

Envision 35



City of Goldsboro

urbanized area comprehensive plan

Adopted May 2013

Planning defines the goals.
Implementation is the art of the possible.
Success is determined by the merger of the two.



-Holland Consulting Planners, Inc

Acknowledgments

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Phil Baddour, City-Appointed Member
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Vicki Simmons, County-Appointed Member
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APPENDICES

Appendix A Citizen Participation Plan



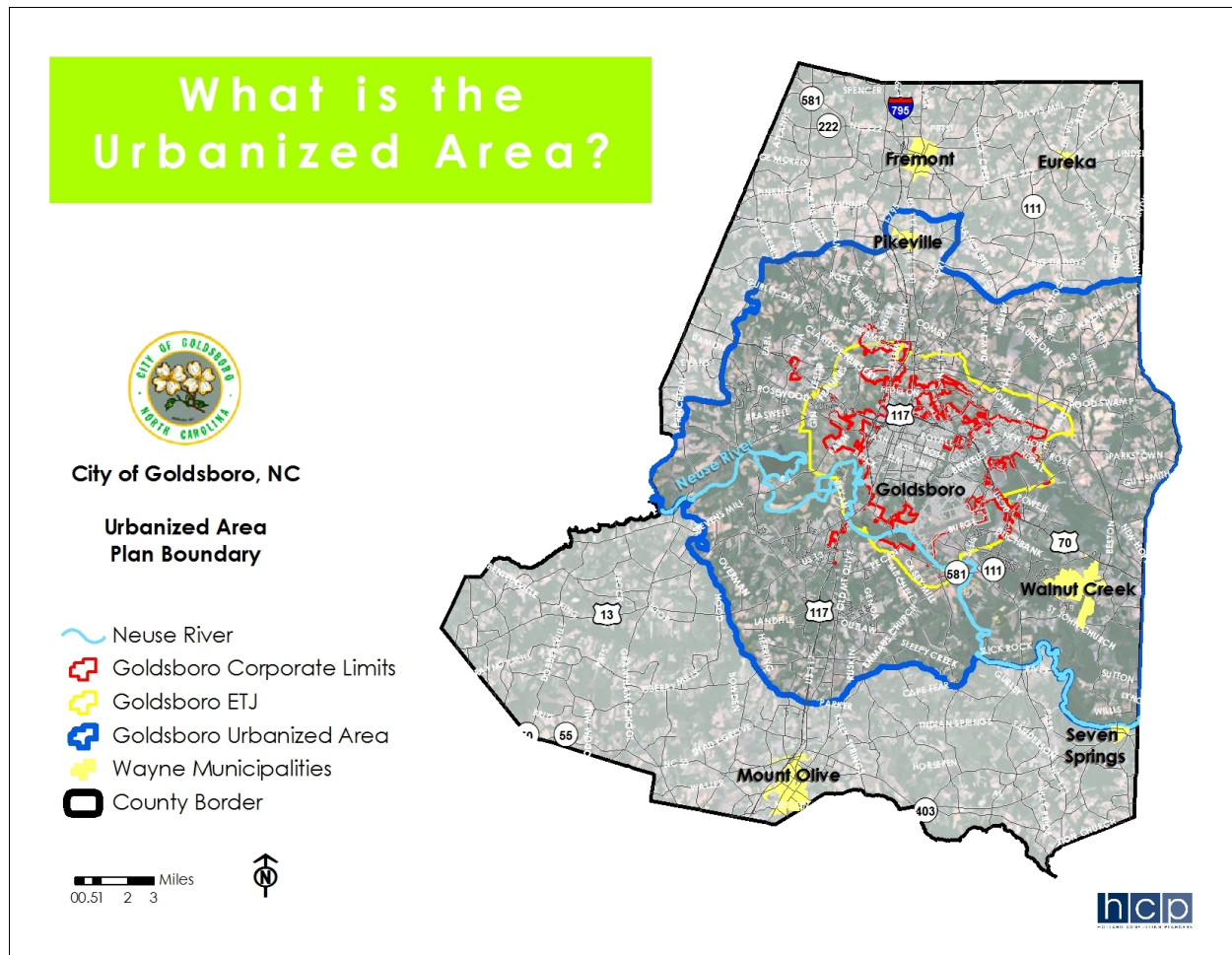
SECTION 1. PREFACE

A. PLAN PURPOSE

The City of Goldsboro, lead agency for the Goldsboro MPO, undertook the preparation of this document to provide a 20-year plan for the Goldsboro Urbanized Area and the five (5) future interchanges to be constructed along the US 70 Goldsboro Bypass. The plan area includes the City of Goldsboro, its extraterritorial jurisdiction (ETJ), and an area of unincorporated Wayne County beyond the City ETJ (referred to as the Total Urbanized Area). The Total Urbanized Area includes 172,302 acres, or approximately 49% of Wayne County's total acreage (355,200 acres). The Goldsboro Total Urbanized Area is delineated on Map 1.

This planning effort will provide a creative and dynamic plan to guide the future long-term growth and development of this rapidly developing urban area. Specifically, the plan addresses the following:

- Develop clear vision and mission statements for the Goldsboro Urbanized Area, recognizing both its internal character and the role within the greater area;
- Provide historical, current, and forecast data with regard to demographics/economics (in-City, ETJ, and relative to the City's surroundings);
- Assess current concerns and issues related to housing;
- Recognize current issues, rapidly changing conditions, future community desires, and realities surrounding environmental, utility, transportation, housing, and military functions;
- Address health and wellness issues and future needs.
- Integrate existing local, regional, and other plans affecting the Goldsboro Urbanized Area;
- Address areas of specific concern, including the four highway segments designated as R-2554 and the five new interchange areas; and
- Develop alternative concept plans for the five new interchange areas.



Map 1. Study Area Boundaries

B. WHY PLAN?

Everybody engages in planning. We plan our day, we plan our retirement budget, and we plan how to allocate our financial resources. Plans help keep us organized and improve our ability to work towards our goals. Through planning, we can better understand where we are now and define the actions needed to take us where we want to go.

North Carolina legislation encourages the preparation of a Comprehensive Plan. However, the process of preparing the plan may be as valuable as the actual plan. The process can educate us about the Goldsboro Urbanized Area's citizens, their attitudes towards others, and their willingness to share a sense of belonging to the Goldsboro community. Planning should be promoted as a means of community decision-making through public participation. But planning also may involve conflict and friction because it may divide people into opposing groups. Some conflict in the



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planning process is good. It stimulates thinking and reminds us of the need to understand and tolerate, and even support, the opinions of others.

An effective comprehensive plan should be:

- Comprehensive in setting goals and objectives for all aspects of the Goldsboro Urbanized Area;
- Part of a continuous planning process that is timely and responsive to the needs/ desires of the Goldsboro Urbanized Area;
- The legal basis for land use regulations and a guide for City/County budgeting; and
- Specific in its statement of implementing actions.





SECTION 2. INTRODUCTION

A. DEVELOPMENT OF THE COMPREHENSIVE PLAN

The development of this plan was initiated in September 2011. At that time, the Goldsboro City Council and the Wayne County Board of Commissioners appointed a twelve (12) member Comprehensive Plan Advisory Committee (CPAC) to work with city/county staff and the planning consultant to produce the Goldsboro Urbanized Area Comprehensive Plan. The CPAC was composed of the following members:

<u>Entity Represented</u>	<u>Member Name</u>
City-Appointed Member	Rick Sumner
City-Appointed Member	Chris Boyette
City-Appointed Member	Phil Baddour
County-Appointed Member	J.E. "Pete" Parks
County-Appointed Member	Vicki Simmons
County-Appointed Member	Ann Ham
Chamber Representative	Hattie Frederick
NCDOT Representative	Marcus Lee
Cooperative Extension Representative	Kevin Johnson
Seymour Johnson AFB Representative	Brian Joyner
City Planning Commission Representative	Glenn Barwick
County Planning Commission Representative	Jo Ann Summerlin

At the beginning of the process, the City, the County, and the MPO adopted a Citizen Participation Plan (CPP) which is included as Appendix A. In accordance with the CPP, the following meetings were scheduled/conducted during the planning process:

- Eighteen (18) committee work sessions were held on the following dates: November 8, 2011; January 10, 2012; February 21, 2012; March 20, 2012; April 17, 2012; May 15, 2012; June 12, 2012; June 26, 2012; July 10, 2012; July 24, 2012; August 21, 2012; September 18, 2012; October 16, 2012; October 31, 2012; November 13, 2012; December 17, 2012; January 15, 2013; and January 29, 2013.
- A planning charrette to develop plan approaches was held on May 24, 2012, and May 31, 2012.



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- Draft plan presentation to the CPAC was held on January 15, 2013.
- Two (2) open house meetings for public review (following approval of a draft plan by the CPAC), were held on February 7, 2013, and February 12, 2013, to allow the public to question and comment on the draft plan.
- A public hearing for presentation of the final plan was held on March 18, 2013. The City Planning Commission recommended the plan to the City Council for approval on March 25, 2013, and the City Council approved the plan on May 6, 2013.

Through the planning process, the following issues were identified and are addressed in this plan:

- Improve traffic patterns;
- Support Seymour Johnson Air Force Base and protect military airspace;
- Encourage/require development to use existing infrastructure;
- Revitalize the existing areas of Goldsboro;
- Continue support of agriculture;
- Improve education system and facilities;
- Diversify the area's economy; and
- Maintain and expand infrastructure.

Based on the comments received from the committee and the public-at-large, the following vision statement was developed:

Vision for the Goldsboro Urbanized Area

The Goldsboro Urbanized Area will be a regional community of attractive residential neighborhoods that promotes active living and a diversified local economy anchored by a strong military presence, while preserving its agricultural heritage and protecting important natural, cultural, and historic assets.



B. REGIONAL LOCATION

The Goldsboro Urbanized Area is located in the center of Wayne County. The county is situated in the Eastern North Carolina Coastal Plain, approximately 50 miles east of Raleigh. Wayne County is divided into twelve (12) townships. The Urbanized Area includes all of the Goldsboro and Saulston townships. Portions of the following townships are also situated in the Goldsboro Urbanized Area: Buck Swamp, Fork, Brogden, and New Hope. Figure 1 delineates the Wayne County Townships.




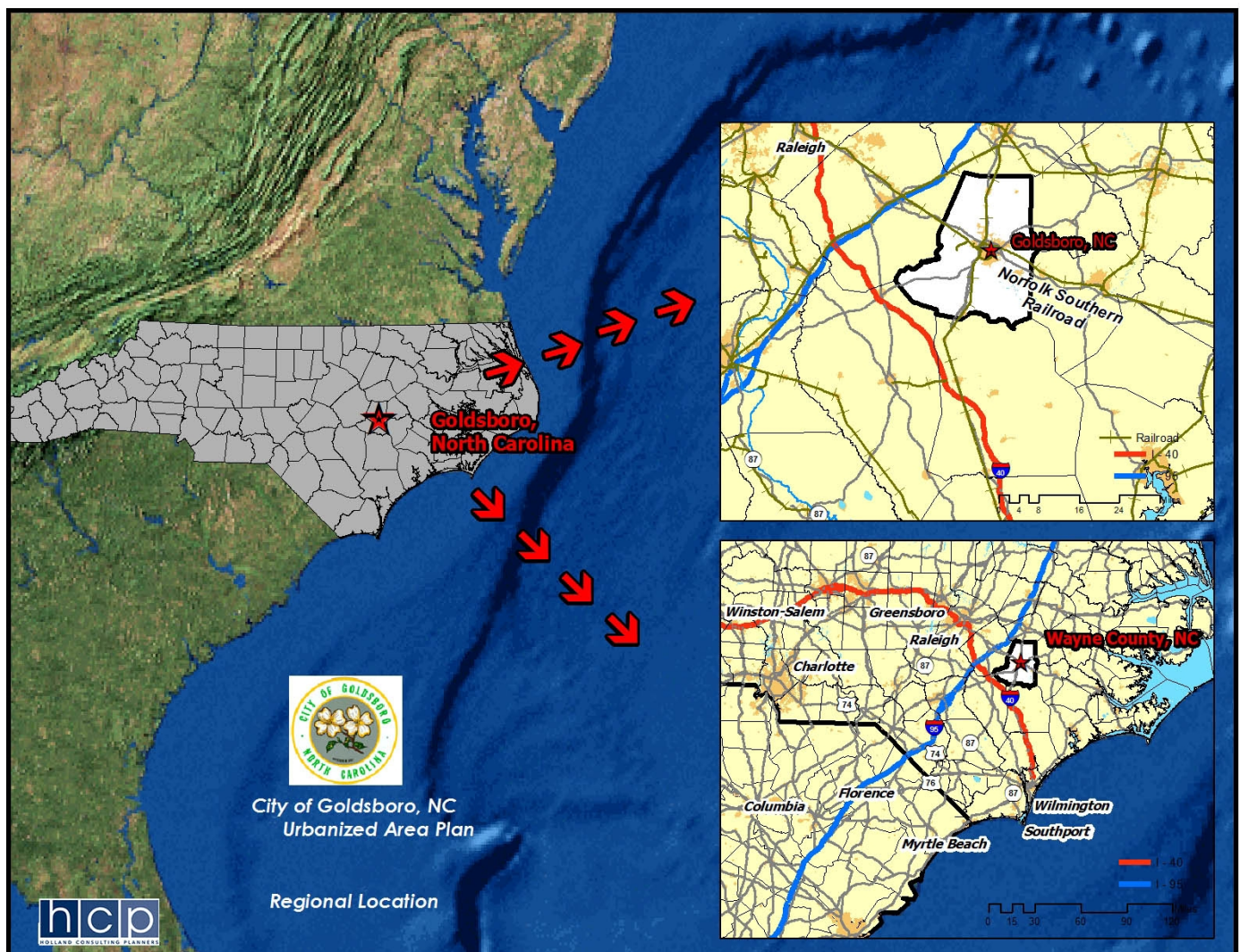
 Urbanized Area

Figure 1. Wayne County Townships



ENVISION 35: GOLDSBORO URBANIZED AREA COMPREHENSIVE PLAN

Regional accessibility is one of the Urbanized Area's greatest assets. Goldsboro, at the center of the Urbanized Area, is located 20 miles east of I-95 via US Highway 70 and is also connected to I-95 west of Wilson via a 25-mile segment of I-795 (see Map 2 for regional location). Goldsboro is also approximately 100 miles west of Morehead City and the beaches of Carteret County. The beaches of New Hanover County are located approximately 90 miles south via US Highway 117 and I-40. The Norfolk Southern railroad line extends through Goldsboro. This rail line connects to the Main East Coast north-south CSX rail line and Raleigh to the west.



Map 2. Regional Location



C. HISTORY

Originally occupied by Tuscarora Native Americans, the area that would become the City of Goldsboro and Wayne County was first settled by European immigrants in the 1740s. After being integrated into first Craven, then Johnston, and finally Dobbs counties, a portion of fertile land was set aside and called Wayne County in 1777, in honor of “Mad Anthony Wayne,” George Washington’s most trusted soldier during the Revolutionary War.



A town named Waynesborough grew around the County’s courthouse. Located on the east bank of the Neuse River, the town became the County seat. Population growth in Waynesborough continued through the 1830s. However, this changed once the Wilmington and Weldon Railroad was completed in the early 1840s. By then, a hotel had been built at the intersection of the railroad and New Bern Road, which grew into a community after the train started to transport passengers from there. This community became known as Goldsborough’s Junction, after Major Matthew T. Goldsborough, an Assistant Chief Engineer with the railroad line. The Town of Goldsborough was incorporated in 1847. By 1861, the town had grown to approximately 1,500 people and became the Wayne County Seat. In 1869, the spelling was officially changed to Goldsboro.

The railroads were key to the development of the city, with the juncture of two railroad lines in the town making the community key to supplying troops in the civil war. At one time, the railroad tracks extended farther down Center Street into the retail area until 1926, when the tracks were removed to above Ash Street. Although the importance of the railroad to the economy has been eclipsed, there is renewed interest in bringing passenger and commuter rail back to Goldsboro.

Agriculture has always played an important role in the life and culture of Goldsboro and other Wayne County communities. In the 1800s, the soil and climate accommodated several different crops, and farming offered a respectable way to earn a living. Farmers grew wheat, corn, strawberries, cotton, and tobacco to support their families. The Goldsboro area sustained itself and was able to export crops and livestock on the open market as a result of the availability of the railroad.



ENVISION 35: GOLDSBORO URBANIZED AREA COMPREHENSIVE PLAN

In 1942, Seymour Johnson Air Force Base (SJ-AFB) opened. The base is home to the F-15E Strike Eagle with two combat-ready operational fighter squadrons and two fighter training squadrons. Seymour Johnson received the Commander in Chief's Installation Excellence Award - Air Force for 2001, the highest award given to a military base. Seymour Johnson is a major Air Combat Command base and is the current home of the 4th Fighter Wing (4 FW). The 4 FW has a long and distinguished history supporting numerous aircraft platforms and conflicts, including being the first operational F-15E Strike Eagle wing in the Air Force. The 4 FW provides worldwide deployable aircraft and personnel in support of Operation Enduring Freedom. The 916th Air Refueling Wing, Air Force Command's first wing in North Carolina, flies the KC-135R Stratotanker aircraft in air-to-air refueling missions. With this weapon system, the unit is deployable on a global scale to support US military and NATO allies in air-to-air refueling, as well as cargo and passenger hauling. All squadrons and flights are deployable to support US military interests at home and abroad.





SECTION 3. COMMUNITY SNAPSHOT

A. INTRODUCTION

The Goldsboro Urbanized Area does not function as an isolated entity. Its regional location and rapidly improving accessibility increasingly connect it to North Carolina's Eastern Region. The Eastern Region of North Carolina includes thirteen (13) counties with a 2011 population of almost 1.4 million people. Goldsboro, located on the western edge of the Eastern Region is adjacent to North Carolina's dynamic Piedmont-Triangle area.

The following excerpt, taken from the July, 2011, issue of Carolina Context (published by the UNC Program on Public Life) provides an excellent profile of the Eastern Region.

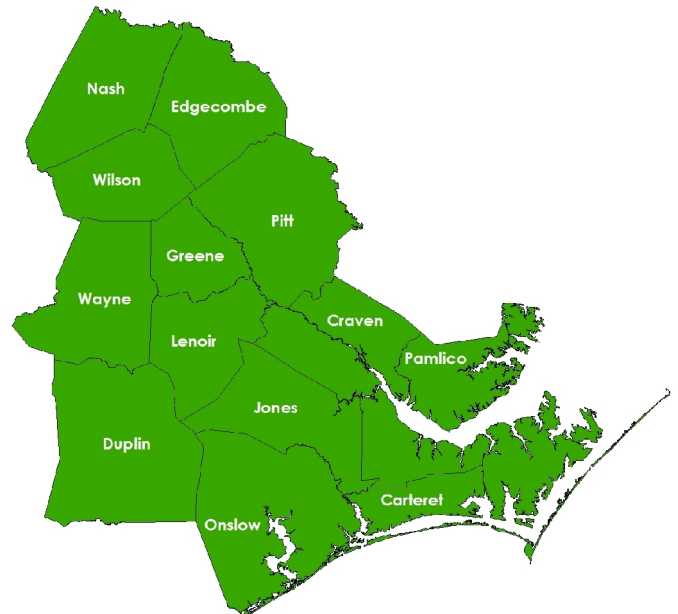


Figure 2. North Carolina Eastern Region

"While these counties are bound in partnership, the region is a diverse collection of communities. Three counties have military installation—Wayne is home to an Air Force base, Onslow houses a Marine Corps base, and Craven has a Marine Corps air station. Three counties long associated with tobacco production and marketing—Nash, Edgecombe, and Wilson—find themselves increasingly connected to the labor markets of the Research Triangle to the west and Greenville to the east. Pamlico, Craven, and Carteret are defined largely by their proximity to the river, sound, and ocean.

"The Eastern Region contains 13% of the state's land, 18% of its municipalities, and somewhat more than 10% of the population. Slightly more than six out of ten residents are white, slightly fewer than three out of ten are black, approximately one out of ten is Hispanic or Latino, and the rest are American Indians and a few other racial or ethnic groups.

"Of the 13 counties, two—Jones and Lenoir—experienced population loss over the past decade. Most counties grew, but below the state average of 18.5%. Onslow grew nearly that much, 18.2%. Duplin grew by 19%, with Hispanics counting for nearly half of its new residents. Pitt County's population jumped by 26%, the most robust growth in the region; and most of the growth came in Greenville, now North Carolina's 10th largest city.



ENVISION 35: GOLDSBORO URBANIZED AREA COMPREHENSIVE PLAN

"Historically, family-farm agriculture defined the East. With its poultry, hog, tobacco, soybeans, and cotton production, the Eastern Region ranks second among the state's economic partnership regions in total crop land, with nearly one million acres. Today, there are fewer than 5,000 farms in the region; there has been a shift from small to large farms, from family farming to corporate-style agriculture. The Eastern Region ranked second in the amount of farm cash receipts, but sixth in the amount of net farm income, i.e., receipts after costs."

The July, 2011, issue of Carolina Context arrived at three important conclusions concerning the Eastern Region:

- The region needs the voice of young professionals.
- The region forces a complex set of cultural issues.
- The region should adopt a strategy encouraging development of small-business enterprises that are based on the region's amenities, such as water recreation opportunities.

While the Urbanized Area has its own individual issues and resulting agenda, it must function in the cultural and economic circumstances of the state's Eastern Region.

B. POPULATION

1. Population Growth and Age

Table 1 provides population growth, age, and household data. From 1980 to 2010, Goldsboro's population increased from 31,871 to 36,437, an increase of 14.3%. However, the City's population appears to have peaked in 1990 with 40,709 (NOTE: this Census may have been flawed). During the same period, the total Goldsboro Urbanized Area population increased from approximately 75,624 to 92,964, an increase of 22.9%. By comparison, from 1980 to 2010, the Eastern Region's population increased by approximately 46.4%, while North Carolina's population increased by approximately 64.5%. The population of the United States increased approximately 37.4% during the same period.



ENVISION 35: GOLDSBORO URBANIZED AREA COMPREHENSIVE PLAN

The median age of Goldsboro's population increased from 27.3 in 1980 to 37.6 in 2010, an increase of 37.7%. North Carolina's median age increased from 29.8 in 1980 to 37.1 in 2010, for a 24.5% increase. Both the city and the state median ages increased faster than the national increase of 21.8%. In 2011, approximately 14% of the Urbanized Area's population was 65 years old or older. This was consistent with the national 65 and older population, which was 13%.

From 1980 to 2010, Goldsboro's households increased by 3.3% from 14,467 to 14,942. Because of relatively low population growth, this suggests decreasing family size and increasing age of the population. Households in the Urbanized Area increased by 113.7%, reflecting migration from Goldsboro and increased dependence of non-city residents on Goldsboro's public and private services. North Carolina households increased by 89.9%, which suggests the state's strong trend of immigration. Map 3 depicts the 2011 distribution of population in the Urbanized Area.

From 1982 to 1996, approximately 11,551 residents and 4,292 dwelling units were added to the city through annexation. These additions are included in this growth data.



ENVISION 35: GOLDSBORO URBANIZED AREA COMPREHENSIVE PLAN

Table 1. Population Growth, Median Age, and Households, 1980-2010

Jurisdiction	1980	1990	2000	2010	% Change '80-'90	% Change '90-'00	% Change '00-'10	% Change '80-'10
Population								
Goldsboro Corporate Limits	31,871	40,709	39,231	36,437	27.7%	-3.6%	-7.1%	14.3%
Goldsboro ETJ*	5,134	6,710	7,130	6,418	30.7%	6.3%	-10.0%	25.0%
Goldsboro Urbanized Area*	38,619	35,845	41,534	50,109	-7.2%	15.9%	20.6%	29.8%
Total Urbanized Area* (including City)	75,624	83,264	87,895	92,964	10.1%	5.6%	5.8%	22.9%
Wayne County	97,050	104,664	113,329	122,623	7.8%	8.3%	8.2%	26.4%
Eastern Region*	727,378	828,416	915,222	1,065,234	13.9%	10.5%	16.4%	46.4%
North Carolina	5,795,278	6,626,118	8,049,313	9,535,483	14.3%	21.5%	18.5%	64.5%
United States	224,743,957	248,584,652	281,421,906	308,745,538	10.6%	13.2%	9.7%	37.4%
Median Age								
Goldsboro Corporate Limits	27.3	29.0	34.0	37.6	6.2%	17.2%	10.6%	37.7%
Goldsboro ETJ*	27.3	32.7	36.4	40.8	19.8%	11.3%	12.1%	49.5%
Goldsboro Urbanized Area*	28.1	32.2	34.8	36.3	14.6%	8.1%	4.3%	29.2%
Total Urbanized Area* (including City)	27.7	31.3	34.7	36.5	13.0%	10.9%	5.2%	31.8%
Wayne County	27.8	31.9	34.8	35.9	14.7%	9.1%	3.2%	29.1%
Eastern Region*	27.0	30.6	33.6	34.4	13.3%	9.8%	2.4%	27.4%
North Carolina	29.8	33.1	35.3	37.1	11.1%	6.6%	5.1%	24.5%
United States	30.3	32.9	35.3	36.9	8.6%	7.3%	4.5%	21.8%



ENVISION 35: GOLDSBORO URBANIZED AREA COMPREHENSIVE PLAN

Jurisdiction	1980	1990	2000	2010	% Change '80-'90	% Change '90-'00	% Change '00-'10	% Change '80-'10
Households								
Goldsboro Corporate Limits	14,467	15,140	14,824	14,942	4.7%	-2.1%	0.8%	3.3%
Goldsboro ETJ*	1,638	2,061	2,379	2,529	25.8%	15.4%	6.3%	54.4%
Goldsboro Urbanized Area*	9,096	11,762	15,840	19,440	29.3%	34.7%	22.7%	113.7%
Total Urbanized Area* (including City)	25,201	28,962	33,043	36,589	14.9%	14.1%	10.7%	45.2%
Wayne County	32,300	36,915	42,541	48,717	14.3%	15.2%	14.5%	50.8%
Eastern Region*	237,384	292,099	342,529	405,706	23.0%	17.3%	18.4%	70.9%
North Carolina	2,014,002	2,517,030	3,132,029	3,824,792	25.0%	24.4%	22.1%	89.9%
United States	79,868,718	91,926,423	105,471,527	118,275,661	15.1%	14.7%	12.1%	48.1%

*Estimates.

Source: US Census and Applied Geographic Solutions, Inc.



City of Goldsboro, NC

Urbanized Area Plan

Map 3

2010 Population Density

Legend

— Street Centerlines

Corporate Limits

ETJ

Urban Area

Persons Per Acre

0 - 1

2 - 3

3 - 5

6 - 10

11 - 15

16 - 42

Source: US Census

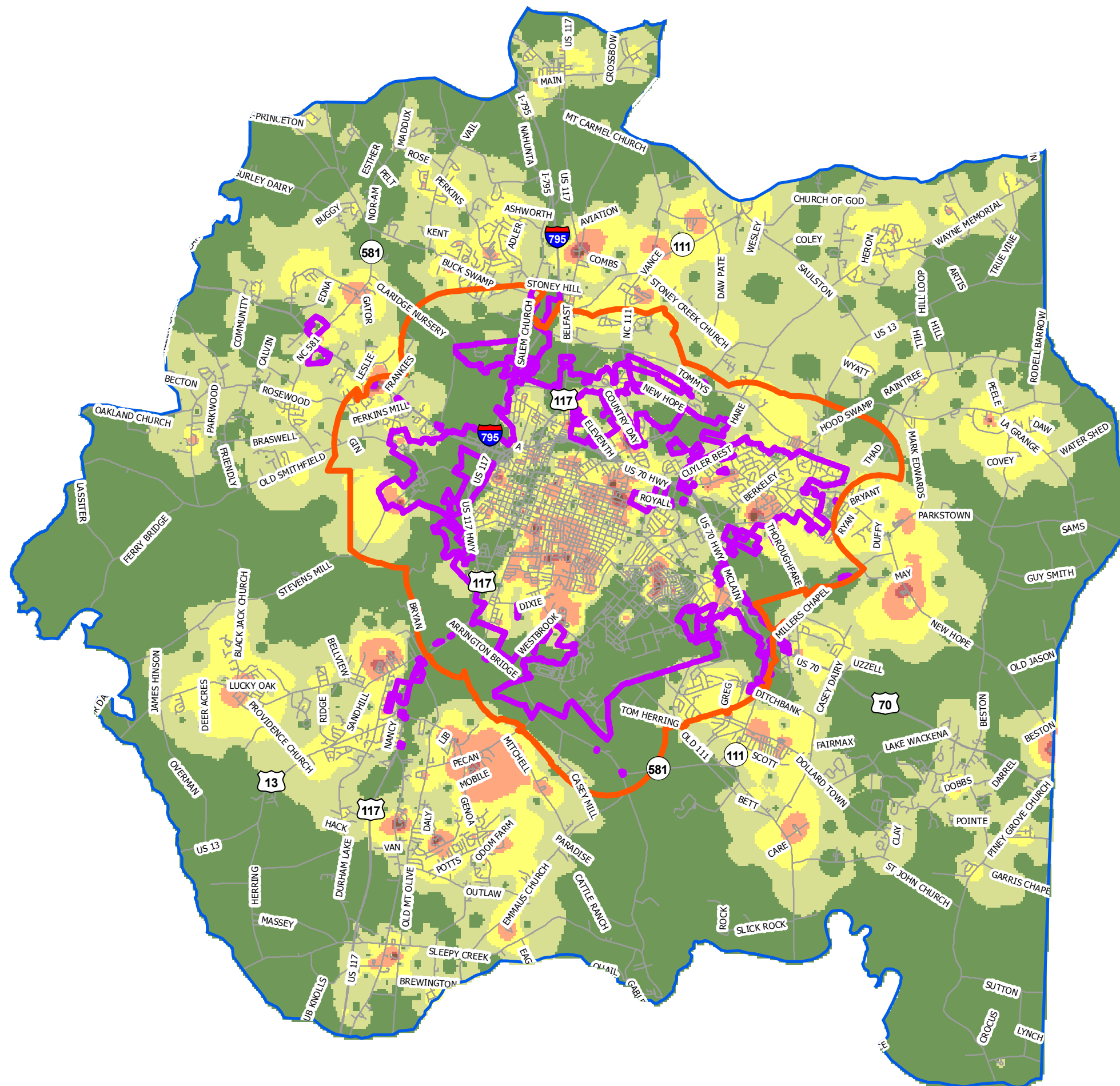


1 in = 2 miles

0 0.5 1 2 3 Miles



Page 3-6





2. Gender and Racial Composition

For both Goldsboro, and the total Urbanized Area, the population has, since 1990, remained closely divided between males and females. This is consistent with the gender distribution for the region, state, and nation. A summary is provided in Table 2.

The racial composition of the City and the total Urbanized Area has changed since 1990. As shown on Table 2, the City's black population has increased from 48% to 53%. An increase also occurred in the total Urbanized Area from 33.5% to 35%. For North Carolina's population, the percentage of the population which was black declined slightly from 22% to 21%. The national percentage increased slightly from 12% to 13%.

Map 4 illustrates that minority households are located south of Ash Street and west of Seymour Johnson Air Force Base, and the northwest portion of the City bordered by Ash Street, Highway 117, and US Highway 70 Bypass, or Census tracts 14, 15, 16, 17, and 18. Each of these Block Groups has concentrations of Black population well over the City average of 52%.



ENVISION 35: GOLDSBORO URBANIZED AREA COMPREHENSIVE PLAN

Table 2. Gender and Racial Composition, 1980-2010

Demographic Trend	Goldsboro Corporate Limit						Urbanized Area Total					
	1990	%	2000	%	2010	%	1990	%	2000	%	2010	%
Population by Sex	40,709	100%	38,731	100%	36,437	100%	83,264	100%	87,895	100%	92,964	100%
Male	20,696	51%	28,349	49%	17,672	48%	42,465	51%	43,529	49%	45,365	48%
Female	20,013	49%	17,448	51%	18,765	52%	40,799	49%	44,365	51%	47,599	52%
Population by Race	40,709	100%	38,731	100%	36,437	100%	83,264	100%	87,895	100%	92,964	100%
White	20,596	51%	16,776	43%	14,939	41%	53,072	63.7%	51,693	58.8%	52,101	56%
Black	19,342	48%	20,150	52%	19,311	53%	27,871	33.5%	31,562	35.9%	32,584	35.1%
Hispanic or Latino origin	522	1%	846	2%	1,822	5%	1,056	1.3%	3,592	4.1%	7,554	8.1%
Other	249	<1%	959	3%	365	1%	1,265	1.5%	1,048	1.2%	725	0.8%

Source: US Census and Applied Geographic Solutions, Inc.





City of Goldsboro, NC

Urbanized Area Plan

Map 4

Geographic
Concentration of
Minority Households

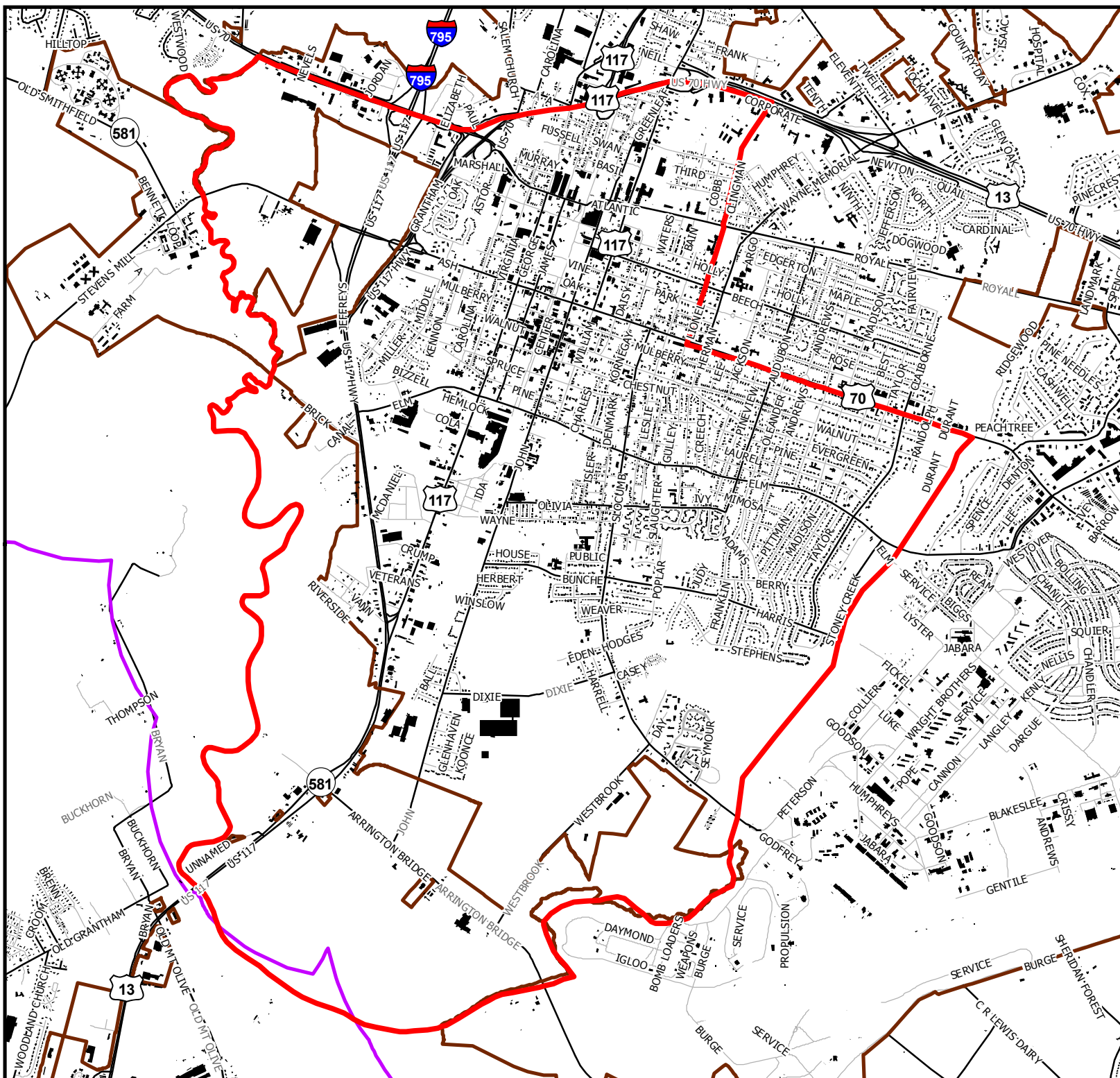
-  Building
-  Concentration of Minority Households

Source: Goldsboro Community
Development Department



1 in = 0.6 miles

0 0.1 0.3 0.6 0.9 Miles





C. HOUSING

1. Dwelling Unit Growth

Table 3 provides the dwelling unit growth for the City of Goldsboro and the Goldsboro Urbanized Area from 1990 to 2010.

Table 3. Dwelling Unit Growth, 1990-2011

Occupancy Status	1990 Census	% of Total	2000 Census	% of Total	2010 Census	% of Total
City of Goldsboro	14,345	100%	16,438	100%	17,738	100%
Vacant	922	6%	1,793	11%	2,796	16%
Owner-Occupied	5,390	38%	6,208	40%	7,473	42%
Renter-Occupied	8,033	56%	8,437	49%	7,469	42%
Total Urbanized Area*	30,580	100%	36,619	100%	40,654	100%
Vacant	1,966	6%	3,574	10%	4,065	10%
Owner-Occupied	17,061	56%	20,796	57%	22,151	54%
Renter-Occupied	11,553	38%	12,247	33%	14,438	36%

**Estimates.*

Source: US Census and Applied Geographic Solutions, Inc.

From 1990 to 2000, the dwelling unit total within the City of Goldsboro increased by 2,093 units or 14.6%. At the same time, the total Urbanized Area increased by 6,039 units, an increase of 19.7%. For that decade, the City of Goldsboro accounted for 25.7% of the Urbanized Area's dwelling unit growth. From 2000 to 2010, the City's dwelling unit growth increased by 1,300 units. At the same time, the total Urbanized Area dwelling unit inventory grew by 4,035 units. Thus, during the two decades, the base of the area's housing construction and total inventory experienced a dramatic shift. For the total Urbanized Area, the 1990 to 2010 dwelling unit inventory increased by 10,074 units, or 33%. Concurrently, the state's dwelling unit inventory increased by 25% and the Eastern Region's inventory increased by 45.5% (much of this growth was attributable to Greenville and Pitt County).

The City of Goldsboro has provided building permit data from 2007 to 2011. This information is provided for the total area of the City and its extraterritorial jurisdiction. By 2010, almost 57% of the Urbanized Area's housing was located outside of the City of Goldsboro. Based on this information, it appears that the majority of the building permits were issued outside the City's extraterritorial jurisdiction.



ENVISION 35: GOLDSBORO URBANIZED AREA COMPREHENSIVE PLAN

Table 4. City of Goldsboro and ETJ Residential Building Permits New Construction

Year	Total Permits	Total Value
2007	89 (12 multi-family)	\$16,049,367
2008	108 (61 multi-family)	\$10,469,352
2009	59 (8 multi-family)	\$5,937,707
2010	83 (46 multi-family)	\$7,447,716
2011	58 (20 multi-family)	\$7,107,483

Source: City of Goldsboro Building Inspections.

2. Age of Dwelling Units

Table 5 provides year of construction information for the City of Goldsboro and the total Urbanized Area.

Table 5. Housing Units by Year Built, 1990-2010

Occupancy Status	1990 Census	% of Total	2000 Census	% of Total	2010 Census	% of Total
City of Goldsboro						
Total Housing Units	14,345	100%	16,438	100%	17,738	100%
Built 2005 or later					987	5.6%
Built 2000 to 2004					891	5.1%
Built 1990 to 1999			1,664	10%	1,838	10.4%
Built 1980 to 1989	1,806	13%	1,806	11%	1,945	11%
Built 1970 to 1979	2,780	19%	3,084	19%	3,141	17.8%
Built 1960 to 1969	3,224	23%	3,483	21%	3,121	17.7%
Built 1950 to 1959	3,439	24%	3,785	23%	3,129	17.7%
Built 1940 to 1949	1,361	9%	1,172	7%	959	5.4%
Built 1939 or earlier	1,622	11%	1,444	9%	1,103	6.3%
Total Urbanized Area*						
Occupied Housing Units	21,903	100%	29,872	100%	36,589	100%
Built 2005 or later					3,034	8%
Built 2000 to 2004					3,774	10%
Built 1990 to 1999			7,879	26%	7,879	22%
Built 1980 to 1989	5,971	27%	5,971	20%	5,971	16%
Built 1970 to 1979	5,927	27%	5,927	20%	5,927	16%
Built 1960 to 1969	4,262	19%	4,262	14%	4,262	12%
Built 1950 to 1959	3,146	14%	3,146	11%	3,146	9%
Built 1940 to 1949	1,030	5%	1,030	3%	1,030	3%
Built 1939 or earlier	1,567	7%	1,567	5%	1,567	4%

*Estimate.

Source: US Census and Applied Geographic Solutions, Inc.



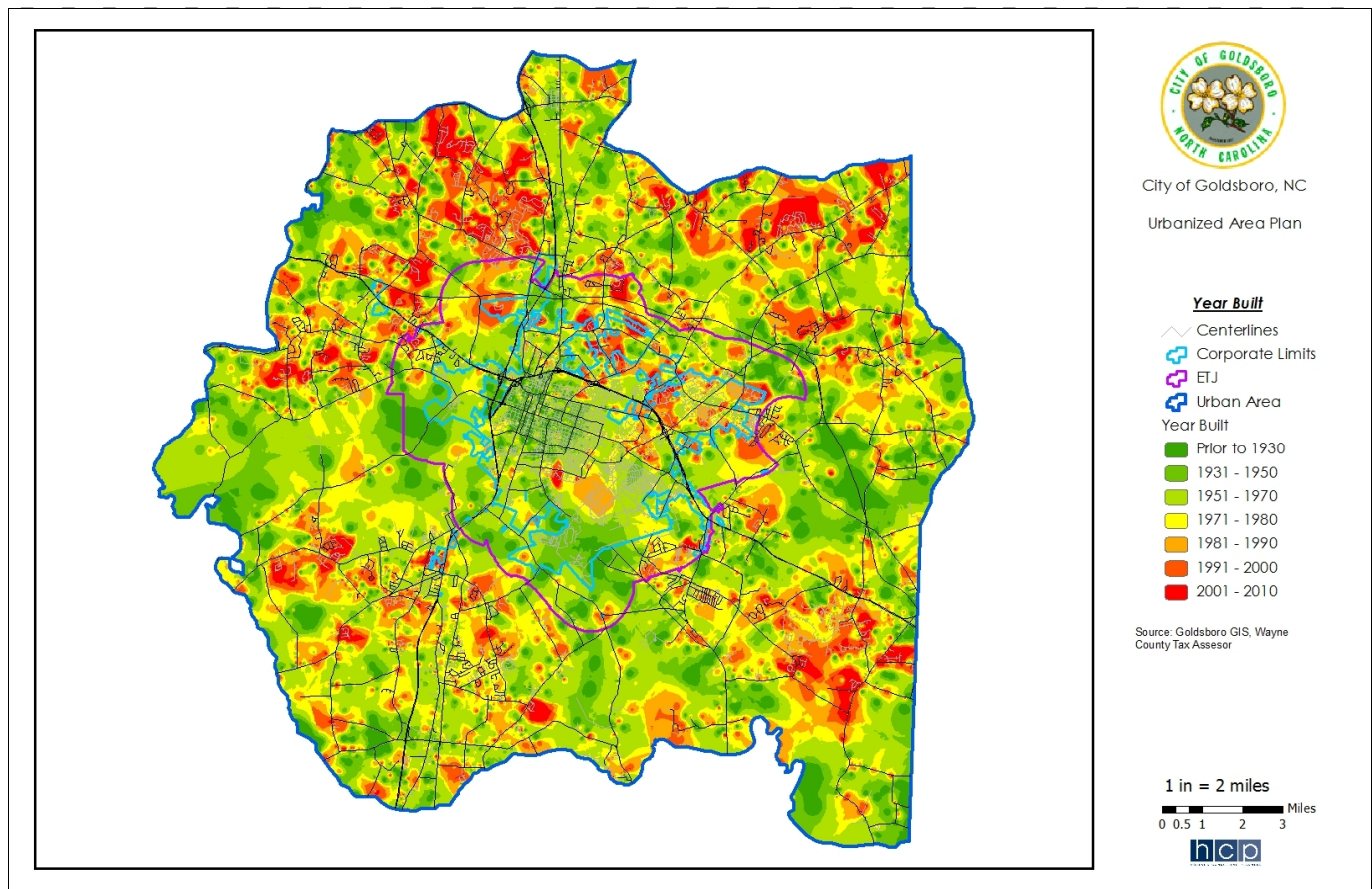
ENVISION 35: GOLDSBORO URBANIZED AREA COMPREHENSIVE PLAN

In 1990, within the City of Goldsboro, 55% of the dwelling unit inventory had been constructed within the last 30 years. By 2010, the percentage constructed within the last 30 years had declined to approximately 35%. Within the total Urbanized Area in 1990, approximately 73% of the occupied-housing inventory had been constructed in the last 30 years. By 2010, the total Urbanized Area's percentage of occupied units constructed in the last 30 years had declined to 56%.

However, the area's total inventory has significantly increased.



Map 5 delineates the distribution of dwellings within the Goldsboro Urbanized Area by year built. This map clearly demonstrates the outflow of dwelling unit construction from the City of Goldsboro to the unincorporated area of the Goldsboro Urbanized Area.



Map 5. Year Structure Built



ENVISION 35: GOLDSBORO URBANIZED AREA COMPREHENSIVE PLAN

3. Dwelling Value

The 1990 to 2011 owner-occupied dwelling unit values are provided in Table 6 for the City of Goldsboro. Values for the non-city portion of the Urbanized Area are only available through 2000.

Table 6. Owner-Occupied Dwelling Unit Value, 1990-2010

Occupancy Status	1990 Census	% of Total	2000 Census	% of Total	2010 Census	% of Total
City of Goldsboro						
Less than \$15,000	87	2%	50	<1%	315	4%
\$15,000 to \$24,999	308	6%	131	2%	117	2%
\$25,000 to \$49,999	1,764	35%	732	12%	300	4%
\$50,000 to \$74,999	1,485	30%	1,587	26%	1,177	16%
\$75,000 to \$99,999	663	13%	1,517	24%	1,148	15%
\$100,000 to \$149,999	447	9%	1,375	22%	1,653	22%
\$150,000 to \$199,999	130	3%	479	8%	1,261	17%
\$200,000 to \$249,999	26	1%	117	2%	540	7%
\$250,000 to \$299,999	16	<1%	134	2%	390	5%
\$300,000 to \$399,999	8	<1%	35	<1%	319	4%
\$400,000 to \$499,999	0	0%	16	<1%	110	1%
\$500,000 or more	0	0%	35	<1%	140	2%
Median	\$54,900		\$83,400		\$118,900	
Goldsboro Urbanized Area*						
Less than \$15,000	98	2%	46	1%	1,177	8%
\$15,000 to \$24,999	177	3%	63	1%	489	3%
\$25,000 to \$49,999	1,650	31%	613	8%	947	7%
\$50,000 to \$74,999	2,108	39%	2,035	26%	1,663	12%
\$75,000 to \$99,999	756	14%	1,669	22%	1,533	11%
\$100,000 to \$149,999	371	7%	1,861	24%	3,004	21%
\$150,000 to \$199,999	118	2%	705	9%	2,376	16%
\$200,000 to \$249,999	56	1%	297	4%	1,297	9%
\$250,000 to \$299,999	25	0%	193	3%	824	6%
\$300,000 to \$399,999	14	0%	81	1%	617	4%
\$400,000 to \$499,999	7	0%	79	1%	216	1%
\$500,000 or more	2	0%	42	1%	266	2%
Median			\$91,656		\$121,486	

*Estimate.

Source: US Census and Applied Geographic Solutions, Inc.

In 2010, for the City of Goldsboro, it is estimated that 41% of the owner-occupied housing was valued at less than \$100,000. Because of inflation and devaluation due to the economic downswing which occurred from 2008 to 2011, it is very difficult to draw year-to-year conclusions. However, it appears that the availability of lower cost housing as a portion of the total housing inventory has declined over the years. Map 6 provides a general depiction of per acre property values for the total Urbanized Area, including residential properties.



City of Goldsboro, NC

Urbanized Area Plan

Map 6

Appraised Value Per Acre

- Centerlines
- SJ Air Force Base
- Municipal Service District
- Corporate Limits
- ETJ
- Urban Area

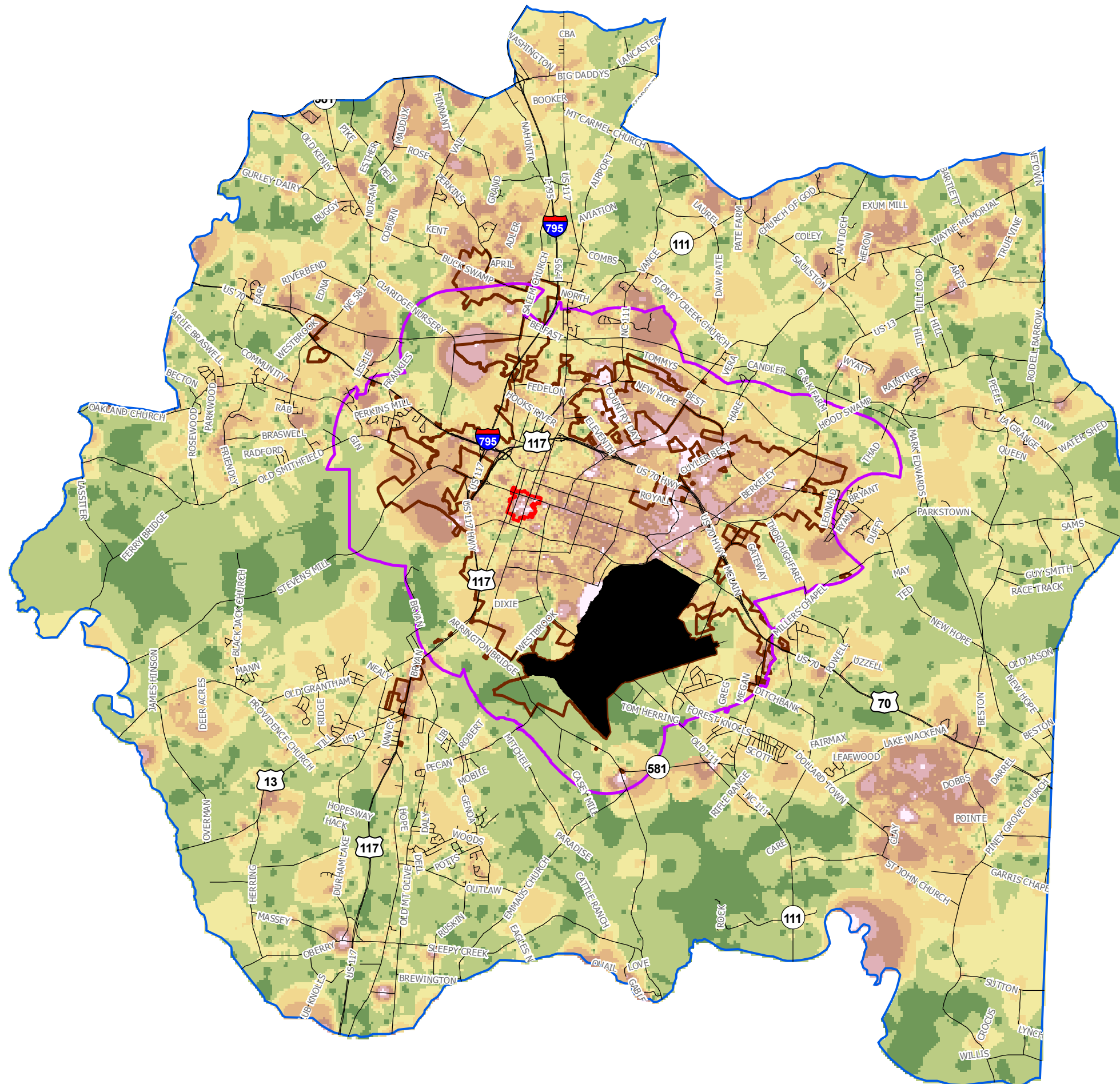
Appraised Value Per Acre

- \$488.31 - \$40,000.00
- \$40,000.01 - \$100,000.00
- \$100,000.01 - \$150,000.00
- \$150,000.01 - \$250,000.00
- \$250,000.01 - \$350,000.00
- \$350,000.01 - \$550,000.00
- \$550,000.01 - \$1,000,000.00
- Greater than \$1,000,000

Source: Goldsboro GIS, Wayne County Tax Assessor



1 in = 2 miles





4. Dwelling Unit Condition

Housing value is a primary indicator of condition. Map 7 delineates the residential areas within the City with values less than \$125,000. These areas are the primary locations of the City's substandard housing. Exact numbers of the substandard housing are not available. Substandard housing is defined as housing units with violations of one or more of the minimum standards of fitness for human habitation established by the City's Minimum Housing Code.



Based on the City's 2011-2012 Consolidated Action Plan, there are approximately 2,300 substandard dwelling units within the City. It is estimated that 1,988 of these are occupied and suitable for rehabilitation. Based on HUD Comprehensive Housing Affordability Strategy (CHAS) data, approximately 46% of all renter households with less than 80% of median income live in substandard housing.

Census data indicates that approximately 65% of all housing units within the City were built before 1978, indicating the possible presence of lead-based paint. Census data also shows that approximately 2,114 housing units built before 1978 are occupied by households living below the poverty rate. The median year that all housing units were built in Goldsboro is 1965. According to the CHAS data, there are 5,304 low to moderate income renter households and 1,717 low to moderate income owner-occupied households in Goldsboro.









City of Goldsboro, NC

Urbanized Area Plan

Map 7

**Private Sector Affordable
Residential Housing**

Legend

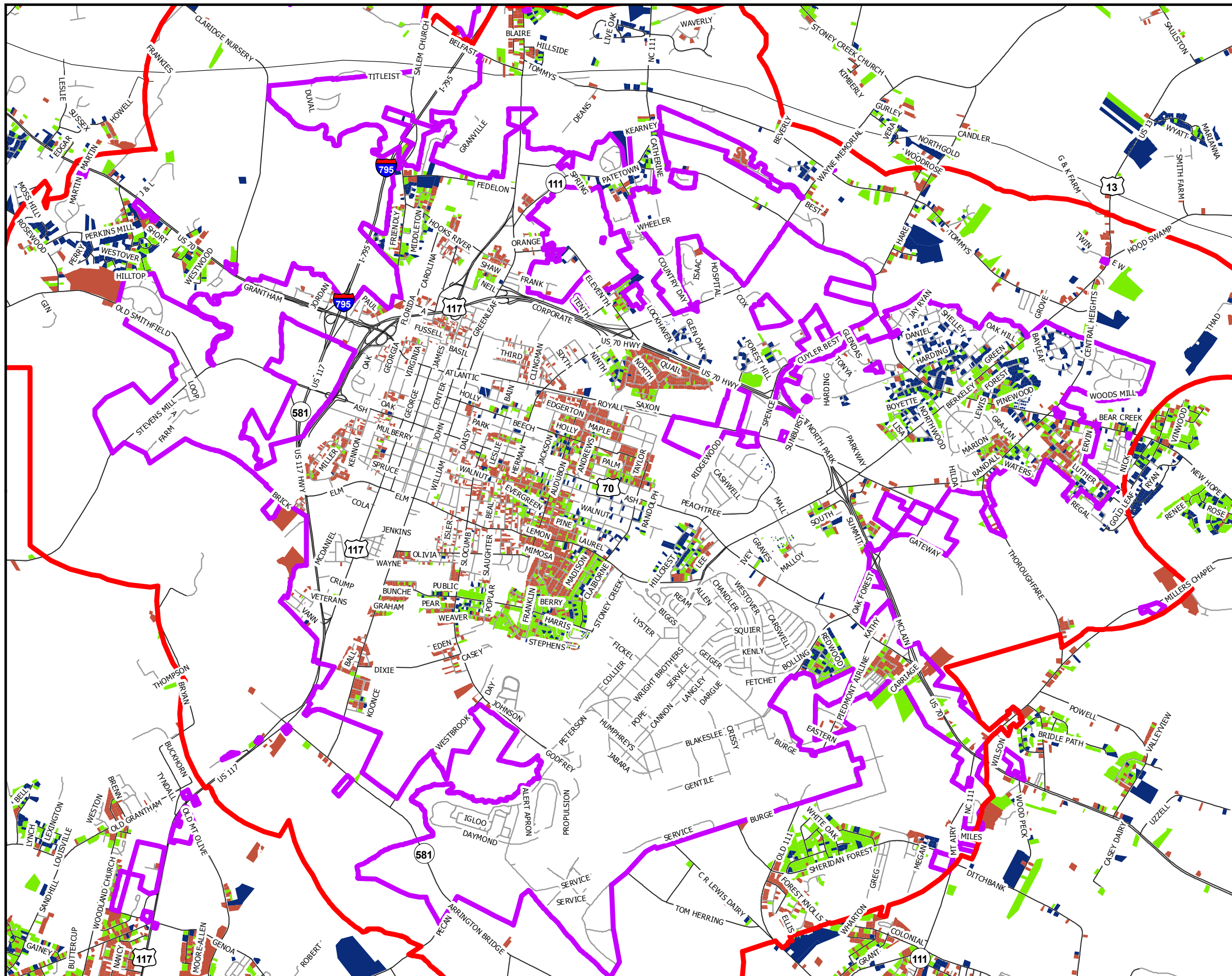
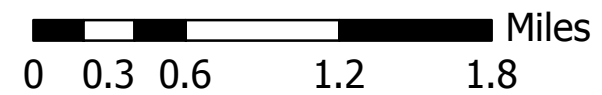
-  ETJ
-  Corporate Limits
-  Street Centerlines
- Affordable Housing*
 -  \$0.00 - \$75,000.00
 -  \$75,000.01 - \$100,000.00
 -  \$100,000.01 - \$125,000.00

*Properties located in residentially zoned areas.

Source: Wayne County Tax Assessor



1 in = 0.8 miles





5. Housing Affordability

The best currently available data concerning housing affordability is provided by the City of Goldsboro Annual Action Plan 2011-2012. The following analysis is provided by that plan:

"Housing Costs.

"Owner Units. Between 2000 and 2009, the City of Goldsboro median home values rose by 45.4% from \$83,800 to \$121,851. The current FHA home mortgage limit (as of February 2009) is \$271,050. This figure represents the 95% of the average sales prices in the area, thereby making the actual average home price \$284,603. Based on 2009 area median income figures provided by HUD (\$39,900 for a family of four), the highest price of a home available is approximately \$120,691, based on the available amount of down payment and monthly household debt. This figure will drop if any other long-term debts are factored into the loan. HUD defines "affordable" as all housing costs (mortgage, utilities, taxes, and insurance) not exceeding 30% of the gross household income. Obviously, there is a gap between average housing prices and average household incomes. Without assistance, home buying may be delayed or unattainable for many.

"Rental Units. Current 2010 Fair Market Rents for Goldsboro and Wayne County range from \$410 for an efficiency apartment to \$1,041 for a 4-bedroom unit. These limits are set annually by HUD and are not necessarily based on full market pricing, but do provide insight into the local rental housing market.

"Housing Needs. The Census revealed that 6,711 households in Goldsboro earned less than 80 percent of the median family income. This represents approximately 47 percent of the City's total households. Detailed information on income and household size and type are shown in Tables 7, 8 and 9.

"Rental Housing Households Experiencing Difficulties. Table 7 shows that, there were 5,034 low and moderate income renter families, those families earning less than 80% of the median family income for the area. Of those, 2,104 are paying in excess of 30% of their income for rental housing. This is approximately 25% of all renter households. Although not uncommon, higher outlays of income for monthly rental costs can prohibit families from saving funds for down payment to purchase a home. Low and moderate-income renters are experiencing housing problems at a rate of 45.5% of all low and moderate-income renters. This translates to 2,290 rental households, of which 494 are elderly households and 195 are large households. HUD defines "any housing problems" to be those with a cost burden greater than 30% of income and/or overcrowded and/or without complete kitchen or plumbing facilities.

"Owner-Occupied Households Experiencing Difficulties. Table 8 shows that elderly homeowners tend to have less cost burdens and housing problems than younger



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homeowners. This is most likely due the fact that the older persons generally no longer make mortgage payments and often do not have the family-related cost burdens as families with children. However, it should be noted that many older people, especially women, do experience repair problems with their homes, due to the age of the home, decreased incomes and declining physical ability to make routine repairs as they age. Although the number is relatively small, 111 households, 76.5% of the large households are experiencing housing problems, most likely overcrowding, which indicates a need for affordable 4+ bedroom units for ownership.

"Racial Distribution of Households with Income Less Than 80% median Family Income.

African-American households make up the majority of households in Goldsboro, with 57% of the total households. Table 7 above also shows that African-American households have disproportionately high percentages of low and moderate incomes as compared to all other racial households."

Table 7. City of Goldsboro Composition of Renter Households Earning Less than 80% Median Family Income

Households by Income	Elderly (1&2 members)	Small Related (2 to 4 members)	Large Related (5 or more members)	All Others	Total Renters
Household Income ≤30% MFI	565	729	115	477	1,886
Household Income >30% to ≤50% MFI	374	578	64	319	1,335
Household Income >50% to ≤80% MFI	244	979	209	449	1,881
% with Cost Burden >30%	46.9%	56.2%	39.1%	61.2%	53.7%
% with any Housing Problems	46.9%	56.8%	65.2%	65.4%	56.5%

Source: CHAS Data, US Department of HUD.

Table 8. City of Goldsboro Composition of Owner Households Earning Less than 80% Median Family Income

Households by Income	Elderly (1&2 members)	Small Related (2 to 4 members)	Large Related (5 or more members)	All Others	Total Owners
Household Income ≤30% MFI	252	73	32	65	422
Household Income >30% to ≤50% MFI	274	100	24	14	412
Household Income >50% to ≤80% MFI	525	218	85	125	953
% with Cost Burden >30%	86.5%	45.2%	37.5%	61.5%	71.8%
% with any Housing Problems	86.5%	53.8%	100.0%	61.5%	76.5%

Source: CHAS Data, US Department of HUD.



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Table 9. Goldsboro Racial and Ethnic Distribution of Households with Income Less Than 80% Median Family Income

Income	White	African-American	Hispanic	Other Races
Below 30% MFI	475 (7.2%)	1,800 (24.2%)	14 (6.6%)	0 (0.0%)
30% - 50% MFI	520 (7.9%)	1,135 (15.3%)	10 (4.7%)	10 (7.9%)
50% - 80% MFI	1,175 (17.7%)	1,515 (20.3%)	79 (37.3%)	39 (30.7%)
Over 80% MFI	4,445 (67.2%)	2,995 (40.2%)	109 (51.4%)	78 (61.4%)
Totals	6,615 (100.0%)	7,445 (100.0%)	212 (100.0%)	127 (100.0%)

Source: CHAS Data, US Department of HUD.

6. Overcrowding

Overcrowding occurs when the number of occupants per dwelling is higher than the number of rooms. The 2011-2012 City of Goldsboro Annual Action Plan indicated a 3.6% rate of overcrowding, including 525 units. Further analysis shows that 5.2% of black households are overcrowded, 17% of Asian households are overcrowded and 19.4% of Hispanic households are overcrowded. Only 1.2% of white households are overcrowded. Given that white households have overall higher incomes than non-white households, there is an affordability gap for non-white households that need larger units (more bedrooms).

7. Public Housing

The Goldsboro Public Housing Authority (PHA) currently subsidizes and manages 1,225 units of rental housing, which represents 14.7% of the City's rental housing stock in eight developments. This includes 100 units designated for the elderly. The Housing Authority also administers 237 Section 8 vouchers for City residents, which includes 49 for the elderly. The Housing Authority developments include the following which are delineated on Map 8.

Table 10. Permanent Supportive Housing

Facility Name	Target Population		Family Units
	A	B	
Fair East	SM	SF	50
West Haven	SM	SF	50
Fairview Apartments	HC		253
Lincoln Homes	HC		347
Woodcrest Terrace	HC		75





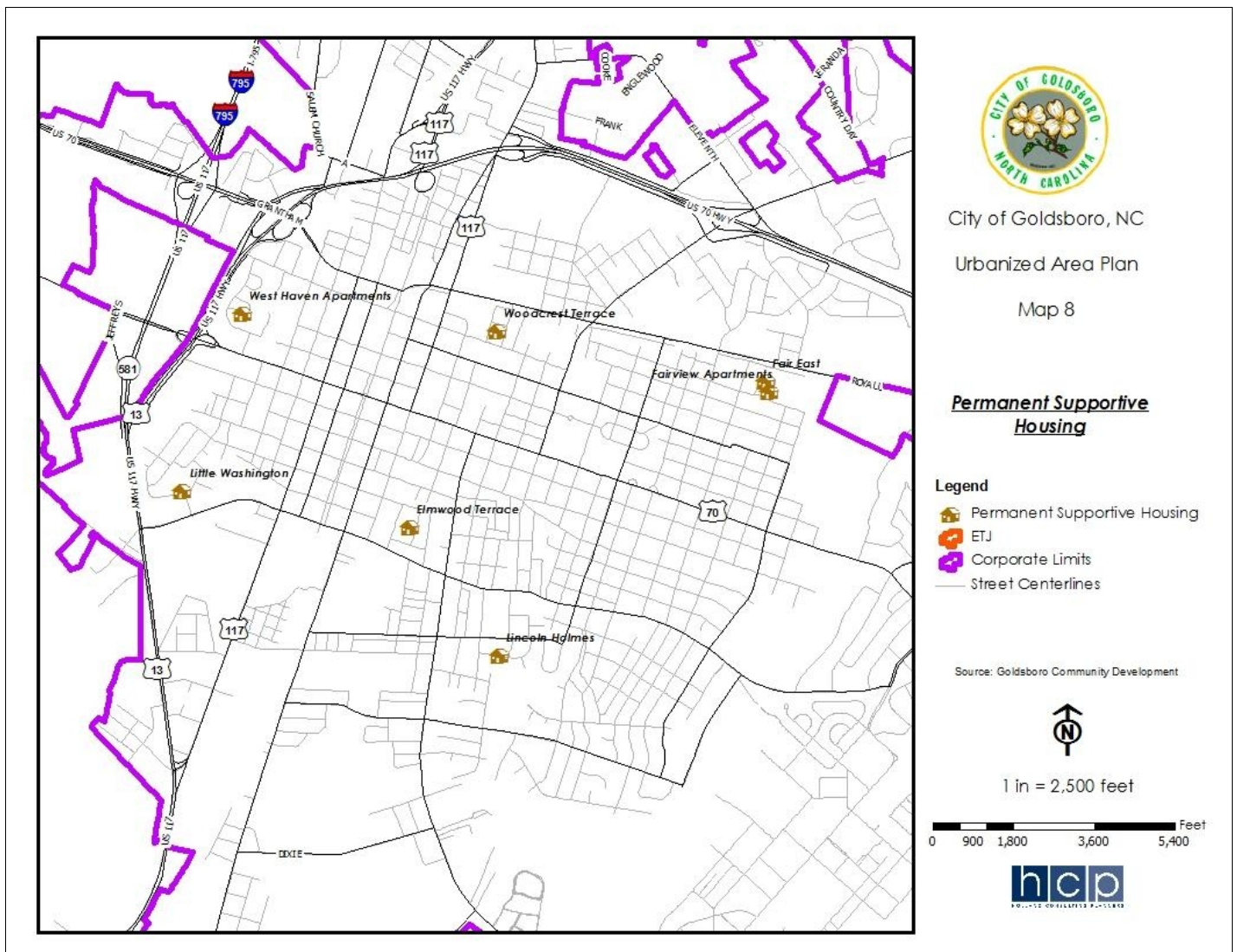
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Facility Name	Target Population		Family Units
	A	B	
Elmwood Terrace	HC		150
Little Washington	HC		50
West Haven Apartments	HC		250

Key - Target Population A and B: SM - single males; SF - single females; HC - households with children.

Source: Goldsboro Public Housing Authority.

In 2011-2012, there were 72 families on the Goldsboro Housing Authority waiting list for public housing, and a turnover rate of 24.3%. There are 436 families on the waiting list for Section 8 Vouchers with a turnover rate of 28%.



Map 8. Permanent Supportive Housing



D. ECONOMY

1. Employment

The Urbanized Area has suffered under the economic slowdown which has adversely affected the nation and region from 2008 to 2011. However, Seymour Johnson Air Force Base (SJ-AFB) has provided some stability to the local economy. In addition, the region's agricultural production and related food industries have provided additional economic relief.

Table 11 provides unemployment data for Wayne County and North Carolina from 2001 to 2011. Wayne County data has been utilized because the Urbanized Area contains the majority of the Wayne County population. Unemployment has remained consistently lower than the state's rate. In 2011, the unemployment rate for Wayne County was 8.8%, while the state's unemployment rate was 10.1%. The economic uncertainties continue to pose many questions which complicate long-range planning.

Table 11. Unemployment in North Carolina & Wayne County, 2001 to 2011

Year	Wayne County	North Carolina
2001	5.7	5.6
2002	6.4	6.6
2003	6.2	6.5
2004	5.3	5.5
2005	5.2	5.3
2006	4.7	4.8
2007	4.5	4.7
2008	5.8	6.2
2009	8.9	10.8
2010	8.9	10.6
2011 (through October)	8.8	10.1

Source: NC Employment Security Commission.



2. Income

As shown in Table 12, Goldsboro and the total Urbanized Area has lagged behind the region and state in both average household income and median household income. In 1990, Goldsboro's average household income was 67.1% of the state's income and 57.4% of the nation's income. Similarly, the total Urbanized Area average income was 85.4% of the state's income and 73.0% of the nation's income. By 2010, the difference had decreased with the city's average income being 74% of the state's and 64.3% of the nation's income. The total Urbanized Area experienced a slight decline with its 2010 average household income being 83.8% of the state's and 72.2% of the nation's income.

Table 12. Average Household and Median Household Income, 1980 to 2010

	Goldsboro Corporate Limit	Goldsboro ETJ*	Goldsboro Urbanized Area*	Urbanized Area Total*	Wayne County	Eastern Region*	North Carolina	United States
AVERAGE HOUSEHOLD INCOME								
1990	\$25,700	\$34,427	\$35,411	\$32,660	\$28,208	\$33,484	\$38,246	\$44,740
2000	\$40,759	\$47,904	\$47,486	\$44,631	\$43,941	\$43,790	\$51,224	\$56,644
2010	\$44,023	\$55,787	\$56,974	\$51,716	\$53,516	\$53,466	\$63,350	\$73,458
MEDIAN HOUSEHOLD INCOME								
1990	\$19,955	\$27,252	\$27,096	\$23,845	\$23,560	\$23,588	\$26,686	\$30,098
2000	\$29,456	\$39,775	\$38,873	\$34,588	\$33,942	\$34,028	\$39,184	\$41,994
2010	\$33,879	\$45,144	\$48,766	\$42,324	\$42,291	\$41,257	\$43,754	\$50,221

*Estimates.

Source: US Census and Applied Geographic Solution, Inc.

During the 1990 to 2010 period, the average household size declined steadily from 2.65 in 1990 to 2.28 in 2010.

3. Poverty

Table 13 provides area median income by family size. Low and moderate income households are located along Ash Street and west of Seymour Johnson Air Force Base, and the northwest portion of the City bordered by Ash Street, Highway 117, and US Highway 70 Bypass and the northern portion of the City north of US Highway 70 Bypass. Other smaller areas include the areas just east of Colonial Heights Road and west of Millers Chapel Road (see Map 4).



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Table 13. Median Family Income (MFI) by Family Size – Goldsboro MSA 2010 MFI: \$49,300

Family Size	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
Extremely Low-Income (30% of median)	\$10,600	\$12,100	\$13,600	\$15,100	\$16,350	\$17,550	\$18,750	\$19,950
Very Low-Income (50% of median)	\$17,650	\$20,200	\$22,700	\$25,200	\$27,250	\$29,250	\$31,250	\$33,300
Low-Income (80% of median)	\$28,250	\$32,250	\$36,300	\$40,300	\$43,550	\$46,750	\$50,000	\$53,200

Source: US Department of HUD.

According to the 2008-2010 Census American Community Survey, 7,946 persons, or 23.3% of the total Goldsboro population live below the poverty line. Of those, 35.2% are children under the age of 18. Over 15% of all persons age 65 and over live below the poverty line. It is significant to note as well that black persons living below the poverty level comprise 77% of all persons living below the poverty line.

Women make up 58% of all persons that live below the poverty level. Furthermore, female householders head more than 66% of all families in poverty with no husband present or female single parents. Women aged 65 and over are three times likely to live in poverty as men of the same age group.

The black population is over three times as likely to live in poverty as white persons and Hispanics are nearly twice as likely to live in poverty as white persons in Goldsboro.



4. Labor Force

The largest labor force category in both Wayne County and Goldsboro in 2009 was educational services, healthcare, and social assistance. Both the city and the county showed significant increases in this category from 1990 to 2009. In 2009, retail trade was the third largest category in both the City and the County. As a percentage of the total labor force, retail trade employment declined substantially from 1990 to 2009 in both the City and the County. Manufacturing was the second and third largest employment category in 2009 in the County and City, respectively. From 1990 to 2009, manufacturing declined in both areas as a percentage of total employment. Table 14 provides the top ten employers in Wayne County and the Goldsboro Urbanized Area. Table 15 provides 1990 to 2009 Employment by Industry for both the City and the County.



Table 14. Top Ten Employers

Employer	# of Employees
Seymour Johnson Air Force Base	6,171
Wayne County Public Schools	3,067
Wayne Memorial Hospital	1,448
Wayne County	1,096
O'Berry Hospital	1,053
Case Farms	1,012
Goldsboro Milling Company	1,000
Cherry Hospital	973
Mount Olive Pickle Company, Inc.	587 (+350 seasonally)
Georgia-Pacific Corporation	520

Source: Wayne County Chamber of Commerce.

Public sector employment is a significant part of the labor force. Of the Top Ten employers, 7,637 people are employed by the non-military public sector. Within the total Urbanized Area, approximately 12,953 people are employed in the non-military public sector.



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Table 15. Employment by Industry

	Wayne County						Goldsboro*					
	1990		2000		2009		1990		2000		2009	
Industry	Estimate	Percent	Estimate	Percent	Estimate	Percent	Estimate	Percent	Estimate	Percent	Estimate	Percent
Civilian Employed Population 16 Years and Over	44,564	100.0%	47,140	100.0%	47,342	100.0%	13,102	100.0%	12,829	100.0%	13,802	100.0%
Agriculture, Forestry, Fishing & Hunting, and Mining	2,133	4.8%	1,855	3.9%	1,599	3.4%	280	2.1%	101	0.8%	239	1.7%
Construction	2,825	6.3%	3,544	7.5%	3,707	7.8%	490	3.7%	463	3.6%	517	3.7%
Manufacturing	10,331	23.2%	7,860	16.7%	6,016	12.7%	2,615	20.0%	1,912	14.9%	1,290	9.3%
Wholesale Trade	1,872	4.2%	2,181	4.6%	1,607	3.4%	390	3.0%	394	3.1%	465	3.4%
Retail Trade	7,954	17.8%	6,380	13.5%	5,755	12.2%	2,388	18.2%	1,775	13.8%	1,766	12.8%
Transportation and Warehousing, and Utilities	1,945	4.4%	2,021	4.3%	2,108	4.5%	400	3.1%	507	4.0%	313	2.3%
Information	0	0.0%	502	1.1%	477	1.0%	0	0.0%	183	1.4%	112	0.8%
Finance & Insurance, Real Estate and Rental & Leasing	1,759	3.9%	1,943	4.1%	2,116	4.5%	554	4.2%	425	3.3%	584	4.2%
Professional, Scientific, and Management, and Administrative and Waste Management Services	2,943	6.6%	2,228	4.7%	2,682	5.7%	982	7.5%	561	4.4%	895	6.5%
Educational Services, Healthcare, and Social Assistance	8,076	18.1%	10,648	22.6%	12,493	26.4%	3,218	24.6%	3,602	28.1%	4,439	32.2%
Arts, Entertainment, & Recreation, and Accommodations & Food Services	313	0.7%	2,864	6.1%	3,115	6.6%	113	0.9%	1,237	9.6%	1,036	7.5%
Other Services, Except Public Administration	2,237	5.0%	2,137	4.5%	2,280	4.8%	808	6.2%	544	4.2%	738	5.3%
Public Administration	2,176	4.9%	2,977	6.3%	3,387	7.2%	864	0.7%	1,125	8.8%	1,408	10.2%

*The Goldsboro employment totals are included in the Wayne County totals.

Source: US Census.



5. Education

Educational attainment is an indicator of economic conditions and labor force skill availability. In 2011, for both Goldsboro and Wayne County, approximately 30% of the population had attained a high school degree but no higher education. By comparison, 29% of the North Carolina population had a high school degree but no higher education. Both Goldsboro and the Urbanized Area had approximately 12% of the population with a Bachelor's degree, while the state had 18% of the population with a Bachelor's degree. While the Urbanized Area is equal to the state in high school degree attainment, it lags behind the state in higher education attainment.

