



# ENVISION *J*AMESTOWN

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# COMPREHENSIVE PLAN

ADOPTED OCTOBER 19, 2021



# ACKNOWLEDGMENTS

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# INTRODUCTION

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# SECTION 1 INTRODUCTION

A comprehensive plan, generally known as a master plan or land use plan, is designed to guide all aspects of future growth and development in a community. The Envision Jamestown Comprehensive Plan provides a long-range strategic direction to elected officials, appointed boards, and staff as they develop and implement projects, programs, and policies to move the Town forward in the coming years.

## PLAN PURPOSE

The Envision Jamestown Comprehensive Plan is the primary policy guide for future development, capital investments, and growth management decisions over the next decade. It sets forth the “blueprint” for the future of Jamestown, providing a clear vision and guiding principles. The Plan resulted from a nearly two-year long process guided by a commitment to public engagement; emphasizing the Town’s strong sense of community and its mission to provide a high quality of life for all residents.

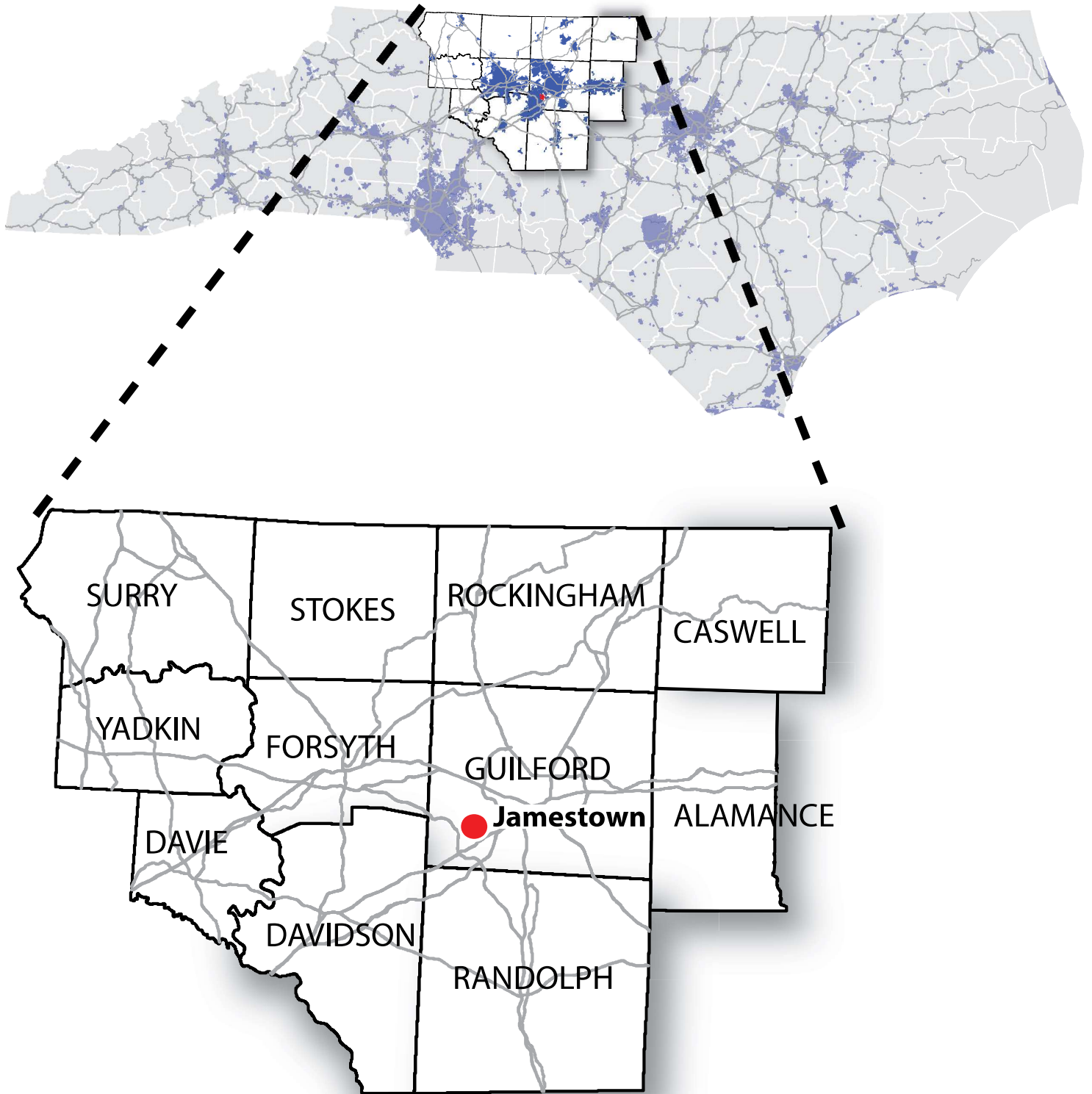
The Plan looks at development trends, existing plans, demographic and economic data, community perceptions, and the community’s vision; building upon existing assets and establishing a framework to move forward. The Plan is implemented over time through many decisions including annual budgeting, departmental work programs, zoning decisions, community investments, and development projects.

North Carolina law requires local governments which practice zoning to maintain a land use plan. The State also requires local governments that are considering a zoning map amendment to approve a statement describing whether its action is consistent with an adopted comprehensive plan and any other official plans as applicable (G.S. 160D-604/605).

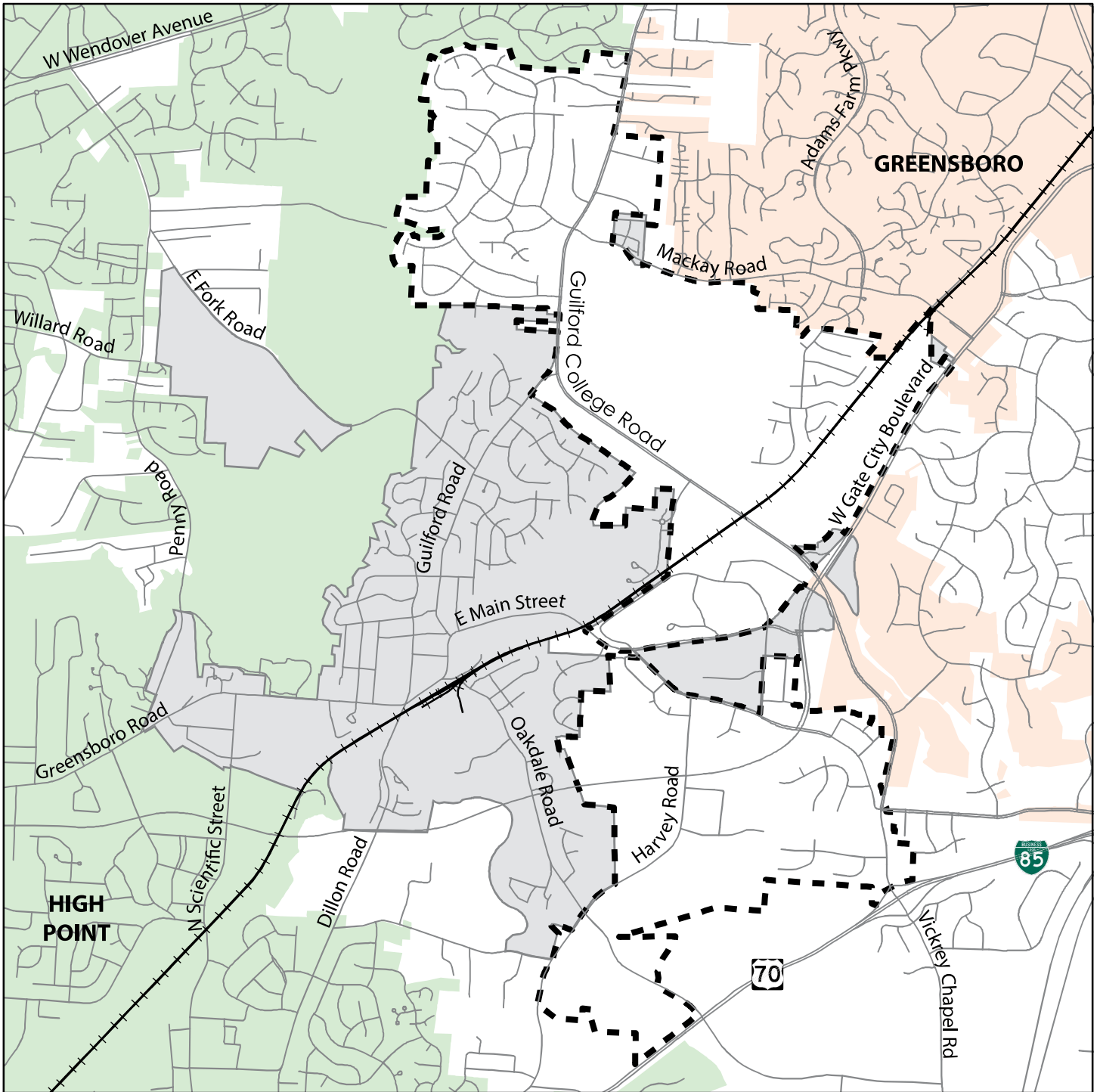
## THE PLANNING AREA

Located in the heart of the Triad, Jamestown is a relatively small community within North Carolina’s third largest metro area, and is situated along a major corridor between two much larger municipal neighbors. The Envision Jamestown planning area includes the area within Jamestown’s corporate limits and extraterritorial zoning jurisdiction (ETJ). As shown in Map 2, Jamestown has immediate neighbors to the north, east and west, while annexation agreements with High Point further constrain the potential future extent of the Town to the south.

▼ Map 1 Regional Context



▼ Map 2 Envision Jamestown Planning Area



■ Jamestown

■ Greensboro

⋯ Jamestown ETJ

— Roads

■ High Point

⊢⊢ Railroad



1 Mile

## PLANNING PROCESS

The Envision Jamestown planning process began in January of 2020 and concluded with the adoption of the Comprehensive Plan by Town Council on October 19, 2021. The project was divided into a background research phase, plan development phase and a plan adoption phase. The process was guided by the Town's staff, the planning consultant, and a steering committee appointed by Town Council. As stated in the overview, public engagement was a focus of the process as summarized in the table below and in more detail on the pages that follow.

PLANNING STEPS	DATE
<b>2020 MILESTONES</b>	
Project Initiation	January 27
Listening Sessions	February 11 - 12
Steering Committee Meeting	February
Background Research	January - June
Steering Committee Meeting	April
Community Survey	April 15 - June 15
Steering Committee Meeting	June
Video Presentations Published	July
Envision Jamestown Public Meetings	August 11 - 13
Steering Committee Meeting	August
Jamestown Business Round-Tables	September 30
Downtown Walking Tours	October 3 - 6
Steering Committee Meeting	October
<b>2021 MILESTONES</b>	
Steering Committee (Vision and Principles)	February - March
Growth Management Workshop	May 1st and 4th
Steering Committee (Future Land Use)	June - July
Draft Plan Prepared	August
Steering Committee Plan Review	August - September
Public Review of Draft Plan	September - October
Planning Board Recommendation	September 20, 2021
Town Council Adoption	October 19, 2021



## **STEERING COMMITTEE**

The Town Council appointed a 12 member steering committee to provide guidance and oversight to Town staff and the planning consultant throughout the development of the Comprehensive Plan. The Steering Committee provided a representative sampling of the community, helping to ensure that the planning process and the resultant vision and guiding principles were grounded in the needs of the community, and thereby helping to ensure support for the various elements of the Plan as they were developed. Utilizing the Steering Committee led approach, regular meetings were held throughout the process with Town staff and the planning consultant providing information and resources to the committee along the way.

## **COMMUNITY ENGAGEMENT**

At the beginning of the process, a public engagement plan was prepared to provide an outline of all aspects of public engagement throughout the process. In order to keep the community informed, engaged, and gather as much public input during the planning process as possible, the public engagement plan included the establishment of public meetings, the type and manner of public outreach, and other pertinent subjects. The major components included:

- The Envision Jamestown website, which was used to host information on the planning process, provide notice of upcoming meetings, and connect the community to other resources. The website can be accessed at [www.EnvisionJamestown.com](http://www.EnvisionJamestown.com).
- Social media engagement through the Town's Facebook account. This was used in parallel with the website as a means of more actively disseminating information to the community, particularly regarding opportunities to attend public meetings, participate in the community survey, and similar activities.
- Structured listening sessions with representatives of the community.
- A community survey that was used to gather general input from the public on a range of issues affecting the future of the Town.
- Public meetings and workshops, including the Envision Jamestown Community Conversations, the Downtown Walking Tour, and the Growth Management Workshop.
- Press releases to local media outlets to highlight progress on the Comprehensive Plan and inform the community about upcoming meetings.
- Formal public hearings with the Planning Board and Town Council as each body was considering the draft plan prior to its adoption.

## ENVISION JAMESTOWN WEBSITE

A project website, [EnvisionJamestown.com](http://EnvisionJamestown.com), was developed as an outreach tool intended to convey messages of community interest during the planning process. The site was used to post the community survey link, provide project updates, share presentations, and display meeting advertisements throughout the project period. The website also included an opportunity for residents to submit comments and review documents related to the Plan. The project website received over 1,200 unique views. The Town's website also hosted links to the project website to enhance accessibility.

## TOWN OF JAMESTOWN FACEBOOK PAGE

In addition to the project website, the Town used its existing Facebook Page to help provide information about meetings and other items of concern to the community. With nearly 5,700 followers, the Town's social media activity was a significant driver of the public's participation in the planning process. In particular, the page was very helpful in driving registrations for the three primary community workshops that were held during the process.

## LISTENING SESSIONS

In February of 2020, the consulting team engaged a number of small groups in listening sessions. These meetings were conducted at Town Hall, in one hour time slots which were scattered throughout two days. Approximately 100 people were emailed invitations to participate in the listening sessions, and more than 35 residents, business owners, elected officials, and other stakeholders came out to discuss the state of the Town, their visions for the future, and priorities which they felt should be included in the Comprehensive Plan.



**EnvisionJamestown.com**  
**1,250+**  
**ENGAGEMENT**



**Town of Jamestown**  
**Facebook Page**

 **35+**  
**ATTENDEES**  
**Listening Sessions**  
**February 11-12, 2020**



**580**  
**RESPONSES**

## Community Survey

April 15 - June 15, 2020

## Public Kickoff

Videos

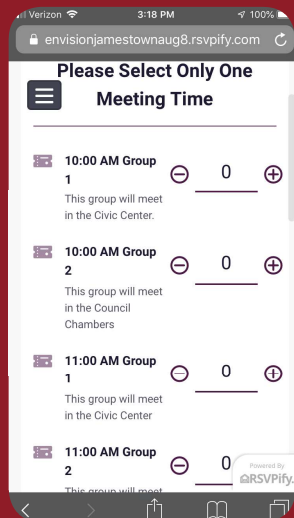
**80+**  
**VIEWERS**



## Envision Jamestown

Meetings

**50+**  
**PARTICIPANTS**



### COMMUNITY SURVEY

The Envision Jamestown community survey was open from April 15 to June 15, 2020. During this time, 580 residents and other interested members of community provided responses on a range of questions concerning existing and future services and development in the Town. The results from this survey were used to guide the development of the plan and are examined in detail on the following pages.

### PUBLIC KICKOFF VIDEOS

Due to the guidelines surrounding the coronavirus pandemic, a large-scale public kickoff meeting was unable to take place. However, a series of online mini-presentations were made available on YouTube so that community members could stay informed about the Plan. All steering committee meetings were similarly streamed live on YouTube, allowing residents to stay engaged leading up to the virtual kickoff event. These videos were available throughout the duration of the project.

### COMMUNITY CONVERSATIONS

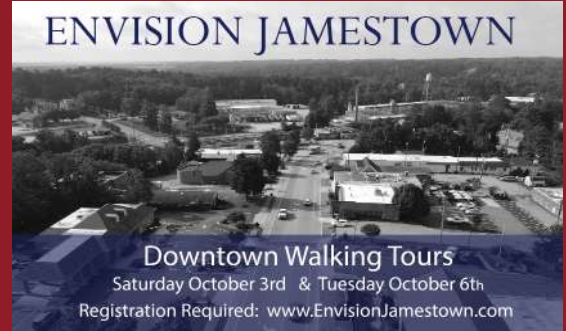
From August 11 to August 13 of 2020, residents participated in a series of small group meetings. Due to the COVID-19 pandemic, these were primarily conducted virtually, and residents were provided an opportunity to RSVP for time slots of their choice. The Envision Jamestown Meetings were community conversation style, where informal dialogue took place considering the Town's future. More than 50 residents signed up for these meetings and shared their thoughts on the community's assets and challenges, as well as improvements that they would like to see made in the future. The information garnered from these meetings helped to shape the remainder of the project.

## DOWNTOWN WALKING TOURS

On October 3rd and 6th, 2020, residents were invited to participate in downtown walking tours as part of the Envision Jamestown process. The walking tours were conducted for periods of one hour and included a walk from Town Hall, down Main Street, to the Jamestown Public Library, and looping back up the opposite side of the street to end at Town Hall. The walking tours highlighted key success stories in downtown; sought opinions about specific uses, buildings, and design elements; and gave residents the opportunity to really examine their downtown. Similar to the Envision Jamestown meetings, residents were able to RSVP online for the walking tours, and more than forty citizens did so. These tours helped to fuel ideas for redevelopment and improvement projects in downtown, with a focus on connecting people to the shops, restaurants, and civic uses, such as Town Hall.

## GROWTH MANAGEMENT WORKSHOPS

The final public workshop prior to beginning to draft the Comprehensive Plan were the growth management workshops, which were held on May 1st and 4th, 2021. This workshop included a discussion of the key elements impacting future development in and around Town, with an interactive segment aimed at identifying the desired uses and development styles of the remaining undeveloped portions of the Town. This also included a review of areas that could potentially be redeveloped. The results of this meeting provided direct input toward the Future Land Use Map presented in this Plan.



## Downtown Walking Tours

**40+** ATTENDEES



## Growth Management

Workshop

**25**

PARTICIPANTS



## COMMUNITY SURVEY RESULTS

The Envision Jamestown community survey was open for two months during the summer of 2020 and was advertised through the project website, Town Facebook page, and direct mail to residents. During this time, 580 people participated in the online survey which asked a wide range of questions surrounding the current and future state of the Town. As self-reported by those who took the survey, the vast majority of respondents (73%) live in the Town, 9% work in the Town, 44% own property in Jamestown, and 4% own a business in Jamestown. The key results from the community survey are summarized on the following pages.

### SURVEY RESULTS - IDENTITY

The first question of the community survey asked respondents to provide words they would use to describe Jamestown to someone who was unfamiliar with the Town. The most frequent descriptions were friendly, small town, quaint, and quiet. The words in the graphic below were each used to describe Jamestown by more than twenty respondents, with larger words being the most commonly used (friendly was cited 301 times). In addition to these commonly cited descriptions, survey respondents referred to Jamestown as a bedroom community, known for parks and trees, vibrant, fun, active, well-maintained, residential, suburban, unique, village-like, walkable, upscale, and rural.

Survey respondents were asked about the physical element they most closely associate with the Town and the most frequent responses were the library, Town Hall, Main Street, the Town Park, downtown, and brick sidewalks. Additional features that residents associate with the Town include High Point City Lake Park, Jamestown United Methodist Church, Mendenhall Homeplace, Wrenn Miller Park, the Golf Course, trees, Southern Roots, and other restaurants.

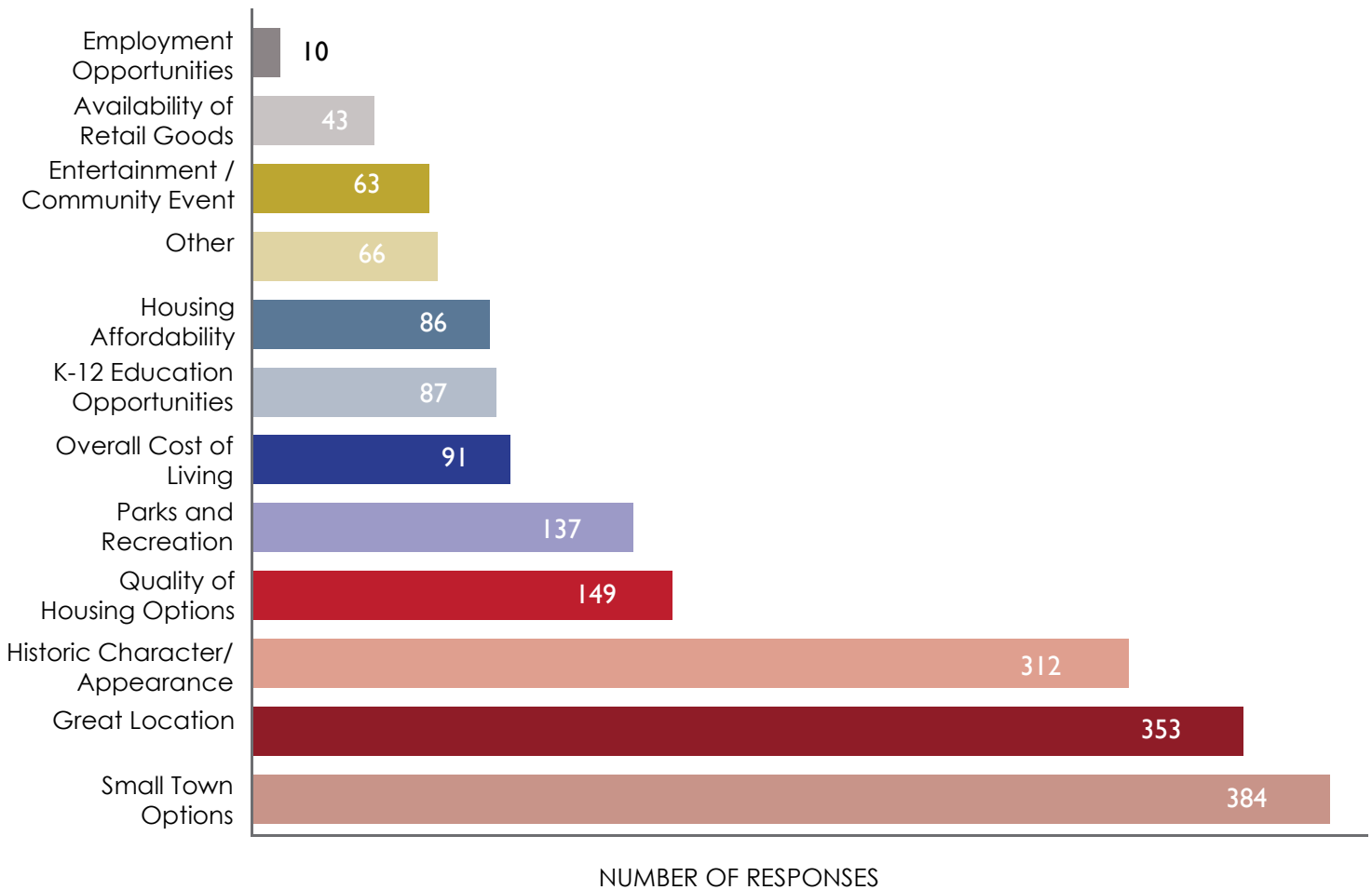
▼ Figure 1 Community Survey - Description of Jamestown



## SURVEY RESULTS - QUALITY OF LIFE FACTORS

When asked about the quality of life they experience in Jamestown, respondents overwhelmingly (91%) reported that they experience a high quality of life and 9% reported an “average” quality of life. No respondents stated that their quality of life in Jamestown was low. Survey respondents were given a list of quality of life factors and asked to select the three which were most important to their decision to live in Jamestown. The top five scoring responses were “small town option” (66%), “great location” (61%), “historic character / appearance” (54%), “quality of housing options” (26%), and “parks and recreation opportunities” (24%). The lowest scoring response was “employment opportunities,” with only 10 votes (or 2%). There were a number of options which ranged somewhere in the middle, as shown in Figure 2 below.

▼ Figure 2 Community Survey - Decision to Live in Jamestown

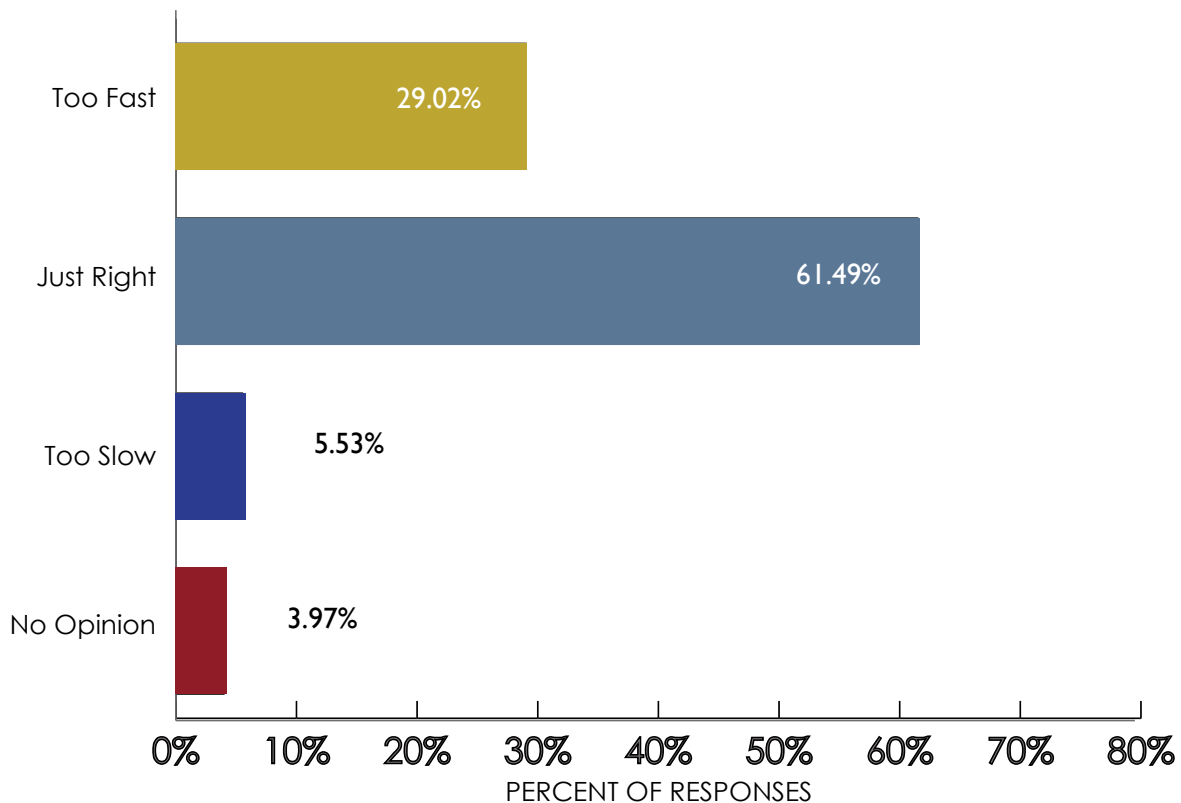


## SURVEY RESULTS - GROWTH AND DEVELOPMENT

When asked about development in Jamestown in recent years, the majority of respondents (61%) described the pace of development as “just right.” Almost one-third described the pace of development as “too fast,” while only about 6% of survey respondents felt that development is occurring too slowly. In fact, growth and development was identified as the number one challenge to the Town in the future. This was followed by a number of challenges which relate to development, including maintaining the small town feel, parking, housing, traffic, schools, protecting small businesses, the development of the Johnson Farm (referred to in the plan as Mackay-Guilford), downtown, Main Street, and controlled growth.

Related to a growing population is also town services, which were asked about in the survey. Although about 23% of survey respondents did not feel there is a need to expand the Town’s current services, 19% of respondents requested that the Town move toward adopting uniform containerized garbage collection. The additional comments related to town services were focused outside of services, such as a desire for increased commercial activity.

▼ Figure 3 Community Survey - Pace of Development



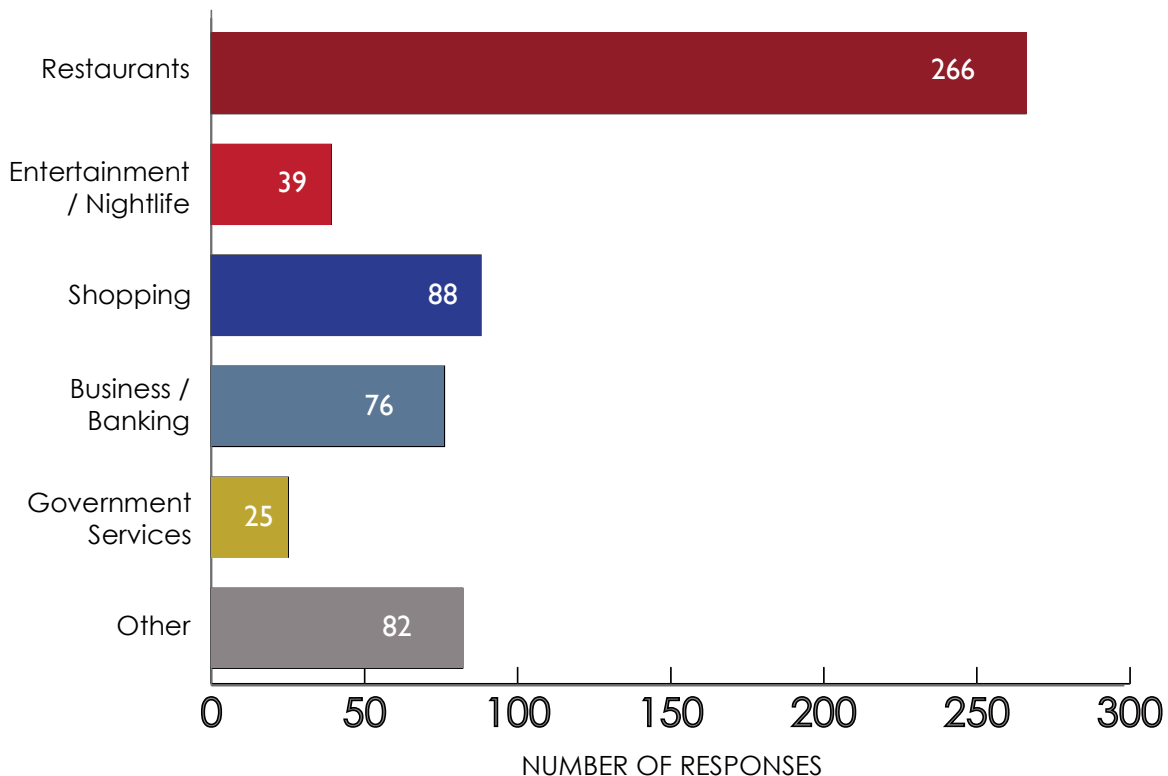
## SURVEY RESULTS - DOWNTOWN JAMESTOWN

A key aspect of the community survey was downtown. Many of the people who took the survey indicated they visit downtown for its restaurants. A large portion of respondents also said that they go downtown for shopping, business, banking, and other activities. Most of the survey respondents (76%) drive when they visit downtown, while about 16% walk and very few of the people who took the survey use alternative modes of transportation to get downtown.

