



Comprehensive Plan Update + Downtown Master Plan

Planning Board Meeting

December 11, 2025



AGENDA



PROJECT UPDATE



**BACKGROUND
RESEARCH
HIGHLIGHTS**



**INITIAL PUBLIC
INPUT
HIGHLIGHTS**



**HIGH LEVEL
TAKE-AWAYS**



NEXT STEPS



PROJECT UPDATE

Since Last Meeting

- Town Board Presentation on November 4th – Full Room
- Listening Sessions on November 18th ~40 Participants
- Community Survey (All of November) – 604 responses
- Project website has had 280 unique visitors
- Initial background research (Part 1)

INITIAL BACKGROUND RESEARCH HIGHLIGHTS

(Part 1)



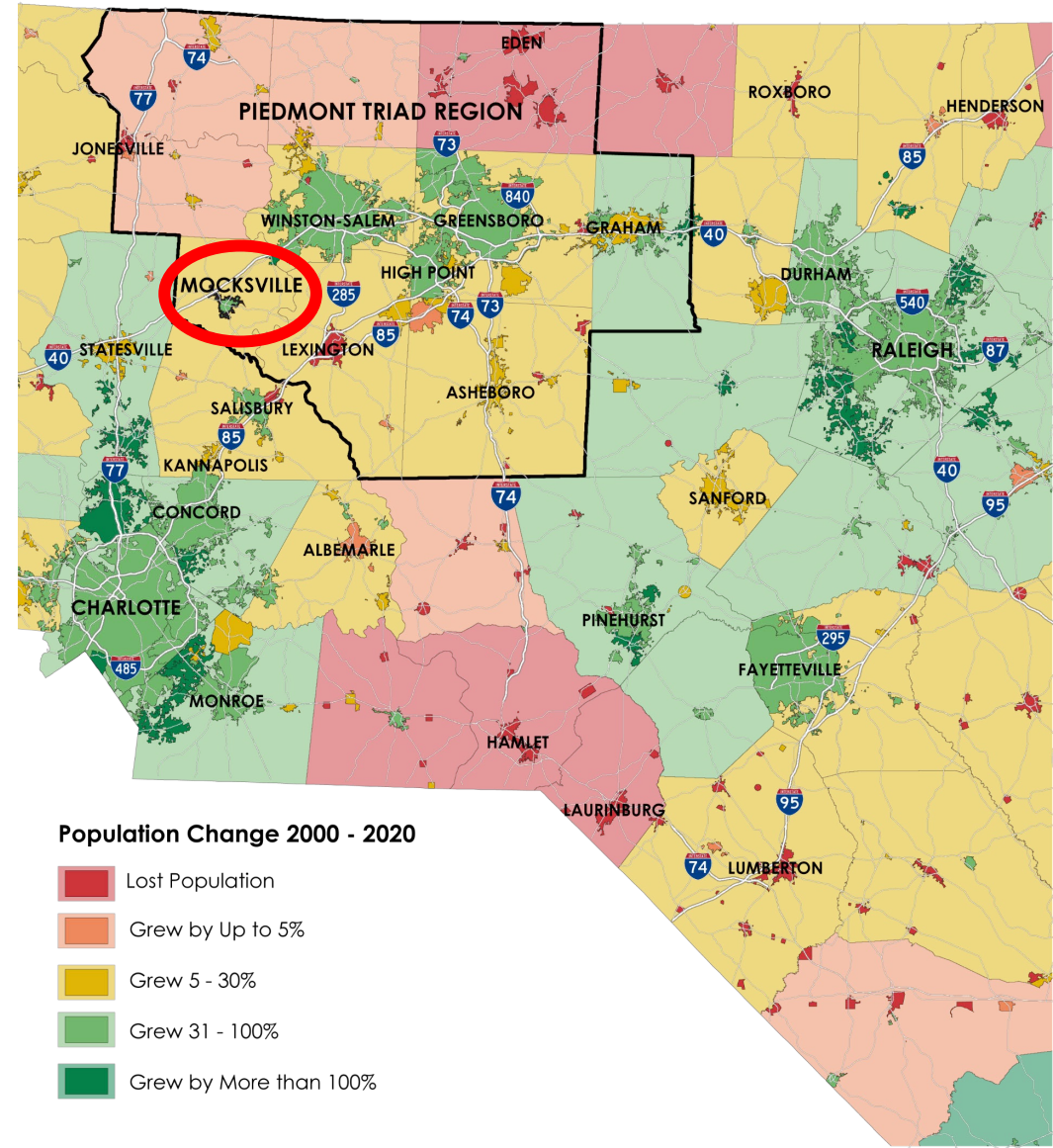
OVERVIEW

Mocksville Background

- Historic town in the Piedmont region
- Dates back to 18th century, when it was developed as a small crossroads trading post serving farms and plantations
- Over 6,000 residents live in the Town today; many seeking small town amenities within an easy commute to larger cities (20% commute into Winston-Salem for work)