6. Travel Time

Table 16 provides the 2000 US Census travel time to work data (Note: this is the most current data available). In 2000, 76% of the Goldsboro Urbanized Area population traveled less than thirty (30) minutes to work. This compares very favorably to the state as a whole, where 70% of the work force travels less than thirty (30) minutes to work. The area's low travel time reflects local employment opportunities, good regional accessibility, and an overall quality of life factor.

Table 16. 2000 Population by Travel Time to Work

	Goldsboro Urbanized Area*		North Carolina	
Worked at Home	423	2%	105,042	3%
Less than 5 minutes	398	2%	114,658	3%
5 to 9 minutes	1,485	7%	399,762	10%
10 to 14 minutes	3,256	16%	616,902	16%
15 to 19 minutes	5,209	26%	684,442	17%
20 to 24 minutes	3,733	19%	605,124	15%
25 to 29 minutes	896	4%	230,150	6%
30 to 34 minutes	1,936	10%	506,405	13%
35-39 minutes	290	1%	94,720	2%
40-44 minutes	278	1%	102,052	3%
45 to 59 minutes	847	4%	238,323	6%
60 to 89 minutes	735	4%	132,140	3%
90 or more minutes	561	3%	86,663	2%
Average Travel Time in Minutes	22.26		22.85	

**Estimates*

Source: 2000 US Census and Applied Geographic Solutions, Inc.



7. Local Economic Factors

Although economic data compiled from the US Census and state sources help describe the area's economic circumstances, they do not accurately present the true state of the area's economy. There are local economic factors which warrant more detailed attention including: local tax structure, agriculture, Seymour Johnson Air Force Base, tourism, local entrepreneurship, the Goldsboro Central Business District, and industrial development. These are the economic factors which will shape Goldsboro's future.

a. Local Tax Structures

In 2011, the Wayne County tax rate was 0.7025 per \$100 valuation and the City of Goldsboro's was 0.65 per \$100 valuation. The combined city and county tax rate was 1.3525 per \$100 valuation. See Map 6 (page 3-14) for a generalized depiction of the distribution of per acre property tax value (land with improvements) for property within the Goldsboro Urbanized Area. This map is useful for comparison of tax values to where city and county fiscal resources are invested in infrastructure and services. Some of the highest per acre property tax values are located in the Goldsboro Central Business District and along Berkeley Drive.

b. Agriculture

Agriculture has historically been and is currently an extremely important part of the area's economy and is one of the leading industries. Wayne County has excellent soils and a moderate climate which is conducive to agricultural production. Early agriculture included hogs, cattle, corn, and turpentine.

By the mid 1800s, cotton was the major crop grown in Wayne County and there were several cotton gins, sawmills, gristmills, and turpentine stills. In the 1870s, tobacco became a major business for the local economy as producers began to grow this lucrative crop and several markets were developed locally. In the mid-1900s, animal agriculture became a significant industry with turkey production increasing. In the 1980s, swine production became a dominate factor in the agriculture economy for the county. Currently, Wayne County is ranked third in the state in agriculture income. The local farm industry is very diverse and includes swine, poultry, tobacco, corn, soybeans, cotton, cattle, wheat, vegetables, ornamentals, and numerous small commodities.



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The following data, provided by the US Census of Agriculture, provides a summary of the significance of agriculture to Wayne County and the Urbanized Area.

Table 17. Agricultural Data

CENSUS OF AGRICULTURE - 2007				
Total Acres in County	353,730			
Total Land in Farms, Acres	175,265			
Harvested Cropland, Acres	126,158			
Average Age of Farmers	55.0			
Average Value of Farm & Buildings	\$1,008,378			
Average Market Value of Machinery & Equipment	\$163,067			
Average Total Farm Production Expense	\$511,423			
CROPS - 2010	Acres Harvested	Yield	Production	NC Rank by County
Corn for Grain (Bu)	27,300	60	1,631,000	18
Cotton: (Lbs) (Production in 480 Lb Bales)	9,900	882	18,200	22
Hay, Other (Tons)	10,500	2.8	29,500	23
Peanuts (lbs)	*	*	*	*
Soybeans (Bu)	59,800	18.1	1,083,000	13
Sweet Potatoes (Cwt)	*	*	*	*
Tobacco, Burley (Lbs)	*	*	*	*
Tobacco, Flue-Cured (Lbs)	8,900	2,055	18,270,000	4
Wheat (Bu)	24,200	30.2	730,000	3
Nursery, Greenhouse, Floriculture, & Christmas Trees (Dollars)			7,519,000	26
Vegetables, Fruits, Nuts, and Berries (Dollars)			16,230,000	8
LIVESTOCK	Number	NC Rank by County		
Broilers Produces (2010)	14,200,000	19		
Cattle, All (Jan 1, 2011)	8,100	34		
Beef Cows (Jan 1, 2011)	*	*		
Milk Cows (Jan 1, 2011)	*	*		
Hogs & Pigs (Dec 1, 2010)	525,000	4		
Layers (Dec 1, 2010)	46,000	35		
Turkeys Raised (2010)	3,250,000	3		
CASH RECEIPTS - 2010	Dollars	NC Rank by County		
Livestock, Dairy & Poultry	248,653,000	6		
Crops	87,293,000	5		
Government Payments	17,172,304	6		
Total	353,118,304	4		

Source: US Census of Agriculture.



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Agriculture Highlights

- Agriculture represents a \$763 million economic impact in Wayne County.
- Wayne County farms represent 48% of Wayne County's total land.
- Farmland and forest represent 71% of Wayne County's total land.
- Fifth best county in the US to farm (*Farm Futures Magazine*, September 2005)
- Fourth largest agricultural county in North Carolina.
- Agriculture represents 21% of the county's total employment with 11,831 jobs.
- In 2008, agriculture and agribusiness generated 12% of total county income.
- There are 722 farms in Wayne County.
- The average farm size is 237 acres.

Without question, agriculture is one of the biggest elements of the area's economy. In fact, agriculture accounts for 22% of Wayne County's gross domestic product (GDP). However, growth and development in the county and the Urbanized Area is infringing on agriculturally productive areas. Wayne County has an active Voluntary Agricultural District (VAD) program. Map 14 delineates VAD's, which are located in the Goldsboro Urbanized Area (see page 4-14).

c. *Seymour Johnson Air Force Base*

In fiscal year 2011, Seymour Johnson Air Force Base (SJAFB) had a total economic impact of \$534,311,034 on the area's economy. This total includes:

Total Payroll:	\$357,240,374
Contract Expenditures:	\$100,787,930
Value of Job Creation:	\$76,282,730

The payroll included total military pay of \$304,185,600 and civilian pay of \$53,054,774. The total employment included 6,227 military personnel and 1,397 civilians. In addition to the employed military personnel, there were 5,688 dependents. The local contract expenditures included the following:

O & M Construction:	\$45,468,779
Non-Appropriated:	\$1,104,985
Military Family Housing Construction:	\$3,355,762
Service Contracts:	\$23,769,089



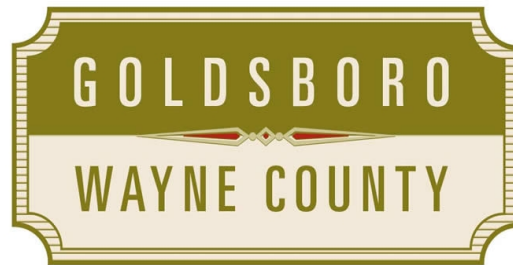
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Other:	\$34,699
Commissary:	\$1,725,089
Base Exchange:	\$114,000
Health/CHAMPUS:	\$21,187,771
Impact Aid/Tuition Assistance:	\$2,559,170
TDY:	\$1,468,586

It is estimated that the base's economic impact resulted in the creation of 2,239 jobs, thus, the base was responsible for 9,863 direct and created jobs in 2011. Protection/support of base operations is clearly essential to the area's economy.

d. *Tourism*

North Carolina has long been a national leader in tourism. Its diversity and natural beauty are widely recognized attractions. In 2010, visitors to the state spent a record \$17 billion, an increase of 9% from 2009. Those expenditures generated 183,880 jobs and almost \$4



billion in payroll income. Travel in Wayne County generated an economic impact of \$126.5 million in 2010, which was an 8.4% increase from 2009. Approximately 1,000 jobs in Wayne County are attributed to travel and tourism, which generated approximately \$17 million in payroll income within the county.

State and local tax revenues from travel to Wayne County totaled \$10.4 million. Of the state's 100 counties, Wayne County ranked 27th for travel expenditures, surpassing the neighboring counties of Duplin, Sampson, Lenoir, Greene, and Craven.

e. *Entrepreneurship*

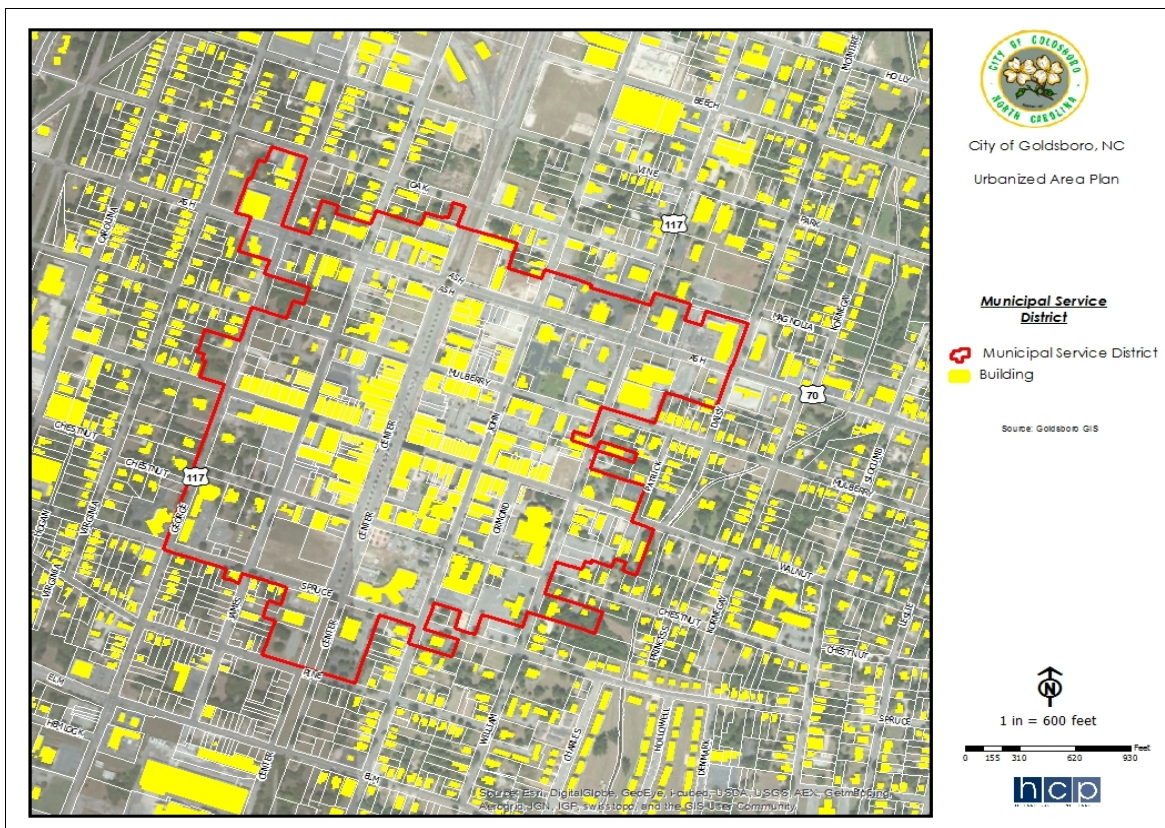
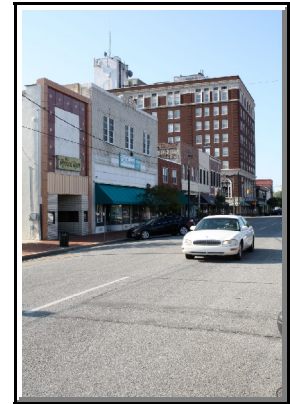
Entrepreneurship is difficult to quantify, but is essential to the local economy. It is, in fact, a key element in the Goldsboro Central Business District. Most entrepreneurial efforts are categorized in the retail trade and finance and insurance, real estate and rental and leasing categories, which when combined, accounted for over 2,300 jobs in Wayne County in 2009. Many local proprietorships are linked to agriculture, tourism, and SJ-AFB. Local proprietorships will continue to be a key factor in the local economy.



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f. Central Business District (CBD)

It is commonly stated that a central business district is the “soul” of the community. Therefore, its value is both essential and intangible. The Goldsboro Central Business District has some of the highest per acre tax values within the Goldsboro Urbanized Area. Map 9 delineates the municipal service district which is intended to raise revenues for Central Business District improvements. In 2011, the service district tax rate was set at 0.2350 per \$100 valuation. In 2011, \$40,070,810 or 2.5% of Goldsboro's total property tax value was located in the special service tax district. The district includes approximately 0.7% of Goldsboro's total area. The 2007 Downtown Master Plan is supported by this Comprehensive Plan and will be discussed in greater detail in the Environment/Existing Conditions and Implementation sections. However, projects economically crucial to CBD Revitalization include the Paramount Theater renovation, construction of a community recreation center, restoration of the Historic Union Railroad Station, and Center City housing renovation/ rehabilitation.



Map 9. Municipal Service District



g. Industry

With the completion of I-795, the Goldsboro Urbanized Area's industrial attractiveness has been greatly enhanced. The area is now directly connected to the national interstate system and is approximately 30 miles from I-95 via I-795. In addition, Goldsboro is located 20 miles east of I-95 via US Highway 70, a four-lane divided segment of US Highway 117.

There are two state-certified industrial parks in Wayne County: the Mount Olive Industrial Park and the Park East Industrial Park. The Park East Industrial Park is located in the Goldsboro Urbanized Area adjacent to US Highway 70 east of Goldsboro. The site is also adjacent to the Norfolk Southern Railroad. The park amenities include:

- Water - 18" water line existing on site, serviced by the City of Goldsboro.
- Sewer - 12" sewer line existing on site, serviced by the City of Goldsboro.
- Electricity - serviced by Progress Energy.
- Natural Gas - 10" line existing on site, serviced by Piedmont Natural Gas.
- Communications - AT&T provides telephone and internet access; Time Warner Cable provides 5 MB data capability.
- Rail - Norfolk Southern Railroad borders this site to the north. Rail spurs have been designed to access the site.

There are 385 acres available for development. The area's regional accessibility is a key attraction of development of these parks.

Agriculture is a key industrial stimulant. Currently, five of the Urbanized Area's top ten manufacturing employers are linked to agriculture/forestry. In the developing world economy, food production is expected to be increasingly important.

h. Commercial Construction

In 2010, building permits were issued for commercial construction within Goldsboro and its extraterritorial jurisdiction totaling \$20,578,770. The commercial building permits issued in 2011 were valued at \$135,101,170 for total construction. However, the 2011 total includes abnormal construction activity for public sector construction, including the county hospital, Alpha Arms, and the Hospital Emergency Room. These three totaled \$110,500,000. The more routine construction activity value totaled \$24,601,170, an increase of 19.5% from 2010. Any increase in commercial construction in the current national and regional economy should be viewed as a positive factor.



E. COMMUNITY SNAPSHOT SUMMARY

Population Summary

- From 1980 to 2010, Goldsboro's population increased from 31,871 to 36,437 (14.3%), while North Carolina's population increased by approximately 64.5%.
- The median age of Goldsboro's population increased by 37.3%, while North Carolina's median age increased 24.5%.
- From 1980 to 2010, Goldsboro's households increased by 3.3%, while households in the Urbanized Area increased by 113.7% (reflecting migration from Goldsboro).
- From 1982 to 1996, approximately 11,551 residents and 4,292 dwelling units were added to the City through annexation.
- From 1990 to 2010, the City's black population increased from 48% to 53% with the Total Urbanized Area increasing also from 33.5% to 35%. North Carolina's black population declined from 22% to 21%.

Housing Summary

- From 1990 to 2000, the City of Goldsboro accounted for 35% of the Urbanized Area's dwelling unit growth.
- From 2000 to 2010, the City's dwelling unit growth increased by 1,300 units, while the Total Urbanized Area dwelling unit inventory grew by 4,035 units.
- In 1990, 55% of the City's dwelling unit inventory had been constructed within the last 30 years. By 2010, the percentage constructed within the last 30 years had declined to 35%.
- In 2010, 41% of the City's owner-occupied housing was valued at less than \$100,000.
- There are approximately 2,300 substandard dwelling units within the City.
- 75% of all housing units in the City have the potential for the presence of lead-based paint. Most housing units built before 1978 are occupied by households living below the poverty rate.
- Based on 2009 area median income figures provided by HUD (\$39,900 for a family of four), the highest price of a home available is approximately \$120,691. The average home price in Goldsboro is \$284,603.
- 2,104 rental housing households are paying in excess of 30% of their income for rental housing.
- In 2010, Goldsboro had a 3.6% rate of overcrowding, including 525 units.



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Economy Summary

- In 2011, the unemployment rate for Wayne County was 8.8%, consistently lower than the state's rate.
- In 2010, the City's average income was 74% of the state's and 64.3% of the nation's income. The Total Urbanized Area's average income was 70.4% of the state's and 58.8% of the nation's income.
- According to the 2008-2010 American Community Survey, 7,946 persons, or 23.3% of the total Goldsboro population live below the poverty line. Black persons living below the poverty level comprise 77% of all persons living below the poverty line.
- In 2009, the largest labor force category was educational services, healthcare, and social assistance.
- In 2009, retail trade was the third largest category in both the City and the County.
- The Urbanized Area is equal to the state in high school degree attainment, but lags behind the state in higher education attainment.
- The Goldsboro Central Business District has some of the highest per acre property tax values within the Goldsboro Urbanized Area.
- Wayne County is the fifth best county in the US to farm (Farm Futures Magazine, September 2005).
- Wayne County is the fourth largest agricultural county in North Carolina.
- Agriculture represents 21% of Wayne County's total employment with 11,831 jobs.
- In 2008, agriculture and agribusiness generated \$760 million or 12% of total County income.
- In 2011, Seymour Johnson Air Force Base had a total economic impact of \$534,311,034 on the area's economy.
- Seymour Johnson AFB was responsible for 9,863 direct and created jobs in 2010.
- Approximately 1,000 jobs in Wayne County are attributed to travel and tourism.
- State and local tax revenues from travel to Wayne County totaled \$10.4 million.
- With the completion of I-795, the area is now directly connected to the national interstate system.
- Agriculture is a key industrial stimulant.



SECTION 4. ENVIRONMENT/EXISTING CONDITIONS

A. ENVIRONMENTAL FACTORS

This portion of the plan provides an overview of the environmental conditions and natural resources present throughout the Goldsboro Urbanized Area. In order to establish sound land development policies aimed at long term growth, it is critical to establish a thorough understanding of the natural conditions and environmental impediments to growth. The following data and analysis will provide a foundation for the development of strategies that will result in sustainable growth geared towards minimizing the impact of the built environment on the region's valuable natural resources.

1. Climate

The Goldsboro Urbanized Area's climate is considered to be fairly mild with cool winters and warm summers. On average, the warmest month of the year is July with an average high temperature of 91 degrees Fahrenheit and an average low of 71 degrees Fahrenheit. The coolest month of the year, on average, is January with an average high of 54 degrees Fahrenheit and a low of 33 degrees Fahrenheit. The highest recorded temperature on record was 108 degrees Fahrenheit occurring in 1932, while the coldest day on record occurred in 1918 (zero degrees Fahrenheit). The average length of the freeze-free growing season is about 225 days, lasting from late in March until early November. The graph below provides a summary of average high and low temperatures impacting the Urbanized Area.

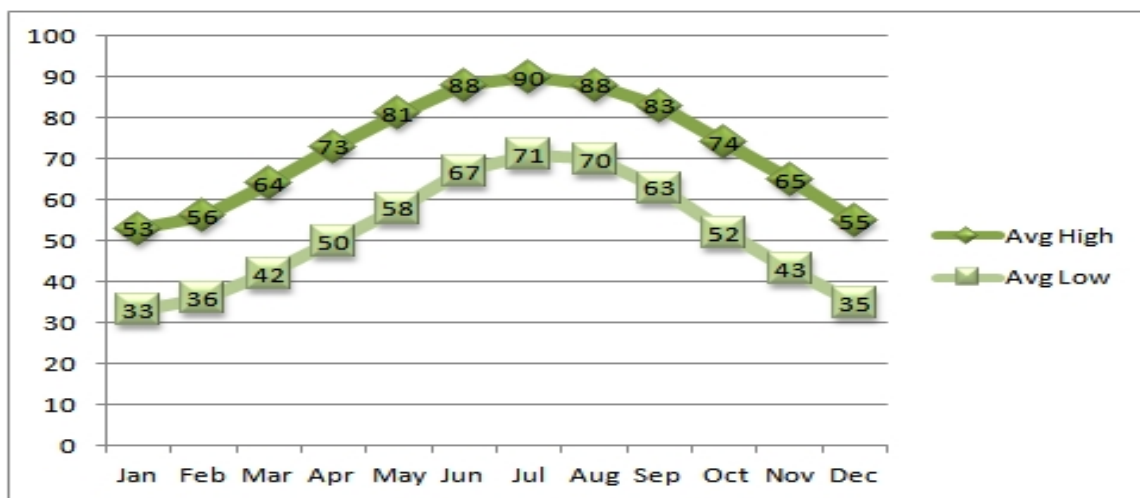


Figure 3. Monthly Average Temperatures for Goldsboro



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Average rainfall within the Urbanized Area is reported to be approximately 50 inches annually with rain events occurring periodically throughout the year. There is a slight increase in precipitation during a brief wet season in late summer/early fall. Snowfall does impact the Urbanized Area; however, events are sporadic and can result in accumulation ranging from less than an inch to over a foot.

The City of Goldsboro, as well as the Urbanized Area, frequently experience the effects of hurricanes and tropical storm events impacting the Coastal Plain of North Carolina. In 1999, Hurricane Floyd caused a great deal of damage due to high wind speeds and heavy rain. Hurricane and tropical storm events typically result in downed trees and power outages; however, flooding can also occur depending on the duration and/or severity of a given storm event.

2. Geology/Topography

The Goldsboro Urbanized Area falls within the North Carolina Coastal Plain. Throughout Wayne County slopes range from 0 to 25 percent; however, the relief within the Urbanized Area is generally flat. Overall the County slopes very gently to the east. The terrain along the Neuse River

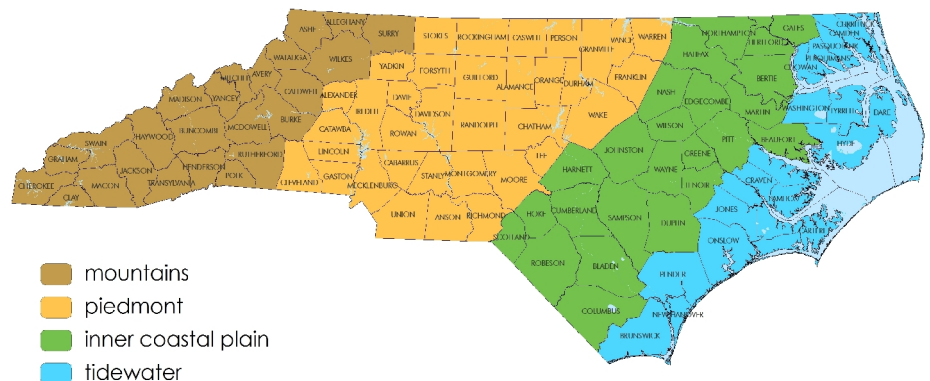


Figure 4. NC Land Regions

varies from flat in areas immediately adjacent to Goldsboro to elevated at the Cliffs of the Neuse State Park. Some of these cliffs reach as high as 100 feet above the river. This extreme topography is an anomaly and topographic conditions should not be an impediment to growth and development within the Urbanized Area.

The Neuse River divides the County very irregularly and drains approximately 90% of the County. Drainageways of the Cape Fear River drain the remainder of the County. Additionally, the Neuse River is the primary water source for the City of Goldsboro. Groundwater is plentiful throughout the County and is generally available near the surface. This resource is critical to the agricultural economy that exists within and around the Urbanized Area. Many farms have excavated ponds less than fifteen feet deep which supply water to livestock and for irrigation purposes.



3. Flood Hazard Area

The City of Goldsboro and the associated urbanized area have a fairly large portion of land area impacted by a flood hazard area. Development within these areas is somewhat limited; however, according to the Wayne County Multi-Jurisdictional Hazard Mitigation Plan, approximately 13.2% of the County's population is impacted by the flood hazard area. Although all of this population does not reside within the Urbanized Area, this percentage does indicate that a substantial number of individuals are impacted by the flood hazard areas throughout the County. Since 1995, three flash flooding events have been reported within the City, two of which have occurred since 2005. Severe flooding from Hurricane Floyd in 1999 resulted in the buy out of ±300 dwelling units in Wayne County with most (90%) being located in the Urbanized Area.

The following table presents a summary of land area throughout the Urbanized Area that falls within the AE flood zone. All of the Urbanized Area's flood hazard areas fall within this zone. Zone AE is the flood insurance rate zone that corresponds to the 1-percent annual chance floodplains that are determined in the Flood Insurance Study by detailed methods of analysis. In most instances, Base Flood Elevations derived from the detailed hydraulic analyses are shown at selected intervals within this zone. Mandatory flood insurance purchase requirements apply. Map 10 delineates the Urbanized Area's flood hazard areas.

Table 18. Flood Hazard Areas

Jurisdiction	Acres
City Limit	4,887.74
ETJ	8,581.61
Urban Area	29,531.58
Total	43,000.93

Source: Federal Emergency Management Agency.



City of Goldsboro, NC

Urbanized Area Plan

Map 10

Flood Hazard Areas

Legend

Street Centerlines

Corporate Limits

Urbanized Area

ETJ

Flood Hazard

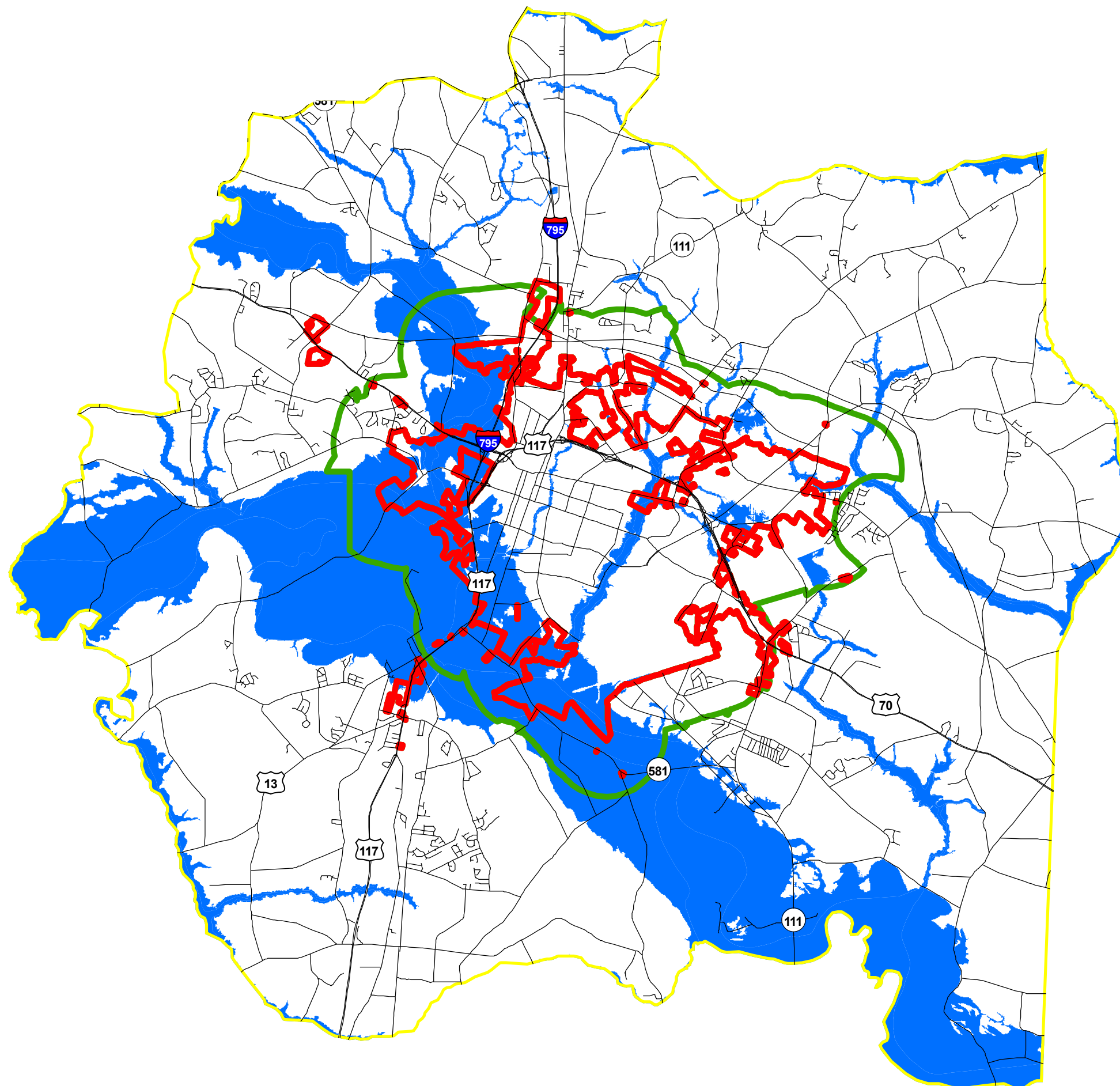
Zone AE

Source: NC Flood Map Files; Goldsboro GIS



1 in = 2 miles

0 0.5 1 2 3 Miles





4. Wetlands

Approximately 17% of the Urbanized Area's land area is inundated with classified wetlands (see Table 19 for acreage). A majority of this area coincides with portions of the FEMA-defined flood hazard area outlined above. Wetlands is a generic term for all the different kinds of wet habitats where the land is wet for some period of time each year but not necessarily permanently wet. Many wetlands occur in areas where surface water collects or where underground water discharges to the surface, making the area wet for extended periods of time. The Federal Clean Water Act defines wetlands as "areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, bogs, and similar areas."

Wetlands have both upland and aquatic characteristics, and thus they often have richer flora and fauna than other environments. In practice, wetlands are hard to define, precisely because they are transition zones. It is important to recognize that an area does not have to be wet all year long to be considered a wetland – as few as two or three consecutive weeks of wetness a year is all it takes for this determination to be made.

Section 404 of the Clean Water Act establishes a program to regulate the discharge of dredged and fill material into waters of the United States, including wetlands. Activities in waters of the United States that are regulated under this program include fill for development, water resource projects (such as dams and levees), infrastructure development (such as highways and airports), and conversion of wetlands to uplands for farming and forestry. The basic premise of the program is that no discharge of dredged or fill material can be permitted if a practicable alternative exists that is less damaging to the aquatic environment or if the nation's waters would be significantly degraded. Map 11 delineates the general location of wetlands in the study area.

Table 19. Wetlands

Jurisdiction	Acres
City Limit	1,258.50
ETJ	4,130.38
Urban Area	23,617.18
Total	29,006.06

Source: National Wetlands Inventory.



City of Goldsboro, NC

Urbanized Area Plan

Map 11

Wetlands

Legend

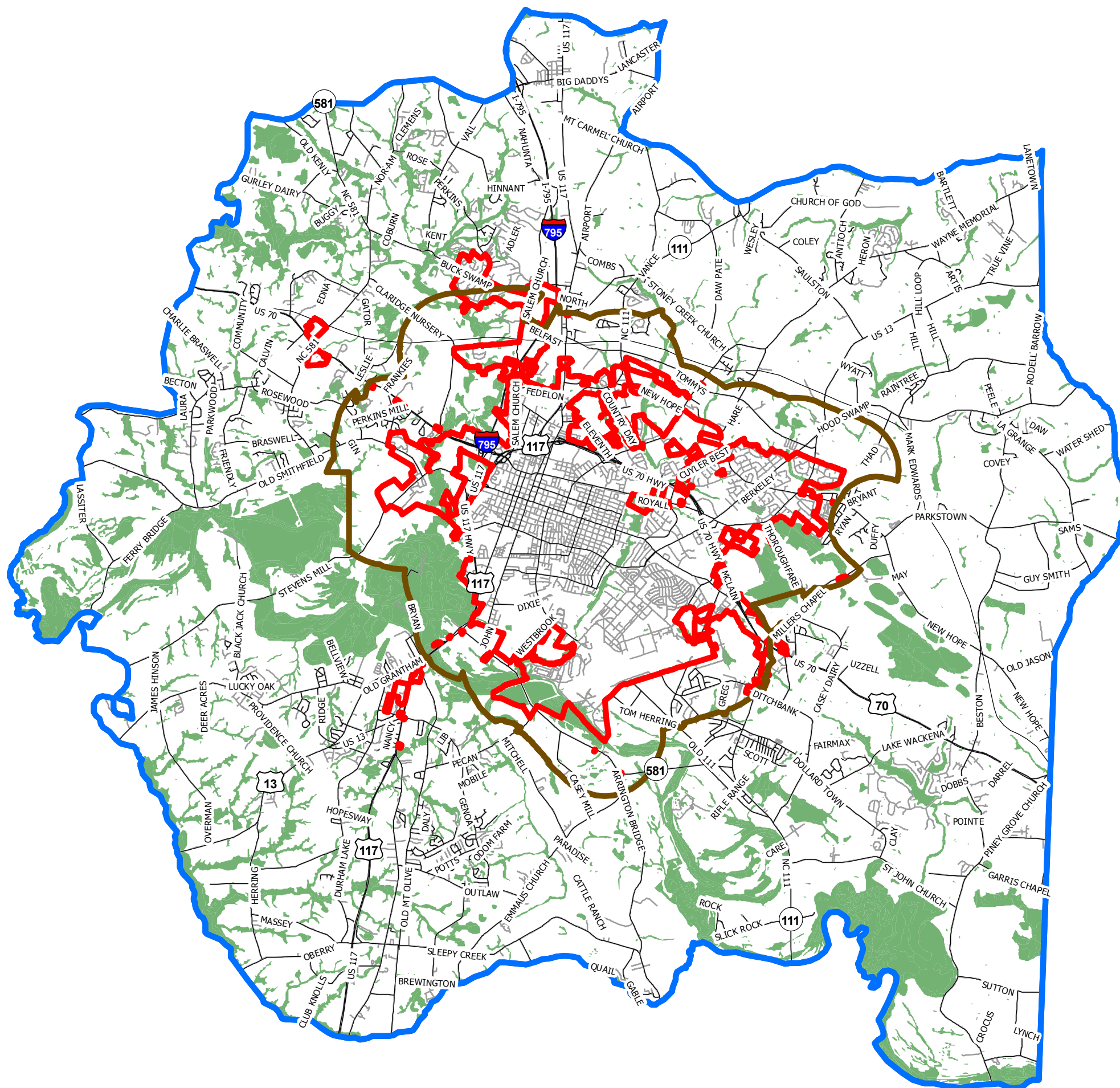
-  Street Centerlines
-  Corporate Limits
-  ETJ
-  Urbanized Area
-  Wetlands

Source: National Wetlands Inventory



1 in = 2 miles

0 0.5 1 2 3 Miles





5. Soils

a. *General Soil Conditions*

Map 12 provides the general soils map for the Goldsboro Urbanized Area (see Table 20 for acreage in each soil association). This map shows broad areas that have a distinctive pattern of soils, relief, and drainage. Each map unit on the general soil map is a unique natural landscape. Typically, it consists of one or more major soils and some minor soils or miscellaneous areas. Each map unit is named for the major soils. The components of one map unit can occur in another but in a different pattern.

The general soils map can be used to compare the suitability of large areas of general land uses. Areas of suitable soils can be identified on the map. Likewise, areas where the soils are not suitable can be identified. Because of its small scale, the map is not suitable for planning the management of a farm or field, or for selecting a site for a road, a building, or other structure. The soils in any one map unit differ from place to place in slope, depth, drainage, and other characteristics that affect management. The following describes the characteristics of each general soil association:

- *Lakeland-Troup.* Excessively drained to well-drained, nearly level to gently sloping soils that are sandy throughout or have a friable sandy loam to sandy clay loam subsoil; on uplands and terraces.
- *Norfolk-Goldsboro-Aycock.* Well-drained and moderately well-drained, nearly level to sloping soils that have a friable sandy loam to clay loam subsoil; on uplands.
- *Rains-Torhunta-Liddell.* Poorly drained to very poorly drained, nearly level soils that have a friable and very friable sandy clay loam to sandy loam subsoil; on uplands and terraces.
- *Wagram-Kenansville.* Well-drained, nearly level to strongly sloping soils that have a friable sandy loam to sandy clay loam subsoil; on uplands and terraces.
- *Wickham-Johns.* Well-drained to somewhat poorly drained, nearly level to gently sloping soils that have a friable sandy loam to clay loam subsoil; on terraces.



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Table 20. Soil Associations

Soil Association	Acreage		
	City Limits	ETJ	Urbanized Area
Lakeland-Troup	0.00	7.46	27,747.92
Norfolk-Goldsboro-Aycock	10,107.19	7,420.79	42,998.90
Rains-Torhunta-Liddell	1,746.50	3,378.39	13,319.19
Wagram-Kenansville	0.00	479.96	20,124.66
Wickham-Johns	6,278.75	8,312.32	1,241.53
Water	0.00	0.00	29,138.56
Total	18,132.44	19,598.92	134,570.76

Source: Natural Resources Conservation Service.

b. Hydric Soils

Hydric soils, as defined by the U.S. Department of Agriculture, are soils that are wet frequently enough to periodically produce anaerobic conditions, thereby influencing the species composition or growth, or both, of plants on those soils. Hydric soils may or may not be subject to 404 wetlands regulations. Table 21 provides a summary of acreage related to hydric soils in the Urbanized Area.

Table 21. Hydric Soils

Jurisdiction	Partially Hydric (Acres)	All Hydric (Acres)
City Limit	9,355.99	5,670.49
ETJ	9,047.06	6,952.49
Urban Area	55,206.66	42,358.32
Total	73,609.71	54,981.30

Source: Natural Resources Conservation Service.

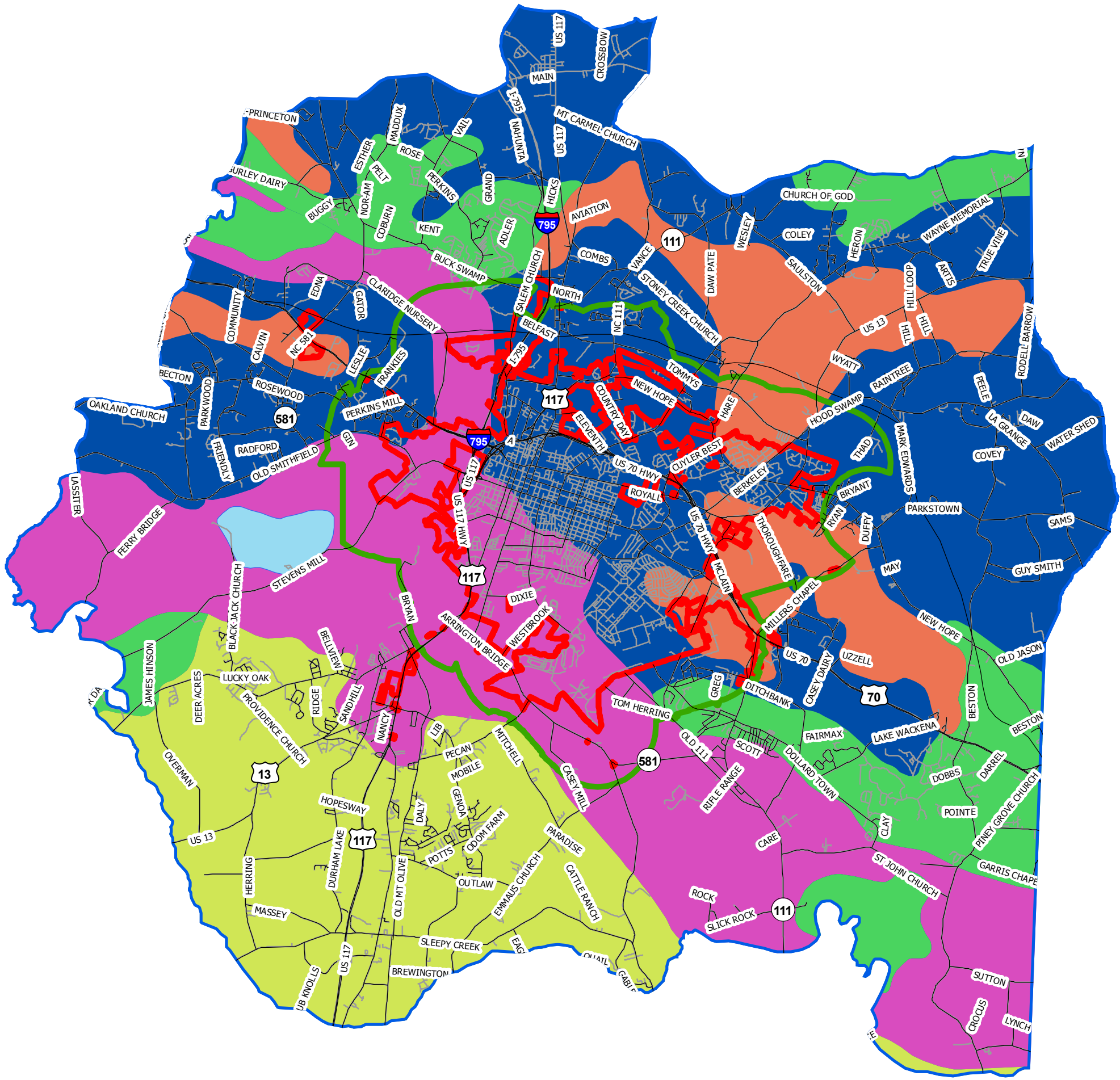


City of Goldsboro, NC

Urbanized Area Plan

Map 12

General Soils

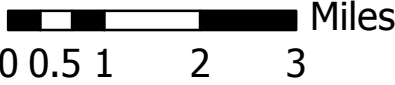


Legend

- Street Centerlines
- Corporate Limits
- ETJ
- Urban Area
- Soil Association
 - Lakeland-Troup Association
 - Norfolk-Goldsboro-Aycock Association
 - Rains-Torhunta-Liddell Association
 - Wagram-Kenansville Association
 - Wickham-Johns Association
- Water



1 in = 2 miles





6. Agricultural Resources

The issue of agriculture is one that is critical to the future of Wayne County as well as the Urbanized Area. As the City of Goldsboro continues to grow and expand central services, the threat posed by urban expansion on the County's agricultural sector continues to become more pronounced. In order to appropriately manage the situation currently unfolding throughout the Urbanized Area, we must first account for where these concentrations of agricultural production are located. The following sections provide a snapshot of farmland and agriculturally rich areas that exist within the project study area.

a. Prime Farmlands

Prime farmland is one of several kinds of important farmland defined by the U.S. Department of Agriculture. It is of major importance in meeting the nation's short- and long-range needs for food and fiber. Because the supply of high-quality farmland is limited, the U.S. Department of Agriculture recognizes that responsible levels of government, as well as individuals, should encourage and facilitate the wise use of the nation's prime farmland.

Prime farmland, as defined by the U.S. Department of Agriculture, is land that has the best combination of physical and chemical characteristics for producing food, feed, forage, fiber, and oilseed crops and is available for these uses. It could be cultivated land, pastureland, forest land, or other land, but it is not urban or built-up land or water areas. The soil qualities, growing season, and moisture supply are factors needed for the soil to economically produce sustained high yields of crops when proper management techniques, including water management and acceptable farming methods, are applied.

Generally, prime farmland has an adequate and dependable supply of moisture from precipitation or irrigation, a favorable temperature and growing season, acceptable levels of acidity or alkalinity, an acceptable salt and sodium content, and few or no rocks. Prime farmland is permeable to water and air. It is not excessively erodible or saturated with water for long periods, and it is either not frequently flooded during the growing season or is protected from flooding.



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The Urbanized Area's prime farmland areas are delineated on Map 13 (see Table 22 for acreage).

Table 22. Prime Farmland Soils

Jurisdiction	Acres
City Limit	9,726.36
ETJ	8,930.49
Urban Area	65,013.90
Total	83,670.75

Source: Wayne County USDA Extension Office.

b. Farmland Preservation Areas

The purpose of the Agricultural District Program is to encourage the preservation and protection of farmland from non-farm development. This effort is in recognition of the importance of agriculture to the economic and social well-being of Wayne County as well as North Carolina overall.

Four benefits have been used to warrant farmland preservation programs: food security and local food supply, viable local agricultural economy, environmental and rural amenities, and sound fiscal policy and orderly development.

Farmland preservation areas are delineated on Map 14 (see Table 23 for acreage). These lands include voluntary agricultural districts. The following summarizes the requirements for inclusion in a farm preservation area:

Voluntary Agricultural Districts (VAD)

- Farm participating in the farm present-use-value taxation program or is otherwise determined by Wayne County to meet all the qualifications of this program.
- Farm managed in accordance with the Soil Conservation Service defined erosion control practices that are addressed to highly erodible land.



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- Farm is the subject of a conservation agreement between Wayne County and the owner of such land that prohibits nonfarm use or development of such land for a period of at least 10 years, except for the creation of not more than three lots that meet applicable Wayne County zoning and subdivision regulations. By written notice to Wayne County, the landowner may revoke this conservation agreement (if a VAD). Such revocation shall result in the loss of qualifying farm status.
- Other eligibility requirements as may be required by Wayne County.

Table 23. VAD Farms

Jurisdiction	Acres
City Limit	0.00
ETJ	0.00
Urban Area	4,280.37
Total	4,280.37

Source: Wayne County USDA Extension Office.



City of Goldsboro, NC




Urbanized Area Plan

Map 13

Prime Farmland

-  Street Centerlines
-  Corporate Limits
-  ETJ
-  Urban Area

Prime Farmland

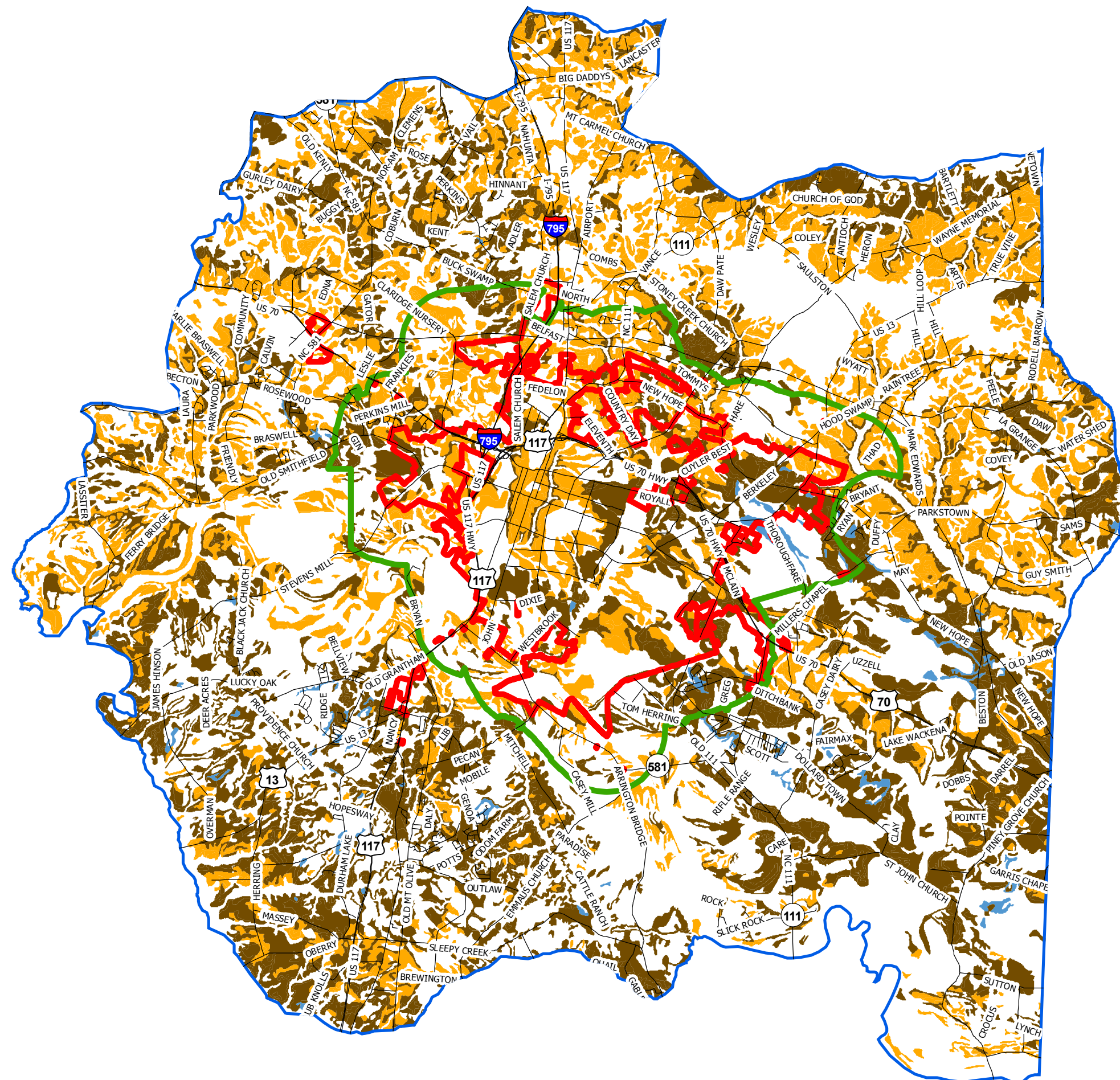
-  All areas are Prime Farmland
-  Farmland of Statewide Importance
-  Farmland of Unique Importance

Source: NRCS Soil Survey



1 in = 2 miles

0 0.5 1 2 3 Miles





City of Goldsboro, NC

Urbanized Area Plan

Map 14

**Voluntary Agriculture District
(VAD) Farms**

Legend

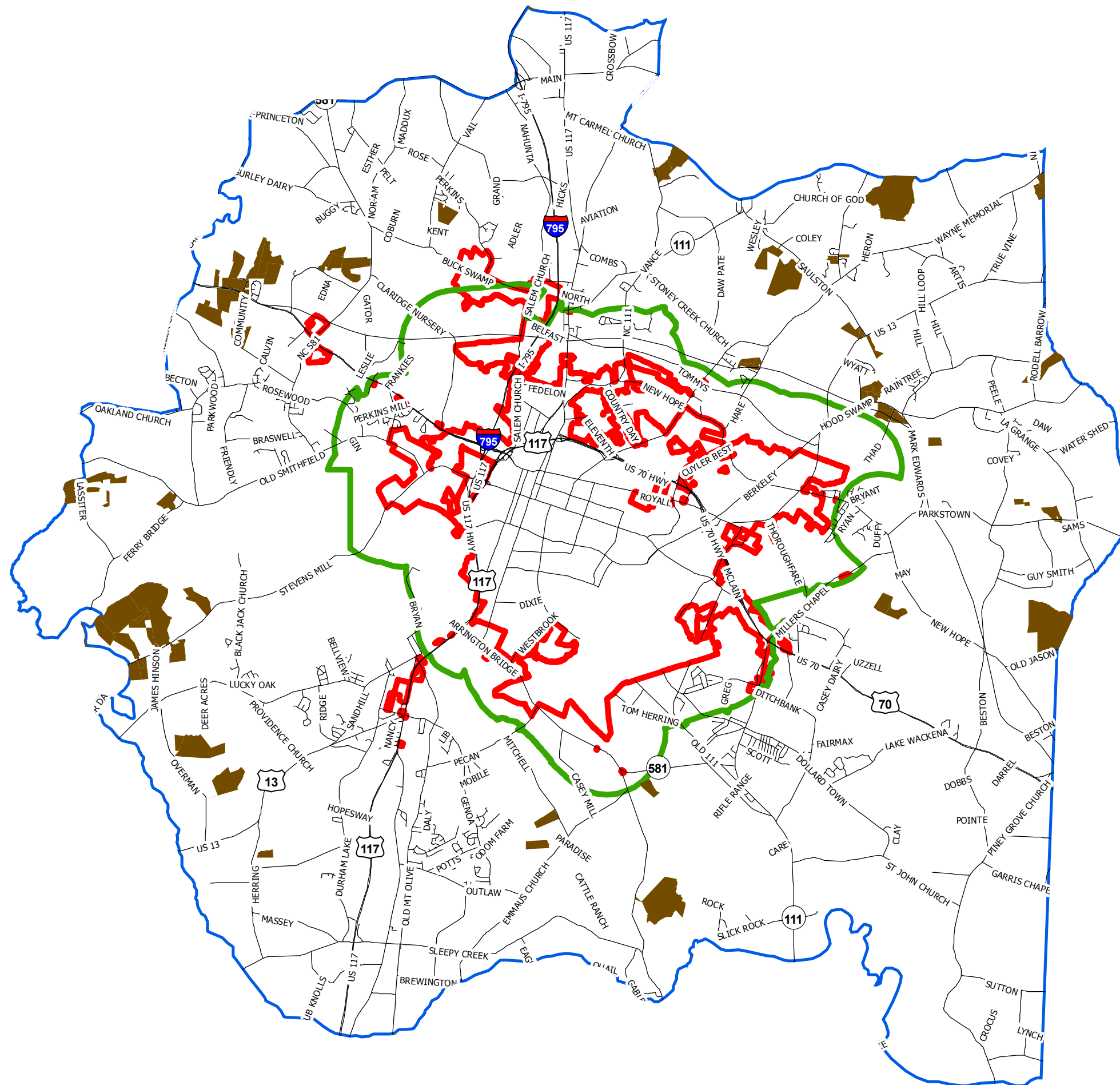
-  Street Centerlines
-  Corporate Limits
-  ETJ
-  Urban Area
-  VAD Farms

Source: Wayne County GIS



1 in = 2 miles

 Miles
0 0.5 1 2 3





7. Water Classification

According to the North Carolina Department of Environment and Natural Resources, water classifications are defined as:

"Designations applied to surface water bodies, such as streams, rivers and lakes, which define the best uses to be protected within these waters (for example swimming, fishing, drinking water supply) and carry with them an associated set of water quality standards to protect those uses. Surface water classifications are one tool that state and federal agencies use to manage and protect all streams, rivers, lakes, and other surface waters in North Carolina. Classifications and their associated protection rules may be designed to protect water quality, fish and wildlife, the free flowing nature of a stream or river, or other special characteristics. Each classification has associated standards that are used to determine if the designated uses are being protected."

All surface waters in North Carolina are assigned a primary classification by the NC Division of Water Quality (DWQ). All waters must at least meet the standards for Class C (fishable/ swimmable) waters. The other primary classifications provide additional levels of protection for primary water contact recreation (Class B) and drinking water (Water Supply Classes I through V). Map 15 delineates the surface water classifications within the Goldsboro Urbanized Area. The following describes the water classifications:

- *Water Supply IV (WS-IV)*. Waters used as sources of water supply for drinking, culinary, or food processing purposes where a WS-I, II, or III classification is not feasible. These waters are also protected for Class C uses. WS-IV waters are generally in moderately to highly developed watersheds or Protected Areas.
- *Nutrient Sensitive Waters (NSW)*. Supplemental classification intended for waters needing additional nutrient management due to being subject to excessive growth of microscopic or macroscopic vegetation.

Table 24. WS-IV (NSW) Waters

Jurisdiction	Acres
City Limit	1,325.89
ETJ	3,275.69
Urban Area	51,969.00
Total	56,570.58

Source: NC Division of Water Quality.



City of Goldsboro, NC

Urbanized Area Plan

Map 15

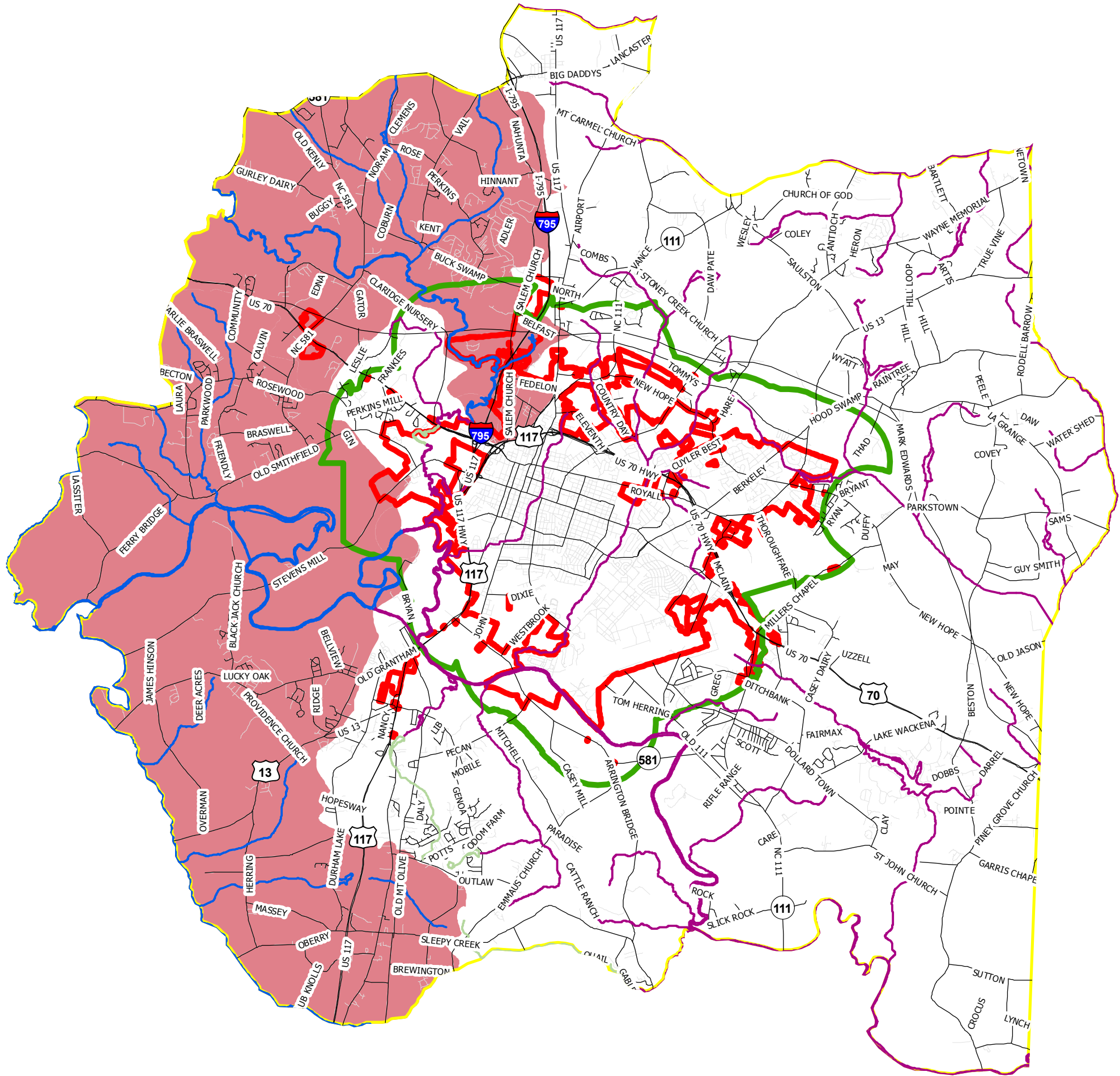
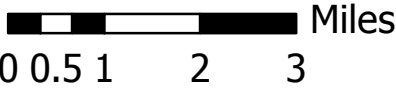
Surface Waters and Water Supply Watersheds

Legend

- Street Centerlines
- Corporate Limits
- ETJ
- Urban Area
- Water Supply Watershed
- WS-IV - NSW
- DWQ Primary Stream Classifications
 - (1) Water Supplies
 - (2) Primary Freshwater Recreation
 - (3) Secondary Freshwater Recreation



1 in = 2 miles





8. Natural Heritage Areas

The North Carolina Natural Heritage Program maintains the state's list of significant "Natural Heritage Areas" as required by the Nature Preserves Act (NCGS Chapter 113A-164 of Article 9A). The list is based on the program's inventory of the natural diversity in the state. Natural areas (sites) are evaluated on the basis of the occurrences of rare plant and animal species, rare or high quality natural communities, and geologic features. The global and statewide rarity of these elements and the quality of their occurrence at a site relative to other occurrences determine a site's significance rating.

The North Carolina Natural Heritage Program identifies 2,344 significant natural heritage areas within North Carolina, of which 4 are located in the study area. The approximate locations of these sites, which include 728.86 acres, are provided on Map 16. The sites included on this list are the best known representatives of the natural diversity of the Urbanized Area. Inclusion on this list does not mean that public access exists or is appropriate. Permission of the landowner is recommended in all cases. Inclusion on this list does not confer protection to a site, nor does it give regulatory status. The list includes both protected and unprotected areas. This list of sites and their significance ratings are based on the best available information as derived from the Natural Heritage program staff and databases. More information on these natural areas may be obtained from the Natural Heritage Program.

Table 25. Natural Heritage Areas

Site	Acres
Garris Chapel Cypress Pond	38.36
Green Branch Sandhills	208.99
Little River (Franklin/Wake/Johnston/Wayne) Aquatic Habitat	162.67
Walnut Creek Sandhills	318.84
Total	728.86

Source: NC Department of Environment and Natural Resources.

9. Conservation Properties

There are thirteen (13) sites in the study area which are held in conservation properties. These properties are delineated on Map 16. The areas are controlled by one of the management agencies indicated in Table 26.



Table 26. Conservation Properties

Management Agency	Parcels	Acres
Goldsboro	3	72.66
State of North Carolina	8	1,080.44
Wayne County	1	31.09
Wildlife Resources Commission	1	671.39
Total	13	1,855.58

Source: City of Goldsboro and Wayne County.

10. Historic Properties

The City of Goldsboro views the protection and enhancement of its historic architecture and landmarks as critical to the establishment of a sound economy. Efforts to revitalize the Central Business District and surrounding areas have focused on leveraging historical assets like the Old Goldsboro Train Station and significant historic homes located within the City's defined Historic District. The City Council established the Goldsboro Historic District in 1984 as a means to protect the historic structures deemed to be significant due to their unique fabric of Victorian, Italianate, and a variety of architecturally-styled structures. The historic district comprises a range of land uses and includes structures dating back to the 1800's. The following provides a listing of properties within the Urbanized Area that are listed on the National Register of Historic Places. Although this list does not include all structures of local significance, the properties listed on the National Register typically hold a broader regional or national significance in relation to the structure's use or architectural elements.

- Borden Manufacturing Company (Goldsboro) 2/2/2005
- First Presbyterian Church (Christian Science Church) (Goldsboro) 5/29/1979
- L.D. Giddens and Son Jewelry Store (Goldsboro) 3/19/1979
- Goldsboro Union Station (Goldsboro) 4/13/1977
- Harry Fitzhugh Lee House (Goldsboro) 3/1/1984
- Odd Fellows Lodge (Goldsboro) 8/3/1978
- Solomon and Henry Weil Houses (Goldsboro) 12/22/1976

Map 17 provides the location of these structures within the Urbanized Area, as well as the boundary of the defined Goldsboro Historic District.



City of Goldsboro, NC

Urbanized Area Plan





Map 16

**Significant Natural Heritage
Areas and Conservation Lands**

Legend

-  Street Centerlines
-  Corporate Limits
-  ETJ
-  Urban Area
-  Conservation Lands

Significant Natural Heritage Areas

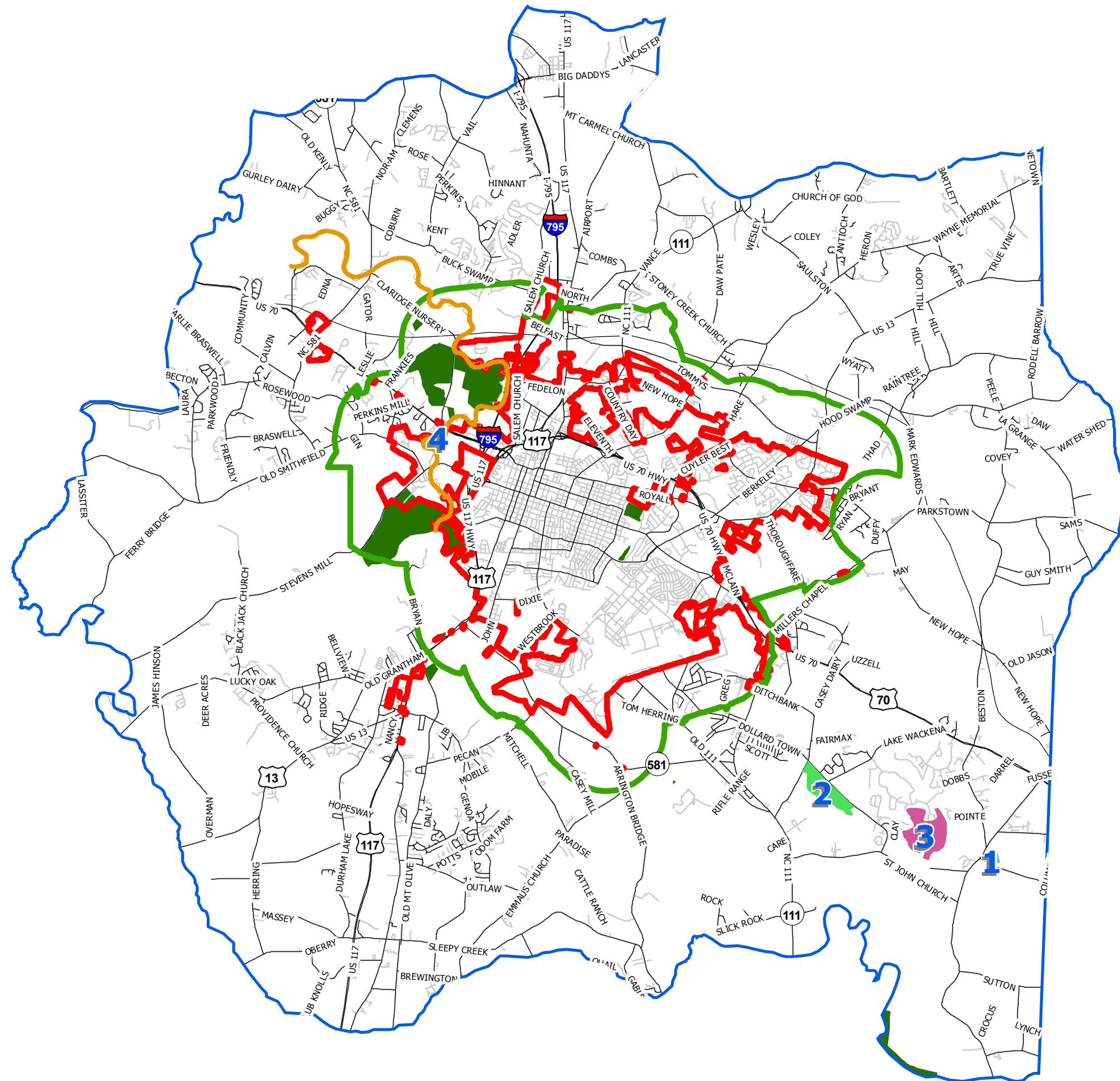
-  1. Garris Chapel Cypress Pond
-  2. Green Branch Sandhills
-  3. Walnut Creek Sandhills
-  4. Little River Aquatic Habitat

Source: NC Center for Geographic
Information and Analysis; NC
DENR, Div. of Parks and Recreation.



1 in = 2 miles

0 0.5 1 2 3 Miles





City of Goldsboro, NC

Urbanized Area Plan

Map 17

**Historic District and Downtown
Redevelopment Zone**

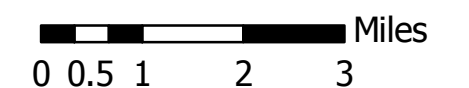
Legend

- Street Centerlines
- Corporate Limits
- ETJ
- Downtown Redevelopment Zone
- Historic District
- Historic District Buildings
- National Register of Historic Places

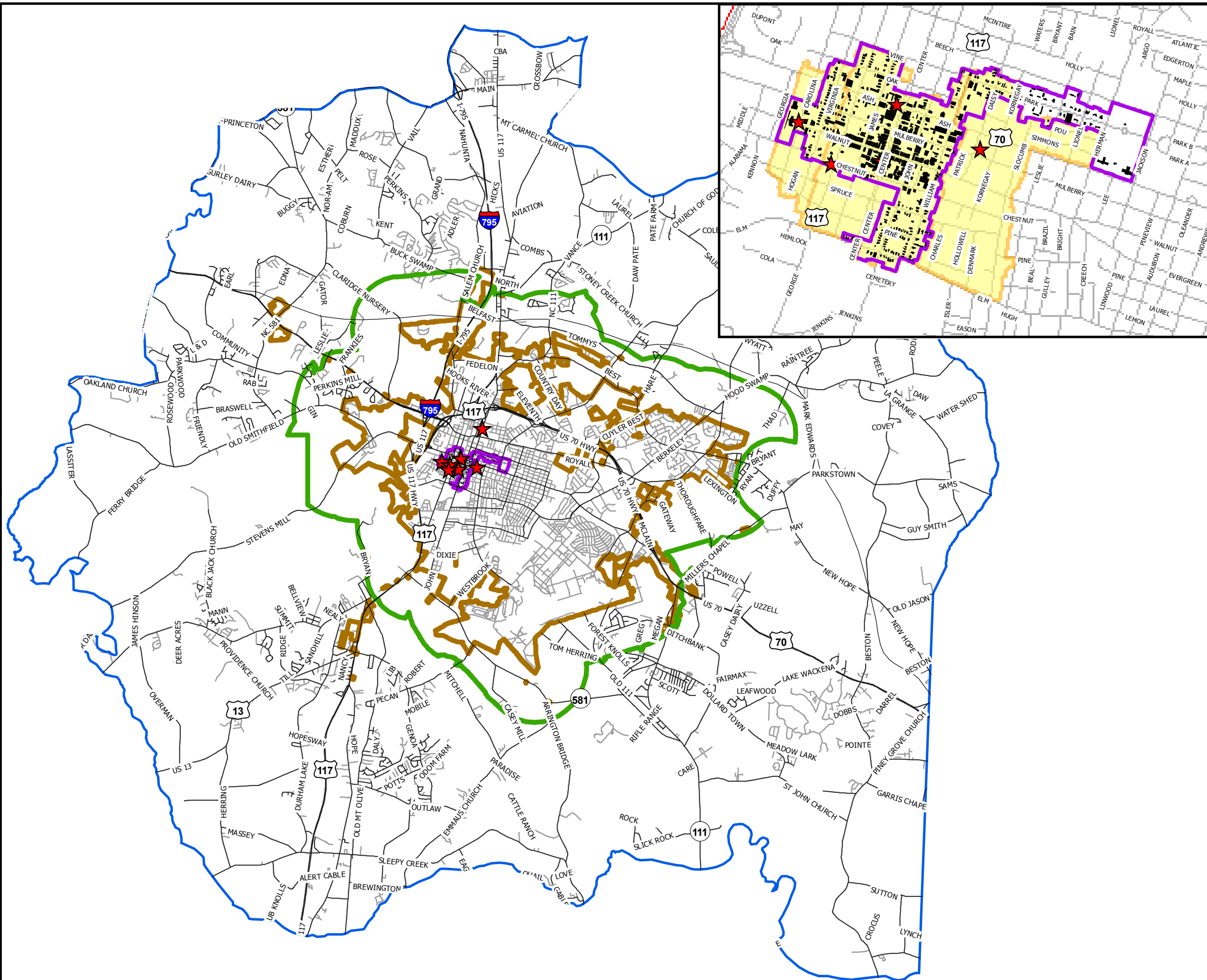
Source: NC State Historic Preservation Office;
Goldsboro GIS



1 in = 2 miles



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B. COMMUNITY FACILITIES/SERVICES

The following sections provide a summary of existing facilities provided and operated by both the City of Goldsboro and Wayne County. The intent of this summary is to provide a comprehensive overview of capital infrastructure and public services available to support the growth and development patterns proposed through this plan. The City of Goldsboro has worked diligently to establish an infrastructure network that will not only serve its citizens, but will support commercial and industrial growth and expansion. Through this discussion assets and deficiencies are noted and will impact the development of goals and implementing strategies defined through this process. The information presented throughout this section reflects conditions at the present time. Some effort is made to report planned improvements if they are already programmed; however, critical decisions regarding infrastructure and service delivery expansion are handled through the City and County's Capital Improvement Planning Efforts. If possible, infrastructure improvements necessary to facilitate growth defined within this plan will be addressed through the implementing strategies to be developed through this plan. Specifically, this issue will be covered within the Future Needs section of the Comprehensive Plan.

1. Transportation

Transportation issues are at the forefront of discussions regarding the future of the City of Goldsboro, as well as the Urbanized Area. In September 2009, the Goldsboro Urban Area 2035 Long Range Transportation Plan Update was completed. This document defines transportation improvements aimed at addressing short and long range transportation concerns. The 2035 plan builds on the 2030 Long Range Transportation Plan completed in 2004 and focuses heavily on the development of multi-modal transportation facilities including rail, pedestrian/bicycling-oriented facilities, utilization of existing resources, and development of the Goldsboro Bypass (US 70). Further analysis of existing and future conditions are provided for the five US 70 bypass interchanges and the Wayne Memorial Drive corridor in Section 8.

The recommendations and transportation facility improvements outlined within the 2035 Long Range Plan will have a significant impact on land use and economic development within the Goldsboro Urbanized Area. This Comprehensive Plan will leverage the recommendations made in the Transportation Plan in an effort to provide a sound foundation for land use policy decisions that will transpire as recommended improvements move forward. Through these efforts, the City will need to focus on methods that will effectively utilize proposed transportation facilities that will not only



enhance mobility, but will bolster the economy and provide a catalyst for growth and expansion.

a. *Functional Classification*

The street network throughout the Goldsboro Urbanized area is broken down by functional classifications intended to provide a general idea of the types of land uses served and the level of traffic a given road may accommodate. Within the Goldsboro Urbanized Area all roads fall into one of three basic categories as follows:

- *Arterials (Major and Minor).* Roadways providing high mobility and operating at higher speeds (45 mph or higher). Arterials are typically broken down into three categories freeways, major arterials, and minor arterials depending on the intended level of service and frequency of access. Arterial roads generally provide cross town connectivity and regional access routes throughout the Urbanized Area.
- *Collectors.* Collectors generally operate at a lower rate of speed (typically 35 mph or less) and provide critical connections in the roadway network by bridging the gap between arterial roads and local streets. The primary purpose of collector streets is to collect traffic from neighborhoods and distribute to the established system of major and minor arterials.
- *Locals.* Local street facilities provide a higher level of access and lower speeds than the other functional classification accommodate. Typically local streets serve as a means to connect lower impact land uses, such as single-family homes, to the broader transportation network. In a majority of cases, posted speeds on local access streets are posted at 25 miles per hour.

Map 18 provides a summary of functional roadway classifications for the transportation network serving the Goldsboro Urbanized Area.



