest in jobs, housing, and activities to attract and retain young people. Overall respondents expressed a positive opinion of the city and also saw potential for growth and improvement.

A synthesis of community feedback from the survey and open house is provided below organized by theme.

Theme 1: Downtown Revitalization

Residents expressed a consistent desire for economic and commercial development and redevelopment of the downtown area, with a focus on more entertainment, restaurants, and retail options. There were also calls for greater maintenance and upkeep of public spaces and the use of brighter and more inviting colors on downtown facades to cultivate a more vibrant and well-kept city center.

Theme 2: Economic Development

Residents want to see a greater variety of businesses downtown and throughout the city, with an interest in both local businesses and larger big box retail. They also want to see increased job opportunities that offer good pay and benefits, to attract and retain young people. Freeway Drive and the new I-785 corridor were recognized as additional places to focus economic development and to expand commercial and industrial uses.

Theme 3: Housing Needs

Public comments identified a need for expanded housing stock and more diverse housing options overall, with specific mention of expanding housing options for seniors and housing options that are attractive and affordable for young families. While most housing related comments identified a need for new/expanded housing, residents also identified a need for home repair and improvement programs to support low-income homeowners, particularly in the northside of Reidsville.

Theme 4: Opportunities for Children and Young Adults

Residents expressed a need for more activities and opportunities geared toward children and young adults. For children, residents would like to see more youth-centered events, additional youth recreation facilities, and more opportunities for youth to get involved in the community. A lack of housing options, job options, and entertainment for young adults was identified as a barrier to attracting and retaining young people.

Theme 5: Parks and Recreation

Residents highlighted Lake Reidsville and other city parks as important community assets. Many would like to see expansion and improved maintenance of the parks and trail system and voiced a desire for campground and facility improvements at Lake Reidsville and greater greenway connectivity throughout the city.

Theme 6: Long-term Visions

Resident hopes and visions for the future of Reidsville included a desire for greater connectivity to Greensboro, the airport, and other local job centers; enhanced job and housing opportunities within Reidsville; a thriving downtown with expanded entertainment, retail, and dining options; and preservation of Reidsville's friendly, small-town feel and sense of community.

Land Development Plan Recommendations

Goals and Objectives

The goals and objectives framework was developed under the guidance of the Plan Development Steering Committee and strongly informed by the feedback and themes that emerged from community engagement. Goals define the broader, long-term visions of the desired future that Reidsville residents and leaders would like to see manifest. Objectives are specific actions and measurable steps to advance progress towards those goals. Implementation strategies further detailing the activities, policies, plans, funding, and partnerships necessary to achieve these goals are provided in Section 5 of this plan. The goals, objectives, and implementation strategies collectively articulate a vision for Reidsville's future, a policy framework to guide local decision making, and a detailed blueprint of action steps that city leaders and agencies will engage in advancing Reidsville's growth and development in the years ahead.

Goal 1: A Thriving Downtown

Reidsville will promote development to cultivate a thriving downtown with a wide range of shopping, dining, recreational, cultural, and residential opportunities; giving new life to currently vacant buildings and providing a diversity of attractions that draw people downtown.

- **Objective 1.1** Increase the number and variety of businesses and events downtown, with a focus on retail, dining, and entertainment options that remain open after 5 pm.
- **Objective 1.2** Decrease the number of vacant buildings and improve the overall appearance of downtown facades and storefronts.
- **Objective 1.3** Increase residential opportunities downtown, including through the utilization of underused second-story spaces.

Goal 2: A Strong Local Economy

Reidsville will leverage Rockingham Community College as a training hub to support and enhance the local workforce and will recruit and promote businesses and industries that provide good-paying jobs and , contribute to a strong and vibrant local economy.

- **Objective 2.1** Increase professional opportunities providing good pay and benefits to attract and retain young people.
- **Objective 2.2** Expand Reidsville’s manufacturing and industrial sector.
- **Objective 2.3** Promote development or redevelopment of currently underutilized areas and transportation corridors.
- **Objective 2.4** Enhance and leverage the role of Rockingham Community College as a resource for career development and continuing education.

Goal 3: Expanded Housing Options

Reidsville will expand its housing stock and provide a greater mix of housing options, guaranteeing residential options that are affordable and attractive to people of all ages and income levels.

- **Objective 3.1** Increase overall housing stock.
- **Objective 3.2** Expand housing options with a focus on developing more high-end housing, multi-family housing, and market-rate senior housing.
- **Objective 3.3** Invest in the repair and rehabilitation of housing in the northside area of Reidsville.

Goal 4: Infrastructure for Growth

Reidsville will support and facilitate future growth and development through strategic investment in its infrastructure and community facilities, ensuring that residential, industrial and commercial uses are well-served by the city’s roadways, water and sewer utilities, and community facilities.

- **Objective 4.1** Improve roads where needed to support traffic in new development and redevelopment areas.
- **Objective 4.2** Repair water and sewer utilities where needed to support adequate capacity in areas of redevelopment.
- **Objective 4.3** Ensure that all public facilities are well-maintained and that capacity is adequate to meet the needs of a growing population, with a particular focus on assessing and expanding local public school capacity.
- **Objective 4.4** Expand and improve alternative transit options.

Goal 5: Facilities, Parks, and Trails for Active Living

Reidsville will support active living and recreation through preservation of its natural resources, improvement and expansion of its parks and trails, and enhancement and maintenance of its indoor and outdoor recreational facilities.

- **Objective 5.1** Expand trails at Lake Reidsville and throughout the city to enhance pedestrian connectivity, linking new and existing developments to the current greenway system.
- **Objective 5.2** Improve recreational facilities and amenities at Lake Reidsville and Lake Hunt to enhance their attraction for residents and visitors.
- **Objective 5.3** Improve overall promotion and publicity of city parks and trail systems to increase awareness and usage.

