

2023 Comprehensive Plan - Objectives/Strategies (Status as of April 2024)

OBJECTIVE 1 - Maintain and build upon the established character of the community.

ID	IMPLEMENTATION ACTION	PRIORITY	TIMEFRAME	RESPONSIBILITY	ACTIVE	UPDATE
1.1	Utilize the Future Land Use Map to guide growth and development that is compatible with the existing characteristics of the community, surrounding land uses, and available infrastructure and services.	HIGH	ONGOING	TS, PB, TC, PS	Y	Phase 1 of the Land Use/Zoning updates (multi-family/townhome density by zoning district & building height/stories) were approved in Jan-2024; Phase 2 kickoff to begin in Apr-2024
1.2	Evaluate the Town's land use regulations and zoning map for consistency with the Comprehensive Plan and update as necessary.	HIGH	ONGOING	TS, PB, TC, PS, PC	Y	See 1.1
1.3	Evaluate the effectiveness of the Master Plan Overlay District and determine if it is still needed to achieve the vision for the areas covered by the overlay district.	HIGH	ONGOING	TS, PB, TC	Y	See 1.1
1.4	Ensure the Town, developers, and individual property owners adhere to the Stormwater Drainage and Maintenance Policy to protect natural resources.	MED	ONGOING	TS, PB, TC, PS	Y	Town engages engineers to evaluate specific stormwater concerns in existing developments; new developments are required to meet stormwater regulations as part of their design criteria.
1.5	Adopt policies that preserve opportunities for establishing future public and/or private recreational amenities and resources.	MED	ONGOING	TS, TC, NCF, TDA	N	Create and maintain a new Recreation and Pedestrian plan (See 8.6)
1.6	Establish policies that promote the annexation of development that is compatible with the character of the community to include an analysis of annexation impacts.	MED	SHORT	TS, PB, TC, PS, PC	Y	The town currently leverages a consulting firm when the size/scale of a potential annexation warrants.
1.7	Continue to coordinate with Davie County on development surrounding the Town and it's ETJ to ensure future land use compatibility.	MED	ONGOING	TS, TC, PB, DC	Y	Mayor and Manager meet regularly with the Economic Development Commission, county leaders and other partners to monitor impacts beyond the town's ETJ.

OBJECTIVE 2 - Develop opportunities to connect neighborhoods to commercial centers, open spaces, and recreational amenities.

ID	IMPLEMENTATION ACTION	PRIORITY	TIMEFRAME	RESPONSIBILITY	ACTIVE	UPDATE
2.1	Continue to budget funds annually to complete priority pedestrian and bicycle facilities, greenways, and trails that will provide connectivity within neighborhoods and links to key destinations throughout town.	HIGH	ONGOING	TS, TC, NCDOT	Y	Leveraging \$3.25M from "Quality of Life" grant for BR East Paths; working on Phase 2 of BHT to connect to I-40 pedestrian bridge and to Twins Way.
2.2	Engage key stakeholders to develop more detailed plans to activate the use of the Bahnsen Lakes and adjacent areas for recreational activities, including walking trails, playgrounds, and picnic areas.	MED	LONG	TS, TC, PS, CG, NCDOT	Y	Continue to monitor the status of the proposed Bahnsen Lakes rehabilitation project; town remains ready to engage when funding is finalized.
2.3	Evaluate the zoning and subdivision ordinance to ensure that new development is required to meet pedestrian and bicycle connectivity goals of the Town.	MED	ONGOING	TS, PB	Y	Zoning Ordinance requires street and pedestrian amenities. Also need to create and maintain a Recreation and Pedestrian plan (See 8.6)
2.4	Work closely with the hospital, sports-based businesses, and other key stakeholders to identify funding for trails, greenways, and other bicycle and pedestrian facilities with the goal of encouraging more active and healthy lifestyle choices.	MED	INTERMEDIATE	TS, PB, TC, CG, PC, NCF, AHWFB, RISE, DC	Y	The HUD grant of \$3.65M includes funding for NC Fusion, RISE, and ToBR pedestrian and traffic safety projects. We continue to await word on the release of these funds.