Survey respondents' perception about parking in downtown is varied, with just over 40% of survey respondents parking nearby and walking downtown, 34% having a hard time finding a place to park, and almost 8% thinking that there is nowhere to park downtown. Almost 20% of respondents feel that there are always plenty of places to park downtown. These diverging opinions seem to occur largely because of misunderstandings of where visitors are allowed to park and a varying degree of distances that people are willing to walk when parking away from their destination.

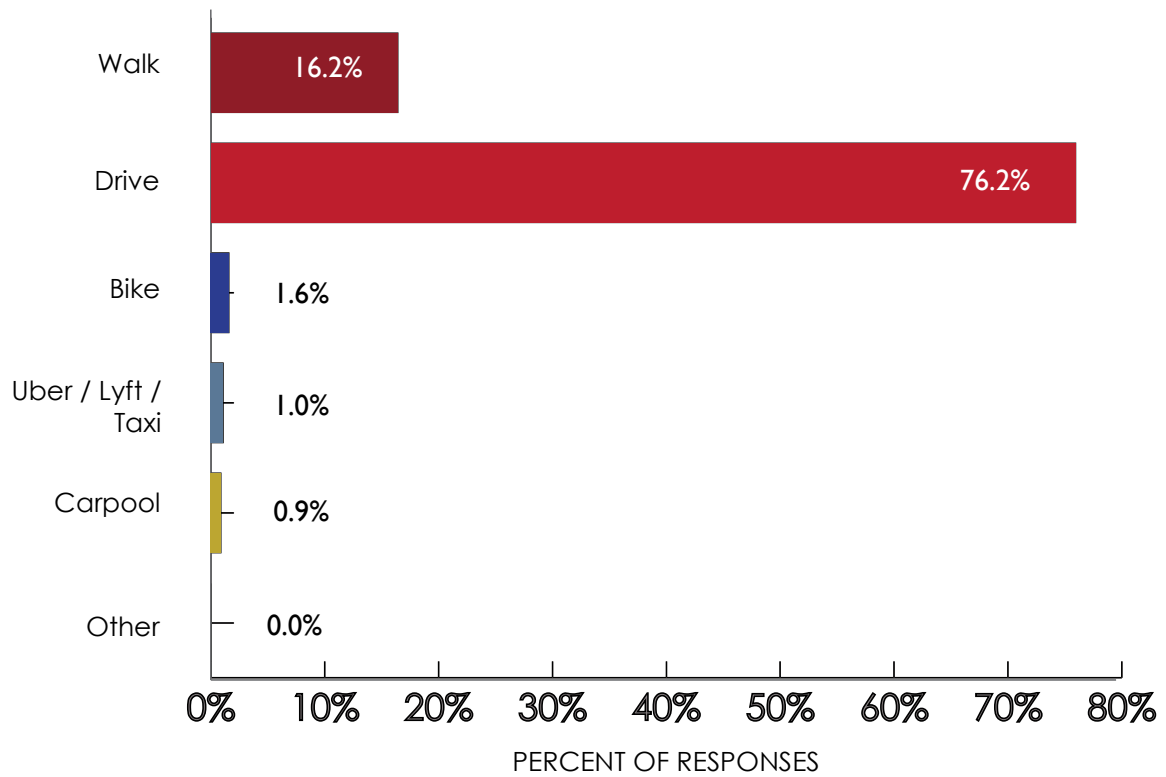
In addition to existing conditions, the community survey included a question about improvements that could be made to downtown. The most frequent request was to add parking. This was followed by attracting new businesses, enhancing building facades, adding more restaurants, developing more shops, adding trees and landscaping, expanding the sidewalk system, and redeveloping or tearing down the vacant buildings, including the properties at the intersection of Main Street and Oakdale Road.

▼ Figure 4 Community Survey - Downtown Jamestown

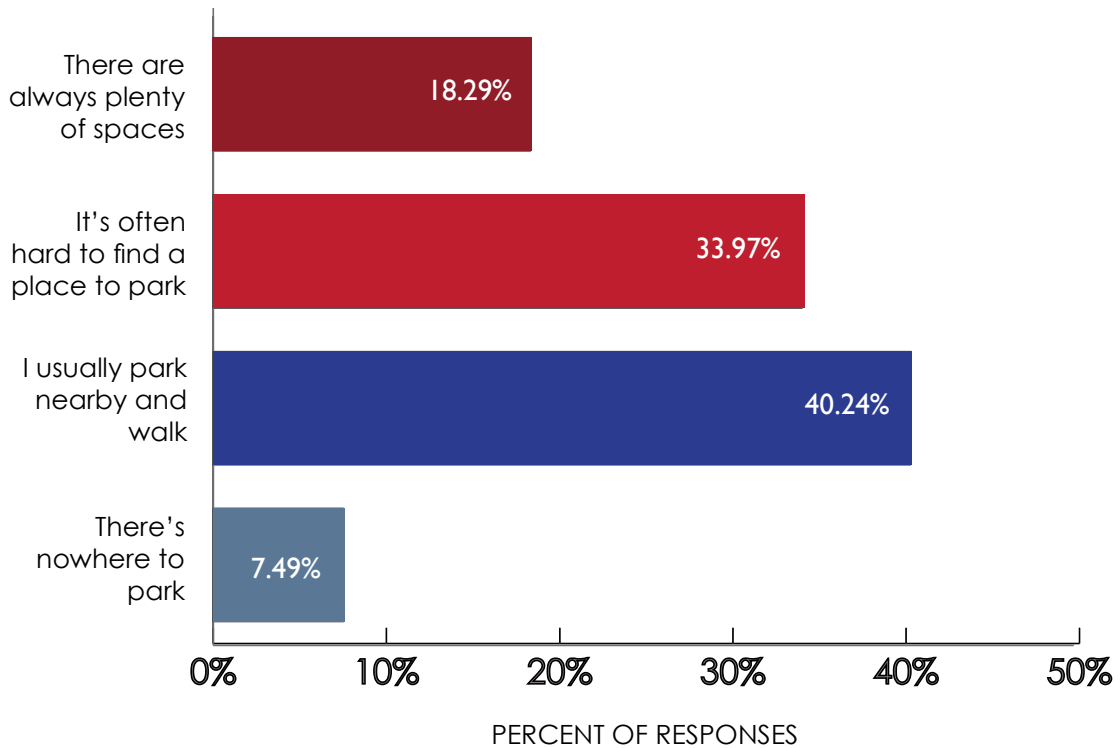




▼ Figure 5 Community Survey - Downtown Transportation



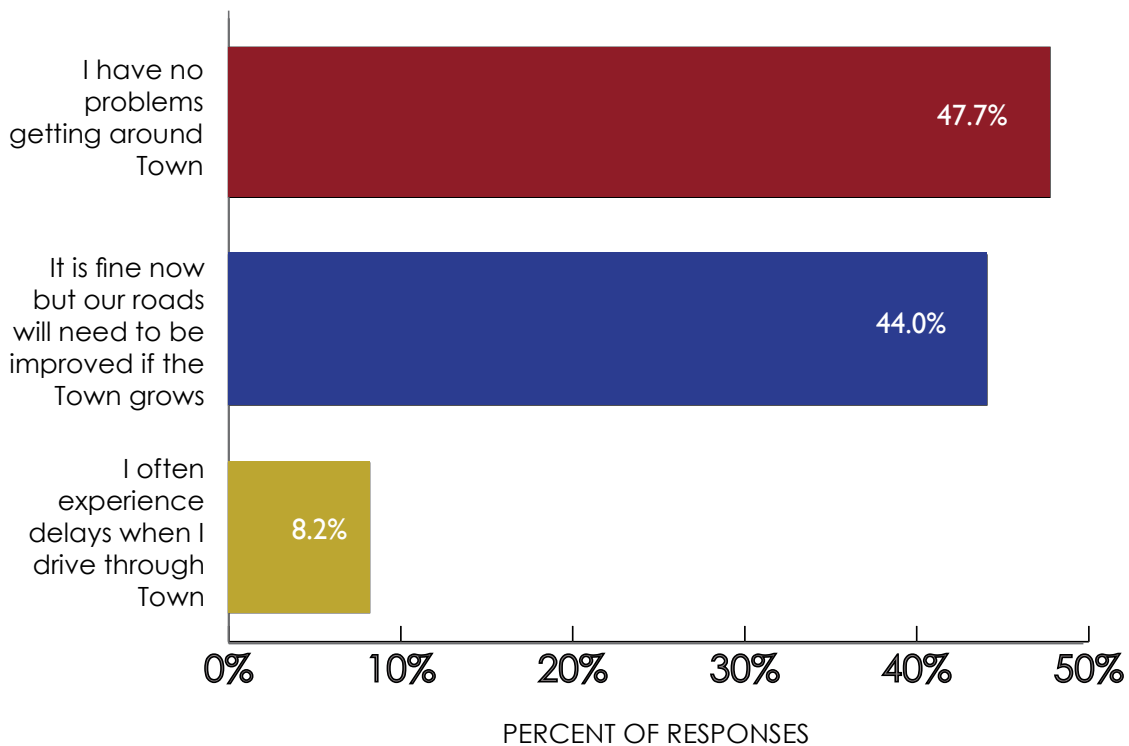
▼ Figure 6 Community Survey - Downtown Parking



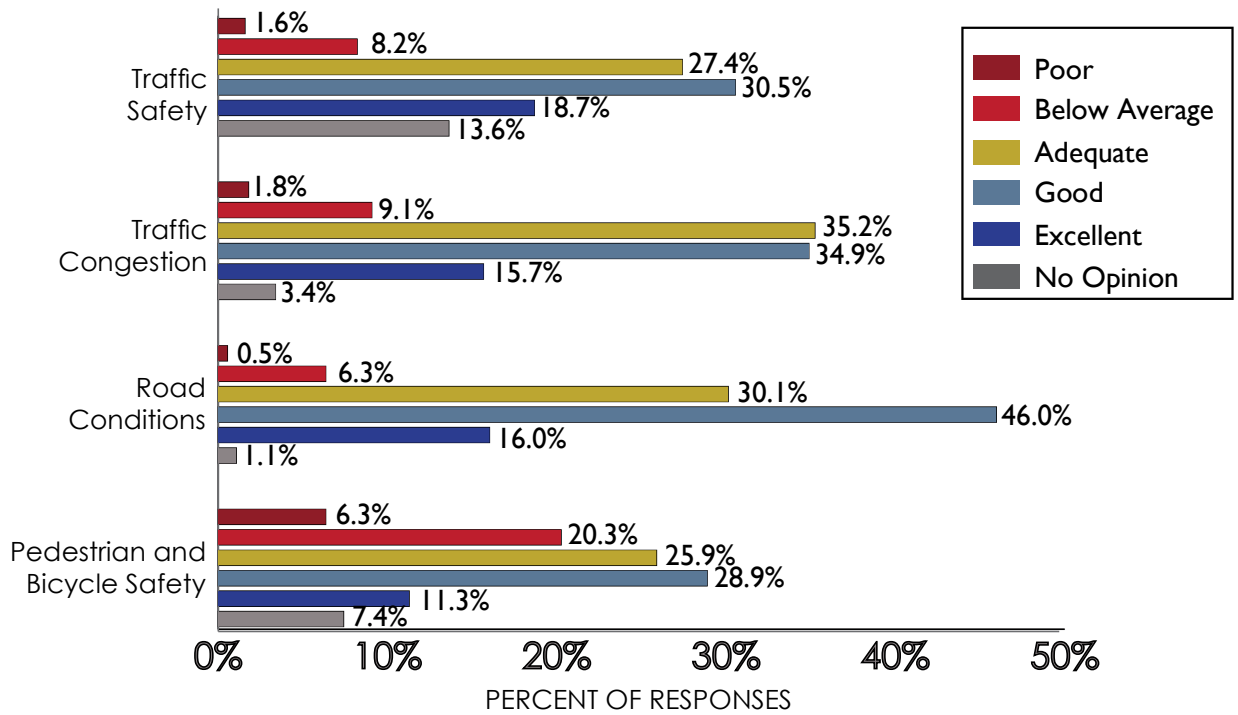
## SURVEY RESULTS - TRANSPORTATION AND TRAFFIC

When asked about traffic in Jamestown, about half of the survey respondents said they have no problems getting around, but 44% believe the roads will need to be improved if the Town grows. Just over 8% of those who took the survey already say they experience delays when they drive through Town. Despite that, very few people think that traffic safety, traffic congestion, or road conditions are poor or below average in the Town. Many of the people who took the survey think most aspects of the transportation network are either adequate or good; however, more than one quarter of respondents do feel that pedestrian and bicycle safety are poor or below average. Specifically, people are concerned with locations and segments described in Figure 9. Those words which are largest received the greatest concern; with Main Street receiving more than 100 responses and Guilford Road receiving 80 responses. Most of the people who took the survey drive around Town, and almost 150 of respondents walk, but only about 11 bike and very few carpool or use ride shares. Although the number of self-reported bike riders was low, when asked about transportation improvements, the greatest number of people asked for bike lanes. This was followed by sidewalks, increased parking access, speed reductions / enforcement, improved pedestrian crossings, multi-use paths, and general road maintenance. In general, survey respondents are not sure how the bypass will impact the Town. They feel it will reduce traffic and increase the walkability of downtown, but also perceive that it may have negative impacts on downtown businesses.

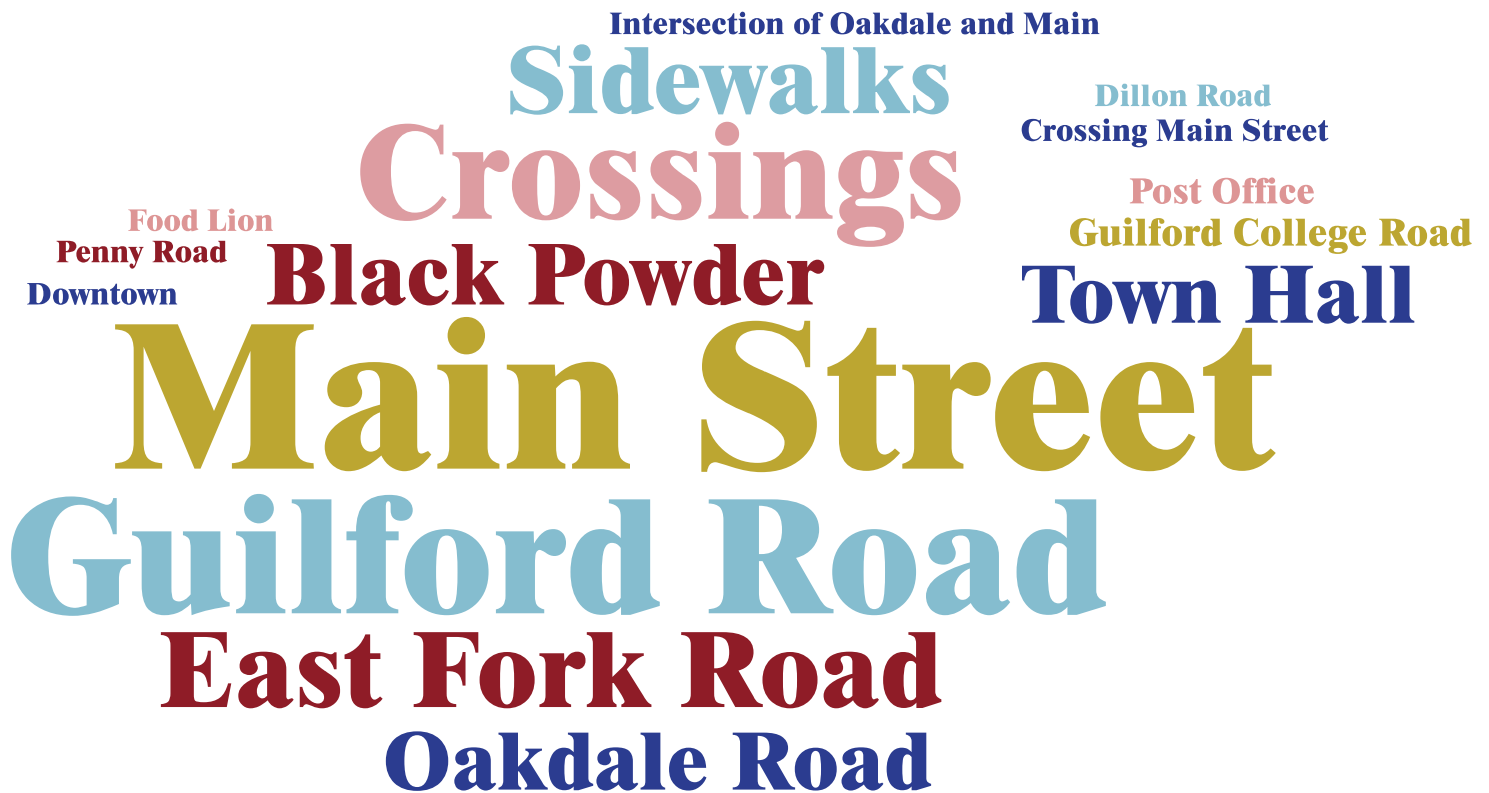
▼ Figure 7 Community Survey - Traffic



▼ Figure 8 Community Survey - Transportation Network



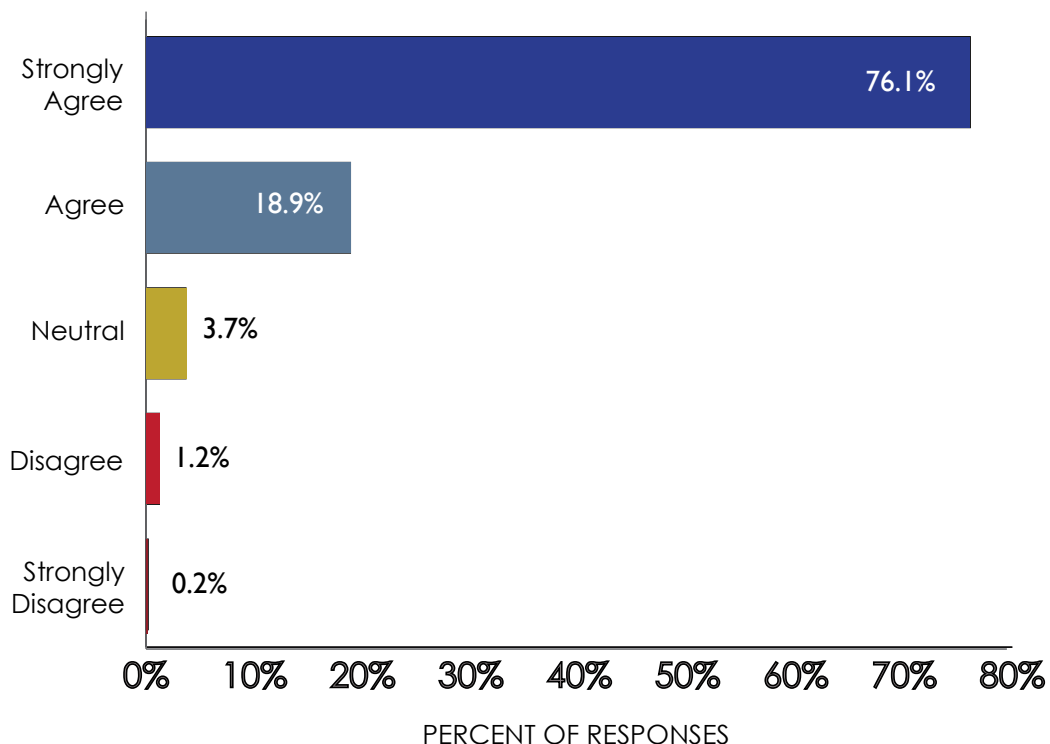
▼ Figure 9 Community Survey - Pedestrian and Bicycle Safety Concerns



## SURVEY RESULTS - HISTORIC, CULTURAL, AND NATURAL RESOURCES

The vast majority of those who took the community survey believe that it is important to protect the Town's historic and cultural resources. In particular, they feel that those resources listed in Figure 11 are the most important to maintaining the Town's historic character. Almost 230 respondents indicated the Jamestown Library as an important historic resource, and almost 100 respondents indicated the Mendenhall Homeplace as an important resource. The remaining resources that were identified received 35 or fewer responses. Survey respondents were also asked to indicate if they felt any of the Town's historic or cultural resources were in danger of being lost, to which more than 50 people indicated they were worried about losing Oakdale Cotton Mill and the Johnson Farm (Mackay-Guilford). Around 25 people were worried about losing the Mendenhall Homeplace and the Jamestown Library. A few others expressed concern about losing farmland in general, the Armstrong House, downtown, and the previous loss of the Potter House. Similarly, survey respondents were asked to identify the most significant natural and environmental resources in the area and all of the responses received are shown in Figure 12, with the largest words being cited most frequently. The top three resources were greenways / trails (143 responses), High Point City Lake Park (116 responses), and parks in general (64 responses). In fact, almost half of the people who took the survey believe that the Town does not have enough parks. Another 42% feel that the Town has the right number of parks for its size, but about 120 respondents would like to see more walking trails and picnic areas along the Deep River and around 60 people would like to see a park, rafting, kayaking, and fishing access along the River.

▼ Figure 10 Community Survey - Protection of Historic and Cultural Resources



▼ Figure 11 Community Survey - Important Historic and Cultural Resources



▼ Figure 12 Community Survey - Important Natural Resources



## SURVEY RESULTS - VISION FOR THE FUTURE

The last question of the community survey asked respondents to share their vision for the future of Jamestown. Specifically, the questions requested them to share what should change and what should stay the same by the year 2040. The table below provides a summary of the responses received. The most frequent request by far was to maintain the small town feel. This was followed by controlling or limiting growth, promoting small business and restaurant growth, and providing more parks and open spaces. As the results show, there were a wide variety of components to respondents' vision for the future of the community.

▼ Figure 13 Community Survey - Vision

	NUMBER OF RESPONSES
Maintain Small Town Feel	303
Controlled / Limited Growth	132
Small Business / Restaurant Growth	131
Provide more Parks and Open Space	93
Increased Pedestrian and Bicycle Amenities	63
Focus on Beautification	61
Clean Up Buildings and Grounds	59
No / Limited New Multi-Family Housing	55
Remain the Same	52
High End Single Family Development	39
Embrace / Protect History	34
More Community Events / Spaces	30
Stronger Architectural Guidelines	29
Preserve Natural Resources	26
Better / More Schools	21
Low Crime Rate	17
Attract More Young Families	17
Housing at a Variety of Pricing Levels / Diversified Population	16
Do Not Become "Cookie Cutter"	16
Retirement Community / Housing	13
Make Infrastructure Improvements	13
Improved Parking Downtown	13
Add Recreational Opportunities along the Deep River	8
Trash Cans for Pick Up	7
Redevelop Oakdale Cotton Mill	4

**OUR VISION**

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**FOR THE FUTURE**

## SECTION 2 OUR VISION FOR THE FUTURE

### VISION

During the development of the Plan, the steering committee, staff, and consultants developed a vision statement that would accurately guide the Town into the future, ensuring it placed a strong emphasis on the existing assets the Town would like to maintain while also allowing growth to occur in a way that would continue to support itself. Though the Town Council had previously adopted a vision statement, this was directed beyond the lens of government management to extend to all development decisions the Town will make in the future. The adopted vision statement, “Envision Jamestown,” is displayed below.

### **ENVISION JAMESTOWN**

**Jamestown is a community whose history and character are the foundations of its future.**

**We strive to maintain our small-town charm while growing in a manner that respects our traditional development patterns and our valuable cultural and natural resources.**

**As a community of neighbors, we embrace diversity and inclusiveness as we seek to strengthen the social and physical connections that unite our Town.**

**Moving forward, we will continue to seek excellence in all that we do as we build a community that everyone is proud to call home.**

### GUIDING PRINCIPLES

The vision that is stated above captures the broad elements of importance in terms of major decisions and priorities the Town will make in the future. In order to provide some implementable actions to further direct the elected officials, a set of guiding principles, which fall underneath this vision statement, were created. The vision statement and these guiding principles were utilized to make the future land use map and recommendations which are shared in this section of the Plan. The guiding principles are examined on the following pages.



## GUIDING PRINCIPLE #1

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**Jamestown will actively facilitate high-quality growth that is both compatible with the Town's traditional development pattern and innovative in how it meets the needs of our diverse and dynamic community.**

- Establish objective design standards that achieve the aesthetic and superior construction quality that is expected by the community to enhance value and quality of life.
- Implement subdivision standards that facilitate growth in a manner that achieves the Town's desired urban development pattern and quality of public infrastructure.
- Ensure that infill development is compatible with its surroundings, from both a use and aesthetic perspective.
- Avoid the introduction of generic and monotonous development styles (both site development patterns and architecture) that detract from Jamestown's unique sense of place and small town charm.

## GUIDING PRINCIPLE #2

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**As the strength of our community is directly tied to the long-term success of our neighborhoods, we will work diligently to promote and maintain the quality of life and aesthetic standards that our residents expect in Jamestown.**

- Prevent the emergence of blighting influences and public nuisances in residential areas through proactive code enforcement.
- Protect established neighborhoods from encroachment by adjacent incompatible land uses through the appropriate application of zoning regulations.
- Invest in neighborhood infrastructure improvements that supports a high quality of life for residents.
- Ensure that Jamestown's residents have access to housing that is appropriate for all stages of life and family situations, including housing to allow older residents to "age in place."

## GUIDING PRINCIPLE #3

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**Our community places a significant amount of value in the cultural and historic resources that provide an everyday reminder of the Town's proud past. We will actively seek to preserve these resources that contribute so much to our identity and sense of place.**

- Limit the demolition and relocation of contributing historic structures in Jamestown, to the extent feasible.
- Secure the permanent preservation of iconic features in the community, including, without limitation, the smokestack and water tower at Highland Containers.

- Increase the number of eligible historic properties with designated Historic Landmark status.
- Facilitate private investment in the restoration of historic resources, with an emphasis on major adaptive reuse projects, such as Oakdale Mill.

## GUIDING PRINCIPLE #4

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**The ability to safely walk and ride a bicycle throughout the Town is critical to maintaining our community's high quality of life. We will ensure that our community is well-connected with the necessary infrastructure to support walking and biking as an important mode of transportation for all residents.**

- Develop an updated bicycle and pedestrian plan to guide future infrastructure and safety improvements.
- Expand Jamestown's greenway network and seek partnerships to develop connections to regional trail systems, with a focus on developing a connection between Main Street, Oakdale Mill, and Penny Road to connect to the Bicentennial Greenway.
- Provide every neighborhood in Jamestown with connections to a pedestrian system that will allow them to walk safely to any other destination in the community.
- Proactively implement pedestrian and bicycle safety improvements at major intersections and along the Town's primary transportation corridors.
- Ensure that equitable access to pedestrian infrastructure is provided to residents on both sides of the railroad as well as both the eastern and western portions of Main Street.

## GUIDING PRINCIPLE #5

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**Downtown Jamestown is the center of culture, commerce, and social life in our community, and we will endeavor to maintain its vibrancy, improve the quality of the built environment, and provide the infrastructure that supports its success.**

- Invest in public infrastructure improvements to enhance the appearance of downtown, and establish prominent gateways at the eastern and western entrances on Main Street.
- Actively support the redevelopment and adaptive reuse of underutilized land and buildings in downtown.
- Improve visual and physical connections between downtown and primary visitor parking areas.
- Improve the safety of Main Street for all forms of transportation, with a focus on traffic calming, particularly at the northern and southern gateways to downtown.
- Proactively enforce property maintenance codes to prevent the emergence of blighting influences in commercial districts.

## GUIDING PRINCIPLE #6

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**Every neighborhood in Jamestown will have convenient access to a wide variety of public parks, natural open spaces, and other recreational opportunities that meet the diverse needs, abilities and desires of our residents.**

- Require the development and dedication of neighborhood parks in conjunction with all new residential development.
- Establish a greenway trail and water access along the Deep River.
- Develop neighborhood scale parks in existing residential areas that lack convenient access to recreational amenities.
- Ensure that all of Jamestown's neighborhoods have safe pedestrian and bicycle access to local parks.

## GUIDING PRINCIPLE #7

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**The Town will continue its tradition of providing cost-effective and efficient public services and high-quality infrastructure that meets the needs and exceeds the expectations of the community.**

- Finalize long-term plans for the collection of solid waste.
- Ensure that the Town has sufficient water and sewer capacity to meet the service demands that will accompany new growth.
- Ensure that the Town has adequate staffing levels in all departments to carry out their missions and efficiently enact Town policies.
- Develop public facilities that enable the Town to effectively carry out its mission of public service.

## GUIDING PRINCIPLE #8

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**We will seek to diversify and strengthen our local economy by supporting place-based economic development strategies that leverage the unique cultural and natural resources in our community.**

- Identify a development partner and work to facilitate the restoration and redevelopment of the Oakdale Cotton Mill and Mill Village.
- Make downtown Jamestown a premier leisure, entertainment, and shopping destination for people from throughout the Triad and beyond.
- Leverage the significant daytime population of GTCC to expand local business opportunities.
- Develop a connection between the Oakdale Cotton Mill and Downtown Jamestown along the Deep River to build synergy between these unique areas of the community.
- Incorporate the full range of Jamestown's historic and cultural assets into its promotions and economic development strategy.

## GUIDING PRINCIPLE #9

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**We will work diligently with our partners in law enforcement and emergency services to ensure that Jamestown has the resources to maintain a high level of public safety for our residents.**

- Maintain the Town's strong law enforcement partnership with the Guilford County Sheriff's Department.
- Ensure that the Town's contracted fire protection service has adequate resources to meet the community's anticipated needs for emergency response.
- Ensure that the residents of Jamestown have access to timely and high-quality emergency medical care.
- Mitigate hazards to the community from both natural and man-made sources through the adoption and enforcement of adequate public safety regulations.

## GUIDING PRINCIPLE #10

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**Jamestown is a welcoming and inclusive community that values the benefits of diversity in all aspects of the Town and its residents.**

- Expand the capacity of the Town and its partners to provide opportunities for community focused social events that bring people from all walks of life together.
- Develop and encourage participation in new activities and organizations that foster civic engagement.
- Promote the development (and retention) of a wide range of housing types that meet the needs of current and future residents of all ages, abilities, family compositions, and socioeconomic backgrounds.
- Ensure that residents of the ETJ are included and consulted on matters that affect their neighborhoods, and encourage their participation in the social and civic life of Jamestown.