- **Objective 5.4** Expand recreational programming for youth and active adults.

Goal 6: Preserve our History and Sense of Community

The City will balance economic growth and development with efforts to retain and cultivate the history, character, and sense of community that make Reidsville special.

- **Objective 6.1** Continue to cultivate Reidsville pride and sense of community.
- **Objective 6.2** Increase number and diversity of community events.
- **Objective 6.3** Increase awareness of programs available to welcome and orient new residents.
- **Objective 6.4** Preserve historic homes and other historic features within Old Post Road and Governor Reid Historic Districts.

Future Land Use

Each area of Reidsville and its jurisdiction was reviewed according to the area characteristics listed in _____ and labeled in the Future Land Use Map. Together, the table and the map constitute the Growth Management Plan for Reidsville through the year 2040.

Activity Centers

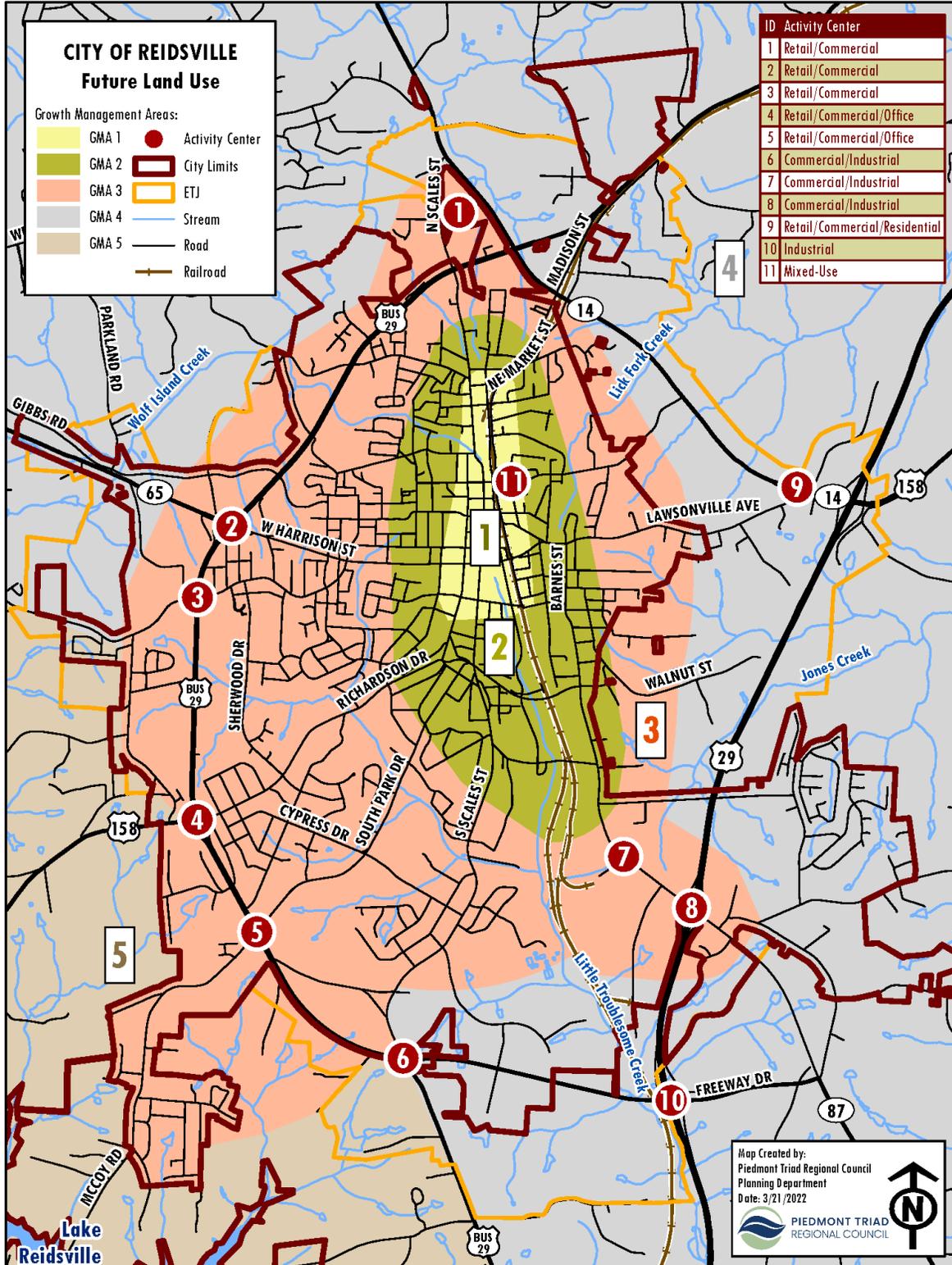
One feature located on the map and not listed in the description table are Activity Centers. Activity Centers are defined as places where particular activities will be concentrated. Since each site does not list specific activities, they could not be included within the more general growth management areas. Identifying and locating Activity Centers acknowledges and encourages the trend for particular kinds of development to concentrate within a relatively small geographic area. Features such as roadway intersections, distance to rail transportation, distance to major thoroughfares, and future improvements to streets and other community facilities influences where development will location. The location of each Activity Center reflects the consideration of the same features and Reidsville's goals and objectives.

Future Land Use Area Descriptions

The following table provides a description of each Future Land Use Area found on the Future Land Use Map.

