

TOWN OF SELMA LAND USE PLAN 2040



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3/22/2021

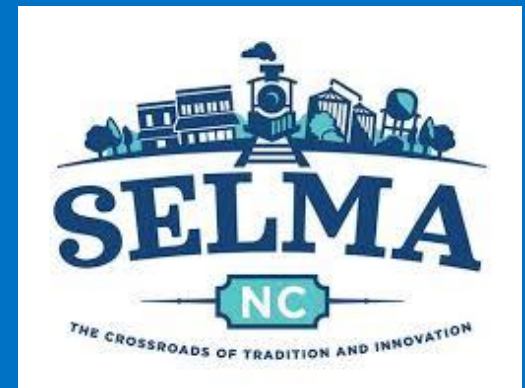


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CHAPTER 1: INTRODUCTION & OVERVIEW

The purpose for this plan is to provide a vision for the future growth and development of the Town of Selma, and to help execute that vision through adopted goals and policies. The Town's previous land use plan, the *2009 Town of Selma Land Use Plan*, was adopted over ten years ago and required an extensive update. This *2040 Town of Selma Comprehensive Land Use Plan* is designed to assist public officials, citizens, and staff with evaluating the appropriateness of land development requests and to manage change in the built environment. As a guide, the plan is designed to provide direction while allowing for flexibility as the need arises. It is not a rigid ordinance and should be reviewed on a regular basis to remain true to the desires of the Town and its citizens. This plan covers the Town of Selma and its Extra-territorial Jurisdiction (ETJ).

THE PLANNING PROCESS

The Selma Planning Board drafted this document with technical assistance from Town staff and the Triangle J Council of Governments. The Planning Board met between fall 2019 and spring 2020 to discuss the development of the plan. An initial public outreach event was held at Selma Railroad Days on October 5, 2019 to gather initial ideas for the plan from the community. Due to COVID-19, later public engagement was conducted online to gather feedback from the community (see appendix).

A draft version of the plan was presented for public review in June 2020. The Planning Board recommended the plan on July 27, 2020. The final draft was presented to the Selma Town Board on XXX and adopted on XXX.

PLAN HIGHLIGHTS

Chapter 2 of this document provides data on the demographics and economy of the Town, and Chapter 3 provides a snapshot of the current patterns of land use and natural resources in the Town. Taken together, these two chapters paint a portrait of the Town's past and present, to inform later recommendations on future land use.

Chapter 4 of this plan identifies the Town's vision for its future and outlines several goals and objectives for the Town to achieve that vision. Chapter 5 provides information on the spatial dimension of future development, mapping out general locations of future land uses within the community. Chapter 6 provides recommendations on potential regulatory changes the Town could consider making to its Unified Development Ordinance (UDO) in order to further the goals and objectives of this plan.

An appendix provides information on public outreach activities conducted in conjunction with the plan.

CHAPTER 2: POPULATION & ECONOMY

The Town of Selma is located in central Johnston County, and was founded in 1873. It is located at the intersection of Interstate 95, the main north-south highway of the United States east coast, and US 70, a major route in East North Carolina connecting the Triangle to the coast. In the future, US 70 is anticipated to become Interstate 42. Other major roads in Selma include US 301, which serves as the main commercial corridor through the center of Selma paralleling I-95, and NC 39 and 96 which both lead north out of central Selma. Selma is also located at a major rail junction between CSX’s north-south line and Norfolk Southern’s east-west line. Selma’s neighboring towns include Smithfield to the southwest, Pine Level to the east, Micro to the northeast, and Wilson’s Mills to the west. The unincorporated Flowers Plantation community is northwest of Selma. Selma is the third largest town in Johnston County, following Clayton and Smithfield, the county seat.

SOCIAL CHARACTERISTICS

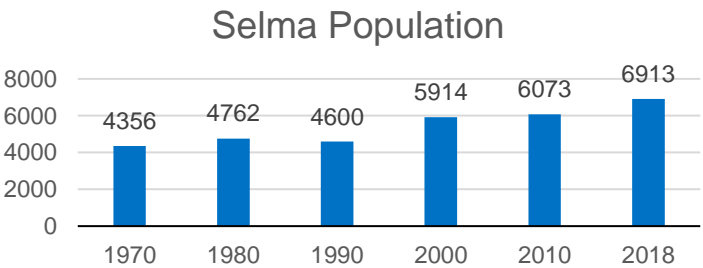
Population

Historic Population Growth

As of 2018, the town of Selma has an estimated population of 6,913 (US Census Bureau estimate), representing 13.8% growth since 2010 (compared to 20.0% for Johnston County and 8.9% for the State of North Carolina over the same period). With a total area of 4.8 square miles, there are over 1,440 per square mile in Selma. Selma has grown overall in the last 50 years as shown below, with periods of both rapid growth (as in the 1990s) and periods of loss (as in the 1980s).

Table 1 and Figure 1: Historic Population Growth Rates (US Census Bureau & IPUMS NHGIS at University of Minnesota)

Geographic Area	1970-1980	1980-1990	1990-2000	2000-2010	2010-2018
Selma	9.3%	-3.4%	28.6%	2.7%	13.8%
Johnston County	14.0%	16.0%	50.5%	37.6%	20.0%
North Carolina	15.7%	11.3%	21.4%	18.5%	8.9%



The Census Bureau figures shown above include only the area within the Selma town limits. While state and federal sources do not calculate the population for Selma’s extra-territorial jurisdiction (ETJ), we can estimate based on 2010 census block data that approximately 2,700 to 3,200 residents lived in the ETJ at that time—census blocks do not exactly line up with the ETJ limits, so we cannot calculate an exact number. Combining this with the population within the town puts the current total planning area population at approximately 10,000.

Population Projections

The projection of future populations is not an exact science, but it can be very useful to develop a projection as guidance for future decision makers about what the future may hold. Two primary methods are used here to develop projections: (1) linear extrapolation of historic population data; and (2) growth percentage based on the NC Office of State Budget and Management (OSBM) projection developed for Johnston County.

For the first method, we examined two different historic time periods: 1990-2010 and 2000-2010. In the 1990-2010 period, the Town population grew from 4,600 to 6,073 (1,473 added residents), for an annualized growth rate of 1.4% per year. If we grow the 2010 population at this annual rate through the year 2040, it will reach 9,216. Likewise, in the 2000-2010 period, the Town population grew from 5,914 to 6,073 (159 added residents), for an annualized growth rate of 0.3% per year. Applying this growth rate to the 2010 population would result in a 2040 population of 6,644. This is the low end of the possible future estimates.

The second projection method uses county-level and state-level population projections developed by the North Carolina State Demographer at NC OSBM. The current projections available from OSBM show that Johnston County is anticipated to add 168,872 people between 2010 and 2039 (79% growth), and North Carolina is expected to add 3,395,849 residents over the same period (36% growth). When we apply these percentages to Selma’s 2010 base population, it results in either 8,259 or 10,871 residents by the year 2039. It is important to note that Johnston County has grown significantly faster than Selma historically, so the 79% growth forecast is at the high end of what is likely for Selma.

Table 2: Projected Population Change in NC Counties: 2010-2020. Source: North Carolina OSBM, Standard Population Estimates, Vintage 2017 and Population Projections, Vintage 2018.

Geographic Area	Total Population		Population Change		Components of Change			
	April 2010 estimate base	July 2020 projection	Numeric	Percent	Births	Deaths	Natural Increase	Net Migration
Johnston County	168,872	209,403	40,531	24.0%	24,265	14,177	10,088	30,443
North Carolina	9,535,721	10,647,005	1,111,284	11.7%	1,248,478	909,850	338,628	772,656

Chapter 2: Population & Economy

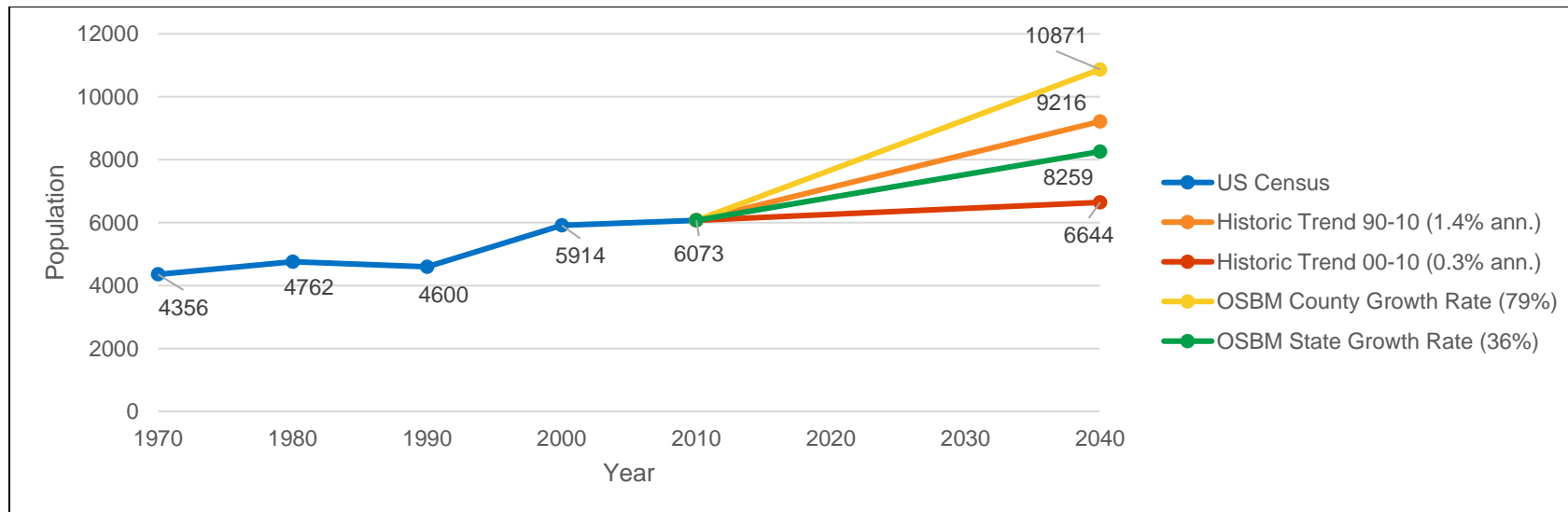
Table 3: Projected Population Change in NC Counties: 2020-2030. Source: North Carolina OSBM, Standard Population Estimates, Vintage 2017 and Population Projections, Vintage 2018.

Geographic Area	Total Population		Population Change		Components of Change			
	July 2020 Projection	July 2030 Projection	Numeric	Percent	Births	Deaths	Natural Increase	Net Migration
Johnston County	209,403	252,858	43,455	20.8%	31,177	20,296	10,881	32,574
North Carolina	10,647,005	11,847,719	1,200,714	11.3%	1,333,070	1,119,393	213,677	987,037

Table 4: Projected Population Change in NC Counties: 2030-2039. Source: North Carolina OSBM, Standard Population Estimates, Vintage 2017 and Population Projections, Vintage 2018.

Geographic Area	Total Population		Population Change		Components of Change			
	July 2030 Projection	July 2039 Projection	Numeric	Percent	Births	Deaths	Natural Increase	Net Migration
Johnston County	269,736	319,182	49,446	18.3%	35,394	26,151	9,243	40,203
North Carolina	11,836,070	12,919,921	1,083,851	9.2%	1,311,374	1,246,253	65,121	1,018,730

Figure 2: Potential Growth Projections based on Different Methods and Sources



Age

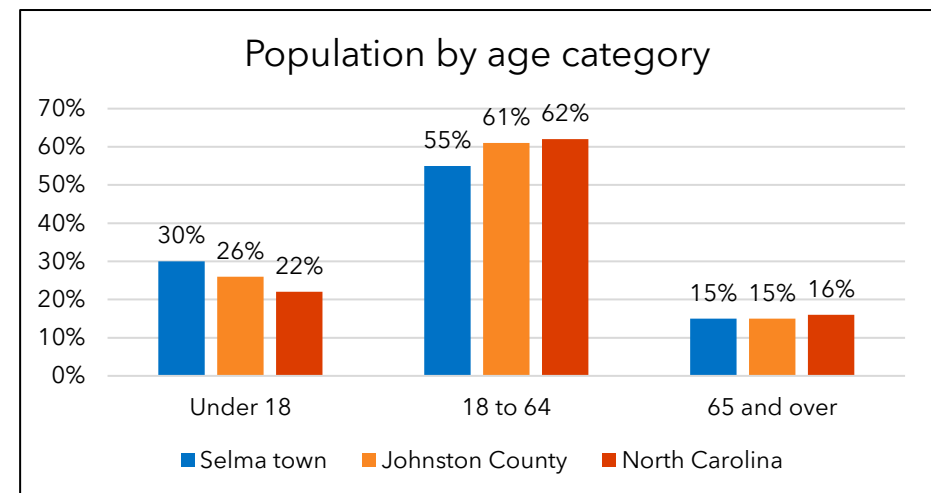
Median age is the age that divides the total age frequency into two equal parts (e.g., half of individuals are older than the median age and half are younger. It is a good indicator to gauge whether a population is getting older. In 2018, the median age of all people in Selma was 33.3, about 90% of the figure in both North Carolina (38.6) and the U.S. (38.2).

Selma's population is spread out proportionately among the different age groups. Those age ranges with the largest percentages are the 0 to 9 years (17%) and 20 to 29 years (15%). Following close behind are the age ranges of 10 to 19 years and 60 to 69 years, both at 14%. The charts below show Selma's population by age range and age category, as compared to the county and state. Of note, Selma has a higher percentage of children and a lower percentage of working-age adults than the state and county.

Table 5: Population by age range. (2014-2018 ACS 5-Year Estimates)

POPULATION BY AGE RANGE	Selma town	Johnston County	North Carolina
0 to 9 years	17%	13%	12%
10 to 19 years	14%	15%	13%
20 to 29 years	15%	12%	14%
30 to 39 years	10%	13%	13%
40 to 49 years	13%	15%	13%
50 to 59 years	9%	13%	13%
60 to 69 years	14%	10%	12%
70 to 79 years	5%	6%	7%
80 years and over	2%	3%	4%

Figure 3: Population by age category. (2014-2018 ACS 5-Year Estimates)



Native-born citizens, with a median age of 30, were generally younger than foreign-born citizens, with a median age of 44.3.

Table 6: Median age by citizenship. (2014-2018 ACS 5-Year Estimates)

MEDIAN AGE	Total	Native born	Foreign born	Naturalized US Citizen	Not a US Citizen
Town of Selma	33.3	30.0	44.3	44.0	45.3
Johnston County	38.1	37.6	40.0	43.8	38.5
North Carolina	38.6	38.3	40.0	47.4	36.5

People in Selma are generally getting younger. In 2013, the average age of all Selma residents was 35.7.

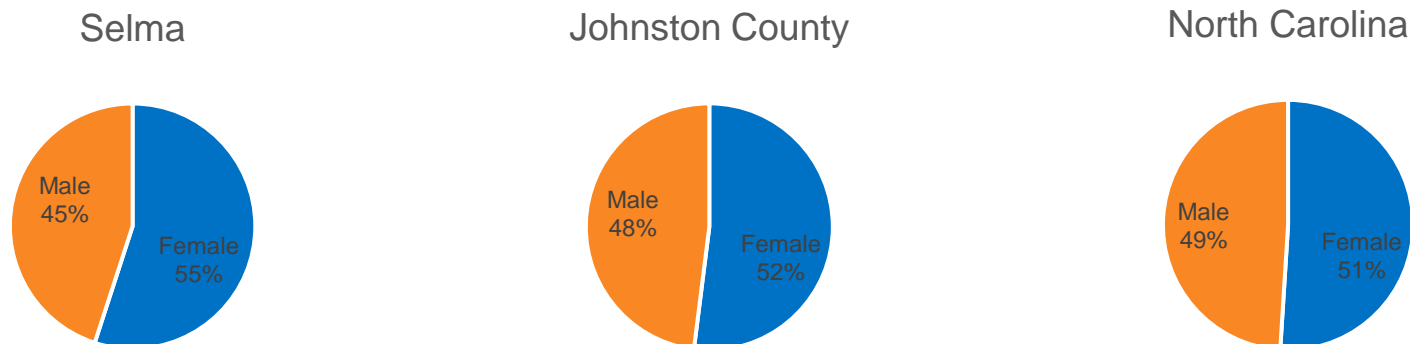
Table 7: Median Age & Age Category. Source: 2014-2018 ACS 5-Year Estimates.

MEDIAN AGE & AGE CATEGORY	Selma town		Johnston County		North Carolina	
	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates
Median age (years)	33.3	35.7	38.1	37	38.6	37.6
Under 18 years	30.1%	23.2%	26.0%	27.4%	22.6%	23.6%
16 years and over	73.0%	79.1%	76.8%	75.7%	80.0%	79.0%
18 years and over	69.9%	76.8%	74.0%	72.6%	77.4%	76.4%
21 years and over	67.2%	75.6%	70.5%	69.0%	73.2%	71.9%
62 years and over	19.0%	16.2%	16.4%	13.8%	19.0%	16.8%
65 years and over	15.3%	11.9%	12.7%	10.8%	15.5%	13.4%
18 years and over	4,595	4,721	141,466	125,136	7,863,008	7,369,782

Sex

Fifty-five percent of Selma residents are women, which is slightly higher than the county and state averages.

Figure 4: Population by sex. Source: 2014-2018 ACS 5-Year Estimates.



Diversity

Race & Ethnicity

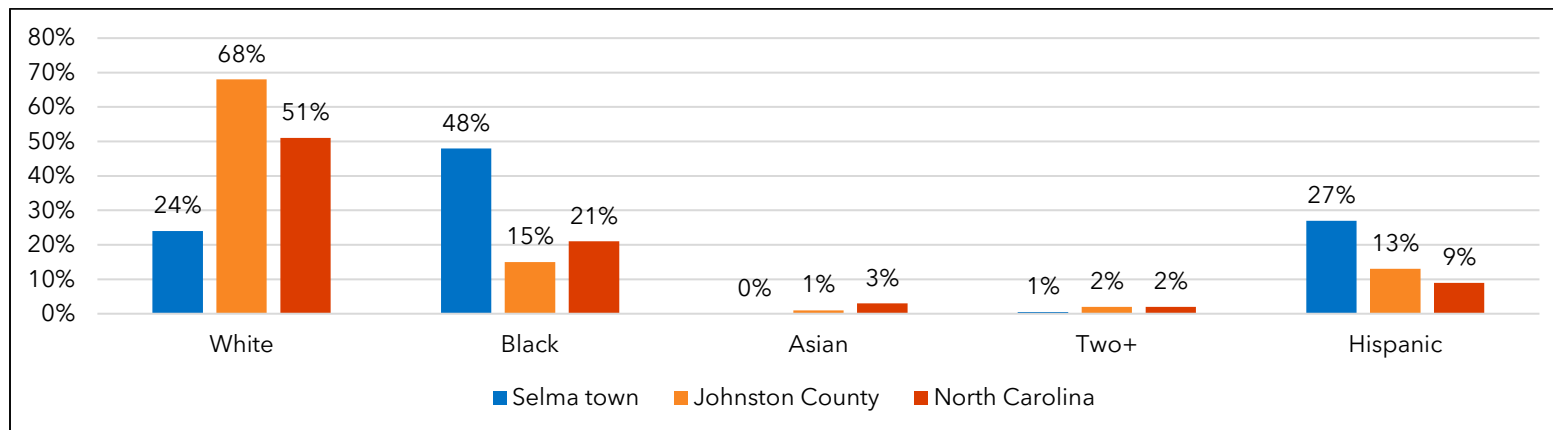
In 2018, Black or African American Alone residents (3,166 people) accounted for nearly half of the population in Selma. This is more than double the rate in the Raleigh Metro Area (19%), and more than double the rate in North Carolina (21%). There were 1,801 Hispanic or Latino (27.4%) and 1,569 White Alone residents (23.9%), the second and third most common racial or ethnic groups.

Table 8: Hispanic or Latino and Race. Source: 2014-2018 ACS 5-Year Estimates.

RACE/ETHNICITY	Selma town	Johnston County	North Carolina
Hispanic or Latino (of any race)	27.4%	13.5%	9.2%
White alone	23.9%	68.3%	63.3%
Black or African American alone	48.1%	15.1%	21.1%
American Indian and Alaska Native alone	0.2%	0.5%	1.1%
Asian alone	0.3%	0.6%	2.8%
Other Races/Two or More Races	0.1%	2.0%	2.5%

The chart below further shows the ethnic composition of the population of Selma, as it compares to Johnston County and North Carolina.

Figure 5: Population by race & ethnicity. Source: 2014-2018 ACS 5-Year Estimates.