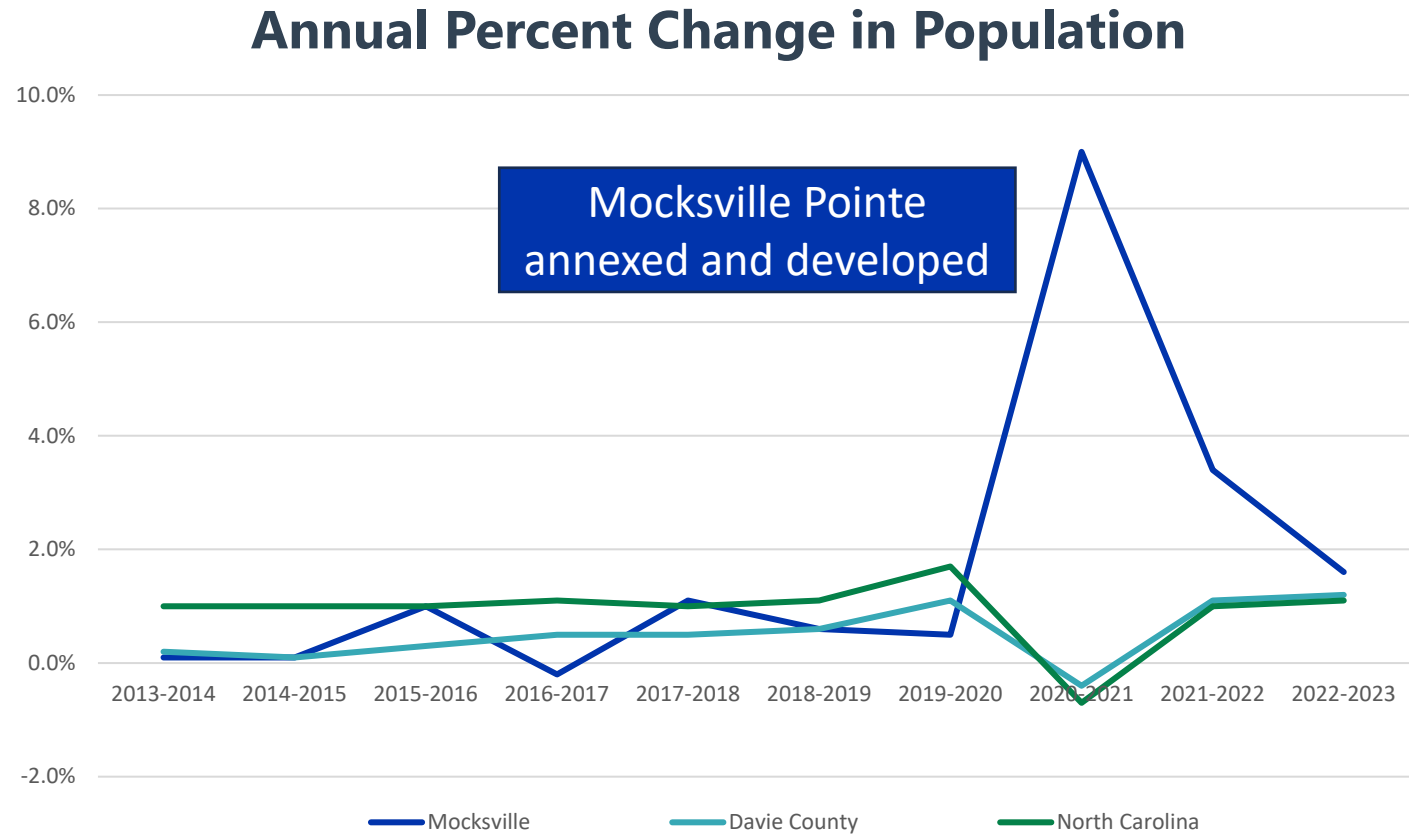
REGIONAL POPULATION TRENDS

- Mocksville has grown by almost 800 residents since last Plan
- Growth in North Carolina has been primarily centered around the Charlotte and Raleigh metro regions, and along the major transportation corridors which connect them



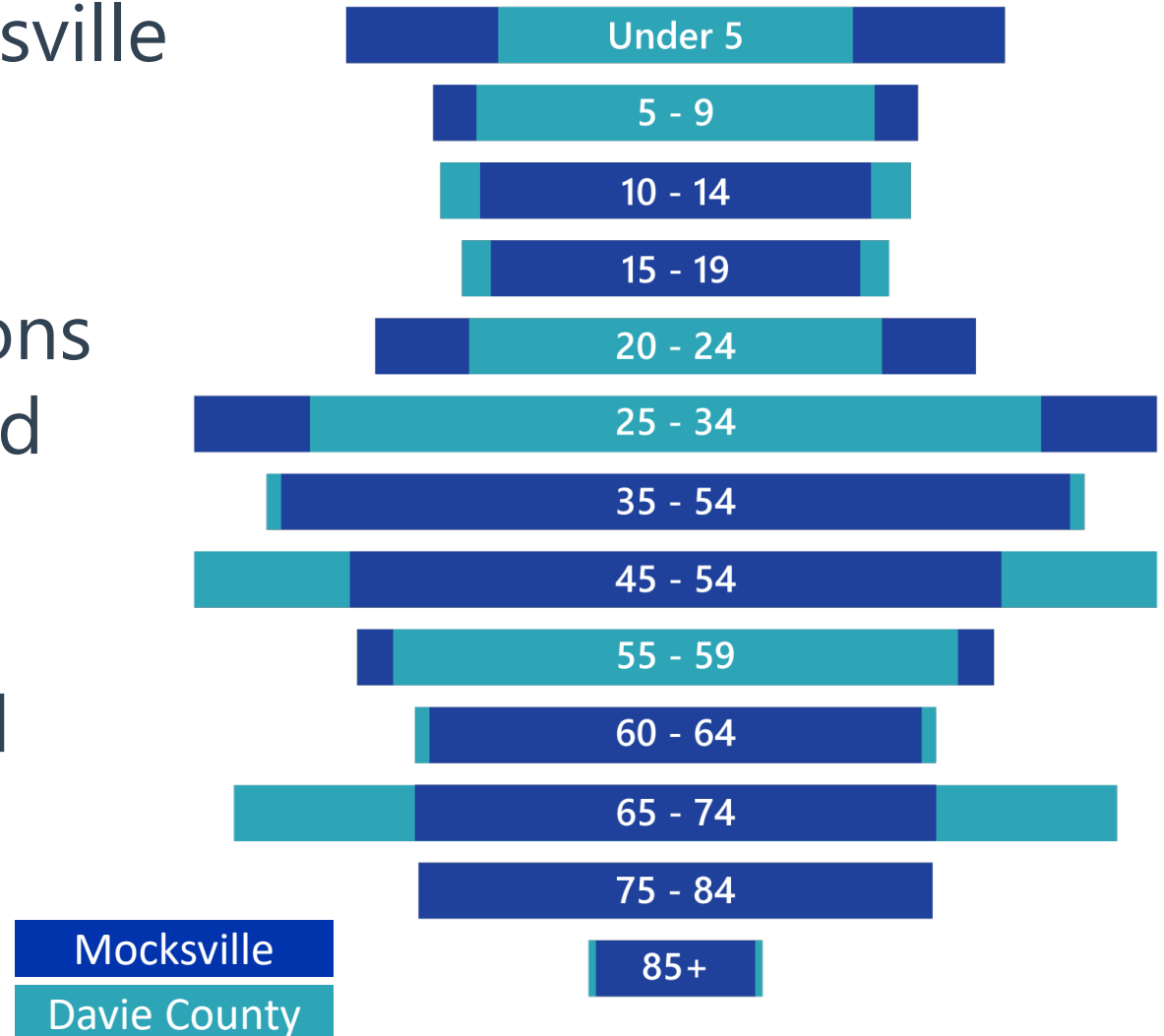
MOCKSVILLE POPULATION TRENDS

- From 2019 to 2023, the Town grew at a faster rate than the County and State
- The Town may have benefited from COVID-related lifestyle changes (people moving to smaller communities)
- Town will continue to increase in population as approved residential lots are developed and occupied



MOCKSVILLE POPULATION TRENDS

- According to the 2023 ACS, Mocksville has a high population under 5
- The Town also has large populations in all categories under 45 years old
- Mocksville's median age (37.5) is younger than the County (45) and State (39.1)



REGIONAL POPULATION & HOUSING

- Demand for new housing exists in Mocksville, with relatively low vacancy rates
 - 91% housing occupancy rate in Mocksville
 - None of the vacant units are available for sale or rent (just sold and unoccupied or “other” vacant)
 - Continued population growth will have a corresponding demand for new housing