Growth Area	Area Characteristics	Development Considerations	Development Objectives
Area 1 – Central	<ul style="list-style-type: none"> • The focal point of the community. • Highest density development. • Large variety in age and type of structures. • Major employment center. 	<ul style="list-style-type: none"> • Possibility of increasing high-density residential development. • Potential exists for “leapfrog” development and abandonment of existing buildings. • Potential for conflict among incompatible land uses. • Potential to expand available office space. 	<ul style="list-style-type: none"> • Continuation and expansion of the area as retail, office, and employment center. • Promotion of the area as the heart of Reidsville. • Preservation of historic structures. • Maintenance of land use compatibility. • Expansion of residential alternatives.
Area 2 – Urban	<ul style="list-style-type: none"> • Close to the Central Business District. • High concentration of historically and architecturally significant buildings. • Predominant uses include commercial, industrial, and institutional. 	<ul style="list-style-type: none"> • Existing small lot development. • A transportation network exists (streets, sidewalks, bike paths, etc.), which is sufficient to support growth. • A current lack of neighborhood-scale retail services. 	<ul style="list-style-type: none"> • Expansion of housing stock and alternatives (e.g., Cluster homes, middle- and high-income housing, etc.). • Rehabilitation of existing housing stock. • Preservation of significant historic structures. • Provision of adequate retail/commercial services.
Area 3 – Suburban	<ul style="list-style-type: none"> • Location of commercial, industrial, and office employment. • It can be provided wastewater utilities efficiently. • Predominantly residential. • Vacant, attractive land available for development. 	<ul style="list-style-type: none"> • Existing residential areas are stable. • Provision of retail services will be necessary to support growth. • Potential for conflict among incompatible land uses. • Existing roads are unable to accommodate much growth. 	<ul style="list-style-type: none"> • Development of activity centers at planned locations. • Provision of an adequate transportation network. • Increased number of planning unit developments. • Provision of urban services in an orderly fashion.
Area 4 – Rural	<ul style="list-style-type: none"> • Predominantly residential. • Undisturbed natural areas. • Location of agricultural operations. • Predominantly large lot development. • Adjacent to existing urban areas/services. 	<ul style="list-style-type: none"> • Existing residential areas are stable. • The existing road network can accommodate growth. • Potential for conflict among incompatible land uses. • A large investment is needed to provide urban services. 	<ul style="list-style-type: none"> • Limited commercial, industrial, and high-density residential development. • Provision of urban services in an orderly fashion. • Protection of existing development from incompatible land uses.
Area 5 – Conservation	<ul style="list-style-type: none"> • Located in the Reidsville City Lake watershed. • Located within natural floodways. 	<ul style="list-style-type: none"> • Development may negatively affect water supply resources. • Development in floodways may cause stormwater problems and fiscal liabilities. 	<ul style="list-style-type: none"> • Protection of the City’s water supply and natural resources. • Prevention and reduction of stormwater problems. • Prevention and reduction of fiscal liability.

Map 11: Future Land Use



Implementation

This section of the plan outlines the specific programs, actions, partnerships, and funding necessary to achieve the plan’s goals and objectives and identifies areas where further studies or planning is needed to inform future action or policy. These implementation strategies are organized by goal area, and the city departments tasked with leading or completing these actions are noted for each strategy, along with a rough timeframe for completion. More specific timelines and funding needs will be assigned as budget priorities are identified and the strategies are integrated into city department work plans.

Priority Strategy: Re-writing the City’s Zoning and Sub-division Ordinances

One action that city staff and elected officials identified as critical to implementing Reidsville’s Land Development Plan and advancing progress toward its goals is a re-write of the City’s Zoning Ordinance and Subdivision Regulations. These two codes play a significant role in guiding and regulating local development, but aside from small updates and amendments have not been holistically evaluated or re-written in over 30 years. Reviewing and rewriting these codes to bring them up to date and better reflect current conditions will help ensure that these local land development policies support rather than hinder the type and nature of development necessary to achieve the goals laid out in this plan. To ensure greater integration of local planning policy, it was also recommended that the Zoning Ordinance and Subdivision Regulations be merged into one, integrated Unified Development Ordinance.

Goal 1: A Thriving Downtown

Reidsville will promote development to cultivate a thriving downtown with a wide range of shopping, dining, recreational, cultural, and residential opportunities; giving new life to currently vacant buildings and providing a diversity of attractions that draw people downtown.

Implementation Strategies	Objectives	Responsible Agencies	Timeframe
Implement and enforce commercial maintenance code.	1.2	Community Development, Administration	Ongoing
Encourage and work with property owners to get buildings on the market and rent them out.	1.1, 1.2, 1.3	Economic Development, Downtown Corporation	Ongoing
Work with Downtown Merchants and Business Association to host more events downtown.	1.1	Economic Development, Downtown Corporation	Ongoing
Continue to incentivize downtown façade improvements through Façade Grant Program.	1.2	Economic Development, Downtown Corporation	Ongoing
Host community clean-up days to keep downtown clean and well-maintained and to cultivate sense of community pride and ownership.	1.2	Economic Development, Downtown Corporation, Appearance Commission	Ongoing

Conduct a study to identify vacant properties in and near downtown with potential for redevelopment or adaptive reuse.	1.1, 1.2, 1.3	Community Development, Economic Development	1-2 years
Explore feasibility, interest and partnerships to host a monthly arts event with gallery tours and live performances to spotlight arts community and draw people downtown.	1.1	Economic Development, Downtown Corporation	1-2 years
Identify funding for rehab of vintage murals.	1.2	Economic Development, Downtown Corporation	1-2 years
Conduct feasibility study for developing a business incubator and pop-up hub; identify potential private and non-profit partners and funding sources.	1.1	Economic Development, Downtown Corporation	3-5 years
Continue exploring and securing grant funding and private-public partnerships necessary to implement Depot District Redevelopment Plan. Identify flagship projects to focus on as first steps in implementation of the larger plan.	1.1, 1.2, 1.3	Community Development, Economic Development	3-5 years
Implement Depot District redevelopment plan.	1.1, 1.2, 1.3	Community Development, Economic Development	5-10 years

Goal 2: A Strong Local Economy

Reidsville will leverage Rockingham Community College as a training hub to support and enhance the local workforce and will recruit and promote businesses and industries that provide good-paying jobs and contribute to a strong and vibrant local economy.