Education

Educational Attainment

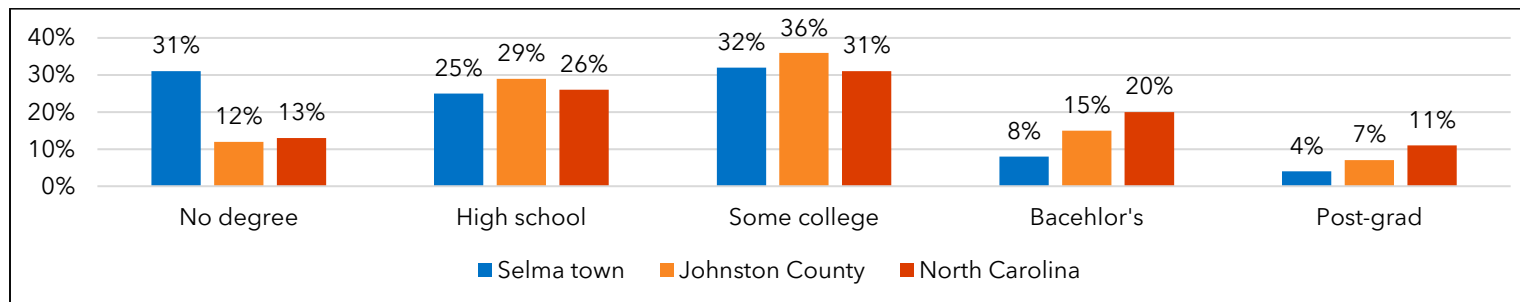
Nearly 70% of Selma's residents have a high school degree or higher. Only 12.2% of Selma's residents have a Bachelor's degree or higher, about one-quarter of the rate in the Raleigh, NC Metro Area (45.9%) and two-fifths of the rate in North Carolina (30.5%).

Nearly 88% of Johnston County residents have a high school degree or higher. Over 22% of Johnston County residents have a Bachelor's degree or higher, about two-thirds the rate in North Carolina and the U.S. (32.6%).

Table 9: Educational Attainment (Comparative Social Characteristics). Source: 2014-2018 ACS 5-Year Estimates.

EDUCATIONAL ATTAINMENT	Selma town		Johnston County		North Carolina	
	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates
Population 25 years and over	4,005	4,103	126,455	111,801	6,881,774	6,408,022
Less than 9th grade	14.4%	21.4%	5.3%	7.9%	4.7%	5.7%
9th to 12th grade, no diploma	16.8%	14.6%	8.4%	8.9%	7.9%	9.4%
High school graduate (includes equivalency)	24.9%	33.0%	29.3%	29.8%	25.9%	27.0%
Some college, no degree	25.0%	14.3%	22.6%	22.1%	21.5%	21.9%
Associate's degree	6.7%	8.9%	12.6%	10.9%	9.5%	8.7%
Bachelor's degree	7.8%	4.9%	15.6%	15.3%	19.6%	18.0%
Graduate or professional degree	4.4%	2.8%	6.2%	5.1%	10.9%	9.3%
Percent high school graduate or higher	68.8%	64.0%	86.3%	83.2%	87.4%	84.9%
Percent bachelor's degree or higher	12.2%	7.7%	21.8%	20.4%	30.5%	27.3%

Figure 6: Population by minimum level of education (Population 25 years and over). Source: 2014-2018 ACS 5-Year Estimates.



School Enrollment

Selma has school-enrolled populations similar to both the county and state averages, albeit with slightly larger shares of Preschool and Kindergarten students and slightly smaller shares of Elementary and High school students. One quarter of students in Selma are attending a college or graduate school, which is above the countywide rate but less than the statewide rate.

Table 10: School Enrollment. Source: 2014-2018 ACS 5-Year Estimates.

SCHOOL ENROLLMENT	Selma town	Johnston County	North Carolina
Population 3 years and over enrolled in school	2,087	50,095	2,520,207
Nursery school, preschool	7.1%	5.4%	5.5%
Kindergarten	7.4%	5.0%	5.0%
Elementary school (grades 1-8)	39.5%	45.9%	40.7%
High school (grades 9-12)	20.2%	23.0%	21.2%
College or graduate school	25.8%	20.7%	27.6%

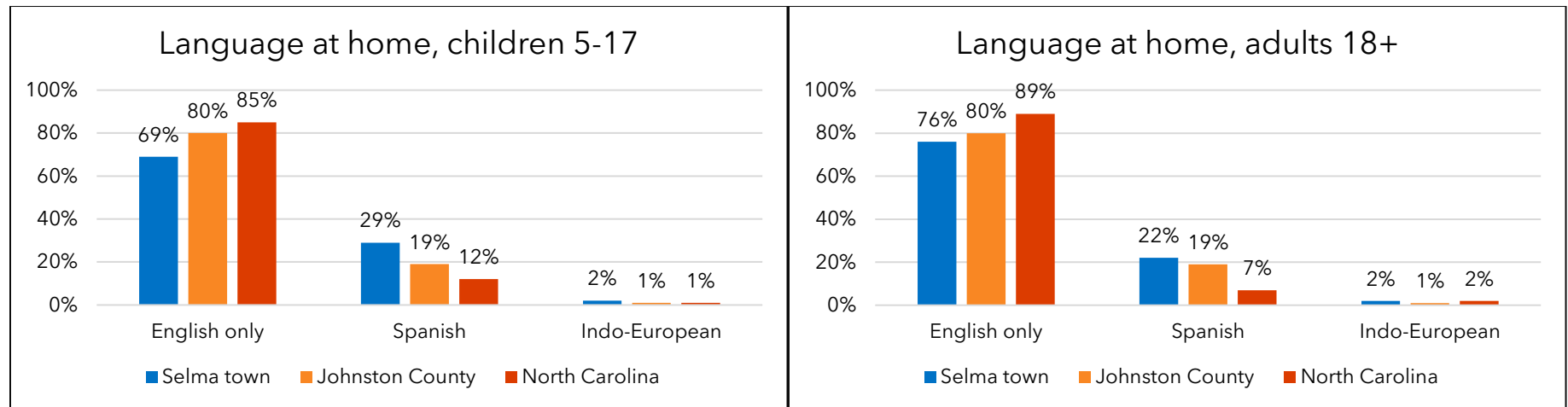
Language

About one-quarter of Selma residents speak languages other than English at home, and 14% of Selma residents do not speak English well. The majority of these non-English speaking residents speak Spanish, although a small percentage speak other languages.

Table 11: Language Spoken at Home. Source: 2014-2018 ACS 5-Year Estimates.

LANGUAGE SPOKEN AT HOME	Selma town	Johnston County	North Carolina
Population 5 years and over	5,978	178,855	9,552,431
English only	74.1%	87.6%	88.4%
Language other than English	25.9%	12.4%	11.6%
Speak English less than "very well"	14.4%	5.1%	4.6%
Spanish	23.7%	10.9%	7.5%
Speak English less than "very well"	14.3%	4.8%	3.2%
Other Indo-European languages	1.5%	0.8%	1.8%

Figure 7: Language spoken at home. Source: 2014-2018 ACS 5-Year Estimates.



Health

10

Health Care Coverage

As of 2018, 79.5% of the population of Selma has health coverage, with 29.8% on private health insurance, and 59.6% on public health coverage. Over 20% of Selma residents have no health coverage, nearly twice the rate in Johnston County (12.2%) and North Carolina (11.1%).

Table 12: Health Insurance Coverage. Source: 2014-18 ACS 5-Year Estimates.

HEALTH INSURANCE COVERAGE	Selma town	Johnston County	North Carolina
Civilian noninstitutionalized population	6,573	189,560	9,952,031
With health insurance coverage	79.5%	87.8%	88.9%
With private health insurance	29.8%	66.0%	67.2%
With public coverage	59.6%	32.6%	34.2%
No health insurance coverage	20.5%	12.2%	11.1%

Disability

In 2018, 20% of Selma's population had a disability (1,313 people), which is a 3.2% increase since 2013. This increase is notable when compared with the change in disabled population for both Johnston County (0.8% increase) and North Carolina (no change). Selma has significantly larger population percentage with ambulatory and independent living difficulties than the county and state rates.

Table 13: Disability Status of the Civilian Noninstitutionalized Population. Source: 2014-18 ACS 5-Year Estimates.

DISABILITY STATUS OF CIVILIAN NONINSTITUTIONALIZED POPULATION	Selma town		Johnston County		North Carolina	
	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates
Total:	6,573	6,137	189,560	170,566	9,952,031	9,450,222
With a disability	20.0%	16.8%	14.2%	12.2%	13.6%	13.3%
Under 18 years with a disability	5.9%	2.9%	4.5%	3.7%	4.4%	4.4%
18 to 64 years with a disability	22.0%	16.7%	13.0%	11.1%	11.5%	11.4%
65 years and over with a disability	40.6%	44.5%	40.6%	40.9%	35.8%	38.1%

Table 14: Disability Characteristics - Disability Type. Source: 2014-2018 ACS 5-Year Estimates.

DISABILITY CHARACTERISTICS - DISABILITY TYPE	Selma town	Johnston County	North Carolina
Total:	20.0%	14.2%	13.6%
With a hearing difficulty	2.2%	3.2%	3.8%
With a vision difficulty	2.9%	2.1%	2.6%
With a cognitive difficulty	7.5%	5.1%	5.4%
With an ambulatory difficulty	15.9%	9.0%	7.7%
With a self-care difficulty	4.2%	2.5%	2.9%
With an independent living difficulty	11.9%	6.9%	6.2%

ECONOMIC CHARACTERISTICS

Employment

As of 2018, the economy of Selma employs 2,511 people, with a total labor force of 2,709 people. The unemployment rate in Selma is 7.3%. This is a considerable decrease when compared with Selma's unemployment rate in 2013 (24.5%).

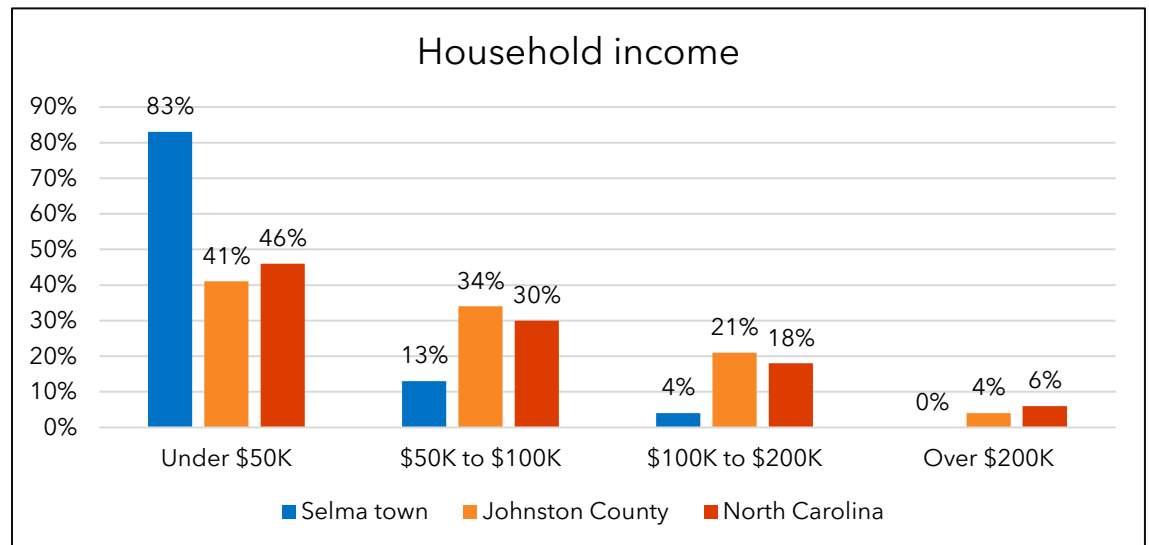
Table 15: Employment Status (Comparative Economic Characteristics). Source: 2014-2018 ACS 5-Year Estimates.

EMPLOYMENT STATUS	Selma town		Johnston County		North Carolina	
	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates
Population 16 years and over	4,803	4,864	146,789	130,497	8,124,899	7,622,230
In labor force	56.4%	60.5%	64.7%	67.1%	62.4%	63.6%
Employed	52.3%	45.5%	61.0%	59.4%	57.4%	55.6%
Unemployed	4.1%	14.8%	3.5%	7.5%	3.8%	6.9%
Armed Forces	0.0%	0.2%	0.2%	0.2%	1.1%	1.2%
Not in labor force	43.6%	39.5%	35.3%	32.9%	37.6%	36.4%
Unemployment Rate	7.3%	24.5%	5.5%	11.2%	6.3%	11.1%

Income

Per the 2014-2018 ACS 5-Year Estimates, the per capita income in Selma is \$12,941, about one-third the amount in the Raleigh, NC Metro Area (\$36,518) and two-fifths of the amount in North Carolina (\$29,456). Over twice Selma's per capita income, the per capita income in Johnston County is \$26,935.

Figure 8: Household income. Source: 2014-2018 ACS 5-Year Estimates.



As of 2018, households in Selma have a median annual income of \$28,440, which is significantly less than the median annual income of \$52,413 in North Carolina and \$56,842 in Johnston County. This is in comparison to a median income of \$21,250 in 2013, which represents a 34% growth rate—this is significantly faster growth than in Johnston County (6%) and North Carolina (5%) over the same period.

Table 16: Income in 2018 Inflation-Adjusted Dollars (Comparative Economic Characteristics). Source: 2014-2018 ACS 5-Year Estimates.

INCOME - HOUSEHOLDS	Selma town		Johnston County		North Carolina	
	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates
Total households	2,197	2,385	67,154	60,759	3,918,597	3,715,565
Median household income	\$28,440	\$21,250	\$56,842	\$53,693	\$52,413	\$49,949
Mean household income	\$34,978	\$30,095	\$70,875	\$66,024	\$73,753	\$68,785
With earnings	70.1%	64.7%	79.0%	80.0%	76.5%	77.2%
Mean earnings	\$32,068	\$29,888	\$72,676	\$67,555	\$75,051	\$69,630

Income from Non-work Sources

Over 40% of Selma households receive Social Security income, which is a higher percentage than in both Johnston County and North Carolina. Similarly, almost 45% of Selma households receive Food Stamps/SNAP assistance, which is significantly higher than the county and state rates for this assistance.

Table 17: Income and Benefits in 2018 Inflation-Adjusted Dollars (Comparative Economic Characteristics) – Social Security, Retirement Income, and Public Assistance. Source: 2014-2018 ACS 5-Year Estimates.

SOCIAL ASSISTANCE - HOUSEHOLDS	Selma town		Johnston County		North Carolina	
	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates
Total households	2,197	2,385	67,154	60,759	3,918,597	3,715,565
With Social Security	41.1%	41.7%	30.1%	26.6%	32.1%	29.9%
Mean Social Security income	\$14,962	\$13,317	\$19,206	\$17,870	\$19,319	\$18,392
With retirement income	17.9%	13.2%	20.1%	17.0%	19.6%	18.3%
Mean retirement income	\$21,870	\$17,905	\$22,269	\$19,332	\$23,813	\$23,271
With cash public assistance income	2.7%	5.3%	1.2%	2.1%	1.6%	2.0%
Mean cash public assistance income	\$2,741	\$1,248	\$1,896	\$3,669	\$2,658	\$3,846
With Food Stamp/SNAP benefits in the past 12 months	44.7%	39.0%	13.8%	14.4%	13.2%	13.8%

Occupations

From 2017 to 2018, employment in Selma grew at a rate of 1.2% from 2,678 employees to 2,709 employees. The most common occupation groups for Selma's civilian employed population are Service Occupations (891 people); Sales and Office Occupations (476 people); Management, Business, Science, and Arts Occupations (437 people); Natural Resources, Construction, and Maintenance Occupations (364 people); and Production, Transportation, and Material Moving Occupations (343 people).

Table 18: Occupation by civilian employed population. Source: 2014-18 ACS 5-Year Estimates.

OCCUPATION	Selma	Johnston County	North Carolina
Civilian employed population 16 years and over	2,511	89,484	4,665,822
Service occupations	35.5%	16.1%	17.2%
Sales and office occupations	19.0%	23.5%	21.5%
Management, business, science, and arts occupations	17.4%	35.5%	37.4%
Natural resources, construction, and maintenance occupations	14.5%	12.5%	9.2%
Production, transportation, and material moving occupations	13.7%	12.5%	14.6%

Industries

As of 2018, Selma has a high number of residents working in Educational Services, and Health Care and Social Assistance (483); Arts, Entertainment, and Recreation, and Accommodation, and Food Services (482); Retail Trade (416); and Construction (345).

Table 19: Occupational industry of employed population. Source: 2014-18 ACS 5-Year Estimates.

INDUSTRY	Selma	Johnston County	North Carolina
Civilian employed population 16 years and over	2,511	89,484	4,665,822
Educational services, and health care and social assistance	19.2%	20.7%	23.0%
Arts, entertainment, and recreation, and accommodation and food services	19.2%	9.0%	9.6%
Retail trade	16.6%	12.2%	11.7%
Construction	13.7%	10.3%	6.8%
Manufacturing	8.2%	11.0%	12.4%
Public administration	6.3%	6.7%	4.3%
Professional, scientific, and management, and administrative and waste management services	4.6%	10.0%	10.7%
Finance and insurance, and real estate and rental and leasing	4.3%	5.1%	6.4%
Transportation and warehousing, and utilities	3.4%	4.6%	4.5%
Information	2.7%	1.9%	1.8%
Other services, except public administration	1.8%	4.3%	4.9%
Agriculture, forestry, fishing and hunting, and mining	0.0%	1.2%	1.3%
Wholesale trade	0.0%	3.0%	2.5%

Worker Classification

As of 2018, most laborers in Selma are Private Wage and Salary Workers (2,104 people), which accounts for 83.8% of its employed population. This rate is notably higher than that of both Johnston County (77.3%) and North Carolina (79.9%).

Table 20: Classification of Worker. Source: 2014-18 ACS 5-Year Estimates.

CLASS OF WORKER	Selma town	Johnston County	North Carolina
Civilian employed population 16 years and over	2,511	89,484	4,665,822
Private wage and salary workers	83.8%	77.3%	79.9%
Government workers	13.7%	17.9%	14.3%
Self-employed in own not incorporated business workers	2.5%	4.7%	5.7%
Unpaid family workers	0.0%	0.1%	0.2%

Top Employers

The table below shows businesses with a location in Selma that are listed among the top 25 employers in Johnston County.

Table 21: Top 25 Employers in Johnston County (Quarter 2, 2019). Source: Access NC Open Data.

Company	Industry	Employment in County	Rank in County
Johnston County Public Schools	Education & Health Services	1000+	1
Food Lion	Trade, Transportation, & Utilities	500-999	7
Sysco Raleigh	Trade, Transportation, & Utilities	250-499	12
Airflow Products Company	Manufacturing	250-499	14
McDonalds	Leisure & Hospitality	250-499	15
Bojangles	Leisure & Hospitality	250-499	17
North Carolina Department of Public Safety	Public Administration	100-249	24

Commuting to Work

The Town's role as primarily a bedroom community is evident from the commuting pattern data from the U.S. Census. Per the LEHD Origin-Destination Employment Statistics (LODES), the percentage of Town residents working within Selma outside of Selma and working outside Johnston County both outweighed the number working inside the Town.

People in Selma have an average commute time of 26 minutes, and they largely commute by Drove Alone. Using averages, employees in Selma have a shorter commute time (26 minutes) than workers in Johnston County (30.4 minutes) but longer commute time than the statewide average (24.5 minutes).

Table 22: Inflow/Outflow Job Counts. Source: LODES (2nd Qtr 2002-17).

Inflow/Outflow Job Counts (Primary Jobs)	Selma town	Johnston County
Employed in Place but living outside	95.6%	54.0%
Employed and living in Place	4.4%	46.0%
Living in Place but employed outside	95.0%	73.9%
Living and employed in Place	5.0%	26.1%

Method of Travel

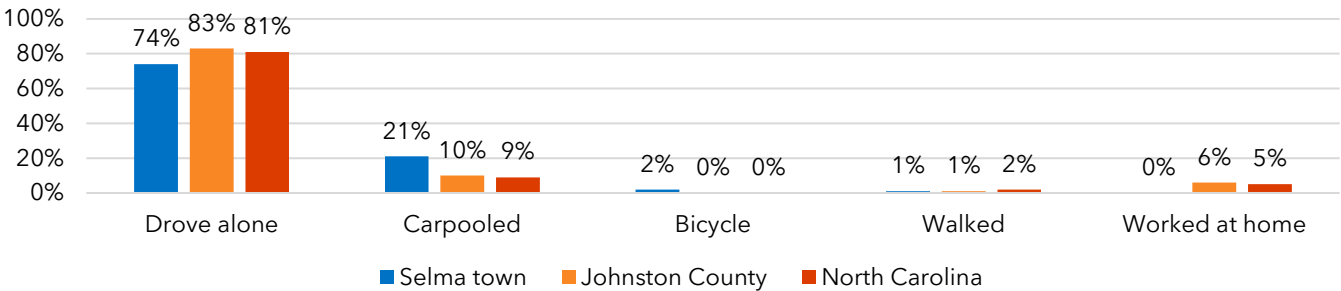
In 2018, the most common method of travel for workers in Selma was Drove Alone (74.3%), followed by those who Carpooled (20.7%) and those who used Other Means (4.4%). No workers in Selma Worked at Home (0%), which was notably less than the rate in both Johnston County (6.1%) and North Carolina (5.4%).

Figure 9: Means of transportation to work (Workers 16 years and over). Source: 2014-2018 ACS 5-Year Estimates.