2,411
TOTAL HOUSING UNITS



2,195
OCCUPIED HOUSING UNITS



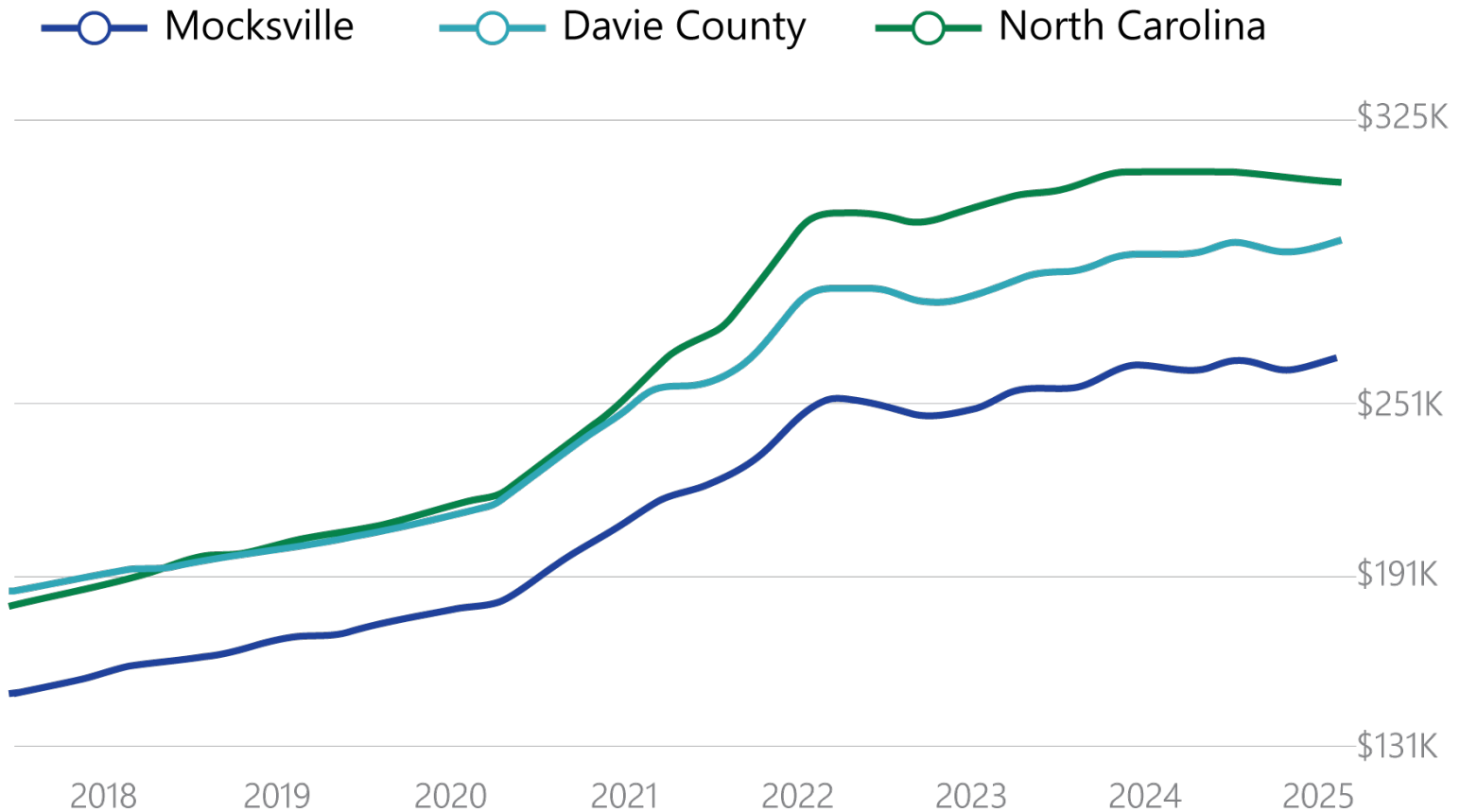
216
VACANT HOUSING UNITS

HOUSING MARKET (ZILLOW)

- Yet, according to Zillow, there are 70 homes for sale in Town (Oct 2025)

- 19 new listings
- \$311,800 median listing price
- \$234,667 median sales price

Median Sales Price Comparison (2018 – 2025)



HOUSING CHARACTERISTICS

- Mocksville has very few duplexes, but almost 20% multi-family units (comparable to the State average)



76.6%

SINGLE FAMILY,
DETACHED
UNITS



0.9%

SINGLE FAMILY,
ATTACHED
UNITS



19.3%

MULTI - FAMILY
UNITS



3.3%

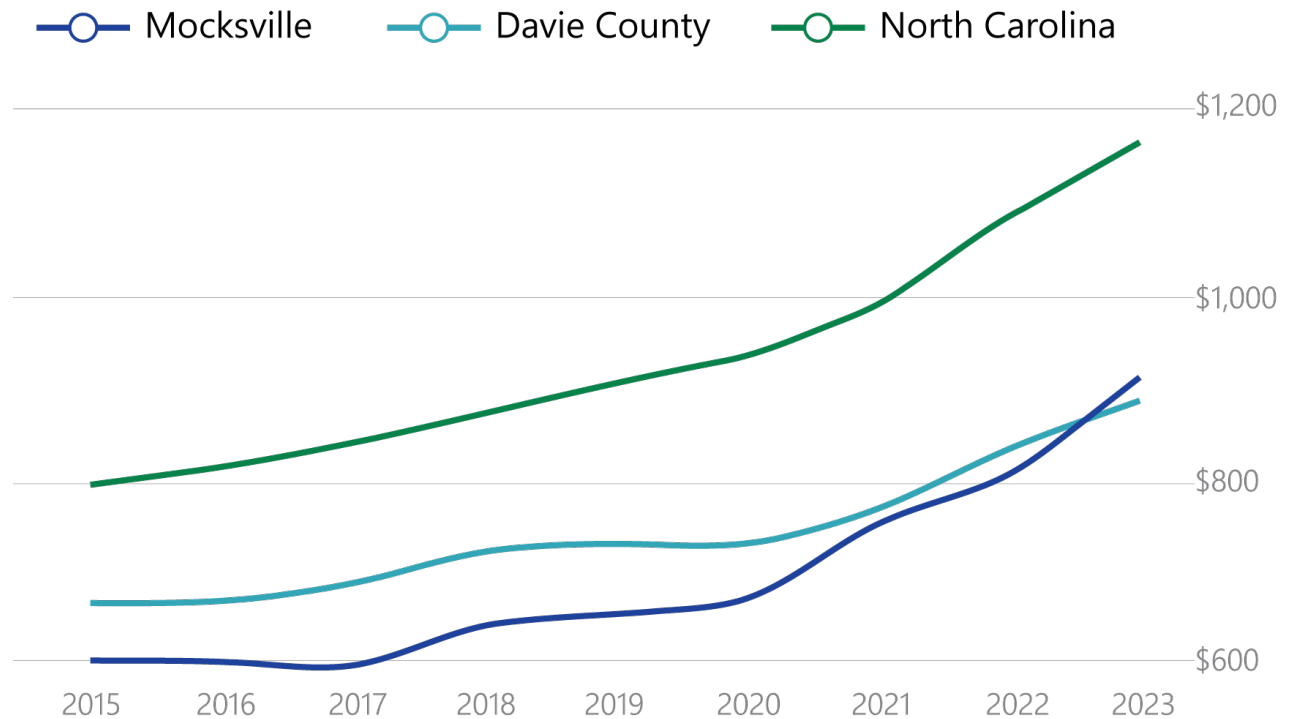
MOBILE HOME
UNITS

HOUSING MARKET

- According to the American Community Survey, average rents in Mocksville (2023) are \$910

- Up from \$678 in 2020
- Compared to \$1,162 in NC
- Compared to \$889 in Davie County

Median Rent Comparison (2015 – 2023)



HOUSEHOLD CHARACTERISTICS

- Household sizes remain above average size, largely with children
 - 63% of all households are families (comparable to County and State)
 - One-third of households include children (compared to 23% in Davie County and 26% in State)