Implementation Strategies	Objectives	Responsible Agencies	Timeframe
Continue leveraging I-785 as a way to recruit businesses and industry to the area.	2.1, 2.2, 2.3	Economic Development	Ongoing
Continue exploring potential sites for future expansion of industrial and commercial development in Reidsville.	2.1, 2.2, 2.3	Community Development, Economic Development	Ongoing
Work to maintain, develop, and promote existing and new shovel-ready industrial sites.	2.2	Economic Development	Ongoing
Encourage new and expanding businesses including small-business start-ups and spin offs that diversify the local economy and train and utilize a skilled labor force.	2.1	Economic Development	Ongoing
Collaborate with Rockingham County to host bi-annual meetings with leaders from Rockingham County High Schools, Rockingham Community College, and local industry to discuss education and skill needs for existing and future industry.	2.4	Economic Development	Ongoing
Assess public improvements needed to help stimulate private investment in areas targeted for new and infill development; use this analysis to inform development of Capital Improvement Plan.	2.1, 2.2, 2.3	Community Development, Economic Development, Public Works	1-2 years
Collaborate with Rockingham Community College to enhance regional publicity of their offerings.	2.4	Marketing, Economic Development	1-2 years
Partner with Rockingham Community College to conduct local workforce assessment; identify workforce deficits and potential opportunities to address those deficits via new or expanded offerings at the college.	2.4	Economic Development	1-2 years
Promote hotel development in Reidsville to attract and accommodate new visitors coming to the area due to development of new casino in Danville.	2.3	Economic Development	3-5 years

Goal 3: Expanded Housing Options

Reidsville will expand its housing stock and provide a greater mix of housing options, guaranteeing residential options that are affordable and attractive to people of all ages and income levels.

Implementation Strategies	Objectives	Responsible Agencies	Timeframe
Continue to update and maintain listing of available properties to promote to potential housing developers.	3.1, 3.2	Community Development, Economic Development	Ongoing
Maintain close communication with Danville around opening of their new casino; publicize Reidsville's residential opportunities to casino workforce and use casino opening as a way to attract new housing developers to Reidsville.	3.1	Economic Development, Marketing	Ongoing
Work to attract new housing development in Reidsville to accommodate the growing workforce in the area, leveraging regional economic development to stimulate local growth.	3.1, 3.2	Community Development, Economic Development	Ongoing
Form a Housing Collaborative group of involved and knowledgeable stakeholders to carry out a housing needs study and to work with realtors, builders, bankers, and non-profits on increasing and improving housing stock in areas targeted through study.	3.1, 3.2, 3.3	Community Development	3-5 years
Develop a Housing Repair Fund to finance minor repairs for low-income, elderly, and disabled homeowners.	3.3	Community Development	3-5 years
Develop a targeted incentive program to attract new development, incentivizing in particular development projects that will enhance the city's stock of high-end housing, multi-family housing, and market-rate senior housing.	3.1, 3.2	Community Development, Economic Development	3-5 years
In redevelopment of depot district area, work with developers to ensure inclusion of a diversity of housing types, densities, and price points in this mixed-use area.	3.1, 3.2	Community Development, Economic Development	5-10 years

Goal 4: Infrastructure for Growth

Reidsville will support and facilitate future growth and development through strategic investment in its infrastructure and community facilities, ensuring that residential, industrial and commercial uses are well-served by the city’s roadways, water and sewer utilities, and community facilities.

Implementation Strategies	Objectives	Responsible Agencies	Timeframe
Collaborate with Rockingham County Public Schools and Rockingham County Commissioners to identify and plan for needed expansion of existing schools and development of new school site(s) to ensure adequate capacity for growing population.	4.3	Community Development, Administration, Rockingham County Public Schools, Rockingham County Commissioners	Ongoing
Seek grants to cover current funding gaps for necessary repair and improvement of water and sewer infrastructure.	4.2	Public Works, Community Development	Ongoing
Identify funds for needed road repairs, including paving of currently unpaved roads.	4.1	Public Works, Community Development	Ongoing
When doing planned maintenance, restriping projects, or new road construction, consider adding bike facilities where appropriate to take advantage economies of scale.	4.4	Public Works, Community Development	Ongoing
Conduct ongoing assessment of all city facilities, to determine and prioritize maintenance needs.	4.3	Administration, All City Departments	Ongoing
Develop and adopt a Capital Improvement Plan that aligns with and supports Land Development Plan goals; with a focus on strategically allocating public funds to attract private investment.	4.1, 4.2, 4.4	Public Works, Community Development, City Council	1-2 years
Conduct study to identify areas where extension of water and sewer utilities is necessary to support desired growth.	4.2	Public Works, Community Development	1-2 years
Collaborate with Rockingham County to expand the reach of the Skat Bus system.	4.4	Community Development, Rockingham County	3-5 years
Conduct analysis of existing bike facilities (lanes, paths, etc.) to identify gaps in connectivity and identify priority routes for future bike facilities.	4.4	Public Works, Community Development	3-5 years
Conduct market analysis and feasibility study to build out infrastructure for EV vehicles	4.4	Public Works, Community Development	3-5 years

Goal 5: Facilities, Parks, and Trails for Active Living
 Reidsville will support active living and recreation through preservation of its natural resources, improvement and expansion of its parks and trails, and enhancement and maintenance of its indoor and outdoor recreational facilities.