## GUIDING PRINCIPLE #11

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**The quality and health of the natural environment is as important to our community as the quality of the built environment, and we will work to preserve and protect these vital resources.**

- Protect and preserve mature trees and tree stands from removal in conjunction with land development activity, and promote the growth of healthy forests in the community.
- Protect riparian areas from encroachment by development to preserve water quality and natural habitats.
- Protect contiguous and connected tracts of open space from development to preserve wildlife habitat, protect the environment, and provide passive recreation opportunities.
- Retain the Town's designation as a "Tree City" through the Arbor Day Foundation.

## GUIDING PRINCIPLE #12

---

**Our local transportation network will move people and goods throughout the community in a context sensitive manner that prioritizes safety over speed, provides significant internal connectivity, and facilitates access to the regional network.**

- Utilize the opening of the Jamestown Bypass to re-imagine the role of Main Street, with a focus on enhancing its safety and comfort for bicyclists and pedestrians (including those who use mobility assistance devices) through measures such as reducing the speed limit through the core of the town.
- Continue to work with the NCRR and Norfolk Southern on improving the safety of the Town's rail crossings for both drivers and pedestrians.
- Improve Jamestown residents' access to regional transit options.
- Ensure that new development provides adequate internal and external transportation connectivity and provides reasonable mitigation of traffic impacts.

## GUIDING PRINCIPLE #13

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**We will seek to build upon our existing partnerships with other local governments and public service providers to ensure that our community is well-represented in regional affairs and receives the services and benefits that are necessary to maintain our high quality of life.**

- Build relationships with other communities and grassroots organizations in Guilford County to advocate with a stronger voice for school funding and other matters with the Guilford County Board of Education.
- Continue to participate in the High Point Metropolitan Planning Organization to ensure that Jamestown's transportation infrastructure needs are well-represented as plans and funding priorities are developed.
- Collaborate with Greensboro, High Point, and the Piedmont Triad Regional Water Authority on long-range utility service plans.
- Seek intergovernmental partnerships to ensure that Jamestown has access to affordable municipal solid waste transfer and disposal options
- Work with GTCC to develop programs and partnerships for the mutual benefit of both the college and residents of Jamestown.



# FUTURE LAND USE

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# SECTION 3 FUTURE LAND USE

## INTRODUCTION

The development of a future land use strategy for the Town of Jamestown was at the forefront of the Envision Jamestown planning effort. The resulting strategy, as established on the Future Land Use Map and future land use classifications is based on a wide range of inputs and analyses that were performed. These included reviews of the previously adopted growth strategy and future land use maps in the 2007 Comprehensive Land Development Plan, a growth area analysis conducted as part of this process, public input during the planning process, and the analysis and exploration of the data collected as part of the background research phase of the process.

## GROWTH AREA ANALYSIS

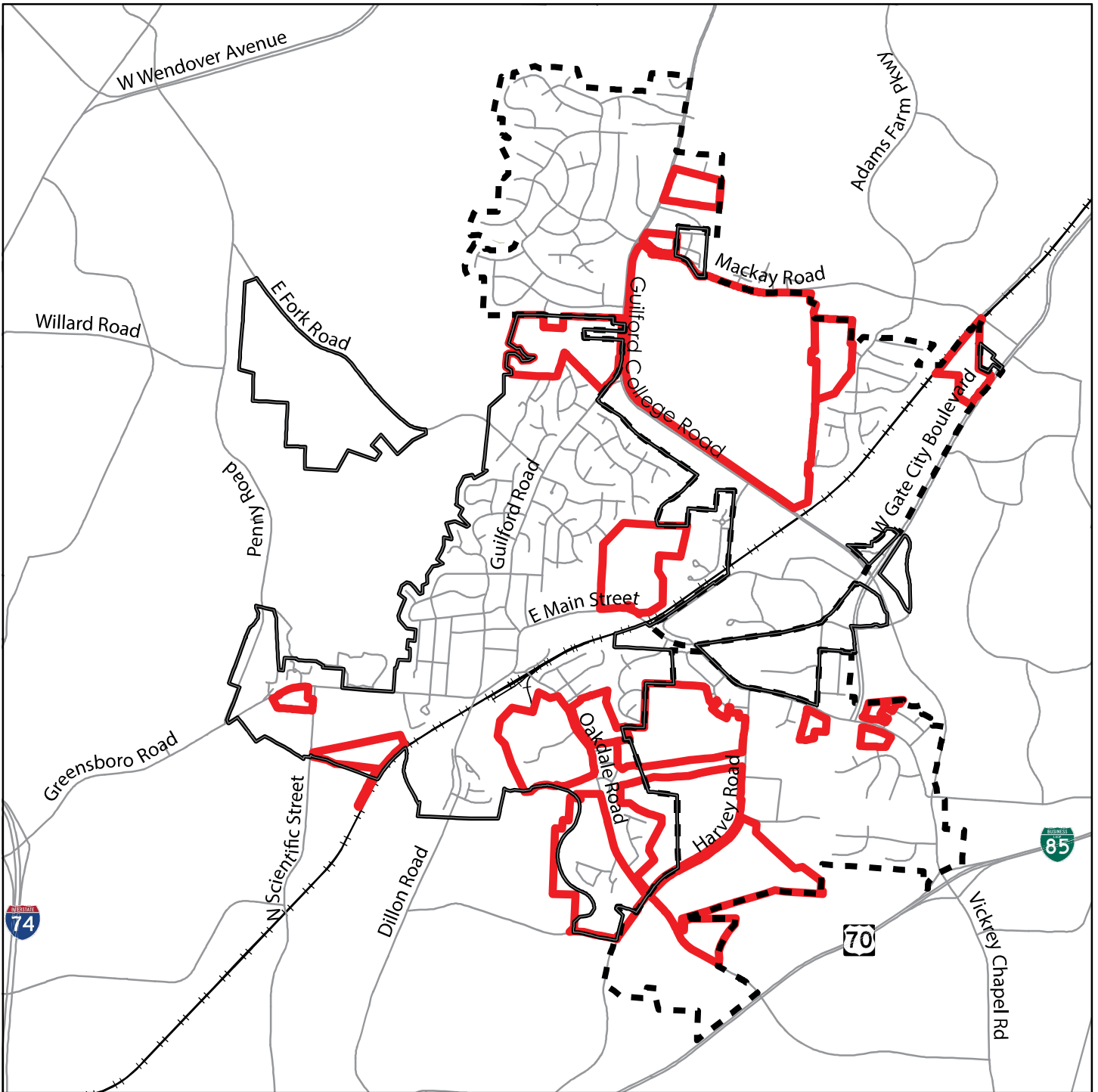
One of the primary inputs into the development of the future land use strategy, as set forth in the Future Land Use Map, was the determination of the areas that would be most likely to experience development pressure in the coming years. Not all areas will see the same degree of growth pressure due to a variety of factors, and, so, a deliberate evaluation of the Town's land resources was made to explore the potential of each area of the community for growth so that appropriate land use policies could be developed.

The availability of developable land is the overriding factor in preparing a growth analysis. To that end, the initial step in the process was to identify land resources with characteristics that would be conducive for development. These include, current use, parcel size, and the potential for assemblage with adjacent development tracts, among other factors. Once identified, these parcels were further analyzed for attributes such as their proximity and access to major transportation routes, utility infrastructure, and the nature of adjacent development. Next, each parcel, or group of parcels, was analyzed for environmental constraints, such as topography and the presence of natural hazards like floodplains. Finally, regulatory and similar constraints were identified, such as the presence of water supply watershed critical areas, which limits development density and impervious surfaces, and the presence of easements or rights-of-way for utilities which might reduce the amount of land available for development.

The resulting stock of potential growth areas, shown in Map 3 on the facing page, provided a preliminary inventory of potential development tracts in the study area. These were then further evaluated to determine their likely future use and the relative degree of growth pressure that each would experience in the coming years. This analysis, in turn, was used in the development of the Future Land Use Map and the future land use classifications that comprise the overall land use strategy.



▼ Map 3 Preliminary Growth Areas



 Jamestown

 Preliminary Growth Areas

 Jamestown ETJ

 Roads

 Railroad














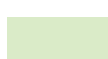



1 Mile

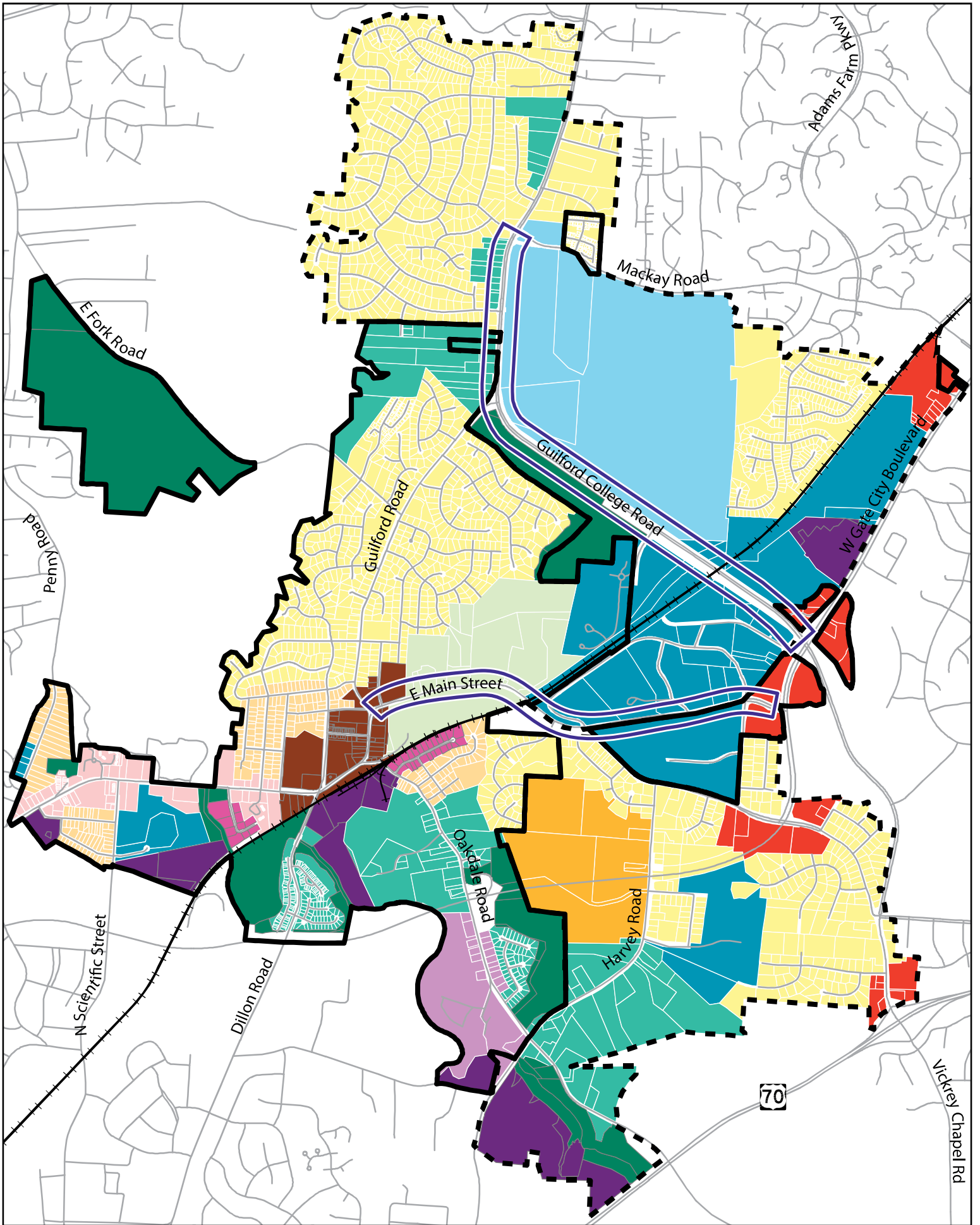
## FUTURE LAND USE MAP

The Future Land Use Map provides the Town with a guiding vision that will be used by elected and appointed officials, citizens, and developers as they make land use and development decisions to implement town policies and determine future capital improvements. Specifically, as the Town considers legislative decisions related to rezonings and zoning ordinance amendments, they must approve a statement regarding the consistency of the proposed changes with the Comprehensive Plan with any motion to approve or deny said applications. The land use categories and map contained in this section demonstrates how the Town desires to both change and preserve existing land use patterns as they experience growth over time. For this reason, it is important to monitor, review, and update the future land use categories and map as new growth, new infrastructure, and changes in the community's vision and direction occur.

The following pages provide details on each of the future land use categories. This includes an explanation of the general character preferences, recommended land uses, and general design standards for each area of the Town.

### FUTURE LAND USE CATEGORIES

- |                                                                                                        |                                                                                                             |
|--------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
|  Town Center          |  Mixed Use               |
|  Commercial Corridor |  Mackay-Guilford        |
|  West Main           |  Town Residential       |
|  Business Park       |  Suburban Residential   |
|  Industrial          |  Deep River Residential |
|  Mill District       |  Estate Residential     |
|  Campus              |  Parks and Open Space   |
|  Character Corridor  |                                                                                                             |



## **FUTURE LAND USE CATEGORY DESCRIPTIONS**

### **TOWN CENTER**

The Town Center is focused on Jamestown's traditional downtown area, extending along Main Street from Ragsdale Road to Guilford Road. The Town Center classification is intended to support and perpetuate the walkable, mixed-use, development pattern in the core of the town. This area serves as the economic, cultural and civic heart of the community, and includes a mix of businesses that cater to both residents and visitors to the community. Traditional development patterns in the Town Center have buildings constructed adjacent to the sidewalks to create an inviting atmosphere for pedestrians, while parking and service areas are located to the rear or sides of buildings. New development in the Town Center complements the traditional development pattern and architectural styles found in Downtown Jamestown, with masonry construction and buildings not exceeding two stories in height above grade.

### **COMMERCIAL CORRIDOR**

The Commercial Corridor land use classification is applied in strategic locations along, and adjacent to, Jamestown's major vehicular transportation routes. This classification is intended to accommodate the development of larger scale and auto-oriented commercial development, as well as higher density multi-family developments. Although primarily located on the Town's periphery, the quality of new development in the Commercial Corridor should reflect on the high-quality architectural standards found in the core of the Town.

### **WEST MAIN**

The West Main future land use classification is applied to the majority of the land along West Main Street from the Town Center to the Town's western border with High Point (from Ragsdale Road to Penny Road). This land use classification is intended to accommodate a wide variety of low to moderate intensity uses, including offices, civic uses, attached residential development, and small format retail stores along this traditionally mixed-use corridor. With the majority of the parcels in this area also located in the Jamestown National Register Historic District, new development will be sensitive to the rich historic context of the area and utilize development styles that blend well with the unique character of the West Main corridor.

### **BUSINESS PARK**

The Business Park land use classification is intended to accommodate a variety of small to mid-sized commercial, service, and low intensity assembly, warehousing and manufacturing uses that create low volumes of customer visits, low amounts of truck traffic, and few, if any, off-site environmental impacts. Within these areas, the Town seeks to preserve opportunities for smaller business enterprises to make Jamestown their home and support a diverse economic climate in the community.

## **INDUSTRIAL**

The Industrial land use classification is applied to the traditional legacy industrial areas of Jamestown, primarily along the North Carolina Railroad line. This land use classification is intended to accommodate the ongoing use, development, and redevelopment of larger scale manufacturing enterprises in areas where the existing development context and heavy infrastructure is well-suited for such uses. Uses in these areas, while larger in scale and heavier in intensity than those found in the Business Park classification, should create minimal levels of external impact to the surrounding community to ensure their compatibility with the greater Jamestown community.

## **MILL DISTRICT**

The Mill District future land use classification is applied to the former Oakdale Cotton Mill property and surrounding parcels that are part of the historic mill village that housed many of Oakdale's workers. The intent of this land use classification is to foster the preservation and revitalization of the mill and mill village in a manner that preserves the rich history of Oakdale while catalyzing a transition of the mill property into a mixed-use development focused on the mill, including additional residential development on the property to support the revitalization effort.

## **CAMPUS**

The Campus future land use classification is applied to the many large scale civic, educational, and cultural institutions that are located in Jamestown. The intent of this land use classification is to accommodate the ongoing use and future growth of these important institutions in a responsible manner that is complementary to Jamestown's traditional development pattern.

## **MIXED USE**

The Mixed Use future land use classification is applied exclusively to the properties located on, and adjacent to, the intersection of the Jamestown Bypass and Harvey Road. The intent of the Mixed Use classification is to facilitate the development of these key properties with a mixture of low intensity office and service uses in proximity to the bypass intersection, along with a mixture of a wide range of housing types in larger integrated developments in this prime growth area. In general, all nonresidential uses should be located along the Harvey Road and bypass frontages - with development standards that maintain the small town and historic aesthetic of the community, while residential uses should represent the majority of the development and occupy the interior of these parcels.

## **MACKAY-GUILFORD**

The Mackay-Guilford future land use classification is applied to the largest single undeveloped property in Jamestown's planning jurisdiction. As one of the premier potential development tracts in the Triad, this property is expected to experience significant development interest in the near

future. Given the size and prominent location of this tract, the Town is expecting a development plan for the site that is designed in a manner to create an integrated, walkable, and mixed-use neighborhood that contains a wide range of housing options and a central community focal point where residents can easily access neighborhood scale retail, dining, and service uses within a short walk or bike ride of their homes. With an abundance of land resources, it is expected that the future development of this tract will provide significant amounts of open space for both recreational use and for the preservation of critical habitats that exist on the property. It is also expected that the development of this area will preserve the most important aspects of the historic landscape - connecting the past to the future. The resulting development of Mackay-Guilford is expected to yield a complementary and enduring addition to the Jamestown community that respects the history, character, and aesthetic quality of the Town.

## **TOWN RESIDENTIAL**

The Town Residential land use classification is intended to accommodate existing residential neighborhoods that were developed in Jamestown's traditional "urban core" in areas along the West Main Street corridor, adjacent to downtown, and along Oakdale Road. With their proximity to nonresidential areas of town, careful consideration should be given to the nature of development on their periphery to ensure that it is compatible with the character of these older neighborhoods.

## **SUBURBAN RESIDENTIAL**

The Suburban Residential land use classification is the most prevalent of the future land use classifications applied on the Future Land Use map, encompassing the majority of the planned residential neighborhoods in the community outside of the Town's traditional core area. Although primarily developed in larger single-family residential subdivisions, this land use classification is also intended to accommodate lower intensity attached residential development in the same context, along with low intensity civic uses, such as churches. Where undeveloped land is included in this classification, it is intended to be developed in a manner similar to adjacent suburban residential development.

## **DEEP RIVER RESIDENTIAL**

The Deep River Residential land use classification is intended primarily for lands located in the critical watershed areas in the planning jurisdiction. Where utilities are present, cluster/conservation style residential development will be most prevalent given impervious surface limitations. Outside of areas served by municipal utilities, it is expected that when development or land subdivision does occur, it will be larger lot "rural" style residential development taking access from existing roads.

## **ESTATE RESIDENTIAL**

The Estate Residential land use classification is applied to the large residential tracts along East Main Street just outside of downtown. Given the historic nature of this area and the environmental



constraints that create access limitations to some properties, it is expected that single-family residences on “estate” sized lots will be the predominant development pattern.

## **PARKS AND OPEN SPACE**

This land use classification is intended to designate areas that are either in use as parks or have low development potential given environmental constraints or other factors that make their development unlikely.

## **CHARACTER CORRIDOR**

The intent of the “Character Corridor” future land use designation is to identify areas adjacent to major roadways where it is important to the community to maintain an aesthetic that is complementary to the once rural nature of the outskirts of Jamestown. East Main Street, particularly through the Estate Residential area, provides a good example of the intent of the desired aesthetic, while Guilford College Road is an emerging opportunity to replicate that aesthetic - embodied by the preservation of mature trees as natural screening along the roadway, white pasture fences, and a generally rural quality to the scenery - despite being located in the heart of a major metropolitan area. The Town’s current scenic corridor zoning regulations provide a tool to carry this recommendation forward and ensure that the aesthetic vision for these important thoroughfares is maintained and enhanced in the future.





**OUR**

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**COMMUNITY**

# SECTION 4 OUR COMMUNITY

This section highlights key information about the Town, its resources, and its capacity for growth. This includes a broad range of demographic, economic, and land analysis data concerning the Town and the greater region. This information, coupled with the community input and Steering Committee guidance contributed to the plan's Vision and the Guiding Principles, as well as the Future Land Use Map

## TOPICS COVERED

The following information helps establish a baseline of existing opportunities and constraints that influence growth and redevelopment in Jamestown. The key factors highlighted in this section are divided into six major subsections:

- Historic Context
- Livability
- Demographics
- Housing
- Economy
- Land Use
- Infrastructure
- Environment

Much of the data in this section comes from the United States Census Bureau, AARP, the Town of Jamestown, and Guilford County. Typically, each data set indicates the source when presented. The Town's extraterritorial jurisdiction (ETJ) is not included in data displayed for the Town. However, it is captured in data for Guilford County.

## REGIONAL COMPARISONS

A number of the statistics shared in this section include a comparison to a set of peer communities. This is particularly true concerning the AARP Livability Index, which is best used as a metric of comparison. The peer communities identified in this Plan were developed based on two factors: 1) proximity to Jamestown and the region; and 2) similar characteristics or characteristics which the Town would like to emulate.

In general, these peer communities are used to determine how Jamestown is doing in terms of providing services to its residents, as well as how it is growing and changing in relation to the greater region. In addition to the communities which were identified as peer communities, much of the data also compares the Town with Guilford County and the State of North Carolina, as they provide a larger scaled comparison to the region.

## HISTORICAL CONTEXT

The area which is known today as the Town of Jamestown is the earliest continuously settled place in the Piedmont region. The first known inhabitants were the Keyauwee Indians, who are believed to have been living in the region as early as 1701, and moving south around 1760. By the late 1700s, European settlers, many of which were Quaker families, moved to Jamestown from Pennsylvania in search of productive farmland. James Mendenhall established a farmstead in 1762 and the family operated the area's first grist and lumber mills, as well as owned much of the Town's original land.

By 1800, Jamestown had about 150 residents, its own post office, an inn, and a Free Mason's lodge. Around this same time, gold was discovered near Jamestown and several mines became profitable. The Town was officially founded in 1816 and was named in honor of James Mendenhall. At the time, the local economy was dominated by farming and related industries, but a gun factory which manufactured a muzzle-loading gun known as the "Jamestown Rifle" was a mainstay of Jamestown's industry through the latter half of the nineteenth century. In 1856, the railroad which bisects the Town was built, providing a vital link for freight and some passengers.

Though Jamestown's Quakers attempted to remain neutral during the Civil War, many residents ended up manufacturing shoes, uniforms, and weapons for the Confederacy in order to avoid paying heavy taxes. The Town was also a likely "stop" along the Underground Railroad, where residents would help enslaved persons escape north.

Education has long been a cornerstone of Jamestown, which was home to a Quaker children's school, a seminary for young women, a law school, and North Carolina's first medical school. The "Old School" was built in 1915 as a neoclassic centerpiece of Main Street, and today serves as the Jamestown Public Library.

In April of 1947, the North Carolina General Assembly granted Jamestown incorporation. The Town adopted zoning and began constructing a municipal water and sewer system soon after. By the 1950s, the population reached around 750 people and the Town provided street lighting, water and sewer service, and a fire department. During the 1960s and 1970s, the Town grew quickly, with many old farms being converted to residential neighborhoods. An ABC board was formed, the Town Hall was built, and the Jamestown Park and Golf Course were established.

Today, more than 3,600 people call Jamestown home. The community boasts small town charm and a central location in the greater Triad region; giving the Town's residents quick access to the larger cities of Greensboro, High Point, and Winston-Salem. The Town remains committed to well-planned growth that strikes a balance between maintaining the community's character and heritage while attracting jobs and businesses.

# LIVABILITY

## AARP LIVABILITY INDEX

The AARP Public Policy Institute created a Livability Index, which provides an indicator score that is meant to assist communities in determining how livable their community is in relation to seven primary categories: housing, neighborhoods, transportation, environment, health, engagement, and opportunity. This is one tool that can be used to measure how the combination of policies and the built environment create a livable and inclusive community for residents of all ages, abilities, and backgrounds. Therefore, this index is a good indicator of which aspects of a community are doing well and areas where a community can seek to improve its rating. The seven livability categories are shown below.

▼ Figure 14 AARP Livability Categories  
Source: AARP Public Policy Institute Livability Index

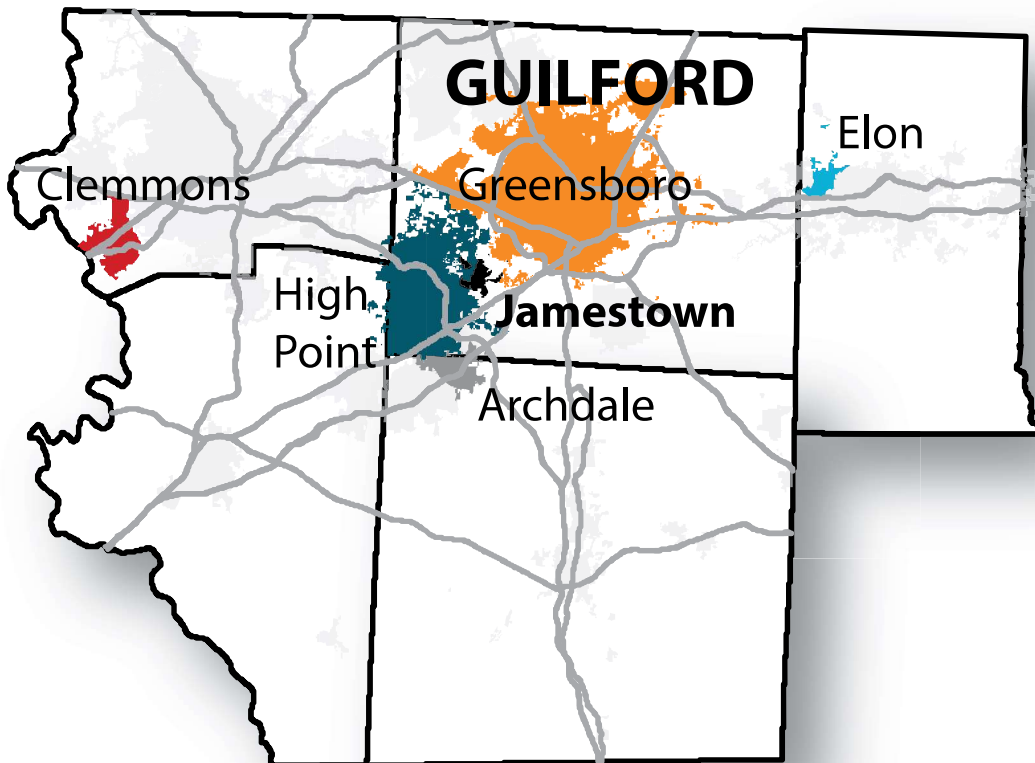


## REGIONAL COMPARISONS

The AARP Livability Index is best used as a metric to compare a community against similarly situated locales. For this reason, Jamestown is compared here with a set of regional peer communities that are either similarly situated in the region or have similar economic and demographic characteristics. Jamestown's peer communities are shown in Map 4 below. The State of North Carolina was also included in this analysis.

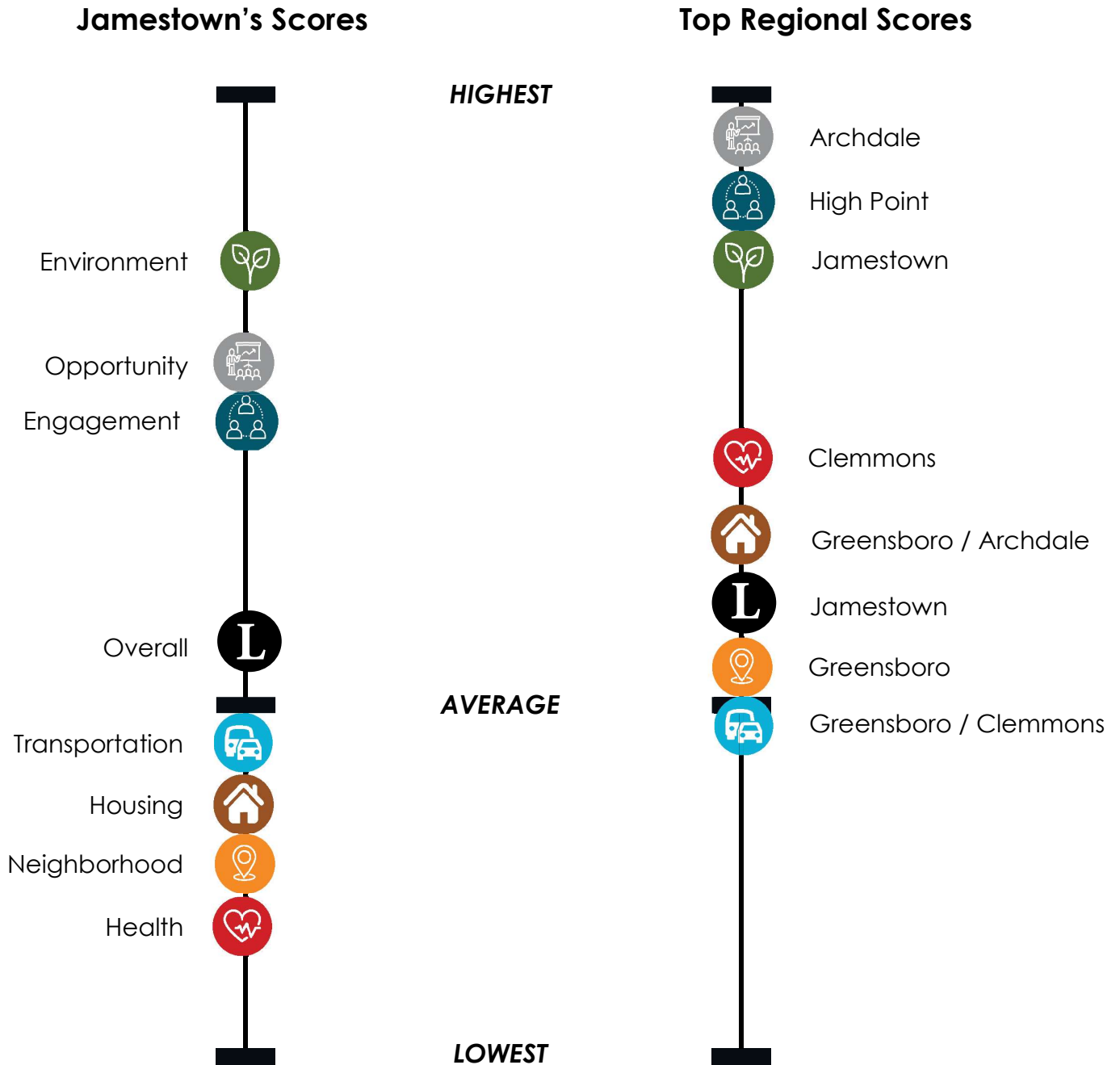
The following page provides a cursory review of Jamestown's scores for all livability categories, as well as the highest ranking peer communities for each of the indicators. This is followed by pages which explain each individual category and demonstrate how Jamestown ranks against its regional neighbors and statewide peer communities on each element. It should be noted that there are inherent errors in the national data sets used in developing the Livability Index that may have varying impacts on communities' scores (such as missing data). These errors will typically affect most communities equally, especially when comparing communities within a state or sub-region of a single state, and so they tend to be mitigated by having the same positive or negative impact on the scores of geographic peers. Where these errors are expected to occur, they are explained in the explanation section of that indicator in this report.