2,195

TOTAL HOUSEHOLDS



1,378

FAMILY HOUSEHOLDS



708

HOUSEHOLDS WITH
CHILDREN

HOUSEHOLD CHARACTERISTICS

- Household sizes remain above average size, largely with children
- Yet, the Town also has a higher share of householders living alone

2.67

AVERAGE HOUSEHOLD SIZE

3.42

AVERAGE FAMILY SIZE

36.2%

LIVE ALONE

2.56

AVERAGE HOUSEHOLD SIZE
IN DAVIE COUNTY

3.08

AVERAGE FAMILY SIZE IN
DAVIE COUNTY

27.0%

HOUSEHOLDERS LIVING
ALONE IN DAVIE COUNTY

2.46

AVERAGE HOUSEHOLD SIZE
IN NORTH CAROLINA

3.05

AVERAGE FAMILY SIZE IN
NORTH CAROLINA

29.2%

HOUSEHOLDERS LIVING
ALONE IN NORTH CAROLINA



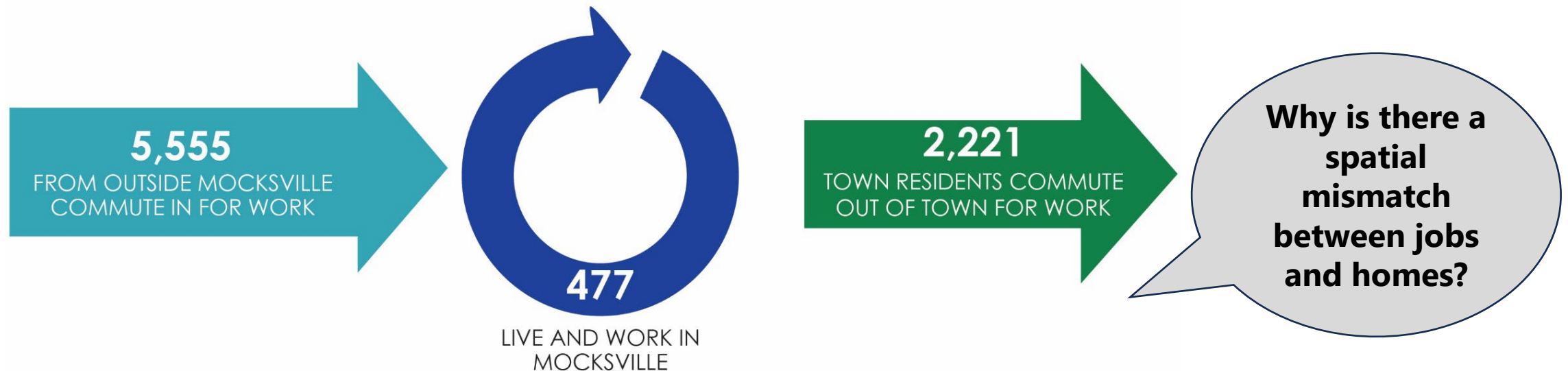
HOUSEHOLD CHARACTERISTICS

- Larger household sizes and larger share of households with children
 - Higher share of 3+ people households
- Economic and cultural factors leading to increase in shared or multi-generational living

MOCKSVILLE HOUSING & EMPLOYMENT

Mocksville and Davie County have struggled with a housing shortage relative to job growth

- The majority of the Town's labor force commute from all over the region
- Almost 20% of residents who are employed commute to Winston-Salem for work



MOCKSVILLE ECONOMY

The Town has also grown its industrial base / labor force

- SBA Home, a Lithuanian furniture manufacturer, is investing ~\$70 million to build a 500,000 sf factory in the Davie Industrial Center in Mocksville. It plans to employ 250 people by 2029
- In 2018, Brakebush Brothers, a poultry processor, upgraded the previous House of Raeford Farms chicken processing plant in Mocksville and added 300-400 jobs
- The SouthPoint Business Park in Mocksville is fully developed and may be close to occupied (1.4+ million sf of industrial space)
- In 2024, Wayne-Sanderson Farms invested ~\$25 million to renovate Mocksville's Feed Mill which employs 22 residents

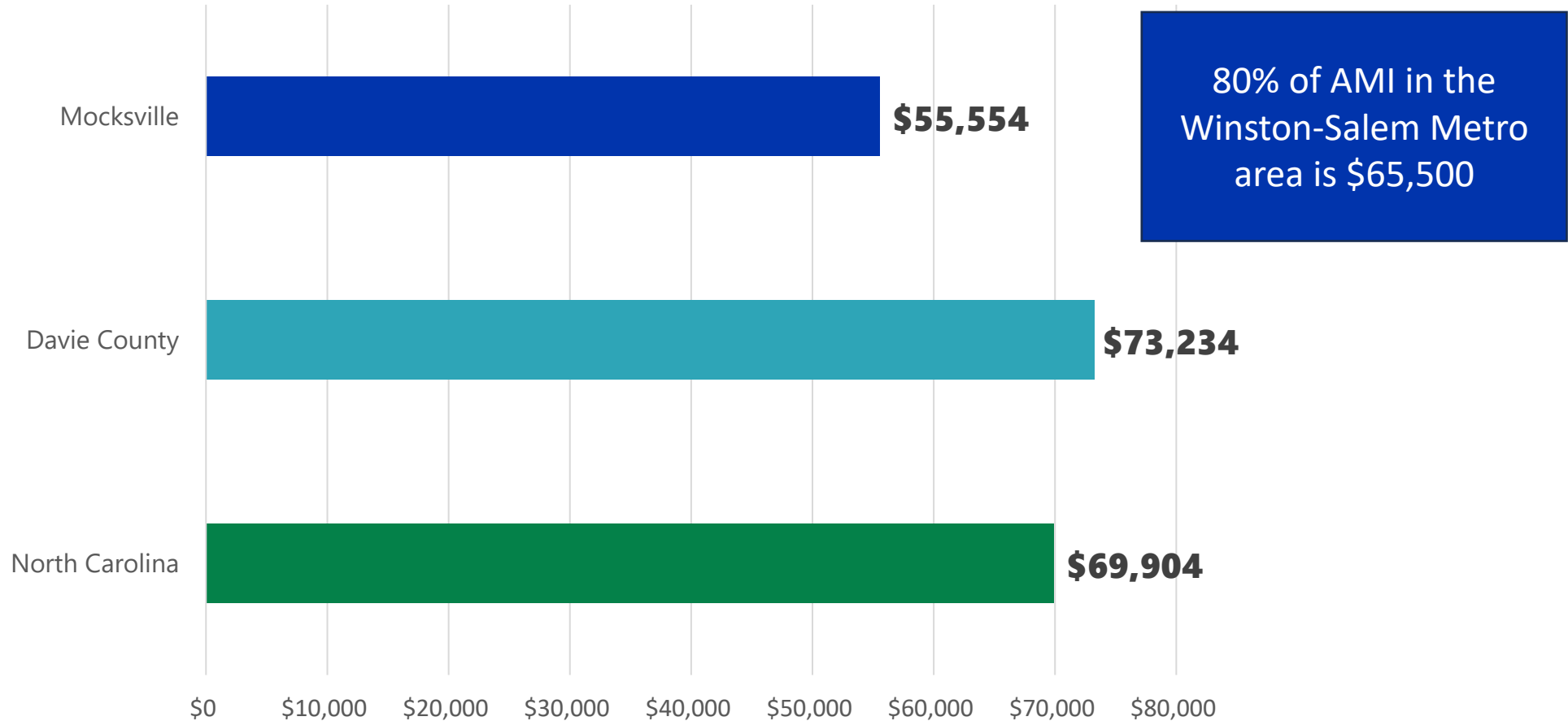
MOCKSVILLE ECONOMY

Labor force participation is 63% (comparable but slightly above County and State)