City of Goldsboro, NC

Urbanized Area Plan

Map 18

Functional Classification

Legend

Corporate Limits

Urbanized Area

ETJ

Road Type

Arterial

Collector

Local

Source: NCDOT, Wayne County GIS

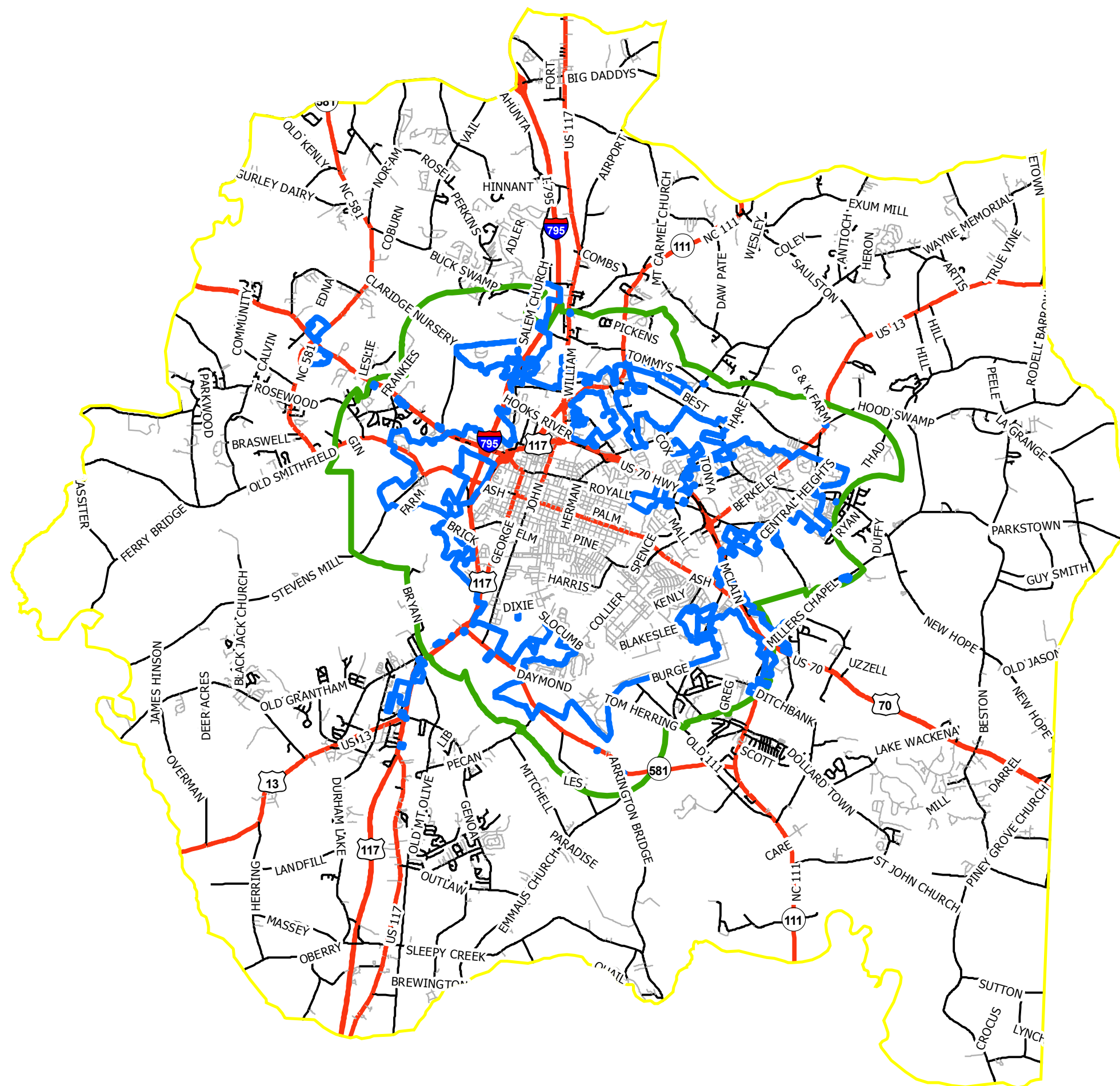


1 in = 2 miles

Miles
0 0.5 1 2 3



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b. Transportation Improvements

Table 27 and Map 19 provide an overview of the improvements defined within the 2035 plan. For a more detailed synopsis of these projects and policy initiatives, the reader should refer to Chapter 11 of the 2035 Long Range Transportation Plan. Development of the Future Land Use portion of this plan will focus heavily on these improvements and how the City should embrace the bypass and other improvements as a basis for renewed growth and economic development.

Table 27. Transportation Improvements

Transportation Committed Projects - Action Items	Completion Timeframe	Responsible Party*
R-2554 Goldsboro Bypass (US 70) – Four lane divided freeway on new location. Section BA under construction – total project cost \$300,000,000	2016	GMPO/NCDOT
U-5016 Goldsboro Signal System – \$4,000,000	2011	City/NCDOT
U-3609 US 13 (Berkeley Blvd) – Widening – \$16,500,000. Royall Ave to New Hope Rd (construction began in 2013, completed by 2014). New Hope Rd to Hood Swamp Rd (ROW only, construction completed by 2016).	2016	GMPO/NCDOT
Highway - Actions Items - Mid-Term (2 to 10 years)	Timeframe	Responsible Party *
A streetscape plan for Ash St from George St to Berkeley Blvd should be developed as a community initiative for protecting the long-term sustainability and gateway to the community.	2013-14	DGDC/City/GMPO
Immediate improvements are needed to the following locations based on three-year crash statistics that show crash rates higher than the statewide average for similar roadway and intersection types: <ul style="list-style-type: none"> • US 70/W Grantham St at US 13 • NC 111 (Patetown Rd) at Daw Pate Rd • US 13/US 117 at Old Mount Olive Hwy • Wayne Memorial Dr at 11st St/US 70 Westbound Ramp 	2014	City/County/GMPO/NCDOT
Vigorously pursue innovative public and private sources of funding for the following access management projects. New funding sources under consideration include Sales Tax, Transportation Bonds, Vehicle Registration Fees, or Development Impact Fees: <ul style="list-style-type: none"> • Slocumb St from Ash St to Westbrook Rd • Westbrook Rd from Slocumb to Arrington Bridge Rd 	2017	City/GMPO/NCDOT



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Work with NCDOT officials to actively pursue engineering, ROW, and construction dollars for the following projects: <ul style="list-style-type: none"> • US 70 (TIP #R-2554, Section BA) from Salem Church Rd to Wayne Memorial Dr • US 70 (TIP #R-2554, Section BB) ROW acquisition only • Goldsboro Signal System (TIP #U-5016) • Berkeley Blvd (TIP #U-3609) from Royall Ave to Hood Swamp Rd (partial funding) 	2016	GMPO/NCDOT
Highway - Action Items - Long-Term (10 to 26 years)	Timeframe	Responsible Party*
Improve the following locations based on three-year crash statistics that show crash rates higher than the statewide average for similar roadway and intersection types: <ul style="list-style-type: none"> • US 117 to W Ash Street (NC 581) • US 13 to US 117 (Genoa Road) • Berkeley Blvd at Royall Ave and Central Heights Rd 	2022	City/County/GMPO/NCDOT
Vigorous pursue innovative public and private sources of funding for the following access management projects. New funding sources under consideration include Sales Tax, Transportation Bonds, Vehicle Registration Fees, or Development Impact Fees: <ul style="list-style-type: none"> • Arrington Bridge Rd (truck lanes) from Westbrook Rd to NC 111 • US 70 existing from Walnut Creek Dr to Ash St • Pecan Rd from Arrington Bridge Rd to Genoa Rd • Genoa Rd from Pecan Bridge to US 117 	2027	City/GMPO/NCDOT
Work with NCDOT officials to actively pursue engineering, ROW, and construction dollars for the following projects: <ul style="list-style-type: none"> • Berkeley Blvd (TIP #U-3609) from Royall Ave to Hood Swamp Rd (partial funding) • US 70 (TIP #R-2554, Section A) from NC 581 to Salem Church Rd • US 70 (TIP #R-2554, Section B) from Wayne Memorial Dr to Creek Rd • Wayne Memorial Dr (TIP #U-4753) from New Hope Rd to the proposed US 70 Bypass • New Hope Rd (TIP #U-3611) from Wayne Memorial Dr to Millers Chapel Rd • New Hope Rd from Wayne Memorial Dr to Patetown Rd • Ash St (TIP #U-4407) from US 117 to Virginia St • Spence Ave from Elm St to Ash St 	2016	GMPO/NCDOT

*GMPO - Goldsboro Metropolitan Planning Organization; NCDOT - North Carolina Department of Transportation; DGDC - Downtown Goldsboro Development Corporation.

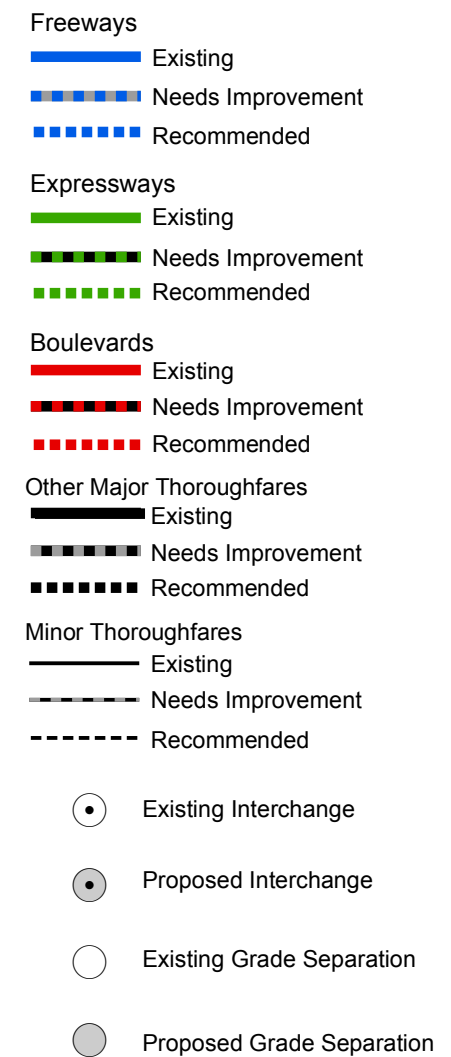
Source: Goldsboro Urban Area 2035 Long Range Transportation Plan Update.

Map 19



Comprehensive Transportation Plan

Plan date: August 13, 2009





c. *Bicycle and Pedestrian Facilities*

The Goldsboro Urbanized Area is deficient in multi-modal transportation, bicycle, and pedestrian facilities. According to a survey conducted in conjunction with the 2035 Long Range Transportation Plan, approximately 70% of respondents felt that the City provided fair to poor bicycle and pedestrian facilities throughout the defined Urbanized Area. In order to alleviate this deficiency, the updated transportation plan focuses on improvements that will result in the establishment of future facilities that will not only expand existing facilities, but will work towards the creation of a truly multi modal transportation network.

Although a fairly comprehensive network of sidewalks provides adequate pedestrian access to a majority of the City's central business district, the Long Range Transportation Plan calls for improvements that will address deficiencies in the City-wide network. The plan recommends the development of walkable neighborhoods and commercial centers as a top priority. In order to achieve this goal, the plan identifies approximately 29 miles of proposed sidewalk improvements. Key recommended sidewalk improvements include:

- Construct new sidewalk on north side of Royall Avenue from Spence Avenue to US 13 (Berkeley Blvd) to enhance direct access to Commercial Areas and Transit.
- Construct new sidewalk on both sides of Spence Avenue from US 70 Bypass to US 70 Business (Ash St) to enhance direct access to Commercial Areas, High Density Residential, and Transit.
- Construct new sidewalk on both sides of Elm Street from Slocumb Street to US 13 (Berkeley Blvd) to enhance direct access to High Density Residential, Transit, Parks, and Commercial Areas.

On-street bicycling facilities were also defined as a significant need within the Long Range Plan. Existing facilities within the Urbanized Area are very limited, and citizens have been clear that this is a growing concern. The Long Range Plan provides a listing of substantial improvements that will result in the expansion of these facilities to include: 25 miles of signed on-street routes, 23 miles of paved shoulder, 9.7 miles of wide outside lanes, and 7.4 miles of striped bicycle lanes. In addition to these on-street improvements, the plan also calls for the development of 38 miles of off-street multi-use paths.

d. *Public Transportation*

Public transportation offers mobility for residents, particularly people without cars, who tend to be lower-income. Overall usage of transit services is low; however, in many smaller communities with both longer distances between



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built-up areas and low population densities, transit can help bridge the spatial divide between people and jobs, services, and training opportunities. In recent years, the importance of public transportation has increased substantially with the increased cost of car ownership and rising fuel cost.

Public transportation services throughout the Goldsboro Urbanized Area are provided by the Goldsboro Area Transportation Express of Wayne County (GATEWAY). GATEWAY provides fixed route service in the City of Goldsboro and commuter and paratransit ADA (dial-a-ride) services throughout Wayne County. Funding for GATEWAY is provided by the City of Goldsboro, Wayne County, NCDOT, and the Federal Transit Administration (FTA). Map 20 provides the City's bus routes



Several private transportation and taxi cab companies also provide local transportation services, and Greyhound provides intercity bus service.

e. *Rail*

Two rail lines run through the Goldsboro Urbanized Area and are depicted on Map 20. These rail lines are owned and operated by Norfolk Southern Railway and CSX. The Norfolk Southern Line runs west to Raleigh and east to Kinston and is officially operated by North Carolina Railroad (a branch of Norfolk Southern). There are ongoing discussions about expanding the passenger rail operations of this line that may involve the extension of rail service to Fayetteville and Wilmington. This effort will involve renovation of the Old Goldsboro Train Station that will help serve as a catalyst for the redevelopment of the City's central business district. Renovation of the train depot and redevelopment of the surrounding area served as a focal point of recommendations defined within the Goldsboro Downtown Master Plan. Establishment of this rail line will not only provide regional transportation options for local residents, but will serve as a commuter line for citizens working in and around the Raleigh-Durham region. The feasibility of this project is still being analyzed, and all costs associated with the proposed improvements have not yet been established. Redevelopment of Union Station is discussed further in Section 8.A.

The CSX line traversing through Wayne County runs from Wallace to the south through Goldsboro to Wilson and Rocky Mount. This rail line is part of the CSX east coast north-south rail route. There are currently no planned expansions involving this railway line.

Public Transportation
and Rail Map

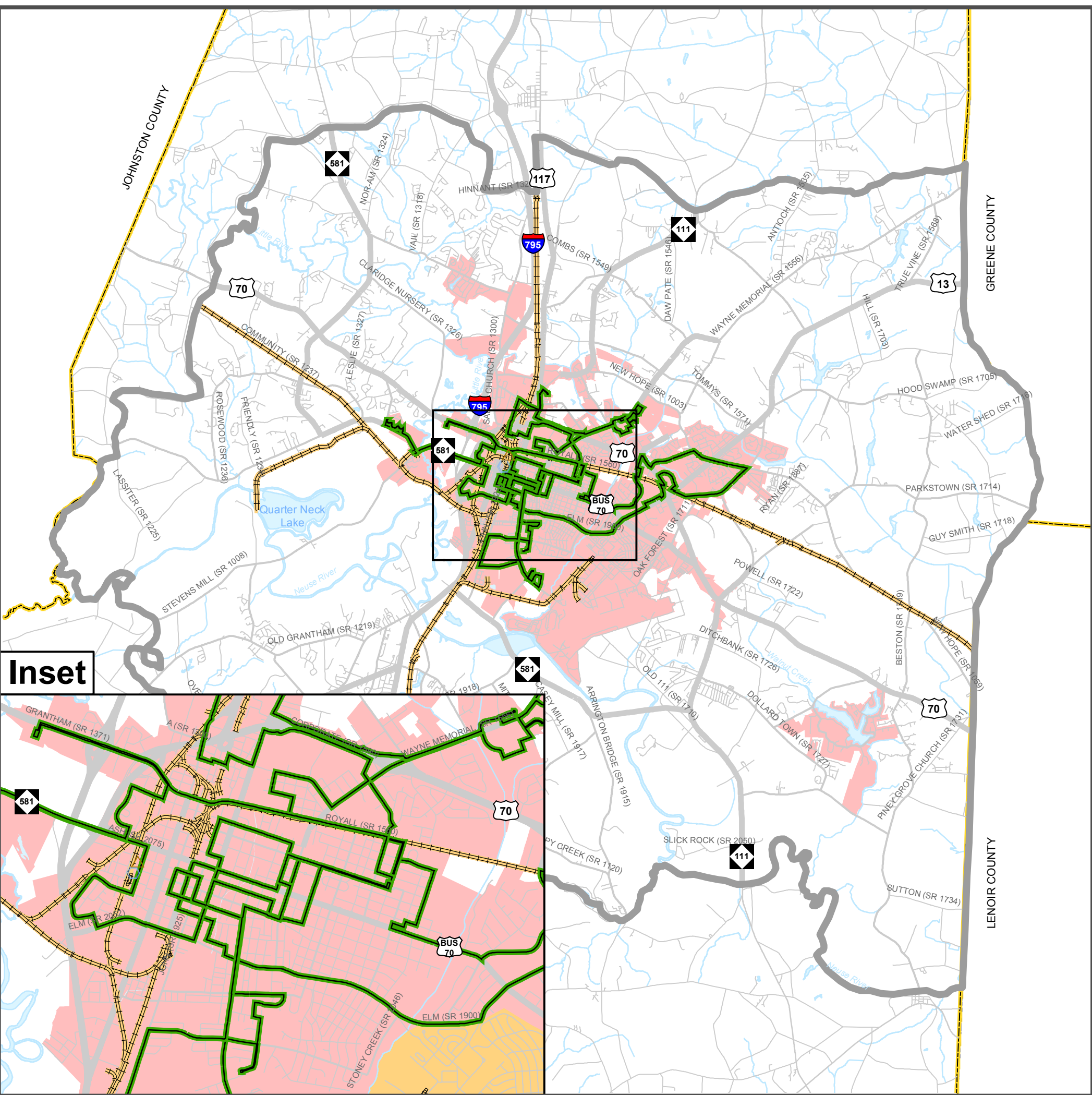
Map 20



Goldsboro Metropolitan
Planning Organization

Comprehensive
Transportation Plan

Plan date: August 13, 2009



Bus Routes

- Existing
- Needs Improvement
- Recommended

Fixed Guideway

- Existing
- Needs Improvement
- Recommended

Operational Strategies

- Existing
- Needs Improvement
- Recommended

Rail Corridor

- Active
- Inactive
- Recommended

High Speed Rail Corridor

- Existing
- Recommended

Rail Stops

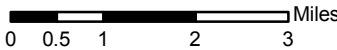
- Existing
- Recommended

Intermodal Connector

- Existing
- Recommended

Park and Ride Lot

- Existing
- Recommended





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f. Aviation

There are two general aviation airports serving the Goldsboro Urbanized Area, which include Goldsboro-Wayne Municipal Airport and the Mount Olive Municipal Airport. The following provides a summary of the facilities and services available at each airport:

Wayne Executive Jetport

Runway

- Designation: 5/23
- Length: 5,500 feet
- Width: 100 feet
- Surface: asphalt in fair condition
(a program is in place to upgrade)

Lighting and Approach Aids

- Runway Edge Lights: MIREL with runway end indicator lights (REIL). New lighting installation is underway.
- Runway Markings: fair condition.
- Visual Glide Slope Indicators: precision approach indicators (PAPI), P4L on each approach.

Taxiways and Aprons

- Type: full parallel taxiway with five connector taxiways.
- Surface: asphalt.

Mount Olive Municipal Airport (not in the Urbanized Area)

Runway

- Designation: 5/23
- Length: 4,250 feet
- Width: 75 feet
- Surface: asphalt in good condition

Lighting and Approach Aids

- Pilot control lighting with control intensity (low, medium, and high).
- Runway Markings: good condition.
- Precision approach path indicators (PAPI) on each approach.

Taxiways and Aprons

- Type: stub taxiway to single apron.
- Surface: asphalt.

Although these two general aviation facilities are part of the National Air Transportation Association, they do not provide air carrier service. County residents rely on both the Raleigh-Durham International Airport and the Pitt-Greenville Airport for daily and periodic air carrier travel needs.



2. Water Service

The water system serving the City of Goldsboro and portions of the Urbanized Area is quite robust and provides available capacities aimed at supporting growth well into the future. The City's water supply comes from the Neuse River and historically the availability of water resources has not been a concern. Over the past few years, however, drought conditions impacting the region have resulted in low water levels in the Neuse River. This issue became especially concerning during the severe drought conditions of 2007. Although this issue will be monitored, Public Utilities staff does not view this as an impediment to growth or the provision of basic services to City residents.

The City of Goldsboro maintains 268.3 miles of water lines with a total water system capacity of 12.0 Million Gallons Per Day (MGD). As of 2011, 4,923 MGD or approximately 41% of this capacity was being utilized through 13,602 service connections. Within the City, roughly 14% of total capacity is utilized by residential customers, and 27.2% is required for servicing non-residential customers. In addition to providing water resources to residents and businesses, the City sells bulk water resources to various sanitary districts serving various portions of the County, as well as the Urbanized Area. Although these entities also utilize water from wellheads, the City supplements these systems as well. These entities include the Fork Township Sanitary District which has a total water supply of 2.441 MGD with a total demand of 0.920 or 38%; and the Eastern Wayne Sanitary District, Belfast-Patetown Sanitary District, and the Southeastern Wayne Sanitary District which have a combined total water supply of 7.634 with a total demand of 4.061 or 53%. The City currently contracts to provide these districts with a combined total of 3.7 MGD. The largest water customers for the City include Case Farms, Seymour Johnson Air Force Base, Wayne Memorial Hospital, and Cherry Hospital.

The only noted deficiencies regarding the City's water system is the fact that the 2007 drought condition posed a threat to water availability. This issue is being addressed on a regional level and will continue to be monitored. The conditions experienced in 2007 were extreme and considered to be a limited occurrence.

The City's Public Utilities Department has established a system that should support growth and development for a majority of the established planning horizon. Currently, the stated available capacity is 6.577 MGD. Additionally, the City is working on an upgrade to the water treatment system. This upgrade will not result in a capacity increase, but will improve the overall efficiency of the system. No other expansions or improvements are planned at this time.

Map 21 provides the boundaries of the City of Goldsboro water service area.



3. Sewer Service

The City of Goldsboro operates an advanced tertiary wastewater treatment facility. This type of facility is considered to be a state-of-the-art treatment facility and is extremely effective in the removal of the following: additional organic and suspended solids removal, removal of nitrogenous oxygen demand (NOD), nutrient removal, removal of toxic materials. Advanced tertiary systems effectively provide water quality suitable for reuse or redistribution into surface waters.

The City's wastewater treatment plant has a total overall capacity of 14.2 MGD, of which 6.96 MGD was being utilized as of 2011. There are currently 11,542 service connections throughout the Urbanized Area served by the City's system with 224.2 miles of service lines. Residential customers account for 1,671 MGD or 11.8% of total system capacity, while non-residential customers account for 2.416 or 17.1% of total current utilized system capacity. Currently, there are no package treatment facilities within the City's sewer service area, and all future development will be required to tie into the central system. Sewer service is provided in limited portions of the ETJ within the County.

System infiltration is an ongoing problem. This issue is the only noted deficiency regarding the wastewater system with an estimated 2.3 MGD of inflow/infiltration impact the system. Inflow and infiltration typically describe the ways that groundwater and stormwater enter into dedicated wastewater or sanitary sewer systems. Stormwater that enters into sanitary system occurs at points of direct connection including footing/foundation drains, roof drains, downspouts, drains from driveways, groundwater/basement sump pumps, and even natural streams and watercourses. This issue is being addressed through ongoing inflow rehabilitation projects.

The system's greatest asset is its 4.000 MGD of unallocated capacity. This available capacity in conjunction with water system availability provides a very favorable situation with respect to accommodating future growth and expansion. Currently, there are no significant sewer system projects or improvements planned or underway. As the Goldsboro Bypass is completed in phases, the City's anticipates a number of service extension projects aimed at serving development anticipated in and around the five new planned interchanges.

Map 21 provides the boundaries of the City of Goldsboro sewer service area.








City of Goldsboro, NC

Urbanized Area Plan

Map 21


**Water and Sewer
Service Area**

-  Street Centerlines
-  Corporate Limits
-  ETJ
-  Urban Area
-  Service Area

Source: Goldsboro Public Works

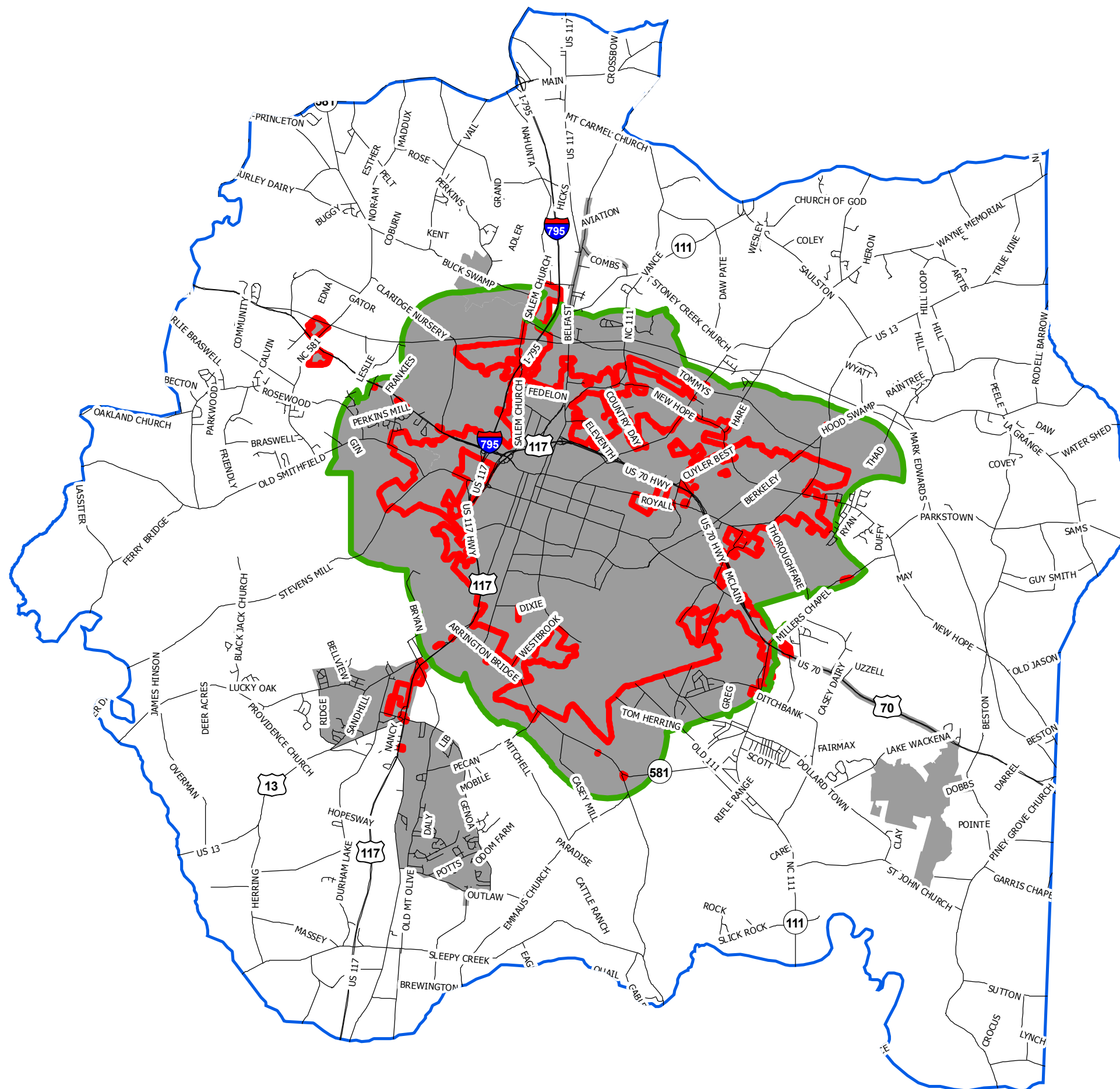


1 in = 2 miles

 Miles
0 0.5 1 2 3



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4. Solid Waste

The City of Goldsboro Public Works Department provides solid waste removal services for both residential and non-residential customers. Curb-side trash pick-up is provided on a weekly basis, while recycling and yard debris removal is provided on a bi-weekly basis. Citizens are charged monthly for these services through the City's Water Billing Department. All trash, recycling, and yard debris is delivered to a transfer facility owned and operated by the City located at 904 Brick Street. From this facility, all waste not suitable for recycling or reuse is transferred to the Wayne County Landfill located at 460 B South Landfill Road in Dudley, NC.



It should be noted that curb-side debris and trash removal is only provided to Goldsboro City residents. No central service is currently provided within the City's ETJ or within portions of the Urbanized Area falling within the County. These residents rely on County convenience centers for the disposal of household waste. Private haulers also provide service to rural areas on a contract basis.

5. Other Key Central Services (Electric, Natural Gas, and Communications)

The following table provides a listing of utility service providers that the City and County have no jurisdiction over. Although these services are critical to the day-to-day lives of the Urbanized Area residents, the City and County rely on these service providers to maintain these systems and respond in the event of severe weather events resulting in outages and interruptions to service.

Table 28. Electric, Natural Gas, and Communication Providers

Service Type	Service Providers Impacting the Urbanized Area
Electric Service Provider	Progress Energy
Natural Gas Provider	Piedmont Natural Gas
Telecommunications Providers	AT&T, Century Link, Time Warner Cable, Verizon, US Cellular, T-Mobile
Internet Providers	Time Warner Cable, AT&T, Century Link, and other local access providers are available
Cable Television Providers	Time Warner Cable, Direct TV, Dish Network, Suddenlink

Source: Holland Consulting Planners, Inc.



6. Police Service

Law enforcement is provided to the City by the Goldsboro Police Department, which is located at 204 S Center Street in downtown Goldsboro. The entire department is housed in one building which is shared with the Fire Department. The department operates four divisions: Operations Bureau (74), Support Services Bureau (17), Investigation (17), and Vice/Drugs (4). On average, the department receives 1,100 calls for service weekly. The following provides a summary of the services and/or enforcement activities offered by the Police Department:

a. Patrol Shifts.

The Uniform Patrol Division operates four (4) shifts with 17 officers per shift. The division is normally the first respondent to calls for service initiated by the citizens of Goldsboro. The division maintains 66 patrol cars.

b. Housing

The Goldsboro Police Department Support Services Housing Unit's primary duty is to promote a safe and health living environment in the City of Goldsboro's public housing communities. The Housing Unit officers maintain a close working relationship with the citizens in the communities they patrol. To do so, they must utilize a pro-active response to criminal activity within the housing communities while adhering to a community-policing concept of law enforcement.

c. K-9 Program

The Goldsboro Police Department's K-9 teams were formed to increase the effectiveness in the detection and prevention of crime, as well as the apprehension of criminals. There are currently four (4) K-9 teams serving the citizens of Goldsboro. These teams are used in building searches, evidence searches, tracking, and apprehensive work.

d. Park Police

The Goldsboro Police Department has an officer designated and assigned to patrol the City of Goldsboro's eleven (11) parks. This officer usually attends events scheduled in the city's parks and recreational centers.



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e. *Animal Control*

The Goldsboro Police Department employs a civilian Animal Control Officer. He is responsible for investigating animal cruelty cases, reports of rabid animals, and animal bites. Other responsibilities include enforcing the leash law, capturing stray animals, lost animals, and picking up unwanted and deceased animals.

f. *Emergency Response Team (ERT)*

The Goldsboro Police Department has at its disposal an Emergency Response Team commanded by the Major of Support Services. This team was first formed to respond to dangerous high-risk incidents that required tactical operation skills more advanced than a police officer receives in basic training.

g. *Selective Enforcement Unit (SEU)*

The Selective Enforcement Unit is a multi-functional, tactically-trained, specialized task force working directly under the direction of the Chief of Police. The unit is frequently called upon to assist other divisions within the department to augment manpower or to solely assume responsibility for special assignments.

h. *School Resource Officer (SRO)*

Goldsboro Police Department's School Resource Officer is a certified law enforcement officer who is permanently assigned to provide coverage to Goldsboro High School. The SRO is specifically trained to perform three roles: (1) Law Enforcement Officer, (2) Law-Related Counselor, and (3) Law-Related Education Teacher. The SRO is not a security guard, or officer who has been placed temporarily in a school in response to a crisis situation, but rather acts as a comprehensive resource for his school.

The City's Police Department has identified the following deficiencies and strengths:

Acknowledged Deficiencies:

Aging fleet of cars

Budget constraints

Infrastructure

Aging computer software



Acknowledged Strengths:

Community involvement

Working relationship with Seymour Johnson Air Force Base

Forward thinking administration

Very dedicated officers and civilian employees

Although the City of Goldsboro Police Department maintains a mutual aid agreement with the Wayne County Sheriff's Department, primary jurisdiction and responsibility regarding law enforcement within the portions of the Urbanized Area falling outside of the City's corporate limits lies with the Sheriff's Department.

7. Fire Service

The City of Goldsboro Fire Department maintains five stations located throughout the City's corporate limits. The following provides a summary of the stations locations and associated staffing levels:

- *Station 1 – 204 Center Street.* Fire Chief, Fire Inspector, Assistant Chief of Training, Assistant Chief of Support Services, and an Administrative Assistant on weekdays, Assistant Chief of Operations, two Captains, two Engineers, four firefighters per shift.
- *Station 2 – 1901 Royall Avenue.* One Captain, one Engineer, and two Firefighters per shift.
- *Station 3 – 100 East Patetown Road.* One Captain, one Engineer, and two Firefighters per shift.
- *Station 4 – 1300 Poplar Street.* One Captain, one Engineer, and two Firefighters per shift.
- *Station 5 – 3521 Central Heights Road.* One Captain, one Engineer, and two Firefighters per shift.

Staffing levels are maintained within each of the City's fire stations on rotating shifts. There are three shifts over each 24-hour period with an average of 22 personnel on shift per day. The Fire Department offers a wide range of services in addition to emergency response including: fire inspections, fire prevention education, provision of a confined space and trench rescue team, provision of a high angle rescue team, provision of first



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responders to supplement Emergency Medical Services, vehicle extrication, hydrant inspections, and flow testing for the City's Planning Department.

In order to provide these services, the City must maintain a robust inventory of fire suppression as rescue equipment and vehicles. The following provides a listing of equipment critical to the data to day operations of the department:

- One ladder truck
- One quint apparatus
- Four front line engines
- Two reserve engines
- One wild land fire apparatus
- One utility truck for rescue equipment
- One pull style trailer
- Six staff vehicles
- Two generators
- 59 self-contained breathing units

The City's Fire Department receives an average of 42 calls per week. The department maintains an average response time of approximately 5.5 minutes from all station locations. Emergency Medical Services are provided through Wayne County; however, each fire station provides a first responder program for their respective district.

The City's Fire Department has identified the following deficiencies and strengths:

Acknowledged Deficiencies:

Lack of a Hazardous Materials Response Team

Need for additional personnel

Need for an additional Fire Station in the Berkeley Boulevard/Ash Street area

Need for a training ground

Acknowledged Strengths:

Department maintains a Class 3 fire rating for the City

Above average response times

95% of all line personnel are EMT-B certified

Provide a comprehensive range of first responder services

Percentage of property value saved in all fires throughout 2011 was \$97.4%



The locations of the five Fire Stations are shown on Map 22. Fire protection services outside of the City's corporate limits and falling within the Urbanized Area is provided by one of the County's Volunteer Fire Departments. These departments are funded through the County's Fire Tax Districts. Map 22 also provides the location of all volunteer facilities throughout the County serving the Urbanized Area.

8. Schools

The Wayne County Public School (WCPS) System, as with other school systems across the State of North Carolina, has been struggling with budget crises in recent years. In spite of this issue, WCPS student performance has continued to improve and the district has been successful in protecting key sport programs, cultural arts programs, and other extracurricular activities.

Although the City of Goldsboro has no jurisdictional authority over WCPS, City elected officials and staff work diligently to improve upon school facilities, services, and infrastructure. The following provides a summary of all school facilities serving the Urbanized Area:

Public Schools

Spring Creek Elementary
Grantham Elementary
North Drive Elementary
Rosewood Elementary
Eastern Wayne Elementary
Northeast Elementary
Northwest Elementary
School Street Elementary
Dillard Middle
Goldsboro Intermediate
Greenwood Middle
Eastern Wayne Middle
Norwayne Middle
Charles B. Aycock High
Goldsboro High
Eastern Wayne High
Rosewood High

Private Schools

St. Mary's School
Wayne Montessori School
Summit Christian Academy
Wayne Multi-Purpose Juvenile School
Wayne Christian School
Faith Christian Academy
Wayne Country Day School
Pathway Christian Academy
Rhema Christian Academy

The WCPS currently has two capital improvement projects underway. One of the projects is at Norwayne Middle School which includes the addition of a new classroom building and the tearing down of an old one. There is also a project underway at Eastern Wayne Middle School where a building is being renovated and a new classroom building is being constructed.



City of Goldsboro, NC

Urbanized Area Plan

Map 22

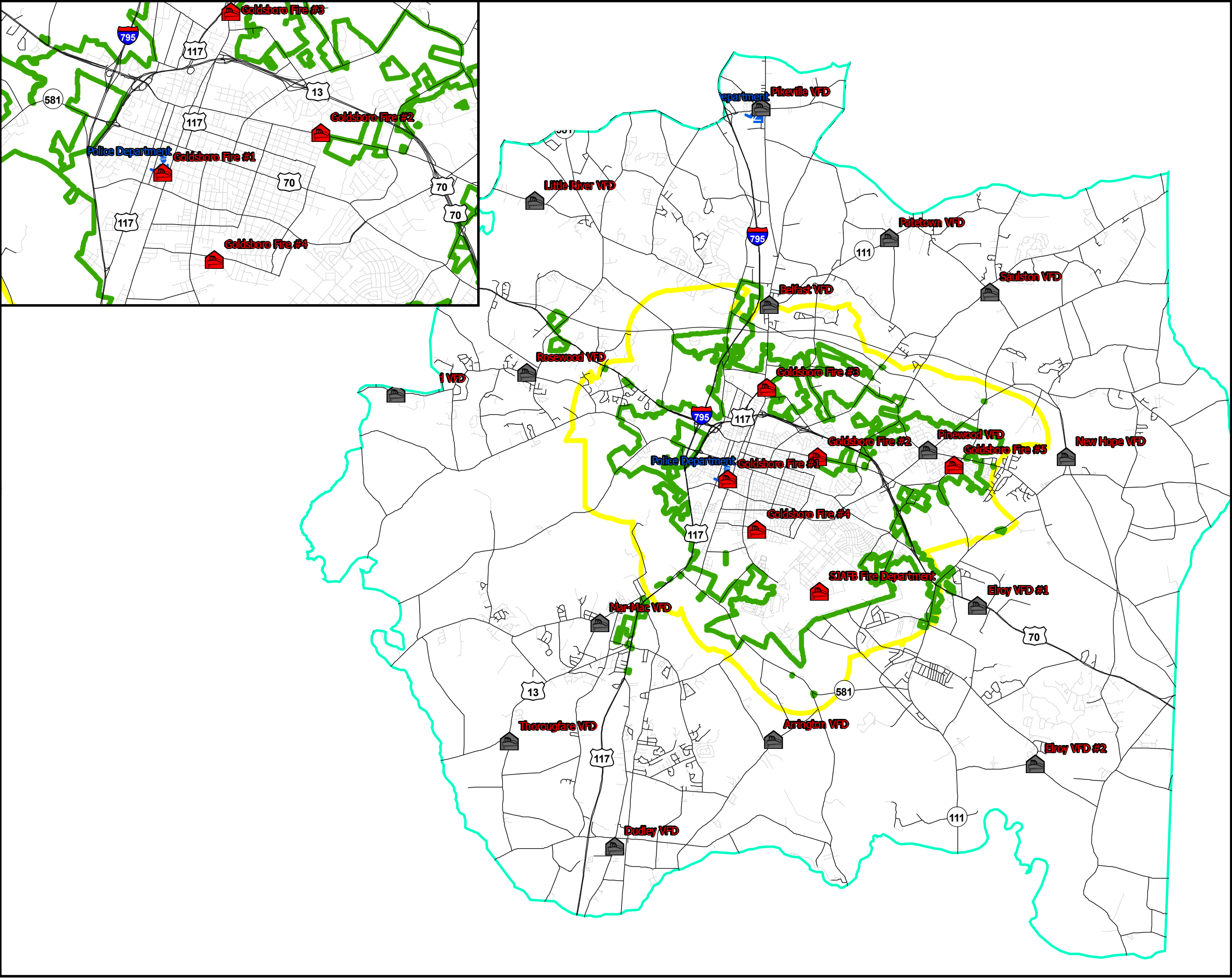
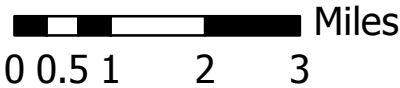
**Police Department
and Fire Stations**

- Street Centerlines
- Corporate Limits
- ETJ
- Urban Area
- Police Department
- Full Time Fire Station
- Volunteer Fire Station

Source: Wayne County and Goldsboro GIS



1 in = 2 miles





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The following provides a summary of key statistics relating to WCPS:

Total Student Population

Pre-K	242
Elementary (K-5)	9,261
Middle (6-8)	4,422
High (9-12)	5,546
Total	19,471

Average Class Size

Elementary (K-5)	22.2 students
Middle (6-8)	22.6 students

Number of Students Per Instructional Computer

WCPS	2.8 students
NC	2.37 students

Ethnic Breakdown

American Indian	0.14%
Asian	1.07%
Hispanic	13.32%
Black	37.13%
White	43.98%
Multi-Racial	4.36%

There are several options for County residents seeking higher education. This includes regional access to the following community colleges and 4-year universities: Mount Olive College, Johnston Community College, Pitt Community College, Wayne Community College, Campbell University, East Carolina University, North Carolina State University, North Carolina Wesleyan College Satellite Campus, and Central Michigan University Satellite Campus (on the base).

9. Health and Wellness Assessment

a. Health, Wellness, and the Built Environment

Public health and wellness is affected in many ways by the design of the built environment. In the Goldsboro Urbanized Area, as in other places across the country, the design of our roadways, residential developments, and settlement patterns all contribute to the relative health and wellness of citizens. For the purposes of this assessment, wellness is defined in the physical dimension as the need for regular physical activity and physical development that encourages learning about diet and nutrition.

In the United States, the automobile is often the dominant force driving urban design. The vast demand for private vehicular transportation regularly dictates the scale of our streets, the relationship between buildings, and the speed at which we experience our environment.



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Examining Wayne Memorial Drive in the picture to the right, it is clear that this area was built to be traveled by the car. If this environment were designed to accommodate the pedestrian and bicyclist, then buildings would likely front the street, the signs would be smaller, and sidewalks would be present. As it is, few people would choose to walk or cycle this road - leaving little or no options for active transportation.



Additionally, land use decisions can also have an effect on the health and wellness of individuals. Studies have shown that urban areas with a range of land uses increase the walkability of an area and subsequently lessen vehicular miles of travel. Traditional zoning districts often restrict multiple uses making new development single use in nature, and thus, contributing to a lack of walkability.

The creation of the health and wellness related elements in the comprehensive plan use multiple academic and research based reports to establish criteria and factors related to health and the built environment. Local health related information has been gleaned from public health officials, planning department staff, and the Wayne County and Goldsboro GIS departments.

b. Health and Wellness Issues in the Urbanized Area

During the last Community Health Assessment in 2008, there were five (5) major health problems identified and chosen as priorities for Wayne County. They are as follows:

- Teen Pregnancy
- Infant Mortality
- **Chronic Disease (including Heart Disease, Cancer, and Diabetes)**
- STDs (Sexually Transmitted Diseases)
- **Obesity (especially childhood obesity)**

Of these five issues, the design of the built environment plays a role in just two - chronic disease and obesity. According to the Centers for Disease Control (CDC), chronic diseases - such as heart disease, stroke, cancer, diabetes, and arthritis - are among the most common, costly, and preventable of all health problems in the United States.



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Obesity is a leading cause of chronic disease in the United States and increases the risk for a variety of chronic diseases including heart disease, strokes, glucose intolerance, and some forms of cancer. It is not a direct cause of most diseases, but unfavorably alters the risk factor profile. For example, obesity may lead to increases in blood pressure and blood cholesterol, which in turn, can lead to cardiovascular disease and strokes.

According to the "2011 State of the County Health Report," the primary cause of death in Wayne County is heart disease. However, heart disease, cancer, and diabetes for Wayne County and North Carolina are on a downward trend. Advanced medical technology/drugs have made a huge difference in this downward trend. Public health officials also attribute this downward trend to improved diets, exercise, not smoking, and an overall healthier lifestyle because of these positive changes. Access to care, education, early diagnosis and treatment, and positive lifestyle changes will continue to impact these leading causes of death in Wayne County (see Table 29).

Table 29. Wayne County Leading Causes of Death (Per 100,000 Population), 2005-2009

Cause	White Males		African-American Males		White Females		African-American Females		NC Rate	Wayne Co. Rate
	Wayne	NC	Wayne	NC	Wayne	NC	Wayne	NC		
Total Heart Disease	283.3	236.2	294.0	294.0	166.4	144.2	204.7	186.0	191.7	221.0
Total Cancer	256.3	224.4	315.4	304.0	170.0	149.4	173.0	168.8	185.6	211.0
Cerebrovascular Disease	69.1	47.1	103.3	77.1	48.7	45.1	73.0	63.8	50.5	64.6
Chronic Lower Resp. Distress	58.9	59.1	59.2	47.4	36.3	45.5	N/A	21.0	47.0	40.4
Diabetes	28.2	22.6	75.6	53.3	19.4	15.1	69.6	45.5	23.6	37.6
Alzheimer's Disease	27.2	22.7	N/A	20.1	36.6	32.3	26.2	27.0	28.3	30.4
Kidney Disease/Failure	29.2	19.0	50.4	41.6	17.6	12.5	37.9	34.0	18.7	28.8
Unintentional Injuries	33.7	40.5	42.6	32.6	22.8	21.9	N/A	13.9	28.6	26.1
Motor Vehicle Accidents	34.5	25.3	N/A	27.4	15.4	10.5	N/A	8.5	17.6	21.5
Pneumonia & Flu	16.9	22.2	N/A	25.0	14.6	17.7	N/A	16.1	19.4	16.9
Septicemia	14.7	13.4	N/A	24.4	9.3	11.4	20.6	19.5	13.8	14.0
Suicide	29.8	22.3	N/A	8.7	N/A	6.4	N/A	1.6	12.0	13.8
Homicide	N/A	5.8	37.6	27.0	N/A	2.4	N/A	5.4	7.0	11.8
AIDS	N/A	2.0	24.0	21.9	N/A	0.5	N/A	10.2	4.2	5.8

Note: Hispanics are included under Whites. Other races (including American Indian & Asian Pacific Islander) are not included in the chart above due to rates based on fewer than 20 cases. N/A indicates less than 20 cases thus no rate.
Source: 2011 State of the County Health Report.



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In the Urbanized Area, a number of the leading causes of death are more prevalent in minority populations as compared to whites thus creating large racial disparities. Heart disease and diabetes in particular are prime examples of those disparities. The death rate for diabetes is two to three times higher in African Americans than Whites - to raise awareness an annual diabetes walk has been held in the past in Goldsboro and Mount Olive.

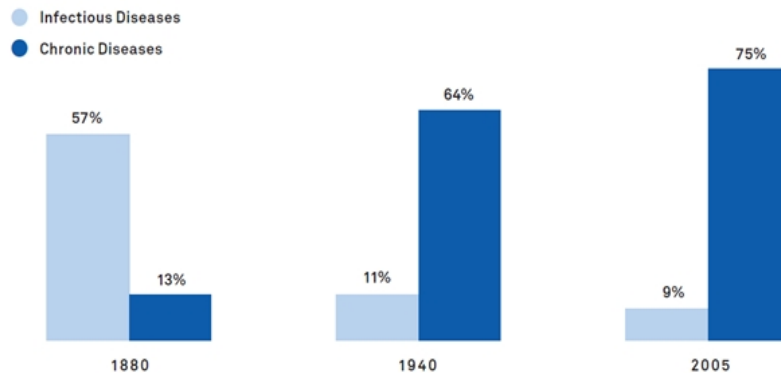
Lack of dental care is not mentioned in detail as part of this assessment, but it should be noted that North Carolina ranks 47th in the nation in dentists per capita, at 4.4 dentists per 10,000 population. In fact, only eight counties have dentist-to-patient ratios which exceed the national average of 6.0 dentists per 10,000 population (Wake County, Durham County, Orange County, Alamance County, Guilford County, Forsyth County, Mecklenburg County, and New Hanover County). Seventy-nine NC counties are recognized as federally designated dental shortage areas.

Wayne County ranks below the state average of dentists per capita at 3.7 dentists per 10,000 residents and is recognized as a federally designated dental shortage area. In the Urbanized Area, the Health Department has a dental program targeted at providing care to Medicaid & Health Choice patients and to a limited number of uninsured as a means of meeting dental care needs in Wayne County.

c. *Chronic Disease Factors*

Chronic disease differs from infectious disease (or communicable disease) in the way it occurs in individuals. Infectious diseases usually occur because of contact with an affected host, while chronic diseases may occur solely as a result of a sedentary lifestyle. Common infectious diseases of current and past years include tuberculosis, Ebola, malaria, measles, and HIV/AIDs.

Infectious diseases were once the primary cause of death in the United States a century ago, but proper hygiene, environmental design, and immunization has led to the downfall of such disease in the United States (see Figure 5).



Source: The City of New York Summary of Vital Statistics 2005

Figure 5. Infectious Diseases Versus Chronic Diseases, 1880 - 2005

Whereas infectious diseases were the gravest health threats of an earlier era, the largest killers of our time are chronic diseases such as heart disease and strokes, cancers, and diabetes, for which the leading risk factors are obesity, physical inactivity, poor diets, and smoking.

In the Goldsboro Urbanized Area, the health and wellness element will strive to combat factors that may lead to obesity - the second leading **preventable** cause of disease and death in the United States. Strategies and policies will relate to active living, healthy eating, and the prevalence of safe physical environments.

i. Obesity Mechanisms

Obesity results from a positive caloric balance in that the intake of calories is greater than caloric expenditure. Nutrition plays a direct role in determining caloric balance by being the sole variable accounting for caloric intake. Caloric output, however, is dependent on three specific variables. These include physical activity, resting metabolism, and the thermogenic effect of food. Thermogenesis occurs when your body raises its core temperature. When your body increases its heat or energy output, your metabolism increases and your fat cells are used as the main source of energy. Of the three variables, physical activity is the most often altered in order to increase caloric expenditure¹.

¹Obesity in the Lower Socio-Economic Status Segments: Forum on Public Policy 2008.



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Exhaustive study has taken place to identify the primary causes of obesity in the United States. In general, obesity tends to be a multi-faceted problem with no one solution to combating its occurrence. However, there are certain segments of the population that are more likely to be obese as it is more prevalent in the low socioeconomic status (SES) segments of society. Investigations have shown similar results in urban, suburban, and rural communities².

In addition, a childhood spent in poor social and economic conditions has been shown to lead to a less healthy adulthood. In both adolescent boys and girls, low SES and parental education levels were related to an unfavorable risk factor profile indicating a need for early intervention in low SES communities¹.

To identify areas of the Goldsboro Urbanized Area that are considered low in socioeconomic status, GIS analysis was used. Census estimates for educational attainment, employment, and income levels were combined to locate these areas. Concentrations of low SES are found on Map 23.

The highest concentration of low SES individuals can be found in the Goldsboro's core downtown area. Additional areas of concern extend south down US 117 to Mount Olive.

² The Obesity Epidemic in the United States—Gender, Age, Socio-Economic, Racial/Ethnic, and Geographic Characteristics: A Systematic Review and Meta-Regression Analysis: *Epidemiologic Reviews* 2007; 29:6-8.



City of Goldsboro, NC

Urbanized Area Plan

Map 23

Socioeconomic Status

Legend

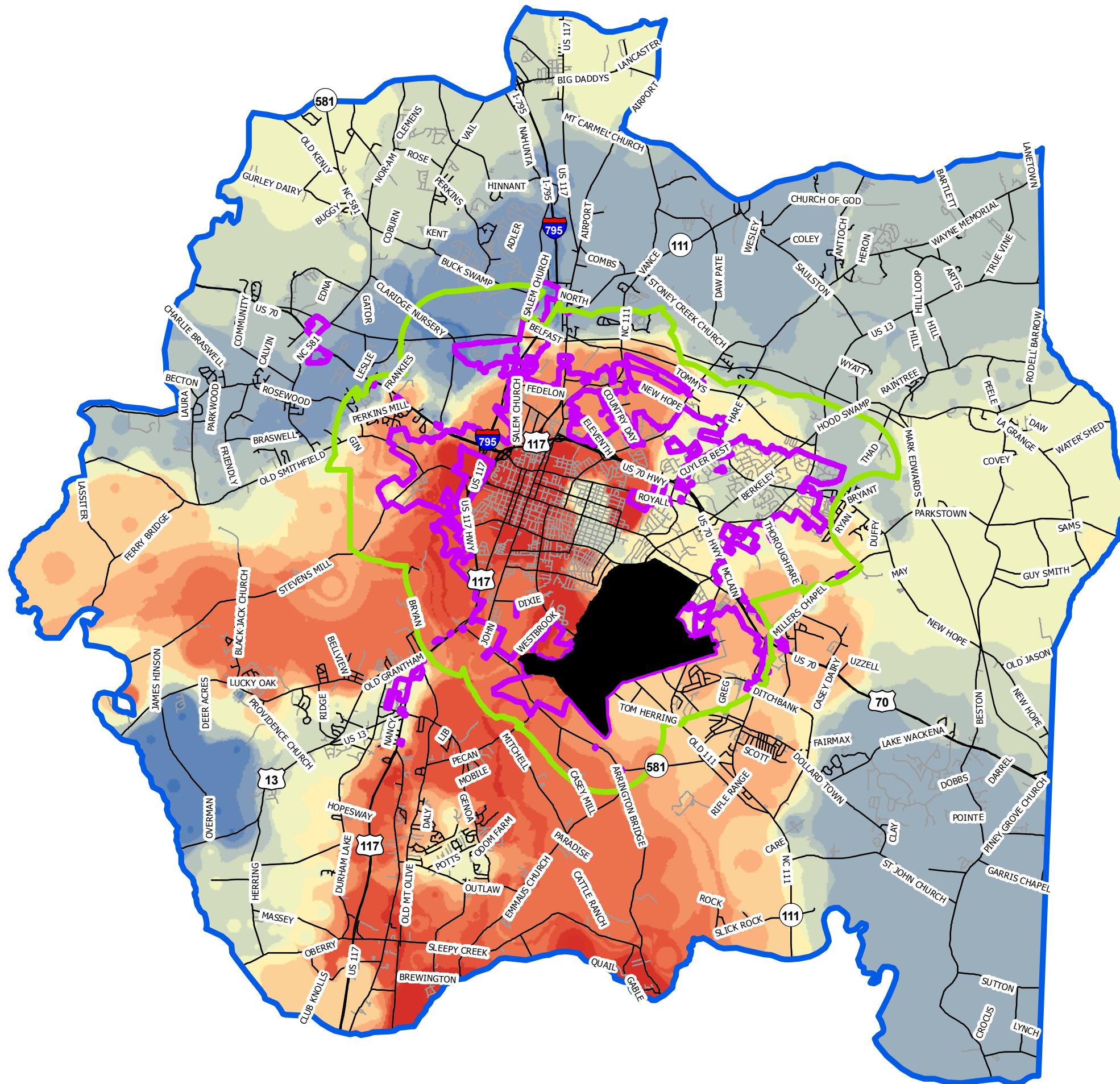
- Street Centerlines
- Corporate Limits
- ETJ
- Urbanized Area
- Seymour Johnson Air Force Base
- Socioeconomic Status
 - Low SES
 - High SES

Note: Median HH Income, Employment, and Education used to determine SES layer.

Source: US Census; Applied Geographic Solutions

1 in = 2 miles

0 0.5 1 2 3 Miles





ii. Nutritionally Disparate

Food is essential for life. Yet unlike other enduring necessities – water, air, and shelter – food has not been considered a priority for planning by state and local officials and decision makers. Increasing access to and encouraging consumption of fresh, healthy foods are important ways to address disease incidence and health care expenditures, particularly in under-served communities in the Goldsboro Urbanized Area.

North Carolinians face a number of health challenges related to our food system. Food insecurity is present across the state, which exists when an individual or family lacks adequate or consistent access to the foods necessary to lead an active, healthy lifestyle.

Children's health and wellbeing are connected to diet, nutrition, and food security. Access to an ample quantity and variety of fruits and vegetables at school, at home, and in the community is critical. Access is especially important for school-age children, given that poor dietary habits can linger or worsen into the high school years and adulthood.

In the Goldsboro Urbanized Area, there are 13 establishments that offer full service grocery items. For the purposes of this assessment, a "full service grocery" is defined as an establishment that is open 7 days a week, offers a variety of fresh fruits and vegetables at a competitive price, and accepts EBT (Electronic Benefits Transfer) and WIC (Benefits for Women, Infants, and Children). Full service grocery stores are located primarily in higher socioeconomic status areas of the city and county (see Table 30).

Table 30. Full Service Groceries in the Goldsboro Urbanized Area

Company	Address	City/Town
Carlie C's IGA	1805 Wayne Memorial Drive	Goldsboro
Food Lion	118 Five Points Road	Goldsboro
Food Lion	219 NC 111 Highway S	Goldsboro
Food Lion	553 E. New Hope Road	Goldsboro
Food Lion	1809 E. Ash Street	Goldsboro
Food Lion	1322 W. Grantham Street	Goldsboro
Food Lion	1017 N. Breazeale Avenue	Mount Olive
Food Lion	4700 US 117 N	Pikeville



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Company	Address	City/Town
Harris Teeter*	2120 Wayne Memorial Drive	Goldsboro
Piggly Wiggly	100 Lionel Street	Goldsboro
Piggly Wiggly	615 N Breazeale Avenue	Mount Olive
Wal-Mart Supercenter	1002 N. Spence Avenue	Goldsboro
Wal-Mart Supercenter	2098 US 70	Goldsboro

*The Harris Teeter (to be located on Wayne Memorial Drive) is the only currently planned full service grocery store in the Goldsboro Urbanized Area.

Source: *City of Goldsboro*.

Produce vendors and farmer's markets are also available to residents located in the Goldsboro Urbanized Area. However, at this time, none of these operations carry normal business hours, nor do they accept EBT or WIC payments. As a result, individuals of low socioeconomic status may be limited by the cost or hourly availability of produce vendors and markets. For this reason, they are not included in the Nutritionally Disparate analysis. Table 31 provides a list of produce vendors and farmer's markets available to Wayne County residents.

Table 31. Produce Vendors and Farmer's Markets in the Goldsboro Urbanized Area

Name	Address	EBT	WIC	Operation
Stomp Johnson's Produce Market	3226 US Highway 13 N, Goldsboro	No	No	April 21 - August 1 Mon-Sat: 9 am - 6 pm
Robbie and Janie's Farmers Market (Cox Farm)	547 Dobbersville Rd, Goldsboro	No	No	May 18 - October 3 Sun, Tue-Sat
Wise Farm	2199 Dobbersville Rd, Mount Olive	No	No	Spring, Summer, Fall (CSA)
Blanch Farm	1107 Sleepy Creek Rd, Dudley	No	No	June 25 - August 15
Elroy Farms	170 Wood Peck Rd, Goldsboro	No	No	April - December Sun: 1 pm - 6pm Mon-Sat: 8 am - 5 pm
Gwaltney Farms	450 Frank St, Goldsboro	No	No	October - January Mon-Sat: 9 am - 5 pm
Smith Farms	686 Riverbend Rd, Goldsboro	No	No	March 25 - May 1 Mon-Sat: 7 am - 6 pm
Tart Farms	4373 Highway 13 S, Goldsboro	No	No	End April - Mid June Daily: 9 am - 9pm
Plum Tree Marketplace	S George St, between Walnut and Chestnut Streets, Goldsboro	No	No	April 13 - November 2 Fri: 4 pm - 7 pm
Odom Farming Company, Inc.	1426 Claridge Nursery Rd, Goldsboro	No	No	April 2 - October Tue, Sat: 8 am - 3 pm



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Name	Address	EBT	WIC	Operation
Britt Farms	371 Manley Grove Church Rd, Mount Olive	No	No	April - November (CSA)
Goldsboro Parks & Recreation Farmers' Market	Herman Parking Lot, Goldsboro	No	No	April 22 - October Wednesdays & 1 st Sundays Monthly 9:30 am - Dusk

Source: Region 10 CTG Project.

The majority of the Goldsboro corporate limits has access to a full service grocery store (see Map 24). However, only a small portion of the Urbanized Area is within a ½ mile (10-minute walk) of such establishment. Areas outside of the ETJ are limited to just three full service grocery stores.

iii. Elderly

Over ninety percent of seniors (65+) have at least one chronic disease and more than 75% have at least two³. To exacerbate the issue, in the next thirty years, the portion of the population over the age of 65 is expected to more than double⁴. Although estimates vary in terms of the extent to which this segment of the population will increase, all are certain that increases will be nothing short of significant - whether the number will double, or increase by half is yet to be seen. In addition, by 2030, more than nine percent of the population is estimated to be over the age of 85⁵. Increasingly, these folks will be stranded in the suburban landscape as most have no access to public transit. It will be important for Goldsboro to prioritize transit access for concentrations of the elderly population.

In the Urbanized Area, elderly populations are scattered throughout the jurisdiction (see Map 25). This finding is consistent with findings nationwide that show elderly populations are found in rural and urban areas alike.

³Anderson, Gerard, "The Growing Burden of Chronic Diseases in America." *Public Health Reports*, May-June 2004, Volume 119.

⁴Rosenbloom, Sandra. *The Mobility Needs of Older Americans: Implications for Transportation Reauthorization*. S.I.: The Brookings Institution, 2003.

⁵US Census Bureau. *Projections of the Population by Age, Sex, Race, and Hispanic Origin for the United States, 1999 to 2010, Middle Series*. SI: Department of Commerce, 2002.











City of Goldsboro, NC

Urbanized Area Plan

Map 24

Nutritionally Disparate Areas
(shown white)

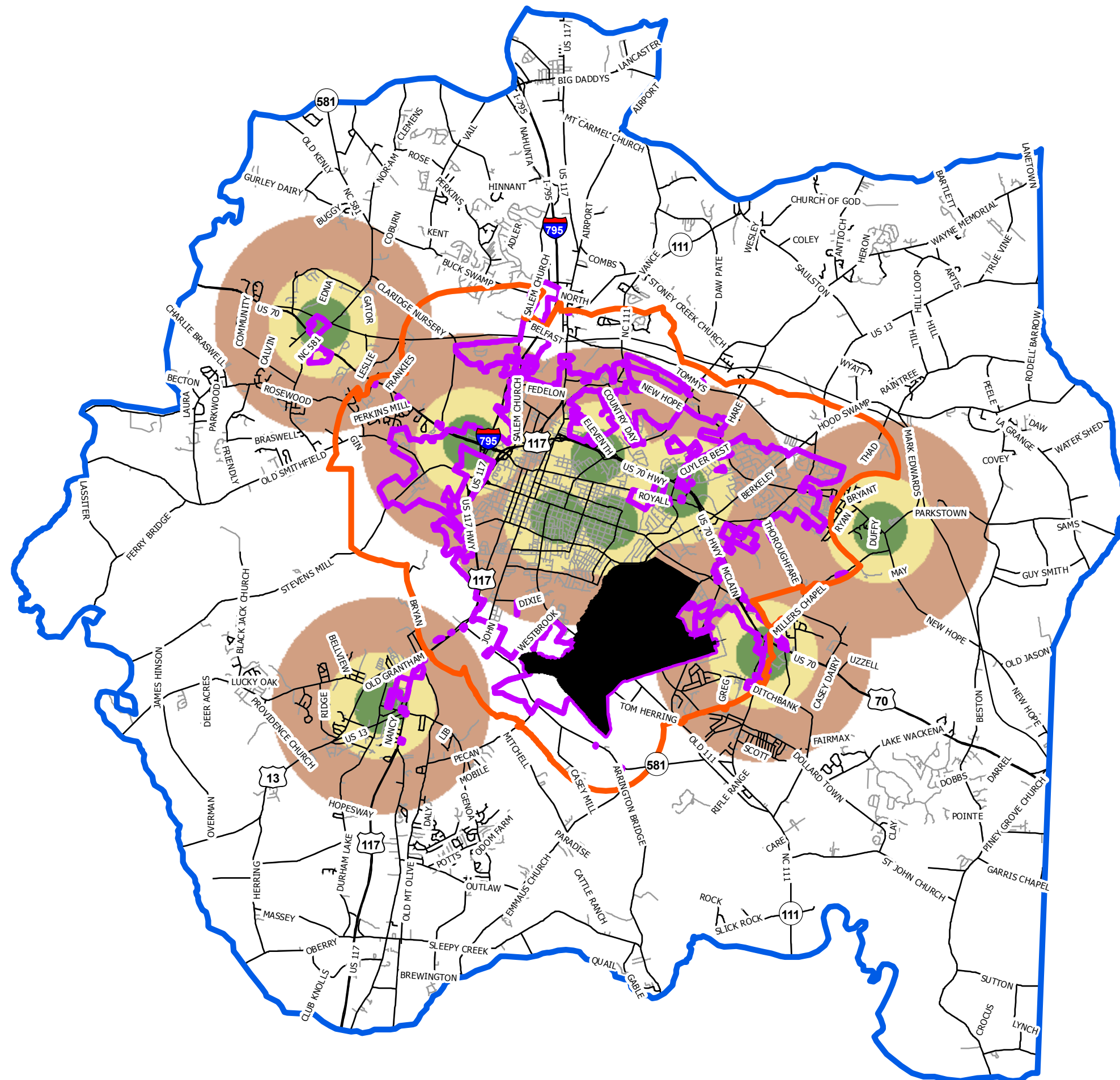
Legend

- Street Centerlines
-  Corporate Limits
-  ETJ
-  Urbanized Area
-  Seymour Johnson Air Force Base
- Full Service Grocery Availability
 -  Full Service Grocers within 1/2 Mile
 -  Full Service Grocers within 1 Mile
 -  Full Service Grocers within 2 Miles
 -  Nutritionally Disparate Area

Source: Wayne County GIS

1 in = 2 miles

0 0.5 1 2 3 Miles













City of Goldsboro, NC

Urbanized Area Plan

Map 25

**2010 Elderly Population
Concentration**

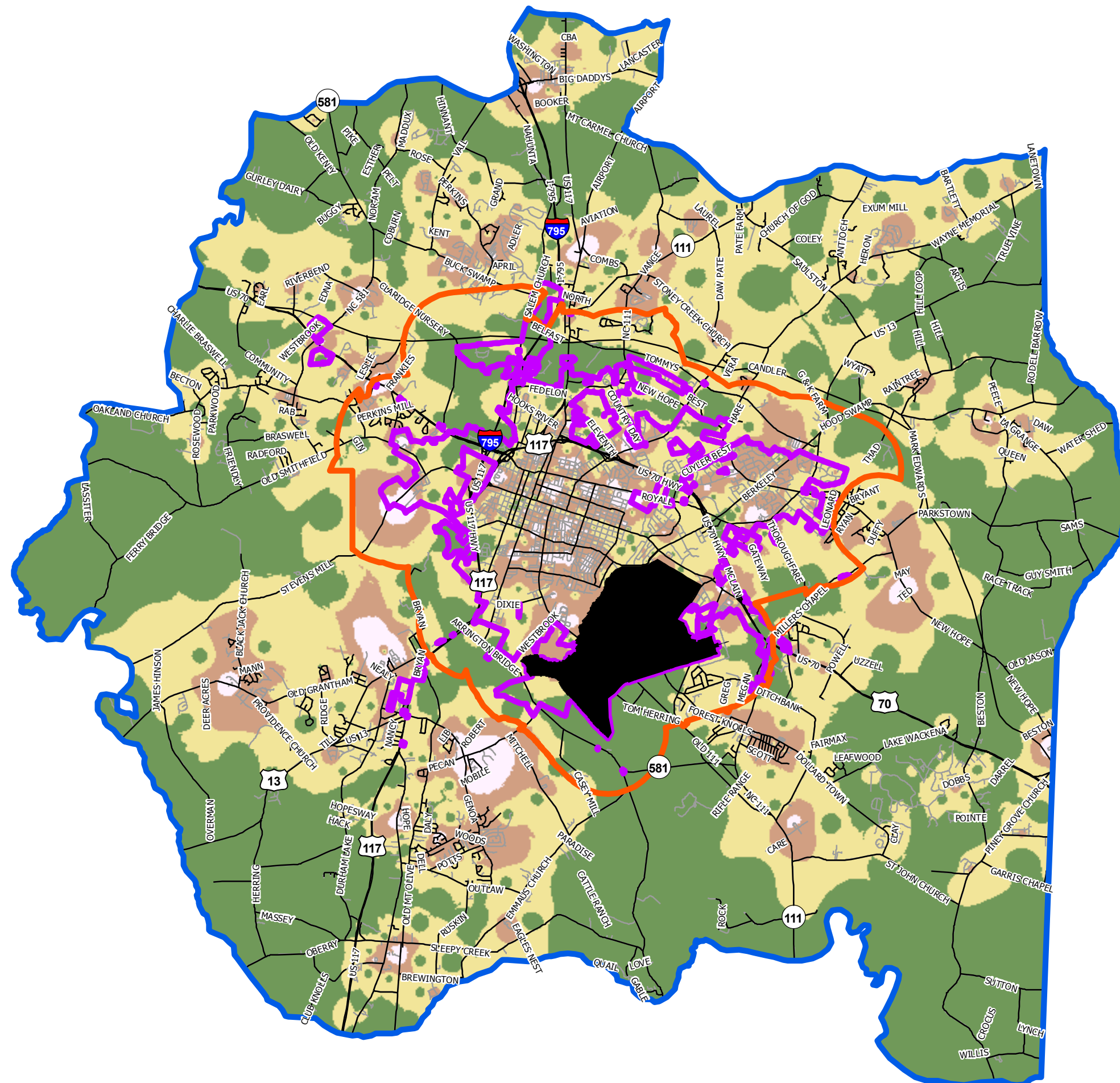
Legend

- Street Centerlines
-  Corporate Limits
-  ETJ
-  Urban Area
-  Seymour Johnson Air Force Base
- Concentration of Elderly (65+)
 -  Minimal
 -  Low
 -  Moderate
 -  High

Source: US Census; Applied
Geographic Solutions

1 in = 2 miles

0 0.5 1 2 3 Miles





iv. Concentrations of Population Vulnerable to Chronic Disease

In order to prioritize investment, it is important to locate spatially those areas most in need of health and wellness enhancement. To do so, GIS analysis was used to combine socioeconomic status and concentrations of the elderly population.

In general, the composite map showing Population Vulnerable to Chronic Disease (Map 26) is very similar to the Socioeconomic Status map. The most vulnerable populations are located in Goldsboro's downtown. Another area of vulnerable population can be found along Pecan and Genoa Road just south of the ETJ.

d. Mobility and Public Health

Mobility is generally defined as the movement of people from place to place. Over the last forty years little emphasis has been placed on the non-motorized forms of movement, often to the detriment of cyclists and pedestrians. In fact, it was not until 1998 that the Federal Highway Administration authored a guidance manual addressing the design of bicycle and pedestrian facilities. During that same time, obesity rates for children and adolescents have more than tripled⁶.

Walking and cycling trips have experienced a dramatic decline in recent decades. From 1977 to 1995, the United States experienced a 30% decrease in the number of all walking trips. Meeting the recommended daily exercise guidelines can be easily accomplished by such trips. Yet, research shows that less than 10% of adults meet the recommended thirty minutes of exercise per day⁷. The design of roadways and the urban environment may have much to do with the lack of exercise experienced in our daily travels.

Efficient flow and speed of the private vehicle, the primary determinant of vehicular level of service, is often the only component considered in designing a particular roadway. As a result, non-motorized travelers face difficulties due to a lack of facilities that provide for their safe and efficient movement.

⁶Ogden, C., Carroll, M., and Flegal, K., "High Body Mass Index for Age Among US Children and Adolescents, 2003-2006." 2008 *Journal of the American Medical Association*, pp 2401-2405.

⁷Troiano, R., Berrigan, D., and Dodd, K., "Physical Activity in United States Measured by Accelerometer. 2008 *Medicine and Science in Sports Exercise*, pp 181-188.



City of Goldsboro, NC

Urbanized Area Plan

Map 26

**Population Vulnerable to
Chronic Disease**

Legend

- Street Centerlines
- Corporate Limits
- ETJ
- Urbanized Area
- Seymour Johnson Air Force Base

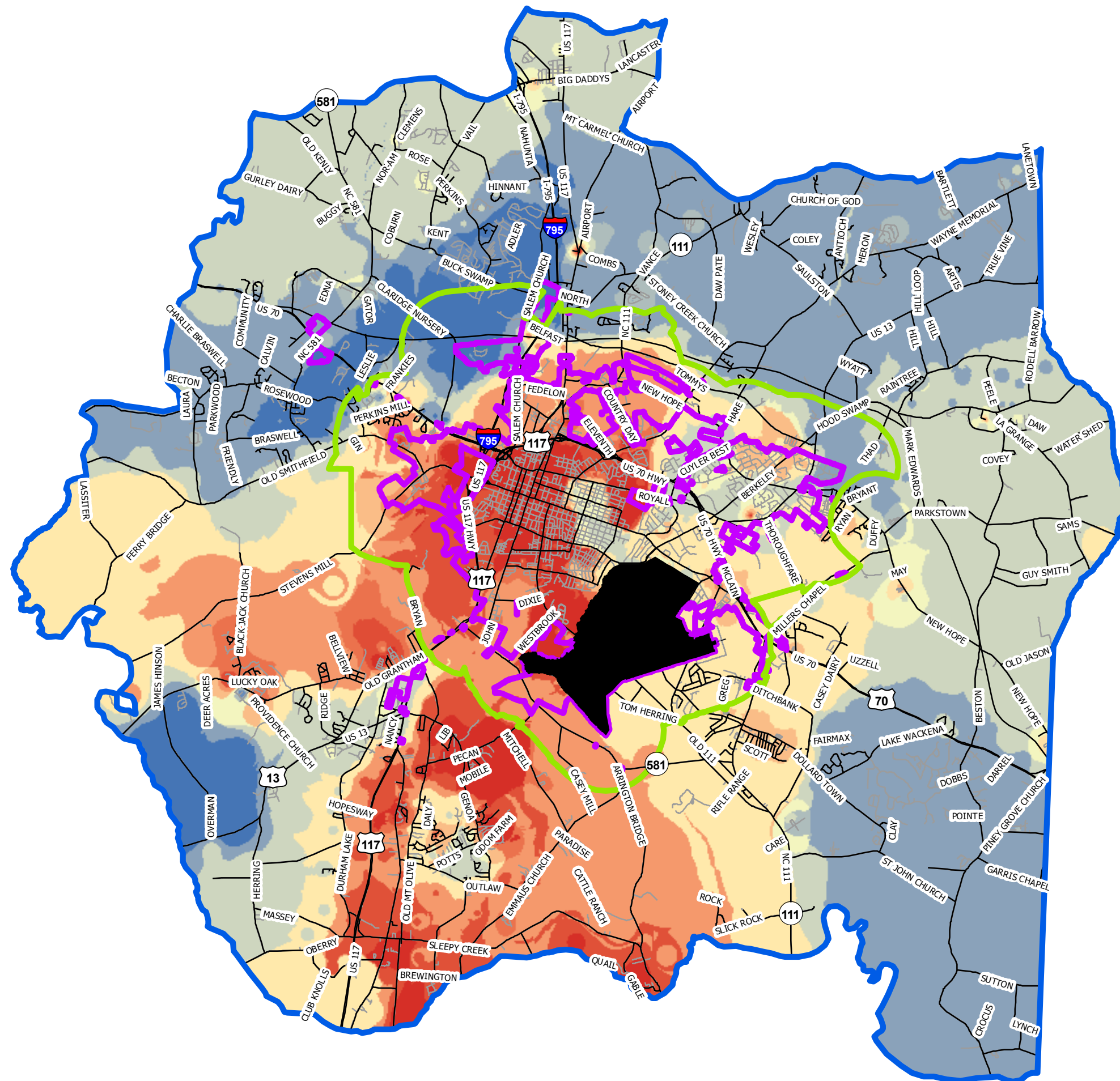
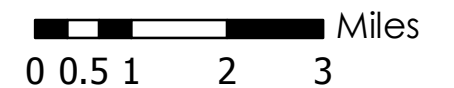
Chronic Disease Vulnerability



Note: Elderly Population and Socioeconomic Status used to determine the population vulnerable to chronic disease.

Source: US Census; Applied Geographic Solutions

1 in = 2 miles





At present, more emphasis is being placed on roadways that accommodate all modes of travel. Yet, in the United States the dominant mode of travel continues to be the private vehicle (see Figure 6).

Mode of Travel	% of Commuters		% of All Trips Nationwide
	Nationwide	Major US Cities	
	2.9%	4.9%	10.5%
	0.6%	0.9%	1.0%
	5.0%	17.2%	1.9%
	91.5%	77.0%	86.6%

Figure 6. Transportation Mode Share

Source: 2012 Benchmark Report.

Investments in transportation can either discourage or encourage use by non-motorized travelers. Research suggests that providing pedestrian and cyclist infrastructure will in fact increase use and promote physical activity.

i. Access to Active Transportation

Active transportation options include travel modes that require an individual to expend energy to reach his or her destination. Bicyclist and pedestrians are the two most common modes recognized as active transport, but public transit riders also fit into this category. Studies have shown that people that use public buses for travel are much more likely to meet their daily exercise requirement. Choosing to walk to and from a transit stop makes public transportation a healthy and active travel option.

In the Urbanized Area, bicycle facilities, sidewalks, and transit routes are all available to area residents. The majority of facilities are concentrated in the corporate limits and its immediate proximity, however. Residents located in outlying subdivisions have few travel options (see Map 27). In addition, long headways (time between buses) may limit transit use by residents.

In rural areas, however, a lack of dedicated facilities may not directly correlate to a lack of activity as significant options exist for unorganized activity in the form of hiking, hunting, or bird watching.