Table 23: Travel Time to Work. Source: 2014-2018 ACS 5-Year Estimates.

Travel Time to Work	Selma town	Johnston County	North Carolina
Total:	2,499	82,312	4,407,339
Less than 5 minutes	2.6%	2.1%	2.8%
5 to 9 minutes	12.5%	7.7%	9.7%
10 to 14 minutes	19.9%	10.2%	14.6%
15 to 19 minutes	18.5%	11.6%	17.2%
20 to 24 minutes	8.3%	12.8%	15.7%
25 to 29 minutes	1.4%	7.1%	7.1%
30 to 34 minutes	10.4%	15.2%	13.3%
35 to 39 minutes	0.5%	4.0%	3.2%
40 to 44 minutes	0.6%	5.2%	3.4%
45 to 59 minutes	14.5%	12.6%	7.1%
60 to 89 minutes	8.9%	9.2%	4.1%
90 or more minutes	1.9%	2.4%	1.9%

Means of transportation to work



Car Ownership

Car ownership in Selma is approximately the same as the Johnston County and state average, with an average of 2 cars per household. Most households in Selma had either 1 vehicle available (33.5%) or 2 vehicles available (35.7%). Nearly 20% of households had no vehicles available, which is almost five times more than the same figure in Johnston County (4.1%) and three times more than North Carolina (5.9%).

VEHICLES AVAILABLE	Selma town	Johnston County	North Carolina
Occupied housing units	2,197	67,154	3,918,597
No vehicles available	19.7%	4.1%	5.9%
1 vehicle available	33.5%	25.6%	31.9%
2 vehicles available	35.7%	41.4%	38.4%
3 or more vehicles available	11.1%	28.9%	23.8%

Table 24: Vehicles Available. Source: 2014-2018 ACS 5-Year Estimates.

Computers & Internet Use

Only 53.4% of Selma’s population has a broadband Internet subscription, with 77.4% owning a computer. The broadband Internet access is significantly lower than in Johnston County (76.2%) and North Carolina (78.3%).

COMPUTERS AND INTERNET USE	Selma town	Johnston County	North Carolina
Total households	2,197	67,154	3,918,597
With a computer	77.5%	89.2%	87.4%
With a broadband Internet subscription	53.4%	76.2%	78.3%

Table 25: Computers and Internet Use. Source: 2014-18 ACS 5-Year Estimates.

Poverty

Nearly 40% of the population for whom poverty status is determined in Selma live below the poverty line. This figure is more than double the rate in the Raleigh, NC Metro Area (10.5%) and North Carolina (15.4%). Over 11% of persons in Johnston County live below the poverty line.

In Selma, poverty is particularly prevalent among children, with 60% of residents under the age of 18 living in poverty, compared to 21% for this age group in Johnston County and 22% for this age group in North Carolina. Among working-age residents of Selma, 32% live in poverty (compared to 11% in the county and 15% in the state), and 26% of seniors age 65 and over in Selma live in poverty (compared to 8% countywide and 9% statewide). The poverty rate among female residents of Selma (44%) is significantly higher than the rate among male residents (34%). When examining poverty by race and ethnicity, the highest levels of poverty are found among those reporting their race to the Census bureau as “other” (59%), Hispanic or Latino ethnicity (54%), Black or African-American (42%), and those reporting two or more races (41%).

Table 26: Poverty Status in the Past 12 Months - Age. Source: 2014-2018 ACS 5-Year Estimates.

POVERTY STATUS IN THE PAST 12 MONTHS - AGE	Selma town	Johnston County	North Carolina
	Percent below poverty level	Percent below poverty level	Percent below poverty level
Population for whom poverty status is determined	39.3%	13.3%	15.4%
Under 18 years	60.3%	20.6%	22.0%
Under 5 years	56.5%	22.7%	24.7%
5 to 17 years	62.0%	19.9%	21.1%
18 to 64 years	32.0%	11.3%	14.5%
18 to 34 years	33.7%	13.7%	19.5%
35 to 64 years	31.0%	10.2%	11.8%
60 years and over	27.6%	9.2%	9.9%
65 years and over	25.9%	8.1%	9.2%

Figure 10: Children (Under 18) and Seniors (65 and over) poverty & nonpoverty. Source: 2014-2018 ACS 5-Year Estimates.

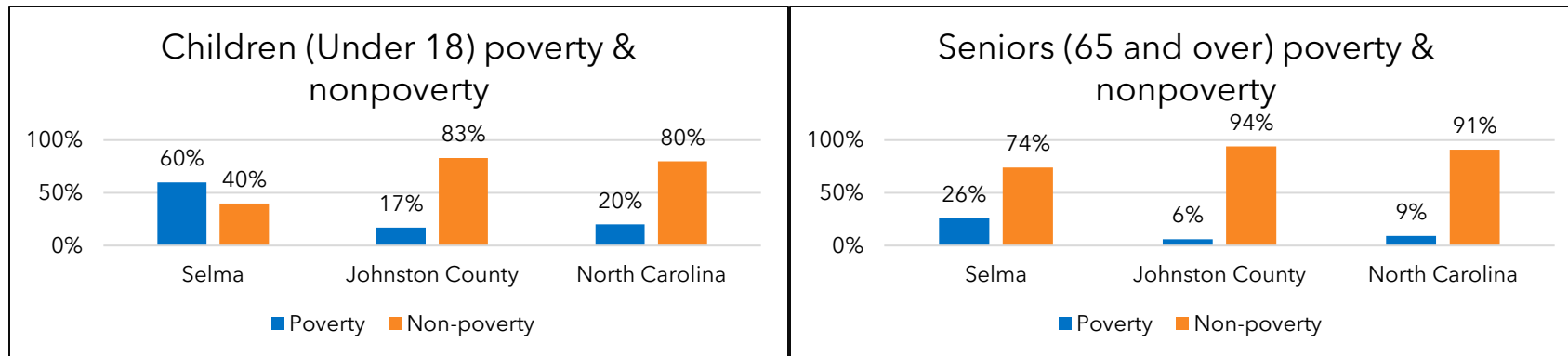


Table 27: Poverty Status in the Past 12 Months - Sex. Source: 2014-2018 ACS 5-Year Estimates.

POVERTY STATUS IN THE PAST 12 MONTHS - SEX	Selma town	Johnston County	North Carolina
	Percent below poverty level	Percent below poverty level	Percent below poverty level
Population for whom poverty status is determined	39.3%	13.3%	15.4%
Male	33.6%	12.6%	14.0%
Female	43.9%	14.0%	16.8%

Table 28: Poverty Status in the Past 12 Months - Race & Hispanic or Latino Origin. Source: 2014-2018 ACS 5-Year Estimates.

POVERTY STATUS IN THE PAST 12 MONTHS - RACE & HISPANIC OR LATINO ORIGIN	Selma town	Johnston County	North Carolina
	Percent below poverty level	Percent below poverty level	Percent below poverty level
Population for whom poverty status is determined	39.3%	13.3%	15.4%
White alone	31.1%	11.2%	12.1%
Black or African American alone	42.4%	18.7%	23.5%
American Indian and Alaska Native alone	0.0%	20.9%	25.1%
Asian alone	0.0%	7.9%	11.9%
Native Hawaiian and Other Pacific Islander alone	Unavailable	0.0%	19.4%
Some other race alone	59.0%	30.3%	29.5%
Two or more races	40.9%	26.2%	21.5%
Hispanic or Latino origin (of any race)	54.2%	32.1%	28.5%
White alone, not Hispanic or Latino	16.9%	8.2%	10.6%

Economic Development

Community Investment

From 2009 to 2019, Johnston County has seen nearly \$2.8 billion in private investment since 2009, with nearly 2,500 jobs created by economic development. This data is not available at the municipal level, but the county-level information is instructive of the type of development currently occurring in the region.

Table 29: Economic Development & Community Investment in Johnston County (2009-2019). Source: Access NC Open Data.

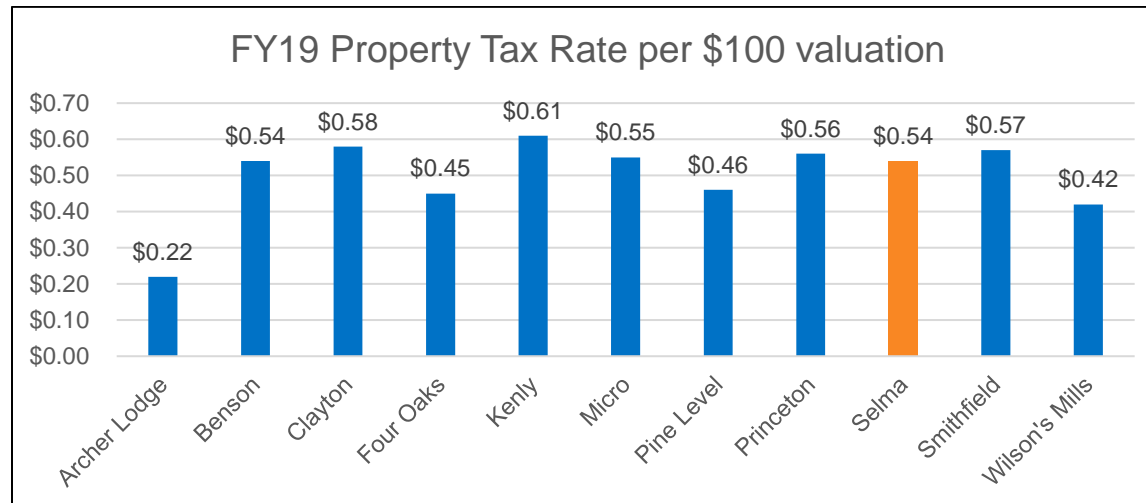
Year	Jobs Created by Economic Development	Private Investment Created
Total	2,496	\$ 2,780,892,876
2019	129	\$ 4,445,000
2018	95	\$ 94,000,000
2017	143	\$ 17,521,426
2016	169	\$ 429,250,000
2015	829	\$ 1,702,000,000
2014	114	\$ 32,400,000
2013	110	\$ 102,000,000
2012	199	\$ 38,876,450
2011	Unavailable	Unavailable
2010	382	\$ 76,900,000
2009	326	\$ 283,500,000

Local Sales & Property Taxes

For Fiscal Year 2020, the Town of Selma anticipates revenues of approximately \$2.5 million from assessed property taxes and approximately \$1 million from sales tax distributions to the Town. These two revenue streams are the largest sources of funding for the Town's \$6.5 million general fund, which provides funding for the operation of most Town services (other than utility services, which have separate enterprise funds). Other sources of general fund revenue expected to bring in more than \$100,000 in Fiscal Year 2020 include motor vehicle taxes, occupancy taxes, fire district taxes, electric power franchise taxes, refuse collection fees, and NCDOT street aid payments (Powell Bill).

The Fiscal Year 2020 valuation of taxable properties in the Town of Selma is \$473 million, and the Town's current property tax rate is 54 cents per \$100 valuation. This tax rate is comparable to most other municipalities in Johnston County.

Figure 11: Municipal property tax rates in Johnston County (Fiscal Year 2019). Source: NC Department of Revenue.



HOUSING CHARACTERISTICS

Households

Per the 2014-2018 ACS 5-Year Estimates, Selma has 2,197 total households and an average of 2.99 persons per household, about 6% higher than the figure for Johnston County (2.82 persons per household) and 19% higher than the figure for North Carolina (2.52 persons per household). About two-thirds of households in Selma are “family” households (two or more related people) and one-third are non-family households (one-person households and households where the residents are unrelated). The average size of family households in Selma is 3.7 persons per household, which is 13% higher than the Johnston County average family size and 19% higher than the North Carolina average family size.

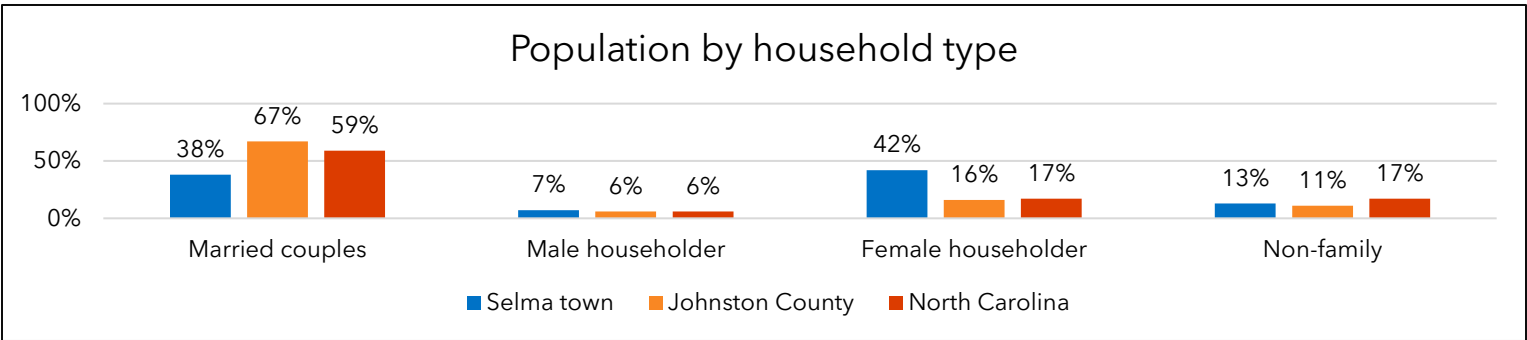
Table 30: Households by Type. Source: 2014-18 ACS 5-Year Estimates.

HOUSEHOULDS BY TYPE	Selma town	Johnston County	North Carolina
Total households	2,197	67,154	3,918,597
Family households (families)	65.8%	73.8%	65.7%
Nonfamily households	34.2%	26.2%	34.3%
Average household size	2.99	2.82	2.52
Average family size	3.7	3.28	3.1

Table 31: Relationship. Source: 2014-18 ACS 5-Year Estimates

RELATIONSHIP	Selma town	Johnston County	North Carolina
Population in households	6,573	189,452	9,882,910
Householder	33.4%	35.4%	39.7%
Spouse	10.3%	19.7%	19.1%
Child	29.9%	32.7%	29.1%
Other relatives	19.3%	7.2%	6.5%
Nonrelatives	7.2%	4.9%	5.6%
Unmarried partner	2.1%	2.1%	2.2%

Figure 12: Population by household type. Source: 2014-2018 ACS 5-Year Estimates.



Homeownership and Rental

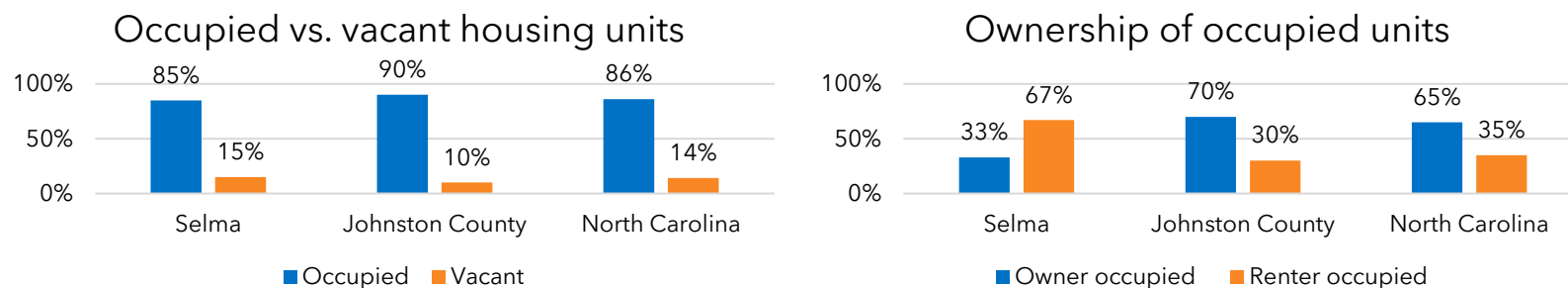
Occupancy

As of 2018, Selma has 2,595 total housing units, or about 3% of Johnston County's 77,354 total housing units. Of the 2,197 occupied housing units in Selma, 716 are owner-occupied (32.6%) and 1,481 are renter-occupied (67.4%). This rate of owner-occupied housing is much lower than the average for Johnston County (71.6% owner-occupied) and North Carolina (65.0% owner-occupied). In comparison with data from five years earlier, the rate of homeownership has increased slightly in Selma, from 31.9% of occupied units in 2013 to 32.6% of occupied units in 2018, although the overall number of occupied (and owner-occupied) units has decreased.

Table 32: Housing Occupancy and Tenure. Source: 2014-18 ACS 5-Year Estimates.

HOUSING OCCUPANCY & TENURE	Selma town		Johnston County		North Carolina	
	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates
Total housing units	2,595	2,785	73,685	68,000	4,573,066	4,349,023
Occupied housing units	2,197	2,385	67,154	60,759	3,918,597	3,715,565
Occupied housing units	84.7%	85.6%	91.1%	89.4%	85.7%	85.4%
Vacant housing units	15.3%	14.4%	8.9%	10.6%	14.3%	14.6%
Homeowner vacancy rate	0	0	1.3	2.6	1.9	2.5
Rental vacancy rate	5.7	10.9	4.9	10.3	7	8.7
Owner-occupied units	32.6%	31.9%	71.6%	71.6%	65.0%	66.4%
Renter-occupied units	67.4%	68.1%	28.4%	28.4%	35.0%	33.6%
Average household size of owner-occupied unit	2.78	2.30	2.80	2.76	2.57	2.56
Average household size of renter-occupied unit	3.10	2.70	2.88	2.93	2.44	2.46

Figure 13: Occupied vs. vacant housing units & Ownership of occupied units. Source: 2014-2018 ACS 5-Year Estimates.



Type of Structure, Number of Bedrooms, Length of Residency

About 60% of housing units in Selma are single-family detached homes, 4% are single-family attached units, 9% are mobile homes, 19% are multifamily units in smaller structures with four or fewer units, and 9% are multifamily units in larger structures with five or more units. The vast majority of homes in Selma (78%) have 2 or 3 bedrooms, and a majority of residents moved into their current home sometime between 2010 and 2016.

Table 33: Units in Structure. Source: 2014-18 ACS 5-Year Estimates.

UNITS IN STRUCTURE	Selma town	Johnston County	North Carolina
Total housing units	2,595	73,685	4,573,066
1-unit, detached	59.5%	72.5%	65.1%
1-unit, attached	3.7%	2.3%	4.1%
2 units	13.6%	1.9%	2.1%
3 or 4 units	5.1%	2.2%	2.8%
5 to 9 units	5.5%	1.5%	4.3%
10 to 19 units	1.4%	0.7%	4.2%
20 or more units	2.2%	1.4%	4.4%
Mobile home	8.9%	17.4%	13.0%
Boat, RV, van, etc.	0.0%	0.1%	0.1%

Table 34: Bedrooms. Source: 2014-18 ACS 5-Year Estimates.

BEDROOMS	Selma town	Johnston County	North Carolina
Total housing units	2,595	73,685	4,573,066
No bedroom	3.0%	0.6%	1.6%
1 bedroom	9.8%	3.6%	6.7%
2 bedrooms	29.4%	18.2%	25.3%
3 bedrooms	48.1%	59.4%	47.5%
4 bedrooms	8.8%	15.3%	15.2%
5 or more bedrooms	1.0%	2.8%	3.8%

Figure 14: Types of structure. Source: 2014-2018 ACS 5-Year Estimates.

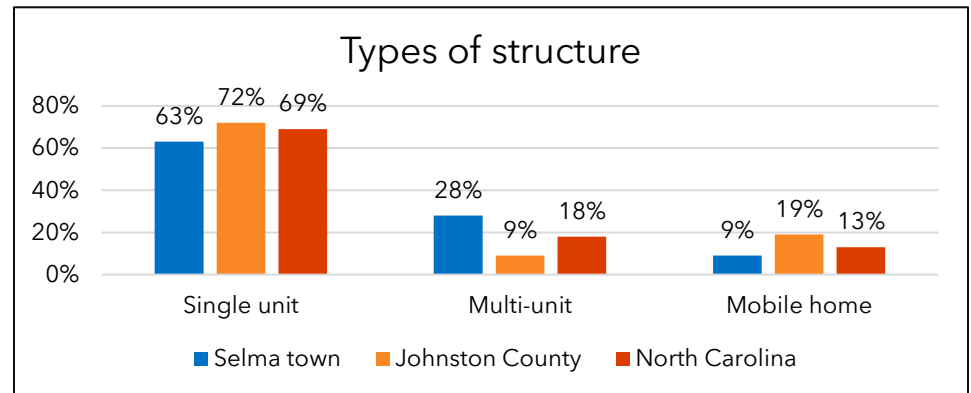
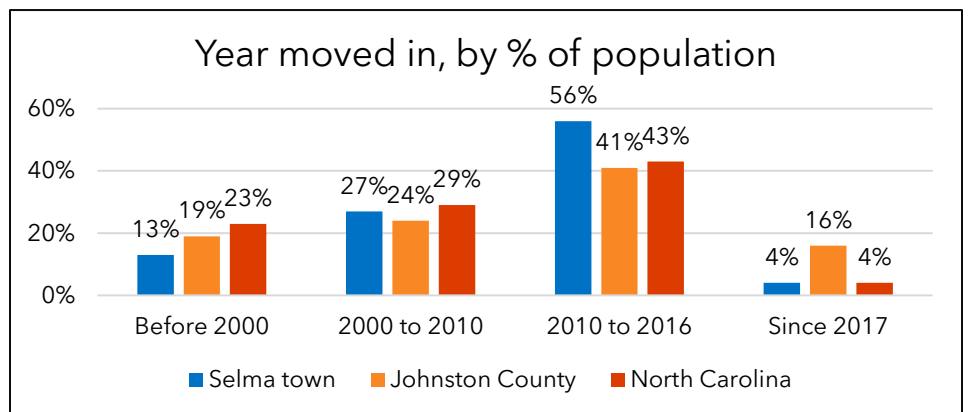


Figure 15: Year moved-in. Source: 2014-2018 ACS 5-Year Estimates.