Industry	Percent of Labor Force Employed
Manufacturing	24.3%
Education, Health Care, and Social Services	20.8%
Professional, Scientific, and Management	9.1%
Retail Trade	8.6%
Arts, Entertainment, Accommodations, Food Services	8.6%
Other Services	8.3%

MOCKSVILLE ECONOMY

Median household incomes remain below average in the Town





EXISTING PLANS

We are reviewing:

- 2019 Comprehensive Plan
- 2021 Davie County Bicycle, Pedestrian, Greenway Master Plan
- 2022 Davie County Schools Demography Report
- 2023 – 2027 Strategic Plan
- 2024 Water System Asset Management Plan
- 2024 Davie County Comprehensive Recreation and Parks Master Plan
- 2025 DFI Assessment (Energy United Property)
- 2026-2036 Capital Improvement Plan

INITIAL PUBLIC INPUT HIGHLIGHTS

LISTENING SESSIONS

~ **40 PARTICIPANTS, November 18th**

- Property / Business Owners
- Real Estate / Development Industry
- Non-profit Organizations
- Public Safety Officials
- Community Leaders / Residents
- Town Staff
- Other Local Govt Staff (County & Town of BR)





WHAT WE HEARD

Housing Development

- Lack of diverse inventory and affordability
- No consensus on desired housing types (some want multi-family, others have concerns about density)
- Desire for higher quality materials and site design
- Opportunities for Infill development and downtown housing



WHAT WE HEARD

Downtown

- Most participants would like to see downtown continue to be revitalized and redeveloped
- While downtown is improving, there are additional improvements desired (particularly related to streetscape and building aesthetics)
- Many attendees feel that there is a need for more “to do” downtown – more retail, more activities and entertainment (particularly for the youth), and more cultural amenities



WHAT WE HEARD

Mobility and Infrastructure

- Strong desire to expand pedestrian amenities (sidewalks and trails)
- Desire for additional road connections / alternative routes
- Downtown parking was noted as an issue. However, some commented that employees park in prime spaces and some visitors may not know where overflow parking is located
- Older utilities in the downtown area may need improvements



WHAT WE HEARD

Growth and Planning

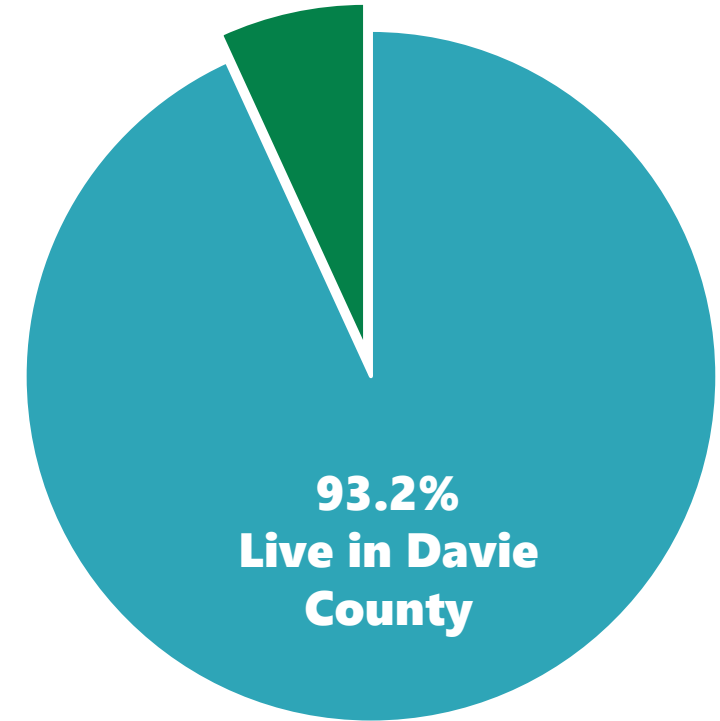
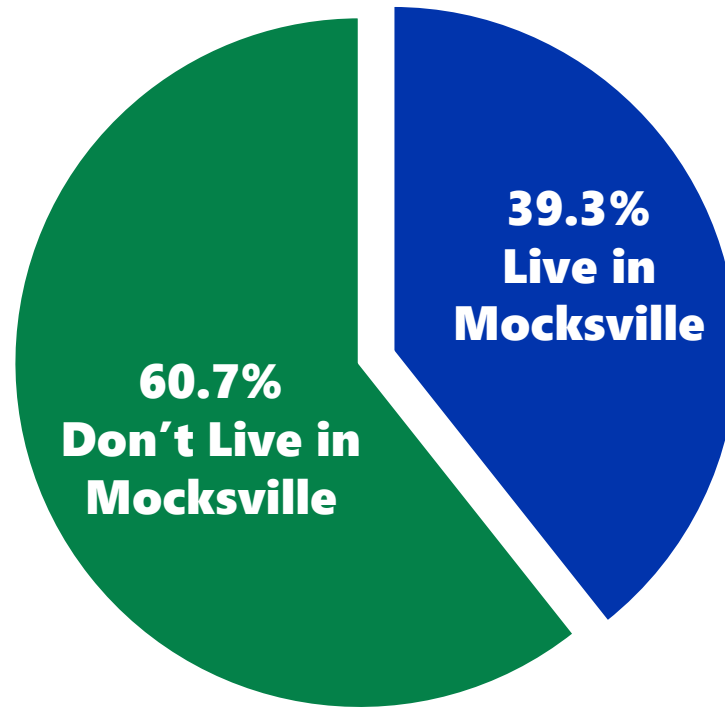
- Concerns about growth's impacts on services and infrastructure
- Need to improve development and design standards
- Want to see improved gateways
- Identify opportunities to coordinate more with supporting partners and local governments