Implementation Strategies	Objective(s)	Responsible Agencies	Timeframe
Work with landowners and developers to secure easements and right of ways necessary to extend and connect existing trail system.	5.1	Community Development	Ongoing
Implement recommendations in new <i>City of Reidsville Blueway/Greenway Trails Plan</i> .	5.2	Parks and Recreation, Community Development	Ongoing
Support Dan River Basin Association in the update and implementation of the new <i>Beyond Pathways</i> plan for outdoor recreation facilities.	5.1	Parks and Recreation, Community Development	1-2 years
Conduct analysis of pedestrian and bike connectivity in order to identify gaps in sidewalk, trail, and bike lane connectivity.	5.1	Community Development, Parks and Recreation	1-2 years
Identify funding sources to expand blueway system in Reidsville.	5.1, 5.2	Community Development	1-2 years
Determine budget for facilities improvements at Lake Reidsville and Lake Hunt and work with city council to ensure inclusion in future budgeting cycles and/or capital improvement plan.	5.2	Parks and Recreation, Finance Department	1-2 years
Enhance entrances to parks through better signage and landscaping.	5.2, 5.3	Parks and Recreation	1-2 years
Improve wayfinder signage directing people to Lake Reidsville and Lake Hunt.	5.3	Public Works, Parks and Recreation	1-2 years
Develop and publicize map(s) of public parks and trail system.	5.3	Parks and Recreation, Marketing Department, Community Development	1-2 years
Develop brochure publicizing Reidsville’s recreational attractions and ensure distribution locally and beyond.	5.3	Parks and Recreation, Marketing Department	1-2 years
Conduct assessment of active living options for older adults to identify additional programming and facilities needs.	5.4	Parks and Recreation	1-2 years

Work with youth from local high school, church groups, and YMCA on youth engagement effort to assess satisfaction with current recreational programming for youth and to identify gaps and areas for improvement.	5.4	Parks and Recreation	1-2 years
Determine budget and identify funds for expanded recreational programming.	5.4	Parks and Recreation, Finance Department	1-2 years
Implement expanded youth programming.	5.4	Parks and Recreation	3-5 years
Collaborate with RCARE to implement expanded active living programming.	5.4	Parks and Recreation, Community Development	3-5 years
Improve signage for trail system at Lake Reidsville and throughout Reidsville.	5.1, 5.2, 5.3	Parks and Recreation	3-5 years
Implement improvements to facilities and amenities at Lake Reidsville and Lake Hunt as funding becomes available.	5.2	Parks and Recreation	5-10 years

Goal 6: Preserve our History and Sense of Community

The City will balance economic growth and development with efforts to retain and cultivate the history, character, and sense of community that make Reidsville special.

Implementation Strategies	Objectives	Responsible Agencies	Timeframe
Expand and promote <i>Team Reidsville</i> programming.	6.1	Administration, Marketing	Ongoing
Resume <i>Reside in Reidsville</i> program.	6.3	Marketing	Ongoing
Collaborate with downtown businesses on community events to leverage public-private resources and enhance turnout.	6.2	Economic Development, Downtown Corporation	Ongoing
Assess current calendar of community events to identify opportunities for additional events that will add greater coverage and diversity of events throughout the year.	6.2	Economic Development, Downtown Corporation	1-2 years
Develop, maintain, and publicize a community calendar with local events to promote greater awareness and turnout for local events whether hosted by the city, non-profits, or local businesses.	6.2	Downtown Corporation, Economic Development, Marketing	1-2 years

Identify funding for rehab of the Governor Reid House.	6.4	Community Development, Historic Preservation Commission, Finance Department, Marketing	1-2 years
Explore feasibility and cost of expanding historic preservation programming and tours beyond the downtown area.	6.4	Community Development, Historic Preservation	1-2 years
Implement programming and events to leverage the Reidsville's 150th Anniversary as a way to celebrate Reidsville's history and cultivate community pride and awareness of that history.	6.1, 6.2, 6.4	Sesquicentennial Committee, All City Departments	1-2 years
Identify funding and partnerships necessary to rehab and preserve housing stock in Old Post Road and Governor Reid Historic Districts.	6.4	Community Development, Historic Preservation Commission	5-10 years

Land Development Plan Use

Using the Plan

The following actions are recommended to aid in the effective implementation of the plan:

1. Initiate a staff review and recommendation process for all land development proposals, rezoning requests, and special use permits. Staff recommendation may include analysis and discussion of how the proposed development will meet the growth strategy and land development vision, goals, policies, community-building principles, and land use recommendations.
2. Encourage the Council and Planning Board to use the Land Development Plan on a regular basis, as a guideline for making decisions on rezonings, special use permits, and subdivision review.
3. Make any necessary changes to the City's Zoning and Subdivision Ordinances to allow for the type of future land development desired by the community.

Use of the Land Development Plan

The Land Development Plan is the second step in evaluating the appropriateness of development proposals. The plan provides a *Future Land Use Map* as a guide for the general direction and location of proposed land use types, patterns and relationships encouraged by the City. This map is provided with the understanding that individual land development decisions may differ slightly from the land use vision presented. The plan also provides a set of land development goals and policies and implementation strategies. When reviewing a land development or rezoning proposal, the developer, staff, public, Planning Board, and City Council may first determine if the proposed type and pattern of land development is consistent with the Future Land Use Map. Secondly, the proposal may be evaluated to determine if it is consistent with the land development goals and policies.