Home Value

The median property value in Selma was \$89,500 in 2018, about two-fifths of the amount in the Raleigh, NC Metro Area (\$236,200) and half the amount in North Carolina (\$165,900). The median value of owner-occupied housing units in Johnston County is \$171,300, a little less than the amount in North Carolina (\$180,600) and three-quarters of the amount in the U.S. (\$229,700).

Table 35: Housing Value. Source: 2014-18 ACS 5-Year Estimates.

VALUE	Selma town		Johnston County		North Carolina	
	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates
Owner-occupied units	716	760	48,064	43,495	2,548,705	2,466,388
Less than \$50,000	13.5%	18.6%	7.6%	8.4%	8.6%	9.9%
\$50,000 to \$99,999	44.3%	44.1%	15.1%	17.0%	16.2%	18.1%
\$100,000 to \$149,999	27.5%	19.3%	23.8%	29.5%	18.8%	20.4%
\$150,000 to \$199,999	10.3%	7.6%	21.4%	19.7%	17.0%	17.5%
\$200,000 to \$299,999	4.1%	10.4%	22.4%	19.0%	18.9%	17.4%
\$300,000 to \$499,999	0.3%	0.0%	7.6%	5.0%	14.1%	11.3%
\$500,000 to \$999,999	0.0%	0.0%	1.5%	1.1%	5.3%	4.3%
\$1,000,000 or more	0.0%	0.0%	0.5%	0.3%	1.1%	1.0%
Median value	\$89,500	\$79,500	\$156,800	\$141,200	\$165,900	\$153,600

Owner-Occupied Homes

Fewer owner-occupied homes in Selma (51%) are encumbered by a mortgage than the county and state averages.

Table 36: Mortgage Status. Source: 2014-18 ACS 5-Year Estimates.

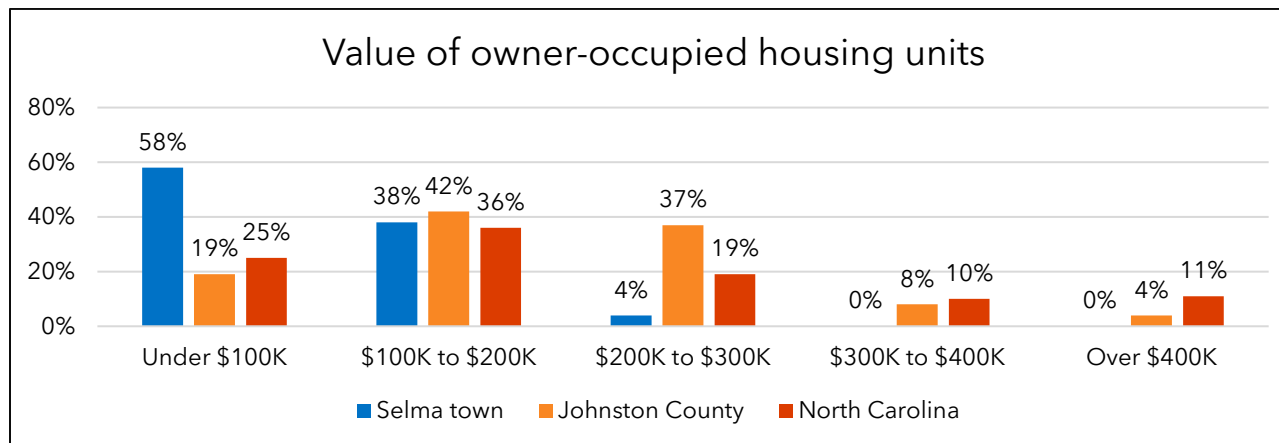
MORTGAGE STATUS	Selma town		Johnston County		North Carolina	
	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates
Owner-occupied units	716	760	48,064	43,495	2,548,705	2,466,388
Housing units with a mortgage	51.1%	60.4%	70.5%	73.7%	63.5%	66.7%
Housing units without a mortgage	48.9%	39.6%	29.5%	26.3%	36.5%	33.3%

When considering the affordability of housing, economists use a measure called Selected Monthly Owner Costs as a Percentage of Household Income (SMOCAP) as a way of calculating how much of a household's income is being devoted to housing costs such as mortgage payments, property taxes, insurance, utility costs, and fees. As a general rule of thumb, some experts suggest that a SMOCAP of 30% or higher is indicative of a cost-burdened household. About one-third of owner-occupied households in Selma exceed this 30% guideline. However, the majority of owner-occupied homes in Selma cost less than \$100,000 and only 4% cost more than \$200,000.

Table 37: Selected Monthly Owner Costs as a Percentage of Household Income (SMOCAP). Source: 2014-18 ACS 5-Year Estimates.

SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME	Selma town	Johnston County	North Carolina
<i>With a mortgage (excluding units where cannot be computed)</i>			
Housing units with a mortgage	359	33,768	1,607,904
Less than 20.0 percent	29.0%	48.8%	49.0%
20.0 to 24.9 percent	19.2%	17.0%	15.0%
25.0 to 29.9 percent	18.7%	9.4%	9.9%
30.0 to 34.9 percent	7.2%	7.3%	6.4%
35.0 percent or more	25.9%	17.5%	19.6%
Not computed	7	98	9,309

Figure 16: Value of owner-occupied housing units. Source: 2014-2018 ACS 5-Year Estimates.



Renter-Occupied Homes

The majority of rental units in Selma lease for a monthly rent between \$500 and \$999, which is relatively consistent with countywide and statewide patterns. The median rental rate in Selma in 2018 is \$829, up 11% from \$749 in 2013—this is also relatively consistent with countywide and statewide median rental rates.

When examining affordability of rental units, economists typically consider rent as a percentage of household income. Similar to the SMOCAPI with owner-occupied housing, ratios of rent-to-income higher than 30% are generally indicative of a cost-burden. Despite the relatively low cost of rental units in Selma, 70% of renting households in the Town exceed this cost-burden threshold.

Table 38: Gross Rent. Source: 2014-18 ACS 5-Year Estimates.

GROSS RENT	Selma town		Johnston County		North Carolina	
	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates
Occupied units paying rent	1,417	1,506	17,639	15,680	1,278,585	1,153,233
Less than \$500	16.7%	22.7%	11.4%	13.4%	11.0%	12.0%
\$500 to \$999	63.6%	60.4%	55.8%	55.3%	52.2%	56.6%
\$1,000 to \$1,499	19.8%	13.2%	24.5%	26.3%	27.9%	24.6%
\$1,500 to \$1,999	0.0%	1.6%	5.1%	4.5%	6.5%	4.9%
\$2,000 to \$2,499	0.0%	0.0%	2.3%	0.3%	1.5%	1.2%
\$2,500 to \$2,999	0.0%	2.1%	0.9%	0.2%	0.4%	0.3%
\$3,000 or more	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
Median rent	\$829	\$749	\$848	\$841	\$877	\$837
No rent paid	64	119	1,451	1,584	91,307	95,944

Table 39: Gross Rent as a Percentage of Household Income (GRAPI). Source: 2014-18 ACS 5-Year Estimates.

GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME	Selma town	Johnston County	North Carolina
Occupied units paying rent	1,383	17,222	1,249,173
Less than 15.0 percent	4.7%	13.4%	13.6%
15.0 to 19.9 percent	9.8%	15.6%	13.3%
20.0 to 24.9 percent	8.5%	11.6%	13.2%
25.0 to 29.9 percent	6.7%	9.4%	11.5%
30.0 to 34.9 percent	15.5%	10.0%	9.2%
35.0 percent or more	54.9%	40.0%	39.2%
Not computed	98	1,868	120,719

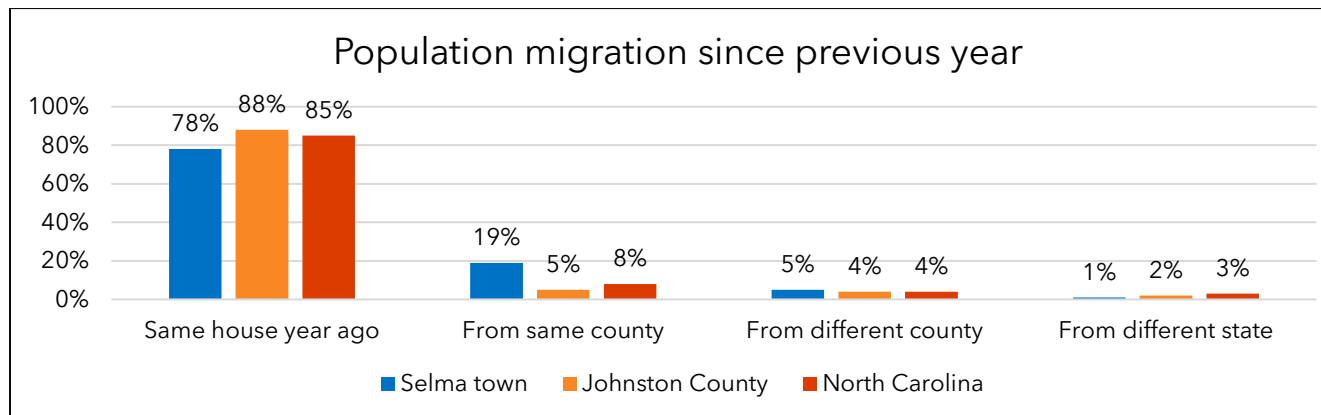
Geographical Mobility

In 2018, 24% of Selma residents have moved in the previous 12 months, about 1.4 times the rate in the Raleigh, NC Metro Area (16.6%) and 1.5 times the rate in North Carolina (15.3%). 12% of Johnston County residents have moved in the previous 12 months, about 80% of the rate in North Carolina (15.1%) and 80% of the rate in the U.S. (14.1%).

Table 40: Residence 1 Year Ago. Source: 2014-2018 ACS 5 Year Estimates.

RESIDENCE 1 YEAR AGO	Selma town		Johnston County		North Carolina	
	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates	2014-2018 Estimates	2009-2013 Estimates
Population 1 year and over	6,531	6,126	188,853	170,328	10,041,403	9,535,230
Same house	76.0%	86.8%	88.3%	89.6%	84.8%	84.7%
Different house in the U.S.	24.0%	13.2%	11.5%	10.2%	14.7%	14.8%
Same county	18.8%	7.6%	5.8%	5.0%	8.0%	8.5%
Different county	5.2%	5.5%	5.7%	5.2%	6.8%	6.3%
Same state	4.7%	0.4%	3.5%	3.7%	3.7%	3.5%
Different state	0.6%	5.1%	2.2%	1.5%	3.1%	2.8%
Abroad	0.0%	0.0%	0.2%	0.2%	0.5%	0.5%

Figure 17: Population migration since previous year. Source: 2014-2018 ACS 5-Year Estimates.



CHAPTER 3: LAND USE PATTERNS & COMMUNITY RESOURCES

In order to plan for the future of the Selma community, it is important to understand the existing features of the area, such as existing land use, transportation networks, and environmental constraints.

EXISTING LAND USE & DEVELOPMENT

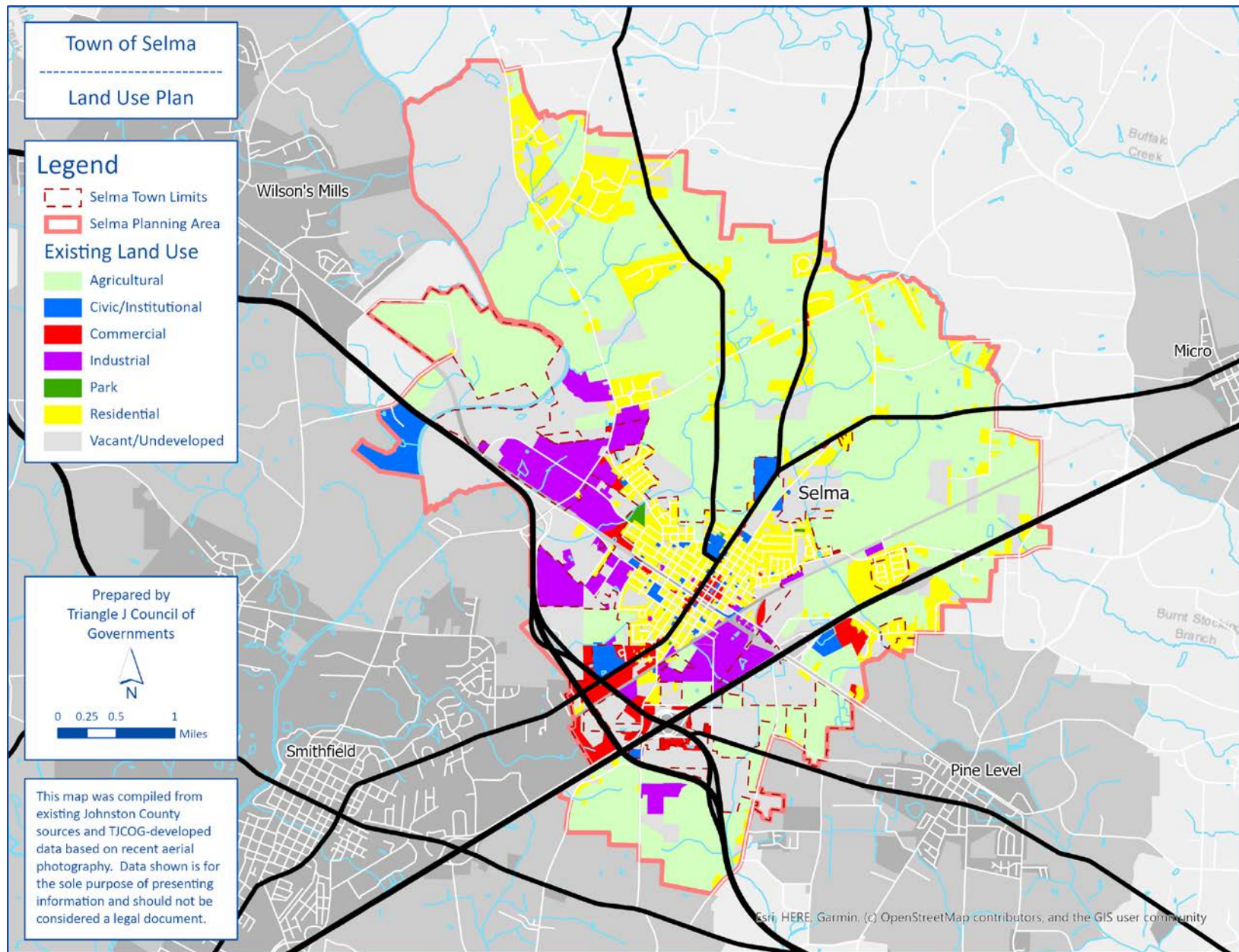
The Town of Selma originally grew as a settlement around the North Carolina Railroad line between Raleigh and Morehead City, platted in 1867 shortly after the end of the Civil War. The Atlantic Coast Line (now CSX) railroad was later built through Selma in the 1880s, turning the community into an important rail junction. In the Twentieth Century, Selma would continue to serve as an important junction in the highway age as the interchange between Interstate 95 and US Highway 70. This transportation history has had a long-lasting impact on the development pattern of the Town.

In the period from the Town's founding until about World War II, the town grew outward from the original railroad stop in a block/grid pattern both north and south of the NCRR rail line. The Downtown commercial area emerged on the north side of the railroad tracks centered on Raiford Street. Early industries included several textile mills which were located on the edges of the Town and a chemical plant located just southeast of the railroad junction. Following World War II, development in Selma (and nationwide) shifted away from traditional urban centers and toward suburban highway-oriented locations. Commercial development moved first to the South Pollock Street corridor (US Highway 301), and later to the US 70/Interstate 95 area. Residential development moved outward from the town core at lower densities. Later industrial development was focused in areas to the west of Selma, particularly around US 70 and Buffalo Road.

The "Existing Land Use" map on the next page highlights the current development pattern within the Town and its extra-territorial jurisdiction (ETJ). Commercial uses are concentrated in the US 70 and US 301 corridors and in Downtown Selma. Industrial uses are concentrated primarily in

Map of Selma in 1911, showing development at the time (based on Sanborn fire map data)





western Selma near US 70 and Buffalo Road and in eastern Selma near the CSX railroad corridor. Residences are mostly focused within the Town limits, but there is also suburban residential growth beginning to spill outward from the Clayton area into northern parts of Selma's ETJ. Much of the ETJ remains in agricultural use, however. Civic and institutional uses such as churches, schools, cemeteries, parks, and public buildings are scattered throughout the community.

Existing Land Use in Acres, Town of Selma & ETJ

Land Use Category	Acres	Percentage
Agricultural	6,535	50.9%
Civic/Institutional	287	2.2%
Commercial	277	2.2%
Industrial	808	6.3%
Parks	16	0.1%
Residential	1,792	13.9%
Vacant/Undeveloped	3,135	24.4%
Total	12,850	100%

COMMUNITY FACILITIES & PUBLIC INFRASTRUCTURE

Utilities

The Town of Selma provides water and sewer service to locations within the Town limits, but generally not to locations in the Extra Territorial Jurisdiction (ETJ). The Town draws water from ten wells located around Selma and treats 750,000 gallons of water each day at a plant located on South Brevard Street. The Town maintains 40 miles of water and sewer lines and 18 sewer lift stations. Wastewater is sent to the Central Johnston County wastewater plant for treatment. As Selma grows it will be important to ensure that water and wastewater capacity keep pace with demand.

Selma also provides municipal electric service to over 2,500 customers in and around the Town. The Town's electric department maintains two substations, seven distribution circuits, and 65 miles of distribution lines. The Town participates in the North Carolina Eastern Municipal Power Agency, which has an ownership stake in several power plants.

Transportation

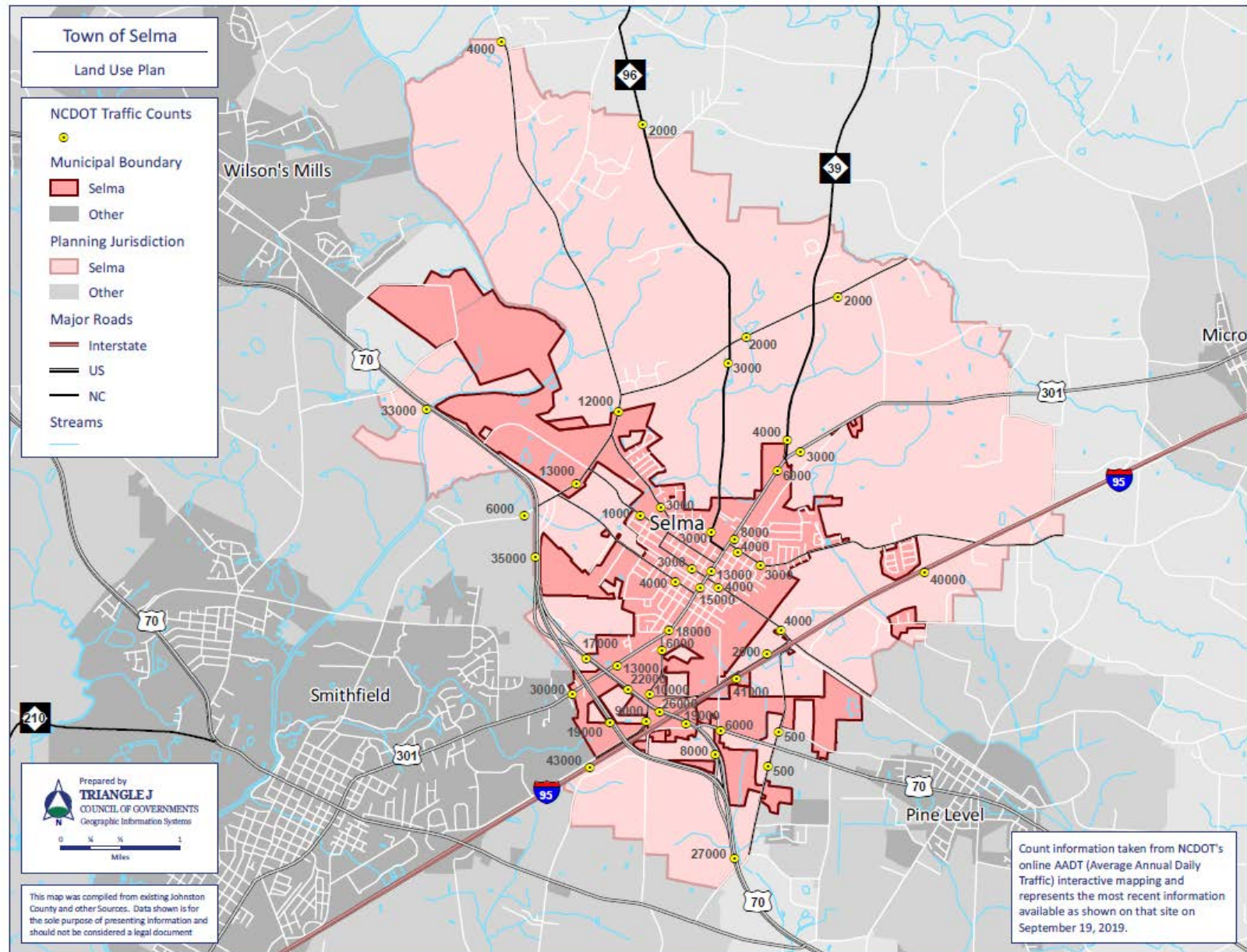
The North Carolina Department of Transportation (NCDOT) and the Town of Selma share responsibility for the construction and maintenance of streets within the planning area. NCDOT is generally responsible for larger, more major streets within the Town (such as US and NC numbered routes and larger secondary roads like Anderson Street and Buffalo Road) and all non-private streets outside the Town limits. The Town is generally responsible for smaller, more local streets within the Town limits.