City of Goldsboro, NC

Urbanized Area Plan

Map 27

Active Transportation

Legend

— Street Centerlines

Corporate Limits

ETJ

Urbanized Area

Seymour Johnson Air Force Base

Active Transportation Availability

No Available Active Transportation

1/2 Mile Proximity

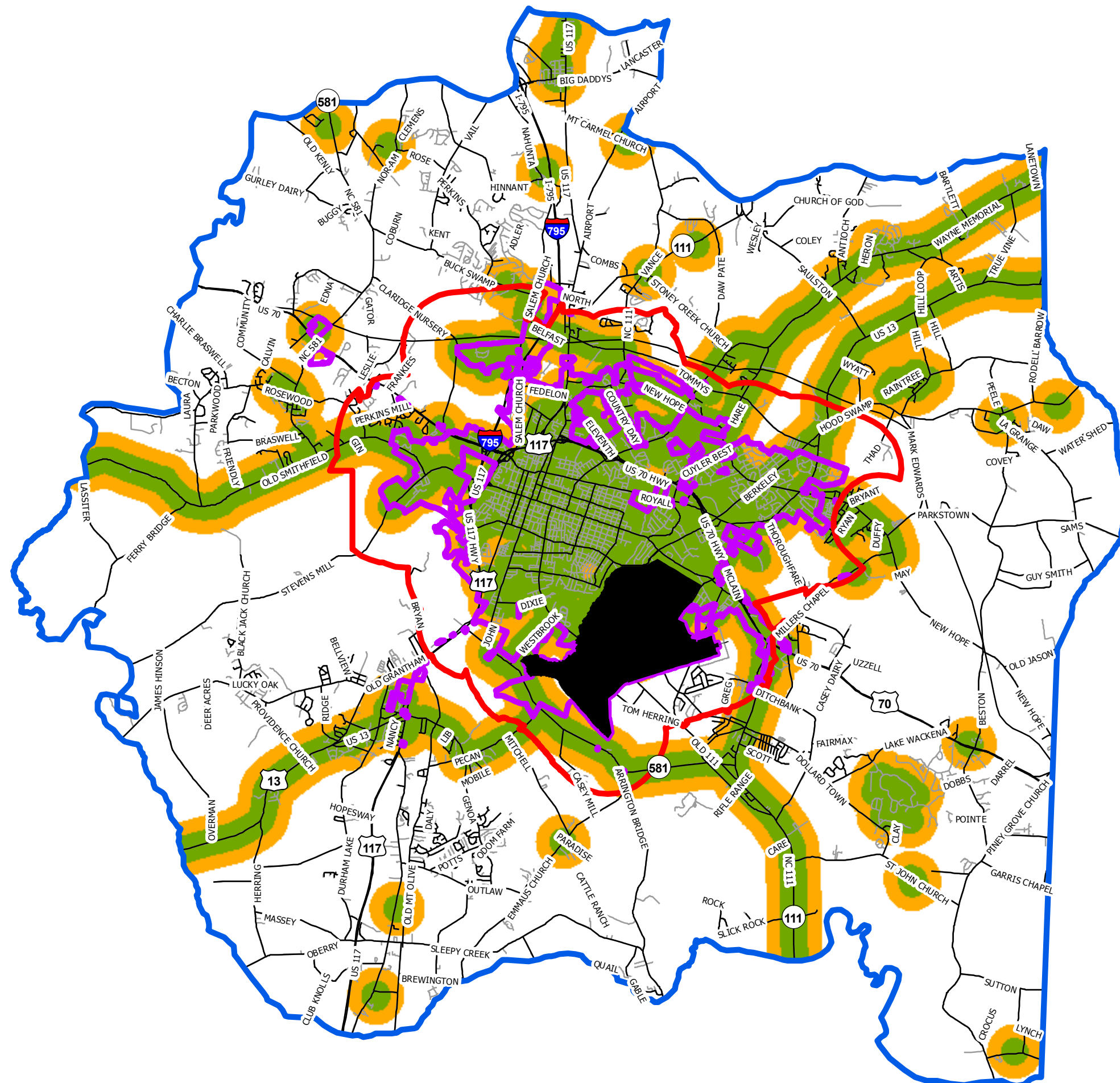
1/4 Mile Proximity

Note: Bus, Bicycle, and Pedestrian Facilities were analyzed to determine available active transportation facilities.

Source: Goldsboro GIS, Wayne County GIS

1 in = 2 miles

0 0.5 1 2 3 Miles





ii. Elderly Transit Access

Presently, the overwhelming majority of the elderly populations in the United States reside outside of the city center. Much of this can be explained by folks "aging in place" or choosing not to leave the residence in which they raised a family or worked for much of their adult life.

While elderly urban populations have greater access to public transit than do their suburban or rural counterparts, many are still unable to take advantage of such service. Most note too great a distance to bus stops and a lack of reliable and consistent service as barriers to using public transit.

Safety among aging populations is an important factor when considering public transit prioritization. Drivers over the age of 65 are much more likely to be involved in accidents than younger drivers as a function of total miles driven (see Figure 7). For drivers over the age of 85, the fatality rate is nine times higher than for drivers aged 25 to 69.

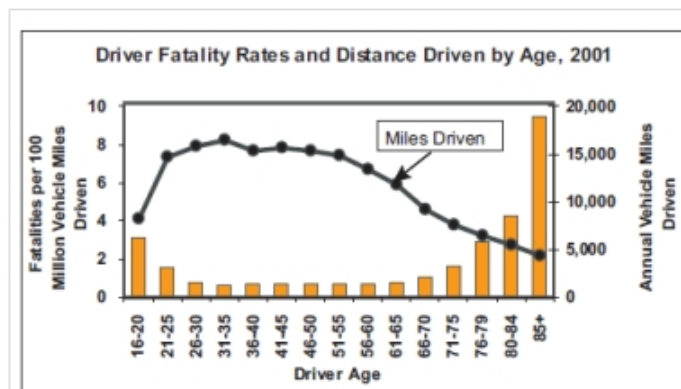


Figure 7. Drive Fatality Rates & Distance Drive by Age, 2001

Source: Lavada E. DeSalles, "Testimony to US Senate Committee on Banking, Housing, and Urban Affairs."

Elderly transit access is determined by combining the elderly population concentrations and the proximity to existing bus stops. High priority is given to those areas with the greatest concentration of elderly and no access to public transportation. In the Goldsboro Urbanized Area, concentrations of elderly population in need of transit access can be found on Map 28. Concentrations of elderly individuals without access to public transportation are located primarily outside of the corporate limits. Areas just south of the ETJ extending south to Mount Olive lack transit access. A high concentration of elderly without transit access are also located along Black Jack Church Road.



City of Goldsboro, NC

Urbanized Area Plan

Map 28

Elderly Transit Access

Street Centerlines

Corporate Limits

ETJ

Urbanized Area

SJ Air Force Base

Elderly Transit Access

No Stop - High Priority

No Stop - Moderate Priority

No Stop - Low Priority

Stop within 1/2 Mile

Stop within 1/4 Mile

Note: Elderly transit Access is determined by combining the elderly population concentrations and the proximity to existing bus stops. High priority is given to those areas with the greatest concentration of elderly and no access to public transportation.

1 in = 2 miles

0 0.5 1 2 3 Miles





ENVISION 35: GOLDSBORO URBANIZED AREA COMPREHENSIVE PLAN

e. *Access to Physical Activity and Recreation Facilities*

Research shows that the one of the number one ways to offset weight gain is through increased physical activity. Coincidentally, individuals looking to increase physical activity encounter barriers when access to recreational facilities is limited. In particular, parks in the Goldsboro Urbanized Area do not have active transportation connections to other recreation facilities or residential areas.

According to the Centers for Disease Control, the following is a list of items that can be accomplished through increased or regular physical activity:

- Weight control;
- Reduced risk of cardiovascular disease;
- Reduced risk of type 2 diabetes and metabolic syndrome;
- Reduced risk of some cancers;
- Stronger bones and muscles;
- Improved mental health and mood;
- Improved ability to do daily activities and prevent fall (older adults);
- Increased chances of living longer.

Wayne County residents located outside of the Goldsboro corporate limits have few opportunities for active recreation (see Map 29). However, as mentioned previously, open space recreation in the form of hiking and hunting is available to many residents in the rural areas of the County.

f. *Neighborhood Safety*

Neighborhood safety and perception of crime are consistently cited in studies as a barrier to walking or physical activity. Low SES areas often report higher perceptions of neighborhood crime, unattended dogs, and untrustworthy neighbors. Perception of lower neighborhood safety and social disorder are also significantly associated with less recreational physical activity. Substandard housing and vacant or deteriorated structures lead to relative sense of safety in neighborhoods. Further discussion and location of these areas is found in Section 3.C.4.



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Public health officials in Wayne County have also cited neighborhood safety as a significant barrier to outdoor physical activity. An analysis of criminal offenses (assault, homicide, and robbery) committed in the Urbanized Area was completed to identify areas of high crime (see Map 30). Data was obtained from the Wayne County Sheriff's office and the Goldsboro Police Department.

The most significant concentrations of criminal activity are located in the Goldsboro downtown area. For the year 2011, there were in excess of 40 offenses per square mile in this area.

g. Focus Areas for Neighborhood Implementation

In the Urbanized Area, public health officials should strive to focus their efforts in areas that are most vulnerable to wellness issues. Spatial analysis was used to identify those areas most in need of health and wellness related facilities. High priority wellness investment and enhancement areas are shown in red on Map 31.

GIS software was used to combine the following health and wellness contributing factors:

1. Population Vulnerable to Chronic Disease
2. Criminal Offenses
3. Nutritionally Disparate Areas
4. Active Transportation Availability
5. Parks and Recreation Facility Access
6. Socioeconomic Status
7. Population Density

Population density was used to prioritize the final outcome in an effort to locate areas that will benefit the greatest number of Urbanized Area residents. Population vulnerable to chronic disease was weighted higher than all other factors in the analysis. The above contributing factors were identified by local health officials as barriers to a healthy and active lifestyle for Goldsboro Urbanized Area residents.



City of Goldsboro, NC

Urbanized Area Plan

Map 30

Number of Criminal Offenses*
per Square Mile (2011)

Legend

- Street Centerlines
- Corporate Limits
- ETJ
- Urban Area
- Seymour Johnson Air Force Base

Crimes per Square Mile (2011)

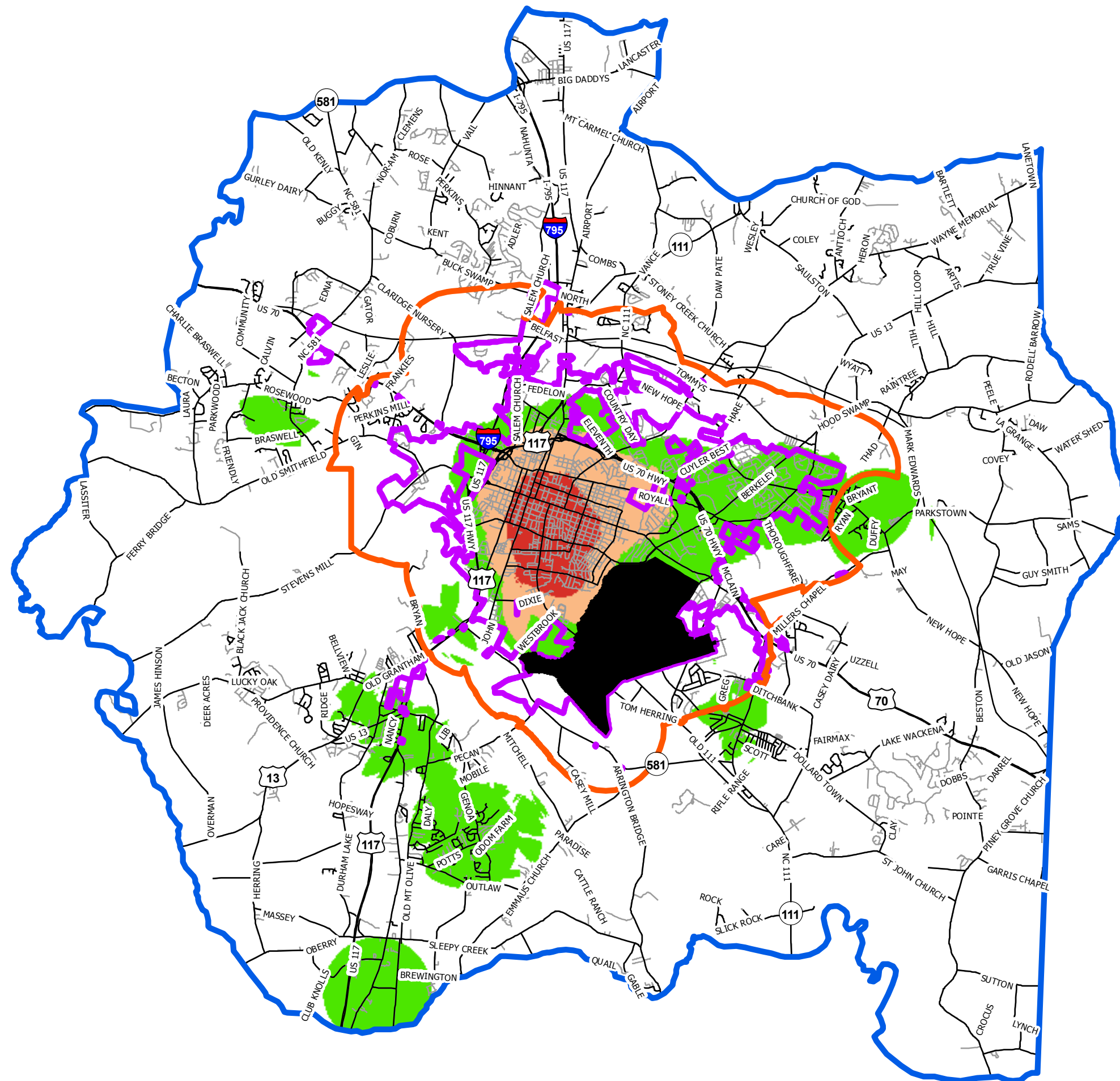
- Less than 5
- 5 to 15
- 15 to 40
- 40 to 70

For the purposes of this assessment only the following criminal offenses were included: assault (non-domestic), homicide, and robbery.

Source: Wayne County GIS, Goldsboro GIS, GPD, and Wayne County Sheriff.

1 in = 2 miles

0 0.5 1 2 3 Miles



Focus Areas for Neighborhood Implementation:

1. Southwest Goldsboro Downtown (Webtown)
2. Fairview and Quail Park West
3. Old Grantham and Blackjack Church Road
4. Old Grantham and Woodland Church Road
5. Genoa Road - Old Mt. Olive to Potts Road
6. Sleepy Creek Road - US 117 to Old Mt. Olive Road
7. Dollard Town Road - NC 11 to Ditchbank Road
8. Vinson, Beston, and La Grange Road Area



City of Goldsboro, NC

Urbanized Area Plan

Map 31

Focus Areas for Neighborhood Implementation

- Street Centerlines
- Corporate Limits
- ETJ
- Urbanized Area
- SJ Air Force Base

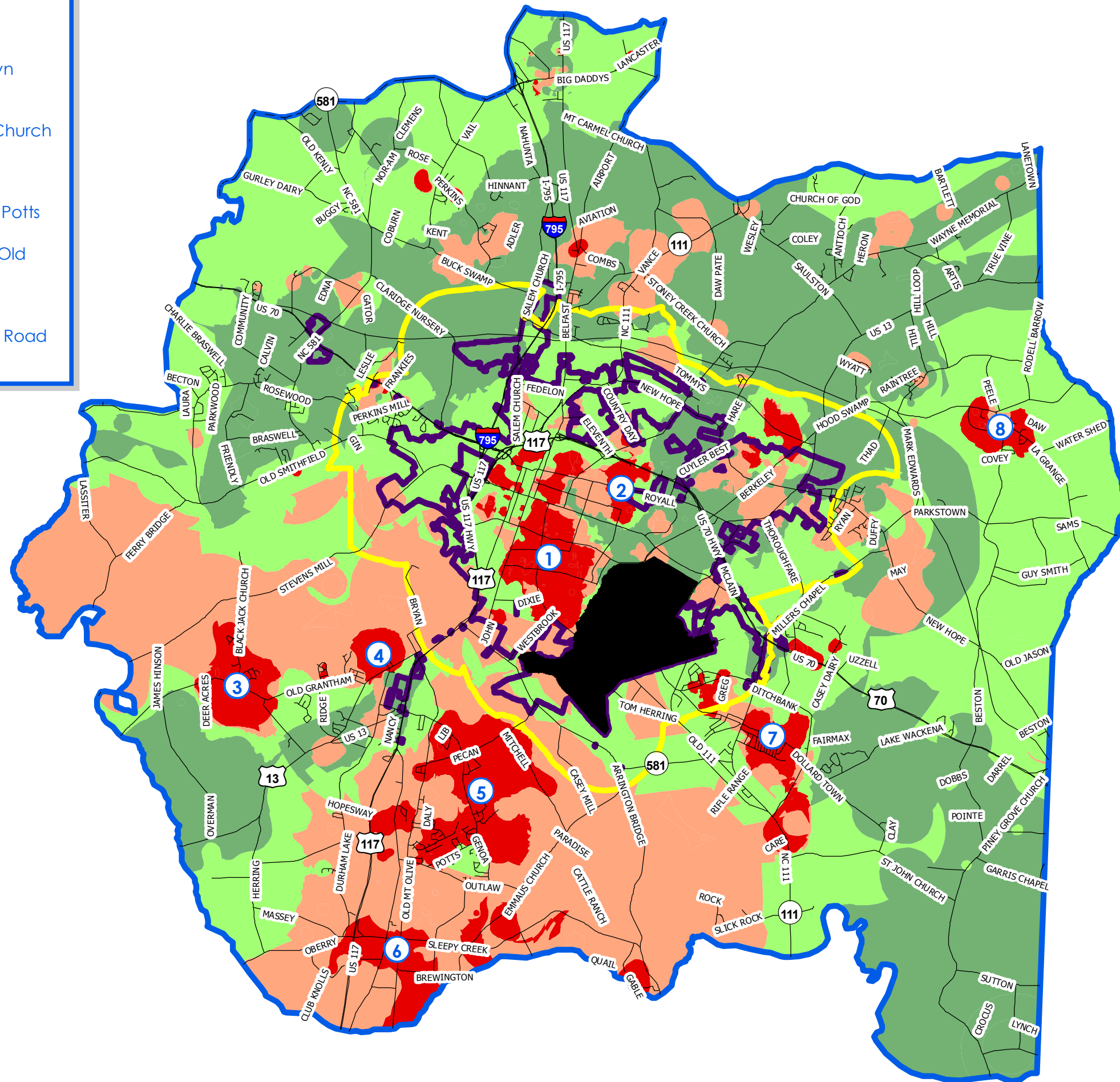
Health/Wellness Focus Areas

- Least Priority
- Low Priority
- Moderate Priority
- High Priority

Note: The following layers were combined to create this composite map outlining focus areas:

- Criminal Offenses
- Population Vulnerable to Chronic Disease
- Nutritionally Disparate Areas
- Active Transportation Availability
- Parks and Recreation Facility Access
- Socioeconomic Status
- Population Density

0 0.5 1 2 3 Miles





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Areas shown in red are significantly affected by several of the above barriers and contributing factors. For example, Focus Area 1: Southwest Goldsboro Downtown (Webtown) has a high number of criminal offenses per square mile, a population vulnerable to chronic disease, more than three person per acre, and lacks a full service grocery store within a 1/4 mile of much of the area. Focus Area 1 is in close proximity to active transportation opportunities and recreation. Yet, those two factors alone do not outweigh the others.

Areas of particular interest include the greater downtown area, portions of US the 117 corridor south of town, and residential neighborhoods located around Dollard Town and Black Jack Church Road. A complete list of neighborhood implementation areas is listed below:

1. Southwest Goldsboro Downtown (Webtown).
2. Fairview and Quail Park West.
3. Old Grantham and Black Jack Church Road
4. Old Grantham and Woodland Church Road
5. Genoa Road - Old Mount Olive to Potts Road
6. Sleepy Creek Road - US 117 to Old Mount Olive Road
7. Dollard Town Road - NC 11 to Ditchbank Road
8. Vinson, Beston, and La Grange Road Area

10. Medical Facilities

The primary medical care facility serving the Goldsboro Urbanized Area is Wayne Memorial Hospital located at 2700 Wayne Memorial Drive in Goldsboro. The Hospital is the area's only acute care hospital and serves many communities throughout the County, including Goldsboro, Mount Olive, Fremont, Pikeville, and Seven Springs. Wayne Memorial Hospital provides a unique combination of expertise, excellence, and compassion. Their goal is to deliver the best possible care, the latest procedures, and a continuous network of care with services including:

- Behavioral Health
- Cancer Care
- Cardiopulmonary
- Diabetes Care
- Emergency Care
- Endoscopy
- Laboratory



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- Neurodiagnostics
- Nephrology
- Pharmacy
- Pediatrics
- Radiology
- Sleep Lab
- Surgery
- Wayne MRI
- Women's Care
- Wound Care

Wayne Memorial Hospital boasts a medical staff of 151 physicians dedicated to patient-centered care. The physicians specialize in many areas, including but not limited to, oncology, nephrology, surgery, OB/GYN, internal medicine, family practice, pediatrics, and psychiatry. Additionally, there are many physicians available specializing in cardiology, pulmonology, gastroenterology, neurology, and plastic surgery.

One of the many benefits of being a patient at Wayne Memorial Hospital is the availability of their Hospitalist program, which offers patients round-the-clock care. These doctors are exclusively dedicated to caring for patients in the Hospital. They spend their workday (or night) entirely in the Hospital, making them easily accessible and responsive to the needs of the patients. Another benefit of being a patient at Wayne Memorial Hospital is the 24-hour, seven days a week availability of board-certified critical care physicians.

Other local and regional medical facilities of note include:

- Johnston Memorial Hospital, Smithfield, NC (Acute Care Hospital, Government - Hospital District or Authority, provides emergency services, approximately 23 miles away)
- Wilson Medical Center, Wilson, NC (Acute Care Hospital, Voluntary Non-Profit - Private, provides emergency services, approximately 24 miles away)
- Lenoir Memorial Hospital, Kinston, NC (Acute Care Hospital, Voluntary Non-profit - Private, approximately 25 miles away)



The closest Level I Trauma Center serving the Goldsboro Urbanized Area is Vidant Medial Center located in Greenville, NC. This facility is approximately 41 miles from Goldsboro; however, Eastcare provides medivac services in the event of a critical situation.

11. Health and Wellness Related Facilities, Agencies, and Initiatives

Wayne County and the City of Goldsboro have several resources in place to aid in the health and wellness of area residents. Some of the programs and resources below are common across the state, while others are considered innovative approaches to creating a more healthy community.

a. Wayne County Health Department

The mission of the Wayne County Health Department, through responsive and professional staff, is to preserve, promote and protect the health of the community by preventing disease, protecting the environment, and promoting healthy living. The health department provides basic services to all Wayne County residents.

b. WIC Department

WIC stands for Women, Infants, and Children. It is the Special Supplemental Nutrition Program for Women, Infants, and Children funded by the United States Department of Agriculture, commonly referred to as the WIC Program.

c. Health Promotion and Wellness

The Health Promotion Program is funded through the Physical Activity and Nutrition Branch of the North Carolina Division of Public Health. The main areas of focus are policy and environmental change in Wayne County. A policy change could include mandatory 15-minute stretch breaks in every staff meeting or requiring healthy snacks for a church's daycare.

d. Minority Health Program

The minority health program began in 2006 with the formation of a Minority Health Steering Committee comprised of Minority "Leaders" in the community, the majority of which still serve today. In 2007, the Wayne County Health



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Department was awarded a grant from the NC Office of Minority Health and Health Disparities to fund a full time Minority Health Coordinator, one of the few positions of this kind found in a Local Health Department.

The goal of the Wayne Minority Health Program is to raise awareness of existing *health disparities* (significant differences or inequalities in health that exist between whites and racial/ethnic minorities) and inequalities among minority citizens of Wayne County and find ways to effectively address and eliminate them through collaboration, education, outreach, and advocacy.

e. *Community Collaborations*

Health educators work collaboratively with other organizations in Wayne County in providing health education services to adolescents. For example, health educators are involved weekly in providing counseling and group education to the local school based health centers. Health educators also provide services to local high schools per contract with the local Wayne County Board of Education.

f. *County Employee Wellness Program*

The County Employee Wellness Program exists to educate county employees about ways to become healthier individuals. Also, to maintain complete coverage of health insurance, employees must complete or attend two wellness events provided by the Health Promotion Program and receive a physical the first year of employment and every other year thereafter.

g. *WAGES – Wayne Action Group for Economic Solvency*

WAGES is a local non-profit Community Action Agency which plans, develops, and administers human service programs designed to meet the needs of the community. WAGES is dedicated to helping people improve their quality of life/ health and gain independence. WAGES administers the county's Meals on Wheels and Head Start programs.



h. Wayne Memorial Hospital

The hospital provides several wellness and health education services to residents in the Urbanized Area. For more information on Wayne Memorial Hospital, refer to Section 4.B.10. The following programs exist as an extension of service from Wayne Memorial Hospital:

i. WISH - Wayne Initiative for School Health

Wayne Memorial Hospital works in partnership with the county schools in two ways. The first is through the Wayne Initiative for School Health (WISH) program, which operates health centers in select middle and high schools. The second outreach program, called School Nurses, makes on-site nurses available in elementary, middle, and public schools throughout the county.

ii. WADEC – Wayne Area Diabetes and Endocrine Center

Working with individual doctors, Wayne Memorial Hospital offers assistance with diabetes care for both inpatients and outpatients. They also offer assistance with gestational diabetes. Teams of doctors, registered nurses, registered dietitians, and certified diabetes educators work with individual physicians to help patients learn how to control diabetes and prevent complications.

iii. WATCH – Wayne Action Teams for Community Health

This organization is a non-profit that began in the summer of 1997. Its purpose is to improve the quality of life in Wayne County. The organization has four priorities: access to care, healthy behaviors, substance abuse, and teen pregnancy. WATCH is the Healthy Carolinians Task Force for Wayne County.

WATCH pioneered the concept of free mobile medical units in North Carolina. The WATCH mobile unit is the only free mobile primary health clinic in the state, and it travels around Wayne County providing free primary and acute healthcare to uninsured community.



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WATCH also addresses the promotion of healthy behaviors through an obesity treatment and prevention program in collaboration with the Goldsboro Family YMCA and Wayne United Way. In addition, WATCH works to prevent substance abuse and teen pregnancy in the community.

i. Cherry Research Farm

The Cherry Research Farm in Goldsboro is comprised of 2,245 acres. The farm, transferred to NC Department of Agriculture and Consumer Services in 1974, was originally a source of food for Cherry Hospital, a mental institution. Patients worked on the farm as a therapeutic benefit, and gained skills to enable them to be mainstreamed into society and support themselves financially. In the mid-1980s, the farm was transferred to the NCDA&CS Research Stations Division and began the transition from production farming to agricultural research. In 1994, Cherry Research Farm was designated as the site for the Center for Environmental Farming Systems (CEFS) – a joint effort between NCDA&CS, NC State University and NC A&T State University to focus on sustainable agriculture. Since 1994, both the livestock and crops research programs at the Cherry Research Farm continue to expand. The varied landscapes, soils, and water resources at the Cherry Research Farm provide researchers with diverse opportunities. The size of the operation provides the ability to conduct large-scale research to simulate conditions on commercial farms and space to isolate different management components. The facility provides a diverse mix of livestock operations as well as field and horticultural crops.

j. Wayne Food Initiative

Wayne Food Initiative is a collaboration of individuals and organizations who seek to build a sound food system that increases access of fair and affordable food for all of Goldsboro, Wayne County, and surrounding areas. Goals of the program are listed below:

- Increase **knowledge** among consumers and youth about links between food, agriculture, nutrition, health, and community strength.
- Increase sustainably produced food **accessibility and affordability** for the entire community.
- Increase the number of economically viable, **sustainable farms**.
- Increase **food enterprises**.



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- Facilitate the **next generation of leaders** in sustainable, local agriculture.

k. *Obesity Task Force*

The Obesity Task Force, in concert with the Fit Community Grant, are working together to address ways to reduce childhood obesity. Policies encouraging physical activity during the school day and more nutritious food preparation by families continue to be ways to approach this problem. Local schools are also doing their part by serving healthy meals. Certainly, the economics of today need to be recognized as a possible barrier for families in preparing lower fat, nutritious meals at home.

l. *Fit Community Grant and Designee*

To address the growing obesity epidemic, commissioners of the Health and Wellness Trust Fund created a comprehensive program that would promote and help implement proven and innovative interventions to increase people's physical activity and improve nutrition choices.

The *Fit Community* program is designed to recognize towns, cities, and counties that are making better quality of life a real priority. Several of North Carolina's smallest towns and largest counties have already earned the *Fit Community* designation. These communities are leaders in making North Carolina a healthier state.

m. *Fitness Membership Organizations*

Health and wellness programs are also available through membership organizations. Below are three options available to residents located in the Urbanized Area:

- Gold's Gym.
- For Women Only Fitness Center.
- Goldsboro Family YMCA.



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12. Parks and Recreation Facilities

The Goldsboro Parks and Recreation Department is responsible for 174 acres of parks, 140 acres of greenways, and three (3) acres of other property. Additionally, they maintain two recreation centers and one golf course (135 acres). Map 32 provides the locations of these facilities. The existing parks system is described in greater detail in the Goldsboro Parks and Recreation Plan which was updated in 2012.

Table 32. Matrix of Parks

Park	Type	Acres	Picnic Shelters	Disc Golf	RestRoom	Playground	Soccer	Baseball	Softball	Tennis	Basketball	Football	Swimming Pool	Walking Trail	Gazebo
Municipal golf course	Special use facility	135.0													
Berkeley Memorial	Community	31.59	2		1	1			2		2				
Stoney Creek	Community	30.0	1*	1		1**								1	
Herman	Community	24.0	3			3				10					1
Mina Weil	Community	20.77	1			1	1	2		4		1	1	1	
Fairview	Community	17.43	1			1	1		2		1				
H. V. Brown	Community	14.0	3			1		1		2	2				
Peacock	Community	14.0				1			1				1		
North End	Neighborhood	9.0	2			1			1	2	2				
Quail	Neighborhood	9.0	1			1									
South End	Neighborhood	4.0				1					1				
Mitchell	Mini	1.0				1									
Total		309.79	14	1	1	13	2	3	6	18	8	1	2	2	1

* Picnic Area

**Natural Play Area

Source: Goldsboro Parks and Recreation Department.

The facility types are defined as follows:

Special Use Facility - A facility such as a community center with recreation building, gymnasium, teen center, aquatic center, public access to public trust waters, or other cultural or athletic facility that serves a specific need for a portion of the area population. These facilities have a City-wide service area radius.



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Mini-Parks (less than 4 acres) - A facility designed to provide recreational opportunities for a small area within a neighborhood. Generally, a mini-park is designed for young children; however, in some cases it may be designed for aesthetic purposes. A ½ acre is the recommended minimum size to provide adequate buffer space and diversity of uses; however, in some cases, smaller sites may be developed. Mini-parks have a service radius of up to a ½ mile.

Neighborhood Parks (4 to 12 acres) - The neighborhood park is designed to serve the recreational needs of children 6-15 years of age, as well as adults, pre-schoolers, and seniors. These facilities typically include family picnic areas, open turf areas for informal sports, and play equipment. Lighted athletic fields would not be included. At least one neighborhood park should be provided in each neighborhood planning area. Neighborhood parks have a service radius of ½ to ¾ miles.

Community Parks - The minimum space for a community park is 15 acres. These facilities typically provide for some sports activities, though emphasis is on passive cultural and community centers with recreational programming and organized activities. The community park may serve populations within a 2- to 5-mile radius, a scope that would allow residents of other communities to use the park as well.



City of Goldsboro, NC

Urbanized Area Plan

Map 32

**Parks and Recreation
Facilities**

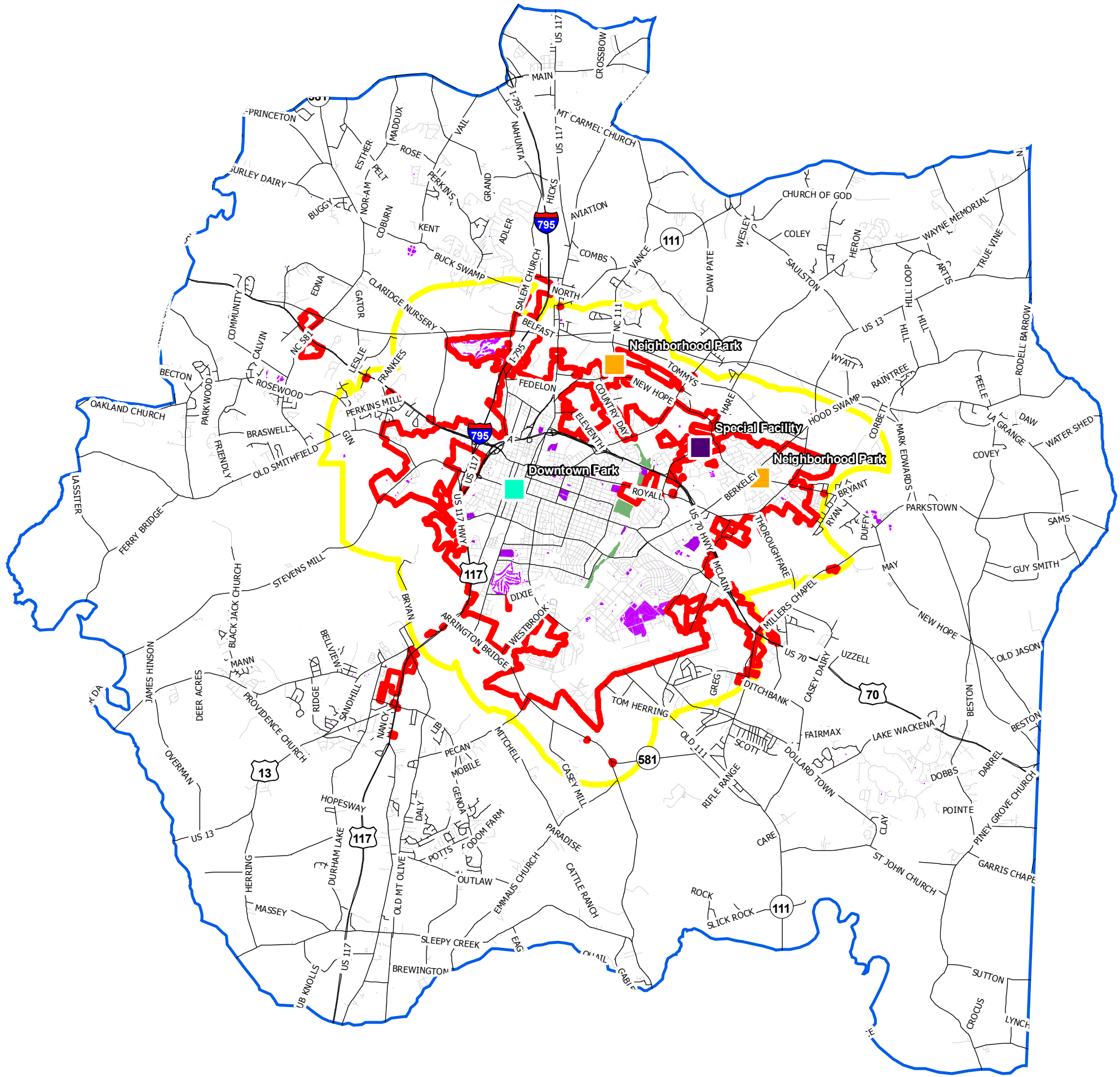
- Street Centerlines
- Corporate Limits
- ETJ
- Urbanized Area
- Greenway
- Parks and Recreation
- Proposed Future Facilities**
 - Downtown Park
 - Neighborhood Park
 - Special Facility*

*A Special Facility may be a Recreation Center or Sports Complex.

Source: Wayne County and Goldsboro GIS

1 in = 2 miles

0 0.5 1 2 3 Miles





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Recreation center or building facilities include the Herman Park Center and the W.A. Foster Recreation Center. The Herman Park Center is located at 901 East Ash Street, Goldsboro. The 16,000 square foot facility was built in 1892 and was known as the Odd Fellows Home. Between 1892 and 1971, it was an orphanage and school. It was purchased by the City for a cost of \$390,000 and was renovated in 1978. Roof repairs were last made in 2007. The facility has an auditorium, a leisure center, meeting/activity rooms, and a kitchen area. It hosts performances, and social, educational, and recreational activities and programs.

The W. A. Foster Recreation Center is located at 516 South Leslie Street, Goldsboro. The center was constructed in 1938 and names the Leslie Street Community Center. In 1974, the building was renovated and the name was changed to the W. A. Foster Recreation Center to honor Walter A. Foster, retired principal of East End School and a prominent community member. The Center has an indoor basketball court, a game room, meeting rooms, a kitchen, and an outdoor playground. Educational, recreational, and athletic programs are offered.

Residents of the Goldsboro Urbanized Area also have access to Cliffs of the Neuse State Park, located adjacent to the banks of the Neuse River, above Seven Springs township. The park is just south of the Urbanized Area boundary (See Map 29 - Proximity to Public Open Space). The park property was utilized by Native Americans for centuries and is just upriver from the original construction site of the ill-fated Civil War Confederate ironclad C.S.S. Neuse. Today the park features four hiking trails; a large picnic shelter, a 35-site campground; four primitive camping group sites; an 11-acre swim lake and concession area; and easy walking access to the banks of the Neuse River for anyone interested in fishing.

Overall, the City's recreation centers are clean and the lawns at the various parks are kept mowed. The playgrounds for young children are of a newer type that meets safety standards. In general, the Goldsboro municipal parks and recreational facilities appear to be suffering from a long period of deferred maintenance and "old age." In addition to general condition issues, vandalism and graffiti are recurring problems. According to the Goldsboro Parks & Recreation Comprehensive Plan prepared in December, 2008, the following parks should be improved in the priority order listed:

1. WA Foster Recreation Center
2. Herman Park
3. Mina Weil Park
4. H.V. Brown Park



5. Goldsboro Municipal Golf Course
6. Peacock Park
7. Berkeley Park
8. North End Park
9. Fairview Park
10. South End Park
11. Henry C. Mitchell Park
12. Quail Park

Addressing the recommendations of the City's Parks & Recreation Comprehensive Plan, adequately funding the Parks and Recreation Department so it can bring the parks and facilities up to standard, and adequately funding the department's Capital Improvement Plan will result in improvement of the overall condition and appearance of the parks and recreational facilities. The future improvements to facilities are detailed in the discussion of future city parks and recreation system, Future Health and Wellness Needs, Section 6, page 6-11.

13. Libraries

The Wayne County Library System provides four branches for residents, one of which is located within the Urbanized Area. The library system provides a wide range of services at these facilities and works to provide materials to all age ranges and demographics. The Wayne County Library System's Mission Statement is as follows:



"The purpose of Wayne County Public Library, Inc., is to provide our community with information, materials, and services that support learning and the workplace; promote an appreciation of our history and diverse cultures; and offer community members the opportunity to meet and interact with others in the community."

The following provides the location of all four branches of the County's Library System:

Goldsboro - Main Branch*
1001 E Ash Street, Goldsboro

Steele Memorial - Mount Olive Branch
111 N Chestnut Street, Mount Olive

Pikeville Branch*
107 W Main Street, Pikeville

Fremont Branch
202 N Goldsboro Street, Fremont

*Located in the Urbanized Area.



Although resources within the library facility constantly fluctuate, the following provides some basis information relating to the availability of books and other audio/visual materials:

- 150,344 books
- 7,075 audio materials
- 8,216 video materials
- 280 print serial subscriptions

14. Administration

The City of Goldsboro operates under a Council-Manager form of government. The City Council consists of a Mayor and six (6) council members. The City is located in the 1st US Congressional District and serves as the County seat for Wayne County. There is a full-time City Manager and 16 departments including: Community Affairs, Community Development, Downtown Goldsboro Development Corporation, Engineering, Finance, Fire, Human Resources, Information Technology, Inspections, Parks and Recreation, Planning, Police, Public Utilities, Public Works, Travel and Tourism, and Water Accounts and Billing Information.

Wayne County is governed by a Commissioner-Manager system consisting of seven (7) members elected for four-year terms. One commissioner is elected from each of six different voting districts in the County and one member is elected County-wide. There is a full-time County Manager and 27 departments including: Animal Control Services, Board of Elections, Cooperative Extension, County Attorney, Courts, Day Reporting Center, Development Alliance, Environmental Health, Facility Services, Finance, GIS, Health, Human Resources, Information Technology, Inspection, Library, Office of Emergency Services, Planning, Register of Deeds, Services on Aging, Sheriff's Office, Social Services, Soil and Water Conservation, Solid Waste, Tax, Veterans Services, and Wayne County Airport.

15. Current Plans, Policies, and Programs

The following current plans, policies, and programs are currently in place and being implemented by various departments and entities impacting the Goldsboro Urbanized Area. This summary provides a general overview of the adopting agency and responsible parties; however, the reader should refer to the documents as they relate to this plan when necessary.



City of Goldsboro Downtown Master Plan

This document was adopted by the City of Goldsboro City Council in June 2007. This plan establishes a vision and prioritized list geared toward the revitalization of Downtown Goldsboro. The City has recently initiated the first phase of these improvements along portions of Center Street within the City's Central Business District.

City of Goldsboro Parks and Recreation Comprehensive Plan & Update

This document was prepared by the City's Parks and Recreation Department and adopted in December 2008. This plan provides an overview of existing facilities, as well as a prioritized list of necessary improvements and overall facility expansion. The plan also provides an assessment of programmatic needs aimed at addressing the recreational demands of all population age ranges. An update to the plan was recently drafted. Facility renovations and future facilities are provided as part of the update.

The Master Plan for Stony Creek Park

This document was developed in an effort to establish a coordinated plan for properties acquired through the FEMA sponsored buy-out program following Hurricane Floyd in 1999. The Master Plan provides a background analysis of the acquisition process, and defines a vision for the long term development of this active/passive recreational area.

City of Goldsboro Comprehensive Historic Neighborhood Revitalization Plan

This document was prepared by City staff through a collaborated effort involving all departments. The intent of the document was to establish an inventory and structural conditions analysis of the City's aging historic housing stock. The Plan establishes a coordinated strategy for stabilizing the City's historic neighborhoods through a combination of revitalization and minimum housing code enforcement procedures.

Goldsboro-Wayne County Brand Map

The City/County branding campaign was a twenty-four month coordinated effort aimed at, "converting the players and the community of Goldsboro-Wayne County into brand ambassadors through education and information sharing". This effort resulted in a range of objectives and tactics intended to establish a branding package for the City and County that will establish a fresh identity for the region and serve as an economic development tool moving into the future.



Goldsboro Convention Center Economic Study

An economic study regarding the potential development of a Goldsboro Convention Center was developed in 2007. This document assesses the feasibility of establishing a facility of this type within the City, and provides recommendations for potential facility size and facility amenities.

Goldsboro FY2011-2012 Ten Year Plan

This document defines financial trends impacting the City's resources and defines staffing and resource needs for City Departments over the next ten years. This document serves as guide for decision makers when assessing annual budgets and making determinations on spending relating to long range capital improvements.

Goldsboro Urban Area 2035 Long Range Transportation Update

The updated Transportation Plan for the Urbanized Area serves as an update to the 2030 plan completed in 2004. The new plan focuses heavily on multi modal transportation facilities, as well as the potential impacts of the Goldsboro Bypass Project currently underway.

City of Goldsboro Unified Development Ordinance

The City of Goldsboro Unified Development Ordinance was updated and adopted on April 4, 2005. The zoning code defines land use regulations and subdivision standards for all development occurring within the Goldsboro Extraterritorial Jurisdiction and Corporate Limits. It should be noted that there are portions of the Urbanized Area that fall under Wayne County's Planning Jurisdiction.

Wayne County Comprehensive Plan

The Wayne County Comprehensive Plan was adopted in August 2009. This defines a growth strategy for the County in relation to land use, and provides a list of strategies aimed at addressing a range of issues including: infrastructure, transportation, education, recreation, land use, emergency management, and natural resource protection.

Wayne County Stormwater Management Program for Nitrogen Control in the Neuse River

The purpose of this document is to define a strategy that will work toward a thirty percent nitrogen reduction from each controllable and quantifiable source of nitrogen within the Neuse River Basin.



Wayne County Multi-Jurisdictional Hazard Mitigation Plan

This mitigation plan provides mitigation planning strategies for Wayne County, as well as the entire Urbanized Area. This plan focuses on mitigating the impacts of natural disasters and severe weather events prior to property damage occurring. The Wayne County Emergency Management Department oversees implementation of this document.

Wayne County Code Of Ordinances

The County's Code of Ordinance defines land development policy for portions of the County; however, it should be noted that the entire County is not currently zoned. There are portions of the Urbanized Area that are subject to these regulations; however, a majority of the planning area falls under the planning jurisdiction of the City of Goldsboro.

C. LAND SUITABILITY ANALYSIS (LSA)

1. Analysis Description

The Land Suitability Analysis (LSA) is a Geographic Information Systems (GIS) based tool for evaluating the relative suitability of land for development in the Goldsboro Urbanized Area. The end product is a generalized map showing areas of the urbanized area boundary that are categorized as having either least, low, moderate, or high suitability for development. The analysis does not provide site-specific results, nor does it make recommendations about how individual landowners may or may not use their land.

Suitability, for the purpose of this analysis, can be primarily defined in terms of physical limitations and/or regulatory restrictions. Physical limitations such as poorly drained soils make land less suitable for development. Features subject to regulatory restrictions, such as water supply watersheds, also pose challenges to development.

2. Objectives and Limitations

The results of the LSA will be used to support planning efforts throughout the Goldsboro Urbanized Area. Objectives of the LSA and appropriate uses of the final analysis include the following:

- Identify areas that are more or less suitable for development on a coarse scale;
- Inventory existing spatial information available for the study area;



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- Identify data gaps that may be filled during later planning stages;
- Develop a tool that will assist in the implementation of policies;
- Provide a base for GIS analysis to be used in other long range planning projects.

Limitations of the LSA include the following:

- The LSA results are not a zoning map, but will be used to support planning processes in the study area;
- Results and analyses do not support site-specific planning;
- The LSA does not make recommendations about how an individual landowner may or may not use their land;
- The LSA does not result in recommendations about where particular land uses (i.e., commercial vs. residential) should be concentrated;
- Results do not factor in projected population, carrying capacity, or commercial/housing demand.

3. Data Preparation

Spatial data sets were gathered from Goldsboro, Wayne County, local, state, and federal agencies, and private organizations. Data from the following sources were used in the analysis:

- City/County GIS
- Wayne County Tax Records
- North Carolina Center for Geographic Information and Analysis (NCGIA)
- North Carolina Natural Heritage Program (NCNHP)
- North Carolina Clean Water Management Trust Fund (NCCWMTF)
- North Carolina Department of Environment and Natural Resources (NCDENR)
 - Division of Water Quality (DWQ)
 - Wildlife Resources Commission (WRC)
 - Division of Parks and Recreation (DPR)
- U.S. Department of Agriculture (USDA)
 - Natural Resources Conservation Service (NRCS)
- U.S. Fish and Wildlife Service (USFWS)
 - National Wetlands Inventory (NWI)



The spatial data sets were prepared for each suitability class using the following techniques:

- Each data set was **clipped** to only include data within the Goldsboro Urbanized Area geographic boundary. For example, some of the data sets included information for the entire State of North Carolina. The Goldsboro Urbanized Area boundary was used to remove any data outside the urbanized area.
- Some data sets were **queried** to select subsets of the data. Some data sets included information not relevant to the criteria developed for each suitability class. For example, distribution of data within watershed areas was queried and divided among the proper suitability classes.
- Some non-spatial data sets were **joined** to spatial data as a way to add information to spatial data. For example, tabular data for hydric soils and important farmland soil classifications were joined to soil polygons using unique soil map unit codes.

4. Technical Approach

The LSA map considers regulatory, legal, and environmental constraints to development, which are defined as follows:

- **Regulatory Constraints** – These constraints are created by a regulatory body to mitigate impact in designated areas. Often, these constraints are temporary and are not legally binding in nature. The following layers are classified as regulatory constraints in the analysis of land more or less suitable for development in the Goldsboro Urbanized Area.
 - Water Supply IV Waters (WS – IV)
- **Legal Constraints** – Any legally binding or permanent agreement to preserve or conserve land areas in perpetuity. The following layers are classified as legal constraints in the analysis of land more or less suitable for development in the Goldsboro Urbanized Area.
 - Lands Managed for Conservation and Open Space



- **Environmental Constraints** – Any natural or physical resources that limit an area's potential for development. The two main types of environmental constraints in Goldsboro arise as a result of (1) the presence of valued natural resources (i.e., wetlands) that are likely to be adversely affected by development and as such should be preserved or protected where possible; and (2) a hazard issue (i.e., flooding). These areas are delineated due to the potential for adverse effects on human life or property. The following layers are classified as environmental constraints in the analysis of land more or less suitable for development in the Goldsboro Urbanized Area.
 - National Wetlands Inventory
 - Significant Natural Heritage Areas
 - Surface Waters
 - 100 Year Floodplain
 - Prime Farmland Soils
 - Hydric Soils

5. Suitability Classes

Suitability areas are ranked in hierarchical order from 1 to 4, with Area 1 (Least Suitability) posing the greatest constraints to development. ***Areas of least suitable land take precedence over the remaining three suitability classes as they pose the most significant challenges to development.*** For example, wetland areas (included in the least suitable category) may also include prime farmland soils or floodplain, but will be shown as least suitable because they hold a greater significance than the latter. The following layers were used in the formation of the draft Land Suitability Analysis Map (Map 33).

a. *Least Suitable*

Areas of Least Suitable land are more restrictive to development than other land in the county as they are either protected or environmentally sensitive areas.

- Surface Waters
 - All above ground water bodies in the Goldsboro Urbanized Area.



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- Significant Natural Heritage Areas
 - The North Carolina Department of Environment and Natural Resources, Division of Parks and Recreation, Natural Heritage Program in cooperation with the NC Center for Geographic Information and Analysis, developed the Significant Natural Heritage Areas digital data to determine the areas containing ecologically significant natural communities or rare species. A Significant Natural Heritage Area is an area of land or water identified by the NHP as being important for conservation of the State's biodiversity. SNHAs contain one or more Natural Heritage elements - high-quality or rare natural communities, rare species, and special animal habitats. The inventory consists of information compiled from a broad range of sources including herbarium and museum collections, published and unpublished literature, and field surveys by volunteers, contracted workers, and staff.

Source: The NC Natural Heritage Program.

- National Wetlands Inventory (NWI)
 - NWI digital data files are records of wetlands locations and classifications as defined by the U.S. Fish & Wildlife Service. When completed, the series will provide coverage for all of the contiguous United States, Hawaii, Alaska, and U.S. protectorates in the Pacific and Caribbean. The digital data as well as the hardcopy maps that were used as the source for the digital data are produced and distributed by the U.S. Fish & Wildlife Service's National Wetlands Inventory project. Base map dates range from Oct. 1981 to present.

Source: The U.S. Fish & Wildlife Service, National Wetlands Inventory.

- 100 Year Floodplain
 - Areas subject to a one percent or greater annual chance of flooding in any given year. Digital flood data was compiled by the North Carolina Flood Mapping program.



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b. Low Suitability

Areas of Low Suitability contain development limitations and are more restrictive to development than areas of moderate or high suitability.

- Prime Farmland Soils
 - Prime farmland soils, as defined by the U.S. Department of Agriculture (USDA), are soils that are best suited to food, feed, forage, fiber, and oilseed crops. Such soils have properties that favor the economic production of sustained high yields of crops. Spatial and tabular soil data was compiled by the USDA's Natural Resources Conservation Service.
- Hydric Soils
 - Hydric soils, as defined by the U.S. Department of Agriculture, are soils that are wet frequently enough to periodically produce anaerobic conditions, thereby influencing the species composition or growth, or both, of plants on those soils. Spatial and tabular soil data was compiled by the USDA's Natural Resources Conservation Service.

c. Moderate Suitability

Areas of Moderate Suitability are more restrictive to development than areas of High Suitability.

- Water Supply IV Waters (WS – IV)
 - The North Carolina Department of Environment and Natural Resources, Division of Water Quality, in cooperation with the NC Center for Geographic Information and Analysis, developed the digital Water Supply Watersheds data to enhance planning, siting, and impact analysis in areas directly affecting water supply intakes. This file outlines the extent of protected and critical areas and stream classifications for areas around water supply watersheds in which development directly affects a water supply intake. Water Supply IV waters are used as sources of water supply for drinking, culinary, or food processing purposes where a WS – I, II,



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or III classification is not feasible. WS – IV waters are generally in moderately to highly developed watersheds or protected areas.

Source: NC DENR, NC Division of Water Quality.

- Land mass not covered by an existing layer
 - Due to the hierarchical nature of the Land Suitability Analysis, areas of land not occupied by another layer are by default classified as moderately suitable for development.

d. *High Suitability*

Areas of High Suitability take precedence over land classified as low or moderately suitable due to the availability of water and sewer infrastructure.

- Public Sewer Systems
 - The NC Center for Geographic Information and Analysis developed the GIS data set, as mapped by contractors to the NC Rural Center during 2004, 2005, and 2006 to facilitate planning, siting, and impact analysis in the 100 individual counties of North Carolina. This file enables the user to make various county-level determinations when used in conjunction with other data layers.

e. *Land Suitability Analysis - Acreage*

Table 33 provides the LSA acreages by class for the Goldsboro Urbanized Area.

Table 33. Land Suitability Analysis

Class	Acres	% of Total
High Suitability	14,263.38	8.28%
Moderate Suitability	19,679.76	11.42%
Low Suitability	71,435.03	41.46%
Least Suitability	66,923.94	38.84%
Total	172,302.11	100.00%

*Acreage includes right-of-way.

Source: Holland Consulting Planners, Inc.



City of Goldsboro, NC

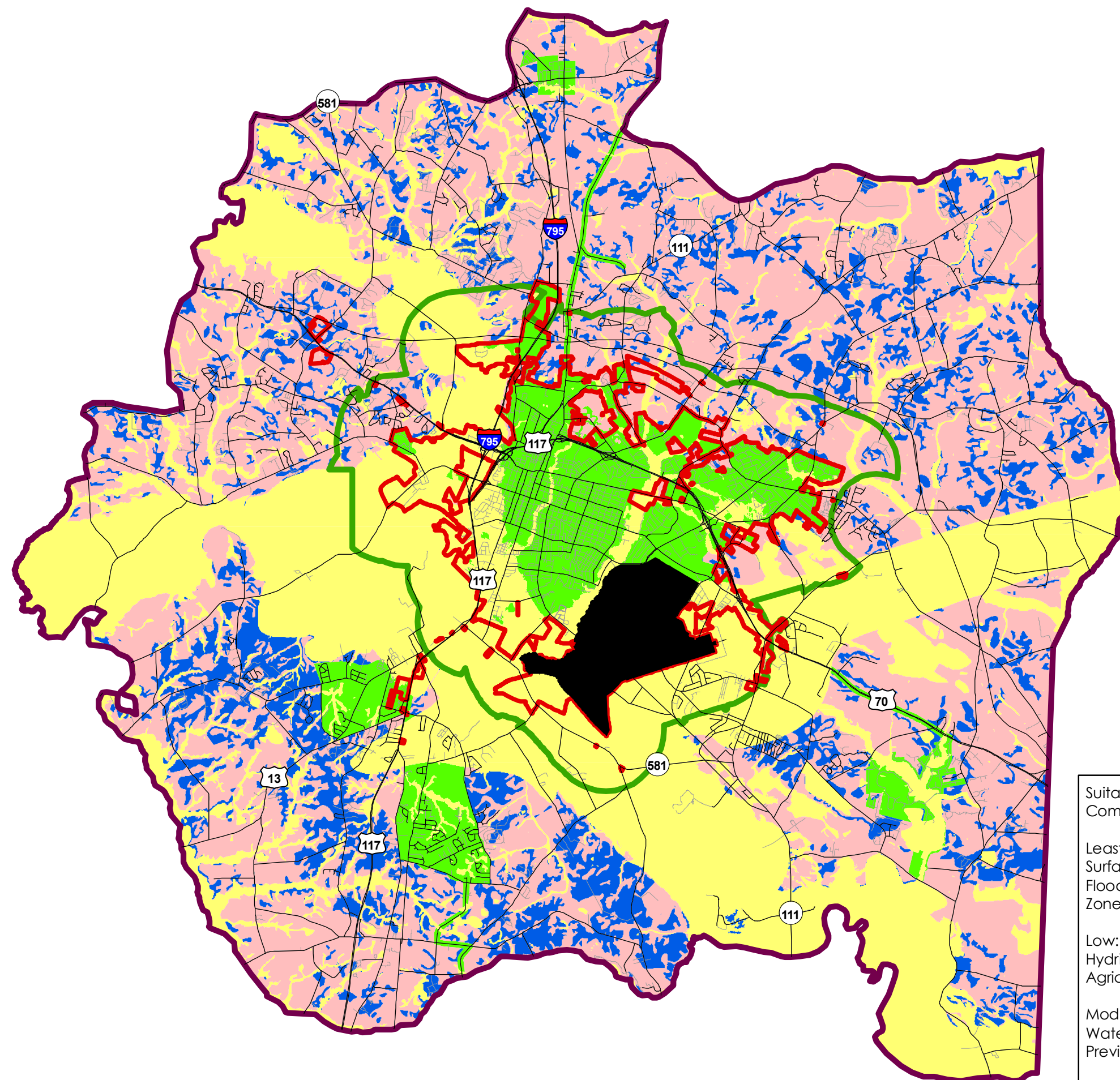
Urbanized Area Plan

Map 33

Land Suitability Analysis

Legend

- Corporate Limits
- ETJ
- Urbanized Area
- Seymour Johnson Air Force Base
- Land Suitability Analysis**
- Least Suitable
- Low Suitability
- Moderate Suitability
- High Suitability



Suitability Analysis Components:

Least: SNHA; Wetlands; Surface Waters; 100 Year Floodplain; Military Noise Zone

Low: Prime Farmland Soils; Hydric Soils; Voluntary Agricultural Districts

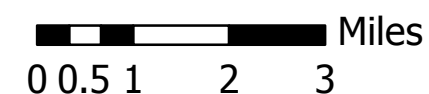
Moderate: Water Supply Watershed - IV; Lands Not Previously Covered

High: Public Sewer Systems

Source: Goldsboro GIS; Holland Consulting Planners



1 in = 2 miles





D. ENVIRONMENT/EXISTING CONDITIONS SUMMARY

Environmental Summary

- On average, the warmest month of the year is July with an average high temperature of 91 degrees Fahrenheit and an average low of 71 degrees Fahrenheit.
- The coolest month of the year, on average, is January with an average high of 54 degrees Fahrenheit and a low of 33 degrees Fahrenheit.
- Slopes throughout Wayne County range from 0 to 25 percent; however, the relief within the Urbanized Area is generally flat.
- Approximately 13.2% of the Wayne County population is impacted by the flood hazard area.
- Approximately 17% of the Urbanized Area's land area contains classified wetlands.
- There are approximately 54,981 acres of hydric soils within the Urbanized Area, or 32% of the total Urbanized Area.
- Approximately 48% of the land area throughout the Urbanized Area is comprised of prime farmland soils.
- There are 4,280 acres of land within the Urbanized Area included in a Voluntary Agricultural District.
- There are approximately 56,570 acres of WS-IV (NSW) waters within the Urbanized Area, or 44% of the total Urbanized Area.
- There are five sites comprising approximately 882 acres within the Urbanized Area which are defined as Natural Heritage Areas.
- There are thirteen sites in the Urbanized Area which are held in conservation properties.
- There are seven properties within the Urbanized Area listed on the National Register of Historic Places.



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Community Facilities/Services Summary

- The Goldsboro Urban Area 2035 Long Range Transportation Plan Update was completed in September 2009.
- The Long Range Transportation Plan provides a listing of substantial improvements that will result in the expansion of bicycling facilities to include: 25 miles of signed on-street routes, 23 miles of paved shoulder, 9.7 miles of wide outside lanes, and 7.4 miles of striped bicycle lanes.
- Two rail lines run through the Goldsboro Urbanized Area that are owned and operated by Norfolk Southern Railway and CSX.
- There are two general aviation airports serving the Goldsboro Urbanized Area, which include the Wayne Executive Jetport and the Mount Olive Municipal Airport.
- As of 2011, 4.923 MGD or approximately 41% of the City of Goldsboro's water system capacity was being utilized through 13, 602 service connections.
- The City's wastewater treatment plant has a total overall capacity of 14.2 MGD, of which 6.96 MGD, or 49%, was being utilized as of 2011.
- The City's Public Works Department provides solid waste removal services for both residential and non-residential customers.
- The Goldsboro Police Department operates four divisions: Operations Bureau, Support Services Bureau, Investigation, and Vice/Drugs.
- The Goldsboro Fire Department offers a wide range of services in addition to emergency response including: fire inspections, fire prevention education, provision of a confined space and trench rescue team, provision of a high angle rescue team, provision of first responders to supplement Emergency Medical Services, vehicle extrication, hydrant inspections, and flow testing for the City's Planning Department.
- Wayne Memorial Hospital is the area's only acute care hospital and serves many communities throughout the County, including Goldsboro, Mount Olive, Fremont, Pikeville, and Seven Springs.
- The Goldsboro Parks and Recreation Department is responsible for 174 acres of parks, 140 acres of greenways, and three (3) acres of other property.
- The Wayne County Library System provides four branches for residents, two of which is located within the Urbanized Area.



SECTION 5. EXISTING LAND USE

A. INTRODUCTION

This section of the plan, in conjunction with the discussion of existing facilities/services and environmental conditions, provides a snapshot of conditions evident throughout the Urbanized Area. A foundation for the discussion of future growth, development, and investment in infrastructure is established in this section as well. A clear understanding of existing land use conditions and how these conditions and transportation systems interrelate is critical to developing a future land use plan, including its implementation goals and strategies.

The following discussion provides a traditional existing land use analysis, including details regarding the overall Urbanized Area, the Downtown Redevelopment Zone, urban versus rural areas, and a summary of conditions present at each of the five US 70 Bypass interchanges. Existing land use conditions are classified by building types/uses and include ten categories: commercial, office and institutional, industry, military, multi-family residential, medium density residential, low density residential, rural residential/agricultural, recreation, and vacant.

The summary of existing conditions and analysis of transportation in relation to land use aids in defining the urban/rural transition. The portions of the Urbanized Area which have access to multi-modal transportation systems should be considered urban in terms of existing conditions. Those areas that rely solely on an auto-oriented or single mode transportation system are more rural in nature. As stated, establishing a clear understanding of this concept will enable the community to better address key issues such as farmland preservation, infill development, focused growth strategies, and capital improvements planning efforts.

B. EXISTING CONDITIONS – URBANIZED AREA/CORPORATE LIMITS/ETJ

Within the Total Urbanized Area, the majority of intensive land use has generally occurred along and east of the US 117 corridor. This has primarily occurred because of natural conditions such as the location of flood areas and wetlands, the historic location of the Central Business District and County Courthouse, and the location of the Air Force Base and its main entrance. Since 1990, this pattern has changed with much of the residential development "leapfrogging" into the City's ETJ in the areas north and northwest of the ETJ.



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A detailed existing land use survey was conducted involving several available data resources. A comprehensive analysis involving Wayne County tax parcel data, aerial photography, and field observations resulted in the development of a parcel-by-parcel account of existing conditions throughout the Urbanized Area. Each piece of property was classified by the current use classification as follows:

- Commercial (retail, service, and shopping establishments)
- Office and Institutional
- Industry (includes waste water treatment and sanitary sewer facilities)
- Military
- Multi-Family Residential
- Medium Density Residential (single-family residential units less than 2 acres, including mobile homes)
- Low Density Residential (single-family residential units 2 to 20 acres, including mobile homes)
- Rural Residential/Agriculture (single-family residential units 20+ acres, including mobile homes and agriculture)
- Transportation
- Recreation/Open Space
- Vacant

The existing land use acreage is depicted on Map 34 and is summarized in Table 34. There are some deviations in land use composition from what normally exists in urban area land use. It appears that these deviations are the result of the strong influence of Seymour Johnson Air Force Base (office and institutional land use). Office and institutional land use is normally 7% to 9% of an urban area's land use. In Goldsboro and its ETJ, office and institutional uses occupy 12.4% of total land use. Military land use occupies over 17% of the City's corporate limits, which is clearly unusual for most urban areas. In most urban areas, residential land use occupies approximately 20% to 30% of total land use. Within Goldsboro and its ETJ, residential land use is approximately 34% of the total land use, which is believed to reflect the military influence. Vacant land within Goldsboro and its ETJ occupies approximately 60% of the total area. However, within the Urbanized Area, vacant land use occupies approximately 30% of the area. In most eastern North Carolina urban areas, vacant land use occupies approximately 30% to 45% of total land area. Commercial development is below the normal land use range of 8% to 14%. Within Goldsboro and its ETJ, commercial land use occupies approximately 3% of total land use. This may be the result of Goldsboro's easy regional access to large commercial areas such as Raleigh and Greenville. The existence of the Air Force Base and significant residential development would normally support more commercial land use. The greatest deviation is industrial land use. Normally, in an



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urban area, industrial land use will occupy less than 1% of total land use. In Goldsboro and the ETJ, the industrial land use category occupies approximately 12% of total land area. Transportation (right-of-way) occupies approximately 12.9% of the Goldsboro corporate limit area. This percentage is consistent with the normal municipal range of 8% to 12%.

Table 34. Existing Land Use

Land Use Category	Corporate Limits	% of Total	ETJ	% of Total	Urbanized Area Only	% of Total	Total All Jurisdictions
Commercial	979	5.4%	159	0.8%	608	0.5%	1,746
Office and Institutional	2,023	11.2%	270	1.4%	1,375	1.0%	3,667
Industry	1,321	7.3%	826	4.2%	3,614	2.7%	5,761
Military	3,096	17.1%	24	0.1%	0	0.0%	3,121
Multi-Family Residential	736	4.1%	69	0.4%	128	0.1%	933
Medium Density Residential	3,171	17.5%	1,151	5.9%	10,423	7.7%	14,746
Low Density Residential	511	2.8%	1,244	6.3%	15,139	11.3%	16,893
Rural Residential/ Agricultural	481	2.7%	5,548	28.3%	57,392	42.6%	63,421
Recreation	599	3.3%	234	1.2%	298	0.2%	1,131
Right-of-Way	2,321	12.8%	1,350	6.9%	5,965	4.4%	9,635
Vacant	2,894	16.0%	8,724	44.5%	39,629	29.4%	51,247
Total	18,132	100.0%	19,599	100.0%	134,571	100.0%	172,301

Source: Holland Consulting Planners, Inc.



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The following provides a broader understanding of what elements and building types characterize each land use category along with the general location:

Commercial



The area's commercial land use is concentrated in the Central Business District, the US 70 Corridor, and the Berkeley Boulevard/Wayne Memorial Drive area. The US 70 and Berkeley Boulevard/Wayne Memorial Drive areas have been largely transportation driven. Outside of the Central Business District, the largest commercial land uses have been shopping centers and individual service oriented commercial uses such as restaurants, department stores, and the sale of miscellaneous commodities.

Corporate Limits: 5.4%; ETJ: 0.8%; Urbanized Area: 0.5%

Office & Institutional



The Office and Institutional land uses are scattered throughout Goldsboro and its ETJ. However, there are two significant concentrations. First, the City and County government offices are primarily located in the Central Business District, which has resulted in a significant amount of private sector office and institutional usage (i.e., surveyors, engineers, attorneys) in this area. A second concentration exists along the Wayne Memorial Drive corridor consisting primarily of medical usage as a result of the hospital complex.

Corporate Limits: 11.2%; ETJ: 1.4%; Urbanized Area: 1.0%



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Industry



Industrial development is concentrated along the US 117 corridor and scattered areas located west and southwest of Goldsboro. The majority of the industrial land use is light industry, predominately warehousing.

Corporate Limits: 7.3%; ETJ: 4.2%; Urbanized Area: 2.7%

Military

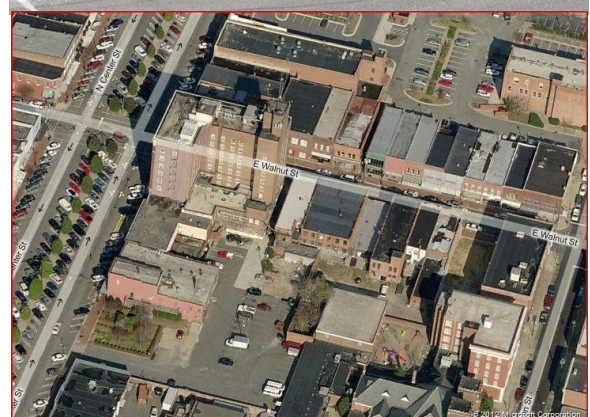


Seymour Johnson Air Force Base is the primary military land use. The location of the base has a significant influence on other land uses, in particular commercial and residential land use within the Urbanized Area.

Corporate Limits: 17.1%; ETJ: 0.1%; Urbanized Area: 0.0%



Multi-Family Residential



Multi-family development is scattered throughout Goldsboro and its ETJ. However, most is located south of the Goldsboro Central Business District and in the eastern areas of the Goldsboro corporate limits.

Corporate Limits: 4.0%; ETJ: 0.4%; Urbanized Area: 0.1%



Medium Density Residential



Corporate Limits: 17.5%; ETJ: 5.9%; Urbanized Area: 7.7%

Low Density Residential



Corporate Limits: 2.8%; ETJ: 6.3%; Urbanized Area: 11.3%

Medium density and low density single-family residential development began east and southeast of the Goldsboro Central Business District and spread outward. The older residential areas adjacent to the Central Business District have significant historic value. Most of the residential development within the Goldsboro corporate limits is the traditional neighborhood type with grid street patterns, sidewalks, and 9,000 square foot or less lot sizes. Single-family residential development occurring in the last 40 years has been largely in the 9,000 to 12,000 square foot lot size range. Map 6 on page 3-14 provides the distribution of residential property values.



Rural Residential/Agriculture



The urbanized area beyond the City's ETJ is predominantly low density residential and agricultural. However, during the late 1990s through 2012, the rural residential/agricultural area has experienced an increasing inroad of residential development.

Corporate Limits: 2.7%; ETJ: 28.3%; Urbanized Area: 42.6%

Recreation



The recreational land uses are scattered within the Goldsboro corporate limits, but focus on the residential areas.

Corporate Limits: 3.3%; ETJ: 1.2%; Urbanized Area: 0.2%



City of Goldsboro, NC

Urbanized Area Plan
Map 34

Existing Land Use:
Urbanized Area

Street Centerlines

Corporate Limits

ETJ

Urbanized Area

Existing Land Use

Commercial

Office and Institutional

Industry

Military

Multi-Family Residential

Medium Density Residential

Low Density Residential

Rural Residential/Agriculture

Recreation

Vacant

Source: Goldsboro GIS, Wayne
County Tax Assessor



1 in = 2 miles

0 0.5 1 2 3 Miles





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Within Goldsboro's zoned area, there are a total of approximately 11,618 acres of vacant land. This vacant land is generally zoned as follows: Commercial (811 acres), Industrial (2,020 acres), Residential (8,172 acres), and Office/Institutional (615 acres). The vacant land is largely accessible to supporting infrastructure. Map 35 provides the delineation of vacant parcels within the Urbanized Area. Table 35 provides a summary of the vacant land suitability analysis (see pages 4-51 to 4-57) for the Goldsboro Corporate Limits and ETJ areas. Within Goldsboro, approximately 50% of the vacant land is considered to have moderate or high suitability for development. Within the Goldsboro ETJ, only 6% of the area is considered to have moderate to high suitability for development. This low percentage is primarily caused by the floodplain of the Neuse River.

Table 35. Vacant Land Suitability Analysis

Suitability	Corporate Limits	% of Total	ETJ	% of Total	Total	% of Total
Least	1,290	44.6%	5,780	66.3%	7,071	60.9%
Low	165	5.7%	2,412	27.7%	2,577	22.2%
Moderate	33	1.1%	472	5.4%	505	4.3%
High	1,407	48.6%	59	0.7%	1,466	12.6%
Total	2,895	100.0%	8,723	100.0%	11,619	100.0%

Source: Holland Consulting Planners, Inc.



City of Goldsboro, NC

Urbanized Area Plan
Map 35

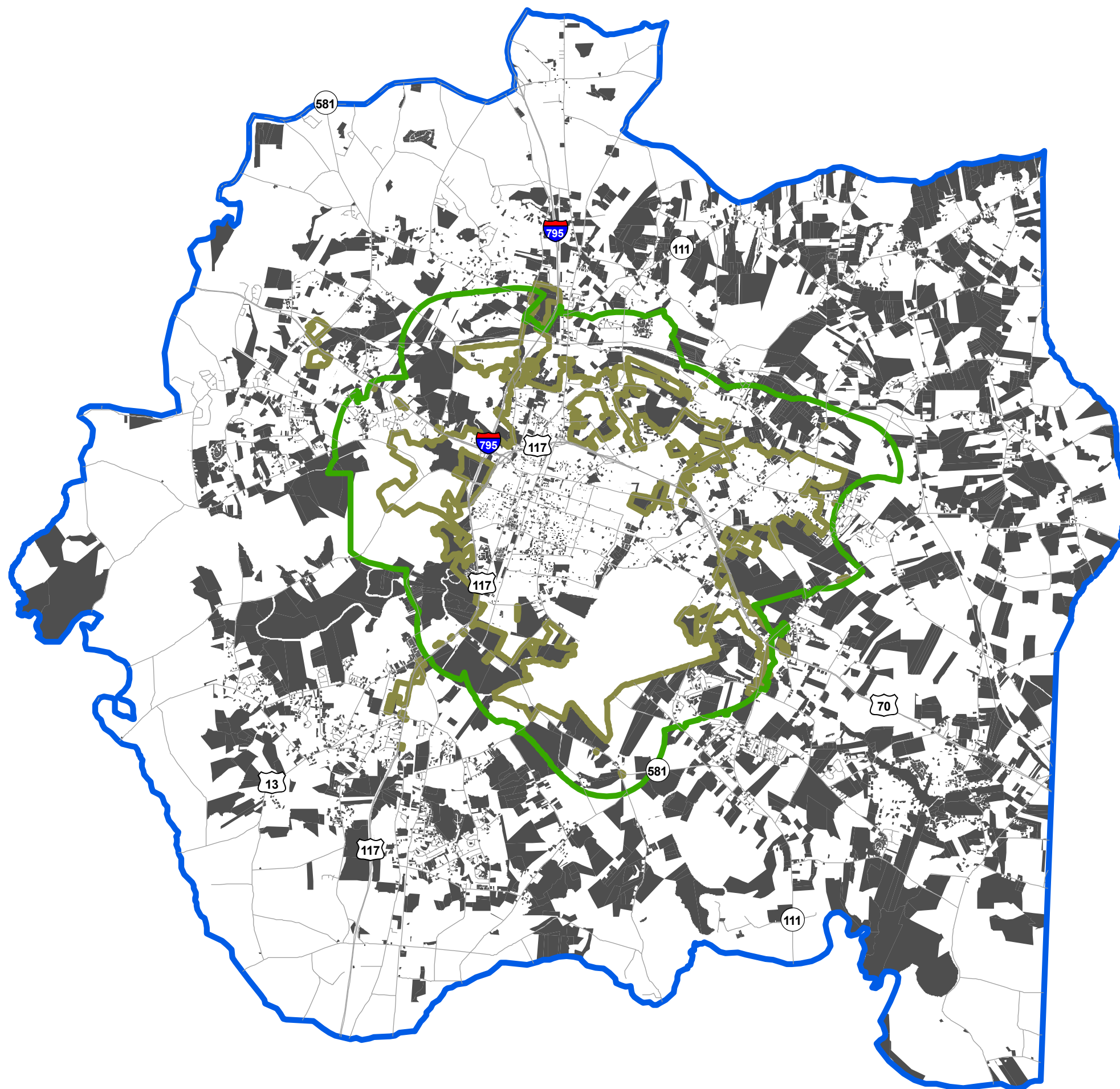
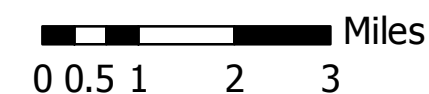
**Vacant Land Use: Urbanized
Area**

-  Street Centerlines
-  Corporate Limits
-  ETJ
-  Urbanized Area
- Existing Land Use
 -  Vacant

Source: Goldsboro GIS, Wayne
County Tax Assessor



1 in = 2 miles





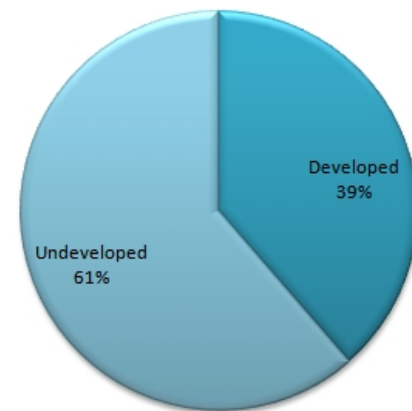
C. EXISTING CONDITIONS – US 70 BYPASS INTERCHANGES

Figures 8 through 12 depict the existing land use within a 3/4 mile proximity of each of the five (5) US 70 Bypass interchange areas.