Example Land Development Proposal Evaluation

- **How the plan can be used by a developer:** Developer X would like to rezone two acres along a major road to Commercial and place a strip commercial development on the lot. The developer can utilize the plan to see if the development proposal meets the plan's general Growth Strategy, as

well as the Land Development Plan goals, policies, principles and land use recommendations. The developer can also look at the Proposed Land Use Map, to see if Commercial is a recommended use.

- **How City staff can use the plan:** In addition to reviewing zoning petitions, City staff can prepare a written report for the Planning Board and recommend petitions be approved or denied. City staff can point out the goals, policies, and land use recommendations that support the rezoning, and those that are in conflict with the rezoning request, thereby shaping the overall staff recommendation. In addition, City staff can use the plan to warn developers about potential conflicts before being confronted at a public hearing.
- **How the City of Reidsville Planning Board can use the plan:** Before each meeting, Planning Board members can make their own determination about the consistency of the proposed rezoning with the Land Development Plan's goals, policies, and land use recommendations. Planning Board members should consider the intent of the goals, policies, and recommendations, and determine how much weight should be given to each.
- **How the general public can use the plan:** Residents of Reidsville can and should reference specific goals, policies and recommendations, and the Future Land Use Map when speaking in favor of or in opposition to a rezoning request.
- **How the Reidsville City Council can use the plan:** The City Council has legislative authority concerning whether a rezoning request is consistent with the various plans and policies affecting development proposals. The City Council can review the rezoning request with the Land Development Plan goals, policies, recommendations, and maps in mind. As customary, the Council may also consider and weigh the interpretation of policies by property owners, the Planning Board, City staff, and the general public. Over time, a track record of interpreting land development plan goals, policies, and recommendations will form a consistent foundation for making decisions about proposed land development in Reidsville.

Future Updates

The planning horizon for this plan is approximately 20 years. However, as land development and other changes occur in Reidsville over the next decade, it may be necessary to make periodic revisions to keep the plan up-to-date. For example, a major development, a new road, or major water and sewer line extensions could drastically change conditions in the area. It would be wise to review and monitor the City's progress in using and implementing the plan to facilitate desired changes to the land development plan. City Staff, Planning Board and City Council members, developers, and citizens all play a vital role in using, monitoring, and revising the plan.

Appendix

Appendix A – Survey Results

Question 1: What do you like about your community?

- I like the people in the community. Folks seem to care about each other and lots of folks take pride in the city.
- We have room to expand and develop Greenway Trails, multi-use trails in the city and at Lake Reidsville
- Friendly people
- Small town
- Low key. No congestion
- I love that Reidsville is relaxing and has that small town charm but with access to almost everything I need. I love the downtown area and historic district that provides so much character. I love its parks and family-friendly atmosphere.
- Away from big city
- Nothing
- Easy driving. No traffic
- The quiet little town feel.
- Festivals, downtown, close friends and families. Being able to take long walks thru the city on trails
- Small town feel
- It's hometown
- Accessibility of community leaders
- There is a level of respect from everyone you meet! Togetherness and all around the love!
- The small town feel.
- Its small quaint and unobtrusive
- New brewery, Downtown slightly growing
- The friendly, small town feeling of everyone knowing one another.
- Nice people
- Downtown activities and events
- The friendliness of everyone
- Small town feel
- The homey feeling. It's a very warm and friendly town.
- Small town feel, caring people
- My neighborhood is a safe place for the most part.
- Everybody's grade in friendly
- I really like the downtown shops, farmer's market, Reidsville lake, and close proximity to work in Greensboro.
- It's relatively small

- Small
- Friendly
- Family friendly
- Small town, but still populated
- Nothing
- Small size and quaint atmosphere
- Friendly community
- The small town atmosphere and friendly people.
- Focus on art
- Clean, well developed small town, slow/steady growth, original architecture
- Downtown area, greenways and parks
- Geographic area
- Just small enough and just big enough
- It is small and personal but it's easy to get to larger cities nearby. I like that it's in the middle of the state so it's easy to go to the beach or mountains.
- Quiet, easy paced
- I love the team Reidsville concept. We work well together when we are on the same page on issues.
- Quiet and friendly. Easy to navigate.
- Friendly people; business minded leadership; attractive (mostly)
- The small town feel where businesses are friendly and the streets are clean

Question 2: What do you dislike about your community?

- Downtown rolling up at 5, lack of restaurants, housing for more than low income.
- The development and maintenance of its trails is lacking!! After a project is somewhat completed, the project is left to its own care. Which is by who?? No one!!
- Not enough restaurants, downtown needs more variety of businesses, lack of movie theater
- Lack of progress, lack of community development, too much pandering to certain businesses (short sugars, Pete's, P GS, City) at the expense of the entire community, the community "development" mgr. running out ppl to other communities because she doesn't approve personally of their plans, same individual changing ordinances arbitrarily to meet her supporters' requirements
- Lack of quality restaurants\food.
- High unemployment contributing to high crime rates in certain parts of Reidsville, large wealth and income gaps, limited restaurant and shopping options
- Not enough choices of restaurants and entertainment venues
- It's old and outdated
- Would like to see downtown more vibrant and building facades painted and upbeat vibrant murals, etc. like Gibsonville has
- Crime rate that is going up all around us