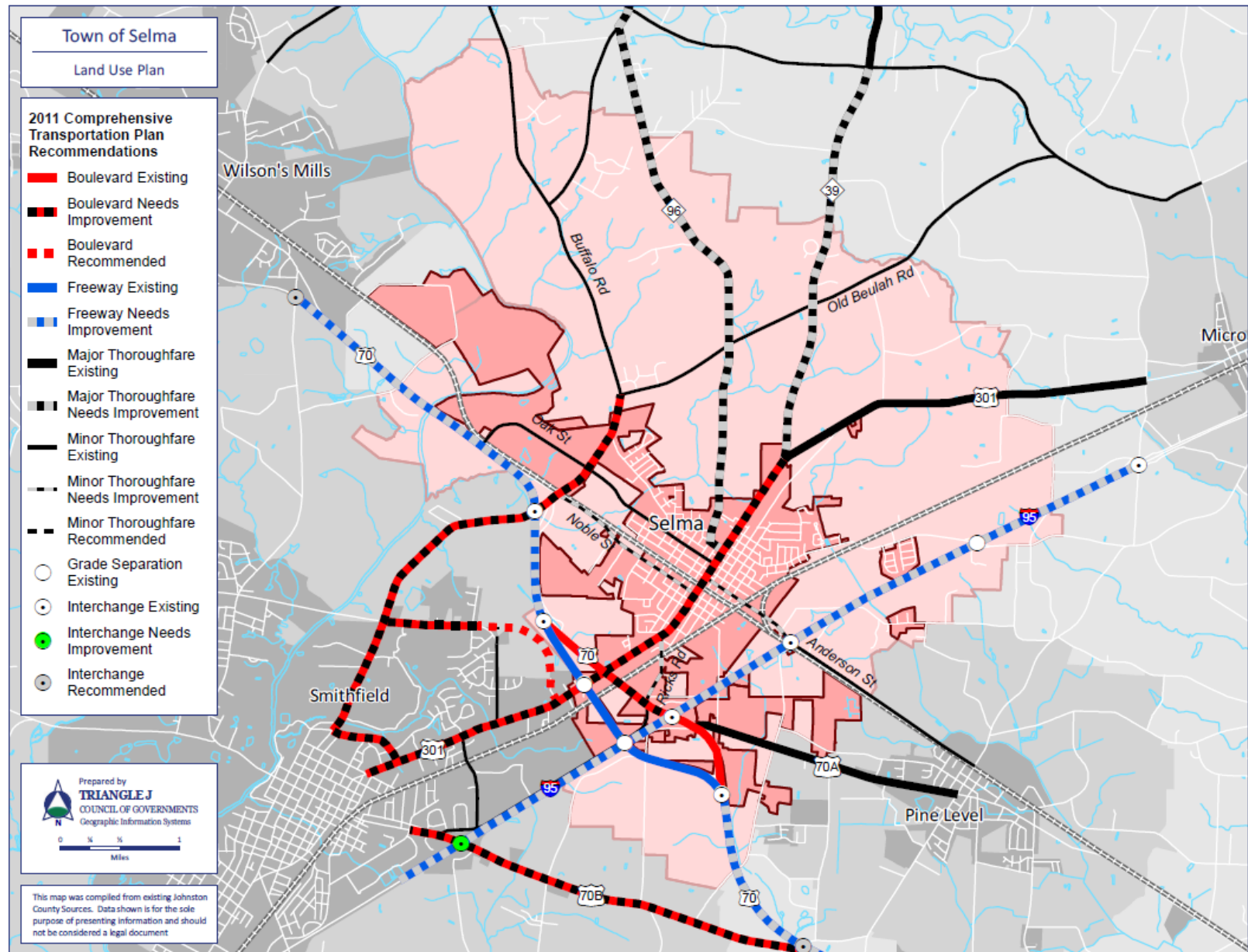
Traffic volumes in Selma are shown in the map on the next page. The highest traffic volumes are found on Interstate 95 (40,000-45,000 vehicles per day), US 70 west of Selma (33,000 vehicles per day), US 301 south of US 70 (30,000 vehicles per day), US 70 east of Selma (27,000 vehicles per day), and US 70 through Selma between I-95 and US 301 (22,000-26,000 vehicles per day).

An Amtrak station is located in Downtown Selma and is served by two trains each day—the New York-to-Charlotte Carolinian service and the New York-to-Savannah Palmetto service. Freight rail service is available from both CSX (north/south rail line) and Norfolk Southern (east/west rail line). Demand-response transit service is available from Johnston County Area Transit System (JCATS), which is based in Selma and serves locations throughout Johnston County. Sidewalks can be found on some streets in Selma, primarily in the Downtown area and surrounding blocks—these sidewalks are owned and maintained by the Town.

In 2011, NCDOT worked with Selma and other jurisdictions within Johnston County to develop a Comprehensive Transportation Plan. This plan envisioned a number of roadway improvements that would be needed in and around Selma by the year 2035, including:

- Widening Interstate 95. The plan envisioned a future need for 8 lanes south of US 70 and 6 lanes north of US 70.
- Conversion of US 70 to a freeway. The plan envisioned upgrades to the portions of US 70 both east and west of the existing Selma Bypass, including widening of the section west of Selma to 6 lanes.
- Adding a median on US 70 from US 301 to Interstate 95 through Selma.
- Adding a median on US 301/Pollock Street from Smithfield to Downtown Selma.
- Widening US 301/Pollock Street to a four-lane divided boulevard from Downtown Selma north to NC 39.
- Widening West Noble Street to three lanes between US 301/Pollock Street and Buffalo Road.
- Widening East Anderson Street to three lanes between US 301/Pollock Street and Interstate 95.
- Widening Ricks Road to three lanes between US 301/Pollock Street and US 70 (recently constructed).
- Widening Buffalo Road to a four-lane divided boulevard from Smithfield to Old Beulah Road.
- Adding turn lanes and wider shoulders on NC 96 North.
- Adding turn lanes and wider shoulders on NC 39 North.





The Comprehensive Transportation Plan also included the following recommendations for non-roadway improvements:

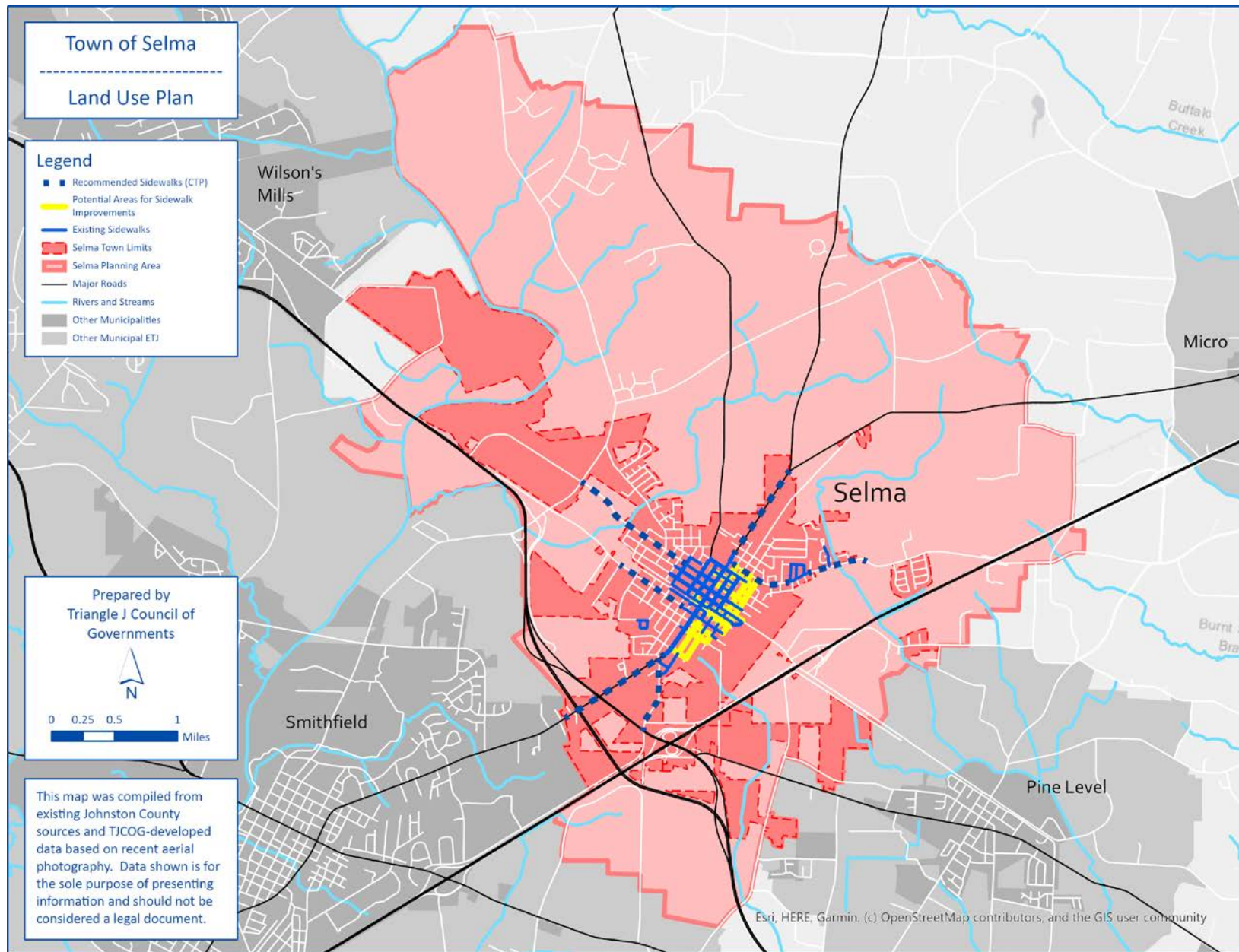
- Creation of a commuter rail service from Selma westward to the Raleigh area. This would use the existing Amtrak station and includes a recommended park and ride lot to accompany the service at the station.
- Future fixed route bus service to connect Selma to Smithfield and Benson.
- Construction of a greenway/bike path along the Neuse River throughout Johnston County.
- Construction of sidewalks on US 301/Pollock Street from Smithfield northward to NC 39, including improvements to the existing sidewalks in this corridor.
- Construction of sidewalks on West Noble Street from US 301/Pollock Street to Oak Tree Drive, including improvements to the existing sidewalks in this corridor.
- Construction of sidewalks on Ricks Road from US 301/Pollock Street to US 70.
- Construction of sidewalks on West Oak Street from US 301/Pollock Street to Buffalo Road, including improvements to the existing sidewalks in this corridor.
- Construction of sidewalks on East Lizzie Street from US 301/Pollock Street to the railroad crossing.

Aside from the recommendations found in the 2011 Comprehensive Transportation Plan, the Town of Selma does not have a specific bicycle or pedestrian plan. As development occurs in the future, the Town will need to consider including sidewalks and bicycle facilities as part of new development and finding ways to fill in gaps in the existing bicycle and pedestrian network. The Town should consider developing a Bicycle and Pedestrian Plan through NCDOT's planning grant program.

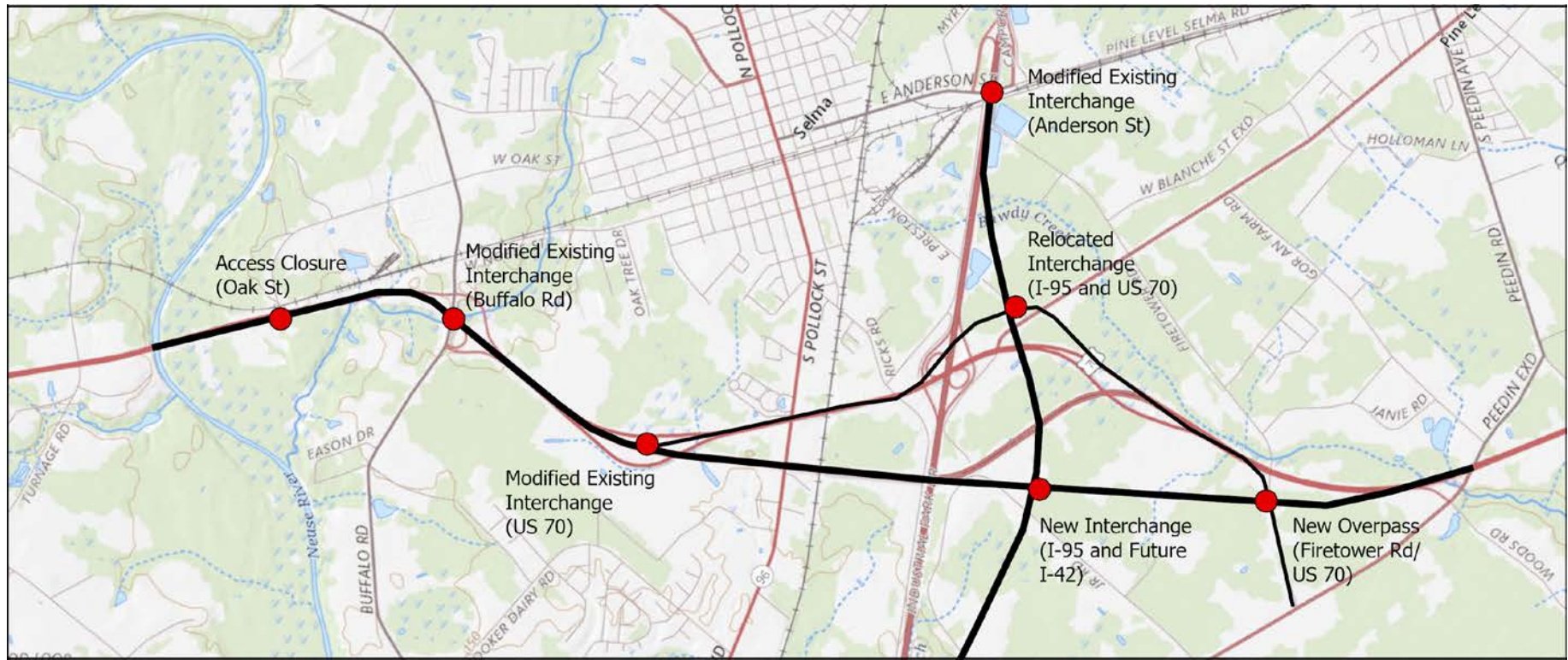
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Since the time of the Comprehensive Transportation Plan's development, the US 70 corridor has been designated as a "future Interstate" (I-42). As a result, NCDOT has conducted some additional studies on that corridor, including study of a potential direct interchange between I-42 and I-95 (there is not currently an interchange between US 70 Bypass and I-95). While we do not know exact specifics for these potential projects, we do have the results of NCDOT Feasibility Study FS-1604A that show two potential sets of improvements, including:

- Alternative 1:
 - Realignment of existing US 70 Bypass southward and existing I-95 eastward to accommodate construction of a new direct interchange between these roads.
 - Realignment of existing US 70 through Selma northward and reconstruction of its interchange with I-95 to accommodate spacing of the new interchange to the south (discussed in the first bullet).
 - Minor improvements at the US 70/Buffalo Road interchange to bring it up to Interstate design standards.
 - Closure of the Oak Street access to US 70.
 - New grade separation (overpass) at I-42 and Firetower Road and realignment of US 70/Firetower junction.
- Alternative 2:
 - No direct connection between future I-42 and I-95. Minor improvements to existing. Closure of Oak Street access.



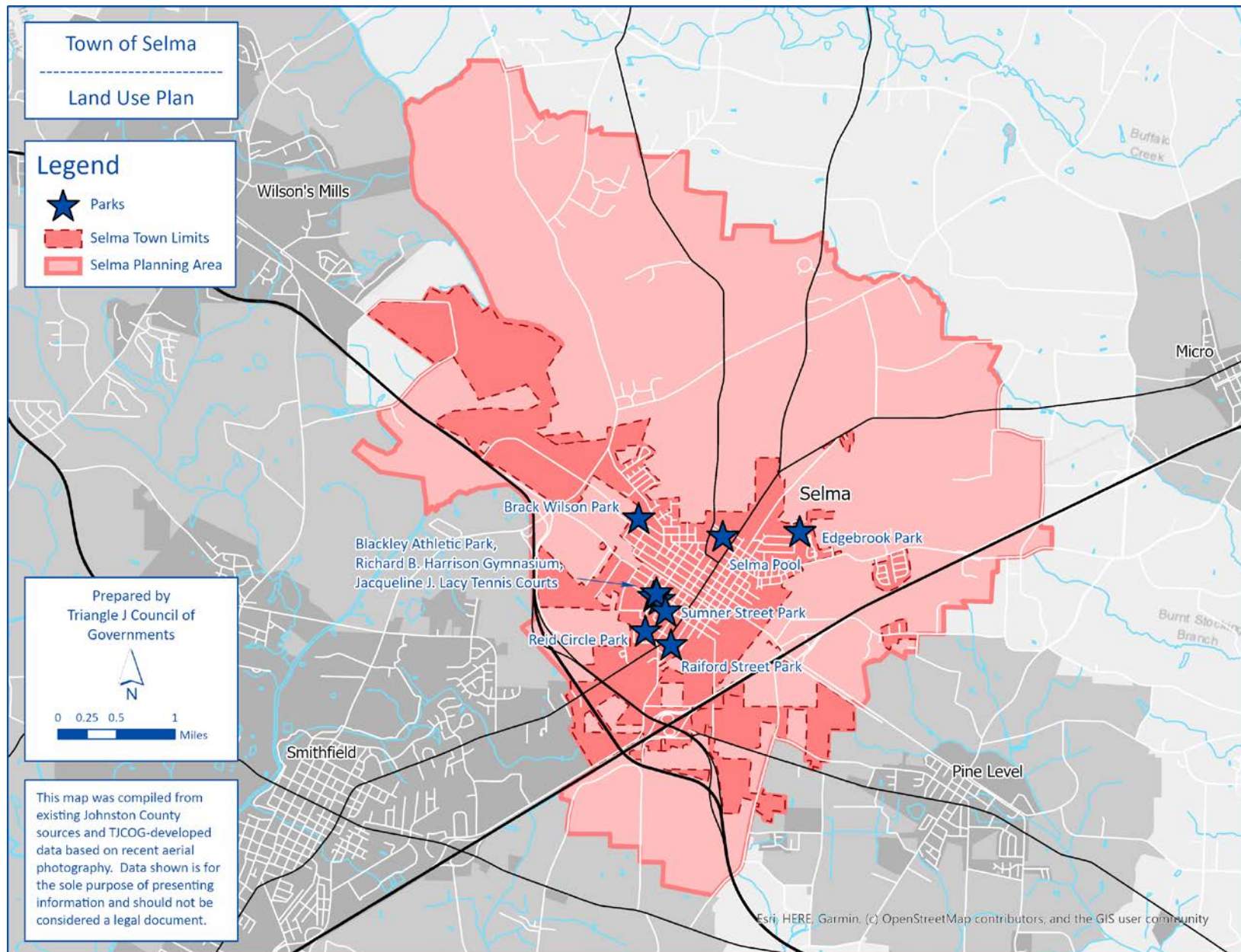
Sketch Map of Potential Alternative 1 for Future I-42/I-95 Interchange (rough sketch - refer to FS-1604A for detailed mapping)



Parks & Recreation

The Town of Selma operates a number of parks and recreation facilities:

- Blackley Athletic Park (601 W Noble St) - features a baseball field, basketball court, and walking trail
- Brack Wilson Park (1118 W Oak St) - the Town's main park features a lighted baseball field, picnic shelter, basketball court, playground, picnic area, and restrooms
- Edgebrook Park (1100 Dixie Dr) - features lighted tennis courts, a playground, and picnic shelter
- Jacqueline J. Lacy Tennis Courts (605 W Noble St) - located adjacent to the Harrison Center for Active Aging, with four specialized tennis courts designed for use by children 10 and under or seniors 50 and over