1. US 70 Bypass - Highway 581 Interchange

Table 36. Existing Land Use (US 70 Bypass - Highway 581 Interchange)

Land Use	Acres	% of Total
Commercial	45.6	4.1%
Office and Institutional	19.8	1.8%
Industry	8.9	0.8%
Multi-Family Residential	0.0	0.0%
Medium Density Residential	128.7	11.5%
Low Density Residential	68.1	6.1%
Rural Residential/Agriculture	349.5	31.2%
Recreation	0.0	0.0%
Right-of-Way	160.8	14.4%
Vacant	337.6	30.2%
Total	1,119.0	100.0%



Source: Holland Consulting Planners, Inc.

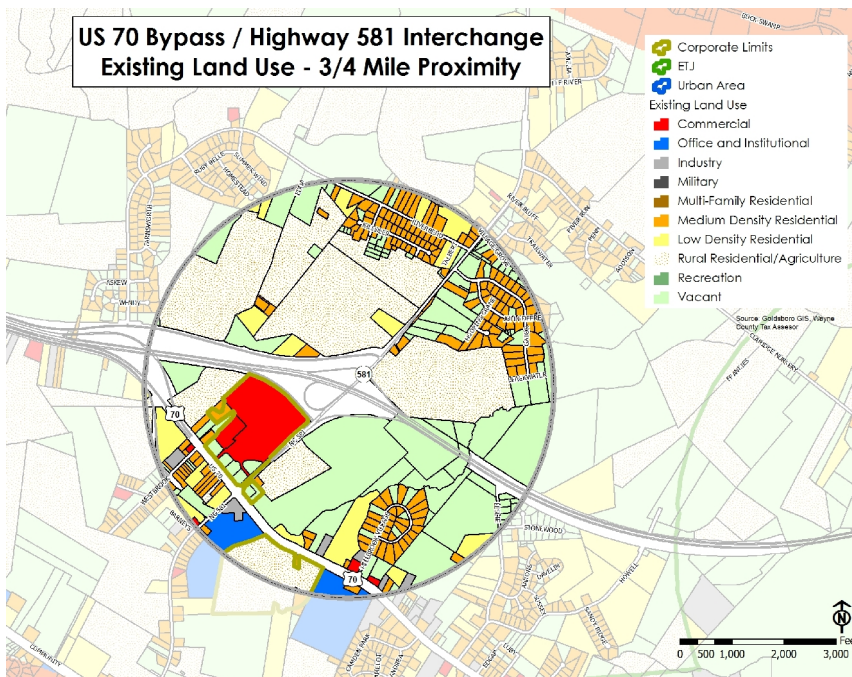


Figure 8. Existing Land Use (US 70 Bypass - Highway 581 Interchange)

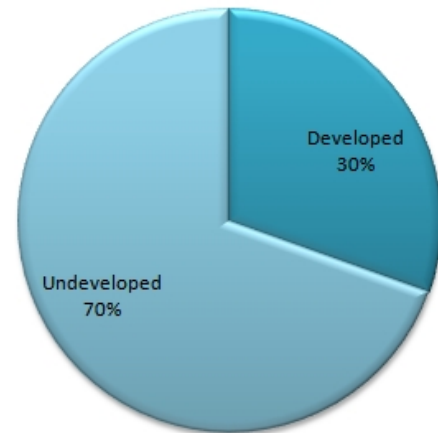


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2. US 70 Bypass - Parkston Road Interchange

Table 37. Existing Land Use (US 70 Bypass - Parkston Road Interchange)

Land Use	Acres	% of Total
Commercial	0.4	0.0%
Office and Institutional	11.6	1.0%
Industry	0.0	0.0%
Multi-Family Residential	0.0	0.0%
Medium Density Residential	40.4	3.6%
Low Density Residential	196.1	17.5%
Rural Residential/Agriculture	417.5	37.3%
Recreation	0.0	0.0%
Right-of-Way	92.0	8.2%
Vacant	361.0	32.3%
Total	1,119.0	100.0%



Source: Holland Consulting Planners, Inc.

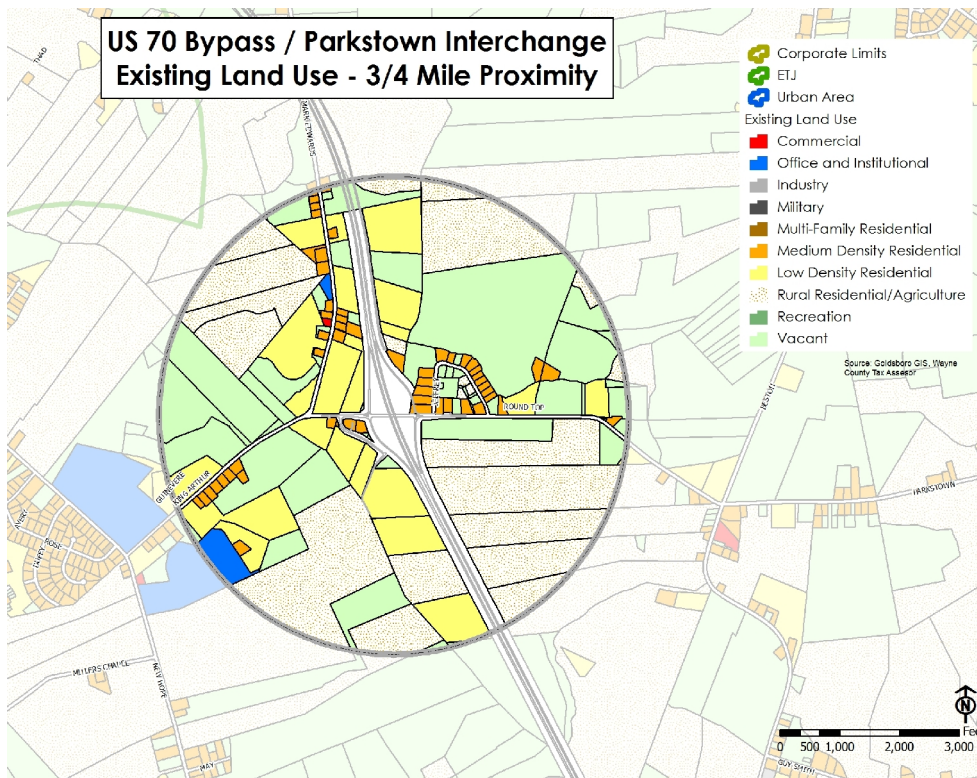


Figure 9. Existing Land Use (US 70 Bypass/Parkstown Interchange)

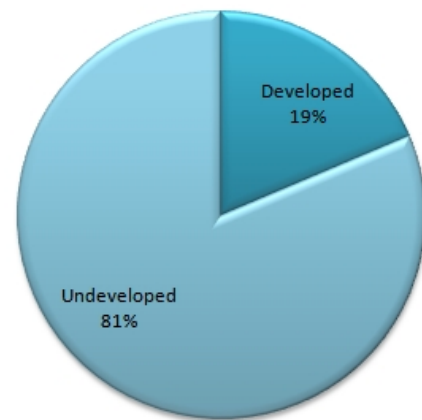


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3. US 70 Bypass - US Highway 13 Interchange

Table 38. Existing Land Use (US 70 Bypass - US Highway 13 Interchange)

Land Use	Acres	% of Total
Commercial	9.9	0.9%
Office and Institutional	12.0	1.1%
Industry	17.8	1.6%
Multi-Family Residential	0.0	0.0%
Medium Density Residential	49.3	4.4%
Low Density Residential	92.8	8.3%
Rural Residential/Agriculture	431.2	38.5%
Recreation	0.0	0.0%
Right-of-Way	26.7	2.4%
Vacant	479.3	42.8%
Total	1,119.0	100.0%



Source: Holland Consulting Planners, Inc.

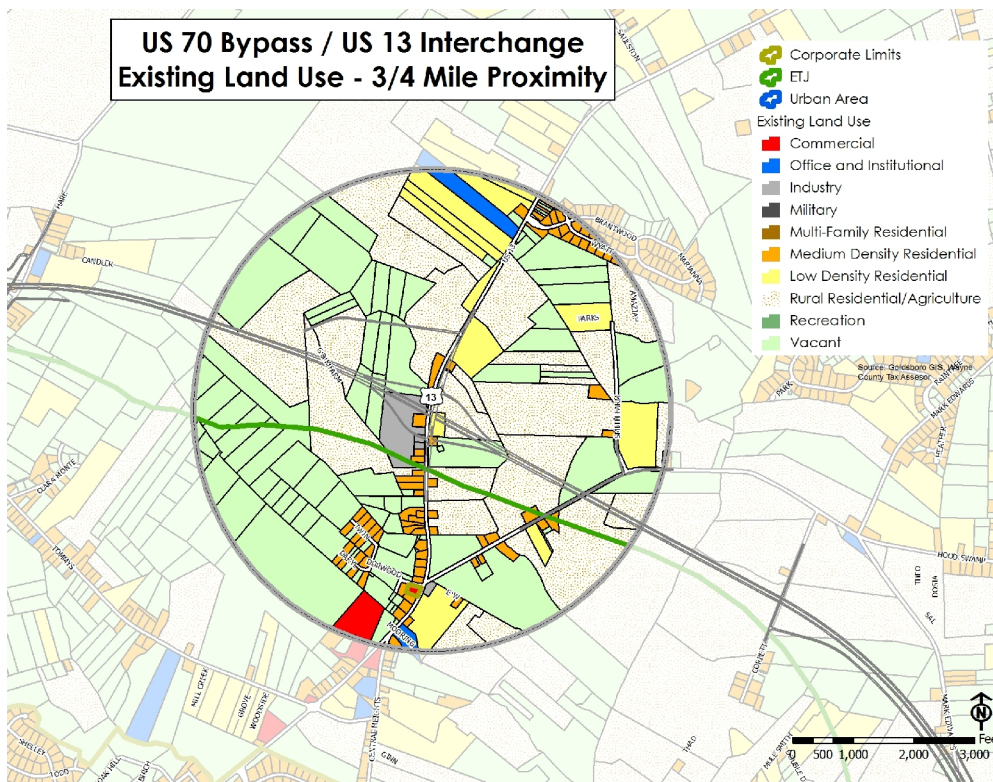


Figure 10. Existing Land Use (US 70 Bypass - US 13 Interchange)

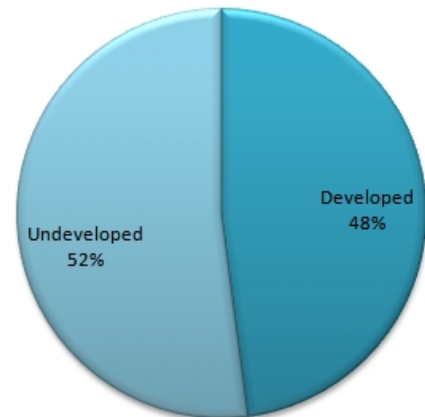


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4. US 70 Bypass - US 117 Interchange

Table 39. Existing Land Use (US 70 Bypass - US 117 Interchange)

Land Use	Acres	% of Total
Commercial	28.6	2.6%
Office and Institutional	9.4	0.8%
Industry	59.9	5.4%
Multi-Family Residential	0.0	0.0%
Medium Density Residential	106.9	9.6%
Low Density Residential	87.1	7.8%
Rural Residential/Agriculture	237.0	21.2%
Recreation	1.0	0.1%
Right-of-Way	243.5	21.8%
Vacant	345.6	30.9%
Total	1,119.0	100.0%



Source: Holland Consulting Planners, Inc.

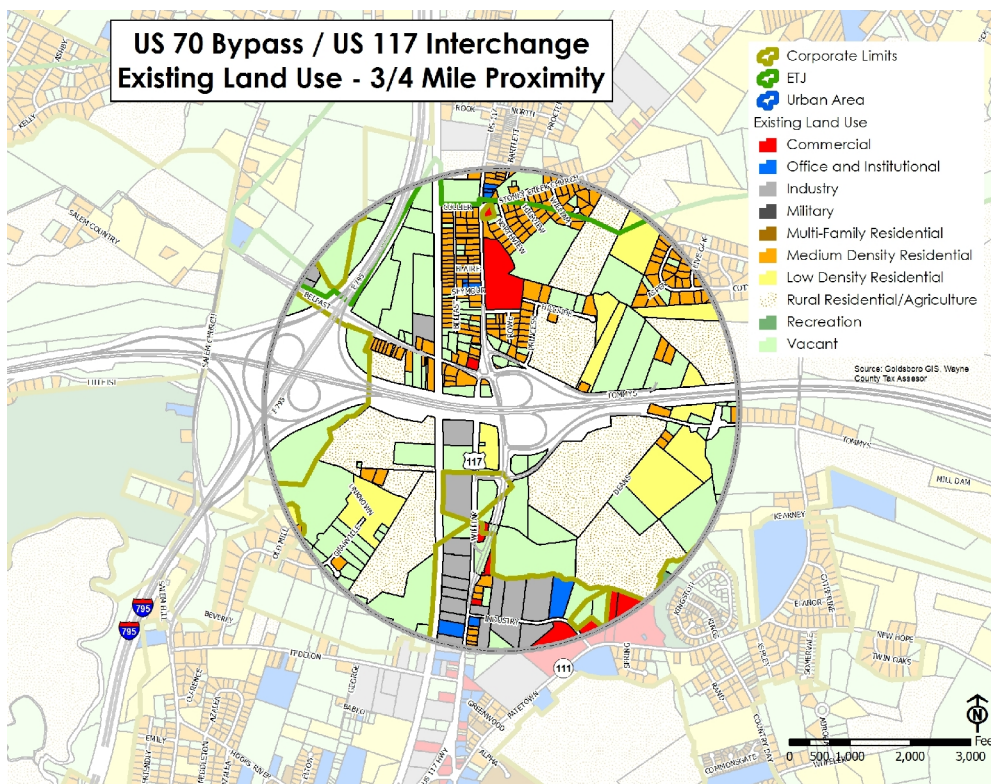


Figure 11. Existing Land Use (US 70 Bypass - US 117 Interchange)

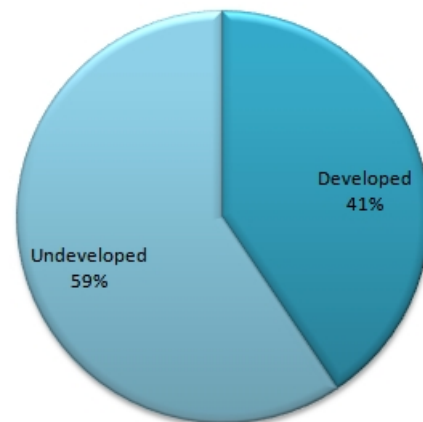


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5. US 70 Bypass - Wayne Memorial Interchange

Table 40. Existing Land Use (US 70 Bypass - Wayne Memorial Interchange)

Land Use	Acres	% of Total
Commercial	0.8	0.1%
Office and Institutional	61.0	5.5%
Industry	0.0	0.0%
Multi-Family Residential	18.6	1.7%
Medium Density Residential	150.4	13.4%
Low Density Residential	117.3	10.5%
Rural Residential/Agriculture	370.9	33.1%
Recreation	0.0	0.0%
Right-of-Way	106.1	9.5%
Vacant	293.9	26.3%
Total	1,119.0	100.0%



Source: Holland Consulting Planners, Inc.

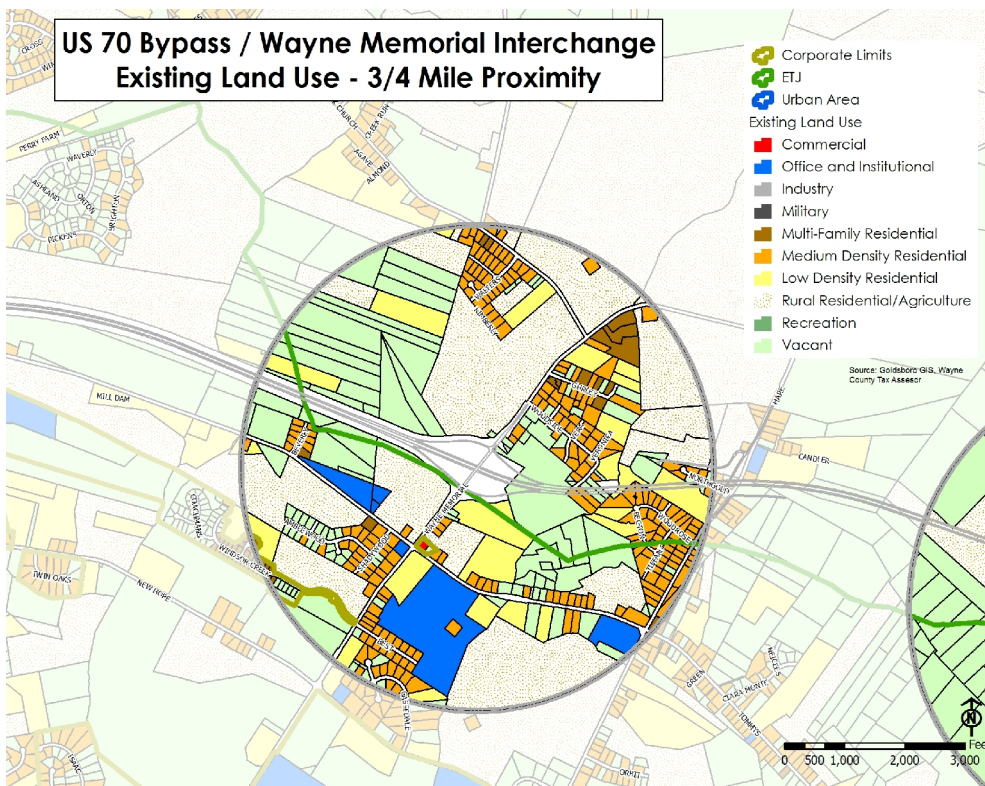


Figure 12. Existing Land Use (US 70 Bypass - Wayne Memorial Interchange)



The US 70 Bypass - US 117 Interchange is the most developed interchange area (48% developed) with the predominant land use being residential. The US 70 Bypass - Wayne Memorial Drive Interchange area is the second most developed interchange area (41% developed). The largest land use is residential with the second largest land use being office and institutional. The remaining three interchange areas are primarily undeveloped.

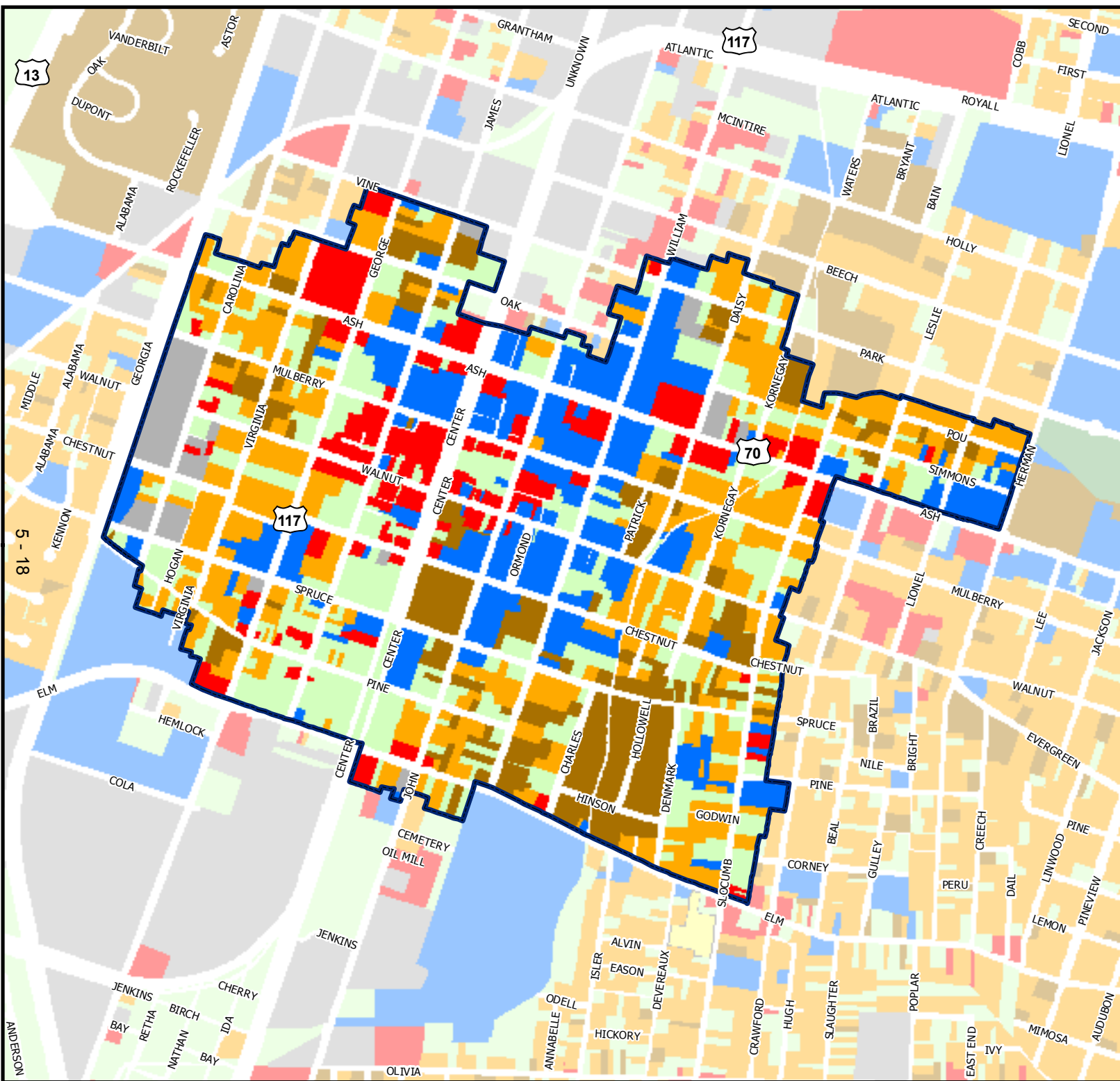
D. EXISTING CONDITIONS – DOWNTOWN REDEVELOPMENT ZONE

The strongest first impression of the downtown is the large number of existing historic commercial buildings in the core, and the vitality of commercial activity, especially when viewed in comparison to other similar communities in eastern North Carolina. Although there is certainly room for improvement, when compared to many downtowns where more than half of downtown storefronts are vacant, Goldsboro's 10-15% vacancy rate is quite healthy. Existing conflicting problems are some industrial uses that are dispersed around the downtown area and are interspersed with some of the adjacent neighborhoods. In addition, many of the adjacent residential neighborhoods are in some degree of decline. Table 41 and Map 36 provide the existing land use for the Downtown Redevelopment Zone.

Table 41. Existing Land Use (Downtown Redevelopment Zone)

Land Use	Acres	% of Total
Commercial	40.0	8.7%
Office and Institutional	72.0	15.6%
Industry	14.0	3.0%
Multi-Family Residential	53.0	11.5%
Medium Density Residential	98.0	21.2%
Low Density Residential	0.0	0.0%
Rural Residential/Agriculture	0.0	0.0%
Recreation	0.0	0.0%
Right-of-Way	100.0	21.6%
Vacant	85.0	18.4%
Total	462.0	100.0%

Source: Holland Consulting Planners, Inc.



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E. COORDINATING LAND USE AND TRANSPORTATION PLANNING

1. Introduction

Understanding the relationship between transportation systems and land use planning is vital to fostering successful urban environments. Planning for where we live, work, and play should coincide with the design of transportation networks. Land use patterns are largely the result of the dominant transportation systems in a given community. In addition, planning that considers not just the automobile, but also the pedestrian and cyclist will result in better urban form and more attractive places to live.

Looking back in US history, it becomes clear how the forms of cities and towns have changed along with the dominant kind of transportation, which in turn is connected to the availability of different energy sources and economic conditions.

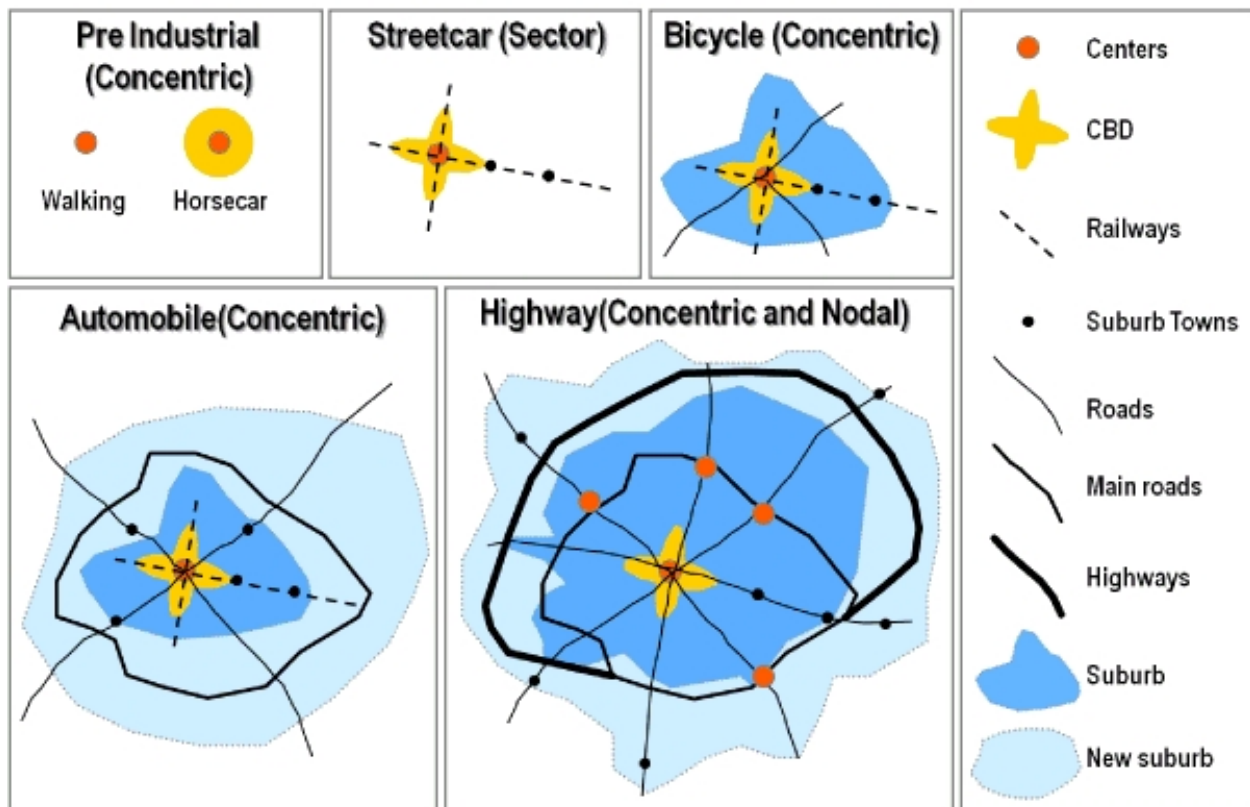


Figure 13. Transportation and Urban Form

The figure above (courtesy of the *Geography of Transportation* (Taaffe, E., 1996)) summarizes the relationship between urban form and prevailing means of transportation.



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As a general rule, over time communities expanded as more modern transportation technologies became available. Starting from upper left, the town of the pre-industrial era would have limited typical town size to the distance a horse could carry a cart. As streetcars became available, houses sprang up further from the city along sectors served by the streetcars. In contrast, a bicycle-based pattern is limited in range but spread over a more even area relating to a central business district (CBD), shown in yellow.

The lower left diagram (Figure 13) shows a typical pattern for mid- to late-20th century settlement, based on automobiles commuting to a city center. The final diagram shows a pattern found in many mid- to large-sized US cities today, with multiple nodes of activity connected by concentric and radial highways.

Land use change is intricately linked to transportation systems. In turn, transportation systems are linked to available fuel, whether human power on foot or bicycle, horse power, or fossil fuels.

2. Establishing Single and Multiple Mode Transportation Modes in Goldsboro

To better understand existing conditions in the Goldsboro Urbanized Area and how it relates to existing transportation systems, the existing land use categories were further analyzed by their relationship to available transportation modes. Two transportation zones were established delineating a single use transportation zone (vehicular) and a multiple use transportation zone (multi-modal: bicycle, pedestrian, bus, vehicle) of the Urbanized Area. To establish the multiple use transportation area, the following components were identified:

- Land within a ¼ mile of sidewalks.
- Land within a ¼ mile of bus stops.
- Land within a ¼ mile of bike routes.
- Land with an equivalent road network density of downtown – this identifies areas that provide a finer grain road network, roughly equivalent to 400' block structure of downtown Goldsboro (separated median roadways such as US 70 have only one directional heading counted).
- Residential or vacant land that has at least two uses (commercial, office and institutional, and recreation) within a ¼ mile.



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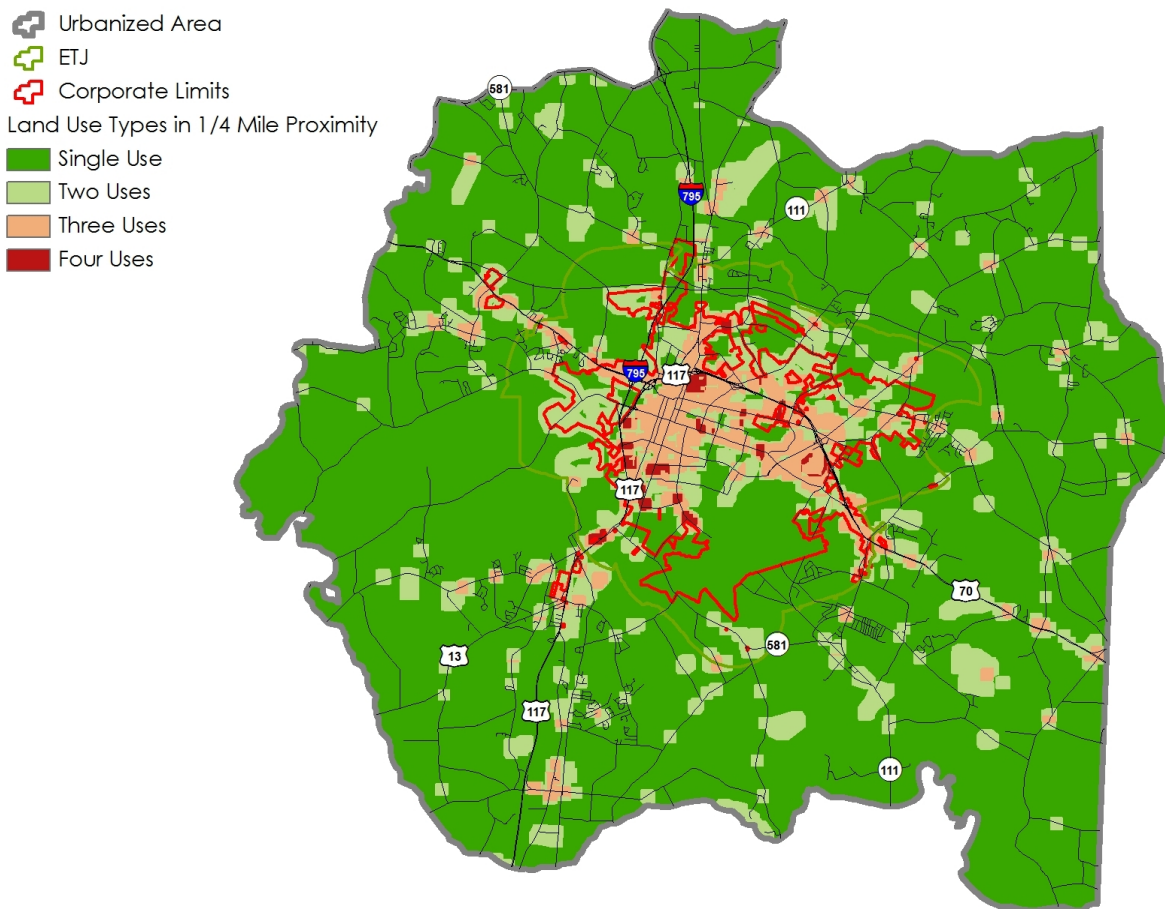


Figure 14. Number of Commercial, Office/Institutional or Recreation Land Uses within 1/4 mile to Vacant or Residential Lands

GIS analysis was used to combine all the above components. Land classified in the multiple use transportation zones includes a minimum of three of the above listed components. The figure below provides an indication of what portions of the Urbanized Area have access to multiple transportation zones. This figure provides insight into two important factors as we transition into a discussion of future land use and growth policy.

The multiple mode transportation area depicts where the City and NCDOT have effectively provided a transportation system that does not solely rely on the automobile. Comparatively, the multiple use transportation zone was spread over a much smaller area of land than the single use transportation zone consisting of roughly 4.5% of the Urbanized Area, or 7,817 acres. For the purposes of this analysis, the military land use was not included as it encompasses only Seymour Johnson Air Force Base. This sets the stage for effective infill development, as well as the formulation of



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implementation strategies that will establish Goldsboro as a more sustainable and livable community.

Secondly, the resulting analysis outlined above and the resulting figure provide a sound methodology for defining what is “urban” and what is “rural” within the Urbanized Area. As noted earlier in the plan, two of the key issues facing the community are the need to target infill opportunities for future growth in an effort to protect agricultural resources that are so vital to the regional economy. In using existing transportation systems to make this determination, the City may establish goals and strategies that will dictate how residential and non-residential growth expands into the more rural portions of the Urbanized Area. The overriding intent in presenting this information is to provide a comprehensive understanding of the existing built environment, how the built environment relates to existing transportation systems, and where the urban/rural transition occurs within the greater Urbanized Area.

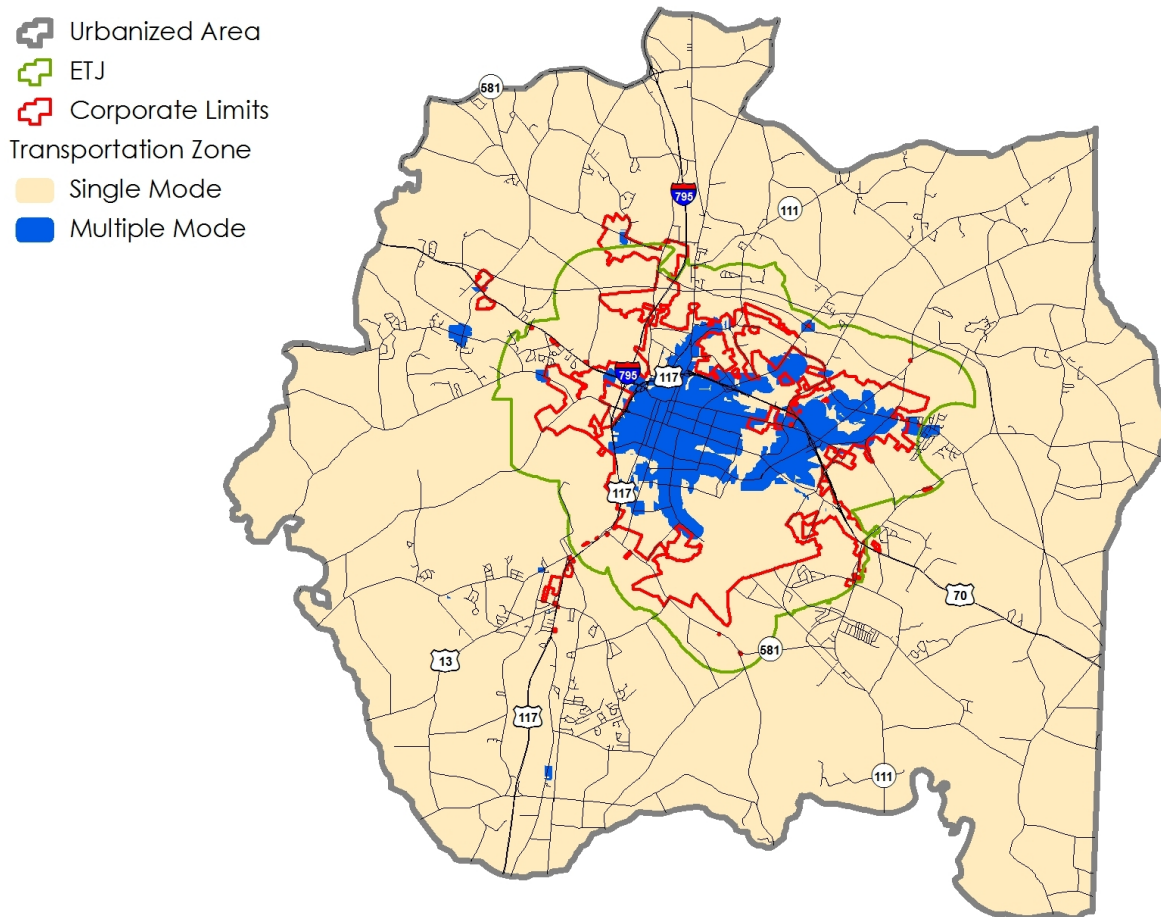


Figure 15. Single/Multiple Mode Transportation Zones



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The following graph and table provide a summary of land value per acre for both the single and multiple use transportation zones. This information further supports the findings relating to these segments of the Urbanized Area. Land values per acre within the multiple mode transportation zone are on average 60% to 70% higher than that of properties within the single mode transportation

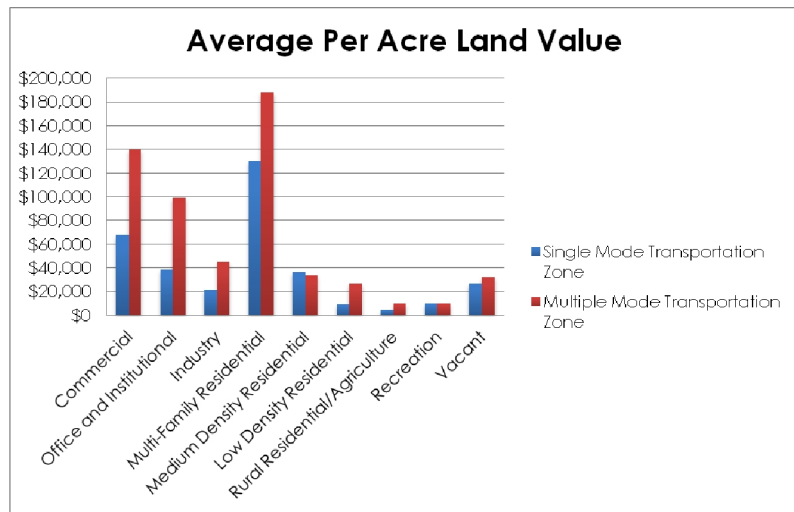




Figure 16. Average Per Acre Land Value

zone. This can be attributed to a range of factors including: availability of infrastructure, proximity to the population base, and the availability of multi-modal transportation systems. In working through the development of this plan, the City should aim to leverage these assets in an effort to promote redevelopment through infill and the renovation of historic structural stock prevalent within the City's Central Business District and Downtown Redevelopment Zone.

Table 42. Per Acre Land Value: Categorized by Transportation Zone

Land Use	Single Mode Transportation Zone 	Multiple Mode Transportation Zone 
Commercial	\$67,767	\$139,765
Office and Institutional	\$38,076	\$99,368
Industry	\$21,252	\$44,996
Multi-Family Residential	\$130,673	\$188,584
Medium Density Residential	\$36,477	\$33,812
Low Density Residential	\$9,029	\$27,040
Rural Residential/Agriculture	\$4,285	\$9,945
Recreation	\$9,754	\$9,470
Vacant	\$26,600	\$32,501
Average	\$38,212	\$65,054

Source: Holland Consulting Planners, Inc.



F. EXISTING LAND USE SUMMARY

Existing Land Use Summary

- Within the Total Urbanized Area, the majority of intensive land use has generally occurred along and east of the US 117 corridor.
- Since 1990, much of the residential development has “leapfrogged” into the City’s ETJ in the areas north and northwest of the ETJ.
- In Goldsboro and its ETJ, office and institutional uses occupy 6% of total land use.
- Military land use occupies over 17% of the City’s corporate limits, which is clearly unusual for most urban areas.
- Within Goldsboro and its ETJ, residential land use is approximately 34% of the total land use, which is believed to reflect the military influence.
- Vacant land within Goldsboro and its ETJ occupies approximately 60% of the total area.
- Within the Urbanized Area, vacant land use occupies approximately 30% of the area.
- Commercial development is below the normal land use range of 8% to 14%. Within Goldsboro and its ETJ, commercial land use occupies approximately 3% of total land use.
- The two largest existing land use categories within the Urbanized Area are comprised of Rural Residential/Agriculture and Vacant land use types.
- The vacant land throughout the Corporate Limits and ETJ is generally zoned as follows: Commercial (811 acres), Industrial (2,020 acres), Residential (8,172 acres), and Office/Institutional (615 acres).
- Within the Goldsboro ETJ, only 6% of the area is considered to have moderate to high suitability for development.
- The multiple mode transportation zone was spread over a much smaller area of land than the single mode transportation zone consisting of roughly 4.5% of the Urbanized Area, or 7,817 acres.
- The primary corridors that have shaped existing land use patterns throughout the Urbanized Area include: Wayne Memorial Drive, US Highway 70, Ash Street, and Berkeley Boulevard.



SECTION 6. PROJECTIONS/FUTURE DEMAND

A. INTRODUCTION

This section of the plan focuses on future growth and demand which may have an impact on land use. Forecasts of such growth and demand are, at best, difficult. Constantly changing local, regional, national, and international factors significantly influence the Goldsboro Urbanized Area. Therefore, the information in this section should be continuously monitored and updated.

B. POPULATION



Table 43 provides population forecasts through 2040 for Goldsboro, the Urbanized Area, the Eastern Region, and North Carolina. The following summarizes the forecast growth rates which were utilized:

- Annual percent change for Goldsboro Corporate Limits is 0.50%.
- Annual percent change for Wayne County is 0.63%.
- Average 5 year percent change for the Goldsboro Corporate Limits is 2.53%.
- Average 5 year percent change for the Goldsboro ETJ is 3.52%.
- Average 5 year percent change for the Urbanized Area Only is 3.38%.
- Average 5 year percent change for the Urbanized Area Total is 3.05%.
- Average 5 year percent change for Wayne County is 3.23%.
- Average 5 year percent change for the Eastern Region is 8.36%.
- Average 5 year percent change for North Carolina is 9.20%.

These growth rates were based on historical growth trends and North Carolina Office of State Planning forecast trends. Both the City of Goldsboro and the Urbanized Area fall well behind the Eastern Region and North Carolina forecast growth rates. However, the Urbanized Area's actual growth rate could rise slowly if outward growth of the urban areas located to the west of Goldsboro continued to impact Goldsboro and Wayne County.

The low forecast growth rate may not be the ultimate determinant for deciding the need for many capital projects. Many projects such as the Union Station renovation and completion of the I-795 corridor will serve as a stimulant for development and resulting economic opportunities. Population growth within the Urbanized Area (in particular, within the Goldsboro corporate limits) must be increased to level closer to that of the Eastern Region as a whole, if the Urbanized Area is to effectively compete within the Eastern Region.



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Table 43. Population Forecasts

Population Figures	Goldsboro Corporate Limit		Goldsboro ETJ		Goldsboro Urbanized Area Only		Urbanized Area Total		Wayne County, NC		Carteret County, NC	
	Population	% Change	Population	% Change	Population	% Change	Population	% Change	Population	% Change	Population	% Change
1980 Population	31,871		5,134		38,619		75,624		97,050		41,092	
1990 Population	40,709	27.73%	6,710	30.70%	35,845	-7.18%	83,264	10.10%	104,664	7.85%	52,407	27.54%
2000 Population	39,231	-3.63%	7,130	6.26%	41,534	15.87%	87,895	5.56%	113,326	8.28%	59,386	13.32%
2010 Population	36,437	-7.12%	6,418	-9.99%	50,109	20.65%	92,964	5.77%	122,893	8.44%	66,712	12.34%
2015 Projection	37,359	2.53%	6,644	3.52%	51,803	3.38%	95,806	3.06%	127,053	3.39%	71,692	7.46%
2020 Projection	38,304	2.53%	6,878	3.52%	53,554	3.38%	98,736	3.06%	131,211	3.27%	76,671	6.94%
2025 Projection	39,273	2.53%	7,120	3.52%	55,364	3.38%	101,757	3.06%	135,372	3.17%	81,652	6.50%
2030 Projection	40,267	2.53%	7,370	3.51%	57,235	3.38%	104,872	3.06%	139,530	3.07%	86,631	6.10%
2035 Projection	41,285	2.53%	7,630	3.53%	59,170	3.38%	108,085	3.06%	144,037	3.23%	92,479	6.75%
2040 Projection	42,330	2.53%	7,899	3.53%	61,169	3.38%	111,398	3.07%	148,689	3.23%	98,721	6.75%
Persons Added: 2010-2040	5,893		1,481		11,060		18,434		25,796		32,009	



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Table 43 (continued)

Population Figures	Craven County, NC		Duplin County, NC		Edgecombe County, NC		Greene County, NC		Lenoir County, NC		Nash County, NC	
	Population	% Change	Population	% Change	Population	% Change	Population	% Change	Population	% Change	Population	% Change
1980 Population	71,043		40,952		55,988		16,117		58,819		67,153	
1990 Population	81,812	15.16%	39,995	-2.34%	56,692	1.26%	15,384	-4.55%	57,274	-2.63%	76,677	14.18%
2000 Population	91,854	12.27%	49,255	23.15%	55,467	-2.16%	18,978	23.36%	59,573	4.01%	87,678	14.35%
2010 Population	104,147	13.38%	58,729	19.23%	56,681	2.19%	21,277	12.11%	59,493	-0.13%	96,215	9.74%
2015 Projection	114,422	9.87%	63,397	7.95%	58,633	3.44%	21,441	0.77%	59,881	0.65%	102,339	6.36%
2020 Projection	124,697	8.98%	68,073	7.38%	60,224	2.71%	21,448	0.03%	60,270	0.65%	108,443	5.96%
2025 Projection	134,972	8.24%	72,748	6.87%	61,556	2.21%	21,448	0.00%	60,659	0.65%	114,548	5.63%
2030 Projection	145,248	7.61%	77,423	6.43%	62,699	1.86%	21,448	0.00%	61,051	0.65%	120,655	5.33%
2035 Projection	157,841	8.67%	82,959	7.15%	64,304	2.56%	21,491	0.20%	65,019	6.50%	127,677	5.82%
2040 Projection	171,526	8.67%	88,890	7.15%	65,950	2.56%	21,534	0.20%	69,246	6.50%	135,108	5.82%
Persons Added: 2010-2040	67,379		30,161		9,269		257		9,753		38,893	



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Table 43 (continued)

Population Figures	Onslow County, NC		Pamlico County, NC		Pitt County, NC		Wilson County, NC		Eastern Region		North Carolina	
	Population	% Change	Population	% Change	Population	% Change	Population	% Change	Population	% Change	Population	% Change
1980 Population	112,784		10,398		90,146		63,132		724,674		5,880,095	
1990 Population	149,838	32.85%	11,368	9.33%	108,480	20.34%	66,061	4.64%	820,652	13.24%	6,632,448	12.79%
2000 Population	150,476	0.43%	12,894	13.42%	134,321	23.82%	73,947	11.94%	907,155	10.54%	8,081,986	21.86%
2010 Population	185,304	23.15%	13,136	1.88%	169,378	26.10%	81,643	10.41%	1,035,608	14.16%	9,586,227	18.61%
2015 Projection	215,082	16.07%	13,216	0.61%	191,166	12.86%	85,323	4.51%	1,123,645	8.50%	10,331,630	7.78%
2020 Projection	244,861	13.85%	13,275	0.45%	212,952	11.40%	88,950	4.25%	1,211,075	7.78%	11,062,090	7.07%
2025 Projection	274,641	12.16%	13,316	0.31%	234,741	10.23%	92,575	4.08%	1,298,228	7.20%	11,780,936	6.50%
2030 Projection	304,418	10.84%	13,347	0.23%	256,529	9.28%	96,197	3.91%	1,385,176	6.70%	12,491,837	6.03%
2035 Projection	344,693	13.23%	13,881	4.00%	284,593	10.94%	100,228	4.19%	1,499,201	8.23%	13,641,086	9.20%
2040 Projection	390,295	13.23%	14,436	4.00%	315,728	10.94%	104,427	4.19%	1,624,550	8.36%	14,896,066	9.20%
Persons Added: 2010-2040	204,991		1,300		146,350		22,784		588,942		5,309,839	

Source: Holland Consulting Planners, Inc., NC Office of State Planning.



C. HOUSING

Within the City of Goldsboro, additional population growth at an average household size of 2.3 persons will require 2,107 standard dwelling units by 2035. Based on the 2010 mix of occupied dwelling unit types, approximately 50% would be owner-occupied and 50% renter-occupied. Those units may not be newly constructed dwelling units. In 2010, there were 2,796 vacant dwelling units in Goldsboro. It is estimated that approximately 300 of the vacant units were substandard. Thus, approximately 2,500 standard vacant dwelling units were available. By 2035, many of these vacant units will have "aged" out of the housing inventory. There will be a demand for additional housing construction in Goldsboro through 2035. Based on 2012 existing land use data, there were approximately 8,172 acres of vacant residentially zoned land available within the city's zoning jurisdiction (see page 5-10) which averages over 3.8 acres per each additional dwelling unit. Clearly sufficient vacant residentially zoned land is available to accommodate new residential construction.

Within the Goldsboro Urbanized Area (excluding Goldsboro), additional population growth at an average household size of 2.9 persons will require the availability of 3,542 vacant standard dwelling units by 2035. Detailed information for dwelling units condition and occupancy was not available for the Urbanized Area. Thus, an adjustment for existing housing cannot be made to forecast 2035 demand. Potentially by 2035, 5,649 vacant standard dwelling units could be required within the total Urbanized Area, an average of approximately 225 dwelling units per year. As in the Urbanized Area, all of this demand will not be satisfied by new construction housing.

In-fill development of residential property will be critical to the City of Goldsboro's future. Without residential development, the City's population growth may be slower than the current forecasts indicate. A further outflow of population to the areas surrounding the City would be encouraged.

Redevelopment of existing housing will continue to be a serious need. As indicated in the discussion of existing housing, it was estimated that in 2011-2012 there were 2,300 substandard dwelling units within the City. The 2012 City estimate of cost to address the needs of all substandard housing was \$65,400,000.00. Based on the 2011-2012 City of Goldsboro Consolidated Plan, Annual Action Plan, there were 72 families on the Goldsboro Housing Authority waiting list for public housing and a turnover rate of 24.3%. In addition, there were 436 families on the waiting list for Section 8 vouchers for rental subsidies for privately-owned rental housing. The Section 8 program had a turnover rate of 28%. The existing demand is not expected to decline in the future. The provision



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of affordable housing will continue to be a need in Goldsboro (refer to Section 3.C.5, page 3-17).

As a part of the Goldsboro Consolidated Plan, the City has adopted the following land use related housing priorities:

- Preservation of the City's existing housing stock.
- Increase home ownership homeowner assistance.
- Improve public facilities, including parks, within low-to-moderate income neighborhoods.
- Acquisition, demolition, and clearance of severely deteriorated housing.

As of 2012, the Goldsboro Housing Authority did not anticipate the addition of any new subsidized housing or the closure of any existing subsidized housing. It was planned that through 2020 the Housing Authority's emphasis would be placed on maintaining the existing housing in good condition.

D. TRANSPORTATION

Refer to Section 8 for discussion of future transportation needs/land use.

E. GOLDSBORO DOWNTOWN REVITALIZATION

Revitalization of Goldsboro's Downtown Area will be essential to the City's future viability. A city's central business district is routinely its identity. Most city's which do not have a vibrant central core struggle to grow. In 2007, the City of Goldsboro Downtown Development Corporation, Inc., (DGDC) adopted the Goldsboro Downtown Master Plan, which is incorporated into this Comprehensive Plan by reference. That plan is based on the following core concepts:



- It was assumed that the end goal of revitalization is economic revitalization. All the changes and improvements contained in the plan are part of an overall strategy to enhance downtown Goldsboro's original role as the economic engine of the city and the region.
- The need to improve and renovate the residential neighborhoods surrounding the downtown.



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- The desire to save, renovate, and restore as many historic structures as possible.
- The need to infill vacant properties in and around the downtown with new development in harmony with current and planned structures and uses.
- The need to upgrade the public environment in the downtown, especially on retail streets.
- The need for continuing efforts by the City and DGDC to revitalize the commercial core of the downtown.
- The need for modifications to existing codes or the creation of new codes that ensure the plan will be implemented as desired.

In support of the plan's concepts, the following should be accomplished:

- Continued Center Street improvements including landscaping and infrastructure.
- As discussed in the transportation section, renovate Union Station into a multi-modal transportation center.
- Rely on public/private partnerships to develop multi-family housing, single-family owner-occupied detached and attached housing suitable for urban living.
- Development of downtown recreation center.
- If a civic center is built, locate it downtown.
- In lieu of a civic center, develop downtown meeting room space (+/- 500 people) for trade shows, meetings, conferences, and social events.
- Develop a downtown business incubator.
- Preservation of the center city historic residential areas.
- Development of a downtown magnet school with an emphasis on art.



- Pursue/support a public/private partnership for development of residential units in the 400 block of South Center Street.
- Support in-fill development.
- Explore incentives such as tax increment financing to entice private development in the downtown area.

Many of the projects important to downtown development will support critical mass of population (i.e., get people downtown).

F. WATER AND SEWER SYSTEMS

1. Water Supply Alternatives

The Neuse River has been a reliable water supply source for the City of Goldsboro for over 30 years. However, available water supply at Goldsboro is dependent on the operation of Falls Dam and withdrawals and returns upstream of the Goldsboro intake. As the City of Raleigh and other upstream areas continue to grow, increasing water demands may diminish the available water supply at Goldsboro. Additionally, recent droughts (2002, 2005, and 2007) have created water supply issues at the existing intake due to low river levels. The safe yield analysis indicated that water supply in the Neuse River is available to the City; however, the operating depth in the river during periods of drought is only a few feet.

It is also recommended that the City develop a groundwater system to be used to supplement water supply during periods of peak demand or excessive drought. Development of a groundwater system will provide the City with an additional water source, which will provide reliability and redundancy.

In order to meet long-term (50-year planning horizon) water supply needs, the City of Goldsboro should continue to pursue indirect potable reuse. Although indirect potable reuse is not currently allowed in North Carolina, reuse regulations are currently undergoing intense scrutiny and revision. As water demands continue to increase and water supply becomes more valuable, this alternative may become increasingly feasible.



2. Water Treatment System

The water treatment capacity analysis shows that the existing 12 mgd water treatment facility will provide sufficient water to meet demands at the current growth rate until 2040. A new 14 mgd to 18 mgd Water Treatment Plant will be needed to meet 2060 water demands.

3. Water Distribution System

The assessment of the water system provided the following determination of future demand:

- Modeled scenarios for the 2011 average day and maximum day demand indicate that the existing distribution system pressures are adequate.
- The build-out average day demand scenario indicated that many areas of the distribution system will experience pressures below 40 psi.
- Adequate pressure is available in the existing distribution system for future demands from the project growth areas near the proposed US 70 Bypass.
- Adequate pressure is available in the existing distribution system for future demands in the Rosewood area to the west of the City.
- The water distribution system model was analyzed for the City's 2020 and 2030 maximum day water demands coupled with the current contracts to sell finished water to several Wayne Water Districts. The existing distribution system pressures are adequate to supply water to the Wayne Water Districts with the City's 2040 growth needs.

4. Wastewater Collection System

Current peak hour I/I flows cause overflows and surcharging within the collection system. However, this issue should be dealt with through I/I rehabilitation projects rather than increasing the capacity of the collection system. Manhole inspections, smoke testing, and TV inspection are recommended. A new I/I study is recommended to determine the effectiveness of I/I rehabilitation work completed since 1998 and to accurately determine the current distribution of I/I throughout the collection system. I/I is an ongoing problem which must be addressed through ongoing repair and maintenance.



In order to continue to manage the collection system in the long-term, the City of Goldsboro should consider the development of a detailed collection system model. Additionally, flow monitoring equipment should be installed in the collection system to start recording large rainfall events for further I/I study.

5. Wastewater Treatment and Discharge

The wastewater demand projections indicate that a plant expansion to 17.6 mgd will be required by the year 2040. A plant expansion to 21 mgd is expected by 2060. Therefore, a major capital improvements project in the next ten years is not required for the water reclamation facility or the Westbrook Pump Station. However, the City may want to commission a biological process in the next five to ten years to examine "what if" scenarios for changes in wastewater influent characteristics and the corresponding impact on effluent quality.

The Water Reclamation Facility will be able to expand to 17.6 mgd under the current National Pollutant Discharge Elimination System (NPDES) permit and reliably meet the current annual mass based nitrogen limit. It may even be possible that the water reclamation facility can meet more stringent nutrient discharge requirements if the Division of Water Quality (DWQ) should modify the TMDL for the Neuse River Basin. A plant expansion beyond 17.6 mgd will require a detailed study of effluent disposal options to include advanced treatment technologies, reclaimed water, constructed wetlands, or an independent wastewater treatment facility with reclaimed water as the sole discharge option.

6. Capital Improvements Plan (CIP)

For capital improvements planning and budgeting, future water and sewer system concerns will focus on:

- Improving/maintaining the existing systems, including reducing inflow/infiltration.
- Providing services to developing areas along the new US 70 Bypass.
- Increasing system capacity.



G. POLICE, FIRE, EMERGENCY SERVICES

The following identifies the potential police, fire, and emergency services capital improvements projects which could have an impact on future land use.

Table 44. City of Goldsboro Police/Fire CIP Forecast

Fiscal Year	Projected Cost	Department	Project
2011-2012	\$75,000	Fire	Renovations to Station 4 living quarters
2013-2014	\$650,000	Fire	Fire training tower and burn building
2013-2014	\$2,000,000	Police	Renovation of police/fire complex for expansion of Police Department into Fire Department - pending upgrade of Fire Department to larger facility (Option #2: Purchase and renovate an additional building equivalent in size to current Police Department, \$2,500,000)
2014-2015	\$1,400,000	Fire	Replace Fire Station 3 with new fire station on Industry Court
2015-2016	\$4,000,000	Fire	Build a new Headquarters station to replace existing Headquarters
2018-2019	\$2,000,000	Fire	Construction of Station 6 located near Ash and Berkeley Streets

Source: Goldsboro Police Department, Goldsboro Fire Department.

H. FUTURE HEALTH AND WELLNESS NEEDS

In the Goldsboro Urbanized Area, and the rest of the country, health issues are projected to steadily increase. Obesity, in particular, is slated to increase some 8% by 2030, affecting nearly 42% of Americans. That projection, according to the CDC, contains good news and bad news: Obesity's growth has slowed from the record-setting pace that has marked most of the last three decades; at the same time, the numbers of the severely obese – those carrying 80 or more pounds more than the healthy, normal weight for their height – is expected to grow by 130%.

Wayne County Public Health Officials are actively working to combat this issue and will continue their efforts in the coming years. The number one goal of the 2008 Health Department Strategic Plan was to “reduce the burden of chronic disease among Wayne County residents.” Slowing the growth rate of the obese in the Urbanized Area



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is an achievable goal for Wayne County and the City of Goldsboro, and one that will reduce the occurrence of chronic disease.

The following table provides example programs and initiatives which have been successful in other communities in addressing health and wellness.

Table 45. Example Health and Wellness Initiatives

Action	Source	Description
Complete Streets Implementation	NCDOT and Goldsboro Urbanized Area MPO	The policy requires planners and designers to consider and incorporate multimodal alternatives in the design and improvement of all transportation projects within a growth area of a municipality unless certain circumstances exist.
Safe Routes to Schools	NCDOT and Goldsboro Urbanized Area MPO	Safe Routes to Schools is a national and international movement to enable and encourage children to walk and bicycle to school. SRTS programs look at ways to make walking and biking to school safer and more appealing through road improvements, traffic reduction and education.
Healthy Vending Options	City and County	<p>Adopt a policy that encourages at least 50% of foods in vending machines to meet the following standards:</p> <ul style="list-style-type: none"> *No more than 35% of calories from total fat (not including nuts or seeds) *No more than 10% of calories from saturated fat *Zero trans fat (≤ 0.5 grams per serving) *No more than 35% of calories from total sugars (except yogurt with no more than 30 grams of total sugar per 8 oz. portion as packaged) *At least 3 grams of dietary fiber per serving in grain products *No more than 200 milligrams of sodium per package *No more than 200 calories per portion as packaged <p>And 50% of beverages must be:</p> <ul style="list-style-type: none"> *Water *Fat-free or 1% (low-fat) plain or flavored milk (with up to 150 calories/8 oz.) *100% fruit or vegetable juice (portions limited to 4-8 oz.) *No- or low-calorie beverages with fewer than 10 calories/8 oz.
Joint Use Agreement for Outdoor Use of School Facilities	City/County and Wayne School District	Opening Outdoor School Facilities for Use During Non-School Hours is the simplest of the model joint use agreements. It is an agreement in which the community can use designated school district outdoor recreation facilities.



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Action	Source	Description
"Healthy U Crew"	Volunteers from Community, Health Department, and/or Healthcare Centers	<p>Group of people (young and/or old) going into communities or establishments (community centers, YMCA/YWCA, daycares/schools, churches, etc.) to educate people about health and fitness.</p> <p>Examples: <i>Lunch and Learn</i> - Employers allow presentations during working hours. <i>Media Campaigns</i> - Advertisements for healthier choices (food & exercise). <i>Life Skills Courses</i> - Students can attend free classes to learn healthful cooking & simple exercises.</p>
Healthy Restaurant Designation/Awards	City with Community Restaurants	Recognition for area restaurants that strive to offer healthier choices on their menus.
Healthy Workplace Designation/Awards	City with Community Employers	Employers volunteer to develop simple healthy initiatives in the workplace (Walking Lunches, Healthy Recipe Cook-Offs or Food Days, Exercise Areas, Stress Relief (mobile massages), etc.)
Healthy Lifestyles Month	Schools (PTA's) www.pta.org/healthy_lifestyles.asp	Promote health and wellness by conducting programs and events that promote health education, physical activity, and parental involvement in teaching children how to make healthy choices about food, activities, and behaviors.
Take Mom to Lunch Day Take Dad to Lunch Day	Schools (PTA's)	Invite parents to eat lunch with their children to learn what the schools are serving. Set up an event for parents to visit with lunchroom staff/director.
Organize Community Sports Days	City/Parks & Recreation	Community-wide Field Days - hold events in different community areas similar to those at school field days: tug-of-war, egg-toss, three-legged race, obstacle courses, flag football, relay races, etc.
Healthy Recipe Exchange	City/Health Department with Community	<p>Start a community-wide club or newsletter to exchange healthy recipes. Club members or participants can submit recipes or ideas for the newsletters.</p> <p>This can also be implemented within businesses or school departments.</p>
Community Workshops or Health Counseling	City/Health Department	Set up workshops for communities with individuals in healthcare or nutrition field. Question & Answer Sessions, One-on-One Counseling, E-mail or Hot-Line Advice, etc.
Meal Clubs (Lunch Club, Supper Club, or Pot Luck Meetings)	Individuals or Organizations	Organize a club that meets for healthy lunches, dinners, or pot lucks. Meetings can be at restaurants, community centers, or individual homes.



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Action	Source	Description
Community Weight Loss Challenge	City, Health Department, Health Clubs or Gyms	Challenge the community to get healthy. Teams or individuals sign-up for a weight loss challenge. Prizes can be gym or fitness center memberships.
Employee Weight Loss Challenge	Employers	Challenge employees to exercise. Set up drawings for prizes. Employees add their name to a jar every time they complete thirty minutes or more of physical activity. Examples: <i>Pedometer Challenge</i> - Use pedometers to track steps for competition. <i>Walk & Talk</i> - Hold some meetings outdoors.
Community "Parkways"	City	City and communities temporarily close (and block off) streets in different areas and turn them into "Parkways" so children can bike, skate, or rollerblade. (Uses existing infrastructure, so no added costs.)
Park Days	City/Parks & Recreation	Sponsor "Fun Days" at the Park. Encourage communities to get out and go to the park. Park can host cook-outs or events sponsored by businesses in area.)

Source: Holland Consulting Planners, Inc.

In addition, the following provides potential funding sources which the City and/or County may wish to explore. Please note these programs are subject to change and may require matching funds of Goldsboro and/or Wayne County jurisdictions.

Farmers Market Promotion Program

Helps communities support local food systems through direct marketing. Direct marketing includes farmers markets, roadside stands, community-supported agriculture, agri-tourism, and other direct producer-to-consumer marketing opportunities. Project awards increase access to local foods by low income consumers, expand opportunities for farmers to market their products directly to consumers, and raise awareness of local farm products.

Who Can Apply: Agricultural cooperatives, economic development corporations, local governments, non-profit organizations, producer associations and networks, public benefit corporations, regional farmers market authorities and Tribal governments. Maximum award is \$100,000. Website: www.usda.gov



Donors Choose

Public school teachers post classroom project requests and interested individuals sign on as sponsors. Sponsors may give any amount to a project.

Website: www.donorschoose.org

OCIA Research and Education Micro Grants

Organic Crop Improvement Association (OCIA) offers grants in the range of \$300 to \$1,500 for organic research, education, and other ideas supporting organic agriculture. Projects must benefit multiple producers, processors, or consumers.

Website: www.ocia.org/RE/Microgrant.aspx

Healthy Living Grants, Cabot Creamery

Cabot Creamery's matching grant process encourages schools to reach out to their own local businesses, cooperatives, and parent clubs to foster awareness in the community about healthy initiatives in the schools. Schools with matching funds seeking to improve kids' health through exercise, nutrition, and/or information.

Website: www.cabotcheese.coop/pages/community_and_you/index.php

AMA Foundation

The AMA Foundation provides:

- (1) Tuition assistance scholarships to medical students (Physicians of Tomorrow Scholarships, Minority Scholars Award, Arthur N. Wilson, MD Scholarship, Scholars Fund) – Programs available in February.
- (2) Public health mini-grants (Fund for Better Health) – program applications available in Spring.
- (3) Free clinic programs (Healthy Communities/Healthy America; Fund for Better Health) – program application for Healthy Communities/Healthy America available in Winter and funded in Summer; program application for Fund for Better Health available in Spring.
- (4) Medical Student, Physician Resident and Physician Fellow research projects (Seed Grant Research Program; National and Regional Student Research Forums) – program applications available in Fall/Winter.

All programs are one-year grants and are awarded at the same time every year. Once the deadline has passed, that program will not be funded until the following year. The AMA Foundation is also dedicated to improving the health of all Americans by hosting public education campaigns and supporting community service efforts across the country through its Healthy Living Grant Program and Healthy Communities/ Healthy America Fund.

Website: www.ama-assn.org/ama/pub/about-ama/ama-foundation/our-programs.page?



I. HOSPITAL FACILITIES

Most of the anticipated improvements for the Wayne Memorial Hospital will be undertaken to enhance existing services. Most of the improvements will be on the existing hospital campus with ancillary buildings added over an extended period. Construction of a multi-story professional office building started in June 2012. This facility will be staffed by existing employees relocated from both on and off campus facilities. However, at some time, additional employees could be added. In addition, in the next five to ten years, the existing on-site energy plant may be renovated. In the near term, an additional operating room will be constructed and a new emergency room opened in June, 2012.



J. RECREATIONAL FACILITIES

The City of Goldsboro requested that Recreation Resources Service (RSS) review the December 2008 Goldsboro Parks and Recreation Comprehensive Plan and update the plan to reflect the 2012 interest and concerns of the citizens of Goldsboro and the condition of parks in the city. The revised plan includes recommendations regarding existing facilities and a determination of future park and facility needs. These recommendations are based on input from the City Council district meetings, the stakeholders meetings, the Park and Recreation Advisory Committee, the parks and recreation staff, and the professional experience of Recreation Resources Service. This section summarizes the plan's recommendations. A complete copy of the plan is available from the City.

1. Renovations to Existing Parks

The following summarizes proposed parks and recreation facility improvements:

Peacock Park	Playground accessibility Bathhouse renovations/ADA accessibility Swimming pool improvements (ADA accessibility) Park amenities (trash cans/water fountains, etc.) Signage
North End Park	Playground accessibility Tree trimming Ball field/bleacher accessibility Bathroom renovations/ADA accessibility



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Tennis court resurfacing (propose converting to Skateboard Park)
Basketball court improvements
Picnic shelter replacement
Area lighting renovation
Park amenities (trash cans/water fountains, etc.)
Remove fountain
Signage
Parking lot

Fairview Park

ADA accessibility to park amenities
Access road off Atlantic Street
Resurface parking lot
Bathroom improvements (roof, lighting)
Park amenities (trash cans/water fountains, etc.)
Signage

Quail Park

Playground accessibility
Tree trimming
Basketball court relocation
Picnic shelter relocation
Park amenities (trash cans/water fountains, etc.)
Signage

Berkeley Park

ADA accessibility to park amenities/playground surfacing
Replace playground equipment
Picnic shelter improvements (roof)
Park amenities (trash cans/water fountains, etc.)
Bathroom repairs (roof)
Signage

Mina Weil Park

Playground accessibility/surfacing
Ball field improvements/accessibility
Shelters/bathroom walkway accessibility
Area lighting renovation
Park amenities (trash cans/water fountains, fencing, etc.)
Tree maintenance
Signage
Swimming pool renovations
Additional parking spaces
Picnic shelter
Recreation center (20,000 square feet building to include gym)



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H.V. Brown Park	Playground accessibility/surfacing Bathroom replacement Ball field improvements/accessibility Bathroom renovations/ADA accessibility Picnic shelter replacement (2 large shelters) Shelters/bathroom walkway accessibility Area lighting renovation Park amenities (trash cans/water fountains, etc.) Fountain restoration Signage
Mitchell Park	Playground accessibility Playground surfacing Area lighting Picnic area - rebuild Signage
South End Park	Playground accessibility Parking lot Fence Repair Basketball court improvements Shade structure Park amenities (trash cans/water fountains, etc.) Signage
Herman Park	ADA accessibility to park amenities Landscaping General maintenance to facilities Picnic shelter improvements (roof, lighting) Park amenities (trash cans/water fountains, etc.) Remove shuffleboard courts Tennis court repairs Signage
Golf Course	Club house restoration Landscaping Signage
Stoney Creek Park	Greenway access Recent renovations include a picnic area, beach volleyball court, amphitheater, and restrooms



2. Proposed New Amenities in Existing Parks

New amenities were also recommended for existing parks because of the plan update process. The recommended new amenities include lighted soccer fields, sprayground, sand volleyball courts, more disc golf, more walking trails, and a skateboard park. Below is a list of recommended new facilities for existing parks:

- Lighted Soccer Fields - Fairview Park
- Spraygrounds - Berkeley Park
- Walking Trails - Berkeley, Mina Weil, Quail, and Peacock Parks
- Disc Golf - Berkeley Park
- Sand Volleyball Courts - Berkeley, Mina Weil, and Fairview Parks
- Skateboard Park - North End Park (convert tennis courts)
- Dog Park - Quail Park

Greenways/Trails. The City's greenways/trail system is discussed in the Section 8, Future Transportation Demands.

3. New Park Facilities

The analysis of service areas and resulting public input indicated a need for five (5) additional facilities (see Map 32, page 4-72). The following provides the amenities to be include at each proposed facility:

Neighborhood Park 1 (New Hope Road and Berkeley Avenue)

Land (10 acres)

Playground equipment

Picnic shelter

Walking trail

Park amenities

Neighborhood Park 1 (Patetown Road)

Land (10 acres)

Playground equipment

Picnic shelter

Walking trail

Park amenities



Sports Complex (Wayne Memorial Drive)

Land (50 acres)
Playground equipment
Picnic shelter (3)
Walking trail (unpaved)
Ballfields
Splash park
Concessions/restrooms
Park amenities
Parking lot

Recreation Center (Wayne Memorial Drive)

Gymnasiums (2)
Walking track
Fitness/weight rooms
Restrooms with showers & lockers
Multipurpose rooms

Downtown Park

Playground equipment
Picnic shelter
Splash park
Amphitheater
Park amenities

4. Park Priorities/Funding

Given the magnitude of needs, it will be necessary to spread the projects over a number of years. Priority consideration should be to:

- Health and Safety Issues
 - ADA accessibility
 - Playground surfacing
 - Water fountains
 - Restrooms
 - Security/visibility
- Upgrade of Signature Parks
 - Mina Weil (Foster Center)
 - Herman Park
 - Berkeley Park



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- Development of Downtown Park
- Trail Development
 - Mountains to Sea Trail
 - Stoney Creek Trail
- Land Acquisition for Future Parks

Funding recommendations by year are detailed in the City's Parks and Recreation Plan.

K. SCHOOL FACILITIES

The Wayne County Public Schools current prioritized facilities plan which was approved in July, 2007, included the following improvements.

Table 46. Wayne County Public Schools Prioritized Facilities Plan

Facility	Cost	Improvements
Brogden Primary	\$4,400,000.00	Multipurpose Room/Gym and Cafeteria (completed Summer 2010)
Norwayne Middle/Eastern Wayne Middle	\$13,200,000.00	Classroom Replacements (in progress)
Mount Olive Middle	\$2,200,000.00	Building/Parking Lot/Bathroom renovations
Central Attendance Schools	\$6,521,191.00	Specific School Renovation Projects
Spring Creek Elementary	\$3,850,000.00	Additional Classrooms
Charles B. Aycock High	\$6,600,000.00	Additional Classrooms
New Spring Creek/Grantham Middle	\$35,379,680.00	New Schools
Greenwood Middle	\$1,100,000.00	Additional Classrooms (completed December 2009)
New Elementary/Middle - Northern End	\$29,618,740.00	New Schools
	<u>\$105,148,420.00</u>	

Source: Wayne County Public Schools.



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In 2012, Wayne Community College was five years behind on their long range plan. Building improvements are anticipated to accommodate student growth. In 2012, there were 3,700 students with an increase of 500-600 students anticipated by 2020. This growth will potentially require two new buildings. Campus transportation problems include the following concerns:

- Currently the campus is served by a small/medium sized Gateway Transit bus; however, a switch will be made to a larger bus which will create problems with stop locations. The smaller buses currently drop students off at the lobby of the campus, but when the bus is upgraded it will no longer be able to traverse that route. Instead, students will be dropped off in a parking lot directly adjacent to Wayne Memorial Drive or on Wayne Memorial Drive itself. If a stop is created on Wayne Memorial Drive, a cut-out will need to be added to the roadway.
- The north entrance to the campus is hampered by stacking of left turning vehicles. The intersection is not currently signalized.

L. SEYMOUR JOHNSON AIR FORCE BASE

Seymour Johnson Air Force Base, with 6,256 military personnel and 5,035 dependents, impacts demand/capacity throughout the Goldsboro Urbanized Area. The Air Force Base is integrated as a vital part of the Goldsboro community. Therefore, its impact on demand/capacity are discussed throughout this document. In particular, the base and its personnel affect the economy, water/sewer demand, transportation systems, schools, recreational facilities, municipal services, public safety, and healthcare. Consideration of sufficient demand/capacity support for the base should be a continuous factor in decision making for both the City and the County.



M. PROJECTIONS/FUTURE DEMAND SUMMARY

Population

- The City of Goldsboro population is forecast to increase at 0.50% per year through 2040 for a total population increase from 36,437 in 2010 to 42,330 in 2040.
- The total Urbanized Area population is forecast to increase at an annual growth rate of 3.05% through 2040 while the Eastern Region is forecast to grow at an annual growth rate of 8.36% through 2040.

Housing

- The City of Goldsboro will require 2,107 standard dwelling units by 2035 to accommodate population growth.
- In 2012, there were approximately 8,172 acres of vacant residentially zoned land available within the city's zoning jurisdiction.
- The City's 2012 estimate of the city-wide cost to address substandard housing needs was \$65,400,000.00.
- City housing priorities include preserving the existing housing inventory and increasing home ownership.

Transportation

- Key future transportation concerns include: transit/freight capability/rail integration, effective public transit, southern continuation of the I-795 corridor, completion of the US 70 bypass, and effective access management.



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Downtown Revitalization

- The downtown area “critical mass” of people must be increased.
- The stable base of downtown area standard desirable housing must be increased.
- In-fill development of vacant and underutilized properties is critical.
- Effective public/private sector joint ventures must be nurtured.
- Planned infrastructure improvements must be completed.

Water and Sewer Systems

- The main focus will be on maintaining/preserving the existing water and sewer systems.
- The water treatment system will provide sufficient capacity to meet forecast growth demands through 2040.
- Wastewater demand projections indicate that a wastewater treatment plant expansion to 17.6 mgd will be required by 2040.

Police, Fire, Emergency Services

- Major capital projects may include renovation or replacement of the existing police and/or fire headquarters facilities.

Healthcare

- Major healthcare facilities capital projects will focus on improvements to the existing Wayne Memorial Hospital campus.

Recreation

- According to the 2012 Parks and Recreation Plan Update, there is a need for a downtown park, two additional neighborhood parks, a sports complex, a recreation center, and upgrades to existing recreational facilities.

Public School Facilities

- Possible new secondary school facilities may include New Spring Creek/Grantham Middle School and New Elementary Northern End. Other significant capital projects will focus on improvements to the existing campuses.
- Capital projects for the Wayne Community College will occur on the existing campus to accommodate an additional 500-600 students by 2020.