OBJECTIVE 3 - Maintain high standards for building architecture and landscaping to enhance the sense of place.

ID	IMPLEMENTATION ACTION	PRIORITY	TIMEFRAME	RESPONSIBILITY	ACTIVE	UPDATE
3.1	Continue to work closely with property owners of existing developments to update and retrofit outdated buildings and sites with improved facades and landscaping.	MED	ONGOING	TS, PB, TC, PS	Y	Both Bermuda Quay and Lowes Foods Shopping centers have had recent upgrades to facades.
3.2	Continue to utilize building prototype designs to guide new infill and master-planned development, helping to ensure architectural compatibility and cohesiveness.	HIGH	ONGOING	TS, PB, TC, PS	Y	This is the ongoing approach to any infill development. Additionally, Phase 2 work on Land Use/Zoning--beginning in April--will include an evaluation of building design standards.
3.3	Maintain attractive, landscaped signage at the Intersection of Highways 158 and 801 and at the Town's gateways.	HIGH	ONGOING	TS, TC, EDC, PS, NCDOT, MPO	Y	Primary town signage at both the intersection of 158/801 as well as the entry into Davie County on 158 from Forsyth County continue to be maintained. Future focus will be on addition wayfinding signage at key locations.
3.4	Engage the community in conversations regarding policies and regulations to help maintain unique areas of the Town while unifying architectural elements, signage, landscaping, pedestrian connections, vehicular connections, and geographic nomenclature.	LOW	LONG	TS, TC, CG, EDC, PS, PC	Y	As part of the March 2024 Council Planning Session, several new project initiatives led by the council or mayor will seek participation from the community. These projects include: ordinance revisions, gate operations, and event planning.
3.5	Install additional wayfinding signage and coordinated branded street signage for the Town's key destinations.	MED	ONGOING	TS, TC, COC, EDC, TDA, NCDOT	Y	See Strategy 3.3

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OBJECTIVE 4 - Establish a distinctive brand that clearly identifies the Town of Bermuda Run as a unique entity.

ID	IMPLEMENTATION ACTION	PRIORITY	TIMEFRAME	RESPONSIBILITY	ACTIVE	UPDATE
4.1	Refine the Town’s branding and marketing so that it is readily identifiable as the Town of Bermuda Run.	HIGH	SHORT	TS, TC, PC	N	With the creation of a new "Celebrate Bermuda Run" Task Group, this may become an added part of that group's future scope of effort.
4.2	Develop cost estimates to implement refinements that may result from any branding and marketing updates.	MED	INTERMEDIATE	TS, PC	N	See Strategy 4.1
4.3	Ensure the Town’s website, newsletters, signage, and other related items clearly communicate the results of the branding and marketing revisions.	MED	INTERMEDIATE	TS	N	See Strategy 4.1
4.4	Maintain efforts to promote the “Bermuda Run, NC 27006” address through marketing and mapping service corrections.	HIGH	ONGOING	TS	Y	This is an ongoing effort to promote "Bermuda Run" as the link to the zip code; however, there are many online systems--beyond the control of the town--that default to the Advance address as this is the primary USPS town. Unless/until a new post office can be established in the town, this will be an ongoing challenge.
4.5	Continue to work with the United States Postal Service District Manager to establish a primary or satellite postal location within the Town of Bermuda Run to better serve the population that is concentrated in Eastern Davie County.	HIGH	INTERMEDIATE	TS, TC, USPS, PS	Y	Preliminary discussions with USPS have occurred to gauge the viability of a new standalone USPS facility in Bermuda Run.

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OBJECTIVE 5 - Encourage the development of commercial and office establishments, medical services, visitor destinations, and sports tourism opportunities.