▼ Map 4 Jamestown and Regional Peer Communities



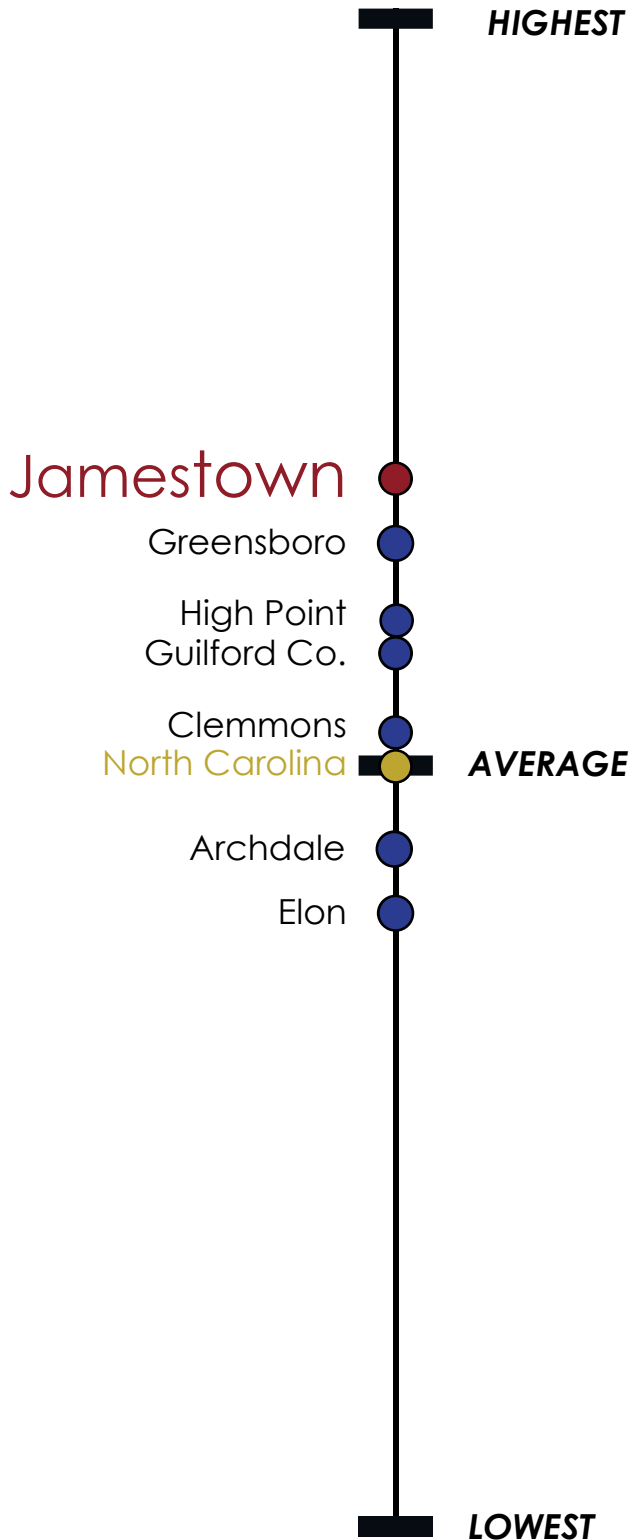
## OVERALL LIVABILITY SCORES

While the peer communities and the State have relatively comparable scores and are considered to have “average livability,” Jamestown has the highest overall livability score. Similarly, Jamestown has the highest ranking environmental score, rising much higher than a number of its peer communities. While Jamestown ranks around “average” for most of the indicators, the housing score ranks near the lower end of the spectrum (predominantly because of a lack of affordable housing).





# OVERALL LIVABILITY

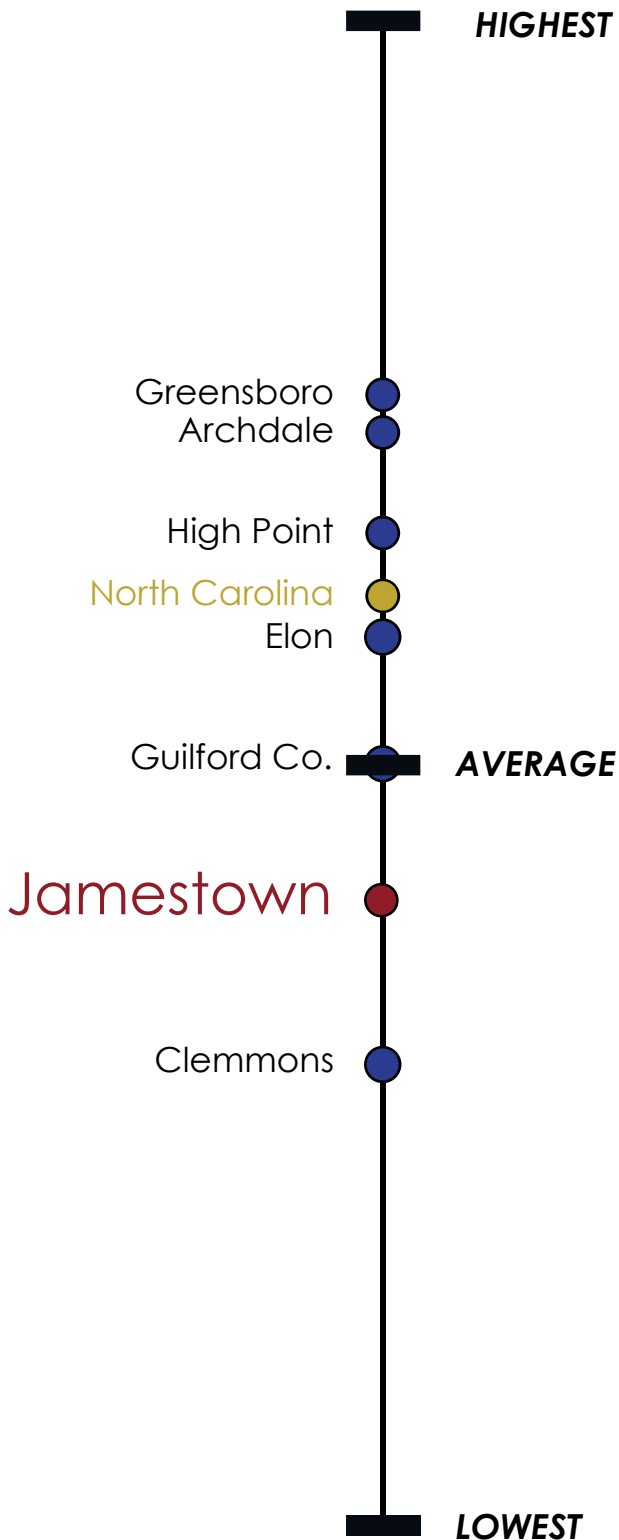


## OVERALL LIVABILITY

The graphic on the left identifies how Jamestown scores in overall livability in comparison with its peer communities. Jamestown has the highest overall livability score of the selected communities, though is certainly comparable. In order to provide context on the overall standing of the state, North Carolina's score is shown in yellow. It should be noted that comparable and peer cities were identified based on two specific factors. The first set (Greensboro, High Point, and Guilford County) were selected for their geographic location in relation to Jamestown. The second set (Clemmons, Archdale, and Elon) were chosen for their attributes which are comparable to the Town. The following pages are set up in a similar fashion related to the seven primary categories of the Livability Index.



# HOUSING



## HOUSING

The AARP Livability Index defines housing livability by examining housing accessibility, multi-family availability, housing affordability, the cost burden of housing, and subsidized housing. Jamestown does poorly in this category, scoring below the national average and most of its peer communities. Of particular note is the indicator that Jamestown scores in the bottom third of the country: housing affordability (cost burden). This is primarily attributed to an attribute that Town residents have generally spoken positively about - its high housing values. The Town also scores poorly in housing options, as the Town is composed primarily of single family homes. This indicator will probably increase slightly with the upcoming development of additional multi-family housing.





# NEIGHBORHOOD

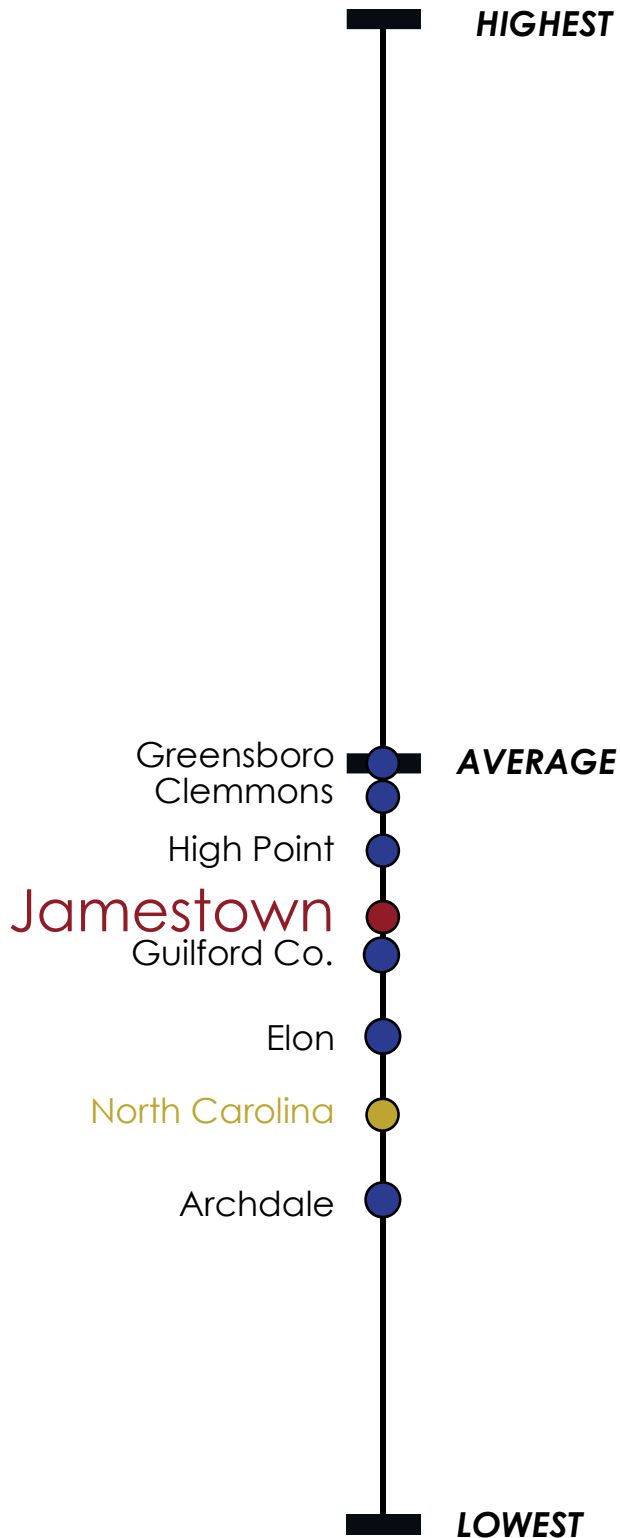


## NEIGHBORHOOD

The neighborhood indicator evaluates proximity to destinations such as grocery stores, farmers' markets, libraries, and parks. Per AARP, Jamestown has a neighborhood score of 47 (50 is average). This is equal to Guilford County and higher than a number of its peers, but below High Point and Greensboro. While this is important to review, it should be noted that we believe Jamestown's score for this category should be slightly higher than indicated by AARP, as the data sets provided to conduct the livability index do not include Jamestown's Library and the crime rates may be skewed by the County.



# TRANSPORTATION

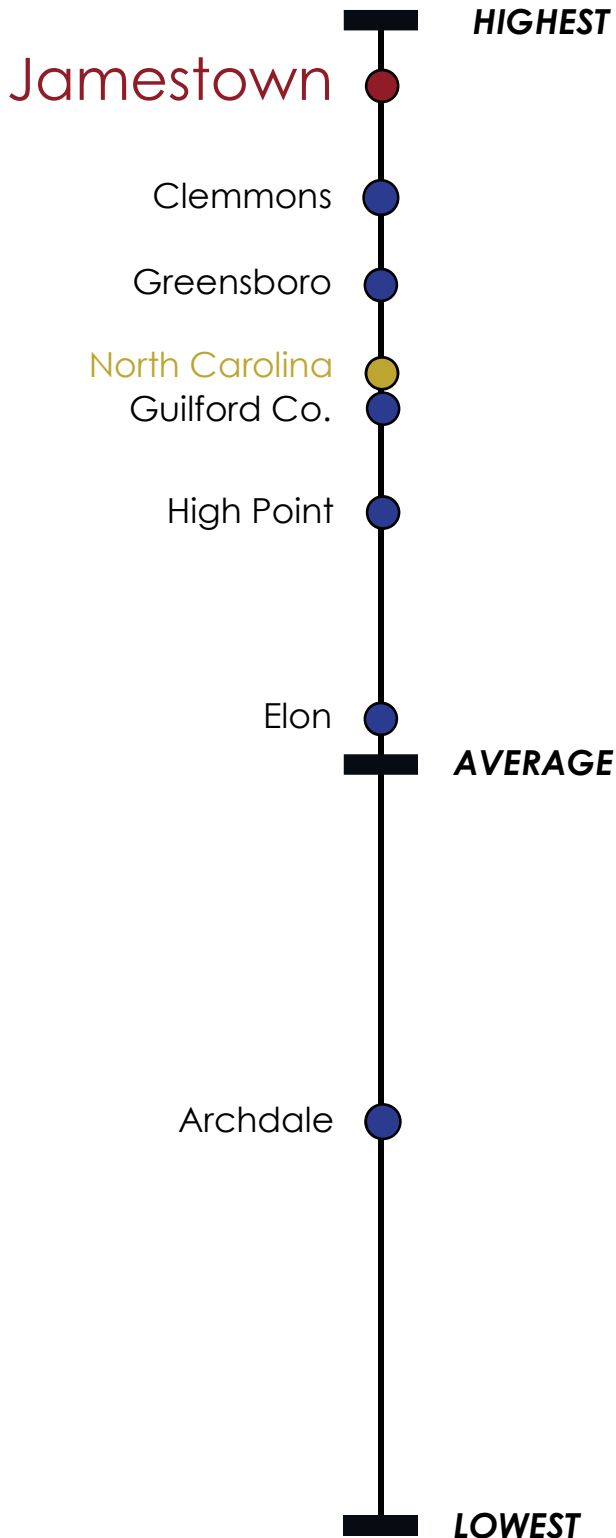


## TRANSPORTATION

When examining transportation scores, the AARP analyzes transit frequency, ADA stations and vehicles, walk trips, congestion, household transportation costs, speed limits, and crash rates. In comparison to the country and region, Jamestown fairs just below average in this category. It's important to note that much of this is because there are very limited transportation options in the Town, reducing its score by 30%. Further, congestion scores may be increased with the opening of the Bypass and safe streets scores could be increased with related improvements to Main Street.



## ENVIRONMENT

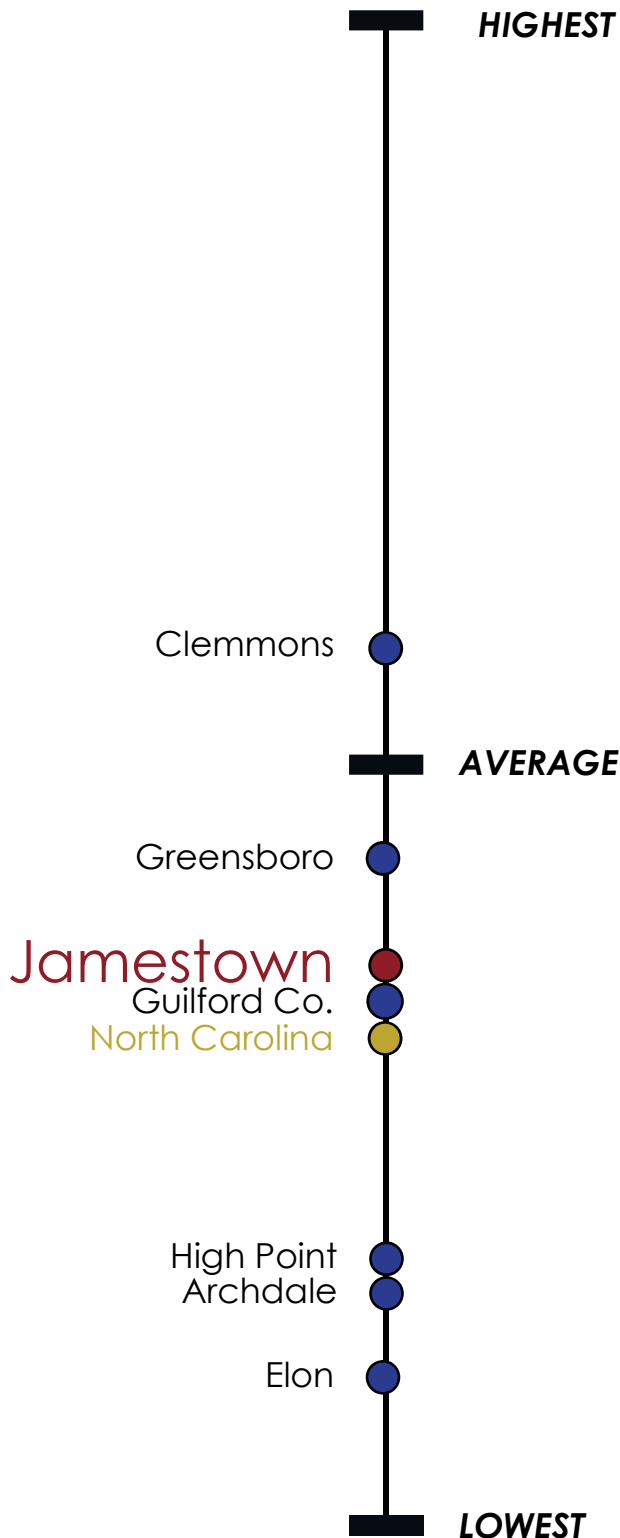


### ENVIRONMENT

The AARP Livability Index reviews environmental livability based on drinking water quality, regional air quality, near-roadway pollution, and local industrial pollution. This indicator is one that Jamestown does really well in, scoring higher than all of its peer communities and the State. This is predominantly because of exceptional air quality ratings, based on the limited presence of highways or industrial pollution adjacent to residential areas.



# HEALTH

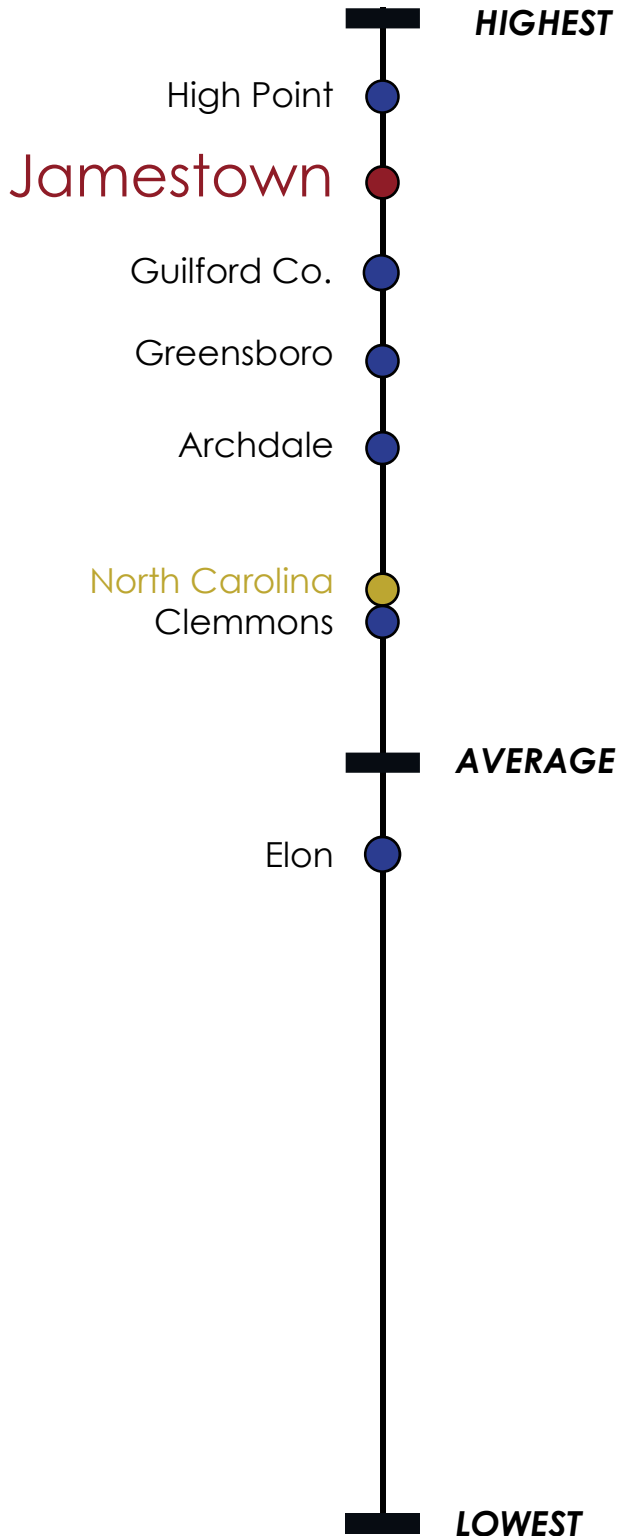


## HEALTH LIVABILITY

The AARP Health Livability Index score is based upon population characteristics which include smoking prevalence, obesity prevalence, access to exercise opportunities, health care professional shortage areas, preventable hospitalization rates, and quality of health care (patient satisfaction). According to AARP, Jamestown falls in the top to middle third of the country in terms healthy behaviors and quality of health care, though it falls into the bottom third of the country in terms of patient satisfaction and access to health care. This is most likely attributed to the lack of facilities within the Town limits. Jamestown's score is comparable to its peer communities, and equal to the County and State.



# ENGAGEMENT

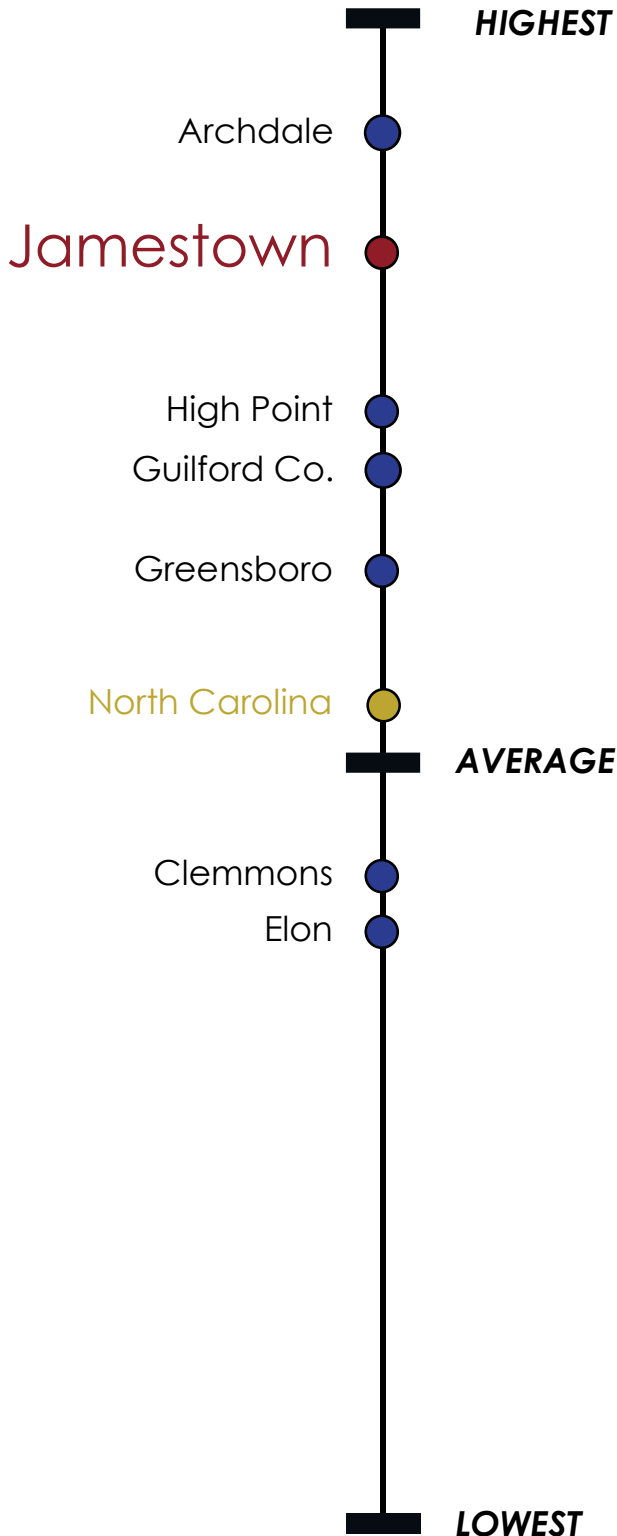


## ENGAGEMENT

Engagement is examined by reviewing internet access, civic engagement (voting rate), and opportunity for civic engagement. When breaking this category down to these metrics, Jamestown scores in the top third of the country in regard to internet access, opportunities for civic involvement, and voting rates. The Town scores in the middle third of the country in regard to social involvement index and cultural, arts, and entertainment institutions. It's possible that because the entertainment that exists within the Town is smaller scale than would be considered "an institution," the actual value of this category could be higher. Though, Jamestown scores higher than most of its peer communities.



## OPPORTUNITY



### OPPORTUNITY

The AARP Livability Index defines opportunity by examining income inequality, jobs per worker, high school graduation rate, and age diversity. This is another indicator that Jamestown scores high in, with Archdale as the only peer community with a higher score. We view this as a positive asset for the Town, as the statistics that lead to opportunity are hard to manufacture. The only sub-indicator holding Jamestown back from a higher score is the income inequality, as there is a great disparity between the rich and poor populations in the Town.

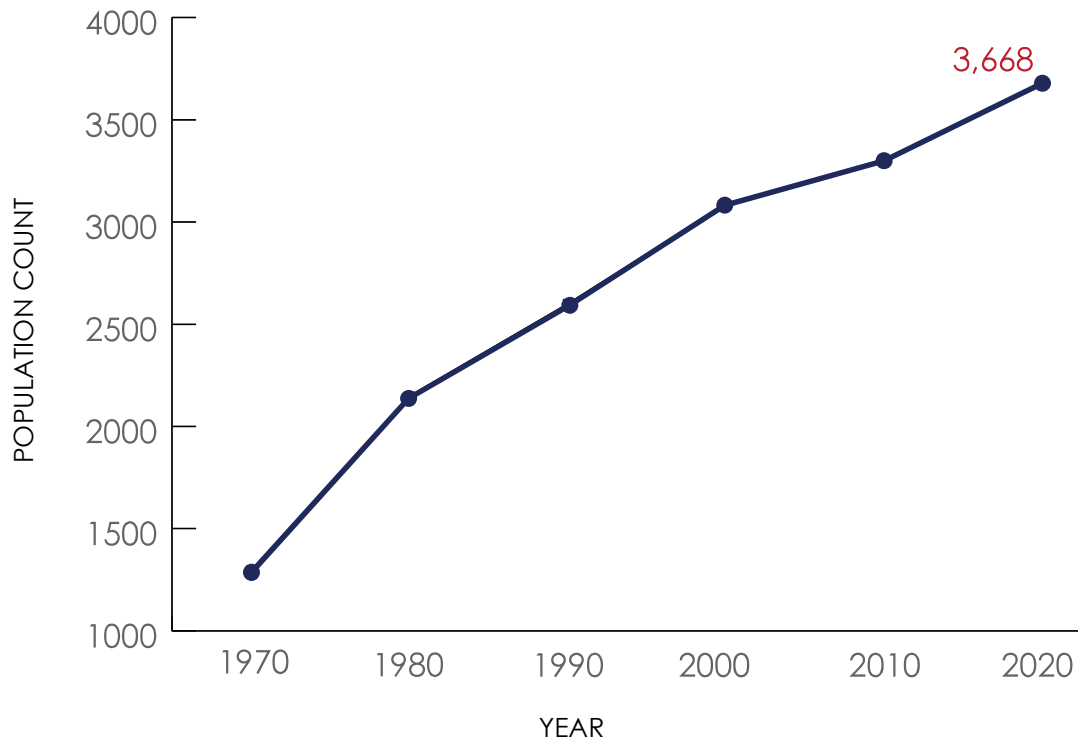
# DEMOGRAPHIC TRENDS

## POPULATION GROWTH

The recently released results of the 2020 Census show the Town's population to be 3,668 residents as of April 1, 2020. The Town has seen steady growth over the past 50 years, and the growth rate over the past decade has accelerated somewhat as compared to the period of 2000-2010. During the last decade, Jamestown's population grew at a rate that was comparable to Guilford County, the State of North Carolina, and the larger cities in Guilford County (see Figure 16). When looking at some of the other smaller peer communities in the region, Jamestown had a slower rate of growth than both Clemmons and Elon, while Archdale grew at around half the rate of Jamestown.