- Raiford Street Park (808 S Raiford St) – features a playground and picnic shelter
- Reid Circle Park (412 Reid Cir) – features a playground and picnic shelter
- Richard B. Harrison Gymnasium (601 W Noble St) – available for rent for athletic activities, sponsored recreation programs, and open gym times
- Selma Pool (off N Pollock St) – public pool with season memberships and day passes available
- Sumner Street Park (500 S Sumner St) – features a playground

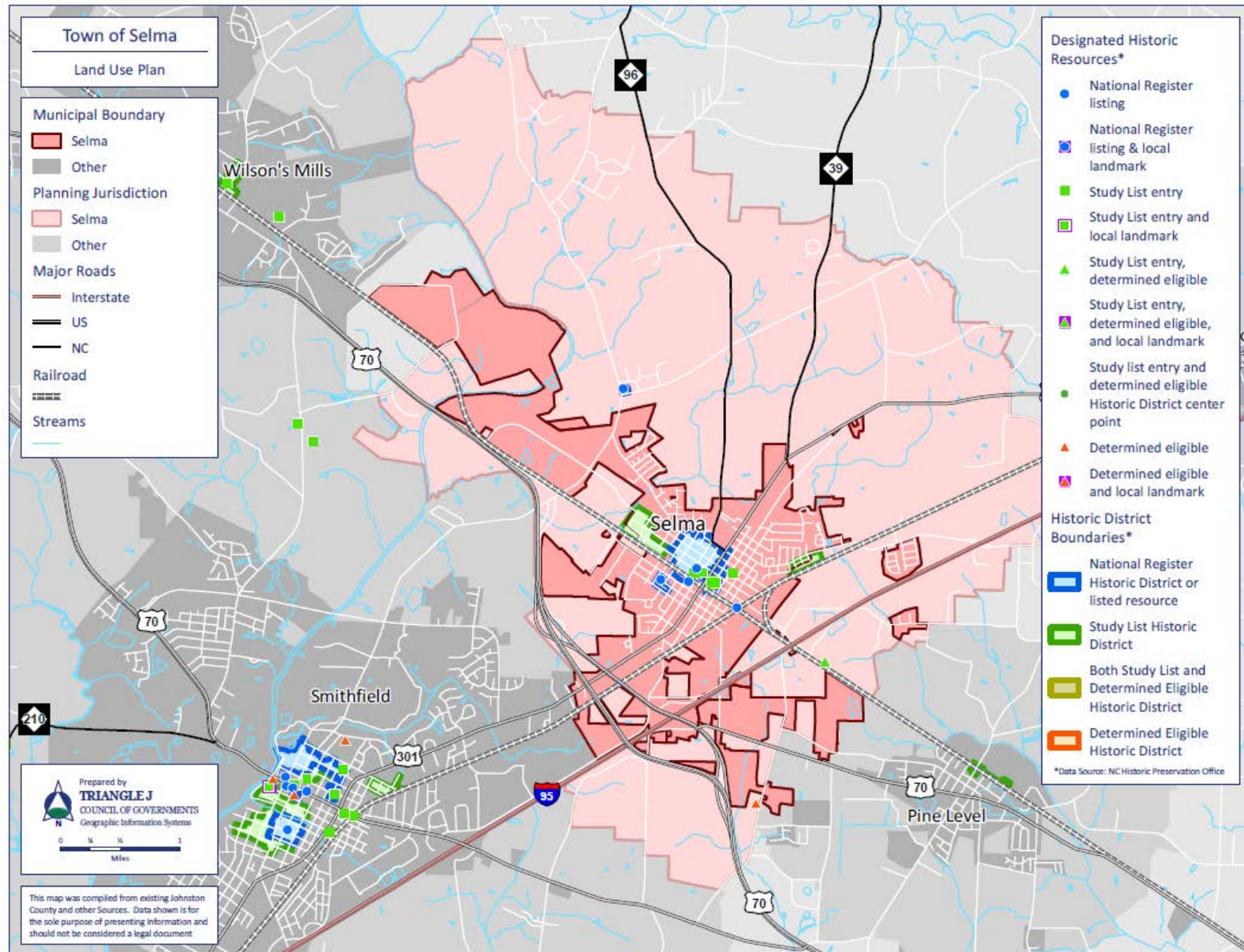
Historic Features

There are eight properties in the Town that are listed on the National Register of Historic Places:

- Downtown Selma Historic District
- Noah Edward Edgerton House,
- Richard B. Harrison School
- Nowell-Mayerburg-Oliver House
- William E. Smith House
- Everitt P. Stevens House
- Selma Union Depot
- West Selma Historic District

Additionally, the town has designated the Downtown Selma Historic District, West Selma Historic District, and Richard B. Harrison School Historic District as local historic districts, allowing the Town to enforce additional development standards within these areas. Selma residents take great pride in the history of the Town, and the Town's plans should consider ways to protect and enhance these historic sites. The map on the next page shows the locations of these sites, as well as study list districts and properties which have been studied for inclusion in the National Register, but not yet listed in the register.

Beyond the historic districts, there are a number of historic sites/events that the Johnston County Visitor's Bureau and Selma Tourism Committee promote as attractions, including the Atkinson Mill (north of town), Historic Mitchener Station (former location/battle site near Buffalo Road and current building site in Downtown), Catch-Me-Not explosion site (near US 301 & US 70), and the Max G. Creech Selma Historical Museum/Selma Visitors Center in Downtown.



Other Community Assets

There are a number of other facilities within the town that provide a positive benefit to the community. These include:

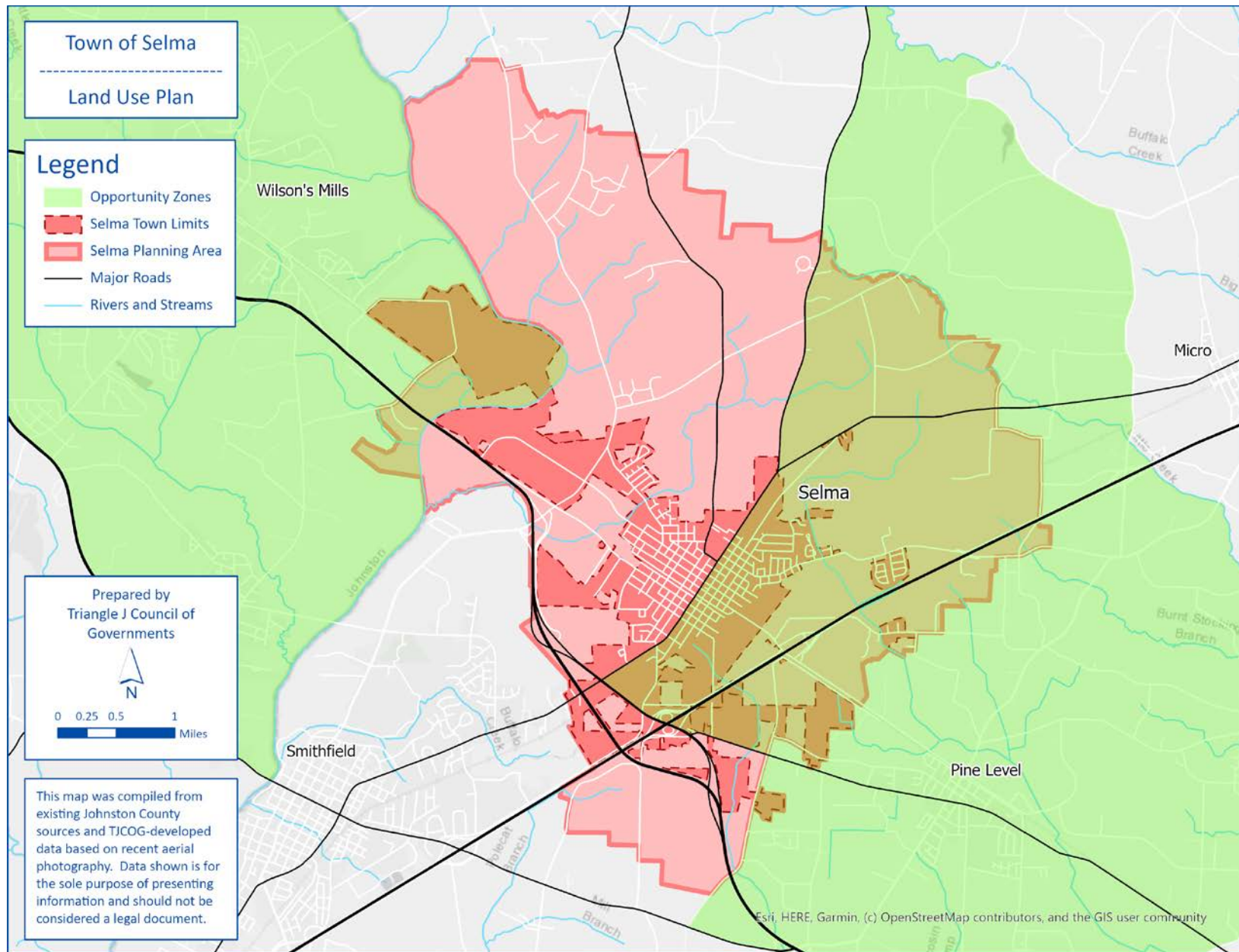
- The Selma Public Library, located near Downtown Selma, at 301 N. Pollock Street, is operated by the Town and provides access to books, periodicals, electronic media, and computer resources for the town's residents; and
- The Harrison Center for Active Aging, located adjacent to Harrison Gym at 611 W. Noble Street, is operated by Johnston County Community & Senior Services and provides a range of activities for seniors in the community.

Additionally, there are several groups dedicated to advancement and development of the community, including:

- The Triangle East Chamber of Commerce, which promotes businesses and business needs in nine communities around Johnston County; and
- Activate Selma, a citizen group that meets regularly to discuss creative solutions for the improvement of the Town.

Opportunity Zones

Opportunity Zones were developed under the Tax Cuts and Jobs Act of 2017. North Carolina's zones were designated by the NC Department of Commerce in 2018 and include three census tracts within Selma's jurisdiction. These zones cover most of eastern Selma and Selma's jurisdiction on the southwest side of the Neuse River, including the Downtown area (as shown in the map on the following page). Opportunity Zones allow investors to tap into tax incentives including temporary tax deferral for capital gains reinvested in an Opportunity Fund, step-up in basis for capital gains reinvested in an Opportunity Fund, and permanent exclusion from taxable income of long-term capital gains. More information on the program can be found at <https://public.nccommerce.com/oz/>.



NATURAL RESOURCES

Streams & Rivers

Selma is located in the Neuse River watershed. Protecting the streams and rivers of the community is important for protecting water quality for Selma and the many people living downstream. The streams in Selma provide habitat for a variety of aquatic animals and plants, and the maintenance of undeveloped, vegetated buffer areas around streams play an important role in reducing erosion and sedimentation and maintaining water quality. Of particular importance, the Neuse River flows through the western portion of the Town and the ETJ. Most areas in Selma drain southwestward toward the Neuse River, but a few areas on the eastern edge of the planning area drain eastward into Moccasin Creek (reaching the Neuse River near Bentonville) and Little Creek (reaching the Neuse River near Goldsboro).

Floodplains

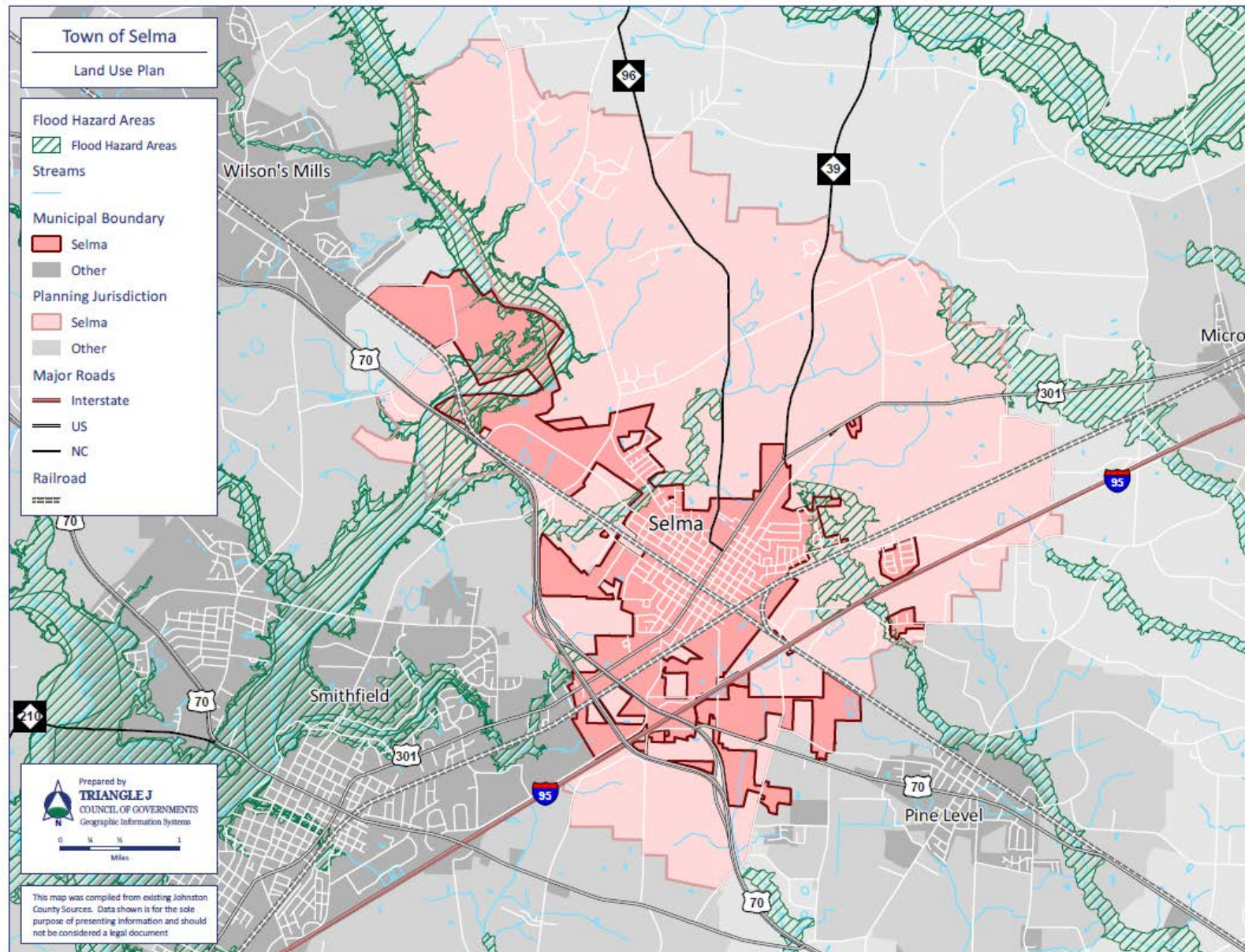
Floodplains can provide many benefits to a community, including the protection of water quality, flood storage, and provision of unique natural habitats for wildlife. Protection of floodplains from development is a priority for the Town. There are main floodplains located in the Town's planning jurisdiction:

- Along the Neuse River
- Along Mill Creek in northwestern Selma
- Along Little Creek on the northeastern edge of the ETJ
- Along Moccasin Creek in eastern Selma

Floodplains are mapped regularly as part of the National Flood Insurance Program (NFIP) and were most recently updated in 2018.

Wetlands

Wetlands are areas that are covered with groundwater to a significant enough extent that they can support vegetation that is native to saturated soils. Wetlands perform an important environmental function both in terms of flood and pollution control and as a critical habitat area for wildlife. The National Wetlands Inventory provides an overview of likely wetland locations, as shown in the map on the next page. There are various state and federal laws that regulate development within wetland areas, such as the Clean Water Act and the State Environmental Protection Act.



In Selma, most wetlands are associated with streams, as shown in the map on the next page. The largest areas of wetlands are found adjacent to the Neuse River and major streams (Little Creek, Moccasin Creek, Bawdy Creek, and Mill Creek). Some wetlands are also related to farm ponds and stormwater retention ponds. In some parts of the planning area, wetlands could be a significant impediment to development.

Water Supply Watersheds

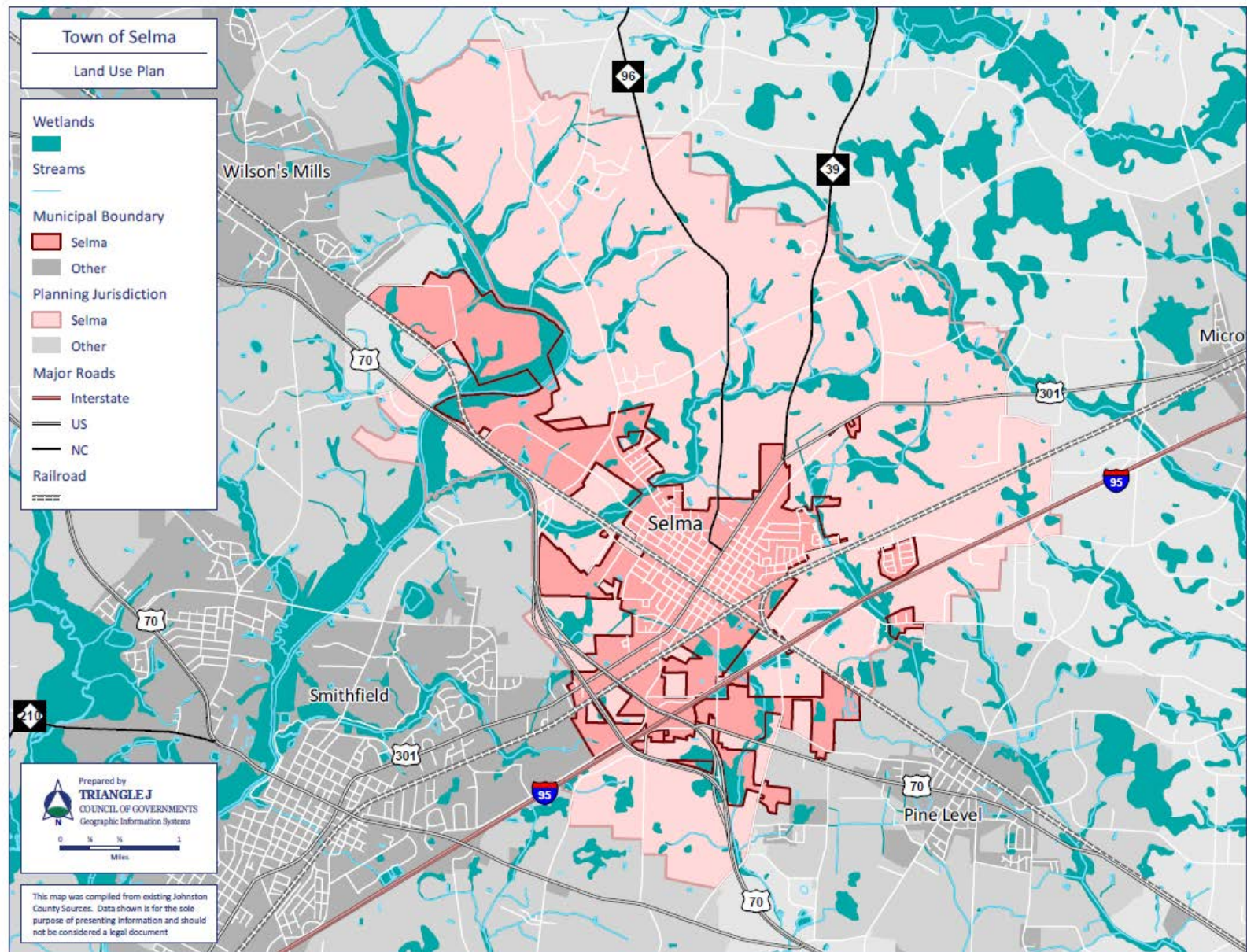
In 1989, the North Carolina General Assembly ratified the Water Supply Watershed Protection Act (General Statutes 143-214.5 and 143-214.6). This act requires the Environmental Management Commission to adopt minimum standards for the protection of watersheds that serve as source waters for public water supply systems. The intent of the act is to reduce stormwater runoff in these watersheds, in order to maintain high water quality. Since 1992, all local governments with land use jurisdiction over one of the designated water supply watersheds has been required to follow minimum standards regarding the density of new development in these areas.