ID	IMPLEMENTATION ACTION	PRIORITY	TIMEFRAME	RESPONSIBILITY	ACTIVE	UPDATE
5.1	Actively work with the Davie County Economic Development Commission (EDC) to facilitate business retention, as well as the development, redevelopment, or reuse of vacant properties.	HIGH	ONGOING	TS, TC, EDC, TDA, CoC, PS	Y	Mayor and Manager are active members of the EDC and continue to engage with Terry Bralley and his team on all potential Davie County economic development projects.
5.2	Engage the Davie County EDC for assistance with road infrastructure improvements related to business retention, development, redevelopment, or reuse of vacant properties.	MED	ONGOING	TS, TC, EDC, TDA, CoC, PS, NCDOT, DC	Y	See Strategy 5.1. It is important to note the EDC has no direct impact on road improvements within the town, but could positively impact areas of growth beyond the town.
5.3	Continue to support Atrium Health Wake Forest Baptist to develop Riverhill Commons outparcels with medical facilities and supporting uses in accordance with the approved development agreement.	MED	ONGOING	TS, TC, EDC, PS	Y	Mayor met recently with both local and Winston-Salem leaders of the hospital system; there are potential new growth partnerships on the horizon.
5.4	Work with the Bermuda Run Tourism Development Authority (TDA) to support and promote a wide variety of events and meetings, sports tourism, viticultural offerings, and medical tourism to attract visitors that will patronize local businesses.	MED	INTERMEDIATE	TS, TC, CG, TDA, CoC, PS	N	Mayor and Manager will work to develop a strategy to engage the TDA on how to help drive a partnership between the TDA and the town.
5.5	Continue to evaluate opportunities to develop a hotel to expand overnight lodging capacity for potential visitors.	MED	ONGOING	TS, TC, CG, TDA, CoC, PS	Y	Mayor and Manager have been in discussions with local business owners and hotel developers on future opportunities for an additional hotel.
5.6	Work with property owners and key stakeholders to identify measures to further improve northern access and circulation to the Truist Sports Complex and the RISE Indoor Sports Complex.	MED	ONGOING	TS, TC, CG, TDA, EDC, CoC, PS	Y	Preliminary discussions have been held with key parties on opportunities for an additional access road; because these decisions are driven by private parties, the town's role is to serve more as a catalyst than as a direct decisionmaker.

OBJECTIVE 6 - Sustain a safe, secure, and well-maintained community.

ID	IMPLEMENTATION ACTION	PRIORITY	TIMEFRAME	RESPONSIBILITY	ACTIVE	UPDATE
6.1	Continue to collaborate with the Davie County Sheriff to ensure that enhanced safety patrols and traffic enforcement benchmarks are maintained.	HIGH	ONGOING	TS, TC, DC	Y	Mayor and Manager have ongoing discussions with the town's Community Officer and with Sheriff Hartman; law enforcement updates via our council meetings are a key way to share information with the community.
6.2	Maintain a budgetary emphasis on the maintenance of streets and sidewalks for immediate repair needs, using the established paving and maintenance schedule, to ensure long-term upkeep.	HIGH	ONGOING	TS, TC, PC, MPO, NCDOT	Y	Road maintenance is among the largest annual expense items in the town's budget; the 2024 road maintenance project plan will be defined and communicated in April.
6.3	Ensure that the Town's Code of Ordinances is proactively enforced.	HIGH	SHORT	TS, TC, DC	Y	Manager has contracted with Code Enforcement to monitor compliance; a new initiative underway to evaluate town ordinances for potential update.
6.4	Encourage additional transportation, stormwater, annexation, and other similar studies and impact analysis as needed during the development review process.	HIGH	ONGOING	TS, TC, PC	Y	The April kickoff of the Phase 2 of Land Use/Zoning will include an evaluation of these potential categories for consideration in future developments.

OBJECTIVE 7 - Expand upon Town-supported festivals, events, and community engagement opportunities.

ID	IMPLEMENTATION ACTION	PRIORITY	TIMEFRAME	RESPONSIBILITY	ACTIVE	UPDATE
7.1	Explore opportunities to improve the Town Green’s capacity to host a wide range of festivals and community events.	MED	INTERMEDIATE	TS, TC, CG	Y	With the creation of a new "Celebrate Bermuda Run" Task Group, it is expected this may become an added part of that group's scope of effort.
7.2	Work collaboratively with community leaders to establish volunteer community groups such as a “Friends of the Town Green” or other similar groups tasked with assisting in the implementation of strategies related to community events and other initiatives as identified.	LOW	LONG	TS, TC, CG	Y	See 7.1
7.3	Continue to strengthen the Town’s communications through monthly newsletters, quarterly “town hall” meetings, press releases, website improvements, and enhanced use of social media.	MED	INTERMEDIATE	TS, TC	Y	A major Town Hall event was held in August 2023 that hosted over 300 attendees; beginning January 2024, the town began video recording Town Council meetings; the town is also working to select a vendor for a redesign of the town website.