ONLINE SURVEY RESULTS

ONLINE SURVEY – NOVEMBER 2025

604

Total Participants



131

Own Property in Town

86

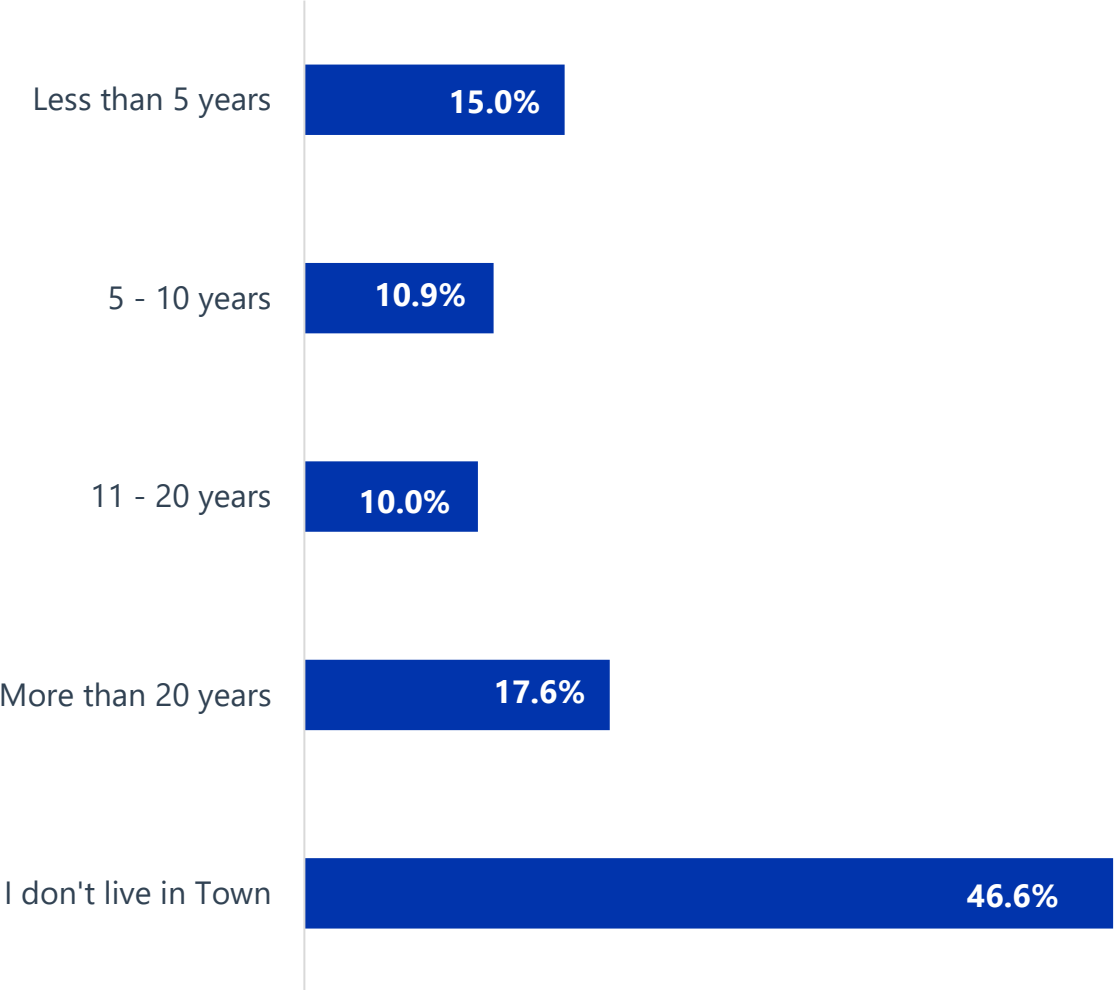
Work in Town

30

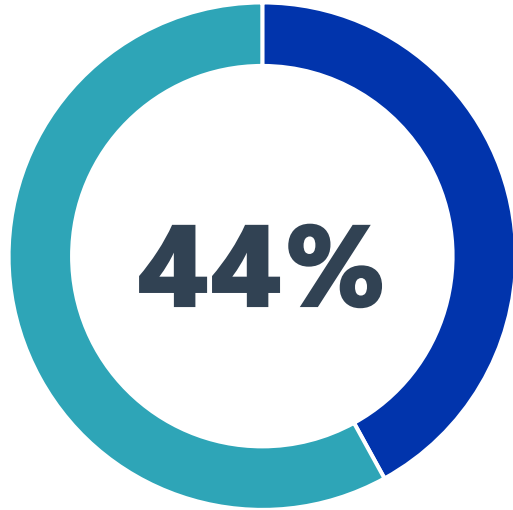
Own a Business in Town

WHO PARTICIPATED?

If you live in Town, how long have you lived here?

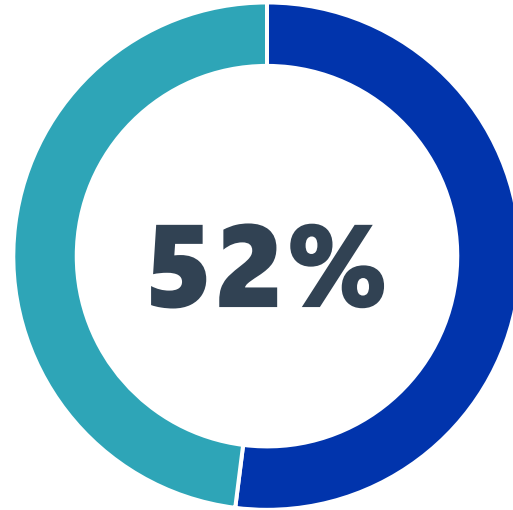


QUALITY OF LIFE OVERVIEW



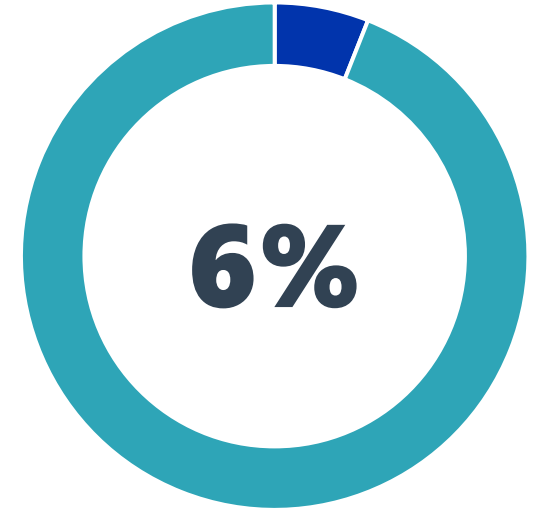
High Quality

Residents rating their quality of life as high quality



Average Quality

Residents experiencing average quality of life



Low Quality

Residents reporting a low quality of life

Overall, residents rate their quality of life as average or high, indicating strong community satisfaction

WHAT RESIDENTS VALUE MOST

Housing Affordability / Cost of Living

Top-ranked value, with 47.3% choosing it as the #1 quality

Sense of Community

42.8% ranked sense of community as their #1 quality

Proximity to Other Places

Many respondents value Mocksville's convenient location, with 35.5% identifying it as #1 quality

K-12 education opportunities, downtown / local businesses, and community character / appearance also ranked highly by respondents

TOP CONCERNS IDENTIFIED IN SURVEY

1 Growth & Development

51.3% ranked this as their #1 concern

2 Traffic Congestion

41.9% identified traffic as their #1 concern

3 Schools & Education

39.5% ranked this as their #1 concern

**Public safety, housing, and employment also emerged as significant concerns for community survey participants*



Growth is Happening Too Fast

71%

Too Fast

Residents believe growth is occurring too rapidly

24%

Just Right

Satisfied with current pace of development

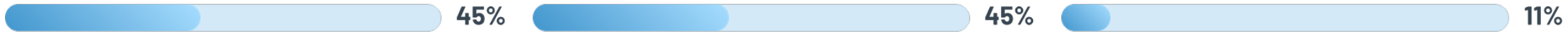
5%

Too Slow

Want to see faster growth

PERCEPTION OF TRAFFIC

Traffic: A Critical Challenge



Traffic is a Mess

Experience frequent delays driving through Mocksville

Future Concern

Worry traffic will worsen with continued growth

No Problems

Have no issues getting around town

US-601 (especially between Yadkinville Road and I-40)