Map 37 delineates future projects/improvements which may be expected to impact area wide or localized future land use.



City of Goldsboro, NC

Urbanized Area Plan
Map 37

**Demand/Capacity Land Use
Considerations**

- Street Centerlines
- Corporate Limits
- ETJ
- Urbanized Area
- Future Transit Routes
- Key Corridors
- Substandard Housing
- Infill/Vacant Lots
- 1 Central Business District
- 2 Union Station
- 3 5 New US 70 Bypass Interchanges
- 4 Existing US 70 Corridor
- 5 I-795 Corridor
- 6 Paramount Theatre
- 7 Wayne Community College
- 8 Wayne Memorial Hospital
- 9 Wayne Memorial Drive
- 10 Berkley Drive
- 11 Williams Street
- 12 SJ Air Force Base

Source: Goldsboro GIS, Wayne
County Tax Assessor, LRTP



1 in = 2 miles

0 0.5 1 2 3 Miles





SECTION 7. FUTURE LAND USE

A. INTRODUCTION

This section provides the delineation of future land use for the Goldsboro Urbanized Area. The future land use analysis includes seven (7) land use sectors with some subcategories of land uses. These sectors are based on: (1) current land use patterns, (2) future land use goals and implementing strategies, (3) physical and man-made limitations including the Neuse River 100-year floodplain and the mission compatibility areas (airspace) of Seymour Johnson Air Force Base, and (4) input received by the Advisory Committee and public during development of the plan. With the exception of the Conservation category, all of the future land use sectors are connected to the City and County zoning ordinance districts in effect in 2012. NOTE: Pikeville and Walnut Creek maintain their own zoning. Because a zoning district is connected to a land use sector does not mean that the rezoning of a property(ies) to a particular district is desirable. For example, the rezoning of a parcel which is included in the commercial land use category to highway business may not be desirable if the proposed parcel is serving a limited residential area or adjacent to residential development. Rezoning to the neighborhood business district may be more desirable. In addition, transportation impacts should be carefully weighed in all zoning deliberations. Goldsboro, Pikeville, Walnut Creek, and the County, will be responsible for the regulation of land use within their respective jurisdictions. Judgement of the local conditions must be made. This section includes: (A) Introduction, (B) Future Land Use Sectors, (C) Future Land Use Maps, and (D) Vision Areas.

To aid in assessing land use distribution, Map 38 provides a general delineation of the future core land use types. This map indicates the primary composition of land use (urban form) within the Urbanized Area. Descriptions of the land use sectors by type are provided in Section B. Discussion of the specific land use maps with detailed land use distribution is provided in Section C.



Map 38 Goldsboro Urbanized Area: Core Future Land Use Areas

- Neuse River
- Corporate Limits
- ETJ
- Urbanized Area
- Seymour Johnson Air Force Base
- US 70 Bypass
- Vision Areas
- Flood Hazard Overlay Zone
- Airport Noise Overlay Zone

Core Future Land Use

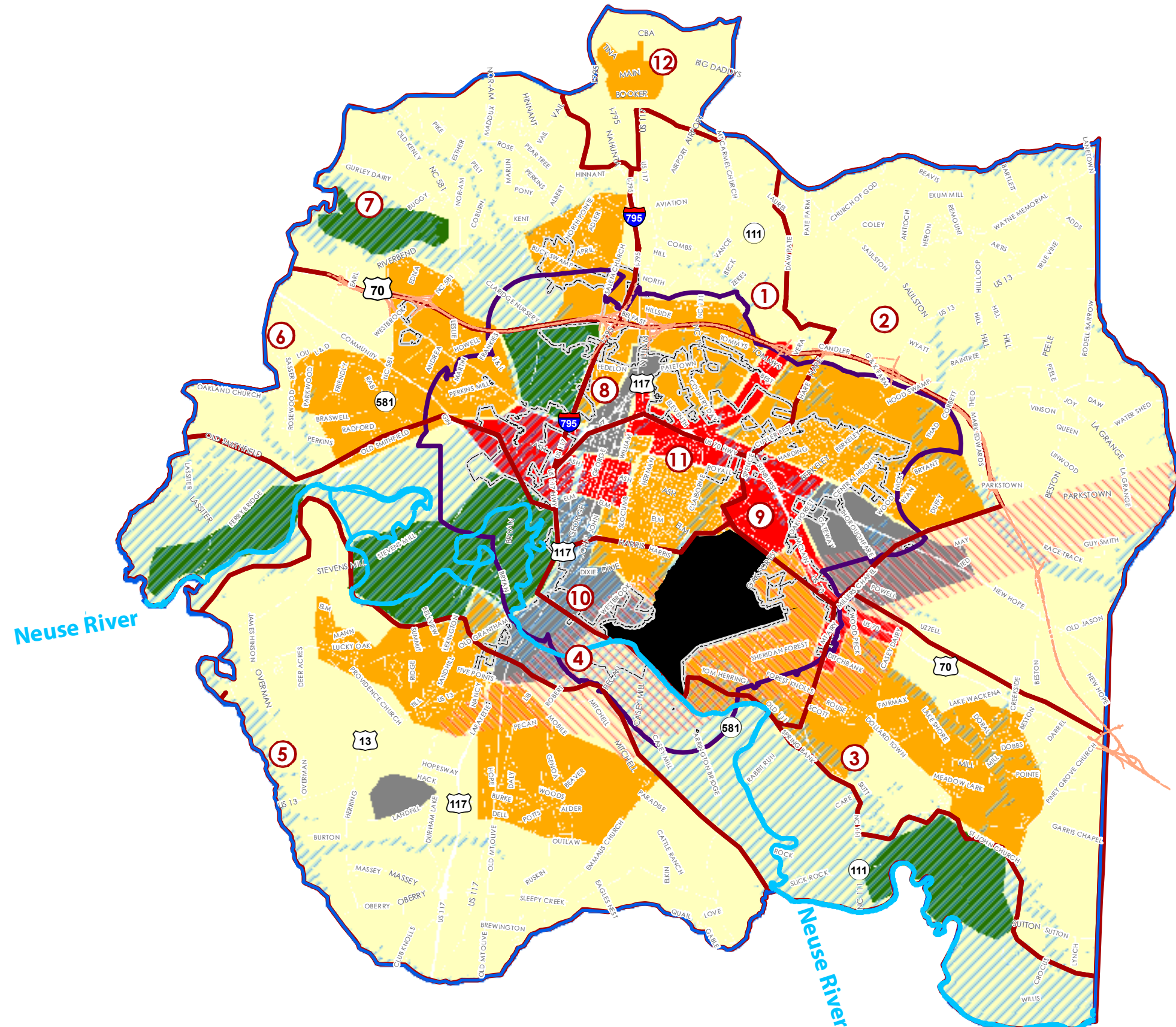
- Commercial/Office & Institutional
- Industrial
- Residential
- Rural Residential/Agriculture
- Conservation

Vision Areas

- 1 Stoney Creek Area
- 2 Bear Creek Area
- 3 Walnut Creek Area
- 4 Neuse River Preserve
- 5 Mar-Mac/Brogden Area
- 6 Rosewood Area
- 7 Buck Swamp Area
- 8 Wayne Memorial Growth Sector
- 9 Berkeley Blvd. Growth Sector
- 10 SJ AFB Growth Sector
- 11 Goldsboro Core Growth Sector
- 12 Pikeville Area

1 in = 2 miles

0 0.5 1 2 3 Miles





B. FUTURE LAND USE SECTORS

1. Commercial

Commercial land uses in the Urbanized Area are concentrated in the Central Business District, along the existing US 70 corridor, and along the Wayne Memorial Drive and Berkeley Drive corridors. Future emphasis should be placed on:

- Preservation and development of the Central Business District.
- Control of strip development. Strip development is a mix of development, usually commercial, extending along both sides of a major street. Such areas normally include poor access management and a broad range of unrelated commercial uses. Excessive signage frequently exists.
- In-fill development in existing commercial locations.
- Prohibition of commercial encroachment on existing residential neighborhoods.
- Inclusion of some parks/open space to provide pedestrian-friendly and landscaped areas which will "break" the commercial landscape.

The desired density within the Commercial land use sector will be 10,000 square feet building area per acre. The following provides the City/County zoning districts appropriate to the Commercial sector:

- NB Neighborhood Business (City of Goldsboro). The Neighborhood Business district will provide the services and commercial development needed to serve primarily the adjoining residential neighborhoods. The district is intended to promote the development of small pedestrian oriented establishments whose character and use is compatible with nearby residential neighborhoods. The maximum building gross area is 24,000 square feet. There is no minimum lot size.
- HB Highway Business (City of Goldsboro). The Highway Business district will accommodate highway oriented retail and commercial uses which generally serve the entire City and nonresident traffic. Due to its high visible location on the major thoroughfares and gateways into the City, the district encourages high quality design, ample parking, controlled traffic movements, suitable landscaping and non-distracting signage. In those developments adjacent to residential areas, the district is intended to protect dwellings from the traffic and visual impacts associated with commercial development. There is no minimum lot size.



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- SC Shopping Center (City of Goldsboro). The Shopping Center will provide for a mix of office, retail and service establishments in one development. Due to the high visibility, typically large size and single ownership/management of shopping centers, the district encourages the coordinated planning and design of structures, pedestrian ways, parking/loading, landscaping/buffering, signage and lighting. The district is intended to promote high quality, unified and accessible developments serving the needs of the community and surrounding area. There is no minimum lot size. No outdoor storage is allowed.
- GB General Business (City of Goldsboro). The General Business district will accommodate the widest range of uses providing general goods and services to the community. The district is intended to promote high quality, accessible developments serving the needs of the community and surrounding area. There is no minimum lot size. Outdoor storage is allowed.
- AB Airport Business (City of Goldsboro). The Airport Business district will provide areas generally equivalent to the Highway Business District except that it is located within the Accident Potential Zone (APZ) of Seymour Johnson Air Force Base. The district is intended to allow dispersed low intensity commercial uses and to provide additional review for uses that have the potential to concentrate people within the APZ. There is no minimum lot size. NOTE: Dense development is not allowed.
- CS Community Shopping District (Wayne County). This district will permit retail trade and consumer service establishments in certain areas within the County which provide essential goods and services for day-to-day living to the community residents. There is no minimum lot size.

2. Office/Institutional

Office/Institutional land uses (including High Density Residential) have been located primarily in areas that have already been developed or require buffering to prevent potential conflicting land uses. For example, Office/Institutional/High Density Residential land uses may be located between commercial/industrial and residential land uses throughout the Urbanized Area. In addition, Office/Institutional/High Density Residential land uses have been utilized along transportation corridors to help preserve carrying capacity and to serve as a buffer from the roadway. Future parks/recreation areas may be located in the residential categories.



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The desired density within the Office and Institutional land use sector will be 4,000 square feet building area per acre. The following provides the appropriate City/County zoning districts:

- OR Office-Residence (City of Goldsboro). The OR district will accommodate low intensity office or institutional uses in areas adjacent to existing neighborhoods. The size, height and architectural style of the buildings, as well as the site design, should be more compatible with adjacent residential structures than the typical office or commercial developments. The district is intended to promote a compatible mixture of residential and office uses in areas where a similar pattern of use has occurred or where the transition from residential use to more intense commercial use is occurring. There is no minimum lot size.
- O&I-1 Office and Institutional 1 (City of Goldsboro). The O&I-1 district will provide for the development of office and community institutions that have similar development characteristics and require locations close to residential and commercial uses. This district discourages commercial uses and forbids industrial uses. It is intended to encourage the development of office and institutional uses that provide a step down in intensity between highly developed commercial districts and nearby neighborhoods. There is no minimum lot size.
- O&I-2 Office and Institutional 2 (City of Goldsboro). The O&I-2 district will provide for the development of municipal service sites. The intent of this district is to regulate those developments needed to serve the City and surrounding community. There is no minimum lot size.

3. Industry

The purpose of this sector is to establish and protect industrial areas for the use of prime industrial operations and for the distribution of products at wholesale. These areas should have excellent transportation access (or potential access) and available essential infrastructure including water, sewer, and gas. These areas may be individual industrial sites or integrated industrial parks.

Industries should be required to minimize their emission of smoke, dust, fumes, glare, noise, and vibrations. This sector should be separated from residential areas whenever possible by natural or structural "buffering" features such as sharp breaks in topography, transitional land uses and/or strips of vegetation. The land use plan supports the location of industrial development adjacent to major thoroughfares.



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All of the industrial areas indicated on the Land Use Plan should be buffered with either Office/Institutional/High Density Residential or Conservation land uses. Buffering should be provided to help prevent land use conflicts between industrial development and neighboring land uses. The width of the buffer should be based on the type of industry and its potential to create compatibility problems. The objective is not to acquire land to be utilized as buffer areas, but rather to encourage industries to incorporate adequate buffers into their development plans. The buffer areas indicated on the future land use map should be established as development or redevelopment occurs.

The desired density within the Industry land use sector will be 15,000 square feet building area per acre. The following provides the appropriate City/County zoning districts:

- I-1 Light Industry (City of Goldsboro). The I-1 district will accommodate a limited range of manufacturing, wholesale and distribution uses that operate in a relatively clean and quiet manner, do not produce continual heavy traffic volumes and are compatible with neighboring residential or business districts. The I-1 district is the preferred industrial zoning within the Goldsboro corporate limits and aircraft operations areas. The minimum lot size is 20,000 square feet.
- I-2 General Industry (City of Goldsboro). The I-2 district will accommodate the widest range of manufacturing, wholesale and distribution uses, provided the use does not create smoke, dust, noise, vibration or fumes beyond the lot line. The district also prohibits those uses that would interfere with the future development of industrial establishments. There is no minimum lot size.
- IBP-1 Industrial and Business Park 1 (City of Goldsboro). The IBP1 district will provide for a mixture of commercial and industrial uses of various types in a single coordinated development. Development within the district is expected to display a high quality of design in buildings, site arrangements, landscaping, signage and site amenities. The minimum size of the park is 100 acres. The minimum lot size is ten acres.
- IBP-2 Industrial and Business Park 2 (City of Goldsboro). The IBP2 district is established to provide for a mixture of commercial uses of various types in a single coordinated development. Development within the district is expected to display a high quality of design in buildings, site arrangements, landscaping, signage, and site amenities. There is no minimum park size. The minimum lot size is 20 acres.



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- LI Light Industrial District (Wayne County). The LI district will provide for and protect areas more suited for industrial use than residential use, but situated where residential development is in close proximity. The uses permitted in this district shall be of an industrial, warehousing, and storage nature which do not create an excessive amount of noise, smoke, dust, odor, or other objectionable characteristics which might be detrimental to surrounding areas or to other uses permitted in the district. This district is the preferred industrial zoning in aircraft operation areas beyond AI zoned areas. There is no minimum lot size.
- HI Heavy Industrial District (Wayne County). The HI district will accommodate industries that are not permitted in the LI district. There is no minimum lot size.
- AI Airport-Industry District (Wayne County). The purpose of the AI district will be to provide for land uses at the end of airport runways. There is no minimum lot size.

4. Mixed Use

Mixed use land uses are divided into the following land use categories: Mixed Use - Downtown, Mixed Use I, and Mixed Use II. The desired density within the mixed use land use sectors will be: Nonresidential - 1.0 floor area ratio (FAR); multi-family residential - 1.0 FAR or 15 dwelling units per acre; single-family residential - 4.5 dwelling units per acre. The following provides the appropriate City/County zoning districts.

a. Mixed Use - Downtown

- CBD Central Business District (City of Goldsboro). The Central Business District will maintain and strengthen the concentration of commercial, service, and residential uses that serve the entire community and region. The district encourages a mix of high intensity, pedestrian-oriented uses compatibly designed and arranged around the existing compact core. The district is intended to safeguard the unique architectural character, social activity and cultural value of the downtown while promoting its continued success and redevelopment. Vertical mixed use is preferred. There is no minimum lot size.

b. Mixed Use I

The Mixed Use I land use category will allow a mixture of the following zoning districts: City of Goldsboro - O-R, O&I-1, O&I-2, NB (refer to previous district descriptions) and Wayne County - Village district. This category will allow a mixture of uses and have minimum impact on adjacent areas. This land use



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serves a localized area. The preferred land use mix is 40% or greater non-commercial zoning with both vertical and horizontal mixed use allowed. Horizontal mixed use is preferred (see implementing strategy I.21, page 8-12). It will generate lower traffic volumes than the Mixed Use II category.

The following describes the Wayne County Village district zoning district:

- Village District (Wayne County). The purpose of this district shall be to encourage the development of sustainable communities in rural areas of the County. The zone shall include the protection of schools from non-compatible uses. There is no minimum lot size.

c. *Mixed Use II*

The Mixed Use II land use category will allow a mixture of the following zoning districts: City of Goldsboro - O-R, O&I-1, O&I-2, SC, and Wayne County - CS (refer to previous district descriptions). This category will allow a mixture of uses which may have an impact on or produce some conflict with adjacent lower density districts. This land use serves an area extending beyond the immediate vicinity of the mixed use. Both vertical and horizontal mixed use will be permitted; however, vertical mixed use is preferred. Office and Institutional usage is recommended as a buffer/transition between lower and higher density land uses. The Mixed Use II category will generate higher traffic volumes than the Mixed Use I category (see implementing strategy I.21, page 8-12).

5. Residential

Residential land uses are divided into the following land use categories based on associated variable residential densities: High Density Residential, Medium Density Residential, and Low Density Residential. The location of residential land uses was based on existing residential development patterns, constraints to development (i.e., floodplains, wetlands, etc.), and the location of infrastructure such as water, sewer, and the transportation network. Future parks/recreation areas may be located in the residential categories.

Medium Density and High Density Residential land uses have been provided in areas that have water or sewer service or where plans exist to extend water or sewer service. As these areas receive services, higher residential densities should be allowed. "Infill" development or development of vacant parcels (see Map 35, page 5-11) accessible to water and/or sewer service should be encouraged. Low Density Residential land uses have been located where development pressures are the least.



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The desired density within the residential land use categories will be: High Density - 8.5 dwelling units per acre; Medium Density - 4.5 dwelling units per acre; and Low Density - 2.5 dwelling units per acre. The following provides the appropriate City/County zoning districts for each land use sector:

a. *High Density Residential*

- R-6 Residential (City of Goldsboro). The R-6 district will accommodate both single- and multi-family residential uses and prohibit all activities of a commercial nature, except certain home occupations. The minimum lot size is 6,000 square feet for a detached single-family dwelling. Multi-family dwellings shall have 6,000 square feet of land area for the first unit with an additional 2,000 square feet of land area required for each additional dwelling unit.
- RM-8 Residential (City of Goldsboro). The RM-8 district will accommodate lower density manufactured home parks. The minimum park size is ten acres. The minimum lot size is 8,000 square feet, but may be increased by the County Health Director based on the results of soil percolation tests for lots not served by City sewers.
- R-9 Residential (City of Goldsboro). The R-9 district will accommodate both single- and multi-family residential uses and prohibit all activities of a commercial nature, except certain home occupations. The minimum lot size is 9,000 square feet for a detached single-family dwelling. Multi-family dwellings shall have 9,000 square feet of land area for the first unit with an additional 4,500 square feet of land area required for each additional dwelling unit.
- R-12 Residential (City of Goldsboro). The R-12 district will accommodate both single- and multi-family residential uses and prohibit all activities of a commercial nature, except certain home occupations. The minimum lot size is 12,000 square feet for a detached single-family dwelling. Multi-family dwellings shall have 12,000 square feet of land area for the first unit with an additional 6,000 square feet of land area required for each additional dwelling unit.

b. *Medium Density Residential*

- R-9SF Residential (City of Goldsboro). The R-9SF district will accommodate medium density, single-family residential uses and prohibit all activities of



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a commercial nature, except certain home occupations. The minimum lot size is 9,000 square feet.

- RM-9 Residential (City of Goldsboro). The RM-9 district will provide property owners the opportunity to place manufactured housing on individual medium density lots. Up to two manufactured housing units may be placed on one lot, provided the lot has a minimum area of 40,000 square feet. The minimum lot area for individual units is 9,000 square feet.
 - R-12SF Residential (City of Goldsboro). The R-12SF district will accommodate medium density, single-family residential uses and prohibit all activities of a commercial nature, except certain home occupations. The minimum lot size is 12,000 square feet.
 - R-16 Residential (City of Goldsboro). The R-16 district will accommodate medium density, single-family residential uses and prohibit all activities of a commercial nature, except certain home occupations. It will discourage any use that would substantially interfere with the development, use, and enjoyment of single-family dwellings and that would be detrimental to the quiet residential nature of the district. The minimum lot size is 16,000 square feet.
 - R-10 Residential District (Wayne County). The R-10 district will provide an area for mixed density residential use. The regulations of this district are intended to provide areas of the community for those persons desiring small lots served by community water. The minimum lot size is 10,000 square feet.
 - R-15 Residential District (Wayne County). The R-15 district will be available for subdivisions that will use community water. The purpose will be for single-family detached dwellings and associated uses. The minimum lot size is 15,000 square feet.
- c. *Low Density Residential*
- R-20 Residential (City of Goldsboro). The R-20 district will accommodate rural density, single-family residential uses and ensure the protection of open space. This district will maintain low densities where the provision of City sewer and water may not be complete. It will discourage any use that would substantially interfere with the development, use, and enjoyment of single-family dwellings and that would be detrimental to the



quiet residential nature of the district. The minimum lot size is 20,000 square feet.

- R-40 Residential (City of Goldsboro). The R-40 district will accommodate rural single-family residential densities, to ensure the protection of open space and to exclude agricultural operations. The district will maintain low densities where the provision of City sewer and water may not be complete. The minimum lot size is 40,000 square feet. NOTE: None currently on zoning map.
- RA-20 Residential-Agriculture District (Wayne County). The RA-20 district will maintain lots of sufficient size to ensure that residential development not having access to public water supplies and dependent upon septic tank systems for sewage disposal will occur at sufficiently low density to ensure a healthful environment. The RA-20 Residential-Agriculture district will promote a compatible mixture of single-family residential and agricultural uses in areas where urbanization is occurring. The minimum lot size is 20,000 square feet.

6. Rural Residential/Agricultural

The Rural Residential/Agricultural land use sector is intended to support/protect agricultural areas. These areas are an essential part of the Urbanized Area's economy. Infringement by non-agricultural uses should be discouraged.

The desired density within the Rural Residential/Agricultural land use sector will be 0.5 dwelling units per acre. The following provides the appropriate City/County zoning districts:

- AG Agricultural (City of Goldsboro). The AG district will accommodate rural residential densities, ensure protection of open space, and allow agricultural operations. The district will provide for limited, dispersed single-family housing when located within the Accident Potential Zone (APZ) of Seymour Johnson Air Force Base or the Noise Overlay District. The minimum lot size is three acres.
- R-20A Residential (City of Goldsboro). The R-20A district will accommodate rural density, single-family residential uses, ensure the protection of open space, and allow limited agricultural operations. The district will maintain low densities where the provision of City sewer and water may not be complete and promote a compatible mixture of single-family residential and agricultural uses in areas where urbanization is occurring. The minimum lot size is 20,000 square feet.



- RA-20 Residential-Agriculture District (Wayne County). The RA-20 district will maintain lots of sufficient size to ensure that residential development not having access to public water supplies and dependent upon septic tank systems for sewage disposal will occur at sufficiently low density to ensure a healthful environment. The RA-20 Residential-Agriculture district will promote a compatible mixture of single-family residential and agricultural uses in areas where urbanization is occurring. The minimum lot size is 20,000 square feet. This district is preferable where sewer is available or in close proximity.
- RA-30 Residential Agriculture District (Wayne County). The RA-30 district will encourage agricultural uses and allow limited residential uses. The minimum lot size is 30,000 square feet.

7. Conservation

The Conservation category does not provide a specific zoning designation. This land use category includes: City- and County-owned open space/recreational areas and privately-owned conservation areas which are not developed with administration or activity buildings; natural heritage areas (see page 4-17); conservation properties (see page 4-17); flood damaged buy-out properties; wetland areas 30 acres or larger (see page 4-16); and transitional buffer areas. NOTE: Transitional buffering is discussed further in the Industry land use discussion. The impact(s) which the rezoning of parcels in or adjacent to this sector should be carefully considered.

8. Protection Overlay (not an individual land use sector)

The Protection Overlay includes the 100-year Neuse River flood area and the noise and height control areas for aircraft operations. Conditions of development (not use) within the flood areas are regulated by either the Goldsboro or Wayne County Flood Control Ordinances, as applicable. These areas are delineated on Map 38.

Both the City Unified Development Ordinance and the County Zoning Ordinance include land use controls which impact development occurring beneath aircraft operations areas. The underlying land use sector and zoning classification will apply. The following generally describes the intent of the requirements:

- APZ Accident Potential Zone (City of Goldsboro). The purpose of the APZ is to limit development in areas that have significant potential for accidents. The Clear Zone, the area closest to the runway end, is the most hazardous. APZ-I is the area beyond the clear zone that possesses a significant potential for



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accidents. APZ-II is an area beyond APZ-I having a measurable potential for accidents. The APZ is established as a district that overlaps zoning districts. The APZ is divided into three subdistricts corresponding to the clear zone, APZ-I, and APZ-II as defined in the Seymour Johnson Air Force Base Air Installation Compatible Use Zone Study (AICUZ), a copy of which is kept on file in the Planning and Community Development Department. The boundaries of the APZ overlay district are indicated on the Official Zoning Map of the City of Goldsboro.

- Noise District Overlay (City of Goldsboro). The purpose of the Noise District Overlay is to provide for compatible development of land in areas subject to aircraft noise surrounding Seymour Johnson Air Force Base. The district is designed to limit uses that could increase risks to public health, safety, and quality of life and to mitigate the impacts of aircraft noise on existing and newly permitted uses. In addition, the district is intended to require notification on plats and site plans to all present and future owners that property within this district is exposed to aircraft noise potentially in excess of a sound level of 65 dB. The Goldsboro Noise Overlay District is established as a district that overlaps and overlays existing zoning districts. The district is further divided into four subdistricts corresponding to the 65-70 dB, 70-75 dB, 75-80 dB, and 80 + dB noise contours of the Seymour Johnson AFB Air Installation Compatibility Use Zone (AICUZ) Study, a copy of which is kept on file in the Planning and Community Development Department. The boundaries of the noise district and subdistricts are indicated on the Official Zoning Map of the City.
- AP Airport District (Wayne County). The purpose of this district shall be to reduce the possibilities of major catastrophe as a result of falling aircraft and to otherwise reduce the danger to the public in those areas adjacent to air bases and airports by establishing height regulations and limiting population density. Land users are limited to those uses not subject to high population concentrations, and height use regulations are established to avoid the impediment of aircraft approach glide paths.
- Airport Height Overlay District (Wayne County and City of Goldsboro). The purpose of the overlay designation is to promote the safe conduct of aircraft in the vicinity of an airport, to prevent creation of conditions hazardous to aircraft operation, to prevent loss of life and property, and to encourage development which is compatible with airport use characteristics. This Overlay includes seven different height control areas.



C. FUTURE LAND USE MAP

The future land use map is not intended to be an exact “mirror” of the City and County zoning maps. It should be stressed that although the future land use map indicates a desired pattern for future land use, it is not being suggested that the desired land uses portrayed cannot be changed. However, it is recommended that as the need for changes in the land use map become apparent, the map be revised and approved by the City Council and County Board of Commissioners. Table 47 provides a summary of the land use category acreages.

Table 47. Future Land Use

Land Use Category	Corporate Limits	% of Total	ETJ	% of Total	Urbanized Area Only	% of Total	Total All Jurisdictions
Commercial	1,598	8.8%	351	1.8%	478	0.4%	2,428
Office and Institutional	2,364	13.0%	392	2.0%	1,281	1.0%	4,037
Industry	1,774	9.8%	1,649	8.4%	4,195	3.1%	7,618
Military	3,096	17.1%	24	0.1%	0	0.0%	3,120
Mixed Use - Downtown	348	1.9%	0	0.0%	0	0.0%	348
Mixed Use I	552	3.0%	296	1.5%	1,183	0.9%	2,031
Mixed Use II	34	0.2%	303	1.5%	96	0.1%	433
High Density Residential	1,831	10.1%	34	0.2%	0	0.0%	1,865
Medium Density Residential	3,079	17.0%	4,609	23.5%	12,653	9.4%	20,341
Low Density Residential	77	0.4%	1,783	9.1%	11,283	8.4%	13,143
Rural Residential/ Agriculture	369	2.0%	3,854	19.7%	79,782	59.3%	84,005
Conservation	692	3.8%	4,964	25.3%	17,557	13.0%	23,213
Right-of-Way	2,315	12.8%	1,339	6.8%	6,063	4.5%	9,717
Total	18,130	100.0%	19,598	100.0%	134,571	100.0%	172,299

Source: Holland Consulting Planners, Inc.



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It should be noted that the land use map (Map 39, Goldsboro Urbanized Area Future Land Use Map) depicts desired patterns of land uses. For land areas that are already developed, the desired land use may not be consistent with the existing land use. In cases where the planning process resulted in a desired land use that deviates from the existing land use, the preferred future land use is indicated.

Generally, the future land use map was drafted with consideration given to key land use issues; preservation of the City's existing core land use areas (see Map 38); development constraints; existing zoning patterns; the existing and future conditions data included in Sections 4, 5, and 6; citizen input; the goals and implementing strategies included in this plan; and the following specific objectives:

- Existing land use patterns and accomplishing "in-fill" development.
- Minimizing conflicting land uses.
- Protection of existing residential areas.
- Stimulants to development such as the present and future locations of roads and water and sewer lines.
- Preservation of man-made and natural assets such as historic districts and natural heritage areas.
- Support of the Central Business District area.
- Protection of the Neuse River floodplain.
- Support/protection of Seymour Johnson Air Force Base.
- Preservation of agricultural areas.
- Coordination of land use with transportation planning, including a focus on the five (5) interchange areas along the US 70 bypass and the Wayne Memorial Drive corridor. NOTE: Future land use for each of these interchange areas and the Wayne Memorial Drive corridor are discussed in detail in Section 8.

Map 39 is divided into twelve (12) "vision" areas. The future objectives of each "vision" area are provided in Section D (pages 7-17 and 7-18). Maps 40 through 51 provide enlargements of each "vision" area.



Map 39 Goldsboro Urbanized Area: Future Land Use Map

- Water
- Street Centerlines
- Corporate Limits
- ETJ
- Urbanized Area
- Seymour Johnson Air Force Base
- US 70 Bypass
- Vision Areas

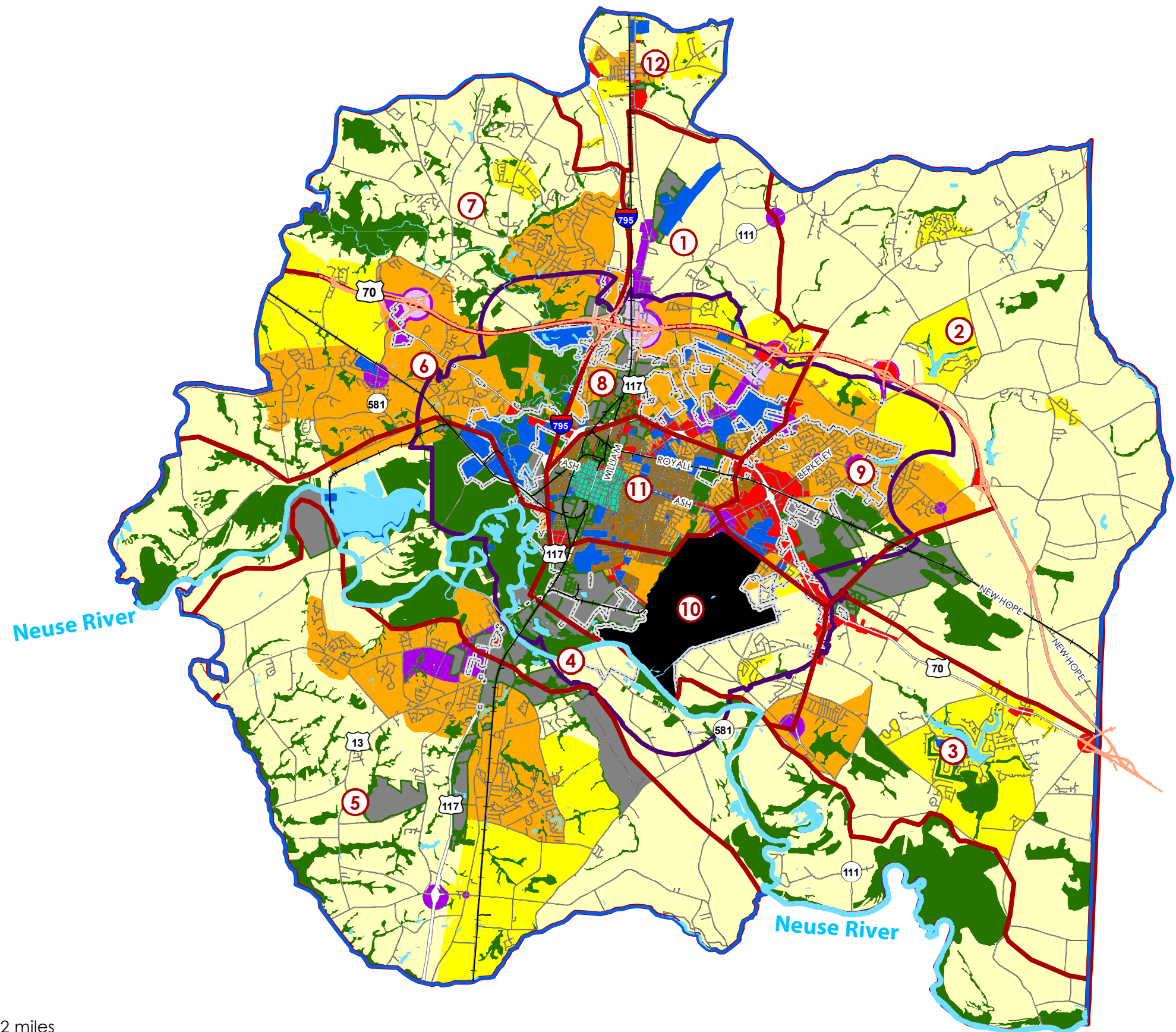
Future Land Use Sectors

- Commercial
- Office and Institutional
- Industrial
- Conservation
- Mixed Use
 - Mixed Use - Downtown
 - Mixed Use I
 - Mixed Use II
- Residential
 - High Density Residential
 - Medium Density Residential
 - Low Density Residential
 - Rural Residential/Agriculture

Vision Areas

- 1 Stoney Creek Area
- 2 Bear Creek Area
- 3 Walnut Creek Area
- 4 Neuse River Preserve
- 5 Mar-Mac/Brogden Area
- 6 Rosewood Area
- 7 Buck Swamp Area
- 8 Wayne Memorial Growth Sector
- 9 Berkeley Blvd. Growth Sector
- 10 SJ AFB Growth Sector
- 11 Goldsboro Core Growth Sector
- 12 Pikeville Area

1 in = 2 miles
0 0.5 1 2 3 Miles





D. VISION AREAS

The Urbanized Area has been divided into twelve (12) “vision” or planning areas. These areas are generally delineated on Maps 38 and 39. Maps 40 through 51 provide detailed maps of each individual vision area. The general future objective(s) for each area are defined as follows:

1. Stoney Creek Area (Map 40)

This area shall remain primarily rural residential/agriculture, with sparse development extending into the southern boundary as a result of Goldsboro's ETJ and the new US 70/117 interchange.

2. Bear Creek Area (Map 41)

This area is composed nearly entirely of agriculture and rural residential land uses – the Air Force Base flight zone extends into the southern section of this vision area.

3. Walnut Creek Area (Map 42)

The Town of Walnut Creek is at the heart of this vision area; as a result, low density residential uses are present, US 70 bounds the northern section of the vision area and presents the potential demand for commercial and mixed uses north of Walnut Creek.

4. Neuse River Preserve (Map 43)

This area is composed of the Neuse River 100-year floodplain. Lands contained within it are environmentally sensitive and restrictive to development. Any development must comply with the City and County floodplain control ordinances.

5. Mar Mac/Brogden Area (Map 44)

US 117 runs north to south down the center of this area, offering the potential for industrial uses. Medium and low density residential uses extend south through the area, the outer edges of the area remain as rural residential/agricultural uses.

6. Rosewood Area (Map 45)

Rosewood's location on the western side of the County makes it a viable location for individuals commuting to the triangle. As a result, the area is composed primarily of medium density residential uses with scattered multiple use nodes.



7. Buck Swamp Area (Map 46)

Buck Swamp shall remain primarily rural residential, with some medium density residential uses. Floodplain and wetlands are prevalent throughout.

8. Wayne Memorial Growth Sector (Map 47)

This area shall encompass an array of future land uses, primarily O&I, commercial, mixed use, and residential. There are opportunities for assisted living facilities in close proximity to the hospital.

9. Berkeley Boulevard Growth Sector (Map 48)

Medium density residential uses shall remain throughout the majority of this area, coupled with neighborhood scaled multiple use nodes. A major commercial area shall remain along Berkeley Drive from the US 70 interchange area south to the Ash Street area.

10. Seymour Johnson Air Force Base Growth Sector (Map 49)

Land uses in this area shall remain as is. Future development should cater to existing regulations related to the Air Force Base.

11. Goldsboro Core Growth Sector (Map 50)

The traditional city center is slated for a multiple use district, with the potential for higher density residential uses within the downtown redevelopment zone and its vicinity. In-fill development will be crucial to the area. Traditional neighborhoods shall remain. A diversity of land uses shall be present to offer the potential for a vibrant and livable downtown.

12. Pikeville Area Map (Map 51)

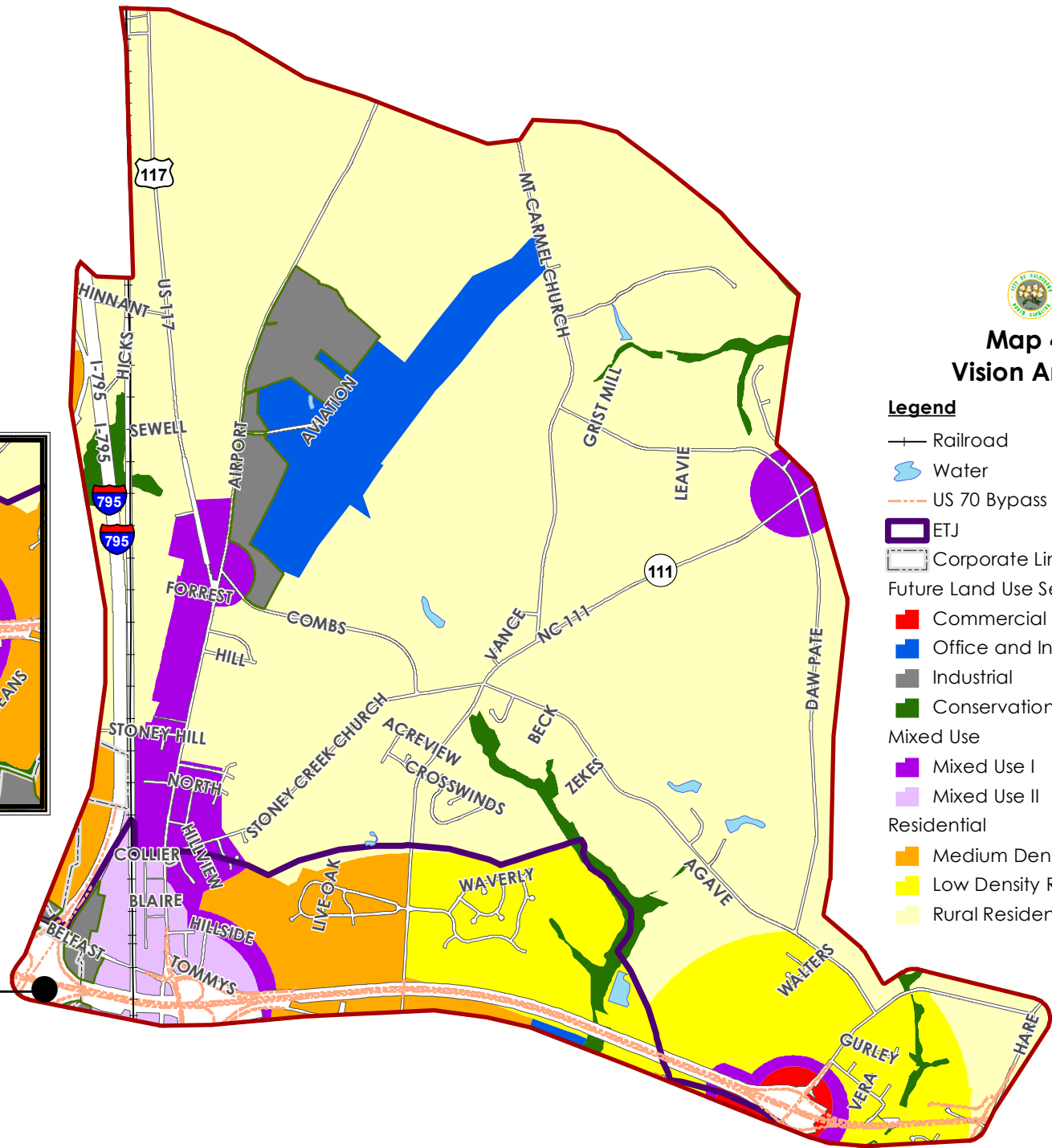
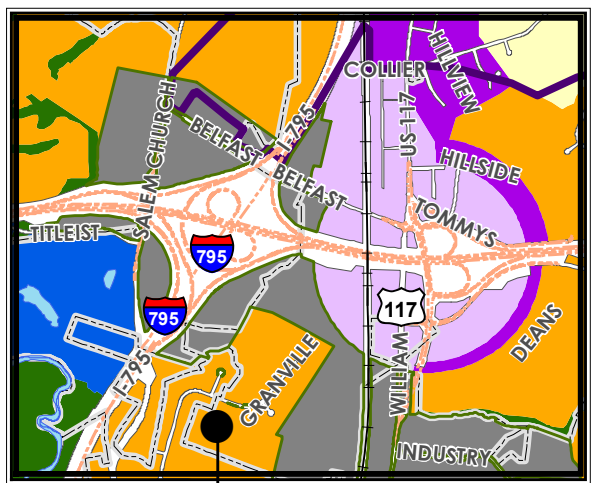
The Pikeville Area will remain primarily intact with traditional urban form at core surrounded by medium density residential land uses. Opportunities for development adjacent to the I-795 Bypass exist on the southwest portion of the vision area.

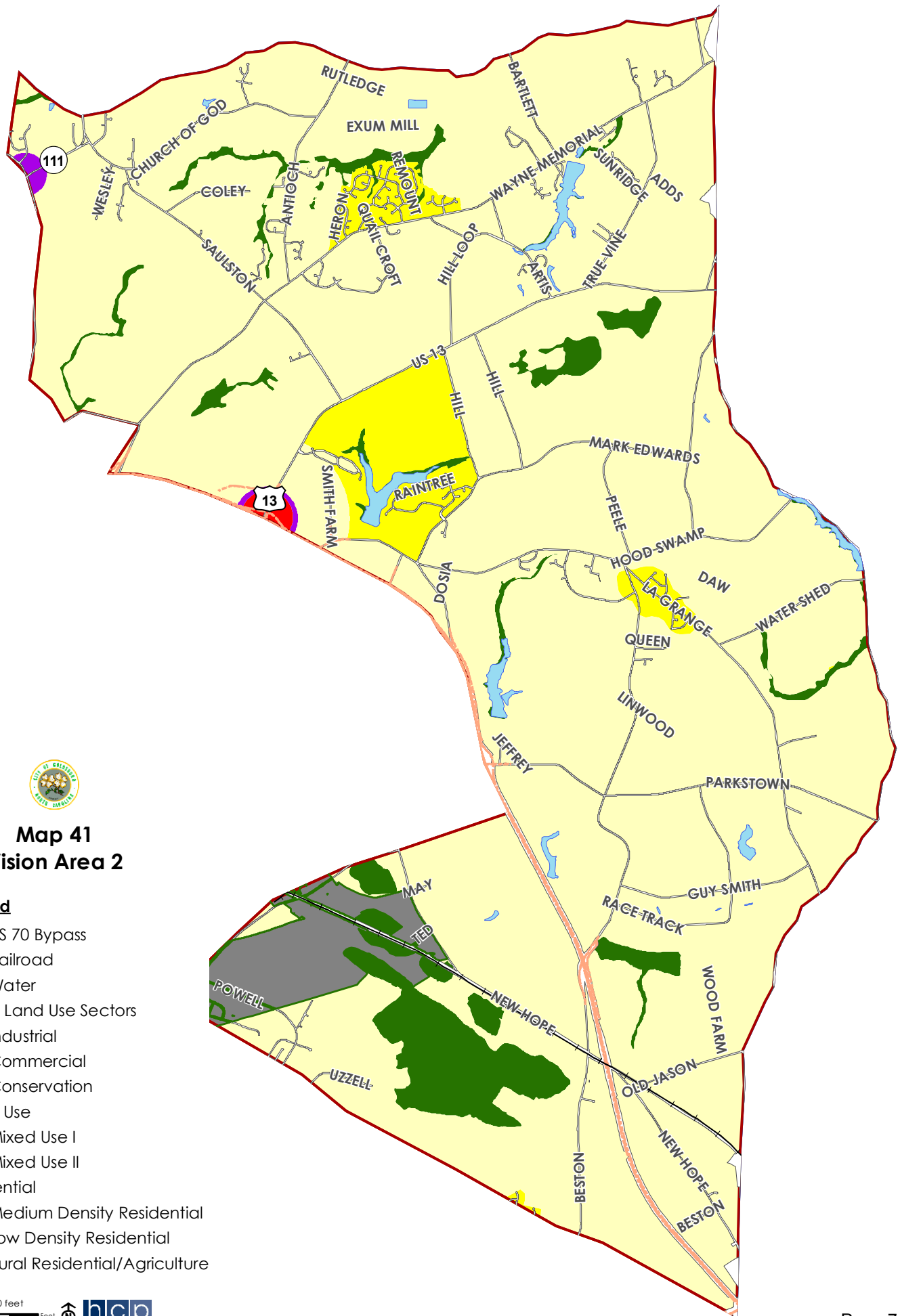


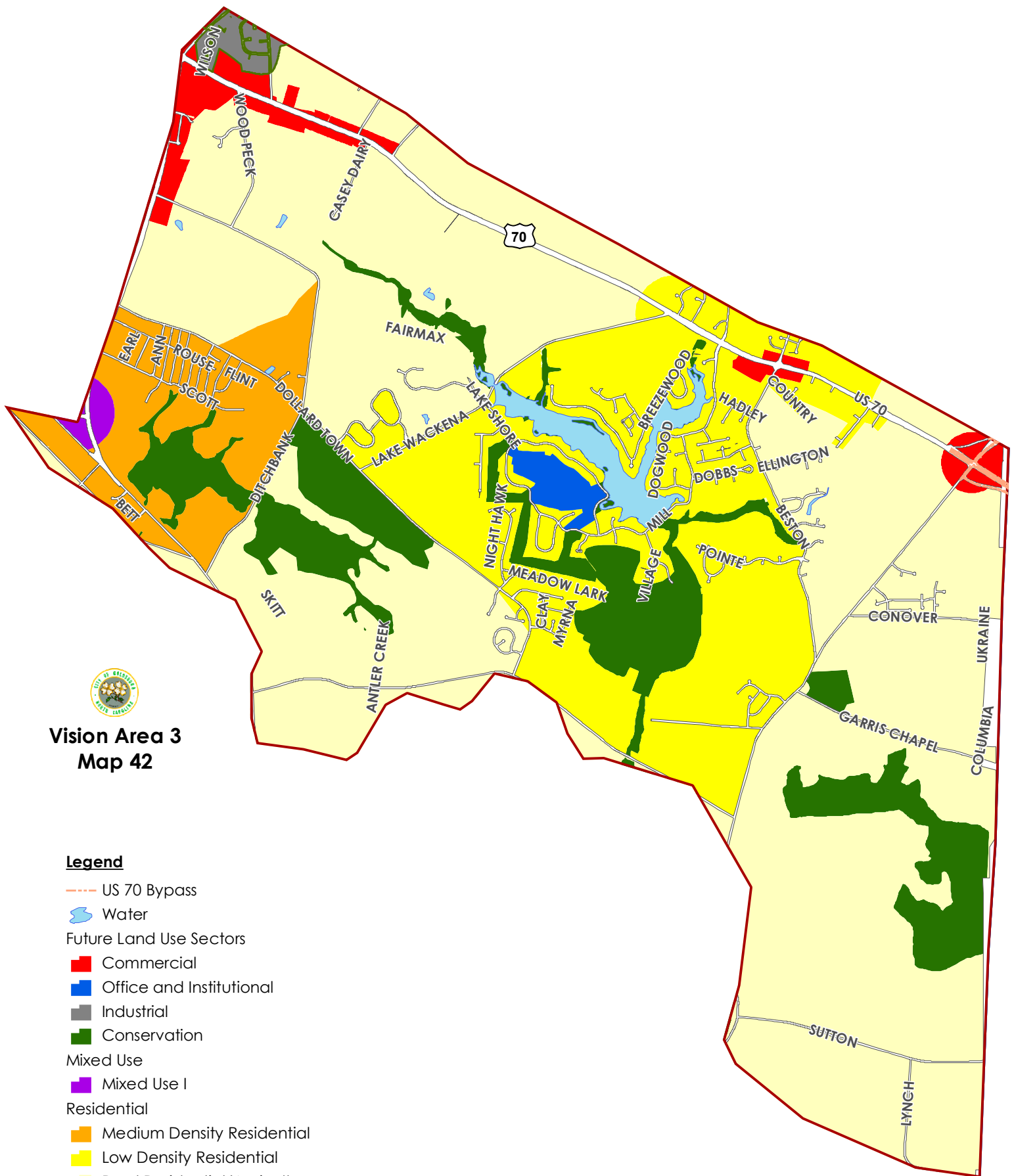
Map 40 Vision Area 1

Legend

- Railroad
- Water
- US 70 Bypass
- ETJ
- Corporate Limits
- Future Land Use Sectors
 - Commercial
 - Office and Institutional
 - Industrial
 - Conservation
- Mixed Use
 - Mixed Use I
 - Mixed Use II
- Residential
 - Medium Density Residential
 - Low Density Residential
 - Rural Residential/Agriculture







Vision Area 3 Map 42

Legend

--- US 70 Bypass

Water

Future Land Use Sectors

Commercial

Office and Institutional

Industrial

Conservation

Mixed Use

Mixed Use I

Residential

Medium Density Residential

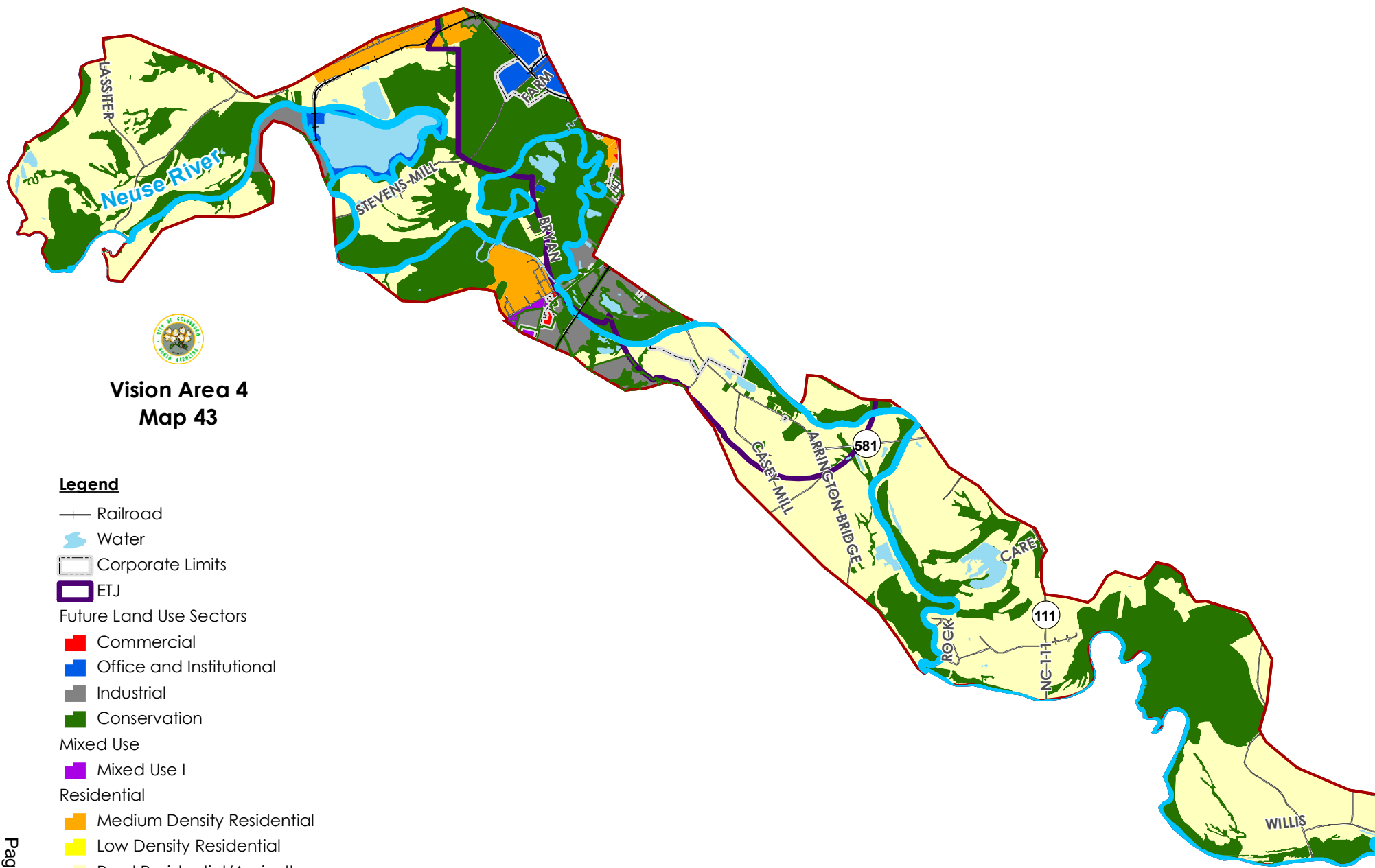
Low Density Residential

Rural Residential/Agriculture

1 in = 4,000 feet

0 500 1,000 2,000 3,000 Feet





Vision Area 4 Map 43

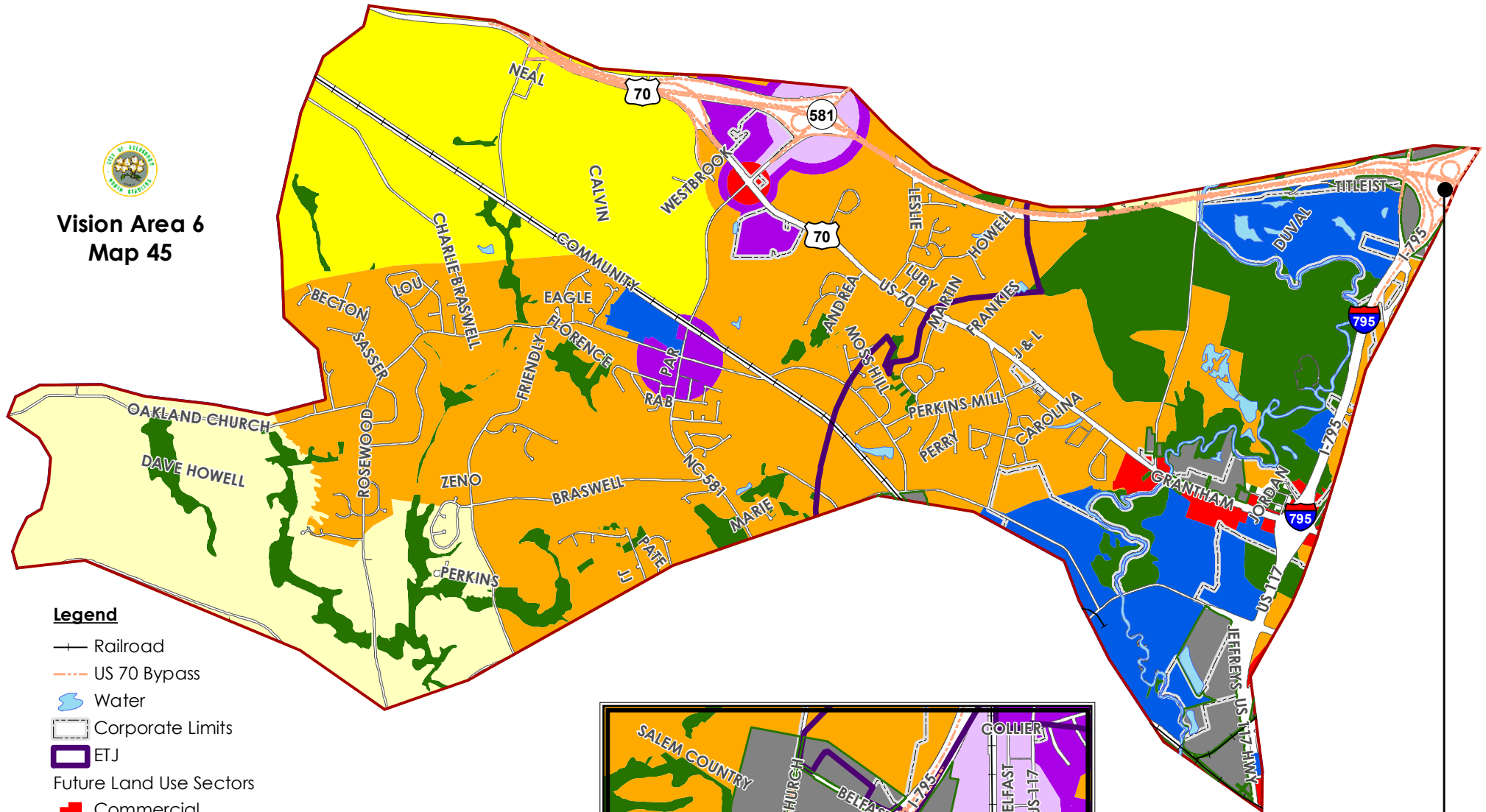
Legend

- +— Railroad
- Water
- Corporate Limits
- ETJ
- Future Land Use Sectors
 - Commercial
 - Office and Institutional
 - Industrial
 - Conservation
- Mixed Use
 - Mixed Use I
- Residential
 - Medium Density Residential
 - Low Density Residential
 - Rural Residential/Agriculture



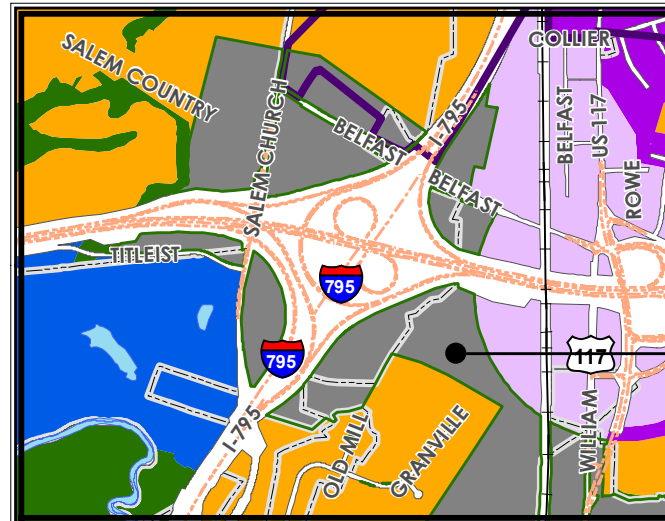


Vision Area 6 Map 45



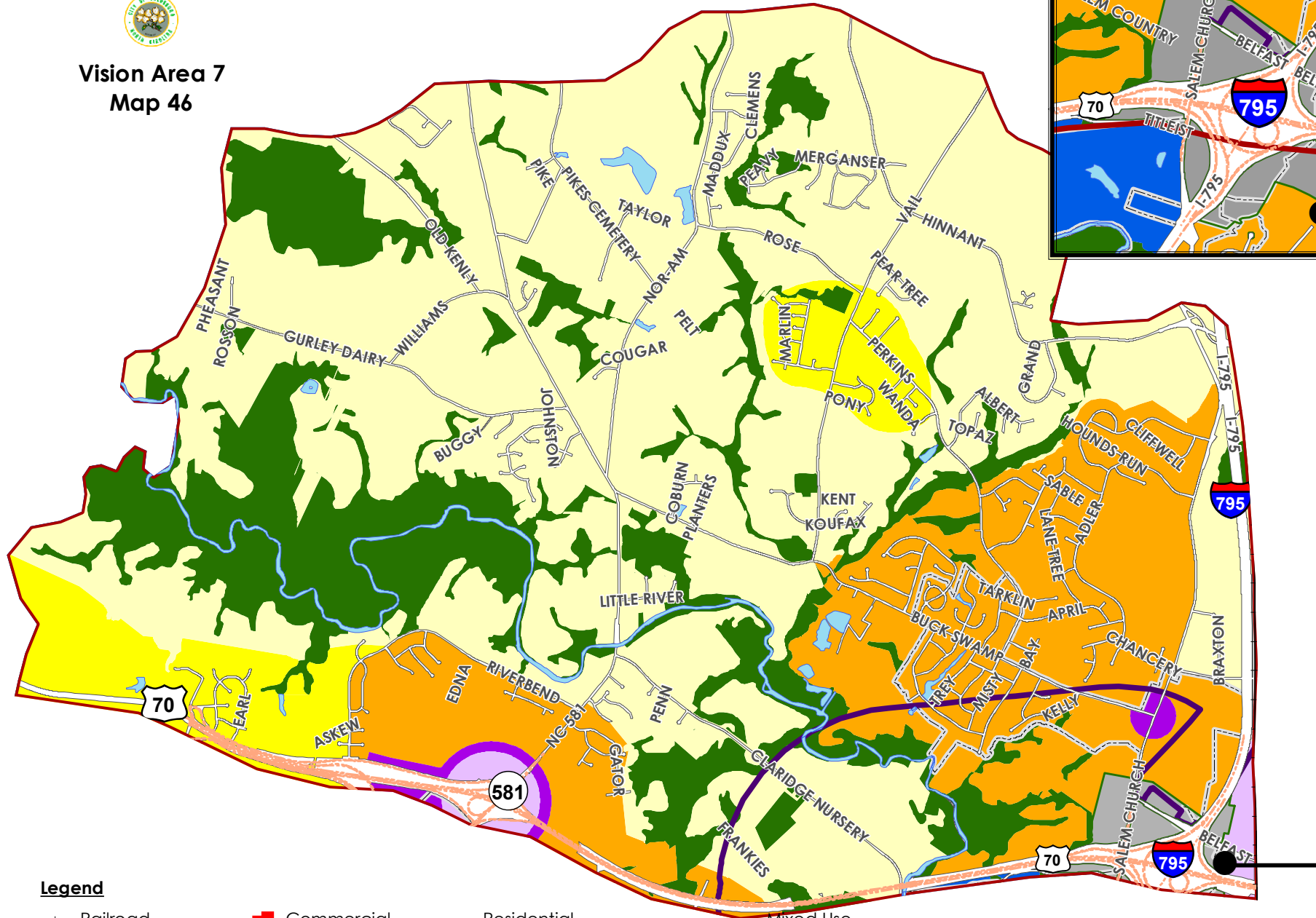
Legend

- Railroad
- US 70 Bypass
- Water
- Corporate Limits
- ETJ
- Future Land Use Sectors
 - Commercial
 - Office and Institutional
 - Industrial
 - Conservation
- Mixed Use
 - Mixed Use I
 - Mixed Use II
- Residential
 - Medium Density Residential
 - Low Density Residential
 - Rural Residential/Agriculture





Vision Area 7 Map 46



Legend

- Railroad
- US 70 Bypass
- Water
- ETJ
- Corporate Limits
- Future Land Use Sectors

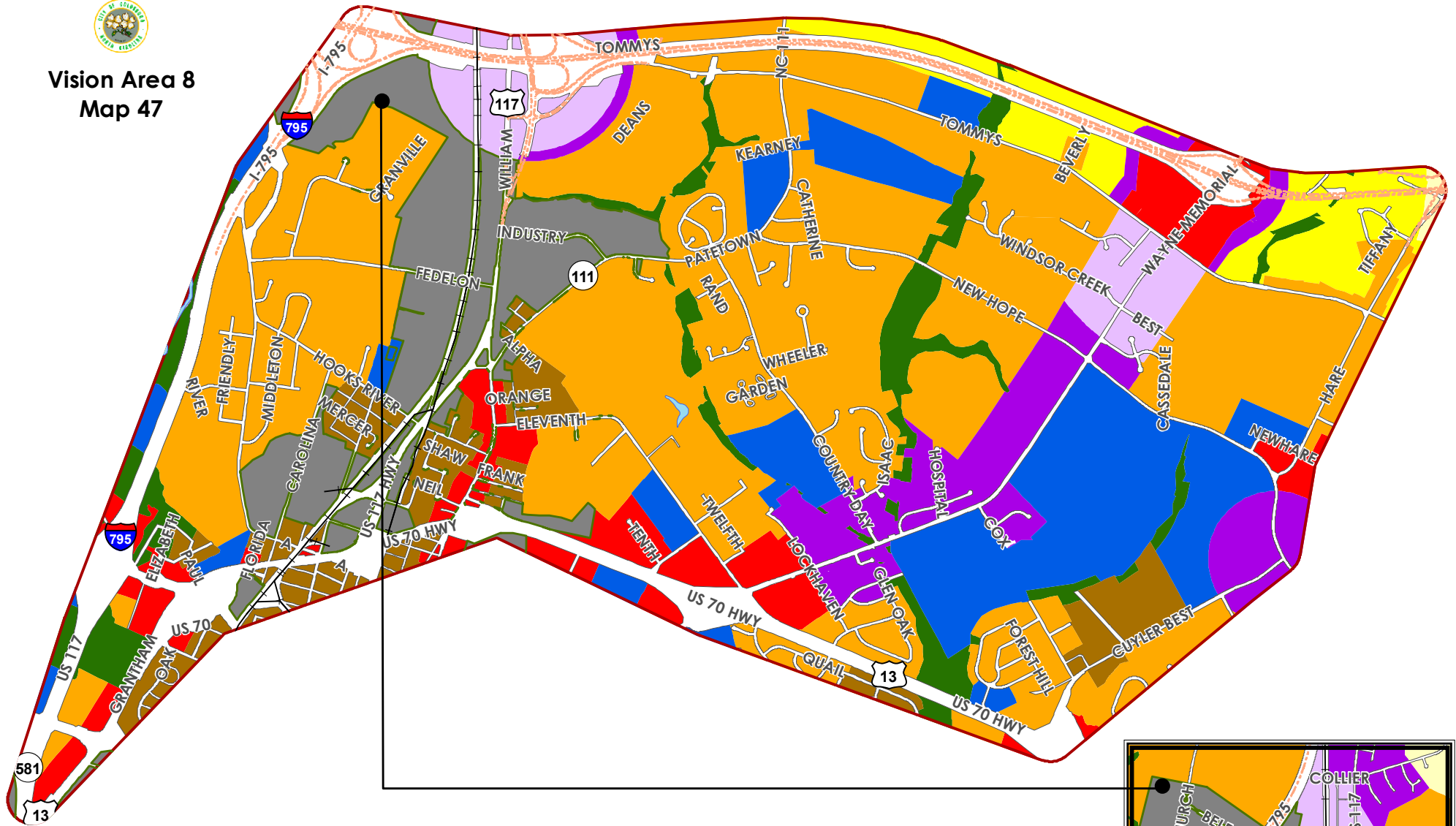
- Commercial
- Office and Institutional
- Industrial
- Conservation

- Residential
- Medium Density Residential
- Low Density Residential
- Rural Residential/Agriculture

- Mixed Use
- Mixed Use I
- Mixed Use II



Vision Area 8 Map 47



Legend

- Railroad
- - - US 70 Bypass
- Water

Future Land Use Sectors

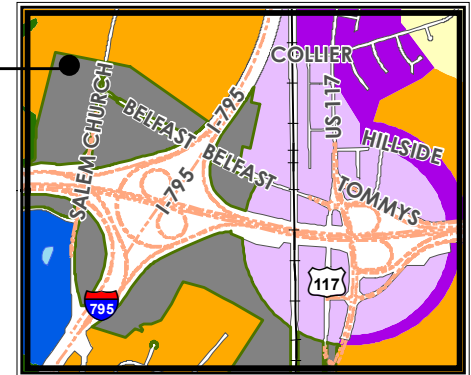
- Commercial
- Office and Institutional
- Industrial
- Conservation

Residential

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Rural Residential/Agriculture

Mixed Use

- Mixed Use I
- Mixed Use II





Vision Area 9 Map 48

Legend

- Railroad
- US 70 Bypass
- Water
- Corporate Limits
- ETJ

Future Land Use Sectors

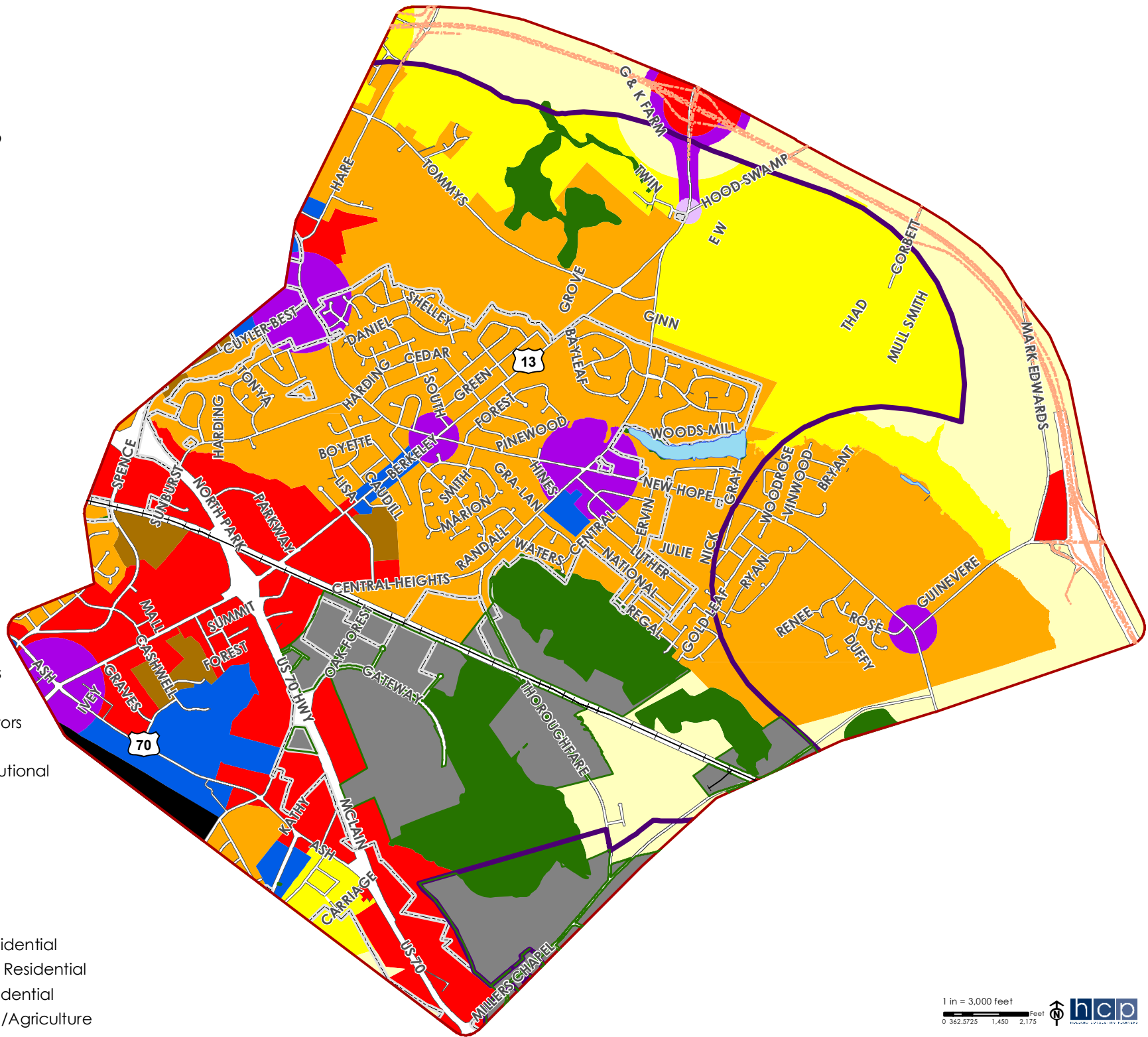
- Commercial
- Office and Institutional
- Industrial
- Conservation

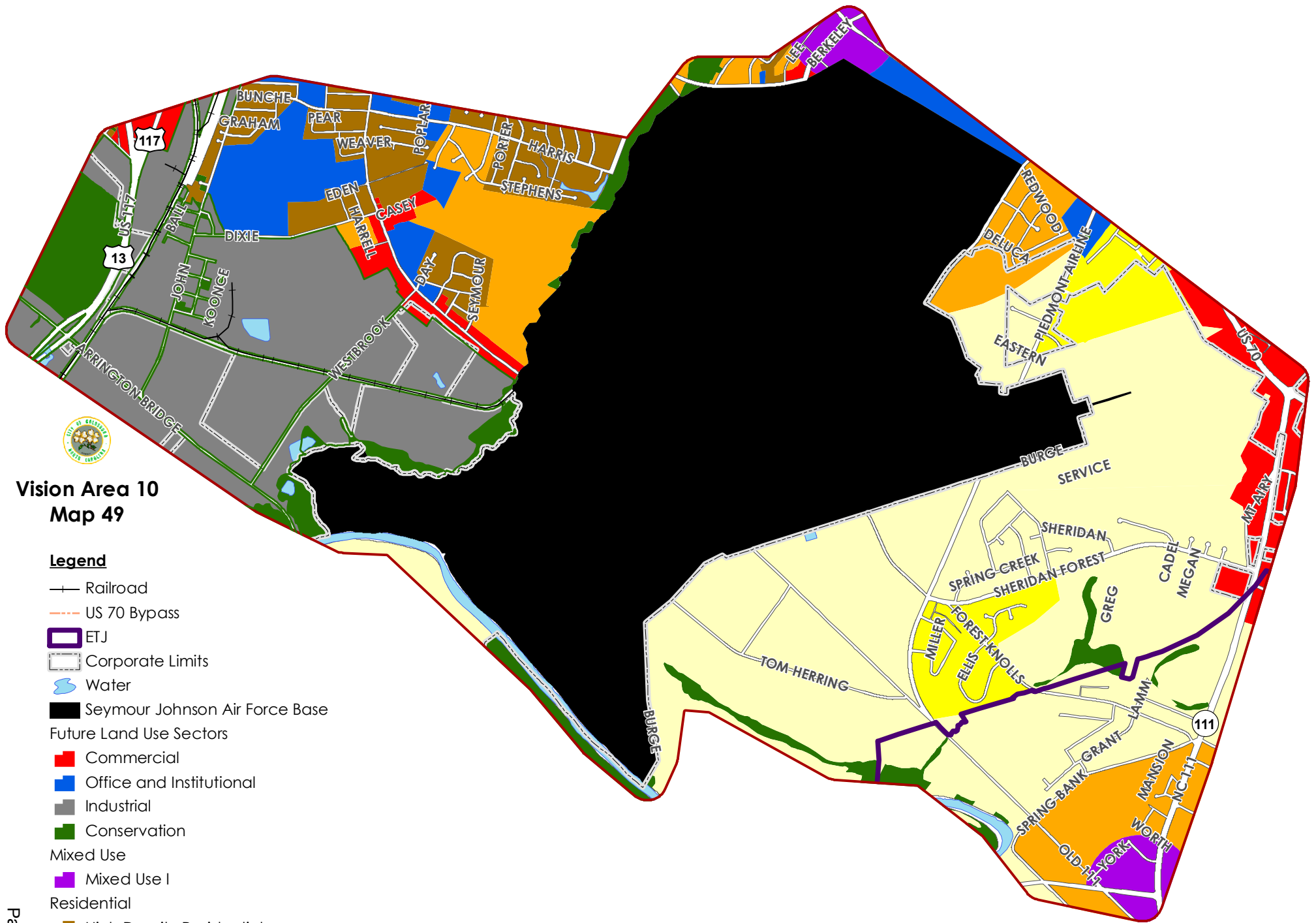
Mixed Use

- Mixed Use I
- Mixed Use II

Residential

- High Density Residential
- Medium Density Residential
- Low Density Residential
- Rural Residential/Agriculture



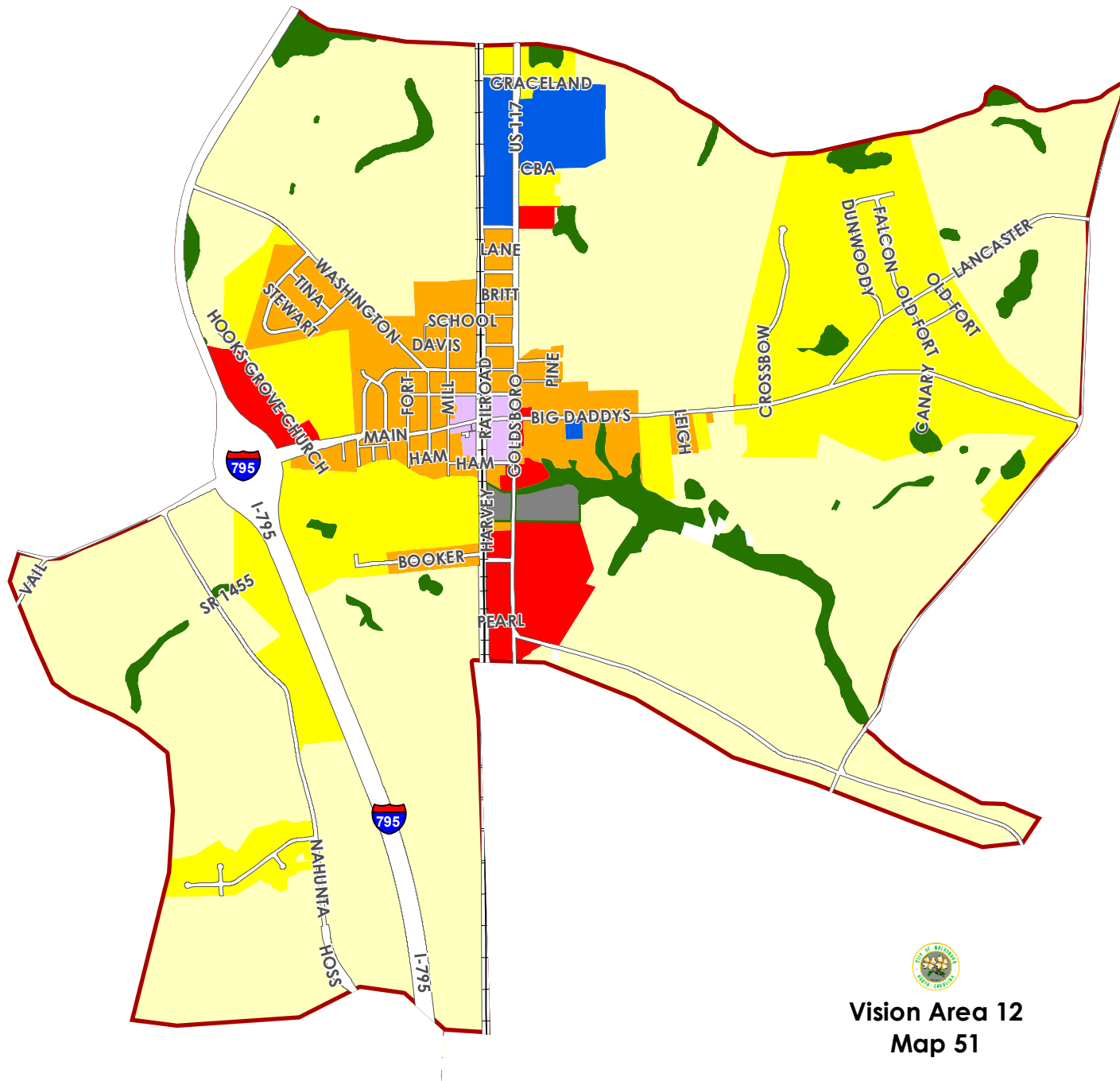


Vision Area 10 Map 49

Legend

- Railroad
- - - US 70 Bypass
- ETJ
- Corporate Limits
- Water
- Seymour Johnson Air Force Base
- Future Land Use Sectors
- Commercial
- Office and Institutional
- Industrial
- Conservation
- Mixed Use
- Mixed Use I
- Residential
- High Density Residential
- Medium Density Residential
- Low Density Residential
- Rural Residential/Agriculture

1 in = 2,000 feet
 0 350 700 1,400 2,100 Feet



**Vision Area 12
Map 51**

- Legend**
- +— Railroad
 - Water
 - ETJ
 - Corporate Limits
 - Future Land Use Sectors
 - Commercial
 - Office and Institutional
 - Industrial
 - Conservation
 - Mixed Use
 - Mixed Use - Downtown
 - Mixed Use I
 - Mixed Use II
 - Residential
 - High Density Residential
 - Medium Density Residential
 - Low Density Residential
 - Rural Residential/Agriculture



SECTION 8. FUTURE TRANSPORTATION DEMANDS

A. INTRODUCTION

The Goldsboro Urban area existing and proposed transportation systems, needs, and proposed improvements are detailed in the Goldsboro Urban Area 2035 Long Range Transportation Plan which recognizes the need for the development of multi-modal transportation facilities including rail, pedestrian/bicycling-oriented facilities, utilization of existing resources, and development of the Goldsboro Bypass (US70). Key land use related elements of Goldsboro's transportation future which warrant further discussion include: transit, freight capability, and rail integration; public transit; the I-795 corridor; completion of the US 70 Bypass; and effective access management.

