

6 — Community and Economic Development

EMPLOYMENT DEVELOPMENT

For many reasons, Clemmons is seeking to expand its employment base and bring new jobs to the area -- to provide employment opportunities to residents of Clemmons that must commute to jobs outside of the Village, to provide a better fiscal balance between residential and non-residential development for the tax base, and to pursue a more sustainable development form in which the Village is self-supporting and provides for the employment needs of its residents over the long-term.

Forsyth County is supportive of economic development efforts in perimeter communities within appropriate locations. New job generators, like the new hospital slated for development in the Village Point/Novant strategic planning area, are encouraged by the County and Village. Employers that capitalize on the knowledge base and academic attainment of Clemmons' residents, the excellent public education system and plans for future growth are appropriate candidates for locating in Clemmons. Businesses within knowledge-based, high tech, bio-medical, and eco-based industries are target sectors for Clemmons. Future employers should be clean operating industries that will not impact the community through pollution or water contamination.

The 2009 fiscal analysis for Clemmons illustrates that expanding commercial and industrial land uses in the Village will have a positive effect on net revenues for the community. Economic development efforts are needed to make future land use plans a reality.

Objective #78: Coordinate Business Development Efforts

Work with Winston-Salem Business, Incorporated, Lewisville-Clemmons Chamber of Commerce, and Clemmons Business Association to coordinate industrial and business park development opportunities with land use plans. Engage in a process to define how Clemmons will leverage the direction of Winston-Salem's economic development efforts.

Objective #79: Identify Barriers to Economic Development

Work with local business representatives to identify barriers to economic development efforts and opportunities for incentives to facilitate business development in Clemmons.



Recent development in Clemmons has improved community character and provided needed services to the Village.

BUSINESS CHARACTER AND DESIGN

New employers should be willing to invest in the community as the Village moves forward to implement the vision of the Clemmons Community Compass. Community character and village-scale design can only be realized through partnerships with future developers.

As discussed in Chapter 6: Community Character, new development should be designed to enhance the pedestrian experience, beautify the community, invoke a sense of place, and exhibit the character of Clemmons. New development should also raise the bar on sustainable development practices in the community. Buildings should use green building standards and infill and redevelopment sites should be chosen over undeveloped greenfield sites – the greenest site is the one that is already served by infrastructure. Engineering techniques to manage stormwater naturally, reduce potable water use, and reduce wastewater generation are encouraged. New employment centers should provide opportunities for employees to travel to work by carpooling, walking, and cycling, including the provision of bike racks and showers. Buildings should be designed to capture renewable energy sources, such as solar and geothermal, to offset energy use from the utility. Solid waste management during construction and building operation should be designed to promote “reduce-reuse-recycle” as the goal. Up front costs for this type of development will be offset by long-term gains in energy, water, and solid waste cost reductions.

Objective #80: Create Sustainable Development Point System

Promote the use of sustainable designs for new commercial and industrial development through a Sustainable Development point system to be integrated into the Village’s Unified Development Ordinance (UDO). (See also objectives #111 and #114.)

Objective #81: Identify Incentives for Using Preferred Designs

Work with local business representatives to identify ways to effectively encourage developers to use preferred sustainable development designs.

NEIGHBORHOODS

Clemmons is fortunate to have very stable residential neighborhoods with few problems related to crime, blight, disinvestment, and changing neighborhood character. As new neighborhoods are developed, it will be important to maintain the stability of existing neighborhoods and ensure their sustainability into the future.

Objective #82: Monitor Older Neighborhoods for Disinvestment Trends

Monitor housing values and the condition of housing in older neighborhoods to identify trends toward disinvestment, especially as new development occurs.

Existing neighborhoods are in need of transportation improvements to better link them internally and to nearby activity centers. The Village Transportation Plan outlines recommendations for new sidewalks, bicycle striped and signed lanes, and multi-use paths that can better connect the community.



Objective #83: Implement Neighborhood Transportation Improvements

Implement the Village Transportation Plans recommendations for pedestrian and bicycle improvements to neighborhoods.

New residential development should provide a range of pricing (i.e., upscale, moderate, and affordable), housing types (single-family attached, detached, and multi-family), and neighborhood contexts (cluster subdivision, neighborhood residential, multi-family, and in-town mixed-use) to provide for the changing demographics of our community. Through design, these homes should encourage and provide for sustainable development practices, such as including rainwater cisterns, low-flow toilets, energy efficient heating and cooling systems, and opportunities for renewable energy generation.

New neighborhoods should be designed to provide linkages internally and to adjacent developments, to protect trees and important natural features, and to provide opportunities for community gardens, composting sites, and parks and open spaces. They should buffer residences from higher-intensity adjacent uses and roads through the use of site planning, landscaping, and tree plantings. Large diameter trees of significance should be saved during the construction process and construction site protections should be put in place to preserve the roots of trees.

Objective #84: High-Quality Residential Neighborhoods

New housing should be of a high-quality design and should enhance adjacent areas.

Objective #85: Housing Diversity

New housing should meet the needs of the changing community and provide a diverse range of housing prices, units, and neighborhood contexts. (See also objective #10.)

Objective #86: Sustainable Housing Design

New housing should incorporate sustainable designs and make it feasible for homeowners and renters to operate and maintain residential units more sustainably.

Objective #87: Provision of Parks, Open Spaces, and Community Gardens

New residential developments should include parks, open space, and community gardens that serve area residents. (See also objectives #1, #11, #48, and #97.)



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