- Not enough big businesses, no restaurants, small businesses not open at night where people that work can't shop them, not many new nice neighborhoods to attract young people to move here no night life
- Not enough food and entertainment
- Lack of community events
- Lack of care about health/safety, especially during COVID, from the larger community
- There needs to be a place for youth in school and out of school. A Christ based place!
- Distance to larger stores
- so many buildings downtown are unused
- Vacant buildings, small choice of good restaurants and night life.
- Need more places to go downtown to eat
- Not a lot of activities, very difficult to get information about activities
- Would love to have more restaurants like Chick-Fil-a and Outback
- Too much litter and run-down empty businesses and homes
- Lack of stuff for younger adults. It seems shops and restaurants are geared more towards the older adult population. It would be nice to have restaurants, shops, bars, etc. that would attract young families and young adults.
- Lack of eating establishments
- Not enough restaurants to get a good meal other than fast food. Not enough places to shop.
- My job doesn't pay enough
- We don't have enough restaurants (non-fast food).
- There's nothing to do. bowling alley, theatre, skating rink. No good restaurants.
- Not enough restaurants and entertainment
- Not enough to do
- Lack of police patrols in my neighborhood
- Lack of good restaurants
- Not enough places to eat
- Not committed to excellence
- Trash thrown out on the highways.
- Small minded people
- the new art figurines (center of town) and murals that are fake nostalgia, its repetitive in small towns and overly trendy
- Open land on Freeway Drive, lack of businesses and different restaurants
- It needs an overhaul of business and job opportunity to move forward.

Question 3: Looking forward, what would you like to see happen in the community in the near future?

- See downtown become more vibrant after 5, more housing options
- Develop more actual retail and businesses downtown. Not just antique stores.
- More variety of businesses

- I would like to see what is happening in Eden and Madison happen here
- Support for better restaurants.
- I hope we have more community events (I moved here just before the pandemic so admittedly I don't have much to compare it to).
- Restaurants and shops
- Youth events, nightlife, a decrease in country centric activities, a real parade,
- More development downtown. Perhaps train depot. Happy inviting colors. For instance look how drab Mayberry looks. It could have joyful ice-cream cones, soup and sandwich paintings on walls. Colorful trim.
- More restaurant choices.
- More big businesses brought in, recruit new chain restaurants, see something in Reidsville like the River district in Danville
- More entertainment and things for young adults. More outdoor activities
- More options for participation
- Downtown revitalization
- Youth more involved in community activities and city prayer at the beginning of the month
- A downtown project to restore some of the older homes and buildings, allowing the history of Reidsville to be preserved for generations to come.
- more use of the towns older buildings
- New restaurants, bars and shops/stores
- Growth to downtown area
- Something to be made of these abandoned buildings ex: Kmart, Winn Dixie and the mall. More "good" guaranteed revenue restaurants to be placed. Ex: Cookout, Zaxby's, and Chic Fil A
- more information shared about community activities
- More activities and parks
- We moved here two years ago and would have loved a newcomers packet. We are still learning about where to go for information
- Clean up, continuous revitalization
- More things for kids to do. More shops. Maybe clean up the outside of buildings with fresh paint.
- More eating establishments, nice parks that have new-age features and are well kept
- More restaurants and places to shop.
- Better places to eat
- Would be nice to have a movie theater again.
- A good steakhouse in the Garfield's building. More jobs.
- Bring more restaurants shopping retail stores
- More restaurants and clothing stores
- Decent restaurants and shopping
- More police patrols in my neighborhood
- More restaurants and musical venues

- More jobs, & businesses opening
- Clean up and expand parks, connect greenways and finish the proposed trails at Lake Reidsville improve the Lake Reidsville Campground and make our parks and rec first class. Having cracked tennis courts, overgrown grass and bushes, trash everywhere, unkept docks that are dangerous, greenways that don't connect is and unkept parks is an attitude of second class. Invest more heavily in our police force and chase crime elsewhere.
- A youth center sponsored by local churches.
- Better restaurants
- continue focus on driving family oriented promotions in town, remaining inside budget while continuing to keep the roads, parks, and other common areas in order, and functioning/paved/repaired
- Grow around freeway drive with new businesses and restaurants
- Multiple business owners having opportunity to develop. Thus giving residents a thriving job force to get this town on track for the future.
- More sidewalks, parks, playgrounds, greenways and trails.
- I would love to see more commercial development (restaurants, shopping, etc.) I would also like to see the downtown continue to develop. Downtown housing and other commercial development would be great.
- Growth in residential and commercial, growth in downtown.
- more dining and entertainment options; population growth
- Something like a block party or street fair to honor the veterans, police, and first responders where a portion of proceeds go to help with equipment or widows and children of those being honored.
- More downtown businesses. The empty storefronts are sad to see. I would also encourage more opportunities to educate citizens concerning Reidsville history. The Preservation Commission has been sponsoring historic walking tours of Reidsville. Citizens become more appreciative of living in this community when they learn about its history.

Question 4: Looking even farther into the future, what would you like to see happen in the community more long-term (approximately 10-20 years from now)?

- Like to see redevelopment near the mall, area is run down now. Take advantage of Greensboro growing and casino coming to Danville by making this a place where folks live and play.
- Downtown needs more of a permanent base. Better use of all the building on all of its floors top to bottom!! Even leased buildings are dead space!!
- Maintain small town feel with a thriving downtown
- Become a thriving downtown with local restaurants and shops other than junk shops as it is currently where there are actually shops instead of vacant storefronts being used for storage
- Better local stores. Support for ethnic food stores.
- I would like a focus to shift towards more businesses and decreased unemployment. I want Reidsville to keep its small town feel but maybe encourage more local restaurants--not chains. I would like more young people to come to Reidsville since a large portion of the

population seems to be aging. I think we might need something we're well known for. A lot of people in Greensboro don't even know about Reidsville so it would be great if we had something special to offer that completely unique to here and brings visitors.