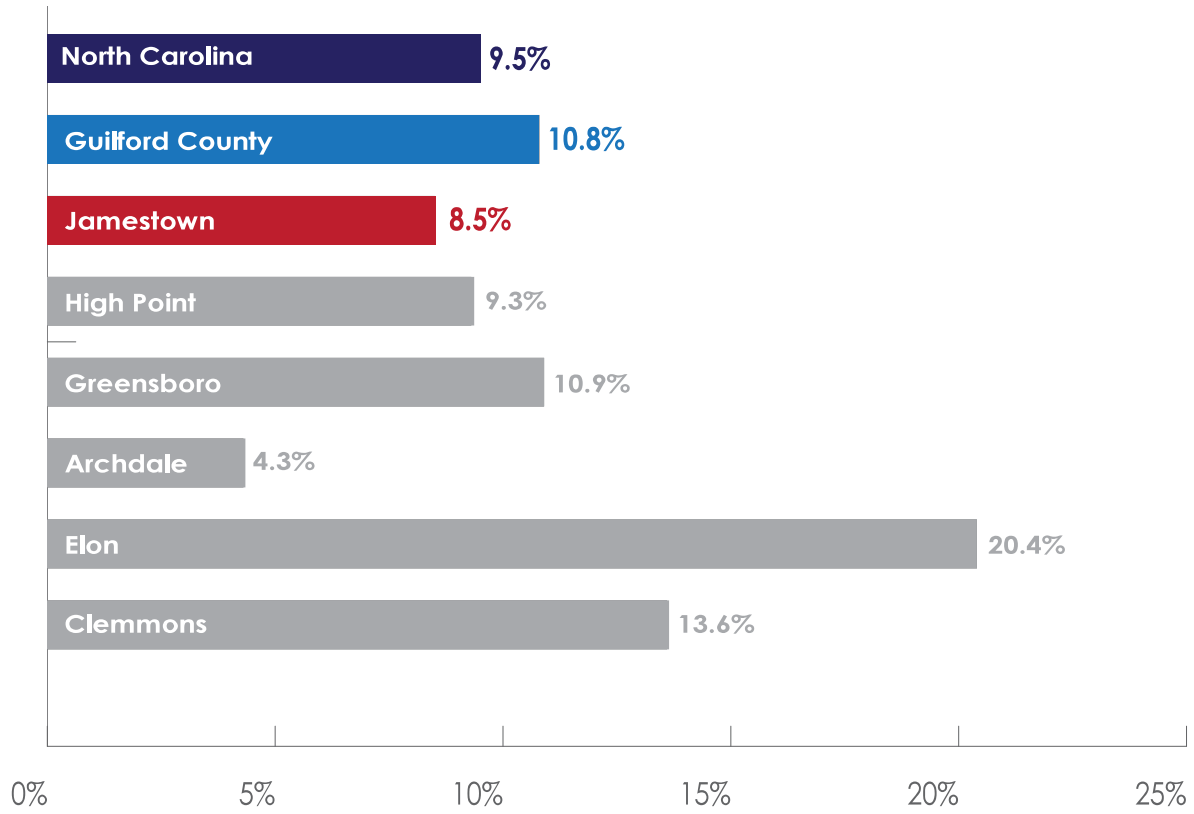
The State Demographer anticipates that Guilford County's population will continue to increase over the next thirty years, growing from 541,299 residents in 2020 to 720,661 residents in 2050. With such substantial growth anticipated for the County as a whole, Jamestown is expected to see a similar demand for new homes and residents in line with the County's overall growth, although ultimately Jamestown will be limited by the availability of land resources within its corporate limits and ultimate growth area.

▼ Figure 15 Historic Population Growth  
Source: US Census Bureau 2020 Decennial Census



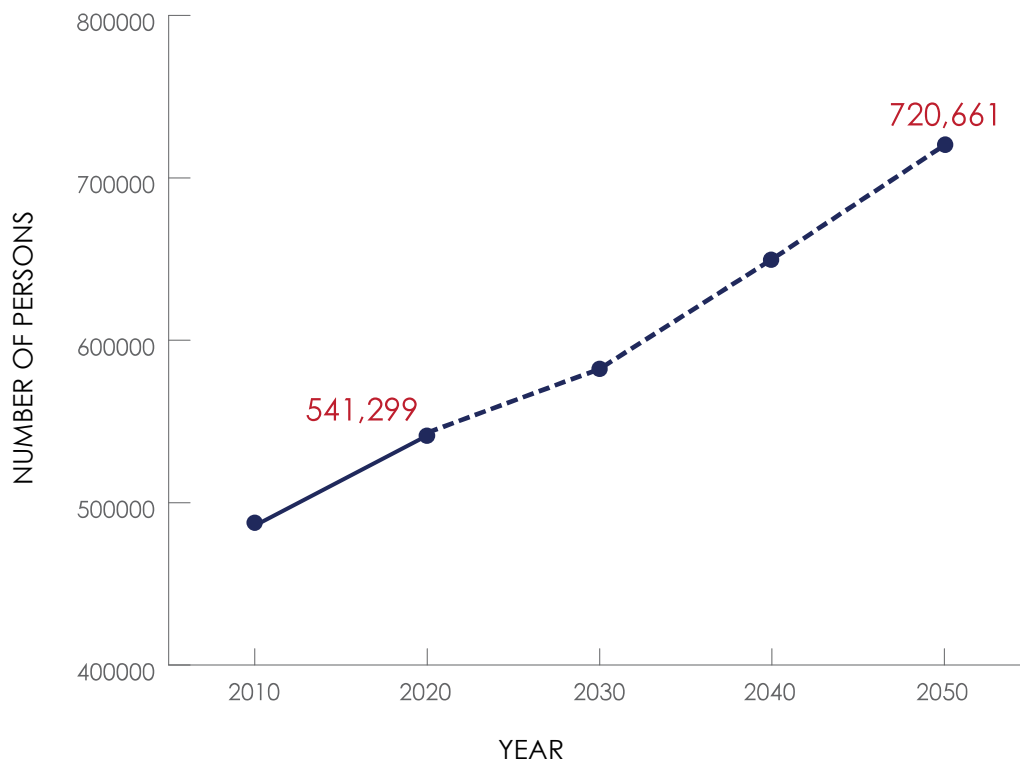
▼ Figure 16 Population Growth Comparisons

Source: US Census Bureau - 2010 and 2020 Decennial Census



▼ Figure 17 Projected Population Growth - Guilford County

Source: U.S. Census Bureau and NC Office of State Budget & Management

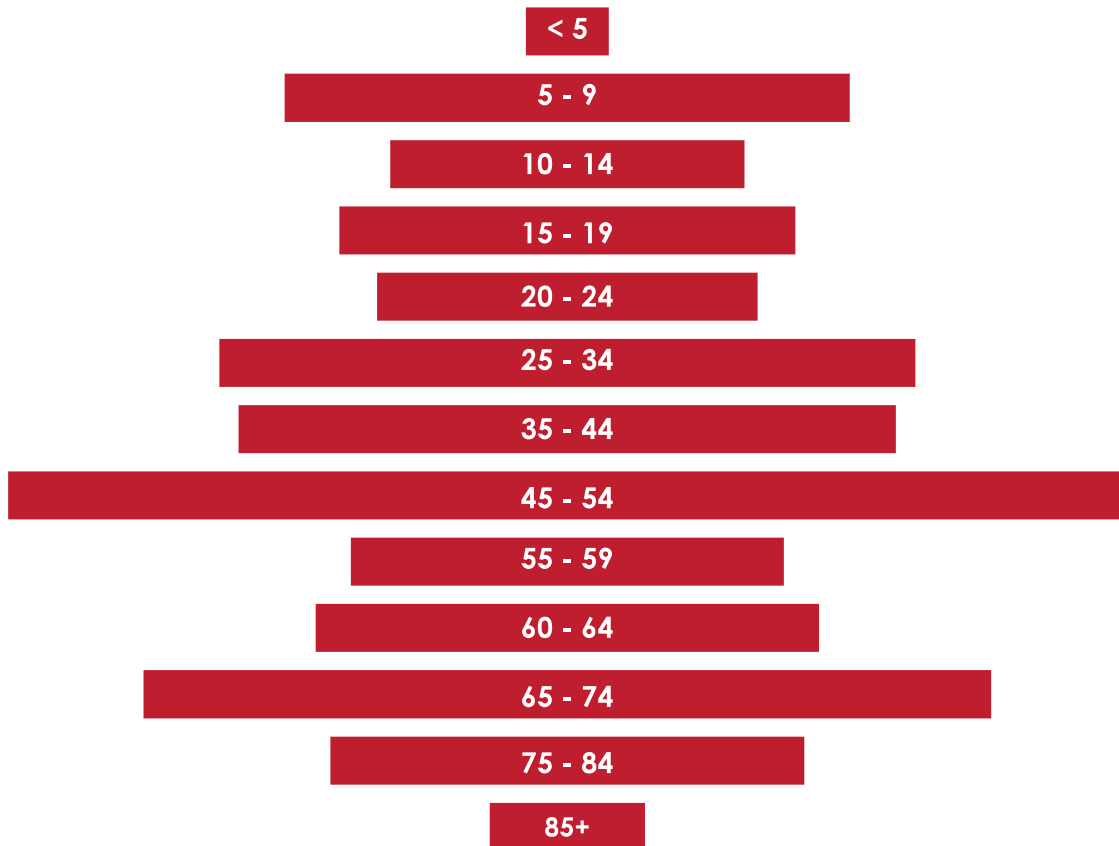




## AGE AND HOUSEHOLDS

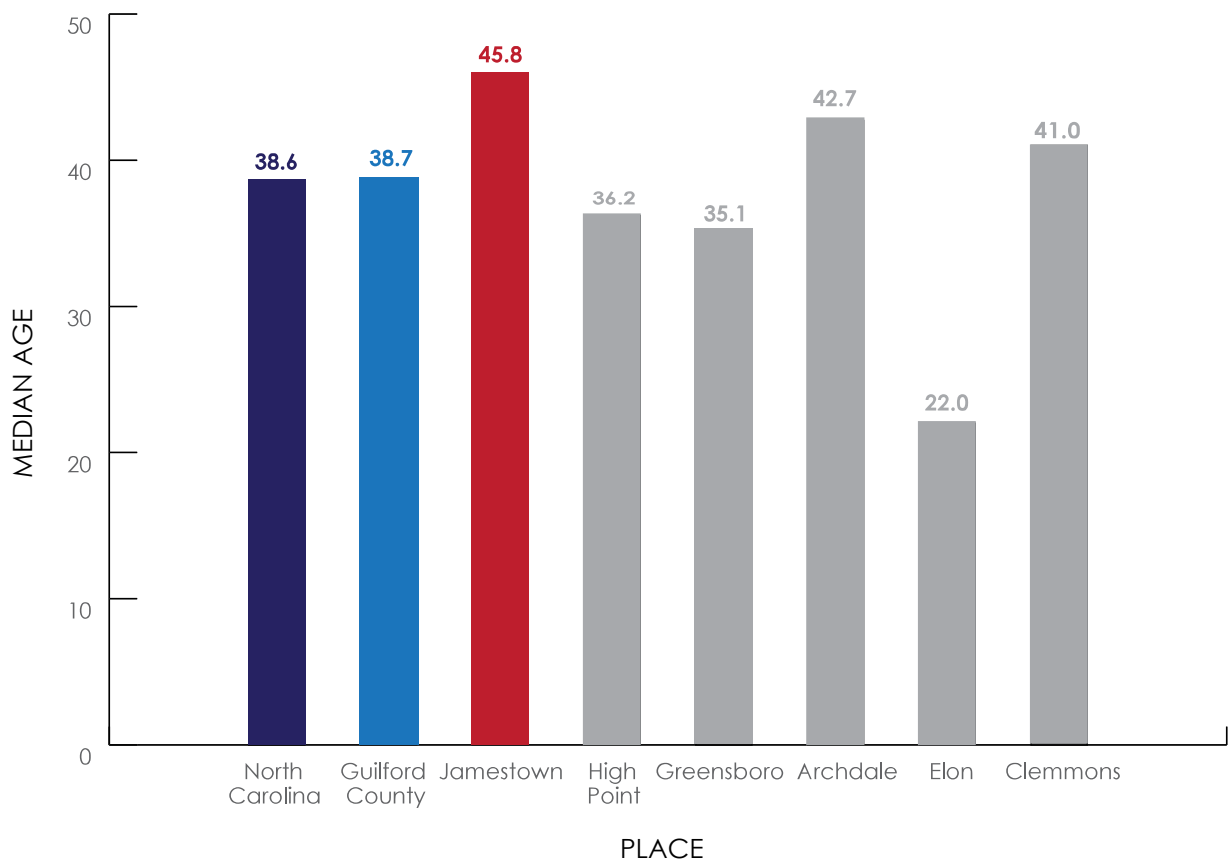
Figure 18 shows the number of people in each age cohort in the Town of Jamestown. The largest share of residents are in the age groupings between 45 and 54 and between 65 and 74. The smallest age groups are under the age of 5 and over 85 years old. While these groups do not appear drastically different in size at first glance, the combination of these factors contributes to create a significantly older median age in the Town than in the greater Triad region. At 45.8 years, Jamestown's median age is around seven years older than Guilford County and the State. Despite having a relatively small number of children under the age of five, almost one third of the Town's households are families with children. Another third of the population are people who live alone. This number is somewhat high for a Town like Jamestown, where a large share of the housing stock is comprised of single family homes. Almost 12% of those over the age of 65 years old also live alone. This number is slightly high, but not concerningly so, particularly given the fact that many of those over the age of 65 are between 65 and 84 years old. Having a large number of older residents living alone can increase risks to their health and well-being, which can, in turn, place additional demands on health and social services to meet their needs.

▼ Figure 18 Population Pyramid of Relative Size of Age Groups  
Source: American Community Survey, 2019 (5-YR Estimate)



▼ Figure 19 Median Age

Source: American Community Survey, 2019 (5-YR Estimate)



▼ Figure 20 Households

Source: American Community Survey, 2019 (5-YR Estimate)



**28.7%**  
**LIVING ALONE**



**27.5%**  
**FAMILY WITH CHILDREN**

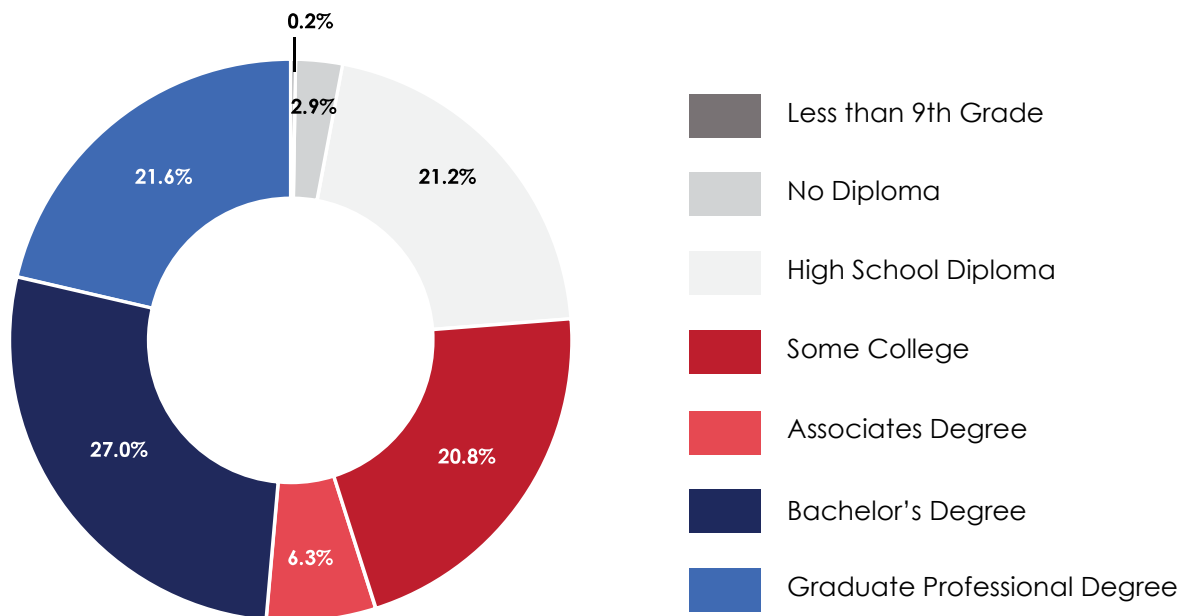


**11.8%**  
**OVER 65 LIVING ALONE**

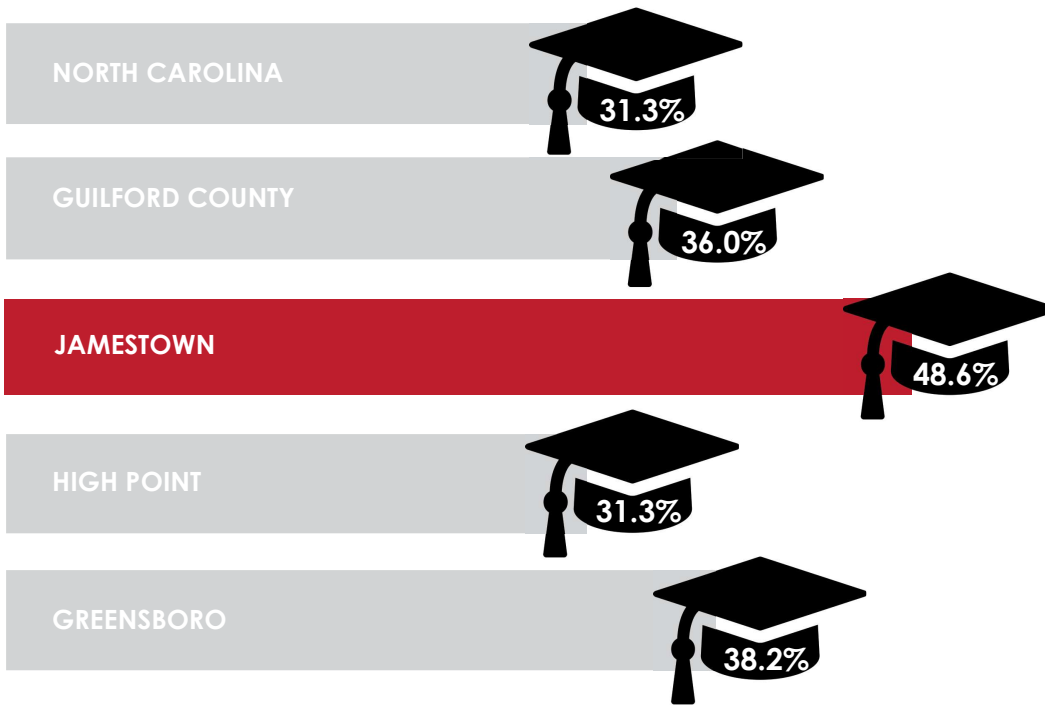
## EDUCATIONAL ATTAINMENT

Almost one half of Jamestown's residents who are over the age of 25 have attained a Bachelor's degree or higher level of education. There are an additional 27% who have attended some college or received an Associates degree, and only around 3% who have not completed high school. The share of the Town's population with higher levels of education is much higher than the region, where only around one-third of the residents have received a Bachelor's degree or higher. It is interesting to note that almost 22% of those with higher levels of education have a Graduate degree or higher, indicating a much higher level of attainment in education when compared to a typical North Carolina community. In fact, between 2010 and 2019, the share of the Town's population with a college degree has increased slightly, while those who have not completed high school and those who have not completed college has decreased. Generally, educational attainment has continued to increase in Jamestown over time. Higher levels of educational attainment typically have impacts on the types of jobs residents are employed in, the salaries for those jobs, employment rates, and associated factors that are generally associated with greater educational attainment.

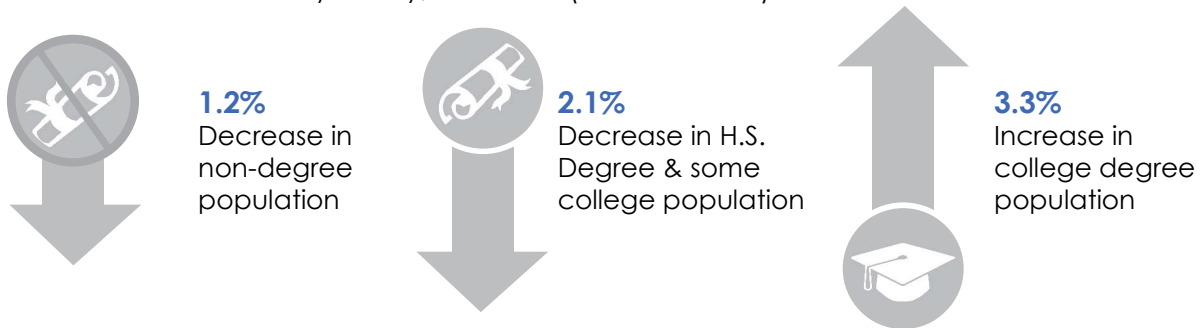
▼ Figure 21 Educational Attainment  
Source: American Community Survey, 2019 (5-YR Estimate)



▼ Figure 22 Percentage of the Population with a Bachelor's Degree or Higher  
 Source: American Community Survey, 2019 (5-YR Estimate)



▼ FIGURE 23 Trend Comparison (Net Change 2010-2019, % of 25 Yrs.+ Population)  
 Source: American Community Survey, 2010-2019 (5-YR Estimates)



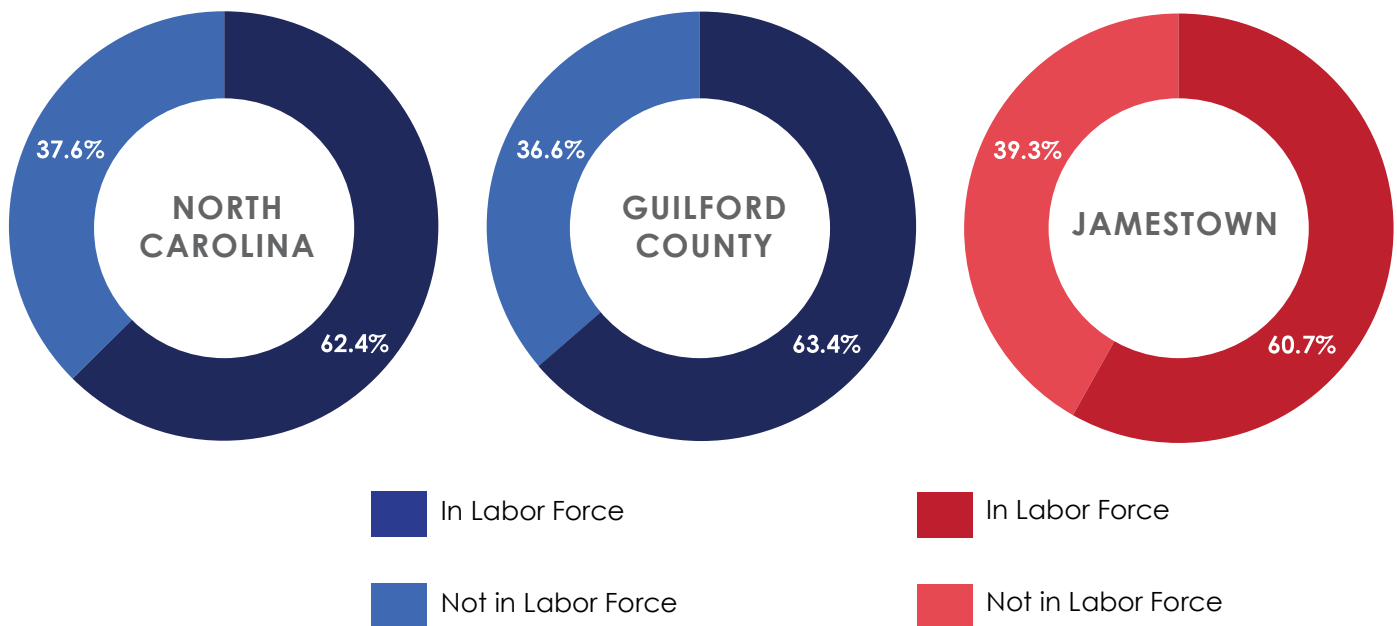
# ECONOMIC FACTORS

## LABOR FORCE AND INDUSTRY SECTORS

At just over 60%, the labor force participation rate for residents over the age of 16 is lower than the rate seen in Guilford County and the State as a whole. This is due, likely in large part, to the higher median age and relatively large number of residents in the over 65 age group. Those who are in the labor force are employed in a wide range of industry sectors. Most notably, about 20% of residents work in the educational and health care fields, about 16% work in retail trade, and between 11% and 13% work in either manufacturing or entertainment and hospitality services. There are no Town residents employed in agriculture, forestry, fishing, or mining; and very few residents are employed in construction, wholesale trade, information, or public administration.

Though the American Community Survey does include data on unemployment rates, it is not often very accurate and the Federal Reserve Bank of St. Louis has much more informative data on employment rates. The Federal Reserve Bank unemployment rates for the United States, North Carolina, and Guilford County between 2000 and 2020 are shown in Figure 25. Guilford County has experienced employment trends that have roughly mirrored those of North Carolina and the United States as a whole, and it is assumed that due to the higher educational attainment and labor concentration in professional services in Jamestown, it has fared better during periods of increased unemployment than the County would have experienced as a whole.

▼ Figure 24 Labor Force Participation  
Source: American Community Survey, 2019 (5-YR Estimate)



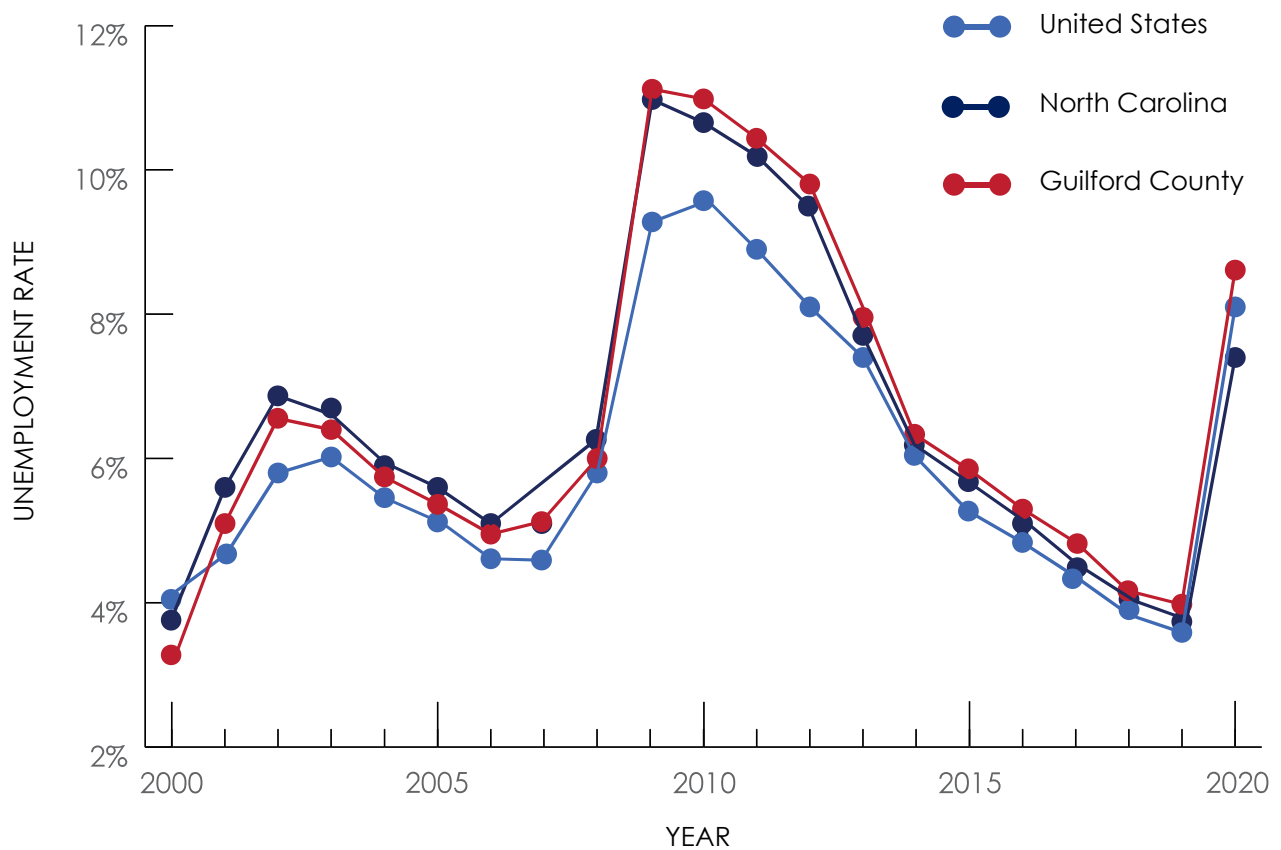
▼ Figure 25 Key Industry Sectors

Source: American Community Survey, 2019 (5-YR Estimate)

INDUSTRY SECTOR	NUMBER OF WORKERS	PERCENTAGE
Agriculture, Forestry, Fishing, and Mining	0	0.0%
Information	16	0.8%
Public Administration	54	2.8%
Construction	59	3.0%
Wholesale Trade	65	3.3%
Transportation, Warehousing, and Utilities	106	5.4%
Other Services	118	6.1%
Finance, Insurance, and Real Estate	143	7.3%
Professional and Administrative Services	209	10.7%
Entertainment and Hospitality Services	224	11.5%
Manufacturing	247	12.7%
Retail trade	312	16.0%
Educational and Health Care	394	20.2%
Total (Workers 16+)	1,947	100%

▼ Figure 26 Unemployment Rates

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



## INCOME

Despite having a lower share of its residents in the labor force, Jamestown's median household income is higher than both Guilford County and North Carolina. At around \$61,000 in 2019, the average Jamestown family earns almost \$7,000 more than those living in Guilford County as a whole. A number of factors contribute to the relative wealth of the community, including higher educational attainment, a heavier focus on "professional" employment, and a higher median age, which means that workers are generally more advance in their careers, and thus are more likely to receive higher salaries and wages than their younger counterparts.