It's bad at certain times (commute, lunch, and school)

3-way stop at US-158 and Milling Road

Poor Light Timing

TRANSPORTATION DESIRED



Greenways & Trails

46% want better access to recreational paths



Bike Lanes

17% are interested in dedicated cycling routes



Sidewalks

45% desire improved pedestrian infrastructure

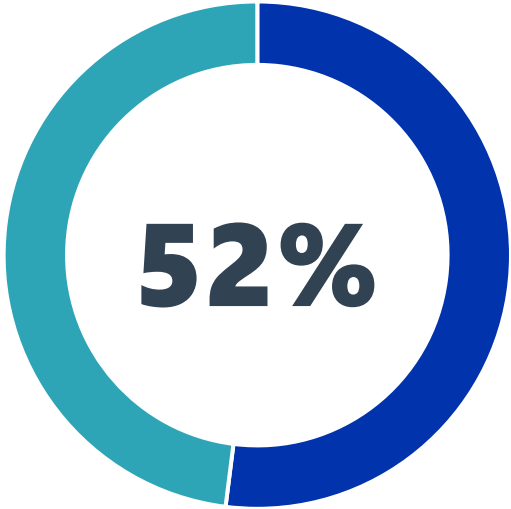


Public Transit

17% want public transportation options

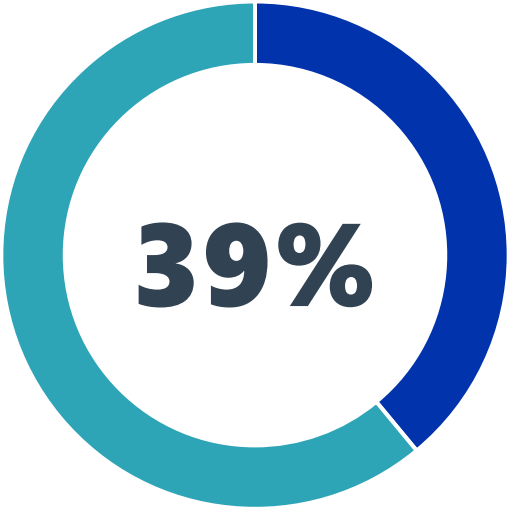
*Additional comments were made regarding road infrastructure improvements

TOWN'S AESTHETIC APPEARANCE



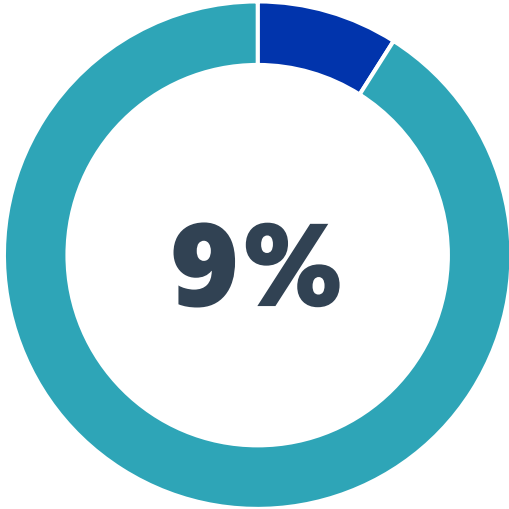
Looks Great

Residents think the Town's aesthetics are good



Just Okay

Residents think aesthetics could be improved

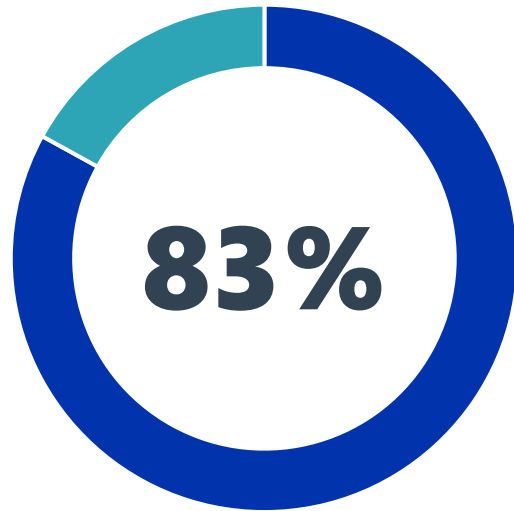


Needs Improvement

Few think there is a significant need for improvement

*About half of respondents think the Town looks great and almost 40% think it's okay. Few think it looks terrible

RECREATIONAL AMENITIES



Satisfied

Residents are happy with the recreational amenities available to them

Top Three Recreational Requests



Greenways / Trails



Community Swimming Pool



More for Teenagers to Do

*The majority of survey respondents are satisfied with recreational amenities in and around Town

ENVIRONMENTAL CONCERNS

Loss of Open Space

61% are concerned about disappearing green areas

Loss of Wildlife Habitat

58% are concerned about impacts to native species

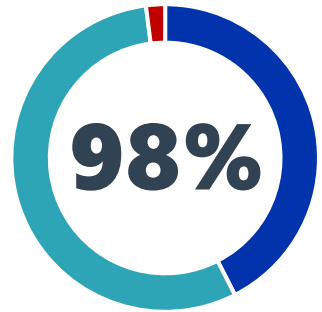
Water Quality

52% are concerned about water resources

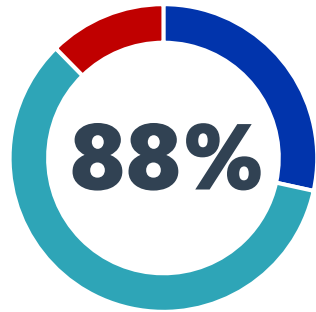
*Almost 20% of respondents are concerned about air quality and few are concerned about soil erosion or flooding

TOWN SERVICES

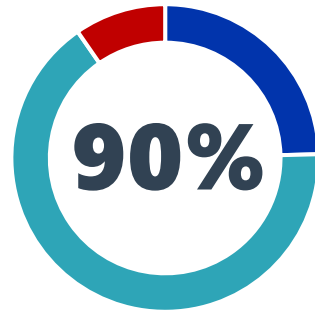
Percent Satisfied or Very Satisfied:



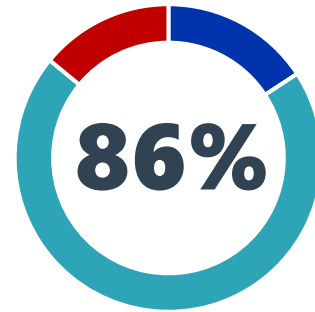
Fire Dep.