B. TRANSIT AND RAIL INTEGRATION

One of Goldsboro's major assets is its geographic location and accessibility to regional employment centers. This asset must be built upon to aid in developing a solid foundation for the Urbanized Area's future. This will be supported by the development of a modern passenger rail line between Raleigh/Piedmont Urban Area and Wilmington Urban Area through Goldsboro. Establishment of this line will also greatly enhance Goldsboro's freight access. Efficient passenger rail line will solidify Goldsboro's ability to serve as a bedroom community for the regional urban areas. A lower cost of living in the Goldsboro Urbanized Area will provide residential alternatives for the work force, in particular, younger professionals. Rail system development must be coupled with the renovation of Union Station and construction of a transit transfer station as a multi-modal transportation center. The center should serve as the hub of public transit fixed route service, provide Greyhound service, and serve as the station for future passenger and commuter rail service. Fully executed, enhancements to public transportation and implementation of commuter rail in Goldsboro should allow many residents to efficiently commute to urban centers without using personal automobiles.

The renovation of Union Station will support Goldsboro's downtown development efforts by helping develop a critical mass of attractions which will concentrate people in the downtown area. The cost of renovating Union Station has been estimated at \$10,200,000.00 and the construction of the transfer station has been estimated at \$4,100,000.00.





C. PUBLIC TRANSIT

In January 2010, the Gateway Transit Community Transportation Services Plan was completed. The plan evaluates public transportation/mobility present and future needs of the Wayne County and Goldsboro population through 2034. Several key land use related recommendations include: ensure that future routes are responsive to future land use patterns, ensure that civic land uses are within walking distance of public transit, and maximize the use of Union Station as a multi-modal transportation center.

The Transportation Services Plan was developed in consideration of the following trends which may affect land use within the Urbanized Area:

- Opening of the US 70 Bypass, encouraging large-scale development around the interchanges and creating demand for transit to employment areas. This pattern of events has proved to be common in North Carolina when bypasses and loops have been opened.
- Possible growth of Goldsboro and nearby areas, spreading out from the Triangle region and potentially fueled by commuter rail service.
- The nationwide potential for shifts from car use to transit, in response to congestion, fuel costs, or national policies related to energy use or climate change.

Potential long-term routes will primarily follow a hub/radial model spreading out from the Downtown Central Core. This system would potentially provide access to the majority of the Goldsboro Urbanized Area by following major corridors such as New Hope or Airline.

D. WAYNE MEMORIAL DRIVE

During the spring and summer of 2012, Ramey Kemp & Associates prepared a technical report that examined the traffic impact for Wayne Memorial Drive. The following is a summary of information contained in that report. The full report can be obtained from the Goldsboro Planning Department.



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The study area is located along Wayne Memorial Drive/Herman Street (SR 1556) in Goldsboro, North Carolina (see Figure 17 below). A new interchange for the proposed Goldsboro Bypass will be located on Wayne Memorial Drive between Tommys Road and Stoney Creek Church Road (see Section 4). With the addition of this proposed interchange, an increase of development is expected along Wayne Memorial Drive.

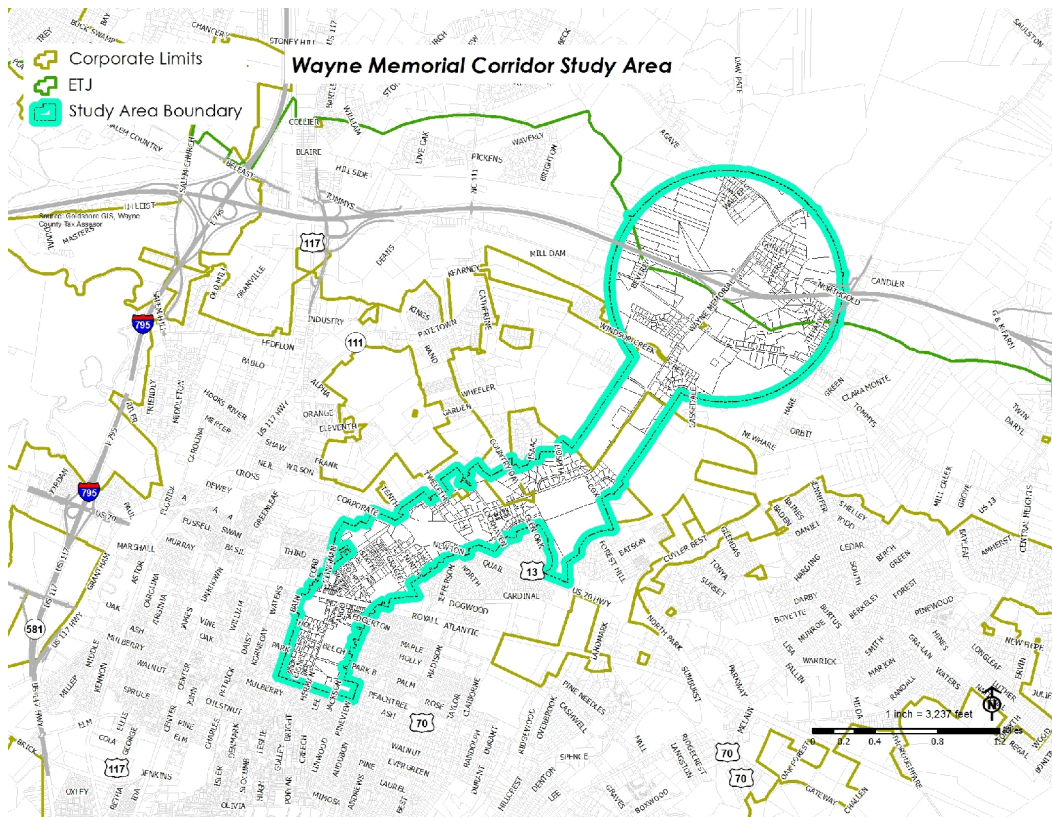


Figure 17. Wayne Memorial Corridor Study Area

1. Existing Land Uses

Existing land uses along Herman Street are primarily residential, office, and institutional from Ash Street to Royall Avenue. North of Royall Avenue, Herman Street becomes Wayne Memorial Drive. Between Royall Avenue and 9th Street, the existing land uses along Wayne Memorial Drive are primarily residential, office and institutional, commercial, and unimproved. Between 9th Street and Country Day Road, there is a lot of commercial development with some residential, office, institutional, and vacant land uses. The land uses change to primarily office and institutional along Wayne Memorial between Country Day Road and Tommys Road. There is a substantial amount of unimproved parcels and some residential parcels closer to Tommys Road. Between Tommys Road and Stoney Creek Church Road, the existing land uses are primarily residential and unimproved.



2. Level of Service

Level of service is used to estimate existing and future traffic and transportation flow for all travel modes. The Wayne Memorial Drive corridor was analyzed during the typical weekday based on the "Generalized Annual Average Daily Volumes for Florida's Urbanized Areas" table, which is part of the 2009 FDOT Quality/Level of Service Handbook. A brief description of the levels of service (LOS) shown in the FDOT table is provided below. The qualitative descriptions for the different automobile levels of service along roadway segments are as follows:

- *LOS A/B* - light congestion with motorists generally able to maintain desired speeds and clear traffic-controlled intersections in one green phase.
- *LOS C* - moderate congestion with motorists typically traveling close to their desired speeds and usually able to clear traffic-controlled intersections in one green phase; turning traffic and slow vehicles begin to have an adverse impact on the flow of traffic.
- *LOS D* - congestion with motorists typically traveling below their desired speeds and multiple cars unable to clear traffic-controlled intersections in one green phase; lane changes become challenging due to traffic volumes.
- *LOS E* - motorists experience substantially reduced speeds with brief periods of stop-and-go conditions with long vehicle queues forming while waiting for the green phase of a signal; side streets can experience significant queuing due to the lack of gaps in traffic on the mainline.
- *LOS F* - motorists experience stop-and-go conditions and typically have to wait multiple green phases before clearing signalized intersections; side streets can experience significant queuing due to the lack of gaps in traffic on the mainline.

An example image of level of service for all travel modes is provided in Figure 18. In general, bicycle and pedestrian level of service is determined by the availability of infrastructure dedicated to their respective use. A higher concentration and quality of bicycle and pedestrian facilities corresponds with a higher level of service (LOS A/B). Goldsboro should begin to plan for a balanced transportation system that will take into account other modes of travel.

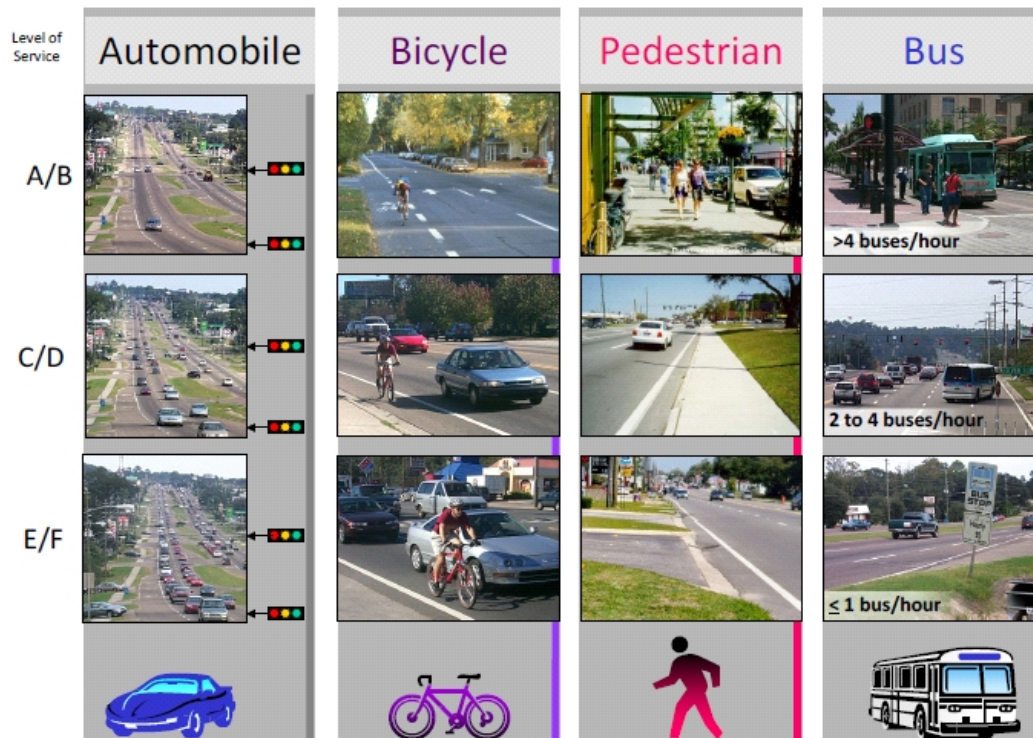


Figure 18. Level of Service for the Primary Travel Modes. Source: FDOT.

In typical development/redevelopment scenarios, the NCDOT requires the developer to mitigate traffic impacts to maintain a LOS C or better at study intersections. If the study intersections are already operating at a LOS below LOS C, then the developer is typically required to provide mitigation to maintain the current LOS at a minimum. However, certain urban conditions may have level of service below C in order to maintain a more walkable and pedestrian-friendly roadway.

3. Pedestrians and Bicyclists

Pedestrian and bicycle counts were conducted during the peak hours at the intersections where peak hour turning movement counts were conducted by RKA. Pedestrian and bicycle volumes were not significant, which may be due to the lack of sidewalks within the study area. Few pedestrians were observed at or around the study area intersections during the peak hours.



4. Analysis of Existing Traffic Conditions

Study intersections were analyzed under existing AM and PM peak hour conditions with existing lane configurations and traffic control. Vehicular level of service (LOS) is provided for each intersection. Refer to Table 48 for a summary of the existing (2012) analysis results.

Table 48. Existing (2012) Traffic Conditions Analysis Summary

Intersection	Movement	Level of Service Existing (2012)	
		AM	PM
Herman Street (NB-SB) at Ash Street	EB	B	B
	WB	B	C
	NB	D	D
	SB	B	C
	Overall	C	C
Herman Street (NB-SB) at Holly Street	EB	B	C
	NB	A	A
	SB	A	A
	Overall	A	A
Wayne Memorial Drive (NB-SB) at Royall Avenue	EB	C	C
	WB	C	C
	NB	A	A
	SB	A	A
	Overall	B	B
Wayne Memorial Drive (EB-WB) at 9 th Street	EB	B	B
	WB	A	A
	NB	D	D
	SB	C	C
	Overall	B	B
Wayne Memorial Drive (EB-WB) at US 70/13 Bypass Eastbound Ramps	EB	B	C
	WB	A	B
	SB	D	E
	Overall	C	C
Wayne Memorial Drive (EB-WB) at US 70/13 Bypass Westbound Ramps/11th Street	EB	B	B
	WB	C	C
	NB	D	E
	SB	E	E
	Overall	C	C



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Intersection	Movement	Level of Service Existing (2012)	
		AM	PM
Wayne Memorial Drive (EB-WB) at Country Day Road	EB	A	A
	WB	A	A
	SB	E	E
	Overall	B	A

EB=East Bound, NB=North Bound, SB=South Bound, WB=West Bound

Source: Ramey Kemp & Associates.

Analysis of existing conditions indicates that all intersections in the study area are expected to operate at an overall LOS C or better. Only the off-ramp approaches at the Wayne Memorial Drive and US 70/13 Eastbound and Westbound Ramp intersections operate below LOS D under existing conditions during the AM and PM peak hours. The Country Day Road approach of the Wayne Memorial Drive and Country Day Road intersection is also expected to operate below LOS D under existing conditions. All other approaches in the study area operate at LOS D or better during the peak hours under existing conditions.

5. Study Area Crash Analysis

Crash data was requested from the NCDOT for the most recent three-year period, which was March 1, 2009, to February 29, 2012. A summary of crash results is provided for roadways in Table 49 and for intersections in Table 50.

Table 49. Crash Analysis Summary for Roadway Segments

Segment	Segment Length (miles)	Number of Crashes				Total Crash Rate (per 100 MVMT)	Statewide Average Crash Rate (per 100 MVMT)
		2009	2010	2011	2012		
Herman Street/Wayne Memorial Drive [Ash Street to US 70/13 Ramps]	1.34	31	45	34	6	569.08	365.83
Wayne Memorial Drive [US 70/13 Ramps to Stoney Creek Church Road]	3.10	45	59	71	-	403.49	347.05

*Dates for crash data: 3/1/2009 – 2/29/2012 (typical is 1/1/2009 – 12/31/2011).

Note: Collision rates are given per 100 million vehicle miles traveled (MVMT), Statewide collision rates provided by NCDOT for 2007-2009.

Source: Ramey Kemp & Associates.



The roadway segment crash study results shown in Table 49 provide the study segment length, the number of reported crashes that occurred on the segment between March 1, 2009, and February 29, 2012, the crash rate for the segment, and the statewide crash rate for similar facilities. Both segments studied experienced crash rates higher than the statewide average, but none of the crashes reported during this time resulted in fatalities.

Herman Street/Wayne Memorial Drive: Ash Street to US 70/13 Ramps. As shown in Table 49, the crash rate along Herman Street/Wayne Memorial Drive from Ash Street to the US 70/13 Ramps is higher than the statewide average rate for similar roadways. A majority of the reported crashes for this segment occurred at intersections and were angled. The Ash Street, Royall Avenue, and Corporate Drive intersections with Wayne Memorial Drive contributed almost half of the crashes along the segment.

Wayne Memorial Drive: Ash Street to US 70/13 Ramps. The majority of crashes on this roadway segment occurred between 11th Street and Lockhaven Drive. Approximately 66% of the total segment crashes occurred in a one-quarter mile stretch of roadway. Of the crashes between 11th Street and Lockhaven Drive, rear end crashes are predominant and are typical at signalized intersections. Angled crashes are secondary accident type. The majority of the crashes between 11th Street and Lockhaven Drive occurred during the lunch and PM peak hours, with very few during the AM peak hour. This pattern is likely due to the land uses (primarily commercial) in this area and hours of operation of establishments. The second highest crash area was at the Cox Boulevard intersection with the majority of these being left-turn crashes.

Table 50 provides the number of crashes that occurred at intersections in the study area between March 1, 2009, and February 29, 2012. As shown in Table 50, most intersections experienced a relatively low number of crashes during this three-year period.

Intersections with the highest number of crashes are generally signalized intersections with heavy traffic volumes and congestion along the major roadway. The following intersections experienced higher number of crashes, which were likely due to congestion experienced at the intersection:

- Herman Street at Ash Street
- Wayne Memorial Drive at Royall Avenue
- Wayne Memorial Drive at US 70/13 Eastbound Ramps
- Wayne Memorial Drive at US 70/13 Westbound Ramps/11th Street



Table 50. Crash Analysis Summary for Intersections

Intersection	Number of Crashes				
	2009	2010	2011	2012	Total Crashes
Herman Street at Ash Street	7	10	5	1	23
Herman Street at Holly Street	2	4	2	0	8
Wayne Memorial Drive at Royall Avenue	6	9	3	0	18
Wayne Memorial Drive at 9th Street	1	2	3	1	7
Wayne Memorial Drive at US 70/13 Eastbound Ramps	3	2	7	1	13
Wayne Memorial Drive at US 70/13 Westbound Ramps/11th St.	12	10	7	-	29
Wayne Memorial Drive at Country Day Road	0	1	6	-	7
Wayne Memorial Drive at New Hope Road	2	1	4	-	7
Wayne Memorial Drive at Tommys Road	2	2	2	-	6
Wayne Memorial Drive at Stoney Creek Church Road	1	1	2	-	4
Total	36	42	41	3	122

*Dates for crash data: 3/1/2009 – 2/29/2012 (typical is 1/1/2009 – 12/31/2011).

Source: Ramey Kemp & Associates.

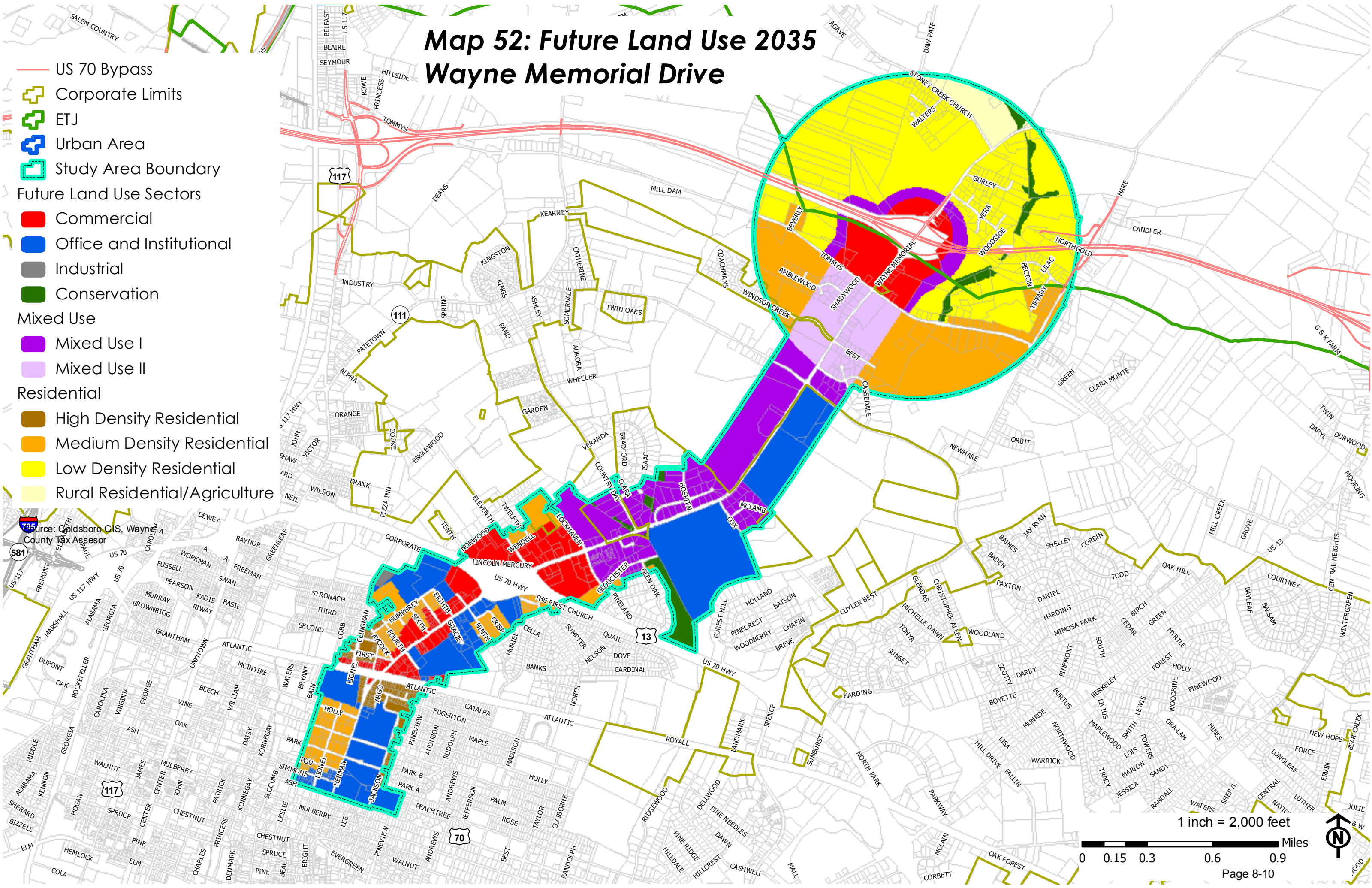
6. Capacity Recommendations

Based on the capacity analysis for the proposed future land use (see Map 52), it is evident that there will be capacity issues along Wayne Memorial Drive north of its intersection with US 70/13 Eastbound Ramps. It should be noted that the current thoroughfare plan for the City indicates that Wayne Memorial Drive is expected to be a 4-lane, median divided road in the future. Additional through lanes may be needed along Wayne Memorial Drive in the vicinity of the interchanges and exclusive turn lanes will likely be needed at numerous locations within the study area to help promote safe and efficient travel for vehicles along this corridor.

Map 52: Future Land Use 2035 Wayne Memorial Drive

- US 70 Bypass
- Corporate Limits
- ETJ
- Urban Area
- Study Area Boundary
- Future Land Use Sectors
 - Commercial
 - Office and Institutional
 - Industrial
 - Conservation
- Mixed Use
 - Mixed Use I
 - Mixed Use II
- Residential
 - High Density Residential
 - Medium Density Residential
 - Low Density Residential
 - Rural Residential/Agriculture

Source: Goldsboro GIS, Wayne County Tax Assessor



1 inch = 2,000 feet

0 0.15 0.3 0.6 0.9 Miles



7. Pedestrian and Bicyclist Recommendations

While portions of Herman Street and Wayne Memorial Drive currently have the infrastructure in place to accommodate pedestrians, much of the study area does not have a consistent means to handle pedestrians and bicyclists. As development occurs along Wayne Memorial Drive, it will be important to provide access for pedestrians and bikes. One way to lessen vehicular traffic on the corridor is to enhance the mode share of bicycle and pedestrian travel.

An opportunity exists to provide a bicycle/pedestrian connection with Wayne Memorial Hospital and Wayne Community College via Gloucester Avenue (service access shown in picture), then continuing through the rear of the Hospital to the Community College via Clark Place. The possible bicycle and pedestrian connection is shown in Figure 19 by a dotted red line.

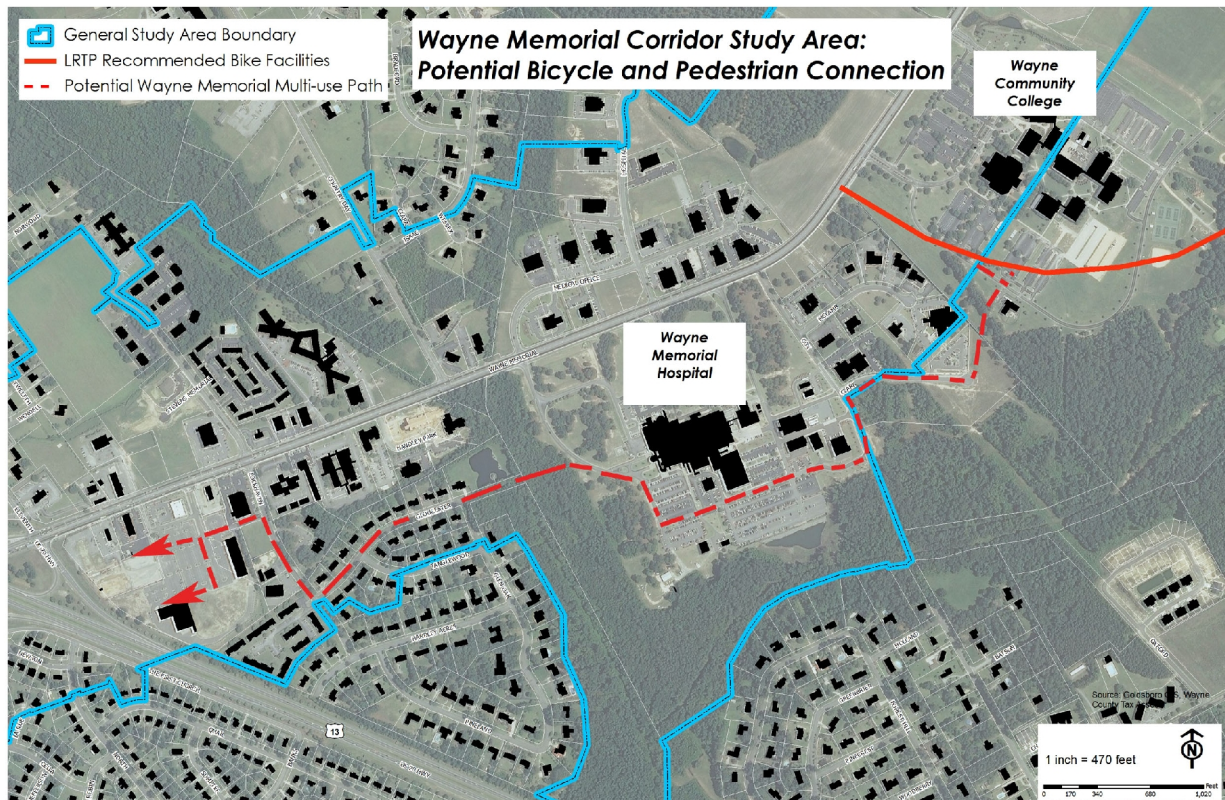


Figure 19. Potential Bicycle and Pedestrian Connection



8. Transit Recommendations

Currently, the Wayne Memorial bus route ends just north of Cox Road and serves the community college and hospital. Providing an extension of this bus route in the future would serve the proposed development located to the north near the future interchange of the Goldsboro Bypass and would allow for greater connectivity with the City of Goldsboro. This potential bus route extension should be examined in the future for viability. In addition, Wayne Community College has expressed interest in a dedicated curb cut adjacent the college for a bus stop.

9. Safety Recommendations

Crash rates along Wayne Memorial Drive are higher than the statewide average rates. A driving factor behind these higher rates is the number of crashes between the intersections of US 70/13 Ramps and Country Day Road. There is a significant amount of commercial development along this stretch and there are numerous driveways. There is a segment of Wayne Memorial Drive that has 8 full access site driveways (including development on both sides of the roadway) in less than 250 feet. Two of these driveways are within 50 feet of a signalized intersection. The close spacing and significant number of driveways along the arterial create safety and efficiency problems, as the number of turning movements is much higher. The increased number of turning movements increases the number of vehicle conflict points and also increases delays for through traffic on the mainline. By minimizing the number of driveways, increasing cross access between sites, and controlling the movements at these driveways (limiting some driveways to right-in/right-out only driveways restricted by the use of a driveway island or raised median along Wayne Memorial Drive), crashes will likely decrease and the safety of this segment of the study roadway can be significantly increased.

10. Wayne Memorial Drive Corridor Access Management Recommendations

In 1985, development pressure along the Wayne Memorial Drive Corridor resulted in the City assessing traffic impact along the corridor. The City staff recommended the following corridor policy:

"Development along Wayne Memorial Drive between Royall Avenue and US 70 Bypass should be limited to O&I and residential uses. If, however, strip commercial development is to be authorized, an ordinance should be adopted requiring owners and/or developers to dedicate the land and make the improvements necessary to handle the commercial traffic generation."



Unfortunately, a traffic management plan was not implemented and those development pressures still exist. Within the study area, Wayne Memorial Drive currently experiences the most significant delays and has the highest crash rates around US 70/13 Ramps and Country Day Road. The following methods are recommended to improve the access management along Wayne Memorial Drive:

- Driveway Spacing and Number of Driveways
- Operation of Driveways
- On-Site Traffic Circulation
- Cross Access

Access management plays one of the most significant roles in the safety of the Wayne Memorial Drive corridor and will likely continue to do so in the future. With the implementation of these improvements, the potential future growth associated with the proposed US 70 Bypass interchange on Wayne Memorial Drive can be accommodated safely and efficiently.

11. Conclusion

Currently, Wayne Memorial Drive has access issues from US 70/13 to Country Day Road due to an inordinate number of driveways in this area. This leads to driver confusion, increased accident potential (due to increased conflict points), and increased congestion. The City recognizes the potential for growth along the corridor north of Country Day Road and the potential for redevelopment along the corridor south of Country Day Road. In particular the construction of the proposed US 70 Bypass and its interchange on Wayne Memorial Drive will potentially hasten development along the corridor (further discussion is included Section E). Regardless of the proposed zoning along the corridor, this is a critical time for the Wayne Memorial Drive corridor. If strong access management guidelines are not put in place, for both development and redevelopment, the corridor will struggle to be viable due to congestion and traffic safety concerns. The city should strongly encourage the use of a median facility for access management purposes along the Wayne Memorial Drive corridor.



E. COMPLETION OF THE US 70 BYPASS

Completion of the US 70 Bypass will dramatically change the Urbanized Area landscape and traffic patterns. Land use concerns which will evolve at varying speed include:

- Address the impact of the US 70 Bypass on land use along the existing US 70 corridor.
- Plan for specific land use around the five (5) interchanges located along the US 70 Bypass.
- Create aesthetic gateways along major radial routes, especially those connecting the City's downtown to the US 70 Bypass.
- Monitor and adjust to area wide changes in traffic patterns resulting from construction of the US 70 Bypass.

Ramey Kemp & Associates (RKA) prepared an analysis of traffic impacts associated with future land use scenarios at each of the five US 70 interchange study areas. The following recommendations and proposed improvements are a result of that analysis and are included in the full report on file at the City of Goldsboro Planning Department.

The construction of the proposed US 70 Bypass and its interchanges on Highway 581, US 117, Wayne Memorial Drive, US 13/Berkeley Boulevard, and Parkstown Road will potentially hasten development in the area of these interchanges. Strong access management guidelines should be put in place for both development and redevelopment to ensure the corridor will not struggle to be viable due to congestion or traffic safety concerns in the future.

Recommendations were developed based on the existing (2012) conditions, the future short-term (2016) conditions, and the future long-term (2025) conditions. The land uses for the future long term (2025) analysis were based on three different scenarios. The first scenario is based on the future land use developed by the Comprehensive Plan Advisory Committee (CPAC) in consideration of the interchange area land use surveys (see page 8-18), in addition to zoning and expected development associated with the construction of the bypass. Scenarios 2 and 3 are based entirely on the results of the surveys (see page 8-19).



1. Study Area

The study areas are located along the proposed Goldsboro Bypass (see Figure 20). These areas include the following future interchange areas along the bypass:

- Future US 70 Bypass and Highway 581
- Future US 70 Bypass and US 117
- Future US 70 Bypass and Wayne Memorial Drive
- Future US 70 Bypass and US 13/Berkeley Boulevard
- Future US 70 Bypass and Parkstown Road

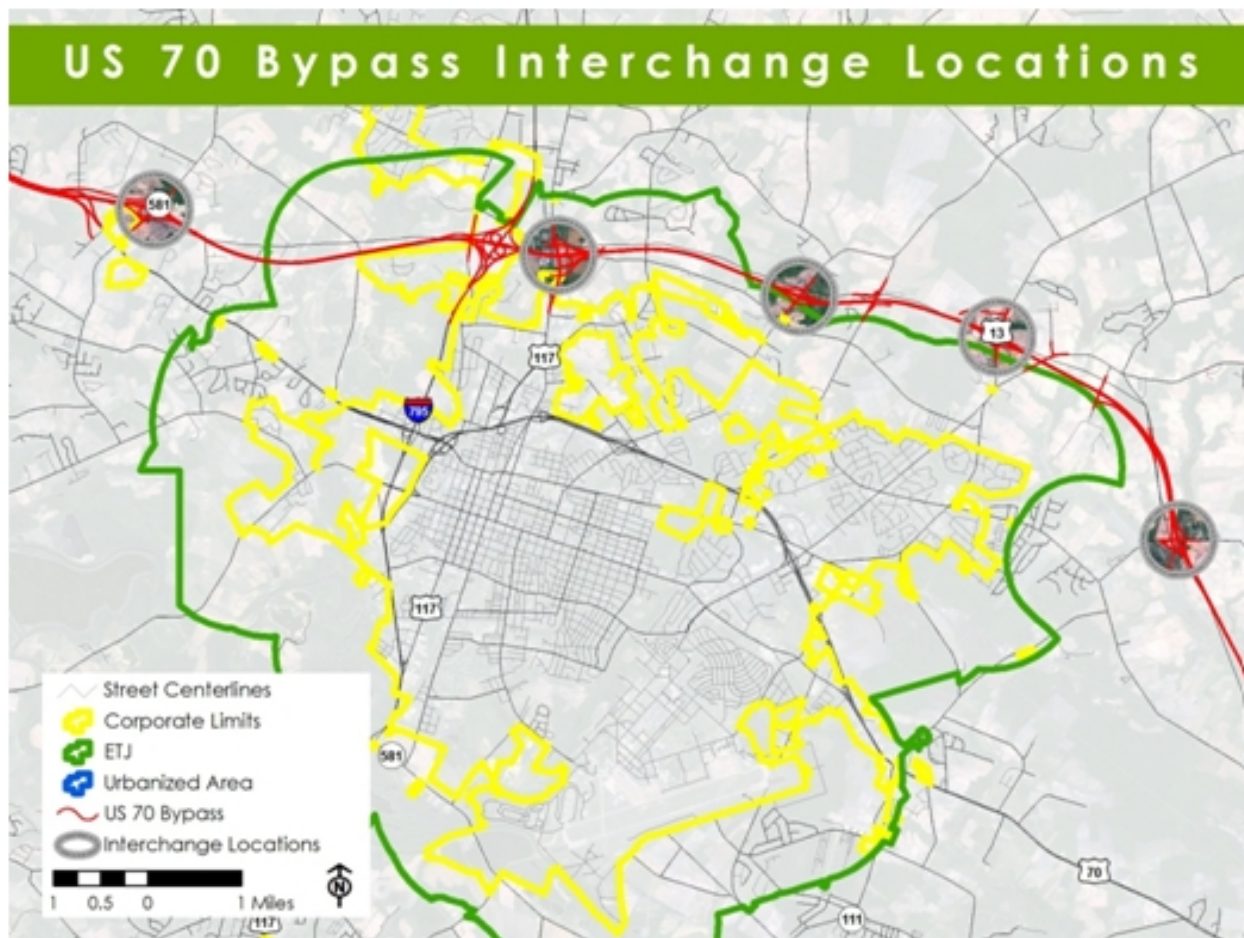


Figure 20. US 70 Bypass Interchange Locations



The study area interchange areas were analyzed during the typical weekday based on the "Generalized Annual Average Daily Volumes for Florida's Urbanized Areas" table, which is part of the 2009 FDOT Quality/Level of Service Handbook. These capacity volumes take into consideration the type of roadway, as well as the number of lanes. See Section D.2, page 8-4 for Level of Service descriptions.

2. Analysis of Existing (2012) Traffic Conditions

The study area interchange areas were analyzed during the typical weekday using existing (2012) average daily traffic (ADT) volumes (see Table 51). Study interchange areas were analyzed with existing lane configurations and ADT volumes based on NCDOT data.

Table 51. Existing (2012) Average Daily Traffic Summary

Roadway	Existing Laneage	Capacity	Existing ADT (2012)	Level of Service
Future US 70 Bypass and Highway 581	2-lane	13,200	4,700	B
Future US 70 Bypass and US 117	2-lane/turn lanes	16,500	10,200	C
Future US 70 Bypass and Wayne Memorial Drive	2-lane	13,200	8,900	C
Future US 70 Bypass and US 13/ Berkeley Boulevard	2-lane	13,200	8,800	C
Future US 70 Bypass and Parkstown Road	2-lane	13,200	2,300	B

*Capacity and ADT volumes measured in vehicles per day.

Source: Ramey Kemp & Associates.

As shown in the table above, all of the study areas currently have traffic volumes significantly below the capacities of their respective roadway types.

3. Future Short Term (2016) Conditions

The future short term (2016) year was determined through discussions with the City and the NCDOT. It was determined that the future short term year used in the study would be the anticipated completion year for the proposed US 70 Bypass. The analysis identifies future deficiencies with the NCDOT 2016 roadway network.

Future traffic forecasts were determined for ADT volumes along the study area roadway segments. The future traffic forecasts are based on ambient growth. A



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growth rate of 1% compounded annually was used based on the historical growth in the area. This growth rate is not necessarily reflective of population growth within the City of Goldsboro limits or the Goldsboro Urbanized Area, but an expected growth in the vehicular traffic accessing the transportation system. Refer to Table 52 for the future (2016) short term ADT volumes on the study area roadway segments.

The study interchange areas were analyzed during the typical weekday using future short term (2016) ADT volumes. Since this analysis year was chosen based on the anticipated completion of the bypass, study intersections were analyzed with proposed lane configurations shown on the NCDOT roadway plans associated with the US 70 Goldsboro Bypass (Figure 21).

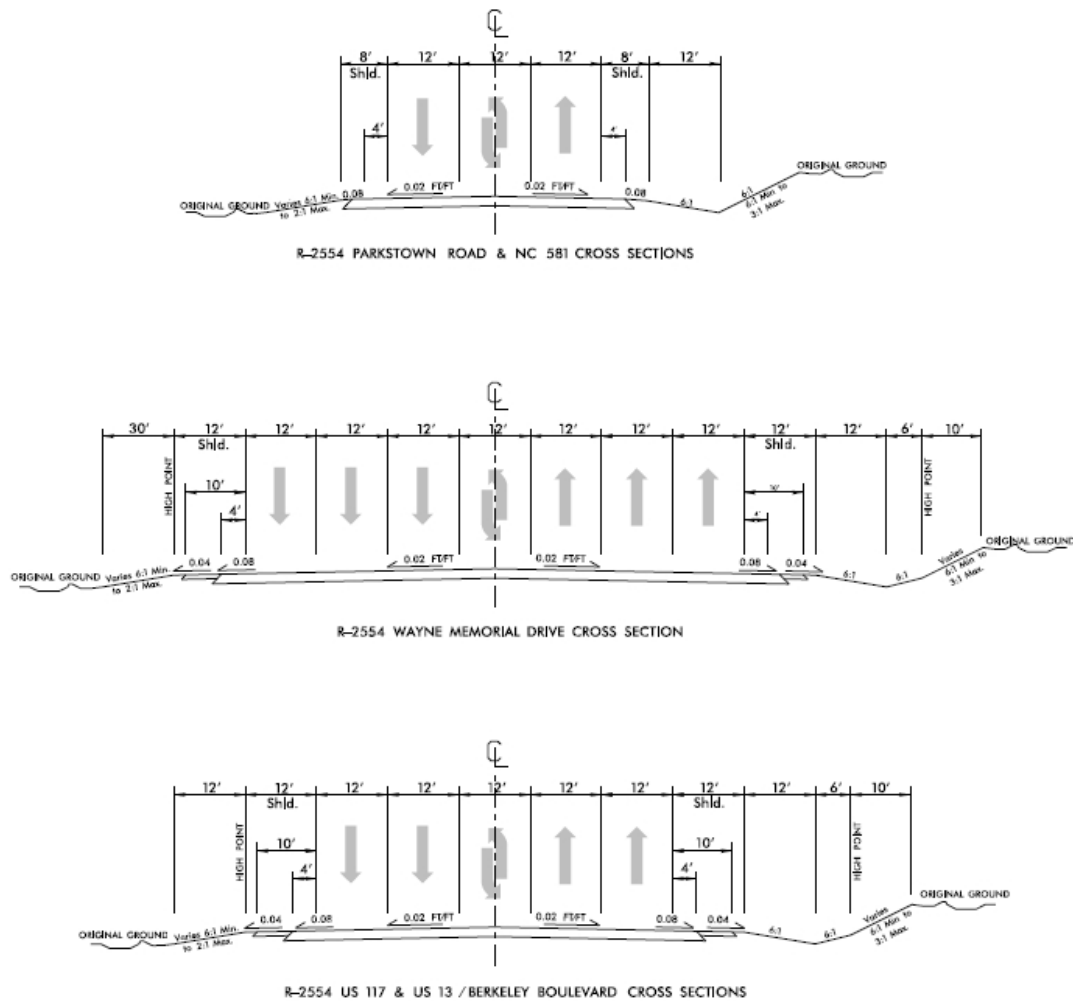


Figure 21. NCDOT US 70 Bypass Proposed Lane Configurations. Source: RKA.



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Table 52. Future Short Term (2016) Average Daily Traffic Summary

Roadway	NCDOT Proposed Laneage	Capacity	Future ADT (2016)	Level of Service
Future US 70 Bypass and Highway 581	2-lane/turn lanes	16,500	4,900	B
Future US 70 Bypass and US 117	4-lane/turn lanes	34,865	10,700	B
Future US 70 Bypass and Wayne Memorial Drive	6-lane/turn lanes	52,535	9,300	B
Future US 70 Bypass and US 13/ Berkeley Boulevard	4-lane/turn lanes	34,865	9,200	B
Future US 70 Bypass and Parkstown Road	2-lane/turn lanes	16,500	2,400	B

*Capacity and ADT volumes measured in vehicles per day.

**All future roadways are assumed to be undivided.

Source: Ramey Kemp & Associates.

As shown in the table above, all of the study areas are projected to have traffic volumes significantly below the capacities of their respective roadway types in 2016.

4. Future Long Term (2025) Conditions

The long term (2025) analysis considers all three future land use and development scenarios associated with growth expected to accompany the proposed US 70 Bypass interchange as well as ambient growth for the area. The analysis identifies future deficiencies with the proposed roadway network.

Future traffic forecasts include ambient traffic growth and potential traffic from future development. An annual growth rate of 0.5% was applied to the existing ADT volumes to determine the projected (2025) traffic volumes. This rate was based on historical data, with a reduction based on the expected development to the areas around the future interchanges. This growth rate is not necessarily reflective of population growth within the City of Goldsboro limits or the Goldsboro Urbanized Area, but an expected growth in the vehicular traffic accessing the transportation system. However, to determine the total long term (2025) ADT volumes, the projected volumes were added to the potential traffic from future development. Year 2025 traffic volumes were estimated based on three different land use scenarios.

The owners of all property located within one-half mile of each interchange were surveyed directly to provide input on potential future land use scenarios. The goal of the survey process was to determine what land use pattern is most supported by the



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general public, thus determining the most prudent land use planning/regulation to direct growth and development at each interchange. The survey process and results for each interchange area are on file at the Goldsboro Planning Department.

The Comprehensive Plan Advisory Committee utilized the survey results to develop the Scenario 1 future land use pattern for each interchange. Figures 22 through 26 (see pages 8-22 to 8-26) delineate the preferred land use for each interchange area. The following summarizes the Scenario 1 (primary), Scenario 2 (secondary), and Scenario 3 (tertiary) land use pattern for each interchange area. Each future land use scenario is explained in further detail starting on page 8-19.

Interchange	Scenario 1 (Primary)	Scenario 2 (Secondary)	Scenario 3 (Tertiary)
Highway 581	Mixed Use	Agricultural	Residential
US 117/North Williams Street	Agricultural	Mixed Use	Commercial
Wayne Memorial Drive	Residential	Mixed Use	Commercial
US 13/ Berkeley Boulevard	Agricultural	Residential	Mixed Use
Parkstown Road	Agricultural	Commercial	Residential

Table 53 provides the forecast future land use acreages for the preferred land use scenario.

Table 53. Scenario 1 Future Land Use - US 70 Interchange Locations

Land Use Category	Highway 581	US 117	Wayne Memorial Dr	US13/ Berkeley Blvd	Parkstown Rd
Commercial	23.78	0.00	73.83	83.08	24.82
Office and Institutional	0.00	0.00	0.00	0.00	0.00
Industry	0.00	206.20	0.00	0.00	0.00
Mixed Use I	158.88	91.75	44.70	58.52	0.00
Mixed Use II	94.11	210.59	103.59	6.26	0.00
High Density Residential	0.00	0.00	0.00	0.00	0.00
Medium Density Residential	635.57	335.00	227.85	52.05	148.67
Low Density Residential	2.56	0.00	516.53	210.29	46.77
Rural Residential/ Agriculture	39.89	15.60	36.09	649.10	790.15
Conservation	3.43	16.33	22.77	32.99	16.62
Right-of-Way	161.22	243.97	94.08	27.13	92.41
Total	1,119.44	1,119.44	1,119.44	1,119.44	1,119.44

Source: Holland Consulting Planners, Inc.



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Lastly, site trips were generated for each future land use scenario to determine capacity issues for each interchange for the year 2025. It should be noted that the site trips generated do not account for reduction factors that would likely provide a more realistic illustration of the proposed site trips in the future. These reduction factors would include internal capture and pass-by trips. Pass-by trips are made by the traffic already using the adjacent roadway entering the site as an intermediate stop on their way to another destination. Although the *ITE Trip Generation Handbook* does not provide pass-by percentages for daily traffic, based on the peak hour rates and traffic patterns for commercial uses throughout the day, a conservative approach was used for determining daily pass-by trips and a 25% reduction factor was used for all commercial development. Internal capture trips account for traffic that enters the roadway network, and would visit more than one site within the study area before leaving the network. The traffic generated from a site within the network that would visit another site within the network would also provide internal capture trips. The *ITE Trip Generation Handbook* shows internal capture rates of approximately 35% to 40% in larger planned developments containing different land uses. Since the study areas at the five interchanges act similar to a large planned development with multiple land uses, a conservative rate of 35% was subtracted from the 2025 average daily traffic volumes.

a. Scenario 1 - 2025

The Scenario 1 land uses are based on the zoning and the development anticipated to follow the opening of the proposed Goldsboro bypass, and CPAC recommended future land use developed in consideration of the land use surveys. A description of the land uses at the five future interchange corridor segments is provided below.

It should be noted that there are two land use categories of Mixed Use Development. These two categories (Mixed Use I and Mixed Use II) were developed by HCP with much input and direction from the CPAC. The Mixed Use I sector will be predominantly residential with both vertical and horizontal mixture of uses. The horizontal mixing of uses will be the preferred type.

Mixed Use I examples include a corner store in a residential area or an apartment near or over a shop. Design standards, in tandem with mixed use zoning, should consider potential incompatibility of uses. The Mixed Use II sector will be predominantly nonresidential, and should be predominantly highway type commercial uses with both horizontal and vertical mixing of commercial and residential/office and institutional uses.



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- *Highway 581 at Proposed US 70 Bypass.* Under future long term (2025) conditions, much of the unimproved and rural residential/ agricultural land from the existing (2012) land uses is expected to become medium density residential and mixed use development.

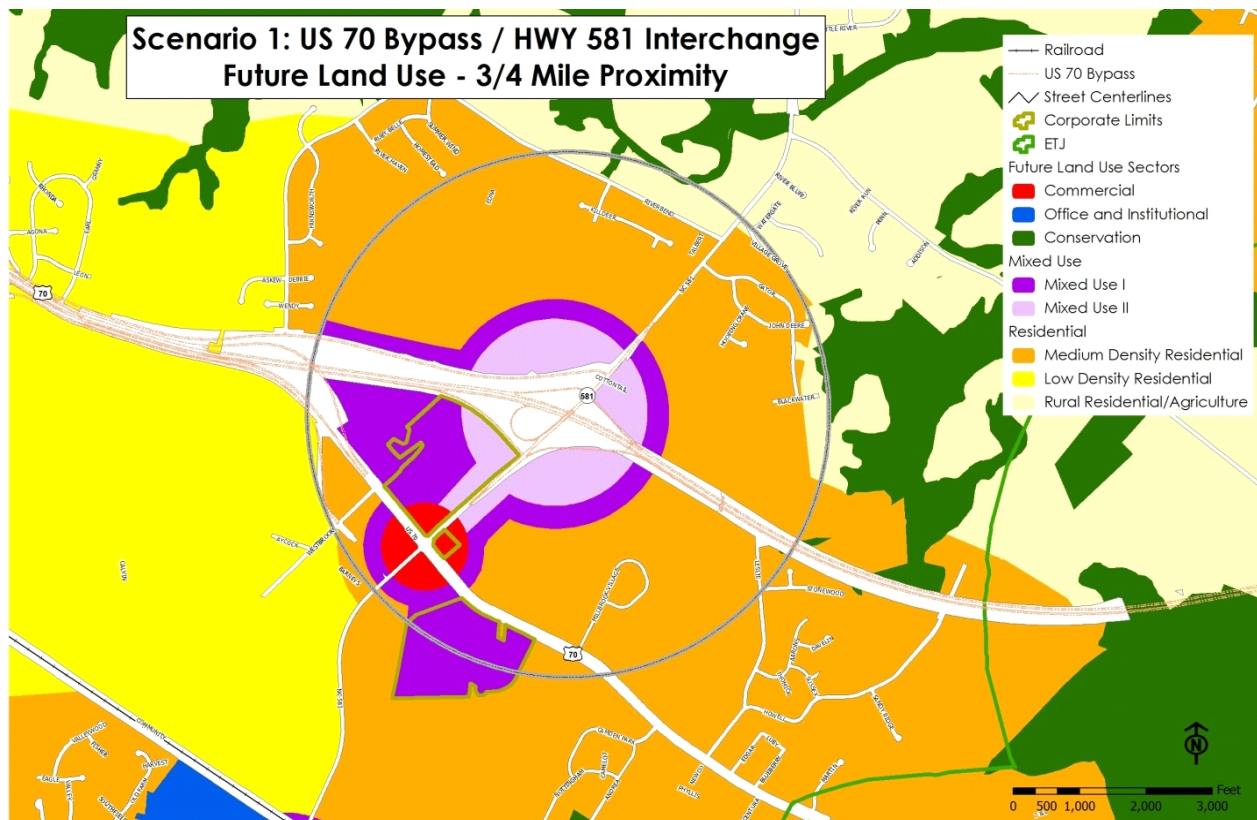


Figure 22. Highway 581 Interchange Scenario 1 Future Land Use



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- *US 117 at Proposed US 70 Bypass.* Under future long term (2025) conditions, much of the unimproved and rural residential/ agricultural land from the existing (2012) land uses is expected to become medium density residential, industrial, and mixed use development.

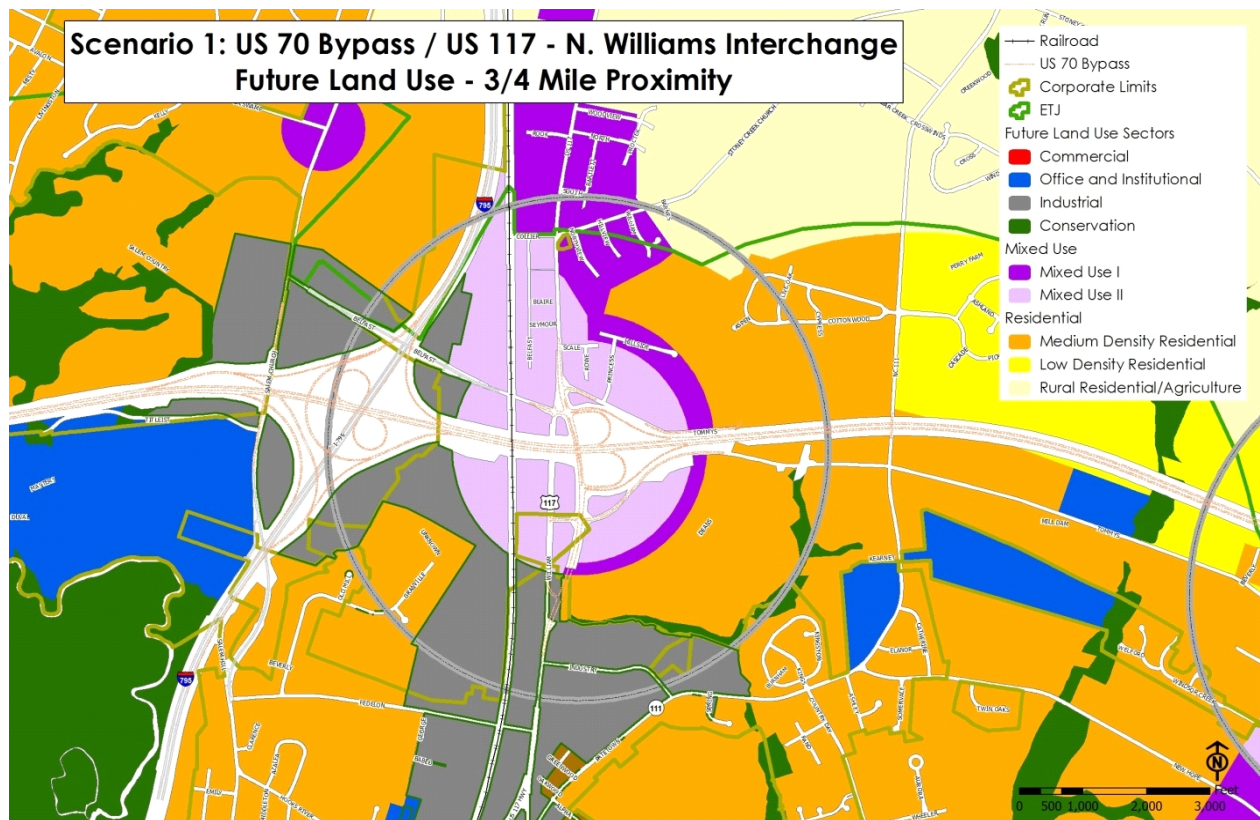


Figure 23. US 117/N. Williams Interchange Scenario 1 Future Land Use



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- *Wayne Memorial Drive at Proposed US 70 Bypass.* Under future long term (2025) conditions, much of the unimproved and rural residential/agricultural land from the existing (2012) land uses is expected to become low density residential, medium density residential, commercial, and mixed use development.

The Wayne Memorial Drive Corridor analysis completed by Ramey Kemp & Associates and included in Section 8.D., indicated that Wayne Memorial Drive would need to be a 6-lane, median-divided roadway with exclusive turn lanes in the vicinity of the proposed bypass to safely and efficiently transport the expected future traffic volumes. In this analysis, it was also mentioned that access management improvements are necessary to help reduce the high crash rates and help transport the large traffic volumes expected to accompany the proposed bypass and future development.

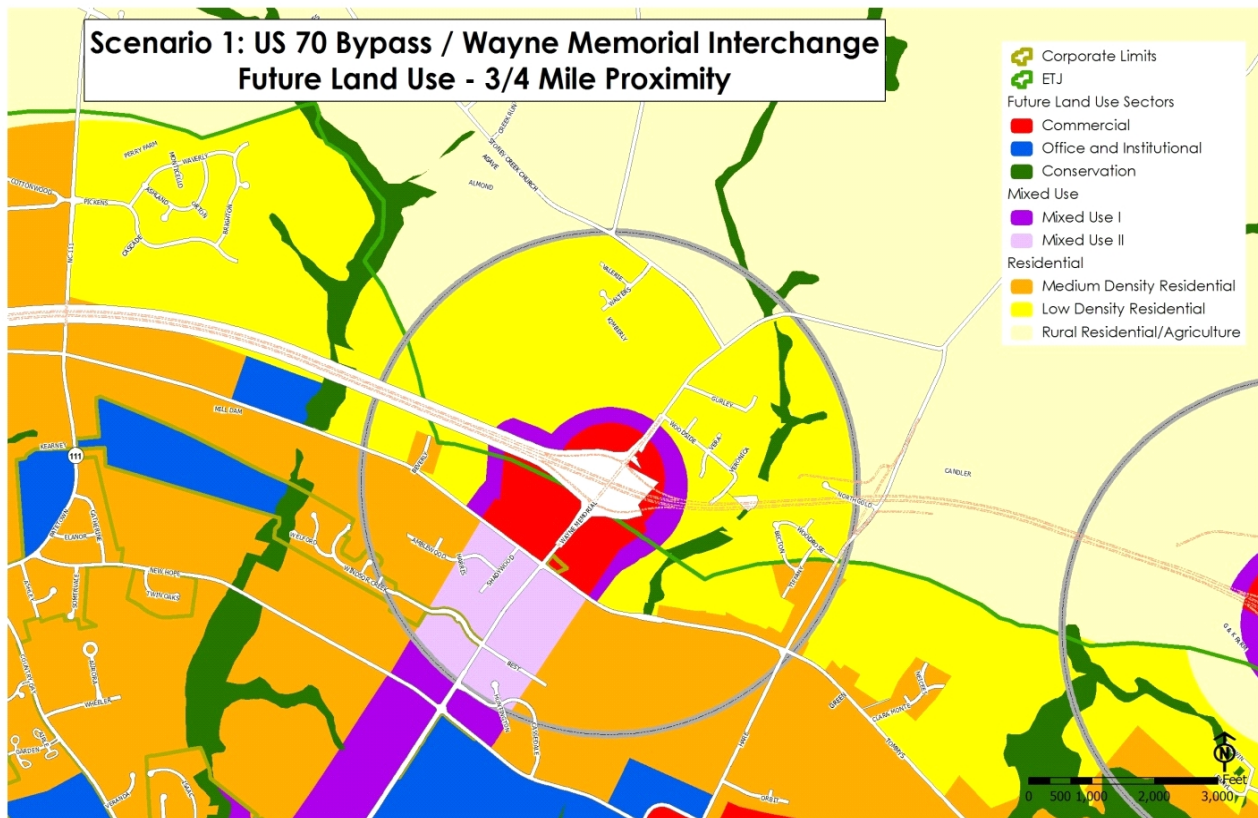


Figure 24. Wayne Memorial Interchange Scenario 1 Future Land Use



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- *US 13/Berkeley Boulevard at Proposed US 70 Bypass.* Under future long term (2025) conditions, much of the unimproved land from the existing (2012) land uses is expected to become low density residential and commercial development.

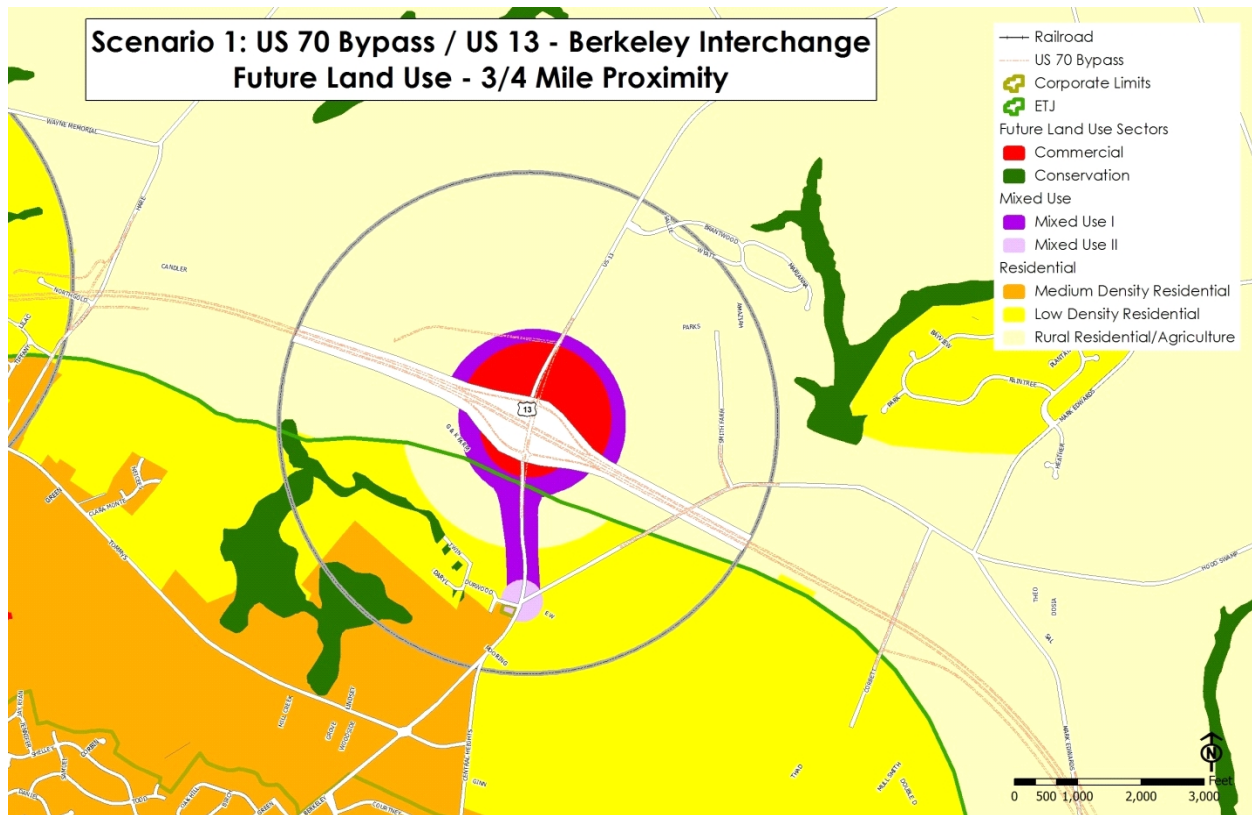


Figure 25. US 13/Berkeley Interchange Scenario 1 Future Land Use



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- *Parkstown Road at Proposed US 70 Bypass.* Under future long term (2025) conditions, much of the unimproved land from the existing (2012) land uses is expected to become low and medium density residential development.

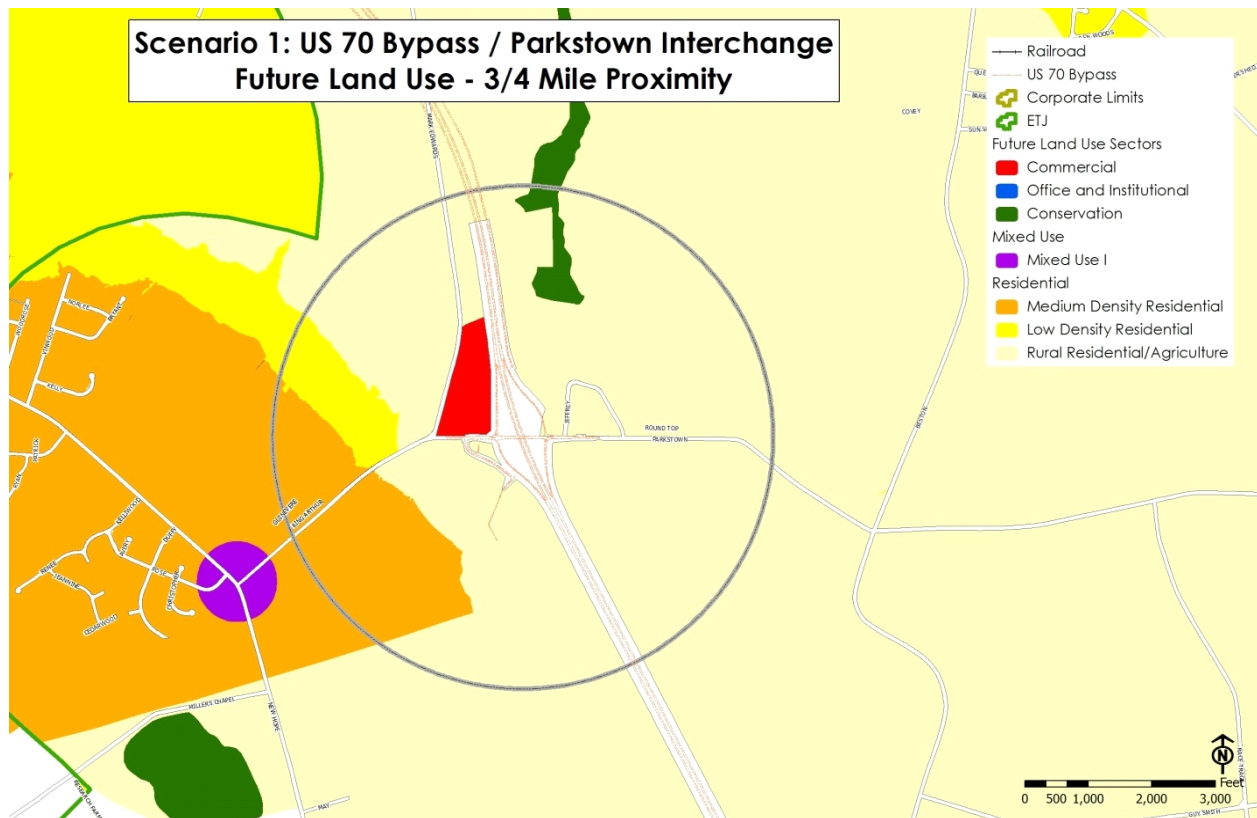


Figure 26. Parkstown Interchange Scenario 1 Future Land Use



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b. *Scenario 2*

Scenario 2 replaces the existing unimproved land with the land use priorities identified by the land use surveys for the future long term (2025) analysis. All other land uses remain the same from existing (2012) conditions to future long term (2025) conditions. For Scenario 2, the following land uses will replace the unimproved land:

- Future US 70 Bypass and Highway 581 - Mixed Use
- Future US 70 Bypass and US 117 - Agricultural
- Future US 70 Bypass and Wayne Memorial Drive - Residential
- Future US 70 Bypass and US 13/Berkeley Boulevard - Agricultural
- Future US 70 Bypass and Parkstown Road - Agricultural

c. *Scenario 3*

Scenario 3 replaces the existing unimproved land with the second most popular choice from the land use surveys for the future long term (2025) analysis. All other land uses remain the same from existing (2012) conditions to future long term (2025) conditions. For Scenario 3, the following land uses will replace the unimproved land:

- Future US 70 Bypass and Highway 581 - Agricultural
- Future US 70 Bypass and US 117 - Mixed Use
- Future US 70 Bypass and Wayne Memorial Drive - Mixed Use
- Future US 70 Bypass and US 13/Berkeley Boulevard - Residential
- Future US 70 Bypass and Parkstown Road - Commercial



5. Future Long Term (2025) Capacity Analysis

The study interchange areas were analyzed during the typical weekday using future (2025) ADT volumes. Study intersections were analyzed with proposed lane configurations shown on the NCDOT roadway plans associated with the US 70 Goldsboro Bypass.

Table 54. Future Long Term (2025) Average Daily Traffic Summary

Roadway	NCDOT Proposed Laneage	Capacity	Future ADT (2025) - Scenario 1 (LOS)	Future ADT (2025) - Scenario 2 (LOS)	Future ADT (2025) - Scenario 3 (LOS)
Future US 70 Bypass and Highway 581	2-lane/turn lanes	16,500	34,300 (F)	31,900 (F)	6,200 (B)
Future US 70 Bypass and US 117	4-lane/turn lanes	34,685	49,900 (F)	12,200 (B)	38,500 (F)
Future US 70 Bypass and Wayne Memorial Drive	6-lane/turn lanes	52,535	43,300 (C)	16,100 (B)	31,200 (B)
Future US 70 Bypass and US 13/Berkeley Boulevard	4-lane/turn lanes	34,865	30,900 (C)	11,100 (B)	23,100 (B)
Future US 70 Bypass and Parkstown Road	2-lane/turn lanes	16,500	8,800 (B)	3,600 (B)	78,200 (F)

*Capacity and ADT volumes measured in vehicles per day.

**All future roadways are assumed to be undivided.

Source: Ramey Kemp & Associates.

As shown in the table above, the Wayne Memorial Drive, US 13/Berkeley Boulevard, and Parkstown Road interchange areas are expected to have future long term (2025) ADT volumes below the capacity of the respective roadways with the proposed lane configurations for Scenario 1. The Highway 581 and US 117 interchange areas are expected to have future long term (2025) volumes that exceed the roadway capacity based on the proposed lane configurations for Scenario 1. Based on the analysis, these intersections will likely need to be further improved to accommodate the traffic expected based on the full build out of these interchange areas under this scenario. Further discussion of potential improvements can be found in the Recommended Improvements and Access Management section.

Based on the Scenario 2 analysis results, all of the future bypass interchange corridor segments are expected to operate at LOS B under future long term (2025) conditions with the exception of the Highway 581 interchange area. This corridor segment is



expected to exceed the roadway capacity and operate at LOS F. Based on the analysis, this intersection will likely need to be further improved to accommodate the traffic expected based on the full build out of these interchange areas under this scenario.

Under Scenario 3, the Highway 581, Wayne Memorial Drive, and US 13/Berkeley Boulevard interchange areas are expected to have future long term (2025) ADT volumes below the capacity of the respective roadways with the proposed lane configurations. The US 117 and Parkstown Road interchange areas are expected to have future long term (2025) volumes that exceed their roadway capacity based on the proposed lane configurations for Scenario 3.

6. Recommended Improvements and Access Management

a. Capacity Recommendations

Based on the capacity analysis for the future short term (2016) and future long term (2025) analysis, it is evident that there will likely be capacity issues along some of the roadway segments adjacent to the proposed Goldsboro bypass due to the anticipated development associated with the bypass.

The following proposed interchange corridor segments are expected to have daily traffic volumes above capacity based on the future long term (2025) traffic volumes and the proposed lane configurations shown in the proposed cross sections (see Figure 21).

- Highway 581 - Scenarios 1 and 2
- US 117 - Scenarios 1 and 3
- Parkstown Road - Scenario 3 (cross sections not provided for Scenario 3)

It is important that Highway 581, US 117, and Parkstown Road be upgraded to meet the needs of the future development expected to accompany the proposed US 70 Bypass interchanges. While the proposed lane configurations shown in the RKA cross sections are expected to meet the needs of these roadways at the completion of the bypass (2016), it is anticipated that further roadway improvements will be needed to accommodate the full build out of the development expected by the year 2025 at these interchanges.

The following recommendations will increase the capacity along the roadways in the future in order of priority:



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Increasing the proposed cross sections for Highway 581 and US 117, in combination with the addition of a non-traversable median, would significantly improve the capacity along these roadways. A summary of all five intersections with the recommended lanes, capacities, and projected ADT volumes is provided in Table 55.

Table 55. Scenario 1 Recommended Improvements and Average Daily Traffic Summary

Roadway	Ramey Kemp & Associates Proposed Laneage	Capacity	Future ADT (2025)	Level of Service
Future US 70 Bypass and Highway 581	4-lane/divided/ left-turn lanes/less than 2 signalized intersections per mile	36,700	34,300	C
Future US 70 Bypass and US 117	6-lane/divided/ left-turn lanes/less than 2 signalized intersections per mile	55,300	49,900	C
Future US 70 Bypass and Wayne Memorial Drive	6-lane/turn lanes	52,535	43,300	C
Future US 70 Bypass and US 13/Berkeley Boulevard	4-lane/turn lanes	34,865	30,900	C
Future US 70 Bypass and Parkstown Road	2-lane/turn lanes	16,500	8,800	B

*Capacity and ADT volumes measured in vehicles per day.
Source: Ramey Kemp & Associates.

The Parkstown Road corridor section would need drastic improvements to have adequate capacity for the traffic projections based on the Scenario 3 assumptions. It should be noted that this scenario assumes that all existing unimproved land (approximately 360 acres) along Parkstown Road will be converted to commercial development by 2025, making it the predominant land use for this corridor segment. Currently, the Parkstown Road corridor segment has less than an acre of commercial development and the predominant land uses are agricultural and low density residential. It is not likely that all of the unimproved land will be developed as commercial property, but this scenario was based on the survey results for the land use most desired by the public.

In order to have a capacity greater than the projected volumes for the Parkstown Road corridor segment, an 8-lane, divided cross section would be needed. Minimizing the number of signalized intersections per mile, providing right turn lanes at site driveways, and minimizing left turns into and out of sites will also minimize traffic delays and increase safety under future conditions.