▼ Figure 27 Income Comparisons of Households

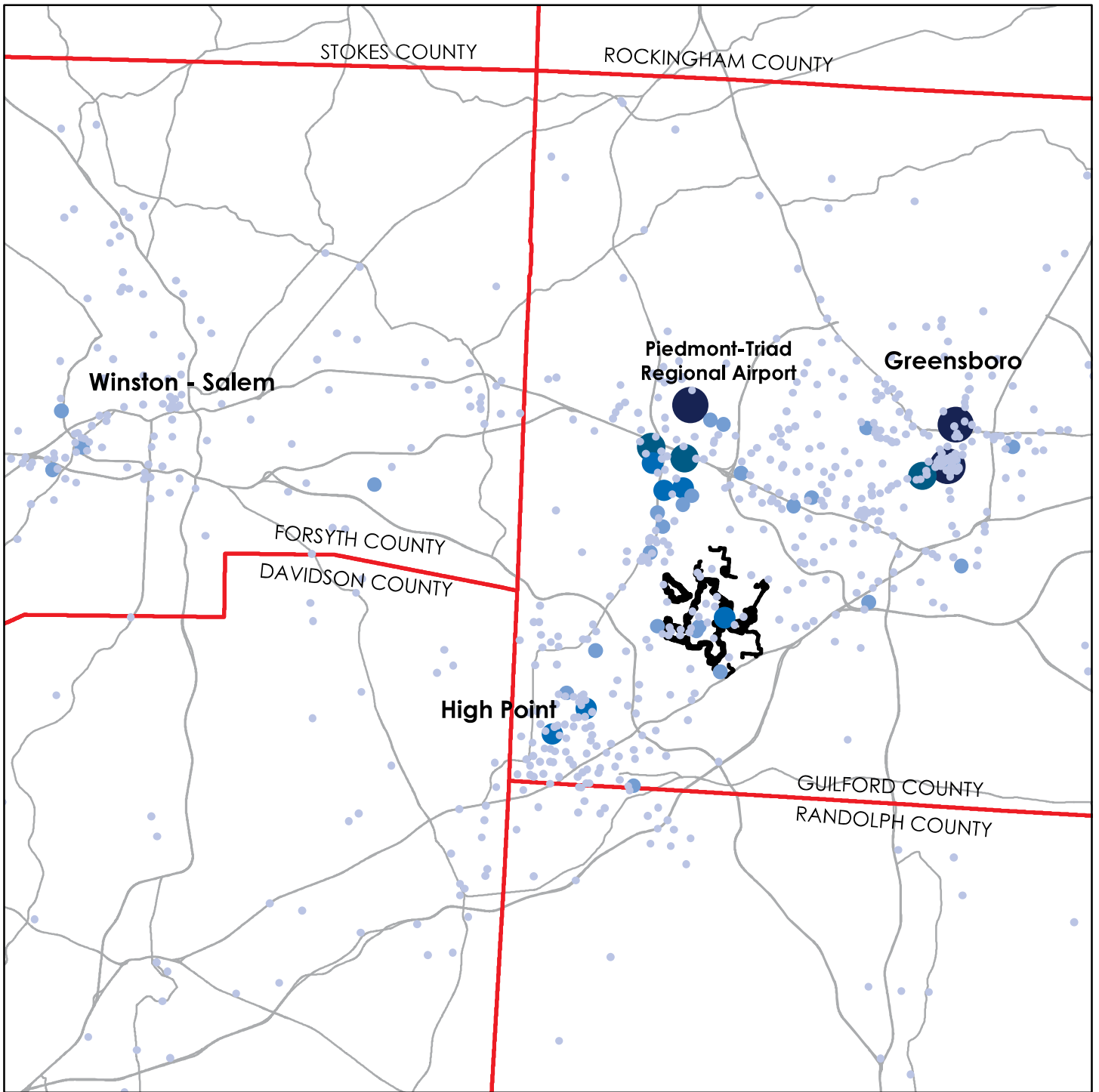
Source: American Community Survey, 2019 (5-YR Estimate)



## EMPLOYMENT LOCATION

The majority of Jamestown's residents work inside Guilford County, with only about 14% commuting outside of the County for employment opportunities. Map 5 shows the locations of where residents of the Town work at the Census block level, with the small light colored dots representing locations where between one and five residents work, while the largest, darkest dots show locations where between 20 and 33 residents work. The largest concentration of residents work in Greensboro; particularly in the area around the Moses Cone Hospital, in downtown, and around the Piedmont - Triad Regional Airport. There are also a number of people who work along the Interstate - 40 corridor, in High Point, in Winston-Salem, and within Jamestown itself. While very small segments of the population commute into Davidson and Randolph Counties for work, the vast majority stay within Guilford or Forsyth Counties. Though not shown on this map, there are also a few residents who commute as far as Raleigh, Durham, Chapel Hill, Cary, Burlington, Fayetteville, Charlotte, Mooresville, and Hickory.

▼ Map 5 Place of Work (for Jamestown Residents)



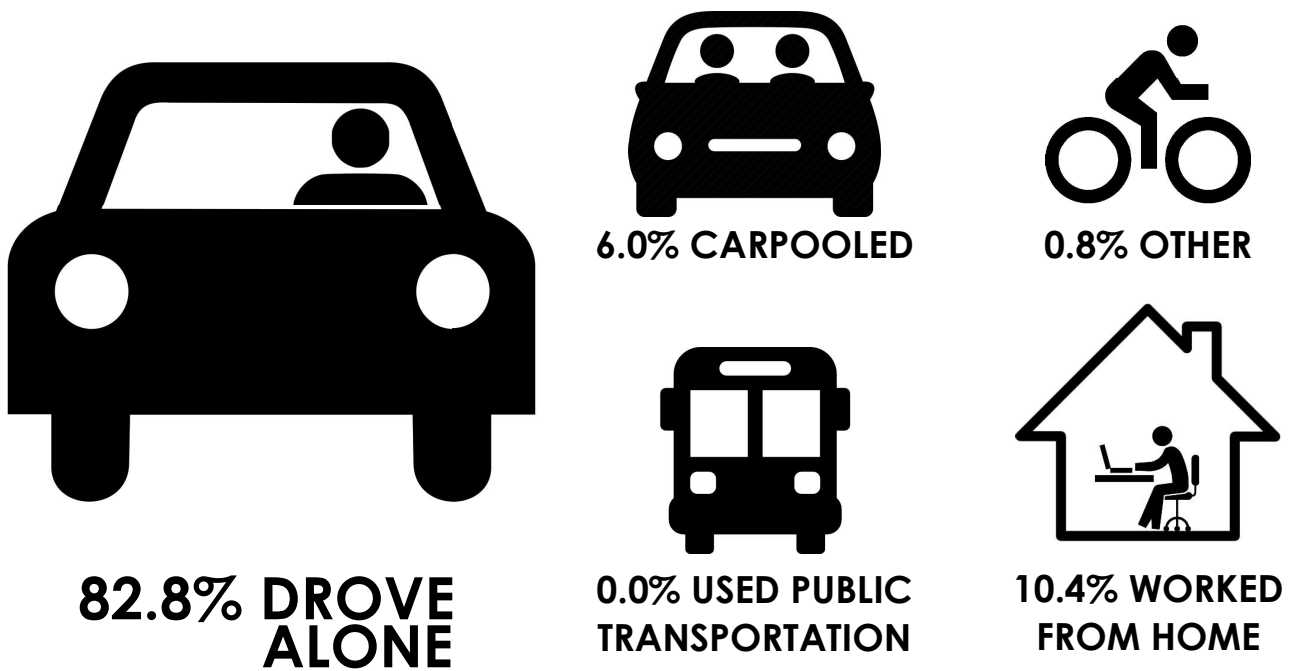


## COMMUTING TO WORK

Many of the employed residents drive alone in a car to work, which is very typical of most American communities. It is peculiar that about 6% of residents are carpooling to work. Having a higher rate of commuting is typical in communities of lower incomes or in more traditional employment fields, such as manufacturing and laboring. However, it also indicates consciousness in terms of environmental and economic impacts of single occupancy vehicles. Another important note is that more than 10% of Jamestown's residents were working from home in 2019. It is likely that this number has increased in 2020. As most of Jamestown's residents are employed inside of Guilford County, the median travel time to work is slightly lower than the County and the State, averaging around 21 minutes. In fact, more than half of Jamestown's employed residents commute less than ten miles to work, with many working in Greensboro, High Point, Archdale, and Winston-Salem.

▼ Figure 28 Means of Transportation

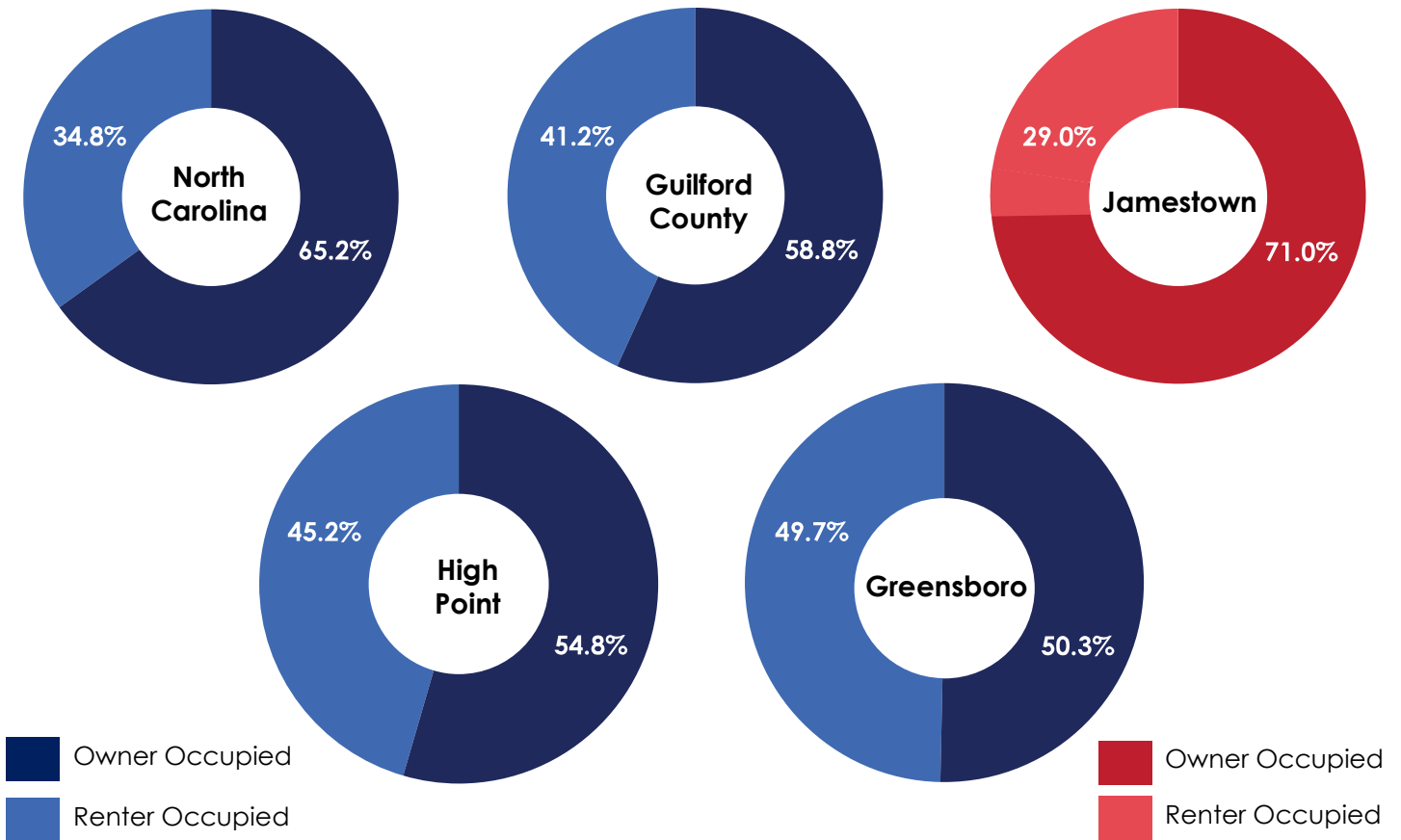
Source: American Community Survey, 2019 (5-YR Estimate)



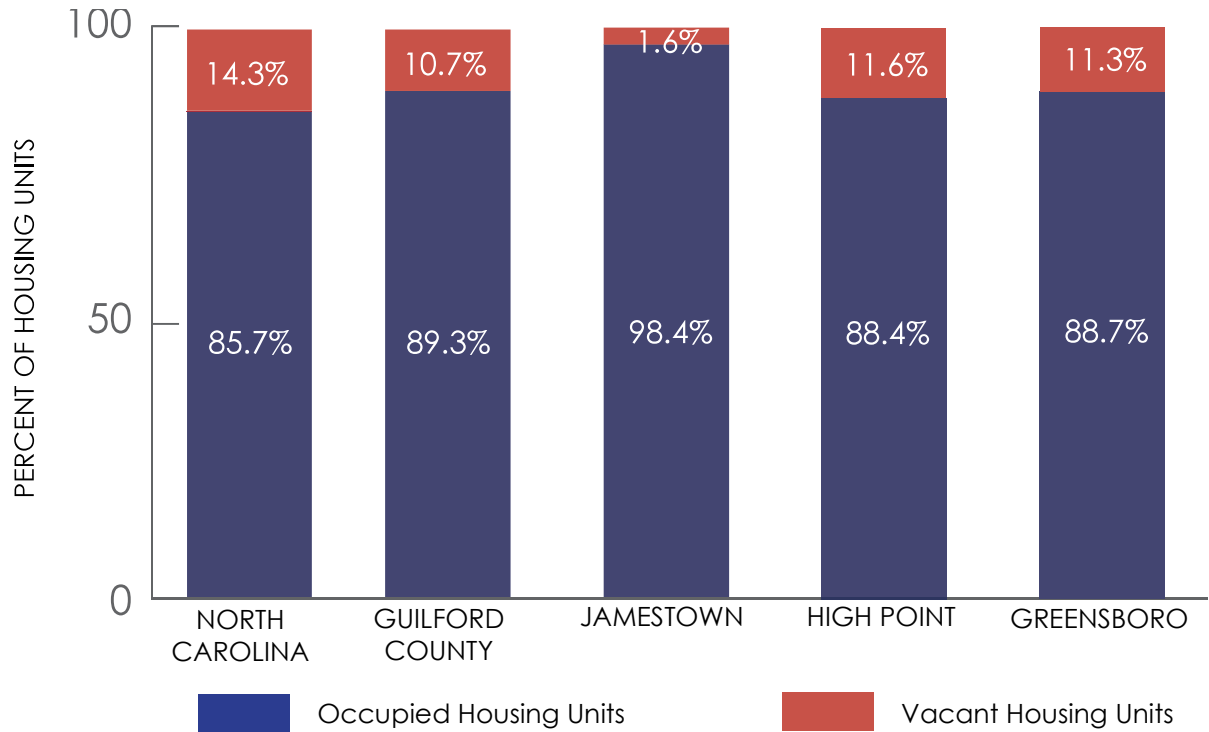
## HOUSING

Characteristics of housing are largely related to employment and income data examined on the previous pages. In Jamestown, about 75% of the housing units are single family homes and about one quarter of the units are multi-family homes. The majority of all housing in the Town (71%) is occupied by its owner. This is higher than the region overall, which averages between 50% and 59% owner occupancy. This is also higher than the State's average owner occupancy rate of 65.2%. Despite the development of more than 300 housing units between 2010 and 2019, there is also a very low vacancy rate in Jamestown. Typically, when less than 5% of a Town's housing stock is vacant, this indicates a demand for new housing. In Jamestown, only 1.6% of all housing units are vacant. This is striking, particularly when looking at vacancy rates for the region, which range from 10% to 15%. In addition to this, the median home value in Jamestown is high. At around \$220,000, the median home in Jamestown is worth greater than \$40,000 more than the County and State. The only peer communities which boasts higher median home values are Elon (\$253,300) and Clemmons (\$226,600). This does impact affordability of housing, which is limited on average to those who earn the median household income of \$61,000 or higher.

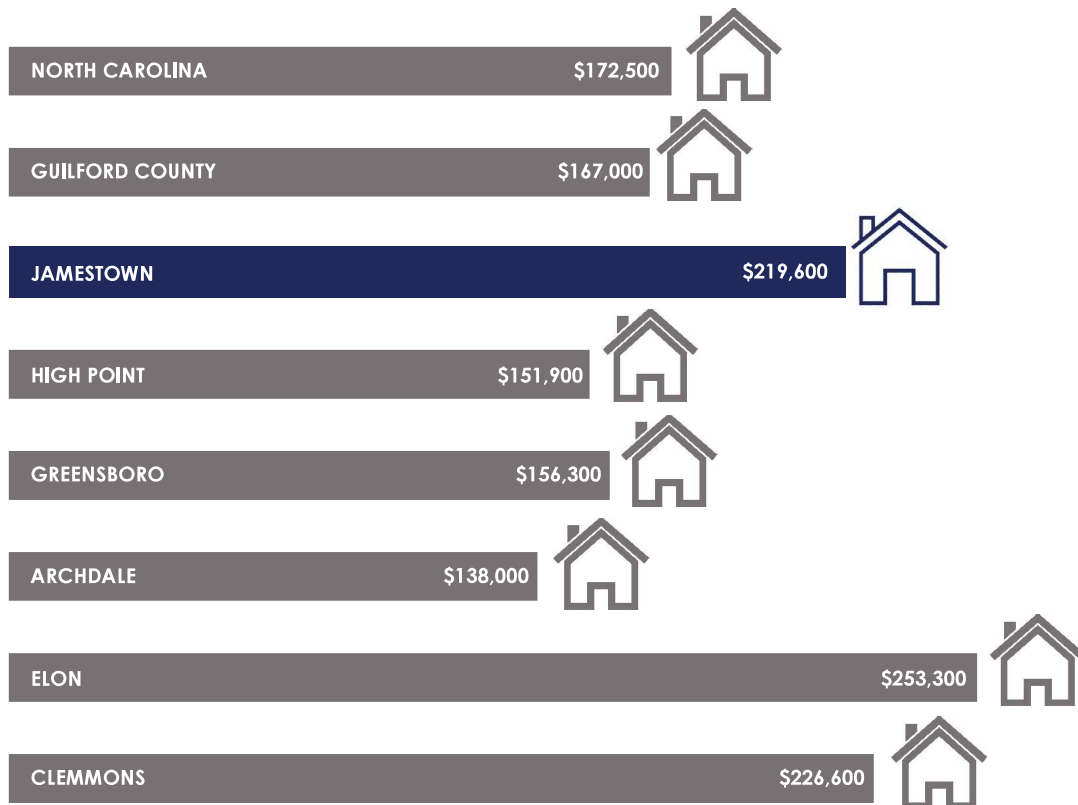
▼ Figure 29 Housing Tenure (Owner / Renter Occupancy)  
Source: American Community Survey, 2019 (5-YR Estimate)



▼ Figure 30 Vacant Versus Occupied Housing Units  
 Source: American Community Survey, 2019 (5-YR Estimate)



▼ Figure 31 Median Home Values  
 Source: American Community Survey, 2019 (5-YR Estimate)



# LAND USE AND DEVELOPMENT REGULATION

## EXISTING LAND USE

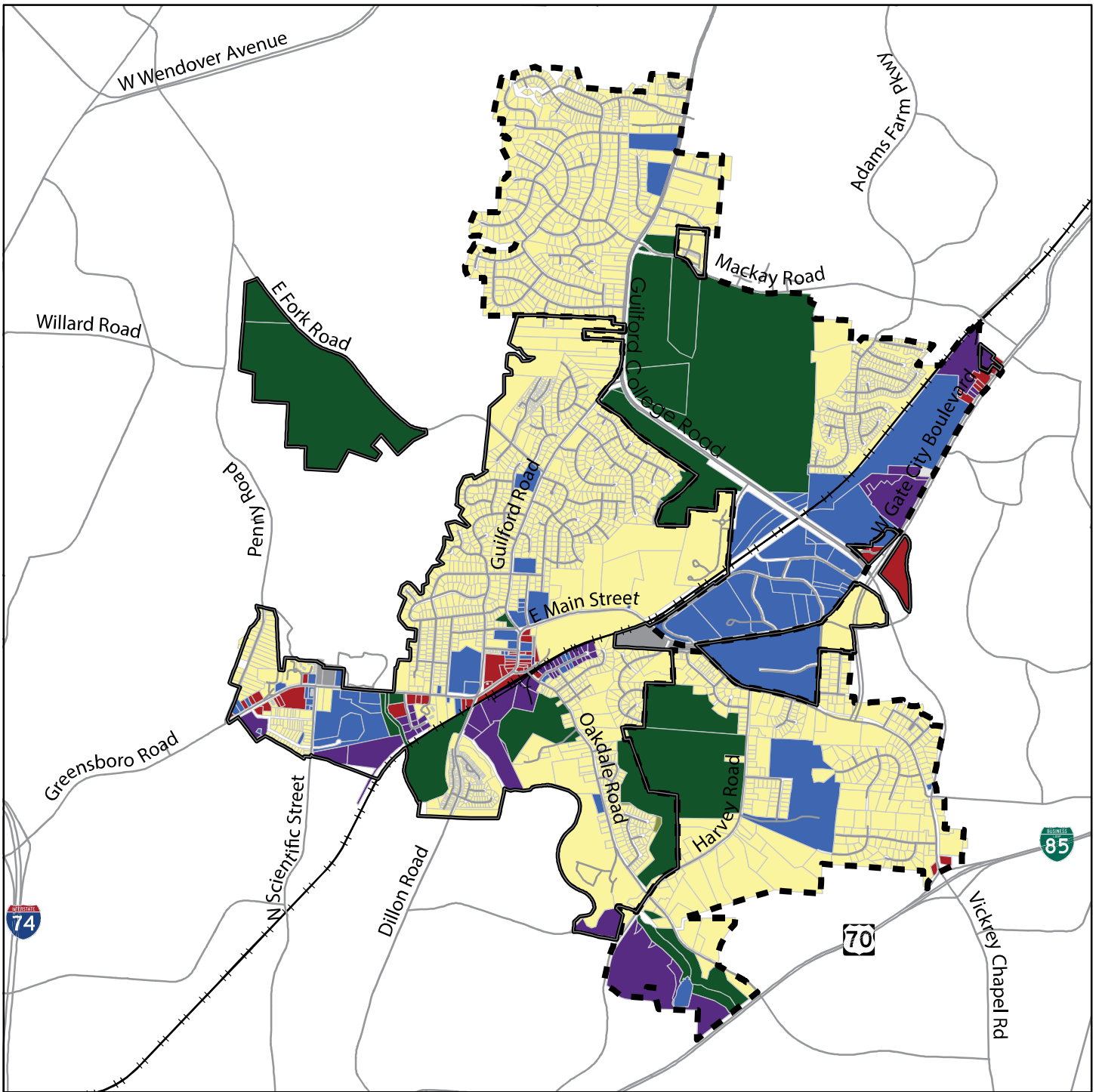
The primary developed land use classification in Jamestown and its ETJ is single-family residential development, the vast majority of which occurred during the postwar era through the turn of the 21st Century. These conventional residential subdivisions began close to the downtown core of Jamestown and generally grew northward along Guilford Road - from Main Street to Cedarwood in the northern ETJ. Residential development typically has occurred on moderately sized lots, with lot areas of around 1/3 of an acre or larger being quite common. Multi-family residential development is scattered throughout the Town, and typically of a smaller scale. A number of these developments are located along Main Street. Uniquely, Jamestown also is home to a traditional mill village, with a number of homes remaining in the historic worker housing area that supported Oakdale Mill.

Public and institutional uses are a significant feature in the Town's existing land use pattern, with the GTCC campus, Ragsdale High School campus, and a number of other schools and institutional uses calling Jamestown home. As a share of the overall land area, these public and institutional uses occupy an outsized portion of the study area, which conveys a number of benefits, but also creates some challenges given the nature of some of the impacts, particularly traffic, that are typically created by such uses.

Commercial land uses were typically concentrated in downtown Jamestown until postwar suburban development began to emerge in the community, which led to the development of a competing commercial area on the western edge of Town near the High Point city limits. This has led to the commercialization of a good bit of the intervening area along West Main Street between downtown and High Point over the years. As the center of gravity has shifted, however, a new area of commercial development has begun to emerge around Guilford College Road and Gate City Boulevard. Despite the emergence of competing commercial districts, downtown Jamestown has been thriving, as a unique focal point of the community that provides one of, if not the only, authentic historic small-town downtown environments in the urban core of the Triad.

Long a center of industrial activity, from early craftsmen producing black powder firearms for use on the frontier, to entrepreneurial mill owners using the power of the Deep River to produce textiles, Jamestown continues to be home to a number of industries. These are primarily located along the North Carolina Railroad that runs along the edge of downtown, with the larger industries located on the east side of the tracks. In addition to this rail served industrial area, there are also two smaller business parks, as well as the former Oakdale Mill, furniture related facilities near Business 85, and several other isolated industrial campuses in the Town's jurisdiction.

▼ Map 6 Generalized Land Use



□ Jamestown

□ Jamestown ETJ

— Roads

—+— Railroad

□ Residential

□ Office / Institutional / Public

□ Commercial

□ Agriculture/ Recreation / Open Space

□ Industrial



1 Mile

## CURRENT ZONING MAP

Jamestown has eleven zoning district classifications and these are shown in Map 7. As some of these are quite specific in terms of density and character, they can be condensed into five generalized types of zoning for the sake of analysis: residential, commercial, civic, agricultural / recreational, and industrial. Similar to the generalized land use data, residential districts account for the largest portion (47%) of zoned areas and commercial districts account for the smallest portion of the zoned area (3%). Residential districts include Single Family Residential, Multi-Family Residential, and Residential / Main Street Transition. Commercial zoning districts include Commercial / Main Street Transition, Main Street, Commercial, and Bypass. The only other zoning districts which were grouped collectively for the purpose of analysis are the Agriculture and Parks and Recreation districts.

### ▼ Figure 32 Generalized Zoning Composition

Source: Town of Jamestown

GENERALIZED ZONING	AREA	PERCENT OF TOTAL AREA
Residential Districts	1,830 Acres	47%
Agricultural / Recreational Districts	1,168 Acres	30%
Civic Districts	521 Acres	13%
Industrial Districts	260 Acres	7%
Commercial Districts	124 Acres	3%

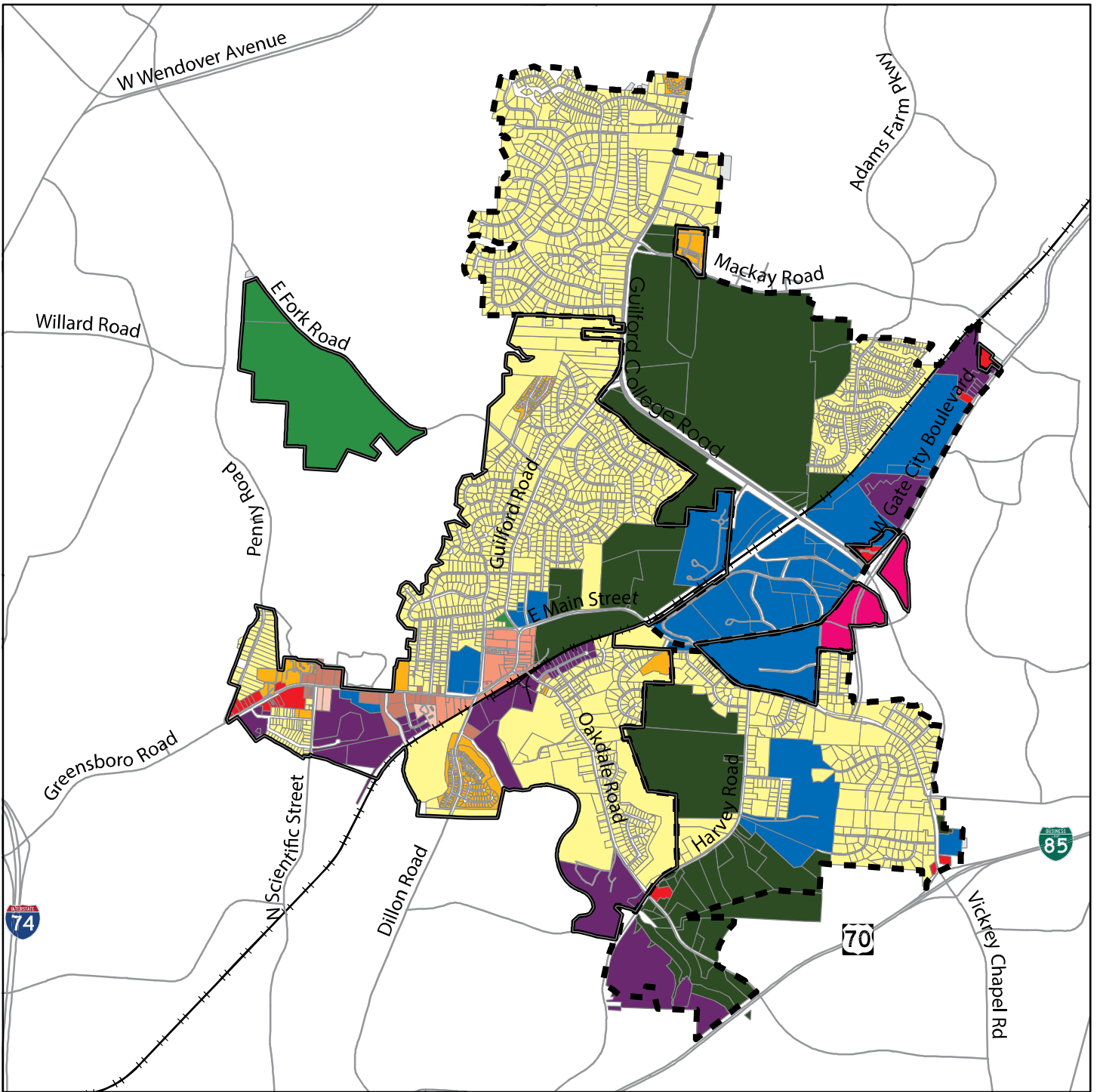
During the development of the plan, the Town also adopted a new Planned Unit Development district that is intended to be used as a tool to permit the design and development of innovative and integrated neighborhoods on a larger scale than can be adequately regulated by the conventional regulatory structure of the general zoning districts. Such developments will typically include a wider range of housing types than is typically seen in most conventional residential developments, and will generally include some nonresidential uses in a centralized area that is connected to the overall development. Planned Unit Developments also will typically include an integrated transportation network, with robust facilities provided for bicyclist and pedestrians, along with significant amounts of open space and recreational amenities.

## CORRIDOR OVERLAYS

In addition to the eleven general zoning districts, the Town has three corridor overlays: the Bypass, the Gateway Scenic Overlay, and the Rural Scenic Overlay. These are all shown on Map 8. The overlays include development standards such as use, dimension, and landscaping requirements, predominantly to ensure the protection of these roadways and their aesthetic qualities.