- Beautification - bury those lines in/around Reidsville Downtown !! Wires in the air ruins the picturesque scenes.
- Better food options, a target,
- Historical homes renovated. Requirements for upkeep of homes to make certain radius of downtown idyllic. If the schools are not improved in their rating than people with young children are not going to move here who can't afford a private school.
- More small businesses. Like the old mall be remodeled into a place where small businesses can open shops.
- New neighborhoods to attract young people, night life, more Dr offices
- More options for food
- I will be a senior, so senior opportunities
- Expansion of shopping/dining options
- More people spreading the love of Christ and even more prayer! Prayer is the key
- A 55+ community, larger stores near our by city without causing it to lose its small town charm.
- I would like it to remain as it is while cleaning up and using its resources more fully
- Better developmental plans for encouraging new businesses
- I hope Reidsville keeps its small town feel which undoubtedly contributes to the crime rate staying below average, thank goodness. Adding some restaurants that the people of Reidsville have been requesting for years and making use of these abandoned buildings with no historic significance, that are slowly becoming eye sores. Aside from these things I love my town anything to help it prosper and be successful and stay as crime free as possible is what I want to see for Reidsville.
- more variety of food/restaurant styles
- Parks, trails and bike paths added and improved
- Route 785 completed from 220 and property values, businesses etc increase
- A beautiful city vibrant with shops and restaurants and more things for kids.
- More long term job opportunities
- Better paying jobs
- Affordable housing for seniors.
- More jobs,
- Cleaner water
- High end jobs
- More businesses more job opportunities
- All properties downtown are refurbished and occupied. Shops, restaurants, apartments, etc occupy old abandoned warehouses
- Thriving community with family owned businesses & restaurants bringing people together
- Our economic development is stagnant. Dog food plant? What happened? An empty industrial park? Why? Stokesdale, Eden, Browns Summit are all growing. What happened

here? If you want anything in 20 years the tax base most grow here now. It appears we have no interest in growing.

- Target!
- Reidsville needs a healthy mix of large industrial facilities that provide cutting edge technology, and opportunity for employment, small and middle size companies that function well with 30 year benefits to the community which in turn keep middle class strong thus helps more of our kids and grandkids stay in Reidsville, building our community within/ less reliant on neighboring communities/ becoming less like a commuting town for Danville/ Greensboro and helping our economy stay strong.
- Develop into a larger city around freeway drive but keep the small town feel with the downtown area
- Equality between citizens and companies. Diversity between people who have qualities that can be shared within the community.
- More sidewalks, parks, playgrounds, greenways and trails.
- I would love to see the population grow to over 25,000 over the next 10-20 years. More people will spur commercial and residential development.
- develop the I -785 corridor.
- I-785, connectivity to Greensboro and airport
- More businesses coming to the area that are production or manufacturing businesses

Question 5: Would you say that your opinion of the community is positive or negative? And why?

- Fairly positive, I see a lot of potential for the city to grow. City offers a fair amount to its citizens.
- Both. Reidsville has the capabilities to grow, expand, develop however the leaders are laid back and just happy to keep it a sleepy little town!!
- Positive. Because the community wants to grow and prosper
- I love Reidsville and see the enormous potential in this small town. Sadly the narrow minded people currently running this town have no vision or growth mindset. We need to think outside the box and make Reidsville great again
- neutral. Decent place to live but could be better.
- Positive, I feel safe and calm in Reidsville. I feel like I have great neighbors, a good community of people, and a life most people would be lucky to have.
- Half and Half - Old folks hanging on the simplicity of life and past, while young adults wants progressive and future challenges with latest technologies.
- Negative, Reidsville caters to old white people only
- Both. I would like to see the community improve and locks can be done and lots needs to be done in order to do that.
- Positive, because I don't want much change, no big city feels.
- Positive. I see where we were and were we are going in the future
- Positive.
- Positive, I love my town

- Mostly positive - I find the leaders of the community to be fairly strong. The negatives are in the wider population - too many self-important and/or conspiracy theorists
- Positive because there is great potential but we aren't coming together to advance that potential!
- Positive, it is a beautiful city and has the potential to grow and still maintain its charm. If done correctly.
- Positive. Its quaint, artsy, not authoritative but still clean and safe, there are many events and places to hang out.
- Positive
- Positive
- My opinion is positive, I consider Reidsville to be a quiet town. Compared to surrounding towns/cities such as Greensboro, Eden and Burlington these places have acquired a reputation of crime. Social media and gossip has these towns feeling unsafe, right now Reidsville is quiet. Occasionally you'll hear of someone committing some crime but it's not as often as the other towns mentioned.
- Feel like there isn't a lot of pride in Reidsville - some things are changing but sometimes the downtown area looks run down, not always great appeal to go for walks or do anything exciting or interesting in the downtown areas
- Positive. Great small town
- Positive! Caring and thoughtful people. Feels safe
- Negative. Town is dirty and run down looking. People tend to be uneducated and rude
- Positive. It's a good community and we are moving in the right direction to be able to accommodate people of all ages.
- Positive- there are lots of things to love like the little shops downtown
- A little of both honestly due to lack of growth as far as businesses etc. in the area.
- Positive
- Positive, best town in Rockingham County in my opinion!
- I guess it's positive because I'm still here, been here all of my life. Can't say I will stay when I retire, the thought of not having to go out of town to eat and shop or for entertainment means a lot.
- Positive because i dont nother people
- Positive
- Positive
- n/a
- Positive. The RDC has done a wonderful job in advancing the look and opportunities downtown.
- Negative. Too much crime, trash and litter everywhere, streets need cleaned, parks are a mess, schools are terrible, lots of talk about community pride but the City itself isn't even trying unless you count putting decorations up for Halloween downtown (but left the litter)
- Positive - There are so many caring people here.
- Positive.

- Negative, 10 years ago you could see this slowly developing, and seemingly it is snowballing, ppl sleep in their beds in Reidsville and live and work outside of the limits, we are gas stations, and fast food, a stopping point for highway traffic, and we seem happy to be that alone.
- Positive
- Negative, I had a job here. It's all about who you know not your qualities you can bring.