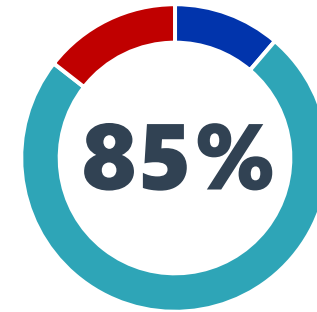
**Law
Enforce.**



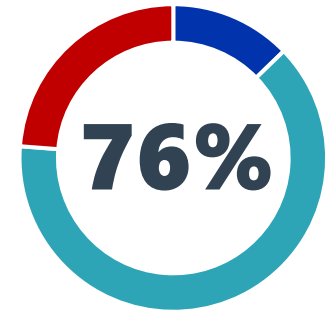
**Garbage
/ Waste**



**Street
Dep.**



**Code
Enforce.**



**Water /
Sewer**

 Very Satisfied

 Satisfied

 Unsatisfied

*Respondents are most satisfied with public safety (fire department and law enforcement). Water and sewer receives the lowest ranking, with 24% unsatisfied.

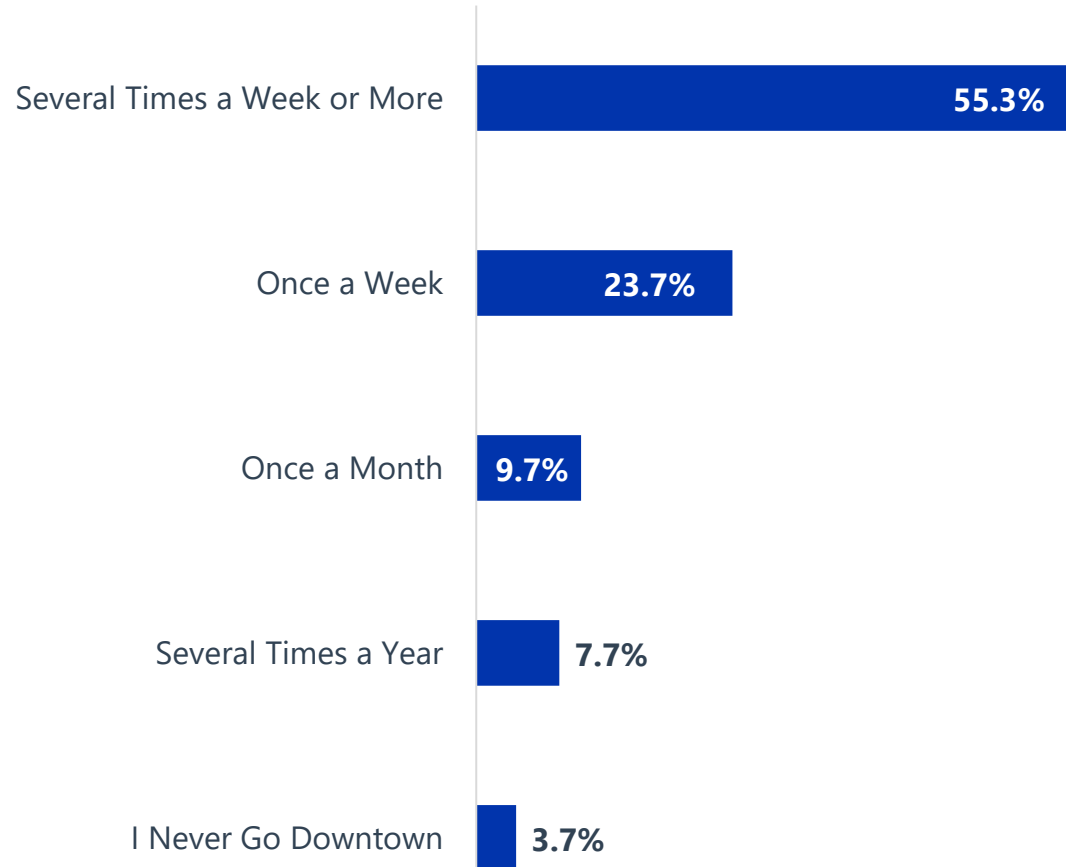
VISION FOR THE FUTURE

Survey respondents shared:



DOWNTOWN

How often do attendees go?



Why do they go?

Dining Out / Entertainment

79% visit downtown for restaurants and entertainment

Festivals and Events

60% attend community celebrations downtown

Shopping

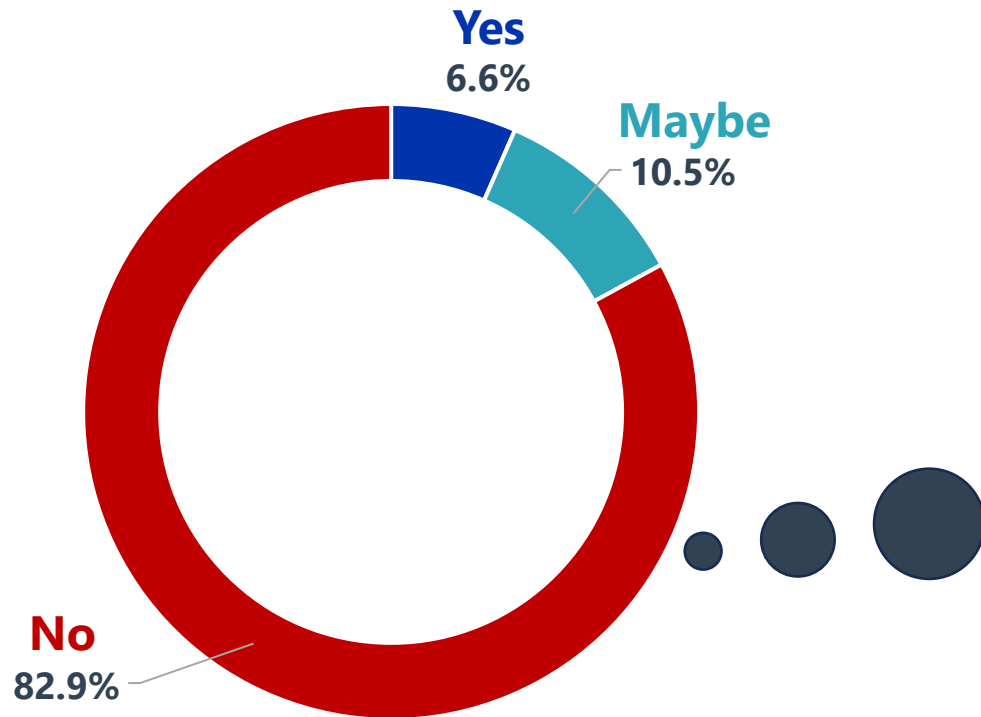
30% visit for local retail

Recreation / Exercise

28% attend for recreation and exercise

DOWNTOWN

If apartments, condos, or townhomes were built downtown, would you consider living there in the future?



A dark blue thought bubble containing the following text:

- Concerned about traffic, parking, and congestion
- Prefer land / rural living
- Concerned about losing "small town feel"
- Already have a house

**HIGH LEVEL
TAKE-AWAYS**
(from initial input)

HIGH LEVEL TAKE-AWAYS



**Mixed views on
development in
Mocksville**



**Growing the “right
way” is very
important**



**Residents depend on
regional
employment**



**The Town is
continuing to grow**



**Downtown is the
heart of Mocksville**



**There’s significant
interest in increasing
walkability**

NEXT STEPS

- **Continue Background Research** (December – January)
- **Workshop with Downtown Collaborative** (January TBD)
 - Present downtown overview
 - Discuss major themes/issues
- **Planning Board Workshop** (February)
 - Develop draft vision and guiding principles
- **Town Commissioners Update** (if desired in March)
- **Downtown Workshops** (late March / early April)