▼ Map 7 Adopted Zoning Map

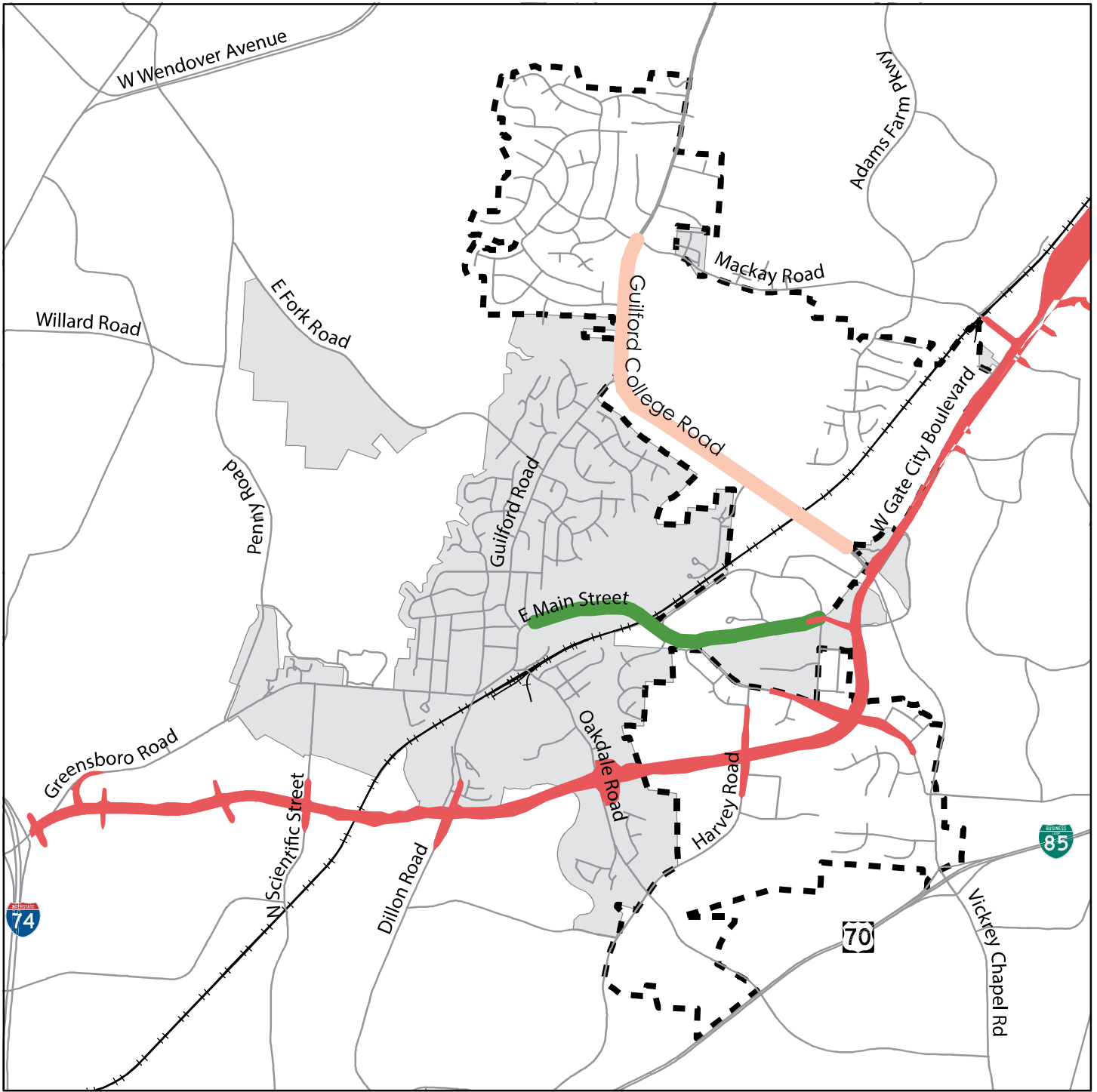


- |                                                                                                                          |                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
|  Agriculture                          |  Main Street |
|  Parks and Recreation                 |  Civic       |
|  Single Family Residential            |  Commercial  |
|  Multi-Family Residential             |  Bypass      |
|  Residential / Main Street Transition |  Industrial  |
|  Commercial / Main Street Transition  |                                                                                                 |



1 Mile

▼ Map 8 Corridor Overlays



■ Jamestown

⋯ Jamestown ETJ

— Roads

⊢ Railroad

— Future Bypass ROW

— Gateway Scenic Overlay

— Rural Scenic Overlay



1 Mile

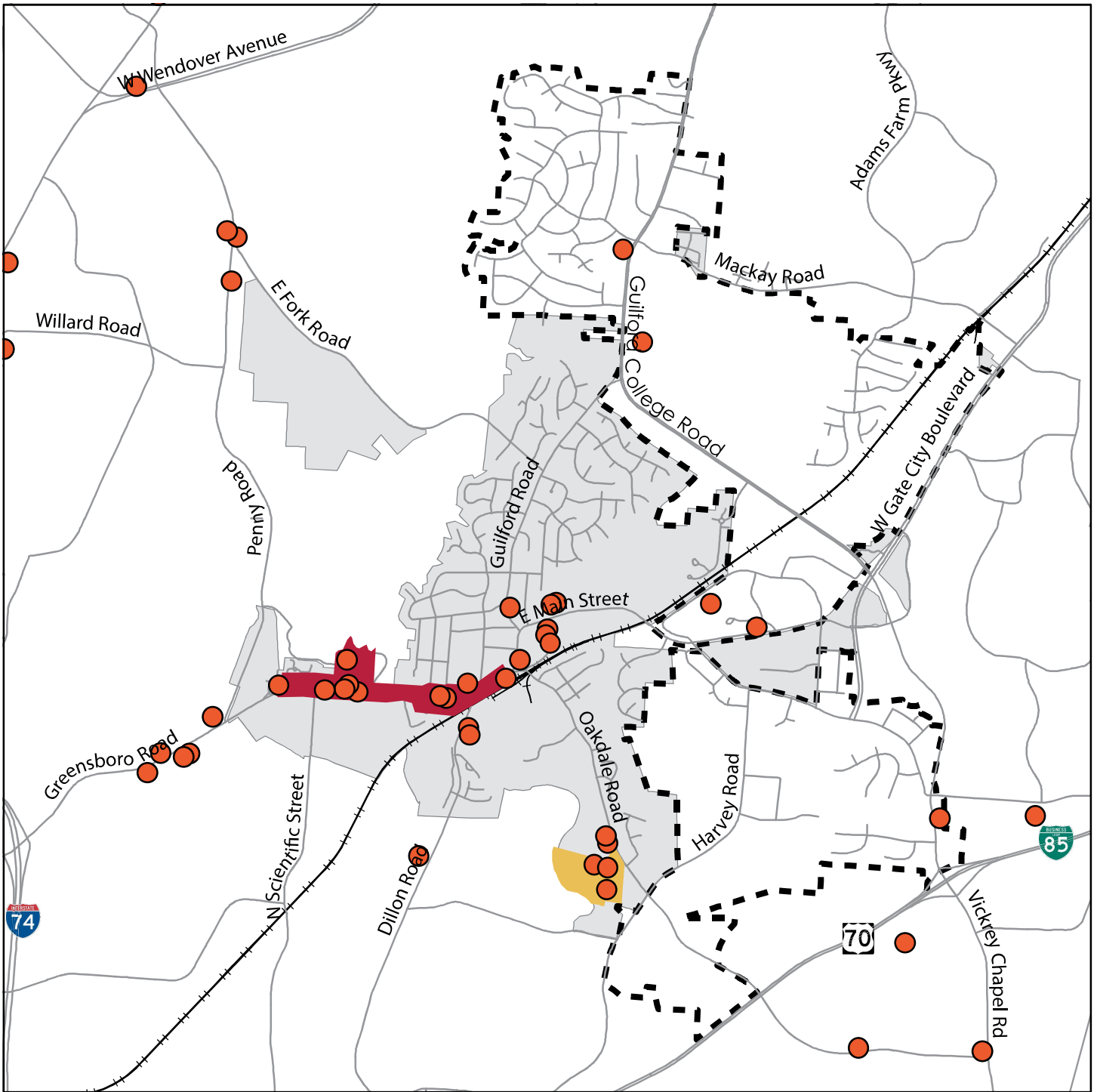


## HISTORIC ASSETS

The Town has a number of historic assets, as illustrated in Map 9. In total, there are 26 historic assets (primarily buildings), in addition to two historic districts which appear on the National Register. The Oakdale Cotton Mill and Village is one district while an area generally described as the Mendenhall Homeplace is the other. The Mendenhall Homeplace district includes the Mendenhall Homeplace as it is demarcated today, as well as both sides of West Main Street from the Town limits to Ragsdale Road, just south of downtown. This was the full extent of the original homestead. Though the historic assets are dispersed throughout the Town and ETJ, there are large concentrations of historic resources in the two historic districts, as well as along Main Street in general. The full list of identified historic resources includes:

- Bundy House
- Coffin House #1
- Coffin House #2
- Frazier House
- Futrell - Mackay - Armstrong House
- Gas Station
- Guilford Technical College
- Jamestown Friends Meeting
- Jamestown Public School (former)
- Johnson House
- Lindsay Medical School
- Mackay - Armstrong - Thornton House
- Mendenhall Homeplace
- Mendenhall Store
- Oakdale Cotton Mill
- Oakdale Cotton Mill Village
- Oakdale Mill Superintendent House
- Oakdale School
- Oakdale Store
- Potter Log House Site
- Potter's Mill House
- Ragsdale Barn
- Ragsdale Carriage House
- Ragsdale Cook's House
- Ragsdale House
- Ragsdale Tenant House

▼ Map 9 Historic Assets



- Jamestown
- Jamestown National Register Historic District
- Jamestown ETJ
- Oakdale Cotton Mill National Register District
- Roads
- Historic Sites
- Railroad



1 Mile

# INFRASTRUCTURE

## TRANSPORTATION NETWORK

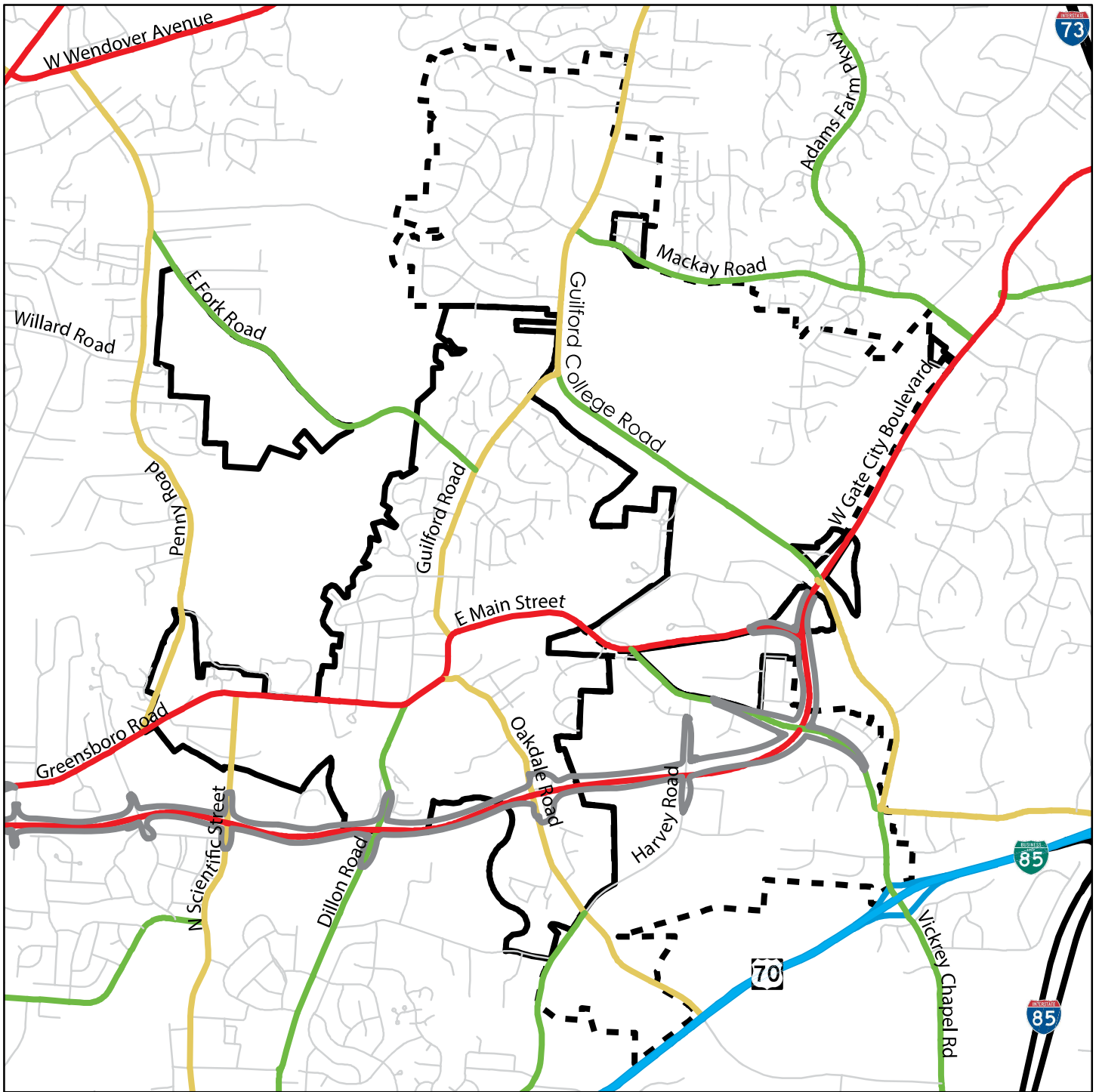
The road network in the Town has an extremely loose grid in the neighborhoods, though the main corridors are not gridded at all. The primary roads include Guilford College Road, Guilford Road, Main Street, and Oakdale Road. These all intersect, often times at irregular geometries, and they connect the town to Greensboro to the north, High Point to the south and west, and Business 85 and Interstate 85 to the southeast. These primary roads are owned and maintained by the North Carolina Department of Transportation, though the Town does own and maintain some of the smaller, local roads.











Currently, there are sidewalks along Guilford Road and Guilford College Road, as well as along portions of Main Street and a few of the neighborhoods streets. West Main Street has sidewalks on at least one side of the road and East Main Street recently saw a sidewalk extended from downtown to the railroad bridge. Similarly, Oakdale Road and the remaining local streets lack sidewalk connections. This is an effort that the Town has been working on, as they are currently expanding sidewalk connections and intend to continue to do this into the future, as shown in the planned improvement maps in this section. In fact, the Town recently opened a new pedestrian bridge along E Fork Road. While there are not any separated bike lanes in the Town, there are two designated on-street bicycle routes and several off-street recreational trails, including connections to GTCC and an extensive unpaved trail system in the Piedmont Environmental Center.

## ROADWAY FUNCTIONAL CLASSIFICATION

The functional classification of roadways in and around the Study Area are shown in Map 10. All of the light gray roads are local streets, while the remainder of the roads are NCDOT-maintained roadways. Those shown as green on the map are major collectors, which connect local streets with arterial roadways. The streets shown in yellow are minor arterials and those shown in red are principal arterials. Arterial roadways include multi-lane highways and other roadways which supplement the interstate system. Minor arterials are generally smaller than principal arterials, though they both provide significant connections for the system overall. The blue line (Business - 85) is a freeway / expressway, and the bold black lines are interstate roads (Interstate 85 and Interstate 73 on the edges of the map). The dark gray border also displays the portion of the Jamestown Bypass which has been constructed to date.

▼ Map 10 Functional Classification



- |                                                                                     |                  |                                                                                     |                        |
|-------------------------------------------------------------------------------------|------------------|-------------------------------------------------------------------------------------|------------------------|
|  | Jamestown        |  | Major Collectors       |
|  | Jamestown ETJ    |  | Minor Arterials        |
|  | Local Roads      |  | Principal Arterials    |
|  | Railroad Track   |  | Freeways / Expressways |
|  | Jamestown Bypass |  | Interstates            |



1 Mile

## TRANSPORTATION CRASH / SAFETY DATA

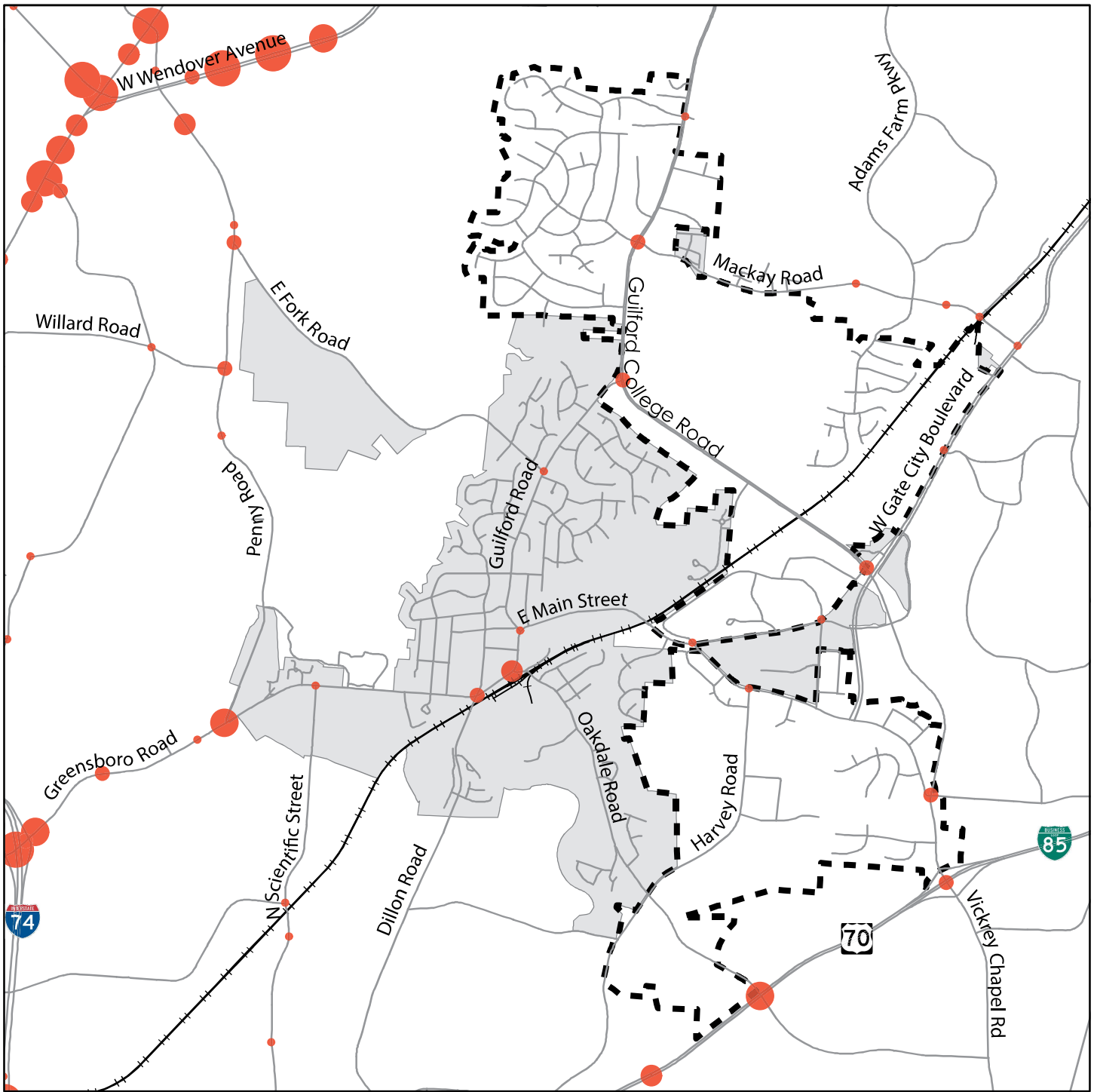
Maps 10,11, and 12 display vehicle, pedestrian, and bicycle crash data in the Town in recent years. This data is useful in helping to identify areas where there are safety issues that may be resolved through improvements to the transportation infrastructure, the addition or modification of signals, or instituting regulatory changes, such as modifying speed limits or prohibiting turning movements. By identifying the location and severity of vehicular, bicycle, and pedestrian incidents, support can be built for funding improvements or making necessary regulatory changes.

The vehicular crash data is focused on the major intersection in and around Jamestown. Within Town, the majority of vehicular crashes have been occurring on Main Street, with the Penny Road and Oakdale Road intersections seeing the highest number of crashes along the corridor. The Guilford Road and Dillon Road intersections also saw a relatively large number of crashes during the period covered by this data (2014-18). Given the relative volume and lower speed of Main Street, it appears that the corridor has a larger number of incidents than would be expected. Other areas of potential concern are the Oakdale Road intersection with Business 85 and the three major intersections along the Guilford College Road corridor - Mackay Road, Guilford Road and Gate City Boulevard.

Within the study area, pedestrian crashes were heavily concentrated during the period of data availability (2007-18) in along Main Street in downtown Jamestown from Dillon Road to Guilford Road. This corridor, which features a 35 MPH speed limit is heavily traversed by pedestrians patronizing downtown businesses, and the combination of a high permissive speed, sight distance limitations, awkward intersection angles, and frequent curb cuts make the corridor somewhat dangerous for pedestrians.

While Jamestown is a prime destination for cyclists from throughout the region, there were relatively few identified bicycle crashes during the same period as compared to pedestrian crashes. Although there is a lack of designated bicycle lanes, cyclists in Jamestown tend to be more experienced, and perhaps more aware of potential hazards than the cycling public at-large. The high speeds and lack of bicycle infrastructure on Guilford College Road - a popular cycling route for road bikers, has led to a concentration of incidents along that corridor from the northern edge of Cedarwood to Guilford Road.

▼ Map 11 Vehicle Crashes by Intersection (2014 - 2018)



■ Jamestown

⋯ Jamestown ETJ

— Roads

⊢ Railroad

● Less Than 9 Total Crashes

● 10 - 19 Total Crashes

● 20 - 29 Total Crashes

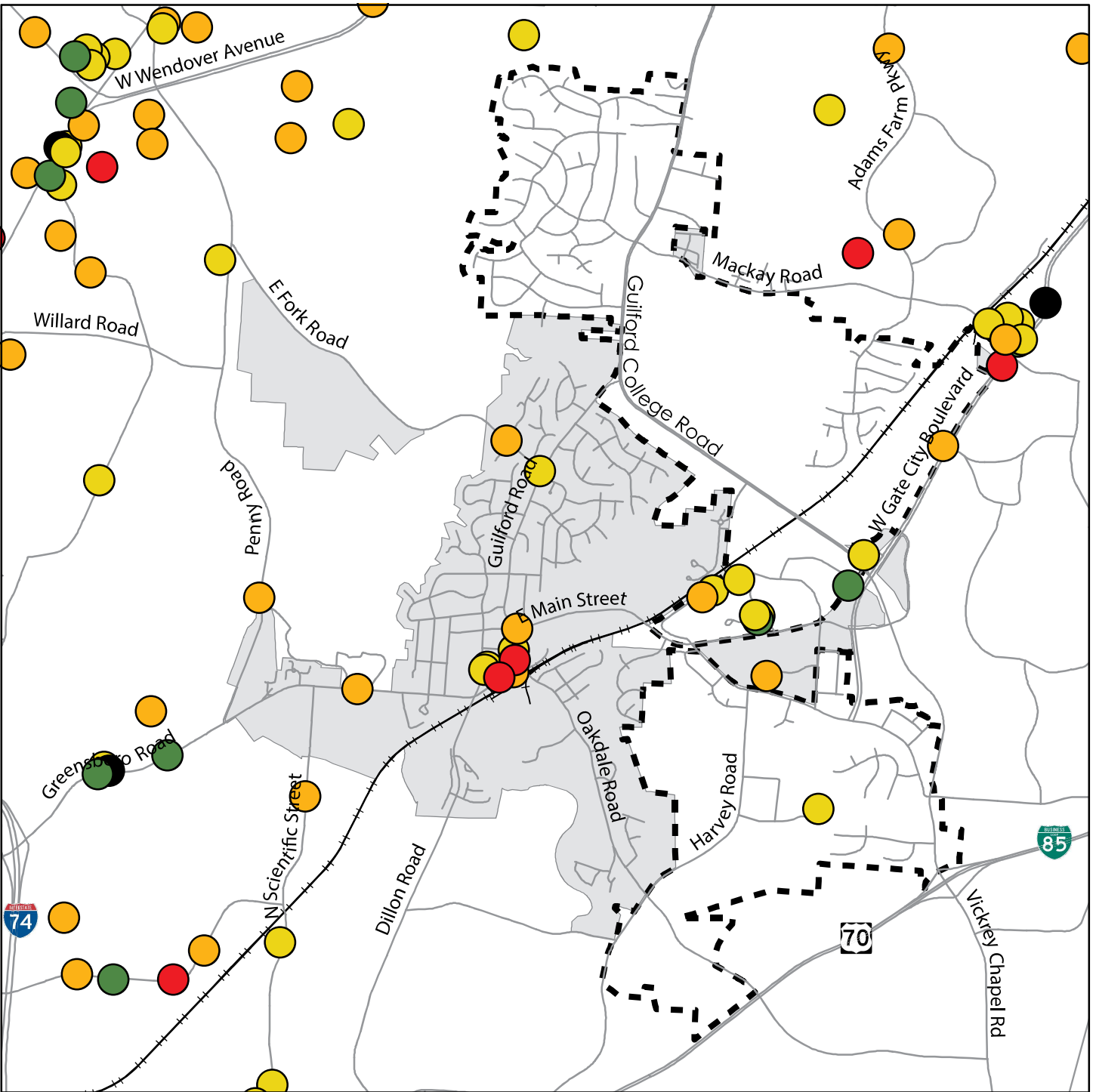
● 30 - 39 Total Crashes





● More Than 39 Crashes








1 Mile

▼ Map 12 Pedestrian Crash Data (2007-2018)



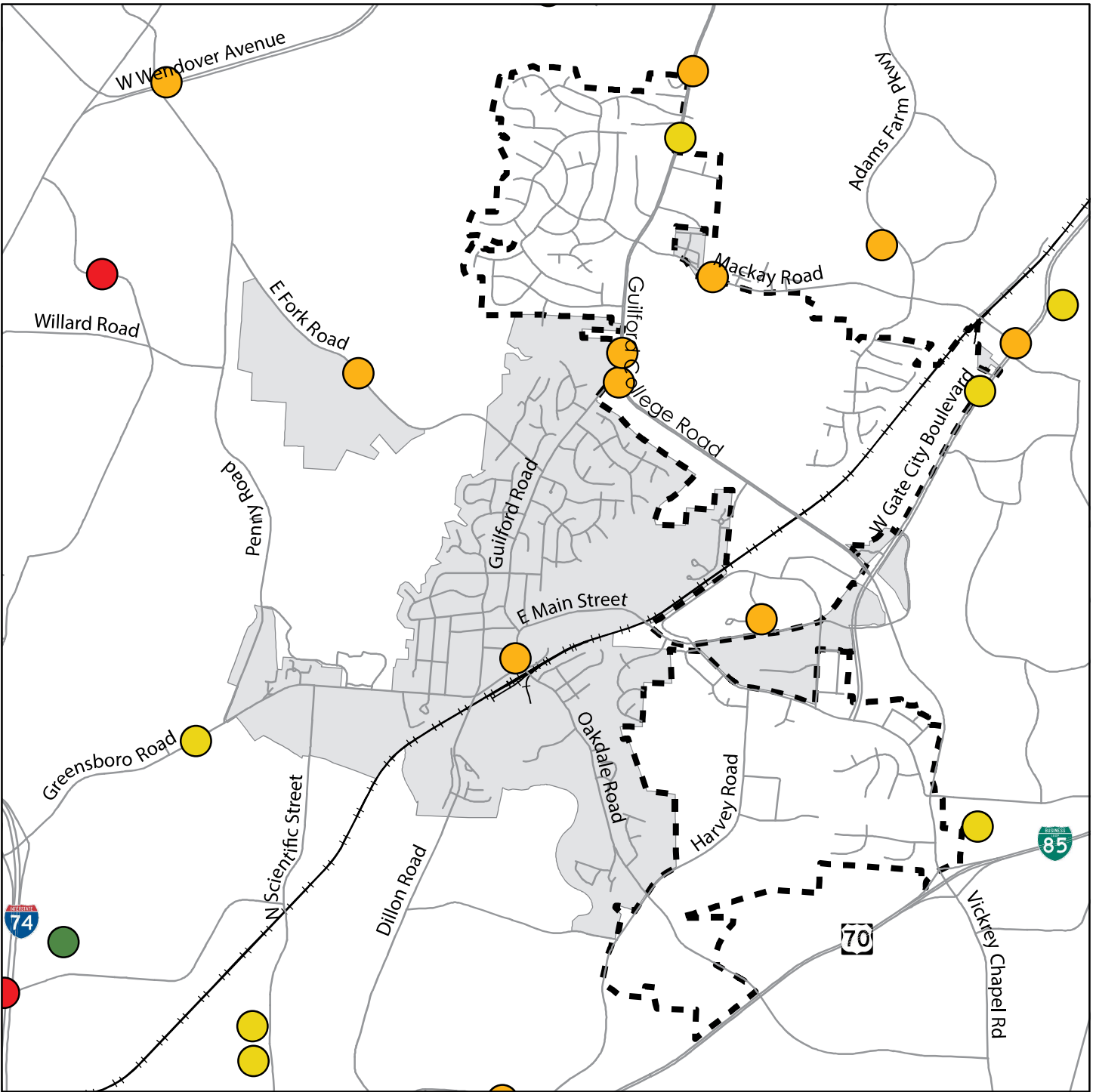
-  Jamestown
-  Jamestown ETJ
-  Roads
-  Railroad





-  A : Suspected Serious Injury
-  B : Suspected Minor Injury
-  C : Possible Injury
-  K : Killed
-  O : No Injury






  
1 Mile



▼ Map 13 Bicycle Crash Data (2007-2018)



-  Jamestown
-  Jamestown ETJ
-  Roads
-  Railroad

-  A : Suspected Serious Injury
-  B : Suspected Minor Injury
-  C : Possible Injury
-  K : Killed
-  O : No Injury