OBJECTIVE 8 - Advocate for road capacity and traffic flow improvements while providing a safe, efficient, and well-maintained multi-modal transportation network, including pedestrian and bicycle amenities.

ID	IMPLEMENTATION ACTION	PRIORITY	TIMEFRAME	RESPONSIBILITY	ACTIVE	UPDATE
8.1	Maintain coordination with the NC Department of Transportation (NCDOT) and the Winston-Salem Metropolitan Planning Organization (MPO) to implement the adopted Comprehensive Transportation Plan (CTP) with modifications for preferred cross sections of Highways 158 and 801.	MED	ONGOING	TS, TC, MPO, NCDOT	Y	The town is actively engaged as members of the TAC; several pedestrian and transportation projects within the town are on the proposed list for NCDOT prioritization review in late-2024.
8.2	Continue to work with NCDOT at Exit 180 on enhanced landscaping and other aesthetic improvements for the I-40 and NC Highway 801 interchange.	HIGH	ONGOING	TS, TC, MPO, NCDOT	Y	The NC DOT has started the landscaping efforts at key locations on I-40 including exit 180.
8.3	Work with property owners and developers to improve development access and connectivity between compatible land uses through new driveways and street connections, where feasible.	MED	INTERMEDIATE	TS, PB, TC, NCDOT	Y	This is seen more as an ongoing effort as new developments are proposed within the town/ETJ; each new development provides an opportunity to influence connectivity and access.
8.4	Work with NCDOT, property owners, and developers to establish a southwest connector road between US 158 West and NC 801 South through the Mixed Use future land use classification area southwest of that intersection.	LOW	LONG	TS, PB, TC, NCDOT, PC, PS	Y	With the January 2024 annexation of the development called Townhomes of Bermuda Run, this project will deliver the first segment of a 158 to 801 connector road (south of Peachtree Lane).
8.5	As needed, the Town should independently engage or require property owners or developers to hire transportation experts to analyze traffic impacts, bicycle and pedestrian connectivity, and analyze traffic impacts, bicycle and pedestrian connectivity, and related transportation matters when evaluating development proposals and rezoning requests.	HIGH	ONGOING	TS, PB, TC, MPO, NCDOT, PC, PS	Y	Road and pedestrian connectivity have been a part of recent development designs submitted to the town; additionally, Phase 2 work on Land Use/Zoning--beginning in April--will include consideration for potential traffic study requirements.
8.6	Apply for an NCDOT Bicycle and Pedestrian Planning Grant to fund the development of a plan with a comprehensive strategy for expanding bicycle and pedestrian opportunities throughout the community with a focus on facilities, programs, policies and design guidelines that encourage safe walking and bicycling.	HIGH SHORT	HIGH SHORT	TS, PB, TC, MPO, NCDOT, PC, AHWFB, RISE	Y	The town has applied for two NC DOT grants--extend the Blue Heron Trail west to 801 and add a pedestrian pathway along 801 from 158 to Davie Medical Center.

RESPONSIBLE PARTIES ABBREVIATIONS

Town of Bermuda Run

TC - Town Council

PB - Planning Board

TS - Town Staff

Partner Organizations

CG - Citizen Groups

TDA - Bermuda Run Tourism Development Authority

DC - Davie County

EDC - Davie County Economic Development Commission

CoC - Davie Chamber of Commerce

NCF - NC Fusion (formerly Twin City Youth Soccer Association)

RISE - RISE Indoor Sports

AHWFB - Atrium Health Wake Forest Baptist

MPO - Winston-Salem Metropolitan Planning Organization

NC DOT - North Carolina Department of Transportation

NC DEQ - North Carolina Department of Environmental Quality

USPS - United States Postal Service

Other Partners

PS - Private Sector (Developers, business owners, property owners)

PC - Private Consultant