Reducing the number of trips for the potential developments can also help these roadways meet capacity. By providing cross access between sites and increasing on-site traffic circulation, as well as strategically planning the locations of various land uses, many site trips could be combined. This would reduce the total number of trips on the external roadways by allowing vehicles to access various land uses within the sites. Additionally, making attempts to increase multi-modal transportation (i.e., buses, bicycles, and pedestrians) in the study areas would also decrease vehicular traffic volumes.

b. Pedestrian and Bicycle Accommodations Recommendations

While there is not currently a high rate of pedestrians or cyclists in the study areas, the proposed future land uses have the potential to increase these rates significantly. The study areas do not currently have the infrastructure in place to accommodate pedestrians and bicyclists. As development occurs along the study area roadways, it will be important to provide access for pedestrians and bikes. The proposed US 70 Bypass interchanges provide an opportunity to accommodate multiple modes of transportation including vehicles, pedestrians, and bicycles. For the proposed bicycle and pedestrian facility, compatibility with existing infrastructure and separation from travel lanes are key considerations. While bike lanes can be provided within the paved roadway section, the separation of the pedestrian facility from the travel lanes is important since greater separation translates to greater safety for pedestrians. Proper signage, striping, and crosswalks would also increase the likelihood of pedestrians and bicyclists using the facilities.

Pedestrian and bicycle facilities are discussed in detail in Chapter 6 of the "Goldsboro Urban Area 2035 Long Range Transportation Plan Update and Comprehensive Transportation Plan." The City is encouraged to develop a Bicycle and Pedestrian Master Plan in conjunction with the Goldsboro MPO and the North Carolina Department of Transportation.

c. Transit Recommendations

As the City's transit capabilities are growing, it is important that a transit system contain enough transit facilities to allow for maximum connectivity and also remain efficient in time and cost. Currently, there are no bus routes along the study area roadways around the future US 70 Bypass interchanges. Providing an extension of the bus routes in the future would serve the expected development located near the future interchanges of the Goldsboro Bypass and would allow



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for greater connectivity with the City of Goldsboro. These potential bus route extensions should be examined in the future for viability.

d. Corridor Access Management Recommendations

With the addition of the development expected to accompany the future US 70 Bypass interchanges, it is important to have appropriate corridor access management. Access management involves the spacing, design, and operation of driveways and intersections. Currently, the study area roadways have no median and turn lanes are only provided at major intersections adjacent to the locations of the future interchanges.

Proper access management leads to reduced delay time and safer traveling conditions for motorists. For pedestrians and bicyclists the benefits include less conflict points with vehicles and more predictable vehicle movements, which both lead to increased safety for pedestrians and bicyclists. Business owners benefit from improved access management because the increased safety and decreased delay times for vehicles and pedestrians would likely attract more customers to the businesses. It is essential to the future operations of these roadways that whenever a parcel is to be developed, redeveloped, or rezoned that access management measures are studied and incorporated.

Larger parcels that are to be developed, redeveloped, or rezoned should have a traffic impact study prepared based upon a master plan for the whole site and not be allowed to be submitted as subdivided lots that only consider the impact of the smaller lot. These measures should be adopted by the City as part of its Unified Development Ordinance (UDO) to inform potential developers of the access management measures.

The following methods are recommended to improve access management along the study area roadways for both new development and redevelopment of parcels:

- Driveway Spacing and Number of Driveways
- Operation of Driveways
- On-Site Traffic Circulation
- Cross Access



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Each of these methods is equally important to improve the access management along the study area and should be implemented for both new development and for redevelopment of parcels.

- *Driveway Spacing and Number of Driveways.* Driveway spacing is a major component of improving access management. Proper spacing between driveways and intersections or other driveways is important in minimizing operational and safety issues. Alignment of driveways on opposite sides of the road is also important in eliminating potential vehicle conflict points. Without proper spacing between driveways and intersections, there is an increase in driveway and intersection blockage, increased conflict points, and added confusion as to where vehicles will turn. Side street access is recommended as the main access wherever possible. When this is not possible, a minimum of 100 feet of spacing between the intersection and the driveways should be required and the use of a right-in/right-out driveway as the point of access should be encouraged. Closer spacing between the intersection and the driveway, and the allowance of full access intersections can lead to conflicts between vehicles turning left at the intersection and vehicles turning left into the site; often leading to disruption of the through lane movements.

Limiting the number of driveways plays a key role in decreasing vehicle conflicts. By allowing fewer driveways along the study area intersections, the number of vehicle conflict points is decreased and safety is increased. Limiting driveways also improves driver behavior and makes vehicular movements more predictable. Providing shared driveways between sites is another method of minimizing driveways. Figure 29 provides examples of adequate and inadequate driving spacing.

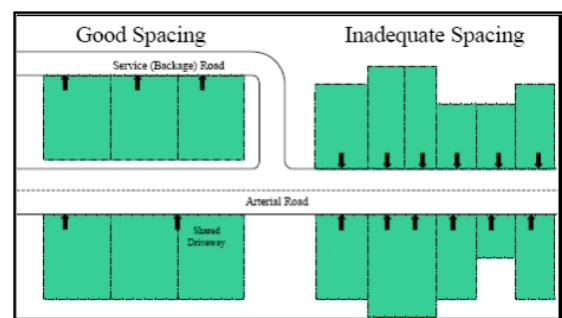


Figure 29. Adequate vs. Inadequate Driveway Spacing. Source: Iowa State University.

- *Operation of Driveways.* Keeping the number of full access driveways to a minimum and maximizing the number of right-in/right-out (RIRO) only driveways will minimize the number of conflict points and increase safety. Providing a median with breaks only at designated left-turn points is also beneficial in reducing vehicular conflicts.



- *On-Site Traffic Circulation.* Effective on-site circulation leads to improved safety and efficiency on the roadway. By designing for ease of vehicular circulation within the sites and pushing back the throat of site entrances. This circulation helps avoid spillback onto the arterial and reduces delays, while increasing safety. Figures 30 and 31 show an example of the safety benefits associated with pushing back the throat of an entrance.

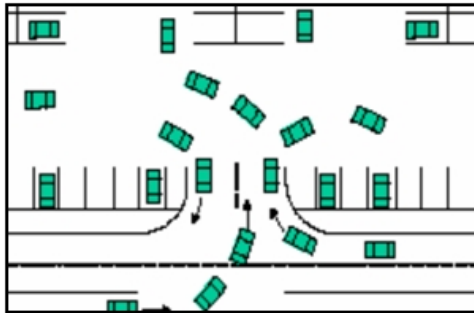


Figure 30. Driveway without throat treatment.
Source: Long Range Transportation Plan.

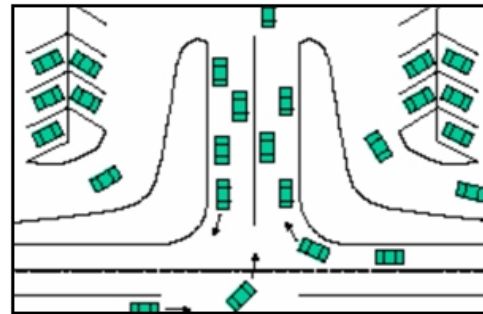


Figure 31. Driveway with throat pushed back.
Source: Long Range Transportation Plan.

- *Cross Access.* Cross access is a service driveway that connects continuous properties, allowing traffic to travel between the sites without entering the public street system. The use of cross access reduces the number of driveways needed on the arterial roadway and reduces the amount of traffic on the surrounding roadways. Examples of sites with and without cross access are provided below.

Figure 32 provides an example of adjacent sites without cross access. Traffic would be required to use the roadway to get between the adjacent sites.



Figure 32. No cross access between sites



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Figure 33 provides an example of adjacent sites with cross access. This image shows that the internal connections provided would allow vehicles to travel between the sites without having to use the adjacent roadway. Figure 34 shows a site that used a stub access to allow for future cross access between sites. The northernmost site in this image has a stubbed out connection designed to allow cross access to the site to the south.



Figure 33. Cross access provided between sites



Figure 34. Cross access for future development

Additional access management strategies have been recommended in the "Goldsboro Urban Area 2035 Long Range Transportation Plan Update and Comprehensive Transportation Plan," prepared by Kimley-Horn and Associates, Inc. It is recommended that these measures be evaluated on a cost/benefit method.

In the interim, implementing the access management strategies described above and requiring these in the design of new and redeveloping sites along the study area roadways, the safety and efficiency of these roadways can be maintained even with the expected development accompanying the US 70 Bypass interchanges.

F. I-795 CORRIDOR

The construction of the I-795 corridor has connected the Urbanized Area to the interstate highway system. This significantly improves Goldsboro's regional accessibility and enhances the area's economic marketability. Direct access to the interstate system is a major consideration for the efficiency of freight movement. It is important that the I-795 corridor be completed south from Goldsboro to connect to I-40, improving access to the Wilmington Urban Area and State Port.



G. URBANIZED AREA EFFECTIVE ACCESS MANAGEMENT

Many of the Goldsboro Urbanized Area's existing transportation problems are the result of poor access management. It will require some creativity and political determination to resolve existing access issues. Future planning, in particular, specific site planning, must be more attentive to access management.

Specific management actions should include the following:

- Improve on-site traffic circulation, including creation of on-site entrance/exit corridors.
- Reduce the number of driveways.
- Improve driveway locations (locate at least 100 feet from an intersection).
- Provide parcel to parcel connectivity (cross access).
- Provide and/or improve roadway medians.

In the "Goldsboro Urban Area 2035 Long Range Transportation Plan Update and Comprehensive Transportation Plan," prepared by Kimley-Horn and Associates, Inc., dated September 2009, there are intersections labeled as those recommended for access management improvements. In addition to the five corridors that are analyzed as part of the US 70 Bypass study, it is important to implement the measures discussed in Section 4 along arterial routes within the Goldsboro Urbanized Area (see Map 18).

Development and access management policies must be established for all key corridor areas including: Wayne Memorial Drive, North Williams Street, and Berkeley Drive. Infill development within Goldsboro's ETJ will also need to provide effective access management techniques. This will require huge "political will."



H. BICYCLE & PEDESTRIAN ACCOMMODATIONS **(NON-MOTORIZED TRANSPORTATION)**

Non-motorized transportation includes bicycle and pedestrian travel. Outlined in the 2035 Long Range Transportation Plan are recommendations to increase the availability and options for bicycle or pedestrian travel. Studies and research have proven a direct link between the number of available bicycle paths, trails, greenways, etc., and the amount of use those facilities produce. In general, the more cohesive and comprehensive a bicycle or trail network, the more use it will engender.

The Long Range Transportation Plan recommends the development of walkable neighborhoods and commercial centers as a top priority. In order to achieve this goal, the plan identifies approximately 29 miles of proposed sidewalk improvements.

Greenways, Trails, & Bicycle Facilities.

According to Greenways, Inc., "Greenways are corridors of land recognized for their ability to connect people and places together. These ribbons of open space are located within linear corridors that are either natural, such as rivers and streams, or manmade, such as abandoned railroad beds and utility corridors. Greenways, as vegetated buffers, protect natural habitats, improve water quality, and reduce the impacts of flooding in floodplain areas. Most greenways contain trails, which enhance existing recreational opportunities, provide routes for alternative transportation, and improve the overall quality of life in an area."

The 2035 Goldsboro Long Range Transportation Plan (LRTP) Update calls for the development of approximately 38.3 miles of new multi-use paths (greenways), located along the Neuse River, New Hope Road, and from Royall Avenue to Stephens Street (Stoney Creek). The Stoney Creek trail has the potential to span from the proposed Recreation Center on Wayne Memorial Drive to the Neuse River at Arrington Bridge Road. The multi-use paths recommended on Royall Avenue and neighboring streets will provide an off-street option to connect to downtown, recreation centers, parks and retail centers. The multi-use path recommended along the Neuse River will connect the Mountains to Sea Trail (MST) with scenic areas of Wayne County. These recommendations are in keeping with information gathered from the Parks and Recreation Master Plan Update public input process.



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Particular interest was expressed in the Mountains to Sea Trail through Old Waynesborough Park and the Stoney Creek trail. The Mountains to Sea Trail also can provide the community better access to the Neuse River. Old Waynesborough Park already has four (4) miles of unimproved trails on over 150 acres of land. As previously mentioned, conversations have begun with the county on the Mountains to Sea Trail. One of the first steps should be the development of a Greenway Plan for the city and the county. This plan would provide a roadmap for development of trails throughout the city and county.

On-street bicycling facilities were also defined as a significant need within the Long Range Plan. Existing facilities within the Urbanized Area are very limited, and citizens have been clear that this is a growing concern. The Long Range Plan provides a listing of substantial improvements that will result in the expansion of these facilities to include: 25 miles of signed on-street routes, 23 miles of paved shoulder, 9.7 miles of wide outside lanes, and 7.4 miles of striped bicycle lanes.

Existing and Proposed Bicycle Facilities

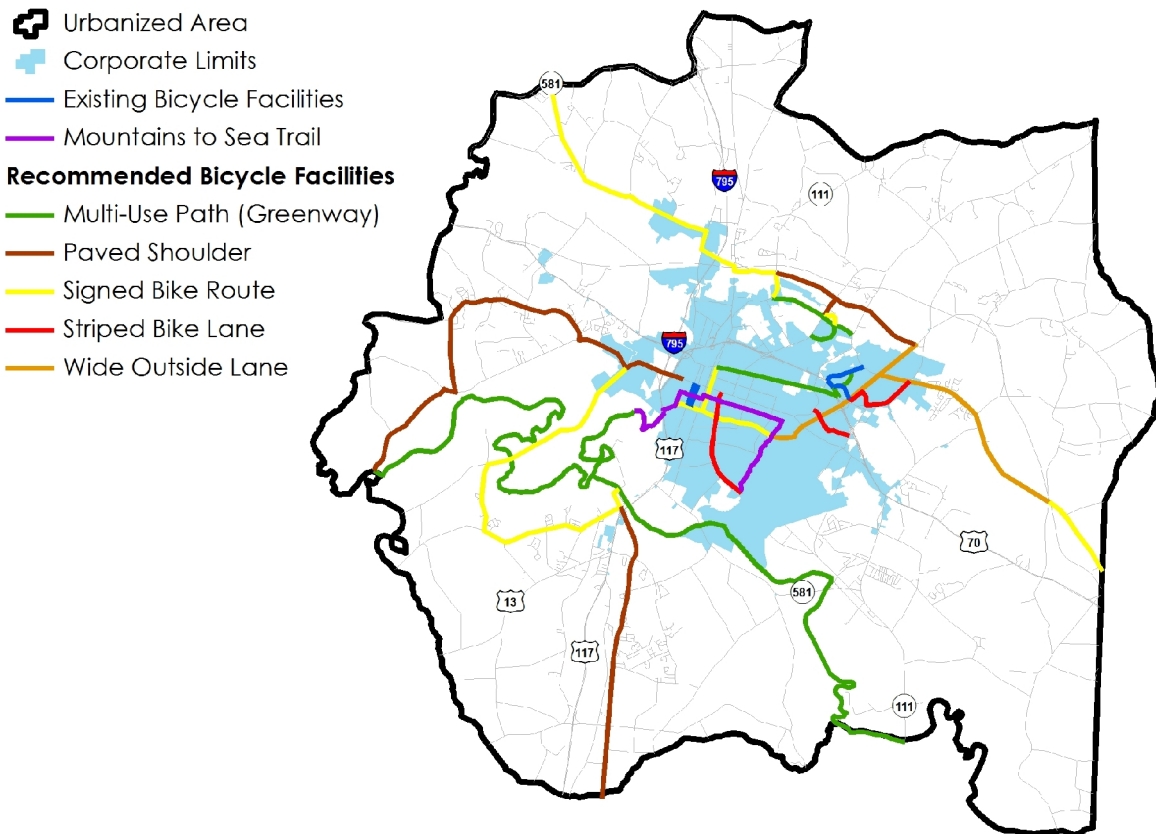


Figure 35. Existing and Proposed Bicycle Facilities



Improvements should be prioritized in relation to the Focus Areas for Neighborhood Implementation map provided in Section 4.C.9, Health and Wellness Assessment (page 4-63). In order to take advantage of upcoming opportunities to incorporate recommendations into routine transportation projects, the City should continue to track the NCDOT repaving schedules, and other lists of projects.

I. TRANSPORTATION & LAND USE COORDINATION IN THE URBANIZED AREA

Future land use designations across the Urbanized Area are largely a representation of the existing land use and development patterns. Areas slated for more dramatic change are located at the five US 70 Bypass interchanges. Those areas will likely shift from undeveloped agricultural lands to mixed use centers and residential development.

Moving forward, particular detail should be placed on roadway design in concert with future land use designations. Some land uses are not consistent with a walkable or bicycle friendly roadway; however, those land uses that may promote or support walkable environments should be outfitted and connected by multi-modal street networks that provide for the safe and efficient transportation of all travel modes. Roadways in mixed use districts, high density residential uses, and neighborhood office/commercial areas should provide adequate space for transit users and vehicles, pedestrians, and bicyclists. Adopting a policy that promotes context sensitive roadway designs will allow Goldsboro to provide more travel choices and increase the availability of multi-modal facilities for its residents.

Context Sensitive Design. A context sensitive solution offers a different approach for design problems - particularly in transportation projects. As outlined in *Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities* there are many definitions of context sensitive design, but most employ the following:

- "Balance safety, mobility, community and environmental goals in all projects;
- Involve the public and stakeholders early and continuously throughout the planning and project development process;
- Use an interdisciplinary team tailored to project needs;
- Address all modes of travel;
- Apply flexibility inherent in design standards; and
- Incorporate aesthetics as an integral part of good design."



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Context sensitive solutions differ from conventional methods of transportation design largely because of mobility issues. Conventional methods rely heavily on vehicular level of service and traffic demand. Neither of these factors takes into account the local community, environment, aesthetics, or the non-motorized user. Context Sensitive Design changes the thinking and design of transportation planning so that roadways accommodate communities rather than communities accommodating roadways. Context Sensitive Design is listed in the 2035 Long Range Transportation Plan as a solution and design methodology roadway engineers and planners should adopt in the Goldsboro Urbanized Area. It is important that the Goldsboro establish policy standards that reflect the context sensitive design principles.

These policies should ensure that all roadway projects are designed to maximize the safety of the facility user and the safety of the surrounding community. The policies should also require that all transportation facility construction be completed in a manner that is consistent with the community's economic, social, and environmental objectives.

In the end, the benefits of embracing this type of approach to transportation planning are a more efficient use of transportation construction dollars, better preservation of community resources, increased safety, and improved livability in the community.

Continued adherence to the principles of Context Sensitive Design will require the full support of the locally elected officials as well as continued support through state-level transportation actions.

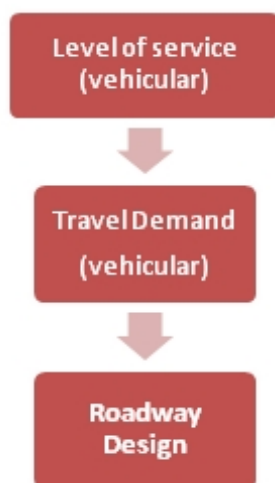


Figure 36. Conventional approach to roadway design is a linear process.

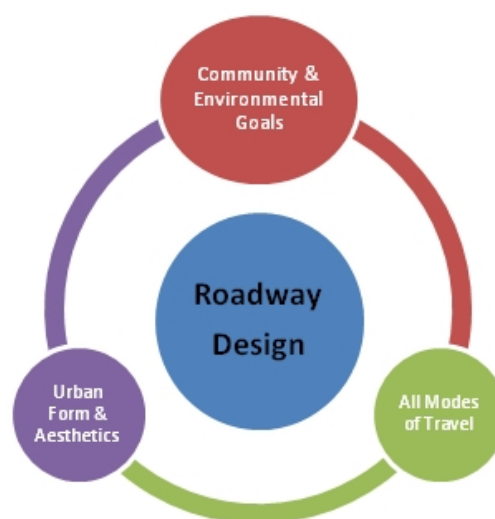


Figure 37. The Context Sensitive Approach to roadway design includes more stakeholders and specifically addresses all community needs. The process results in a feedback loop.



SECTION 9. GOALS AND IMPLEMENTING ACTIONS

A. INTRODUCTION

One of the major objectives of this plan is to establish goals and implementing actions for the land use/quality of life issues that will affect the Urbanized Area during the planning period. This section of the plan provides those actions designed to address land development and growth management issues which have been identified by the Advisory Committee, staff, elected officials, and citizens of the Urbanized Area throughout the development of this plan. The goals and implementing actions are to be applied equally regardless of cultural, economic, or ethnic composition of the area.

This plan recommends guidelines for planning endeavors such as rezoning requests, site plan review, subdivision plat review, zoning text amendments, conditional use permits, and variance requests. The goals and recommendations will also assist officials in making long-range decisions in such areas as environmental management, provision of utilities and other public services, thoroughfare planning, water supply, development of economic development strategies, school planning, and intergovernmental coordination.

In order to effectively support the goals and strategies included in this plan and achieve the desired land use patterns portrayed on the future land use map, numerous specific implementing actions should occur. This section of the plan includes specific implementing actions for each of the following seven areas of concern:

- Land Use Design
- Economic Development
- Community Services
- Health and Wellness
- Recreation
- Transportation
- Environmental Considerations

Each strategy is specifically connected by reference to the goal or goals it supports. The responsibility for implementing the recommendations included in this plan rests squarely on the shoulders of the City and County elected officials. **The City and County are responsible for implementation in their respective jurisdictions.** The adoption of this plan is not the end but rather the beginning of a continuous pragmatic process. How well this plan serves depends on the quality of the plan and how the City and County



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officials administer local land use ordinances and capital spending programs. Local administration is often the weakest feature of a local government's planning efforts. The true test will come in putting this plan, ordinances, and programs into action on a day-to-day basis. Achieving the goals contained in this plan will be an ongoing process. Some of the implementing strategies contained in this plan may be implemented in months while others may require years to effectively accomplish. Planning is only as good as the commitment and abilities of the people responsible for implementing the plan.

The goals and implementing actions frequently utilize the following words: should, continue, encourage, enhance, identify, implement, maintain, prevent, promote, protect, provide, support. The intent of these words is defined below:

- Should: An officially adopted course or method of action intended to be followed to implement the community goals. Though not mandatory as "shall," it is still an obligatory course of action unless clear reasons can be identified that an exception is warranted. City/County staff and Planning Boards involved at all levels from planning to implementation.
- Shall/Will: Expresses determination to implement/take action.
- Continue: Follow past and present procedures to maintain desired goal, usually with City/County staff involved at all levels from planning to implementation.
- Encourage: Foster the desired goal through City/County policies. Could involve City/County financial assistance.
- Enhance: Improve current goal to a desired state through the use of policies and City/County staff at all levels of planning. This could include financial support.
- Identify: Catalog and confirm resource or desired item(s) through the use of City/County staff and actions.
- Implement: Execute actions intended to guide the accomplishment of the plan recommendations.
- Maintain: Keep in good condition the desired state of affairs through the use of City/County policies and staff. Financial assistance should be provided if needed.



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- Prevent: Stop described event through the use of appropriate City/County policies, staff actions, Planning Board actions, and City/County finances, if needed.
- Promote: Advance the desired state through the use of City/County policies and Planning Boards and staff activity at all levels of planning. This may include financial support.
- Protect: Guard against a deterioration of the desired state through the use of City/County policies, staff, and, if needed, financial assistance.
- Provide: Take the lead role in supplying the needed financial and staff support to achieve the desired goal. The City/County is typically involved in all aspects from planning to implementation to maintenance.
- Support: Supply the needed staff support, policies, and financial assistance at all levels to achieve the desired goal.

B. GOALS

The number of specific goals adopted to support implementation of this plan has been limited to ten (10) essential goals. It is believed that a lengthy list of goals will dilute the implementation effort and confuse the focus on key issues. These goals have been heavily influenced by public input/opinion received during the planning process. An annual review of these goals should be conducted by the City and County Planning Boards and elected officials and adjusted, if necessary, as implementation is accomplished. These goals are mutually dependent and are not prioritized.

- Goal 1: Maintain water, sewer, and drainage systems adequate to serve the needs of the Urbanized Area.
- Goal 2: Continuously support improvement of the educational systems serving the Goldsboro Urbanized Area.
- Goal 3: Vigorously support and preserve Seymour Johnson Air Force Base.
- Goal 4: Continue to focus on improvement of the Goldsboro downtown area.
- Goal 5: Support infill development as an action essential to the continued development of Goldsboro.



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- Goal 6: Maintain an efficient transportation system to serve the Urbanized Area's needs.
- Goal 7: Revitalize/improve Goldsboro's existing residential areas.
- Goal 8: Support an environment which is "friendly" to business/industrial development.
- Goal 9: Support/protect agriculture as an essential element of the Goldsboro Urbanized Area's economy.
- Goal 10: Preserve the Urbanized Area's environmental quality.

It is expected that achieving these goals will stimulate population growth and support a critical mass of both permanent and transient population.

C. LAND USE DESIGN

Land use design involves multiple inter-related subcategories including: General Land Use, Commercial, Office and Institutional, Industrial, Mixed Use - Downtown, Mixed Use I and II, Residential, and Agricultural. NOTE: Implementing strategies are numbered consecutively throughout the plan for ease of reference.

Implementing Strategies - General Land Use

- I.1** Support infill development. Infill development is development or redevelopment of land that has been bypassed, remained vacant, and/or is underused as a result of the continuing urban development process. Generally, the areas and/or sites are not particularly of prime quality; however, they are usually served by or are readily accessible to the infrastructure (services and facilities) provided by the City. Use of such lands for new housing and/or other urban development is considered a more desirable alternative than to continue to extend the outer development pattern laterally and horizontally thus necessitating a higher expenditure for capital improvements than would be required for infill development. The use of infill development, among others, promotes the best use of resources and also will tend to have a positive impact upon the tax and other fiscal policies (see Map 35, page 5-11). To encourage infill development, the City of Goldsboro may:



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- (a) Establish an *ad hoc* committee composed of stakeholders and City representatives to specifically identify barriers to redevelopment and infill. NOTE: Redevelopment/infill is an action which potentially impacts all land use categories.
- (b) Identify specific infill/redevelopment areas which may be considered for infill incentives - see (d) below.
- (c) Consider Brownfield sites as candidates for development. Identify potential Brownfield sites in the Urbanized Area and pursue federal funding for clean-up (Small Business Liability Relief and Brownfield's Revitalization Act). Potential Brownfield developers may be relieved on environmental liability by entering into an agreement with NCDENR through the Brownfield's Property Reuse Act of 1997.

Typical Brownfield sites include textile mills, automobile service stations, furniture operations, machine shops, dry cleaners, landfills, electroplaters, and other manufacturing.

- (d) Consider Greyfield sites as candidates for redevelopment. Greyfield sites are developed sites that are economically and physically ripe for major redevelopment. Examples include a declining strip shopping mall, big box retail, or blighted structures with large surface parking lots which are no longer commercially viable.
- (e) Identify incentives to encourage infill/redevelopment. Such incentives may include, but not be limited, to:
 - Streamlining of permitting/approval process.
 - Tax increment financing.
 - Establishing a land banking program for properties acquired through tax foreclosure which may be committed at discounts to individuals or businesses for development.
 - Possible waiver or reduction of utility connection fees.
 - Consideration of density bonuses for development of vacant parcels or redevelopment of depressed properties.
 - Consideration of reduced performance standards, such as parking for infill redevelopment. Goals: 1, 4, 5, 6, 7, 8, and 10



I.2 Develop a tax incentive financing program. The objective of tax incentive financing (TIF) would be encourage and/or promote infill growth with new residential or commercial development to include mixed use (see Mixed Use strategies I.20 to I.22). TIF may provide property owners support in improving the appearance and viability of Goldsboro's business and neighborhood areas and stimulate long-term investment in Goldsboro. The TIF would be in the form of a grant. Revitalization grant incentives may be provided as follows:

- Appraised tax value of site or building is determined before any construction begins.
- Appraised tax value of site or building is determined after construction/renovation is completed upon the issuance of a certificate of occupancy.
- Owner pays full amount of newly appraised tax value of property.
- The City of Goldsboro provides grant incentive (in the form of a tax rebate) to property owner.
- For a specified number of consecutive tax years, the owner would receive a tax rebate based on the increased tax revenue.

Example: A property with a pre-improvement tax value of \$300,000 is improved and the post-improvement tax value is \$600,000. The owner will pay taxes on the improved value of \$600,000 but the tax on \$300,000 (the value of improvements) will be rebated to the owner for five (5) years. NOTE: The terms may vary and would be established by the City of Goldsboro.

The TIF program may:

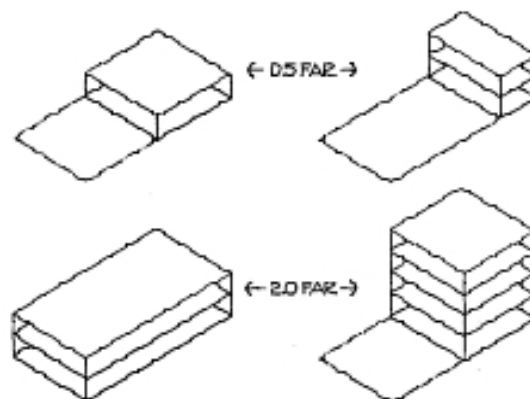
- Improve the Downtown area.
- Attract new investors and development for businesses.
- Diversify Goldsboro's economy.
- Improve Goldsboro's visual appearance.
- Broaden the tax base.
- Improve residential neighborhoods. *Goals: 1, 2, 3, 4, 5, 8, 9, and 10*

I.3 In concert with "stakeholders," the City of Goldsboro may conduct an overall review of the City's Unified Development Ordinance to identify possible changes to "streamline" the permitting process and other potential revisions to make the ordinance more business-friendly. *Goal: 8*



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- 1.4** The City and County may conduct a review of the City of Goldsboro UDO and the County's land use regulatory ordinances to identify resolvable inconsistencies or conflicts between City/County regulations which may exist within the Goldsboro Urbanized Area. *Goal: 8*
- 1.5** As part of its internal policy, the City of Goldsboro will notify the Base Commander and Base Civil Engineer for Seymour Johnson Air Force Base of any requests for rezoning which will affect the permitted uses of land within its jurisdiction. If the Base provides comments or analysis regarding the compatibility of the proposed zoning change, those comments will be presented to the City Council at the public hearing held for the request. Officials of Wayne County also provide written notice of any requests for rezoning of land located five (5) miles or less from the perimeter boundary of the Base to appropriate Base officials and the Wayne County Board of Commissioners are informed of any comments made by them at the public hearing. *Goal: 3*
- 1.6** The City of Goldsboro will review its UDO and may consider establishing floor area ratio requirements to ensure that commercial and residential development is consistent with the density and intensity requirements of this plan. Floor area ratio (FAR) is determined by dividing the gross floor area of all buildings on a lot by the area of that lot. The FAR may provide a more refined and adaptable measure of intensity than building coverage. It expresses in one measure, instead of several, the mathematical relation between volume of building and unit of land, and potentially allows greater flexibility for development. However, FAR cannot replace more traditional bulk controls entirely. The FAR is not a sufficient height control nor will it regulate the placement of the building on the site. *Goals: 1, 6*





Implementing Strategies – Commercial (including O&I and Mixed Use I & II)

- I.7** The City and County shall implement the following commercial design and locational considerations in review and approval of development proposals:
- Along major thoroughfares, the location of commercial and office development in Mixed Use I or II and office parks is encouraged to minimize the proliferation of strip development (see implementing strategies I.21 and I.22).
 - Neighborhood and convenience commercial centers should be located at the intersection of a collector street or secondary street with a street of equal or greater size. They may also be near other neighborhood facilities such as schools and parks.
 - Mixed use developments, planned from the outset, which allow for a compatible mixture of uses with a pedestrian scale and design, are encouraged. Similarly, businesses may be located adjoining (and therefore convenient to) an existing residential area, when such businesses can be shown to satisfy design considerations similar to a newly planned, pedestrian-scaled, mixed-use development (see implementing strategies I.21 and I.22).
 - Where highway oriented commercial uses occur they should be clustered along segments of highways and contain land uses which are compatible in use and design; they should be designed in such a way as to minimize signage, access points, and uncontrolled strip development.
 - All commercial developments should consider effective access management (see Transportation strategies).
 - Commercial uses shall be encouraged to develop by consolidation and expansion of existing property, when such consolidation and expansion does not encroach upon a viable residential area, conservation area, or agricultural area. Infill development will be vigorously supported (see Map 35, page 5-11).
 - Through access management and cross connections of property, existing strip development shall be reduced when redevelopment opportunities permit.



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- Office and institutional development shall be encouraged to locate as a transitional land use between residential areas and commercial and industrial activities of higher intensity, where appropriate. "Activities of higher intensity" are typically automobile oriented commercial development but may also include heavily traveled thoroughfares.
Goals: 1, 6, 10

I.8 The City and County will discourage commercial development which infringes on natural heritage and/or conservation areas (see page 4-17). *Goal: 10*

I.9 The City of Goldsboro will discourage commercial development which interferes with safe adequate access to Seymour Johnson Air Force Base. *Goals: 3, 6*

I.10 The City of Goldsboro will continue to consider supporting development of a convention center. Site selection will be a critical factor and land use consideration should include:

- Local and regional access.
- Compatibility of site with adjacent land uses.
- Accessibility to support services such as hotels and restaurants.
- Impact on the Goldsboro economy, including serving as a catalyst for downtown development/redevelopment.
- Assessment/transportation planning considerations. *Goals: 4, 8*

I.11 The City of Goldsboro may consider incentives to encourage commercial development on infill sites (see I.1 and Map 35, page 5-11). *Goals: 4, 6, 7, 8*

I.12 When intensive commercial development (5 or more parcels of property) is initiated in an undeveloped low density area, specific land use plans should be prepared for each such developing area. *Goals: 1, 6, 9*

Implementing Strategies – Industrial

I.13 Goldsboro and Wayne County prefer and support the location of industry in industrial parks or on sites which are served by utilities adequate to support the proposed industrial development. The City and County may implement the following industrial locational strategies in land use decisions, including zoning:



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- Light industries (Goldsboro I-1 zoning and Wayne County LI zoning) should have easy access to major transportation facilities and infrastructure and be compatible with nearby residential, agricultural, and conservation areas.
- Industrial development shall not be located in areas that would diminish the desirability of existing and planned non-industrial areas, nor shall incompatible non-industrial uses be allowed to encroach upon existing or planned industrial sites.
- Industrial development shall be located on land that is physically suitable (see page 4-17, Land Suitability Analysis map).
- All industrial sites should have access to appropriate thoroughfares and should be visually buffered according to their location.
- New industrial development should be encouraged to locate in existing and/or planned industrial parks.
- Heavy industries (large physical plants, extensive land requirements, and low worker to land ratios) will be directed to locations remote from existing incompatible non-industrial land uses.
- Heavy industries should have direct access to major public transportation facilities and supporting public infrastructure.
- Industrial uses should be located in or near existing built up areas to take advantage of available services and to minimize home to work distances. Careful design and/or buffering shall be required to ensure compatibility with surrounding areas.
- Warehousing, storage, and distribution facilities shall have access to appropriate thoroughfares and shall be visually buffered according to their location. *Goals: 1, 2, 6*

I.14 The City and County may pursue funding for the cleanup of industrial property brownfield sites. *Goals: 8, 10*



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- I.15** Natural heritage sites and conservation lands (see page 4-17) should be buffered/ protected from any negative impacts resulting from industrial development. *Goal: 10*
- I.16** Within the Goldsboro planning jurisdiction, the City may consider/support the rezoning of underutilized industrial properties to other zoning categories which may be consistent with this plan's goals, including infill development (see Map 35, page 5-11. *Goals: 5, 7, 8*
- I.17** The City and County support the creation of additional industrial parks areas. When possible, this effort should be accomplished through the consolidation of existing, underutilized industrial properties, including brownfield sites. Industrial parks should impose setbacks, design guidelines and performance standards to ensure quality development. Technology and support office uses should be allowed, but retail uses should be limited to support retail services. Support offices should be allowed as a matter of right. *Goal: 5, 8, 10*
- I.18** The City and County may consider the following incentives to support industrial development:
- Pursue Environmental Protection Agency funds to support brownfield cleanup.
 - Provide industrial tax incentive financing.
 - Pursue Community Development Block Grant Economic Development funds to support industrial development. *Goal: 8*
- I.19** The City should consider incorporating into its UDO a "urban business" district which will focus on office and high technology production and uses. Design guidelines and performance standards should ensure a level of quality. Office and technology uses should be allowed as a matter of right. Retail uses should be excluded, except for limited support retail services. *Goal: 8*

Implementing Strategies – Mixed Use Downtown

- I.20** The City of Goldsboro will continue to implement the Goldsboro Downtown Master Plan. In support of that plan, the City of Goldsboro may focus on the following actions:



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- Continue Center Street improvements including landscaping and infrastructure.
- Renovate Union Station into a multi-modal transportation center.
- Rely on public/private partnerships to develop multi-family housing, single-family owner-occupied detached and attached housing suitable for urban living.
- Development of downtown recreation center.
- Consider locating a civic center downtown, if it is built.
- Develop downtown meeting room space (+/- 500 people) for trade shows, meetings, conferences, and social events, if a civic center is not built.
- Develop a downtown business incubator.
- Preserve the center city historic residential areas. *Goals: 4, 5, 6, 7, 8, 10*

Implementing Strategies – Mixed Use I and II

I.21 The City of Goldsboro UDO and Wayne County zoning and subdivision ordinances should be reviewed and revised to accommodate/encourage Mixed Use I and II development. The ordinance revisions should consider locating stores, offices, residences, schools, and recreation spaces within walking distance of each other in relatively compact areas which promote:

- Independence of movement, especially for the young and the elderly who can conveniently walk, cycle, or ride transit.
- Safety in commercial areas, through around-the-clock presence of people.
- Reduction in auto use, especially for shorter trips.
- Support for those who work at home, through nearby services and parks.



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- A variety of housing choices, so that the young and old, singles and families, and those of varying economic ability may find places to live.

The Mixed Use I sector will be predominantly residential with both vertical and horizontal mixture of uses. The horizontal mixing of uses will be the preferred type. Mixed Use I examples include a corner store in a residential area, an apartment near or over a shop, and a lunch counter in an industrial zone. Design standards, in tandem with mixed use zoning, should consider potential incompatibility of uses. Additionally, limitations on commercial functions, such as hours of operation and delivery truck access, may be necessary. To gain the full benefits of a mix of uses, buildings must be conveniently connected by streets and paths. Otherwise, people will still be inclined or required to use cars, even for the shortest trips. Trip recapture will be a basic objective.

The Mixed Use II sector will be predominantly nonresidential. The Mixed Use II category should be predominantly highway type commercial uses with both horizontal and vertical mixing of commercial and residential/office and institutional uses. The vertical mixing of uses will be the preferred type. Trip recapture will be a basic objective.

The structure of the mixed use zones should consider the following strategies, obstacles, and solutions:

Strategy	Obstacle	Solution
1. Efficient Use of Land Resources		
1.1 Small-lot infill development	Excessive lot-area dimensions	Revise setback requirements; minimum lot sizes
1.2 Infill development on large lots	Inflexible subdivision and lot-area requirements	Average lot size for whole development, allow flexibility to preserve natural features
1.3 Coordinated development	Coordinated development not addressed	Specific development plans; master plans
1.4 Better use of deep lots	Excessive frontage and multiple access requirements	Midblock lanes; interior block cluster development; flat lots
1.5 Less land for streets	Excessive street design standards	Adopt "skinny" street standards



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Strategy	Obstacle	Solution
1.6 More efficient use of parking areas	Excessive parking requirements	Reduce minimum parking ratios; set parking ratio maximums; acknowledge on-street parking; encourage shared parking
2. Full Use of Urban Services		
2.1 Achieving planned densities	Underbuilding; no support for density goals	Minimum density standards
2.2 Attached units	Lot sizes not in proportion to unit sizes	Reduce lot-size requirements; allow single-family attached in all residential zones
2.3 Attached units	Lot-area dimension requirements (excessive side setbacks)	Revise setback requirements
2.4 Accessory units	Excessive minimum unit size; density maximums too low	Allow accessory units
3. Mixed Use		
3.1 Mixed-use buildings	Single-use zoning; separation of uses	Allow home occupations and live/work units; density bonus for mixed-use commercial/residential buildings
3.2 Mixed-use neighborhoods	Single-use zoning; separating of uses	Limited commercial in residential zones; allow multifamily residential in commercial zones; limited retail in industrial zones
3.3 Healthy commercial districts	Separation of uses; proximity	Community shopping centers with street connectivity; main street districts
4. Transportation Options		
4.1 Multimodal streets	Street design standards overemphasize autos	Revise street standards; promote "skinny" streets
4.2 Transit, bike, and pedestrian connectivity	Physical barriers or out-of-direction travel	Cul-de-sac and block-length maximums; internal connectivity standards; sidewalk requirements
4.3 Transit-supportive development	Transit-supportive development not addressed	Mandate transit-oriented development along transit corridor



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Strategy	Obstacle	Solution
5. Detailed, Human-Scale Design		
5.1 Compatibly designed buildings	Too abrupt transitions between zones	Density transitioning; midblock zoning district lines; building height limits
5.2 Compatibly designed buildings	No design guidelines for new buildings	Incorporate compatibility guidelines for new infill construction
5.3 Pedestrian-friendly streetscapes (commercial)	Street standards emphasize cars; design discourages walking	Building orientation; parking lot placement; allow shared access; 50%/80% frontage rule, etc.
5.4 Pedestrian-friendly streetscapes (residential)	Street standards emphasize cars; design discourages walking	Require sidewalks; limit setbacks; garage placement; lighting; utility placement, etc.
5.5 Quality architectural design	No incentive to provide amenities	Density bonuses for amenities
6. Implementation		
6.1 Examining the development review process	Onerous procedures for variances, conditional uses	Allow administrative approval for minor adjustments
6.2 Examining the Planned Unit Development (PUD) process	Onerous PUD requirements	Improved PUD regulations
6.3 Flexibility in the design review process	Discretionary design review process; vague standards	Dual-track design review process

Goals: 1, 5, 6, 8, 10

- I.22** The mixed use areas may be utilized as a tool to aid in regulating/reducing strip commercialization, stimulate compact development, encourage infill development, reduce trip generation, and utilize existing infrastructure. Goals: 1, 5, 6, 8, 10

Implementing Strategies – Residential

- I.23** The considerations for the location of residential land uses include the following analyses which should be relied on to influence future land use and zoning decisions:



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- Suitability for moderate- to high-intensity residential development with sewer - based on soil suitability for structural support, proximity to municipal water lines, proximity to City of Goldsboro sewer lines, proximity to private centralized sewer systems, proximity to designated commercial development, proximity to school, proximity to fire service and emergency management service, existing land use, capacity of support systems, and location regarding Base flight path zones.
- Suitability for moderate- to high-intensity residential development without sewer - based on soil suitability for structural support and on-site sewer systems, proximity to a municipality, proximity to municipal water lines, proximity to designated commercial development, proximity to school, proximity to fire service and emergency management service, existing land use, capacity of support systems, and location regarding Base flight path zones.
- Suitability for low-density residential development with sewer - based on soil suitability for structural support, proximity to City of Goldsboro water lines, proximity to City of Goldsboro sewer lines, proximity to private centralized sewer systems, proximity to designated commercial development, proximity to school, proximity to fire service and emergency management service, existing land use, capacity of support systems, and location regarding Base flight path zones.
- Suitability for low-density residential development without sewer - based on soil suitability for structural support and septic systems, proximity to a municipality, proximity to City of Goldsboro water lines, proximity to designated commercial development, proximity to school, proximity to fire service and emergency management service, existing land use, adequate capacity of support transportation systems, and location regarding Base flight path zones. *Goals: 3, 5, 6, 7, 9, 10*

I.24 Residential subdivisions generating 100 or more peak hour trips shall be required to prepare a traffic impact analysis/study, including mitigative action to reduce impact. *Goal: 6*

I.25 The City and County Planning Boards may consult this plan concerning all decisions, including rezoning and subdivision approvals, which will affect residential land use, including impact on existing residential areas. *Goals: 3, 5, 6, 7, 10*



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- I.26** The City and County may continue to pursue available funding including but not limited to Community Development, NC Housing Finance Agency, and US Department of Agriculture funds from state and federal sources for rehabilitation or redevelopment and/or removal of substandard housing. *Goals: 4, 7*
- I.27** The City of Goldsboro may enforce its minimum housing code to require the improvement or removal of substandard housing. *Goals: 4, 7*
- I.28** The City and County may permit residential development to occur in response to market needs provided that the following criteria are met:
- Due consideration is offered to all aspects of the environment.
 - If deficient community facilities and services are identified, the City and County should attempt to improve such to the point of adequately meeting demands.
 - Additional residential development should concurrently involve planning for improvements to community facilities and services if excess capacity does not exist within those facilities and services.
 - Residential development is consistent with other policies and the land use map contained in this plan which reflects adequate suitability analysis.
- Goals: 1, 2, 3, 4, 5, 7, 8, 10*
- I.29** The City of Goldsboro will continue to implement the Goldsboro Consolidated Plan and the Annual Action plans (see pages 3-17 and 6-6).
- I.30** The City of Goldsboro may conduct a area-wide housing market analysis with emphasis given to the consideration of affordable workforce housing. *Goals: 7, 8*

Implementing Strategies – Agriculture

- I.31** The considerations for the location of land uses and zoning decisions should include the following analyses:
- Suitability for agricultural usage should be considered - based on soil suitability (with emphasis on prime agricultural farm lands) and existing land use.
 - Consistency with the future land use map rural residential/agricultural sector. *Goal: 9*



- I.32** The City and County may support North Carolina legislative changes which will enable the transfer of development rights as an aid to the preservation of farmland and open space. *Goals: 5, 9*
- I.33** The County should pursue grant funds which may assist with the preservation of agricultural lands. *Goal: 9*
- I.34** The City and County may continue to support expansion of voluntary and enhanced voluntary agricultural district areas (see Section 4.7.b). *Goal: 9*
- I.35** The County may consider revising its subdivision ordinance to require that all prime farmland soils be delineated on site plans and major subdivision preliminary plats (see Section 4.7.a). *Goal: 9, 10*

D. ECONOMIC DEVELOPMENT

- I.36** The City and County, as appropriate, may implement the following activities to support economic development:
- Formulate and expand local incentives and support to attract industry.
 - Conduct an inventory of unused business facilities.
 - Support maintenance and improvement of water and sewer systems and other infrastructure.
 - Support and enhance incubator programs for startup businesses.
 - Support development of industries which will interface with the agricultural economy.
 - Consider tax increment financing as an incentive.
 - Support businesses involved in technology production.
 - Promote awareness of service industry catering to tourists' opportunities.
 - Support the cleanup of brownfield sites.
 - Expand opportunities (both public and private) for employment and procurement by using local vendors. *Goal: 8*
- I.37** The City may support economic and community development initiatives that capitalize upon, maintain, and enhance the district Central Business Districts character. *Goal: 8*



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- I.38** The City and County may continue to support the activities of the North Carolina Division of Travel and Tourism; specifically, the monitoring the growth of tourism-related industry and efforts to promote tourism-related commercial activity. *Goal: 8*
- I.39** The City and County may continue to support agriculture as a valuable part of the Urbanized Area's economy. *Goals: 8, 9*
- I.40** The City may actively recruit and retain a younger workforce to the City by enhancing cultural and recreational opportunities and diverse affordable workforce housing. *Goal: 8*
- I.41** The City and County may encourage agricultural industries including research/development and nursery-based crops throughout the Urbanized Area. *Goal: 8, 9*
- I.42** The City and County may market its natural assets, such as the Neuse River natural areas, as regional attractions which will support ecotourism. *Goal: 8, 10*

E. COMMUNITY SERVICES

- I.43** The City of Goldsboro will continue implementation of the Utilities Master Plan, City of Goldsboro 2009, and as amended. *Goals: 1, 8, 10*
- I.44** The City of Goldsboro may provide community services and facilities as incentives to stimulate population growth, tax base, and the economy. *Goals: 1, 2, 8, 10*
- I.45** The City of Goldsboro may consider revising its water and sewer extension policies to encourage public/private cooperation in the provision of infrastructure extensions. *Goals: 1, 8, 10*
- I.46** The City and County will consider prohibiting the development of conflicting incompatible land uses in the vicinity of all public and private school sites. *Goal: 2*
- I.47** The City and County will consider prohibiting the development of conflicting incompatible land uses in the vicinity of Seymour Johnson AFB. *Goal: 3*
- I.48** The City of Goldsboro will emphasize the repair of failing infrastructure systems in key infill areas (see implementing strategy I.1 (b), page 9-4). *Goal: 1, 5*



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- I.49** The City and County should coordinate the development of recreational facilities with the Wayne County school system. *Goal: 2*
- I.50** The City and County may consider the multiple objectives of natural area conservation, visual enhancement, promotion of cultural and historic preservation, watershed and floodprone area protection in determining future sites for park/recreation facilities. *Goal: 10*
- I.51** The City and County may prepare and update annually capital facilities improvements plans (CIPs). *Goals: 1, 2, 3, 6, 8*
- I.52** The City and County may seek state and federal technical and financial assistance to provide facilities for physically challenged persons. *Goals: 2, 6, 8*
- I.53** The City and County may seek/support the pursuit of educational grants to subsidize local continuing education by nearby colleges and universities and to support community education programs. *Goal: 2, 8*
- I.54** The City of Goldsboro may implement a wayfinding (signage) program to support accessibility to key areas such as the school campuses and the downtown area. *Goal: 2, 4, 6*
- I.55** The City may emphasize improved landscaping in the vicinity of all public school campuses. *Goal: 2*

F. HEALTH AND WELLNESS

Health and wellness involves multiple inter-related subcategories including: General Health and Wellness, Active Living and Healthy Eating, and Healthy and Safe Physical Environments. Health and wellness related implementing strategies include a "Focus Area" designation that refers to Map 31 in the plan.

Implementing Strategies - General Health and Wellness

- I.56** The City of Goldsboro should continue to work closely with the Wayne County Public Health Department to coordinate the prevention of wellness issues outlined in the 2012 Community Health Assessment. Neighborhood implementation should be guided by the Focus Areas outlined on Map 31. *Focus Areas: All; Goals: 3, 4, 6, 7, 8, 9*



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I.57 In general, the City and County should revise ordinances to:

- Control the density and prevalence of tobacco or alcohol retailers and fast food restaurants in close proximity to schools and youth-populated areas;
- Offer incentives to developers who include grocery stores or fresh food markets in new development; and
- Make farmers' markets and urban agriculture an allowed use in specific zones. *Focus Areas: All; Goals: 5, 7, 8, 9*

I.58 The City and County should promote the Voluntary Agricultural District Program through marketing efforts. The applicable governing boards should set a threshold of acreage or numbers of farms to be added to the program each year. *Focus Areas: 3, 4, 5, 6, 7, 8 ; Goals: 9, 10*

Implementing Strategies - Active Living and Healthy Eating

I.59 The City of Goldsboro should consider expanding working efforts with the Wayne County Extension Office and the Wayne County Public Health Department to achieve the following:

- Increase the opportunities for citizens in the Urbanized Area to purchase and grow healthy foods in the City.
- Support new opportunities for distribution of locally and regionally produced foods.
- Work to address disparities in access to healthy foods in inadequately served populations and neighborhoods.
- Support increased recovery of surplus edible food from businesses and institutions for distribution to food banks and meal programs.
- Work on increasing the availability of fresh fruits, vegetables, dairy and meat to the food support system including food banks and meal programs. *Focus Areas: All; Goals: 6, 9*

I.60 The City may consider the establishment of zoning overlay districts, which may modify the regulations of the underlying land use zone categories that guide the development of FRESH food stores to promote and protect public health, safety, and general welfare. These general goals include, among others, the following purposes:

- Encourage a healthy lifestyle by facilitating the development of FRESH food stores that sell a healthy selection of food products.



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- Provide greater incentives for FRESH food stores to locate in neighborhoods underserved by such establishments.
- Encourage FRESH food stores to locate in locations that are easily accessible to nearby residents.

Overlays should be established through coordinated neighborhood planning efforts, but may follow Map 31, Focus Areas for Neighborhood Implementation. The overlays should serve to incentivize and lessen the regulatory requirements for the construction and location of a defined FRESH food store.

A "FRESH food store" is a food store, where at least 6,000 square feet of floor area, or storage space is utilized for retailing the sale of a general line of food and non-food grocery products, such as dairy, canned and frozen foods, fresh fruits and vegetables, fresh and prepared meats, fish and poultry, intended for home preparation, consumption, and utilization. Such retail space utilized for the sale of a general line of food and non-food grocery products shall be distributed as follows:

- At least 3,000 square feet or 50% of such retail space, whichever is greater, shall be utilized for the sale of a general line of food products intended for home preparation, consumption, and utilization; and
- At least 2,000 square feet or 30% of such retail space, whichever is greater, shall be utilized for the sale of perishable goods that shall include dairy, fresh produce, frozen foods, and fresh meats of which at least 500 square feet of such retail space shall be designated for the sale of fresh produce. *Focus Areas: 3, 5, 6, 7, 8; Goals: 7, 8, 9*

I.61 The City and County may consider incentivizing the development of neighborhood based retail and service outlets aimed at addressing the daily needs for residents of adjacent neighborhoods. The City and County should aim to ensure that facilities are developed in a manner that:

- Promotes compatibility with neighborhood character.
- Helps reduce vehicle trip lengths and frequency.
- Encourages convenient and ready access, particularly for pedestrians and bicyclist.
- Serves as a gathering and meeting place within the community.
- Maintains a compact size.
- Established in a manner that limits minimum parking requirements. *Focus Areas: All; Goals: 5, 6, 7, 8*



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- I.62** Portions of the Urbanized Area with single land use districts that are conducive to automobile travel should be redeveloped over time into compact areas or nodes, in which many businesses can be easily accessed by pedestrians, bicyclists, and transit. *Focus Areas: 1, 2, 5, 6; Goals: 4, 5, 6, 7, 8*
- I.63** The City and County may amend their ordinances to include Active Health Design guidelines that require buildings to have: an obvious pedestrian entrance, pedestrian level entrance, pedestrian level windows, and weather protection; are oriented to the street; have architectural details and pedestrian style signage on the street; and emphasize alternative means of transportation. *Focus Areas: All; Goals: 4, 5, 6, 7, 8*
- I.64** The City may consider the development and adoption of a complete streets policy. This policy should focus on providing a wide range of transportation options including: access to transit, bicycling lanes and sharrows, and pedestrian access facilities. Increased attention should be given to streets programmed for resurfacing and/or expansion. *Focus Areas: 1, 2; Goals: 4, 5, 6, 7, 8*
- I.65** The City and County may consider approaching the Goldsboro MPO in order to initiate a process that will result in the creation of a Bicycle and Pedestrian Master Plan. *Focus Areas: All; Goals: 4, 5, 6, 7, 8*
- I.66** The City and County should consider street and sidewalk improvements adjacent to existing school sites. This effort shall involve the installation of raised crosswalks to help reduce vehicle speeds and improved pedestrian visibility. Curb extensions may also be considered to shorten pedestrian crossing distance, eliminate parking on or near the crosswalk, and improve sight distance for pedestrians. *Focus Areas: 1, 2, 5, 6; Goals: 2, 5, 6, 7*
- I.67** The City and County should consider amending the zoning and subdivision regulations to require the establishment of bicycle parking for new and redeveloped commercial, industrial, and institutional uses. *Focus Areas: All; Goals: 5, 6, 7*
- I.68** In order to promote alternative means of transportation, the City and County may engage in the following:
- Conduct clinics to teach safe cycling to school age children.
 - Strategically place signs and provide maps outlining existing and proposed pedestrian and bicycle routes.



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- Develop a map of citywide bicycle routes, once installed, and make it available to citizens in hard copy format, as well as on the City's web page. *Focus Areas: All; Goals: 2, 6*

- I.69** The City of Goldsboro in conjunction with the Wayne County Public Health Department and the Wayne County Parks and Recreation Department may consider establishing new recreation programs and wellness initiatives. These efforts should address a wide range of demographics; however, special attention should be focused in geographic areas with populations vulnerable to chronic disease (Map 26). A summary of example health and wellness programs and initiatives has been provided in Section 6.H. *Focus Areas: 1, 2, 4, 5, 6; Goals: 2, 7*
- I.70** The City and County should partner to create a Community Garden Produce and Education Organization to establish, maintain, and educate residents in areas in need of physical activity and healthy foods. *Focus Areas: All; Goals: 2, 4, 7, 9, 10*

Implementing Strategies - Healthy and Safe Physical Environments

- I.71** The City may work to promote and encourage the development of a mix of housing choices and land uses to support all income levels in and adjacent to the City center and Webtown to increase the vitality of the area during the morning, daytime, and evening hours. This effort should aim to retain grocery stores, pharmacies, and other convenience retail businesses and services to support the areas residential uses. *Focus Areas: 1, 2; Goals: 1, 4, 5, 6, 7*
- I.72** The City should consider factoring issues relating to the promotion of public safety into the normal review process for development proposals. Themes associated with Crime Prevention through Environmental Design (CPTED) should be utilized to improve upon overall community safety and appearance. This effort should address a range of issues including lighting, building deterioration, increasing "eyes on the street", and open space design. *Focus Area: 1, 2; Goals: 4, 5, 7*
- I.73** The City and County should consider the development of neighborhood pocket parks in underserved portions of the Urbanized Area. *Focus Areas: 3, 4, 5, 6, 7, 8; Goals: 1, 5, 7, 10*



G. TRANSPORTATION

Transportation implementing strategies include a "Focus Area" designation that refers to Map 31 in the plan. Please note that implementing strategies I.83 through I.87 are also included in Section F. Health and Wellness.

- I.74** The City and County should continue to support and implement action items contained in the Goldsboro 2035 Long Range Transportation Plan. *Focus Areas: All; Goals: 4, 5, 6, 7*
- I.75** The City and County should continue to support and implement action items contained in the 2010 GATEWAY Transit Community Transportation Service Plan (CTSP). *Focus Areas: All; Goals: 6*
- I.76** The City and County should support the use of Union Station as a multimodal transportation center. The center will be the hub for GATEWAY's fixed route service, provide Greyhound service, and serve as the station for future passenger and commuter rail service. *Focus Areas: All; Goals: 3, 4, 5, 6*
- I.77** The City and County may consider funding to complete an "Access Management Guidelines & Implementation Strategy" for the Urbanized Area, focusing on arterial roads and streets. *Focus Areas: All; Goals: 4, 5, 6*
- I.78** The City and County may identify roadways that promote only vehicular travel and those that are more suited for multi-modal travel. *Focus Areas: All; Goals: 6*
- I.79** The City may consider conducting a public awareness campaign through radio and the City's website to increase the safety of bicyclists and pedestrians. *Focus Areas: All; Goals: 6*
- I.80** The City should set measurable goals for increasing pedestrian and bicycle travel mode share. This will involve an initial inventory of bicycle and pedestrian traffic counts at specific locations. The City may utilize the National Bicycle & Pedestrian Documentation Program, developed by the Institute of Transportation Engineers and Alta Planning and Design, to conduct the counts. Based on the traffic count findings, goals should be set to increase the percentage of bicycle and pedestrians at inventoried roadway locations. *Focus Areas: All; Goals: 6*



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- I.81** The City and County may consider incentivizing mixed use and high density residential uses in coordination with GATEWAY Transit stops to promote transit-oriented development. *Focus Areas: All; Goals: 4, 5, 6*
- I.82** The City should support and implement action items contained in the 2012 Goldsboro Parks and Recreation Plan Update that outline the need for increased trails and non-motorized facilities. *Focus Areas: 1, 2; Goals: 4, 5, 6*
- I.83** The City may consider the adoption of maximum parking standards that alleviate the need to provide large surface lots on valuable infill land. *Focus Areas: 1, 2; Goals: 4, 5, 8*
- I.84** The City may consider the development and adoption of a complete streets policy. This policy should focus on providing a wide range of transportation options including: access to transit, bicycling lanes and sharrows, and pedestrian access facilities. Increased attention should be given to streets programmed for resurfacing and/or expansion. *Focus Areas: 1, 2; Goals: 4, 5, 6, 7, 8*
- I.85** The City and County may consider approaching the Goldsboro MPO in order to initiate a process that will result in the creation of a Bicycle and Pedestrian Master Plan. *Focus Areas: All; Goals: 4, 5, 6, 7, 8*
- I.86** The City and County should consider street and sidewalk improvements adjacent to existing school sites. This effort shall involve the installation of raised crosswalks to help reduce vehicle speeds and improved pedestrian visibility. Curb extensions may also be considered to shorten pedestrian crossing distance, eliminate parking on or near the crosswalk, and improve sight distance for pedestrians. *Focus Areas: 1, 2, 5, 6; Goals: 2, 5, 6, 7*
- I.87** The City and County should consider amending the zoning and subdivision regulations to require the establishment of bicycle parking for new and redeveloped commercial, industrial, and institutional uses. *Focus Areas: All; Goals: 5, 6, 7*
- I.88** In order to promote alternative means of transportation, the City and County may engage in the following:
- Conduct clinics to teach safe cycling to school age children.
 - Strategically place signs and provide maps outlining existing and proposed pedestrian and bicycle routes.



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- Develop a map of citywide bicycle routes, once installed, and make it available to citizens in hard copy format, as well as on the City's web page. *Focus Areas: All; Goals: 2, 6*

H. RECREATION

- I.89** The City should support and implement action items contained in the 2012 Goldsboro Parks and Recreation Plan Update. *Goals: 4, 6, 7, 10*

I. ENVIRONMENTAL CONSIDERATIONS

- I.90** Through a public awareness/education program (use of the City's website), the City may support the following voluntary water quality and water conservation related actions:

- Avoid planting turf in areas that are hard to water such as isolated strips along sidewalks and driveways.
- Use the garbage disposal sparingly; compost instead.
- Plant during the spring and fall when the water requirements are lower.
- Use a layer of organic mulch around plants to reduce evaporation.
- Divide watering cycles into shorter periods to reduce runoff and allow for better absorption.
- Only water lawns when needed.
- Adjust lawn mowers to a higher setting. Longer grass shades root systems and holds soil moisture better than a closely clipped lawn.
- Use porous materials for walkways and patios to keep water in the yard and prevent wasteful runoff.
- Direct downspouts and other runoff towards shrubs and trees, or collect and use water in gardens.
- Limit watering of lawns to no more than one inch of water per week.
- Reduce the amount of grass in yards by planting shrubs, and organic ground cover.
- Do not water lawns on windy days.
- When watering grass on steep slopes, use a soaker hose to prevent wasteful runoff.
- While fertilizers promote plant growth, they also increase water consumption. Apply the minimum amount of fertilizer needed based on soil test.



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- When adding or replacing a flower or shrub, choose a low water use plant for year-round landscape color.
- Landscape with natural vegetation trees, plants, and groundcovers. The local conservation office has more information about these water thrifty plants.
- Water only as rapidly as the soil can absorb the water.
- Aerate or "punch holes" in lawns about six inches apart so water will reach the roots rather than run off the surface. *Goal: 10*

- I.91** The City of Goldsboro supports low impact development (LID). NOTE: LID is an ecologically friendly approach to site development and stormwater management that aims to minimize development impacts to land, water, and air. The approach emphasizes the integration of site design and planning techniques that conserve natural systems and hydrologic functions on a site. Low impact development is not a land use control, but a management and design strategy that is integrated into the proposed land use. It has also been shown to decrease costs to developers and to increase the desirability and value of the property. LID practices can also benefit the environment by helping maintain the integrity of a natural ecosystem and protecting water quality. Site plan review will encourage LID practices. *Goal: 10*
- I.92** The City and County oppose the disposal of any toxic wastes, as defined in the US Environmental Protection Agency's Listing of Hazardous Substances and Priority Pollutants (developed pursuant to the Clean Water Act of 1977), within their planning jurisdictions. *Goal: 10*
- I.93** The City may consider amending its UDO to require a 30' vegetated buffer along all "blueline" streams. *Goal: 10*
- I.94** The City and County support regulation of underground storage tanks in order to protect their groundwater resources. *Goal: 10*
- I.95** The City and County will prohibit the development of any industry within the 100-year floodplain that may pose a special risk to public health and safety. Such industries include, but are not limited to: chemical refining and processing plants, petroleum refining and storage facilities, radioactive material processing or storage facilities, or other hazardous waste processing, storage, or disposal facilities. *Goal: 10*



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- I.96** The City will discourage improvements of any kind in undisturbed conservation areas (as shown on Map 39) within the 100-year floodplain; designate these areas for open space corridors, greenways, and other low-intensity uses. *Goal: 10*
- I.97** The City and County will be actively involved in the NFIP Community Rating System. *Goal: 10*
- I.98** The City and County should prohibit the installation of underground storage tanks in the 100-year floodplain. *Goal: 10*
- I.99** The City and County may utilize existing information sources to identify and map potential wetlands. Existing wetlands information will be utilized when evaluating rezoning and other development requests; in planning for greenway corridors; and in developing long range land use plans. *Goal: 10*
- I.100** The City may make wetlands acquisition a priority in future expansion of City parks and recreation areas. *Goal: 10*
- I.101** The City may amend its UDO to require that site plans and subdivision plats identify natural areas such as wetlands and woodlands. *Goal: 10*
- I.102** The City may focus planning for open space corridors, greenways, and other low-intensity uses on areas within the 100-year floodplain. *Goal: 10*
- I.103** The City and County will support surveys of historical sites by local volunteers or state and federal agencies and may seek grant monies for the complete inventory of historically significant structures and sites. *Goal: 10*
- I.104** The City of Goldsboro should coordinate building code enforcement/redevelopment projects with the NC Division of Archives and History to ensure that any significant architectural details or buildings are identified and preserved. *Goal: 10*
- I.105** The City and County should coordinate public works projects with the NC Division of Archives and History to ensure the identification and preservation of significant archaeological sites. *Goal: 10*



- I.106** The important economic, tourism, and community image benefits of attractive major travel corridors through the Urbanized Area shall be recognized. Such entryway corridors shall receive priority attention by the City and County for improved appearance and development standards, including landscaping, signage, and tree preservation. *Goal: 8, 10*

J. PLAN IMPLEMENTATION

This plan should be utilized in the City and County's day-to-day decision-making processes. If it is not, the time and money invested in the preparation of this document will have been wasted. The impact of deviations from the guidance offered by this plan should be carefully considered. This plan is an integrated document and changes to one "part" may affect the whole. **NOTE: It is emphasized that the City and County are individually responsible for implementation within their respective jurisdictions.**

This plan provides the framework upon which zoning and subdivision regulations and the capital improvements programs should be based. In fact, the preparation of a land use plan and map is mandated by legislation as a prerequisite for zoning for both cities and counties. State statutes provide the following purpose for land use plans:

Zoning regulations shall be made in accordance with a comprehensive plan. Prior to adopting or rejecting any zoning amendment, the governing board shall adopt a statement describing whether its action is consistent with an adopted comprehensive plan and explaining why the board considers the action taken to be reasonable and in the public interest. That statement is not subject to judicial review.

The Planning Board shall advise and comment on whether the proposed amendment is consistent with any comprehensive plan that has been adopted and any other officially adopted plan that is applicable. The Planning Board shall provide a written recommendation to the governing board that addresses plan consistency and other matters as deemed appropriate by the Planning Board, but a comment by the Planning Board that a proposed amendment is inconsistent with the comprehensive plan shall not preclude consideration or approval of the proposed amendment by the governing board.

Zoning regulations shall be designed to promote the public health, safety, and general welfare. To that end, the regulations may address, among other things, the following public purposes: to provide adequate light and



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air; to prevent the overcrowding of land; to avoid undue concentration of population; to lessen congestion in the streets; to secure safety from fire, panic, and other dangers; and to facilitate the efficient and adequate provision of transportation, water, sewerage, schools, parks, and other public requirements. The regulations shall be made with reasonable consideration as to, among other things, the character of the district and its peculiar suitability for particular uses, and with a view of conserving the value of buildings and encouraging the most appropriate use of land through the jurisdiction.

Specifically, in implementing this plan, the following should serve as guiding land use/planning principles:

- Consider the future land use map as part of the policies included in this plan.
- Consult this plan, including the future land use map, during the deliberation of all rezoning requests and proposed text amendments.
- Consider the following in deliberation of all zoning petitions:
 - All deliberations should consider this plan's goals, implementing strategies, and future land use map.
 - All uses that are allowed in a zoning district must be considered. A decision to re-zone or not to re-zone a parcel or parcels of property cannot be based on consideration of only one use or a partial list of the uses allowed within a zoning district.
 - Requests for zoning changes should not be approved if the requested change will result in spot zoning. Spot zoning is a form of discriminatory zoning whose sole purpose is to serve the private interests of one or more landowners instead of furthering the welfare of the entire community as part of an overall zoning plan. Spot zoning is based on the arbitrary and inappropriate nature of a rezoning change rather than, as is commonly believed, on the size of the area being rezoned.
 - Zoning which will result in strip development should be discouraged. Strip development is a melange of development, usually commercial, extending along both sides of a major street. Strip development is often a mixture of auto-oriented enterprises (e.g., gas stations, motels, and food



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stands), and truck-dependent wholesale and light industrial enterprises along with the once-rural homes and farms that await conversion to commercial use. Strip development may severely reduce traffic-carrying capacity of abutting streets by allowing for excessive and conflicting curb cuts.

- Access management should be considered in all land use/zoning decisions.
- Potential adverse impacts and/or compatibility with Seymour Johnson AFB should be considered.
- The concept of uniformity should be supported in all zoning deliberations. Uniformity is a basic premise of zoning which holds that all land in similar circumstances should be zoned alike; any different circumstances should be carefully balanced with a demonstrated need for such different treatment.
- Specifically, the Planning Boards and Governing Boards should ask the following questions:
 - Is the request in accordance with this plan?
 - Will the request have a serious adverse impact on traffic circulation and other infrastructure?
 - Will the request have an adverse impact on other City/County services, including police protection, fire protection, or the school system?
 - Is there a good possibility that the request, as proposed, will result in lessening the enjoyment or use of adjacent properties?
 - Will the request, as proposed, cause serious noise, odors, light, activity, or unusual disturbances?
 - Does the request raise legal questions such as spot zoning, hardship, or violation of precedents?
 - Does the request adversely impact water quality or other natural resources?



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The City and County should utilize the following additional tools to implement this plan:

- The City and County Planning Department staffs, in concert with the Planning Boards, shall prepare and publish annual easy-to-digest reports on Comprehensive Plan progress including key accomplishments, critical issues, and key implementing agencies. These reports shall be presented to the City Council and County Board of Commissioners.
- At a minimum, update this plan every five years to remain current and relevant.
- At least annually, conduct a joint meeting of the City Council/County Board of Commissioners and their respective Planning Boards to identify planning issues/needs.
- Annually review the City and County existing land use regulatory ordinances to ensure their consistency with the recommendations of this plan.

Citizen participation was instrumental in the preparation of this plan and should be an ongoing process. Following adoption of this plan, the City and County may implement the following to ensure adequate continuing effective citizen participation:

- Encourage public participation in all land use decisions and procedure development processes and encourage citizen input.
- Publicize all meetings of the Planning Boards and Boards of Adjustment through newspaper advertisements and public service announcements.
- Utilize advisory committees to assess and advise the City and County on special planning issues/needs.
- All Planning Department activities will be available on the individual City and County websites. These sites will include this plan.

Appendix A
CITY OF GOLDSBORO
CITIZEN PARTICIPATION PLAN
FOR
PREPARATION OF A COMPREHENSIVE PLAN

Introduction

The City of Goldsboro, in conjunction with Wayne County and the Metropolitan Planning Organization, has initiated the preparation of a Comprehensive Plan for the Goldsboro Urbanized Area. The final document will provide a creative and dynamic plan to guide future long-term growth and development throughout the next twenty years. The intent of this project is to draft a plan that will establish a solid foundation of the ongoing planning program and to serve as the primary policy guide for short and long-range planning, zoning, and development related decision-making within the Goldsboro Urbanized Area.

The initial step in the planning process is the adoption of this Citizen Participation Plan (CPP) which defines a collaborative effort with the public. Approval of the CPP by the following jurisdictions was accomplished prior to implementation of the planning process: Goldsboro City Council (September 19, 2011), Wayne County Board of Commissioners (September 20, 2011), and Goldsboro MPO Transportation Advisory Committee (November 10, 2011).

Comprehensive Plan Advisory Committee

A Comprehensive Plan Advisory Committee (CPAC) is established by the adoption of this plan. This committee will supervise the preparation of a draft Comprehensive Plan for presentation to the Goldsboro City Council and the Wayne County Board of Commissioners. The committee is composed of twelve (12) members representing the following (see Attachment A):

- Three (3) citizens at-large appointed by the Goldsboro City Council.
- Three (3) citizens at-large appointed by the Wayne County Board of Commissioners.
- One (1) technical representative appointed by the Goldsboro City Council from each of the following: Seymour-Johnson Air Force Base, Goldsboro Chamber of Commerce, North Carolina Department of Transportation, and City of Goldsboro Planning Board.
- One (1) technical representative appointed by the Wayne County Board of Commissioners from each of the following: Wayne County Cooperative Extension Service and Wayne County Planning Board.

Meetings

The CPAC will conduct approximately twelve (12) to fifteen (15) work sessions to prepare the draft Comprehensive Plan. All meetings of the CPAC will be advertised and open to the public. At a minimum, the following meetings will be conducted:

- Monthly (or at a minimum semi-monthly) meetings of the CPAC. Ten (10) to twelve (12) work sessions will be conducted. At each CPAC meeting, the location, date, and time of the succeeding meeting will be determined.
- Special meetings, as may be called at the discretion of the Chairman.
- Conduct a mid-project public review meeting to report overall project status and to obtain public input on progress to date. This meeting will be scheduled approximately six (6) to nine (9) months into the project, and will provide a summary of all data and issues identification obtained to date in the process.
- Conduct a three-day planning charrette to develop plan approaches.
- Submit draft plan to the CPAC. Following approval of a draft plan by the CPAC, two (2) open house meetings for public review will be conducted to allow the public to question and comment on the draft plan.
- Conduct meetings with the City/County Planning Boards for presentation of the plan (one meeting each).

Rules of Conduct

The CPAC will adopt specific rules of procedure for conduct of the CPAC. These rules should define at a minimum:

- Advertising of committee meetings.
- Designation of Chairperson/Vice-Chairperson
- Controlled opportunities for public input/comments at meetings.
- Meeting locations.
- CPAC meeting schedule objectives.
- Decision-making procedures/guidelines.

Public Notification

To ensure that the public is informed of meeting times and has access to the draft Comprehensive Plan throughout this process, the following steps will be taken:

- All CPAC meetings will be advertised in a non-legal advertisement section of the *Goldsboro News-Argus* at least ten (10) calendar days prior to the meeting.
- Notices of all CPAC meetings will be posted on the Goldsboro Urbanized Area Comprehensive Plan website.

- A sign-up sheet will be placed in the City of Goldsboro and Wayne County Administration Buildings and at all CPAC meetings. Individuals who place their names and addresses on this list will be mailed/e-mailed notices announcing meeting times for review of the Comprehensive Plan.
- Notices will be posted in the City of Goldsboro and Wayne County Administration Buildings and the County Libraries.

Dissemination of Information

The following procedures will be utilized to ensure the availability of information:

- Copies of the draft Plan will be available at all meetings to ensure that the citizens present can review items being discussed.
- Copies of the document will be placed at the City of Goldsboro and Wayne County Administration Buildings and in the County Libraries as it is developed for citizen review.
- The draft Plan will be posted on the Goldsboro Urbanized Area Comprehensive Plan website as it is developed so that citizens may either review the document online or print it out. Information regarding the location of the document online will be included in all published notices of CPAC meetings.
- Sections of the proposed plan will be provided to the CPAC prior to any meetings at which the draft plan section(s) will be discussed.
- Copies of draft sections of the plan will be provided at the City of Goldsboro and Wayne County Planning Departments for check-out.
- Copies of the draft plan or sections of the draft plan may be purchased from the City of Goldsboro Planning Department for the cost of reproduction.

Public Comment

Throughout the process, the public will have the following opportunities for input:

- At each CPAC meeting, time will be allocated for public comments and/or questions.
- At any time during the preparation of the draft Plan, the public may obtain information and/or offer comments via e-mail (jcollins@ci.goldsboro.nc.us).
- The county-wide status meetings, open houses, and public hearing will all provide additional opportunities for public input and questions.

Schedule

The Comprehensive Plan planning process will utilize the following schedule:

Project Task	Schedule
Issue Notice to Proceed	August 2011
Project Initiation	August/October 2011
Research and Analysis (will continue through project)	November to December 2011
Plan Format/Development	October 2011 to May 2012 (including charrette - February or March 2012)
Open House	May/June 2012
Public Hearing	June/July 2012

ATTACHMENT A
COMPREHENSIVE PLAN ADVISORY COMMITTEE

City-Appointed Members

Rick Sumner
Chris Boyette
Phil Baddour

County-Appointed Members

J.E. "Pete" Parks
Vicki Simmons
Ann Ham

Chamber Representative

Hattie Frederick

SJAFB Representative

Brian Joyner

NCDOT Representative

Marcus Lee

Cooperative Extension Representative

Kevin Johnson

City-Planning Commission Representative

Glenn Barwick

County-Planning Commission Representative

Jo Ann Summerlin