  
1 Mile

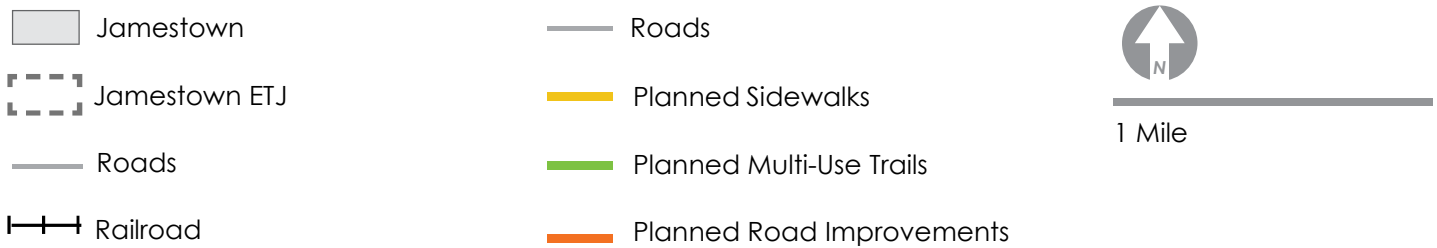
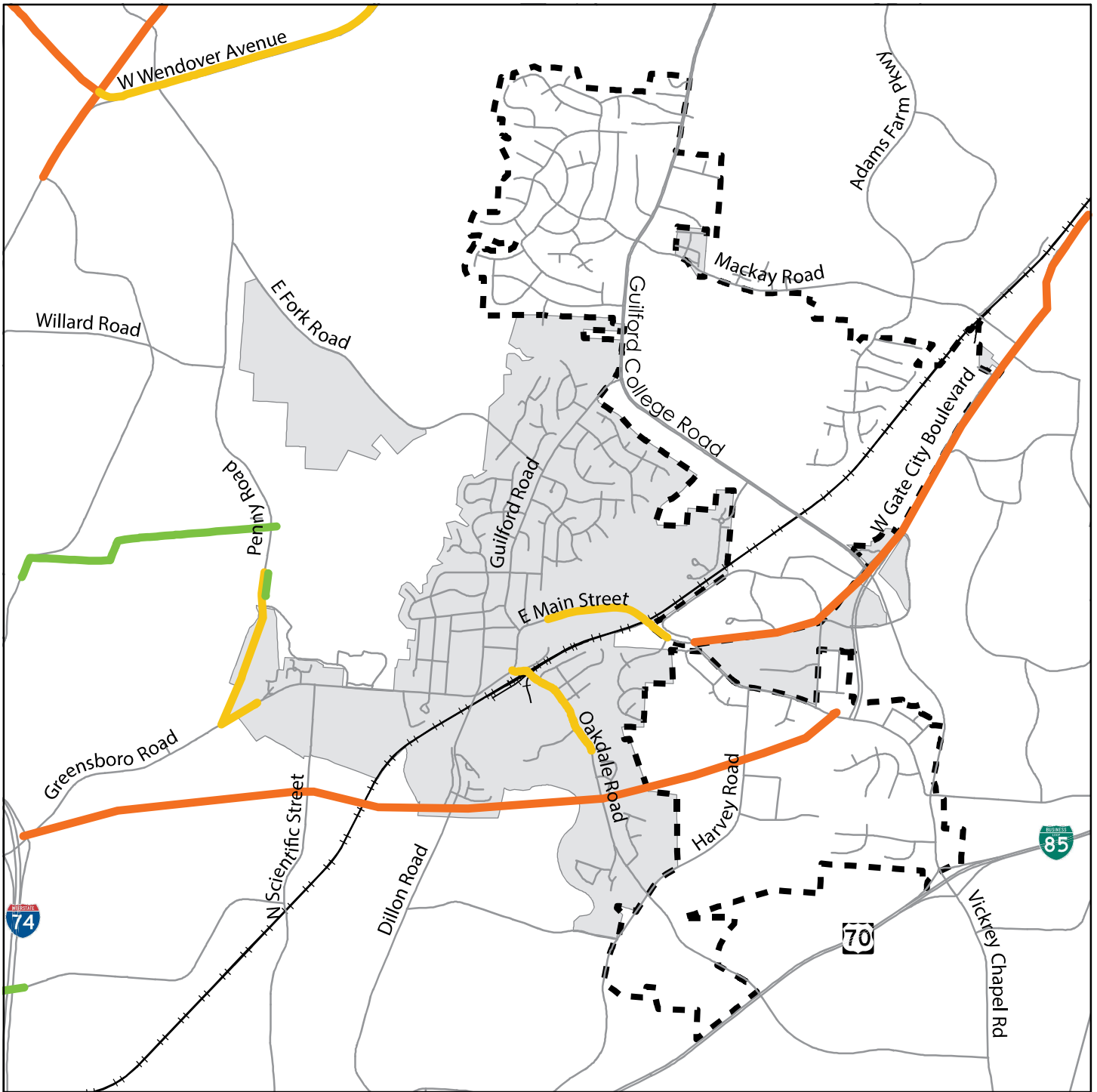


## PLANNED TRANSPORTATION IMPROVEMENTS

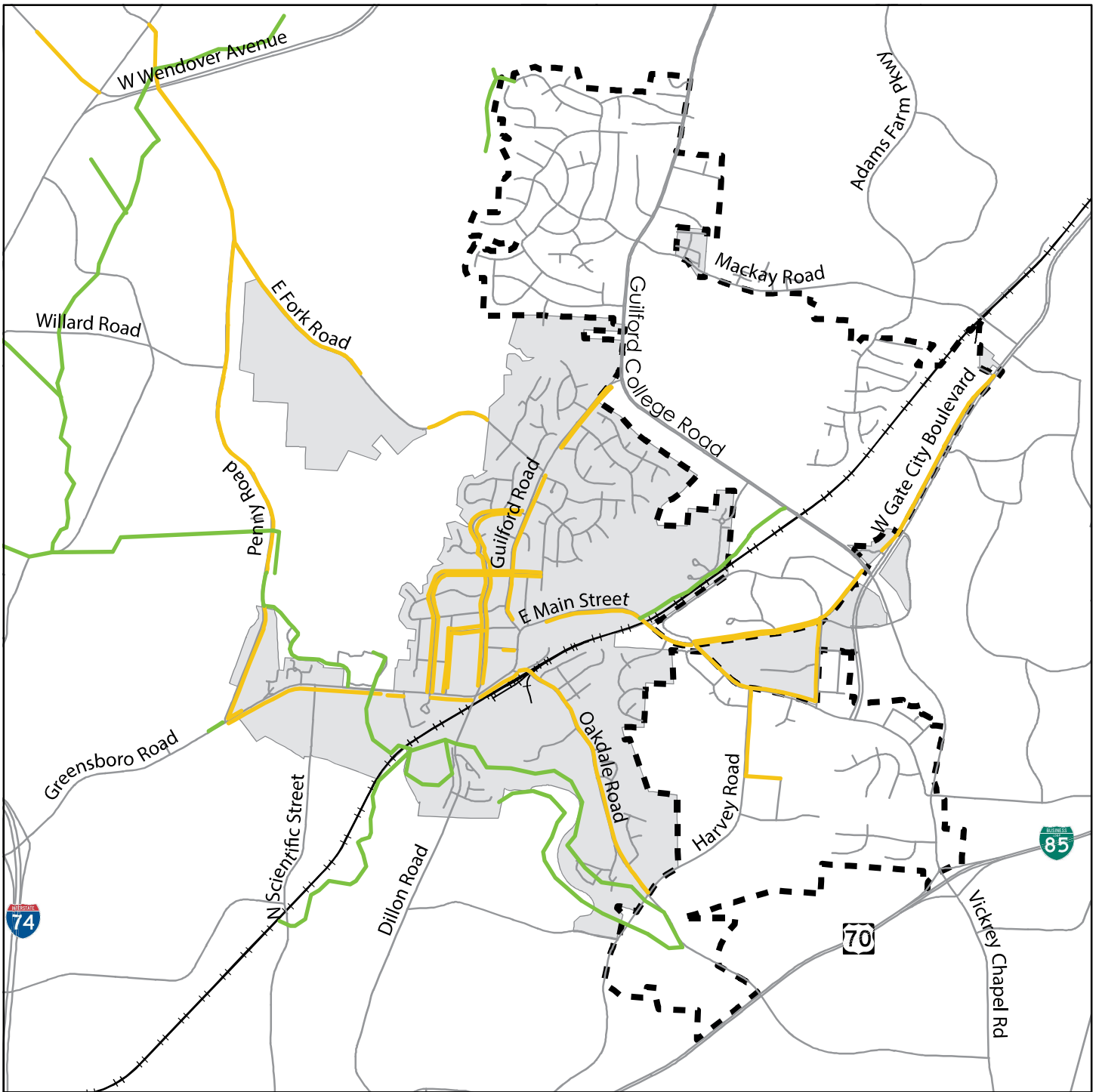
The North Carolina Department of Transportation develops a State Transportation Improvement Program (STIP) which outlines the planned and funded transportation improvements which are scheduled for implementation over the next decade. There are a few projects scheduled for completion in Jamestown between 2020 and 2029 and these are shown in Map 13. The projects include road improvements, sidewalk construction, and multi-use paths. Some of these are already under construction, including the Jamestown Bypass. The STIP also includes new sidewalks, as shown in yellow on Map 14. Similar to the road improvements, a couple of these are already in progress, including Oakdale Road sidewalks from Main Street to Chimney Court, as well as on Main Street from Town Hall to GTCC. The STIP also calls for constructing sidewalks on Penny Road from the existing sidewalk to Main Street. Lastly, the STIP identified a multi-use trail on the edge of the Study Area, extending the Deep River Greenway just west of Penny Road.

In addition to the pedestrian improvements designated in NCDOT's State Transportation Improvement Program, the Town has a Pedestrian Transportation Plan from 2010 which is still being implemented, but due for an update in the near future. The sidewalks and trails proposed in the Pedestrian Plan are shown in Map 15 and these include filling the gaps of sidewalk on Guilford Road and Main Street, developing sidewalks along Oakdale Road and East Main Street, and building a number of sidewalks on local streets. These sidewalks are all shown in yellow on the map. Additionally, the plan included multi-use trails, which are shown in green. These would connect from Lydia's Bridge to Guilford College Road and from High Point City Lake Park to Penny Road, along High Point Lake.

▼ Map 14 State Transportation Improvement Program (2020 - 2029)



▼ Map 15 Proposed Improvements - 2010 Pedestrian Transportation Plan



■ Jamestown

⋯ Jamestown ETJ

— Roads

⊢ Railroad

— Proposed Sidewalks

— Proposed Trails



1 Mile

## **WATER SYSTEM**

The Town's water system is displayed on Map 16 on the following page. Nearly all of the area within the corporate limits of the Town is served by the municipal water system, with some minor exceptions. Though not shown on this map, the Town did recently extend water service to the new shopping center at Grandover Village. Additionally, the Town provides water service to portions of its extraterritorial jurisdiction. Most of the residential land north of Town and west of Guilford College Road, including the Cedarwood subdivision are serviced by the Town's water system. A water line runs from Cedarwood to Adams Farm Parkway, along Mackay Road, where it provides service to the southern portion of the Adams Farm subdivision. The Town also provides water service along some portions of East Main Street outside of the Town limits, as well as to residential areas off Harvey Road in the southern portion of the ETJ.

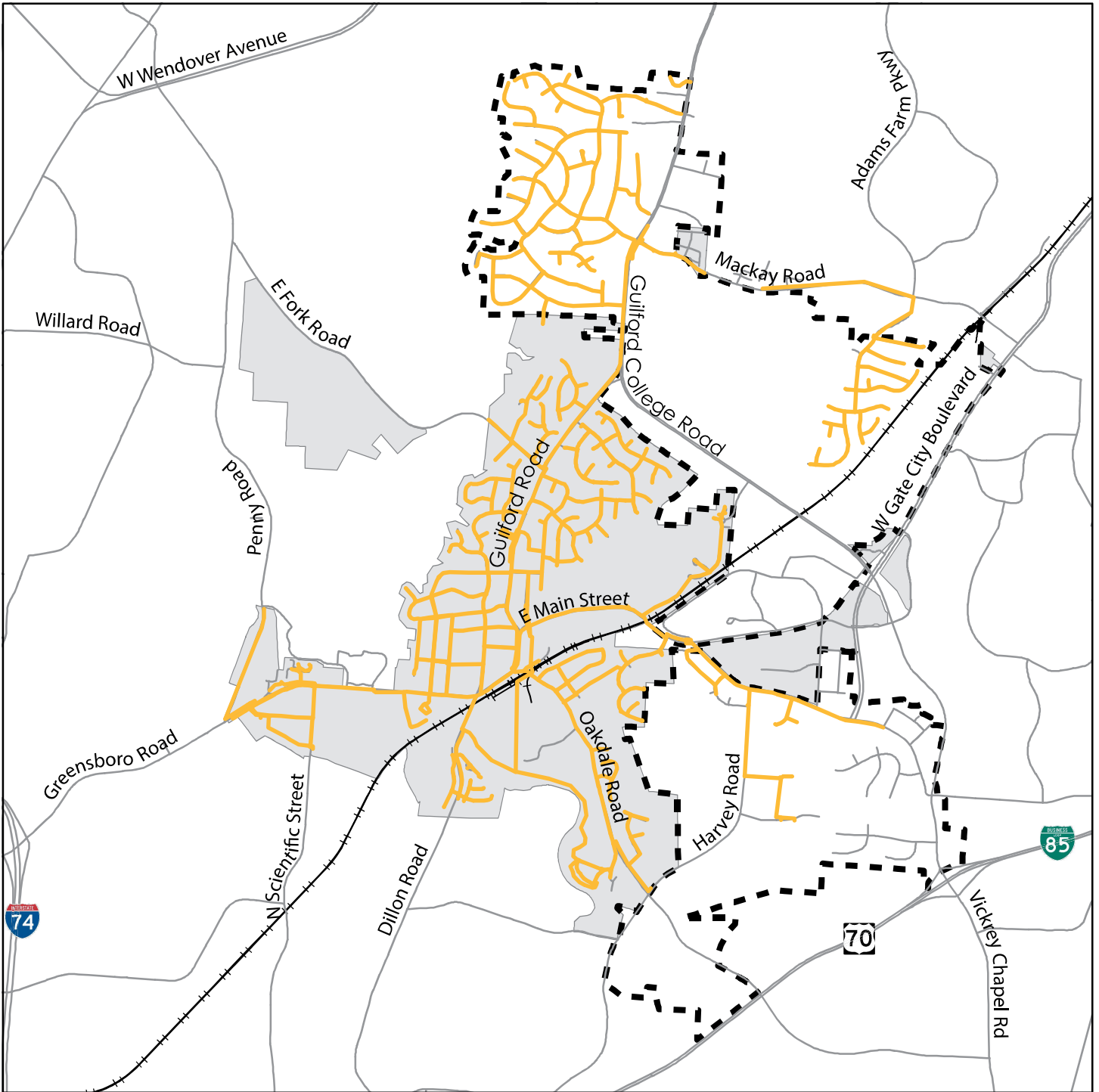
The Town receives its treated drinking water through the Piedmont Triad Regional Water Authority, which owns the Randleman Reservoir in central Randolph County. Jamestown is a member of this organization and owns a share of the reservoir through its membership. Water supplied from the reservoir to Jamestown's system flows through Greensboro and High Point with major interconnections to each system that provide a reliable and redundant supply of water to the system.

## **SEWER SYSTEM**

The Town's sewer system is displayed in Map 17. Sewer mimics much of the same service area as water, though it does extend a bit farther in a few areas. Generally speaking, sewer is available throughout the entire Town, excluding the Jamestown Park Golf Course. Sewer extends to some of the same areas of the extraterritorial jurisdiction as the water system, providing services to the new Publix shopping center, Guilford Technical Community College, Cedarwood and Adams Farm. There is limited service to other portions of the ETJ, with Jamestown Middle School being one of the few large customers in the southern / eastern portion of the ETJ.

The Town is a capital owner in the City of High Point's Eastside Wastewater Treatment Plant. All wastewater flows from Jamestown go through the plant via a main transmission line and pump station system along the Deep River. Future expansions of capacity at the plant that would permit additional flows to accommodate growth will require a coordinated partnership with the City of High Point, and, possibly, the City of Archdale which also owns a share of the plant.

▼ Map 16 Water System



■ Jamestown

— Water Lines



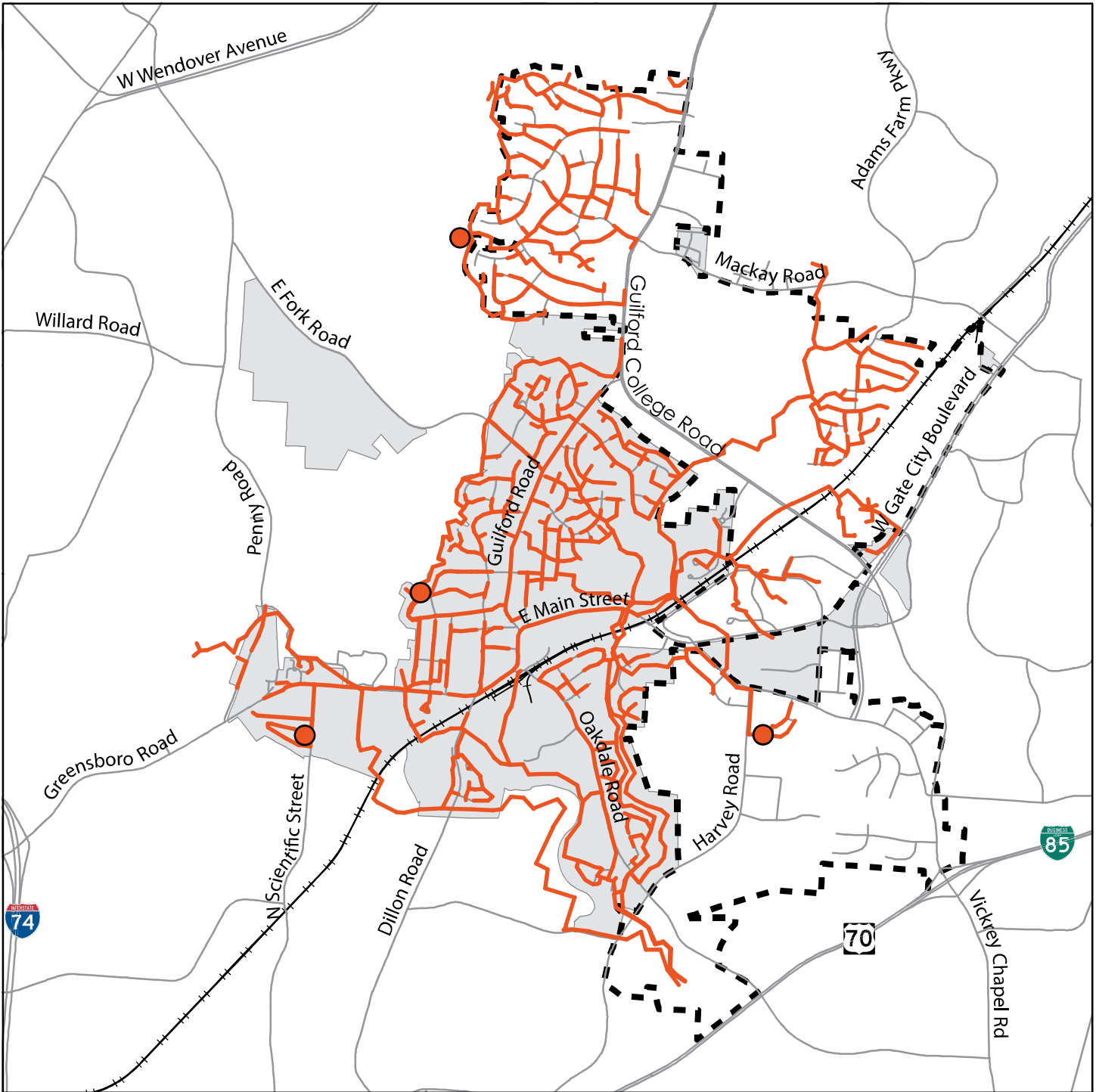
1 Mile

⋯ Jamestown ETJ

— Roads

⊢ Railroad

▼ Map 17 Sewer System



■ Jamestown

⋯ Jamestown ETJ

— Roads

⊢ Railroad

— Sewer Lines

● Sewer Pump Stations



1 Mile

## ENVIRONMENTAL CONSTRAINTS

### FLOOD HAZARD AREAS

There are two major sources of flood hazard present within the study area. The Deep River, including the dammed portion of the river that forms High Point City Lake is situated along the western edge of Town, and runs generally along the southwestern boundary of the town to the southern edge of the ETJ. The flood hazard associated with the southern reaches of the Deep River are related to both the potential from runoff to swell the river, which is kept at a somewhat higher elevation by the Oakdale Mill dam, as well as the hazard associated with the flooding potential from the dam at High Point City Lake. The second area of major flood hazard potential is along Bull Run Creek, which runs from north to south in the eastern part of Jamestown to its confluence with the Deep River south of Oakdale Mill.

Development within these flood hazard areas is regulated to limit the exposure of lives and property to flooding incidents. While the preservation of these areas as natural open spaces provides some limitation to new development, the areas that fall within floodplains will generally coincide with required riparian buffers for stormwater and water supply watershed protection. The enactment of local flood damage prevention regulations also allows the community access to the National Flood Insurance Program, which subsidizes flood insurance in communities that comply with FEMA / State flood damage prevention requirements.

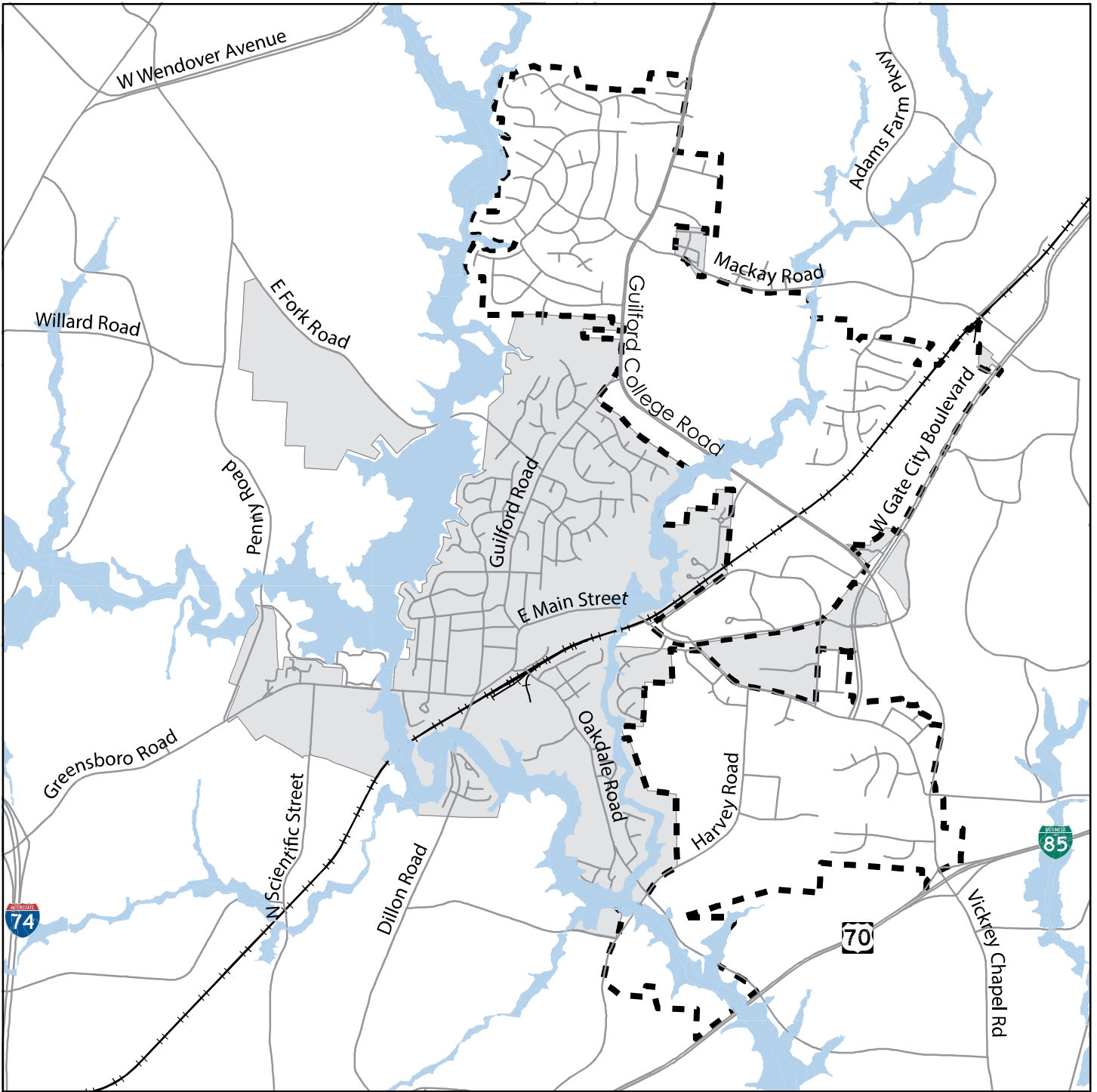
### WATER SUPPLY WATERSHEDS

The Town and its ETJ fall within three water supply watersheds, as shown in Map 19. These include the East Fork Deep River (High Point Lake) Watershed, the Deep River (Randleman Lake) Watershed, and the Deep River (Jamestown) Watershed. All of the watersheds are classified as WS - IV (Water Supply - IV - Highly Developed). The areas shown in red on the map are “critical” watershed areas, which are intended to protect areas immediately adjacent to drinking water sources, while the remainder of the area, shown in blue on the map, is the “balance” of the watershed area - essentially anything outside of the critical areas.

Local governments are mandated by the state to adopt and enforce development regulations within water supply watersheds. These primarily take the form of residential density and/or impervious surface area limitations. Within critical watershed areas, allowances for impervious surfaces and required riparian setbacks are more strict than within the balance of the watershed area. Additional use restrictions also apply for certain types of development that have greater potential to pollute surface waters if accidental discharges occur. The use of watershed density averaging is generally permitted, allowing property owners to transfer density or impervious surfaces between parcels in the same watershed in exchange for the permanent conservation of “sending” properties.



▼ Map 18 Floodplains



- Jamestown
- Jamestown ETJ
- Roads
- Railroad

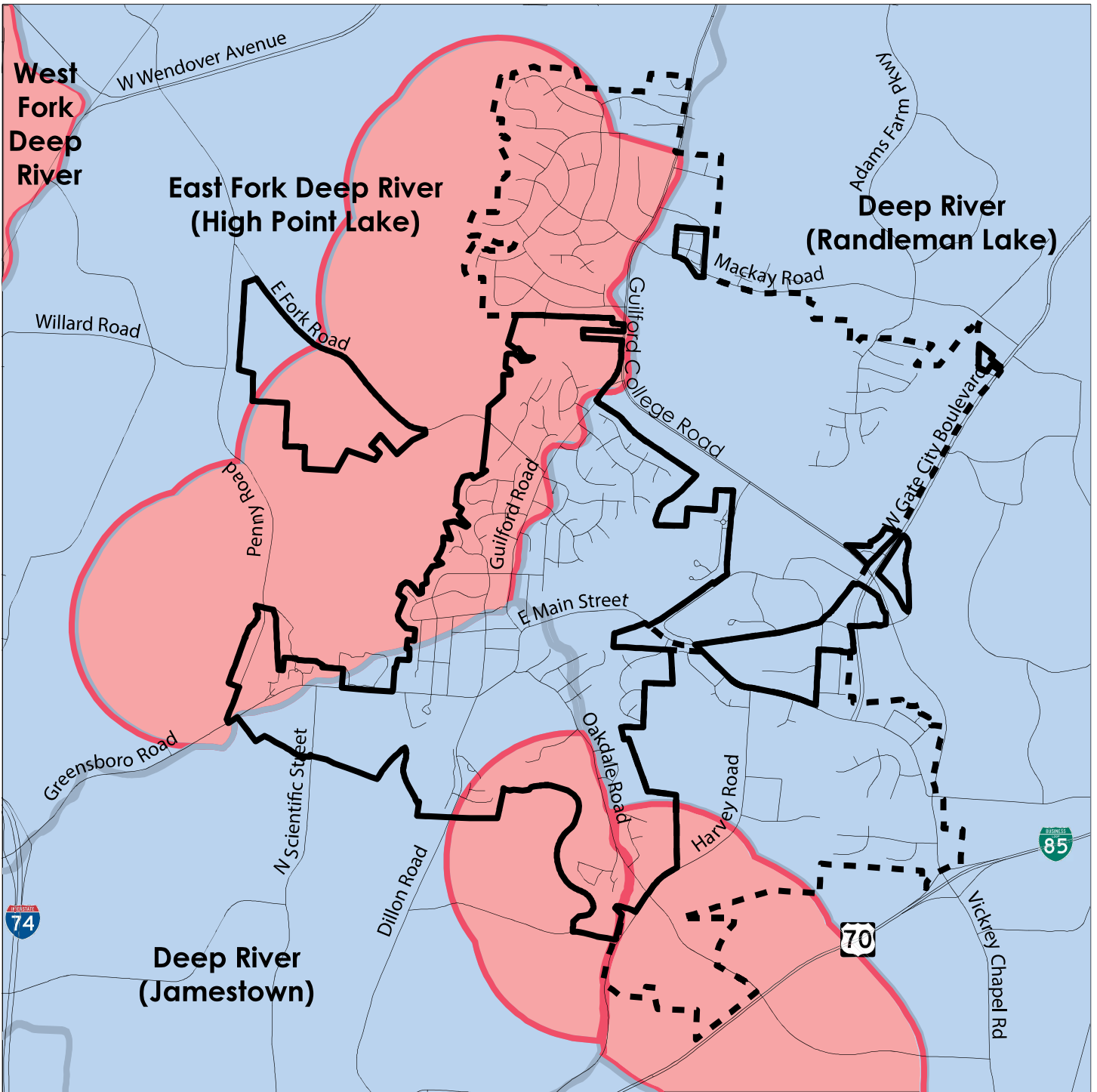
Floodplain



1 Mile



▼ Map 19 Water Supply Watersheds



Jamestown

Jamestown ETJ

Roads

Railroad

Water Supply Watersheds Areas

Critical Watershed Area

General Watershed Area



1 Mile



# MOVING FORWARD

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# SECTION 5: MOVING FORWARD

## IMPLEMENTING THE PLAN

With the Envision Jamestown Comprehensive Plan adopted, it is now time to move forward with implementing the Vision through the underlying Guiding Principles, the supporting objectives, and, of course, the Future Land Use policy framework. This plan is grounded in the community input that was received during the planning process and the analyses that were performed of the data that form the basis of our understanding of the community. The process, ideas, information, and proposed policies were vetted by the Comprehensive Plan Steering Committee throughout the development of the plan. Taken together, the public input and close oversight of the plan development process have produced a plan with broad community support that will serve the Town of Jamestown for years to come as it seizes the coming opportunities to build upon the strong foundation that past generations have created as it seeks to implement the community's vision for the future.

Plan implementation will take many forms, including the adoption of policies, budgeting for new programs and capital improvements, creating new plans to address specific issues identified in the comprehensive plan, and updates to ordinances and regulations. To that end, the Comprehensive Plan will serve as a guide for elected and appointed officials, Town staff, residents, business and property owners, and those with development interests in the community. The plan will help to guide their actions and ensure that there is clarity as to the desired path forward. In particular, land use decisions will be guided by the plan, as it must be consulted for consistency each time a major policy decision is made.

## MONITORING AND UPDATING THE PLAN

For the plan to remain effective and relevant to current conditions, it must be regularly monitored and maintained through reviews and, as necessary, updates to the data and policy recommendations that it contains. A best practice that can be implemented in Jamestown is for the Planning Board to undertake regular reviews of the plan on an annual basis following its adoption, and make any recommendations for updates to the Town Council that it feels may be necessary based on progress toward implementation and changing conditions in the community. More thorough updates to the plan should be undertaken every 5-10 years, at most, to ensure that there are opportunities for the community as a whole to engage in a broader planning process that reassesses the vision and other aspects of the plan to account for ongoing changes in the makeup of the community and the values of its residents. If properly maintained and updated regularly, the Comprehensive Plan will serve as a foundational element of every aspect of the community, and help to maintain a clear and consistent direction as the Town moves forward toward realizing its vision for the future.