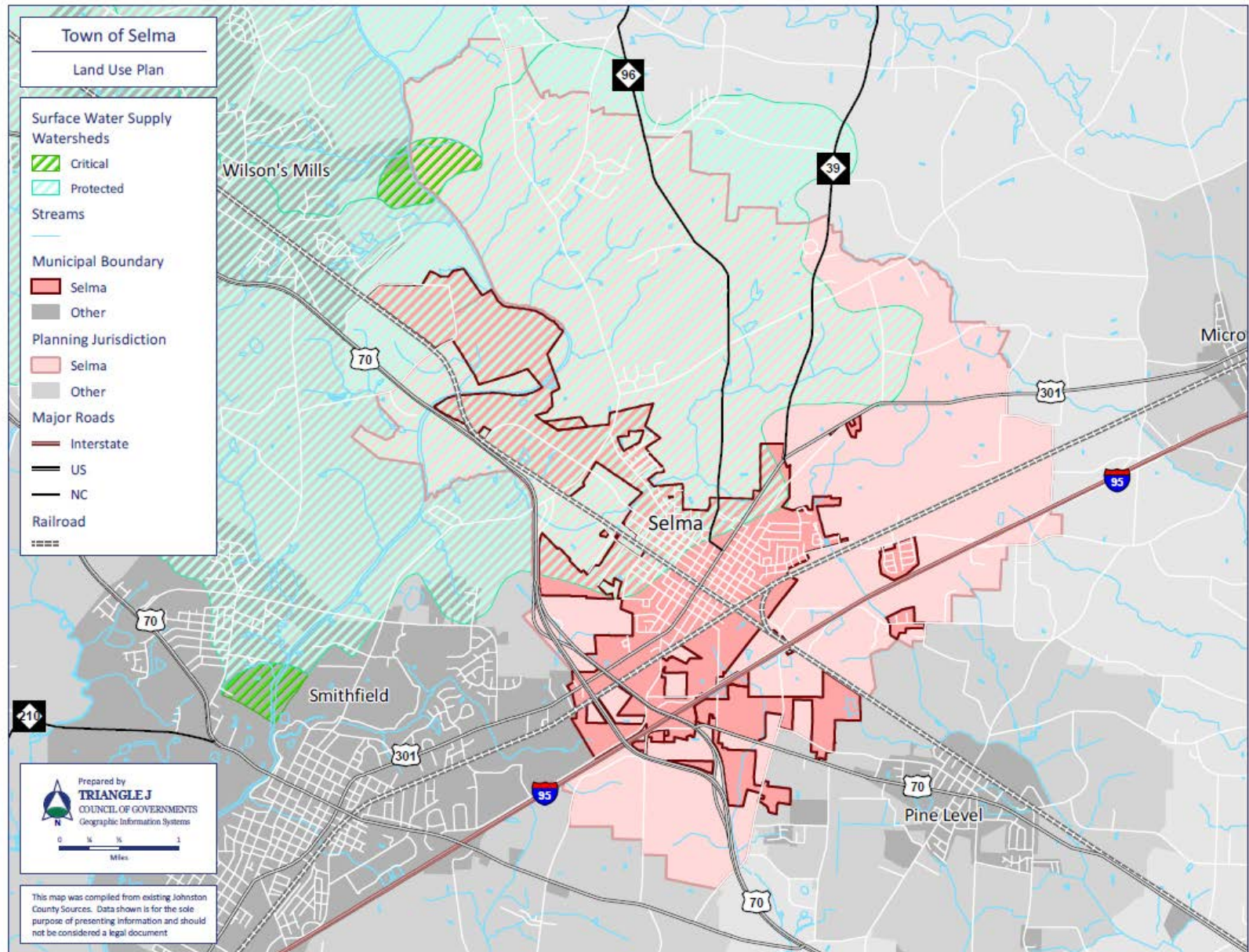
There are two Water Supply Watersheds within the Selma planning area: much of the northwestern half of the Selma planning area falls within the watershed for the Town of Smithfield's water intake downstream on the Neuse River, and a small portion of the far northern ETJ area falls within the watershed for Johnston County's water intake on the Neuse River near Wilson's Mills. Both of these watersheds are classified as WSW-IV-NSW, indicating that these watersheds are moderately-to-highly developed and need additional nutrient management due to excessive microscopic or macroscopic vegetation. Under the standard rules for this watershed type, single-family residential development is restricted to 2 units per acre (or 3 units per acre if curb and gutter are not used on the streets) and all other development is restricted to 24% built-upon area (or 36% if curb and gutter are not provided). Additional density is allowable only if development is clustered.

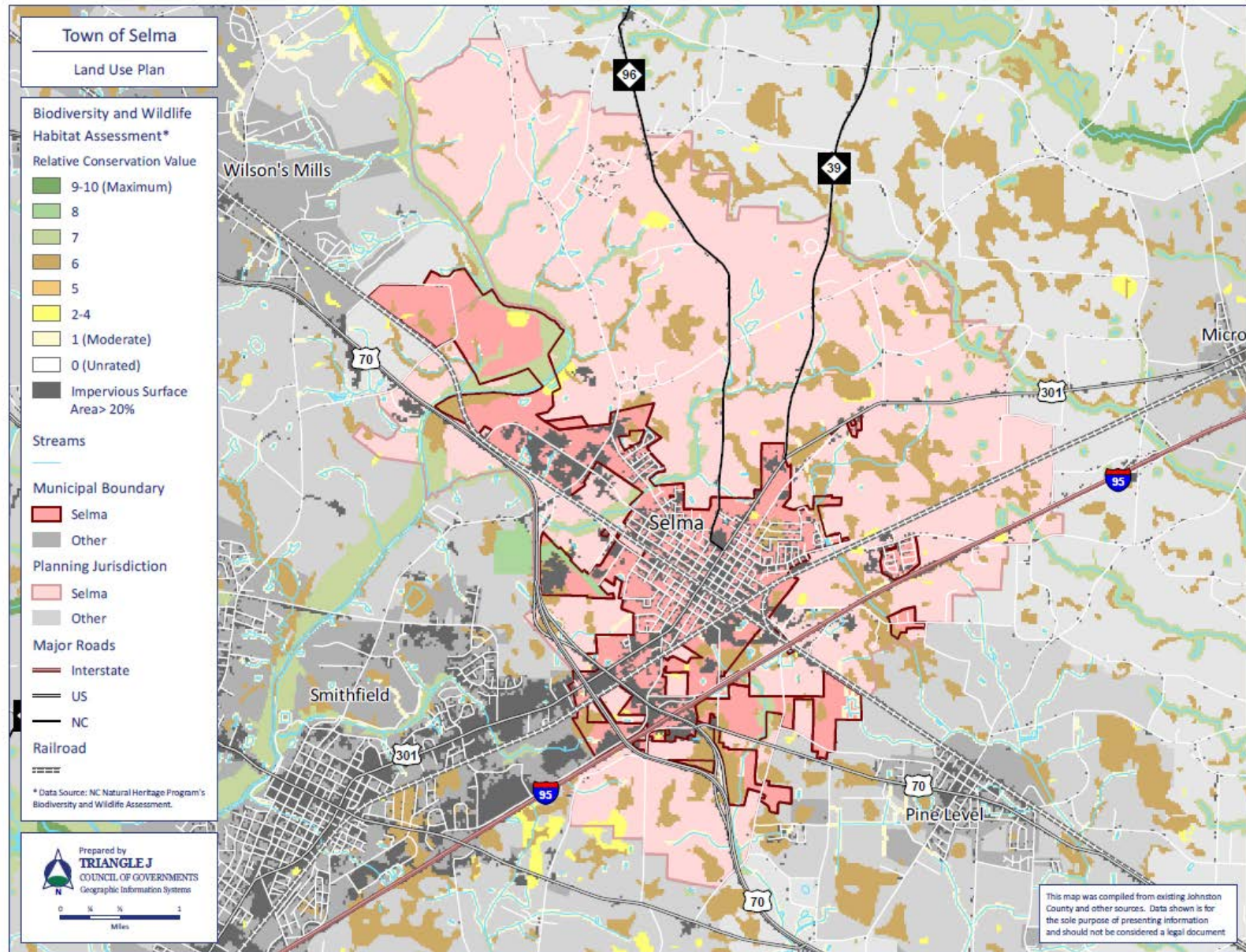
In addition to the standard WSW-IV-NSW areas discussed above, a small area directly upstream of the Johnston County intake site in the far northern ETJ of Selma is designated as a "critical area" and subject to additional development restrictions.

Wildlife Habitat

The North Carolina Wildlife Resources Commission makes available a mapping tool called the Biodiversity and Wildlife Habitat Assessment that uses GIS mapping data to identify areas likely to have higher or lower value as wildlife habitat areas. Areas with high scores on this assessment (10 being the highest score) are more critical for conservation than areas that score lower. The map on the next page shows the assessment results for the Selma area. The highest-scoring areas (those most in need of conservation) tend to be in stream corridors and areas of large contiguous woodland.







Soils

Soil conditions play a large role in the potential development of a site. The ability of soil to drain water is a key indicator of how well the soil can support development (particularly how well the soil can support septic use). Selma has a variety of soil types, as shown in the map on one of the following pages. In general, areas in the eastern and southern portions of the planning area have poorer drainage and areas in the northern and western portions of the planning area have better drainage.

Topography

The topography of Selma is relatively flat overall, with few areas of steep slopes. While this makes development generally easier, it also can make it more difficult to manage stormwater runoff. The primary areas of steep slopes are located adjacent to the Neuse River and in the far northern sections of the Selma ETJ. On the contour map that follows, each line represents two feet of vertical rise – areas where the contour lines are in close proximity indicate steeper slopes and areas with few contour lines are relatively flat.

Agricultural Lands

Extensive agricultural land uses can be found in the Selma ETJ. The NC Natural Heritage Program Conservation Planning Tool identifies properties that are most suited for agricultural use and most critical to conserve for that use. These are shown as Tier I in the map found on one of the following pages. Additionally, individual landowners can choose to participate in the Voluntary Agricultural District (VAD) program, which offers tax benefits to participants—parcels designated as VADs are shown on a separate map.

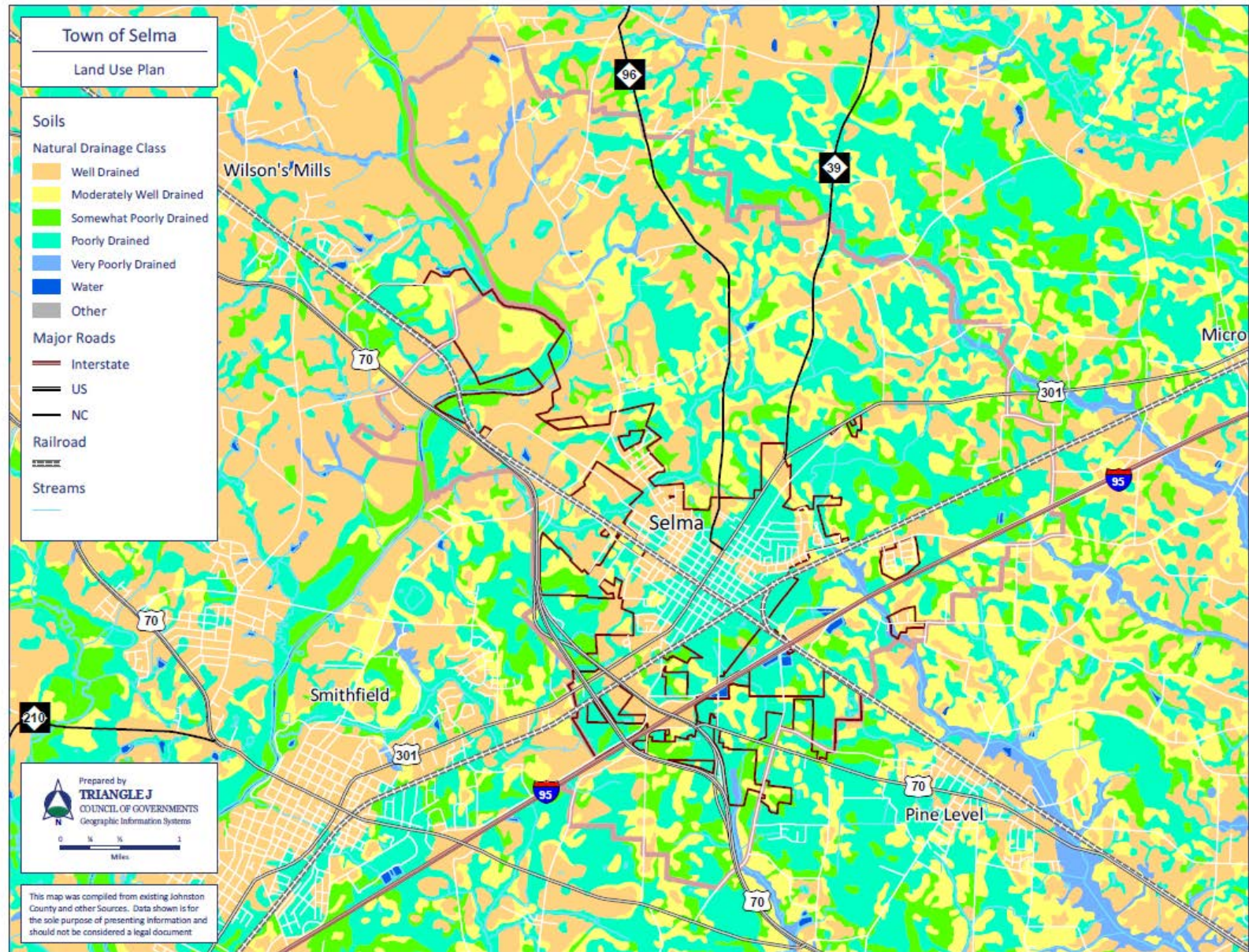
OTHER RECENT PLANS

The Town of Selma has participated in several recent plans that are incorporated herein by reference. Additional information on these topics can be found in the relevant plan documents.

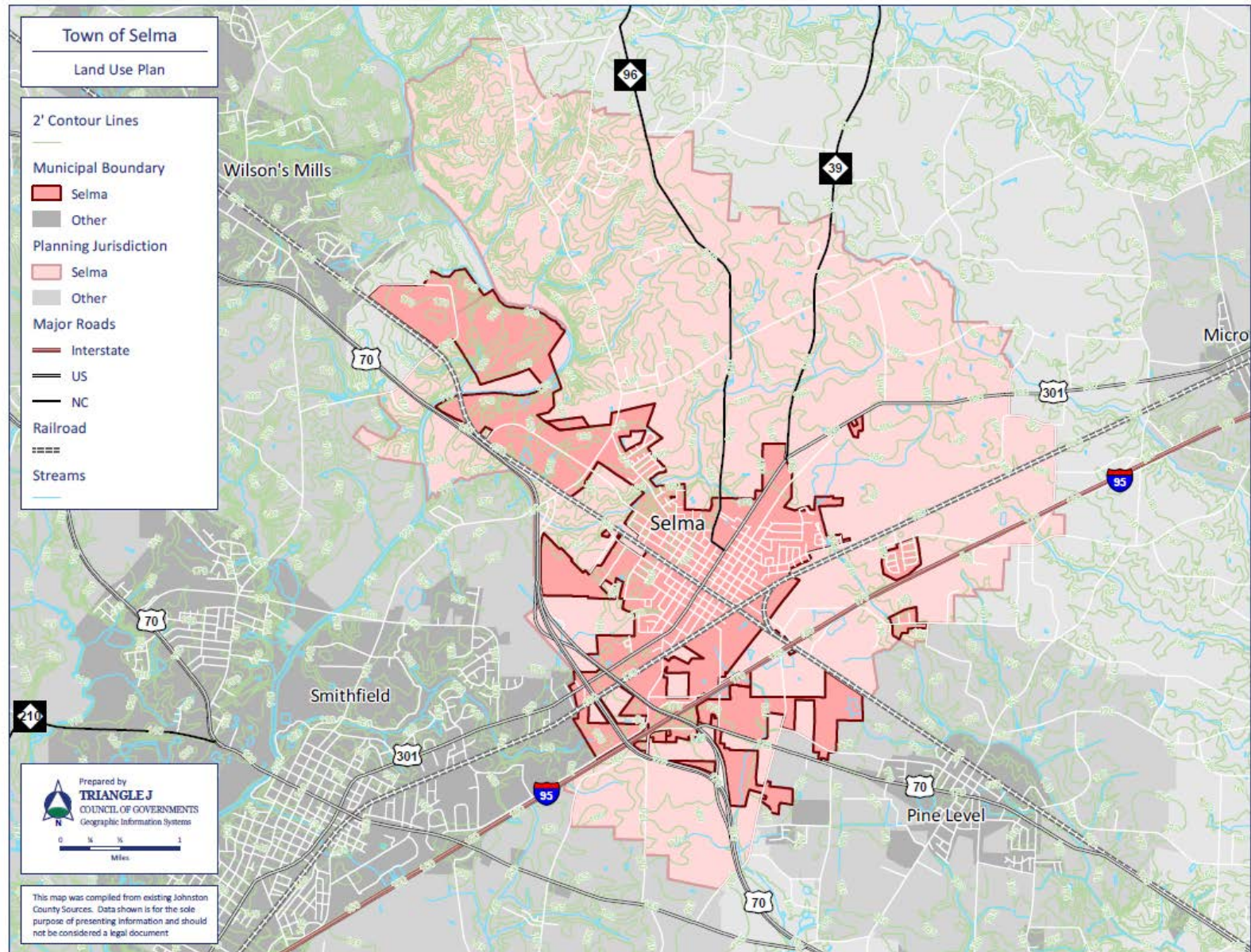
Economic Development Strategic Plan (2019)

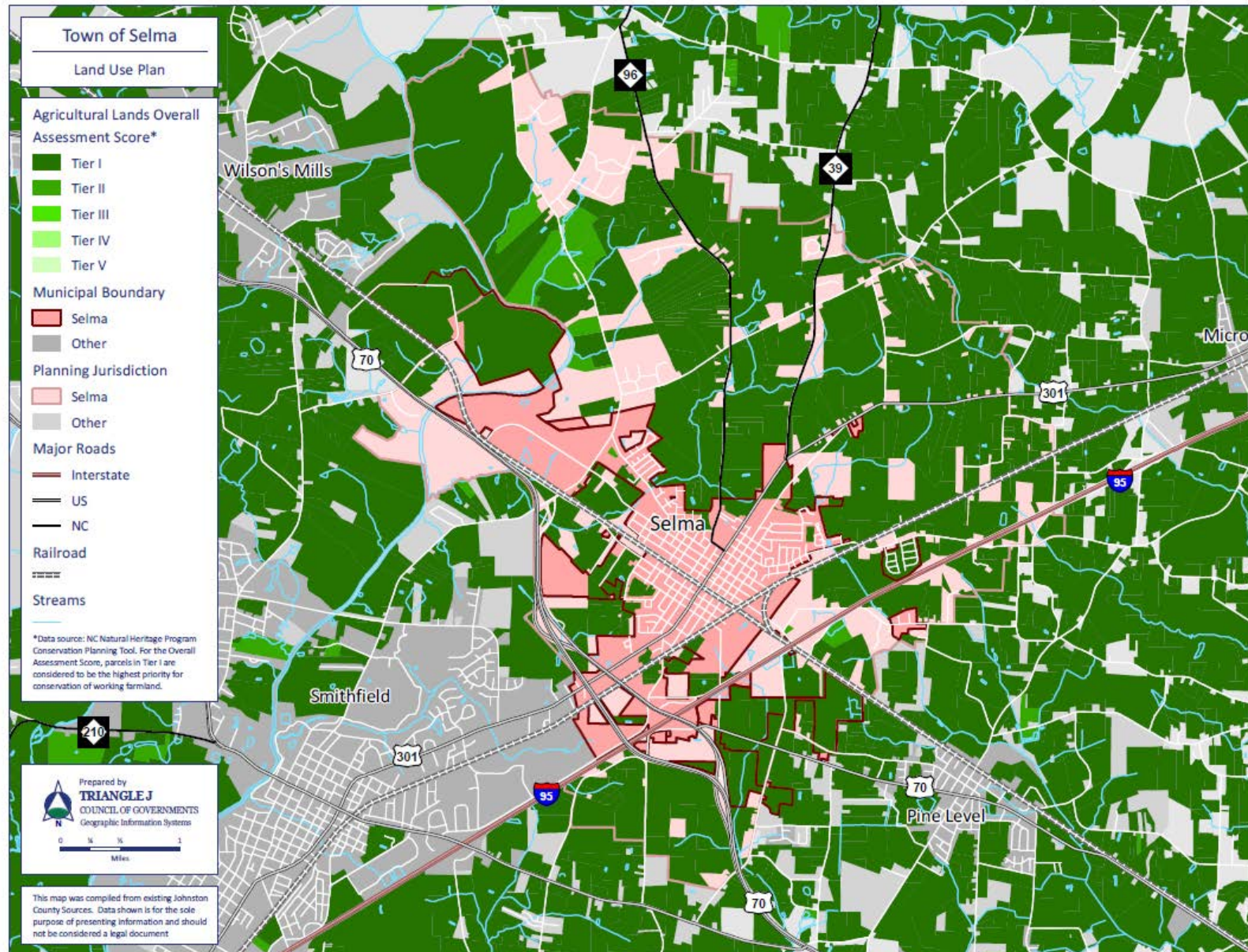
This plan, which was sponsored by Electricities of North Carolina and conducted by Creative Economic Development Consulting, outlined a number of strategies the Town could pursue related to economic development for the Town. It identified three primary goals, with specific strategies under each of these:

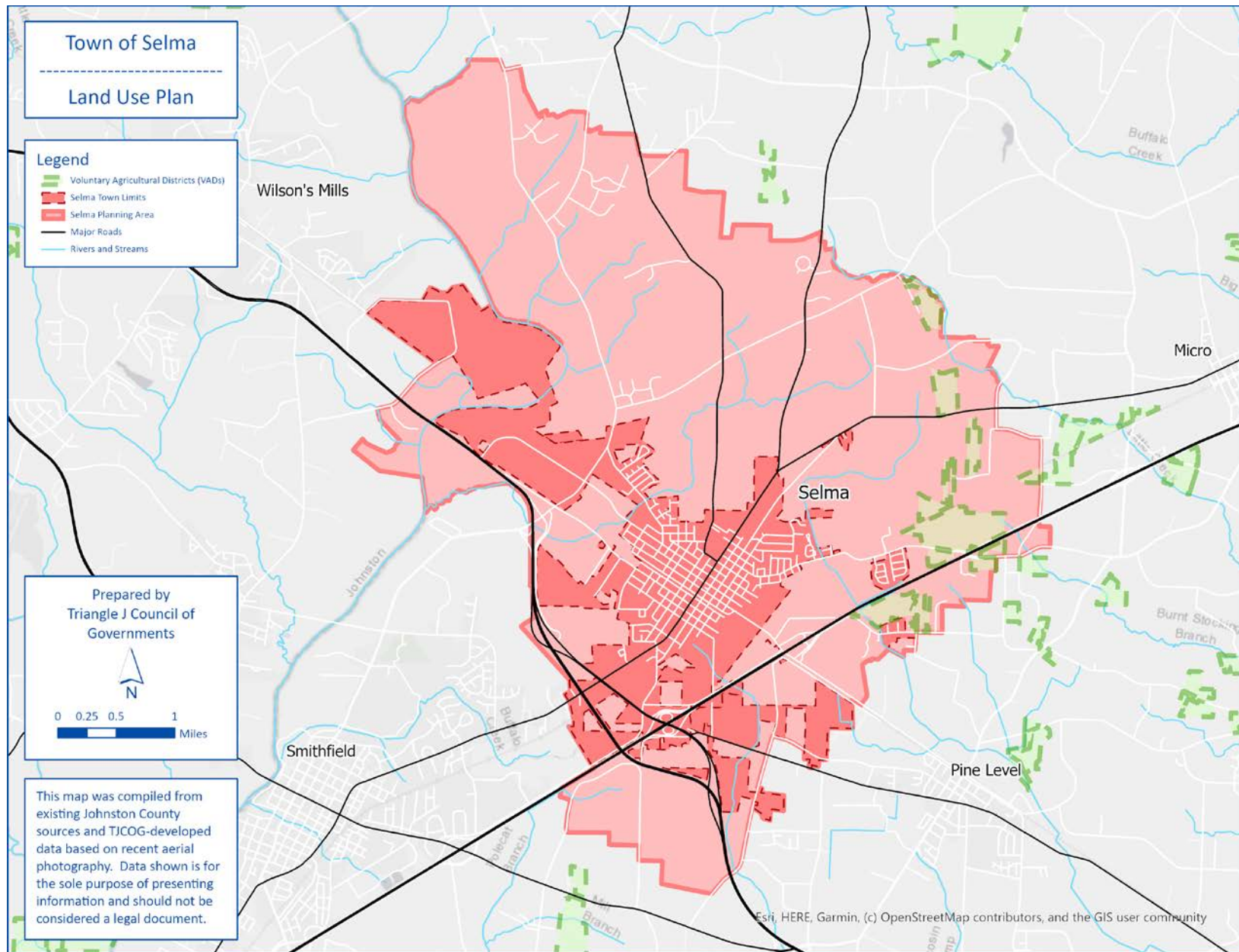
- Grow jobs, tax base, and sense of place through redevelopment, business attraction, and small business development in Downtown Selma



Topography (2-foot contours)







- Increase and improve internal communications, improve the image of Selma, and foster community pride and spirit
- Be prepared to capture growth in Johnston County; develop the town “product” to attract jobs, visitors, and new residents

Downtown Selma Property Conditions Assessment (2019)

This document, developed for the Town by Town Center Associates, provides an assessment of properties within the Downtown area of Selma, including information on business composition of occupied spaces, vacant/available building spaces, the condition of building facades and signage, and general overall recommendations. The assessment found that 38% of storefronts in the Downtown area were vacant, which was higher than in several peer communities including Benson (7%), Smithfield (9%), Clayton (11%), Four Oaks (20%), and Kenly (27%). The assessment also found that while 85% of building facades in Downtown Selma were in good or fair condition, only 30% of building signage in Downtown was in good or fair condition. The document outlines a number of strategies the Town could use to address issues related to vacancy and façade/signage improvements.

CHAPTER 4: 2040 VISION, GOALS & OBJECTIVES

DEVELOPMENT OF COMMUNITY VISION

At the beginning of this planning process, in September 2019, a kickoff meeting was held with the Selma Town Board and Planning Board. At this kickoff, two activities were conducted to aid in the development of a vision to guide the Selma 2040 Land Use Plan. The attendees were engaged in two exercises: an analysis of the Town's Strengths, Weaknesses, Opportunities, and Threats (SWOT Analysis) and vision-word exercise. In addition to the kickoff meeting activities, a public outreach activity was conducted at the Railroad Days festival in October 2019, where visitors to the booth were invited to write notes about things they like about the way Selma is now and things they would like to see in Selma in the future. The following sections provide an overview of the results of these visioning exercises.

Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis

This is a common exercise for identifying important issues to a community and dividing them up in two ways: positive vs. negative, and internal vs. external. Strengths are positive attributes that are within the Town's ability to control or address. Weaknesses are negative attributes within the Town's control. Opportunities are external things outside the Town's control that have a positive impact on the Town, while threats are external forces with a negative impact. The ideas on the following page were identified during the discussion in the September 2019 joint Town Board/Planning Board meeting.

Vision Word Exercise

In this exercise, Town Board and Planning Board members were asked to write down three words that represented their "ideal vision" for the future character of the Town of Selma over the next ten years. These responses were then compiled and displayed in a "word cloud" where the size of words is relative to the number of times it was submitted as a response (the larger the word, the more often it was used). As can be seen, the most common responses were "vibrant", "growth", and "community".



SWOT Exercise Results

*Positive Forces**Negative Forces*

<i>Internal Forces</i>	Strengths <ul style="list-style-type: none"> • Public utilities • Transportation network • Location close to Interstates • Railroads • Near airport • Opportunities for new businesses to come • Midway across state/midway along East Coast • School locations • Fire/EMS/Police • Access to good healthcare • Historic districts 	Weaknesses <ul style="list-style-type: none"> • Number of available quality rentals • Lack of high paying jobs • Communication - public outreach - direct outreach to different parts of town • General appearance - need money for maintenance and beautification - gateways • Code enforcement • Bicycle/pedestrian facilities
	Opportunities <ul style="list-style-type: none"> • Near Raleigh • Opportunity zones • Check health statistics - good health access • Attracting people to Selma for entertainment/restaurants - someplace people want to be • Downtown - but lack of stuff for younger people • Recreational activities - trails • Wayfinding 	Threats <ul style="list-style-type: none"> • Homes used for drug activity • High number of rentals (options to buy?) • Maintenance of rental properties • Negative perception (small, lacking something) • School scores
<i>External Forces</i>		

Railroad Days Festival

In October 2019, a booth was available at the Railroad Days festival for citizens to provide feedback on the vision for the plan. They were asked to answer two questions: "What makes Selma a special place?" and "What should Selma be like in 2040?" The answers to these questions were written on sticky-notes and placed on a large display for others to see. The two word clouds below show the generalized results of the responses. One key finding was that for the future, many respondents wanted "more" of various things in the community.

What makes Selma a special place?



What should Selma be like in 2040?



SELMA 2040 LAND USE PLAN VISION

Based on the inputs from above, the Town of Selma has developed the following statement of Vision for the future development of the Town and its planning jurisdiction:

Selma is a vibrant, growing community with a 'hometown' atmosphere, friendly people, a proud history, and a variety of attractions for residents of all ages.

This vision statement provides a lens through which Town leaders can assess their future decisions about land use, zoning, and development of the Town, and an overarching framework for the detailed goals, objectives, and recommendations contained in this Plan. The vision statement is purposefully high-level, straightforward, and aspirational—it reflects what the Town wants to be. The vision highlights four major themes:

- **Vibrant and Growing Community** – the Town wants to encourage both residential and business growth to ensure the community remains an active and vibrant place
- **Hometown Atmosphere and Friendly People** – the Town wants to ensure that future growth maintains the small-town character and atmosphere of the community and its residents
- **Strong History** – the Town wants to ensure that growth builds upon and interacts positively with the existing historic fabric of the community, and invigorates the historic core area
- **Variety of Attractions for All Ages** – the Town desires additional entertainment and recreational attractions such as stores, restaurants, and parks to encourage residents and visitors to spend more time in the community and remain in the community as long-term residents

SELMA 2040 LAND USE PLAN GOALS & OBJECTIVES

In order to provide more detailed guidance to Town leaders as they consider future land use decisions, this Plan identifies a series of goals and objectives for specific topic areas. **Goals** are statements that identify what should happen, and **objectives** are statements that identify how things should happen. Each goal will typically have several objectives related to it.



Goal 1: Adequate supply and high quality of **HOUSING** in the Town

Objective 1.1

Encourage residential development in areas identified as suitable for that use on the Future Land Use Map, and at appropriate densities as identified on the map

Objective 1.2

Ensure an adequate supply of appropriately-zoned residential land to meet anticipated growth needs

Objective 1.3

Pursue grants and funding opportunities related to housing rehabilitation and homeownership education; consider partnerships with organizations that provide housing-related services and programs

Objective 1.4

Invest in public improvements such as sidewalks, greenways, parks, public facilities, and infrastructure repairs in established and declining neighborhoods to bolster their continued attractiveness to residents

Objective 1.5

Proactively use regulatory mechanisms such as the minimum housing code and nuisance ordinances to ensure continued maintenance and upkeep of properties

Objective 1.6

Discourage development that would disrupt the integrity and cohesiveness of existing neighborhoods

Objective 1.7

Encourage the development of a mixture of both owner-occupied and renter-occupied housing, including multifamily housing in areas designated as appropriate for higher densities of development on the Future Land Use Map

Objective 1.8

Encourage proximity between higher-density residential areas and commercial, industrial, and mixed-use areas, in order to maximize infrastructure efficiency

Objective 1.9

Promote development patterns that allow safe and convenient access between residential areas and shopping, services, community amenities, recreation, and public facilities

Objective 1.10

Provide a sufficient buffer between residential land uses and incompatible non-residential uses

Objective 1.11

Discourage mobile/manufactured homes in areas where they would be inconsistent or incompatible with surrounding uses, and require mobile homes and mobile home parks to meet rigorous standards for development

Objective 1.12

Protect existing residential neighborhoods from encroachment by non-residential land uses

Objective 1.13

Promote a variety of housing types to meet the demand of citizens from various economic levels



Goal 2: Active, vibrant and revitalized **DOWNTOWN** area

Objective 2.1

Promote entertainment and restaurant uses in DOWNTOWN Selma, building on the existing positives of Union Station, the Antique District, the Rudy Theater, the Civic Center, and existing downtown stores and offices

Objective 2.2

Preserve and commemorate historic structures and events in DOWNTOWN Selma

Objective 2.3

Promote family-friendly, home-grown businesses within DOWNTOWN Selma

Objective 2.4

Encourage building designs in the DOWNTOWN area that are consistent with the size, scale, and historic nature of the surrounding buildings

Objective 2.5

Encourage multi-story mixed-use infill development on vacant parcels in DOWNTOWN Selma, similar in scale to existing historic buildings

Objective 2.6

Allow development in DOWNTOWN to have reduced on-site parking requirements, and ensure that an adequate supply of public on-street and off-street parking is available throughout DOWNTOWN

Objective 2.7

Pursue opportunities to make DOWNTOWN Selma more attractive to visitors through amenities such as wayfinding signage, streetscape and landscaping improvements, and improved bicycle and pedestrian accessibility

Objective 2.8

Maintain DOWNTOWN as the center of Selma's civic life through the continued siting of public buildings, parks, and other civic institutions within the DOWNTOWN area

Objective 2.9

Support redevelopment, business attraction, and small business incubation activities in DOWNTOWN Selma, in order to increase jobs, reduce building vacancy, grow the Town's tax base, and create a sense of place

Objective 2.10

Pursue opportunities to work with property owners on rehabilitation and marketing of DOWNTOWN properties, to reduce vacancies and put the space to productive use

Objective 2.11

Encourage residential uses on the upper floors of DOWNTOWN commercial buildings above ground-level retail, entertainment, and service uses



Goal 3: Coordinated and attractive development of **GATEWAY** areas entering the Town

Objective 3.1

Revisit sign regulations to ensure standards are content-neutral, of appropriate size and scale, consistently applied, and effective for reducing visual sign clutter both within the gateway areas and throughout the Town

Objective 3.2

Ensure development in gateway areas has appropriate landscaping and screening, particularly in parking lots and areas visible from the street, and provide enhanced landscaping, sidewalks, lighting, and roadway improvements in gateway areas to improve visual aesthetics

Objective 3.3

Encourage attractive, unified, coordinated, planned commercial development within gateway areas

Objective 3.4

Encourage visitor-oriented commercial services such as hotels, fast food restaurants, and gas stations in areas surrounding I-95 Exit 97/US 70 corridor

Objective 3.5

Encourage commercial and mixed-use developments along the US 301 corridor and East Anderson Street/Exit 98 area that will serve as an attractive and inviting entranceway into Historic DOWNTOWN

Objective 3.6

Work with NCDOT to ensure that future roadway improvements in the Exit 97/US 70 area remain compatible with the Town's vision of this as a primary gateway to the Town and a hub for traveler-oriented businesses

Objective 3.7

Encourage rehabilitation or redevelopment of older, declining commercial properties in gateway areas, particularly along Pollock Street/US 301



Goal 4: Ample **EMPLOYMENT** opportunities and support for industrial development in the Town

Objective 4.1

Encourage industrial development in suitable areas of Town as denoted on the Future Land Use Map

Objective 4.2

Identify areas for future industrial development that are well-served by transportation and utility infrastructure

Objective 4.3

Discourage industrial development in and near established residential areas

Objective 4.4

Discourage industrial development in areas that would create or exacerbate traffic congestion or truck traffic through the DOWNTOWN area or existing residential neighborhoods

Objective 4.5

Consider proactive zoning of anticipated industrial growth areas to enhance their marketability and prevent incompatible uses from arising

Objective 4.6

Ensure that industrial development is appropriately buffered from neighboring land uses through buffer and screening requirements

Objective 4.7

Encourage emerging green/sustainable industries when possible

Objective 4.8

Support expansion and safety/security/infrastructure improvements to the fuel “tank farm” on the west side of Selma, as a valuable and strategic resource for delivering energy commodities throughout the Triangle region

Objective 4.9

Support continuation of existing industries in the Town

Objective 4.10

Encourage agricultural use of land in rural areas of the Town’s extra-territorial jurisdiction



Goal 5: Vibrant **COMMERCIAL** areas that provide a variety of goods, services, entertainment options and amenities

Objective 5.1

Encourage commercial retail and service uses in suitable areas of Town as denoted on the Future Land Use Map, including the DOWNTOWN area, gateway areas, and major corridors such as US 70 and US 301

Objective 5.2

Implement a proactive business retention and expansion program

Objective 5.3

Identify, support, and promote industrial and commercial properties for new and growing employers

Objective 5.4

Incorporate and leverage the proposed Eastfield development as a large driver of future growth by encouraging this and other similar development in the Exit 97 area

Objective 5.5

Encourage mixed-use developments that include both residential and commercial uses within a single project

Objective 5.6

Encourage developers and investors to take advantage of the Opportunity Zone program in areas of Town that are eligible, including DOWNTOWN and much of eastern Selma



Goal 6: High quality local **UTILITY** infrastructure

Objective 6.1

Proactively plan for extension or expansion of water, sewer, and electric infrastructure to serve identified growth areas

Objective 6.2

Encourage growth in areas with existing utility service or that can easily be served by utilities, such as those areas close to the existing Town utility infrastructure and areas that can be served by gravity sewer lines, maximizing the benefit from the Town's financial investments

Objective 6.3

Require properties requesting Town utility services as part of a development project to also request annexation into the Town

Objective 6.4

Limit Town provision of utilities in areas designated as rural

Objective 6.5

Monitor the Town's water supply and capacity of facilities to handle water and wastewater treatment, and create plans to address future capacity needs when warranted by demand

Objective 6.6

Encourage the expansion of broadband internet availability within the community



Goal 7: An adequate, well-connected, multi-modal **TRANSPORTATION** system

Objective 7.1

Construct transportation facilities with a multi-modal perspective, addressing not only automobile needs but also pedestrian, bicyclist, transit, and freight needs

Objective 7.2

Consider use of right-of-way dedication, road construction, and fee-in-lieu payments for transportation network improvements associated with development, as outlined in NCGS 160D-804

Objective 7.3

Work with NCDOT and regional planning organizations on the development of future regional transportation plans, to ensure that the Town's circulation and connectivity needs are addressed; and consider these plans in future development decisions made by the Town

Objective 7.4

Promote walkable, connected development patterns that help reduce the volume of automobile traffic

Objective 7.5

Ensure that the location and timing of development is aligned with roadway network connectivity and capacity, and able to maintain an acceptable level of service

Objective 7.6

Expand the system of sidewalks, greenways, and bicycle lanes in the Town to ensure safe opportunities for walking and biking; consider pursuing NCDOT funding to develop a Bicycle and Pedestrian Plan

Objective 7.7

Control the spacing, number, and location of driveways to improve traffic flow and roadway congestion

Objective 7.8

Encourage the planting of street trees along public rights-of-way

Objective 7.9

Ensure continued access and adequate circulation within the Town following the conversion of US Highway 70 into Interstate Highway 42



Goal 8: High-quality **RECREATIONAL** facilities that are accessible to all

Objective 8.1

Ensure parks, greenways, bicycle and pedestrian facilities, and community centers/facilities are located conveniently throughout the Town and connected to each other and the surrounding neighborhoods in a way that ensures broad access

Objective 8.2

Continue use of land dedication/reservation or fee-in-lieu payments for recreational facilities associated with development, with a preference for fee-in-lieu payments which allow the Town to construct larger parks with more amenities

Objective 8.3

Consider partnering with the State, other local governments, or land trusts on the acquisition of land/easements for preserved open spaces and greenway corridors

Objective 8.4

Consider partnerships with the school system on potential joint recreational use of school sites



Goal 9: Protected and preserved **HISTORIC** and **CULTURAL** resources

Objective 9.1

Recognize the importance of historic sites and events in the Town of Selma, including locally- and federally-designated historic properties and districts, sites reflecting the Town's textile mill and railroading heritage, and the invention of *Vick*® VapoRub™ in Selma

Objective 9.2

Encourage historic buildings to be adapted and reused as appropriate to ensure they retain their historical significance but also remain active and contributing elements of the community

Objective 9.3

Encourage the conservation of historic buildings that contribute to the integrity and character of their neighborhoods

Objective 9.4

Enforce appropriate standards on development in locally-designated historic districts, including the DOWNTOWN Selma, West Selma, and Harrison School districts



Goal 10: Protection of open space and critical **ENVIRONMENTAL** features

Objective 10.1

Encourage the preservation of significant open spaces, wetlands, floodplains, and stream corridors in their natural condition

Objective 10.2

Encourage cluster development and Planned Unit Development as a technique for the preservation of sensitive natural resources and opportunity for usable recreational space

Objective 10.3

Promote the preservation of stream/wetland corridors and floodplains as a natural network of connected open spaces through the Town

Objective 10.4

Limit and/or mitigate the negative impacts of development on the environment

Objective 10.5

Improve stormwater drainage and management throughout the Town

Objective 10.6

Encourage development in areas that are outside the designated Water Supply Watershed when possible



Goal 11: Well-functioning and accessible **COMMUNITY SERVICES**, including education, healthcare, and public safety

Objective 11.1

Ensure that Town public safety and welfare services meet citizen needs in a way that balances citizen satisfaction and fiscal efficiency

Objective 11.2

Consider partnerships with neighboring towns, Johnston County, or other regional or state agencies on the efficient coordination and provision of services

Objective 11.3

Plan ahead to ensure that necessary facilities, such as police and fire stations and schools, can be provided as necessary in future

growth areas; encourage growth to occur in areas that can be adequately served by existing facilities

Objective 11.4

Increase and improve internal and external communications, including communication on planning and code enforcement issues

Objective 11.5

Partner with local public schools on school siting/expansion decisions, improving bicycle and pedestrian access to schools, and civic engagement with students and parents; support continued use of school facilities/locations within the Town



Goal 12: **CONTEXT-APPROPRIATE GROWTH** in future development areas, including the Town's Extra-territorial Jurisdiction (ETJ)

Objective 12.1

Encourage future development to occur in areas within or near the existing Town limits, and discourage dense, high-intensity development in outlying areas of the extra-territorial jurisdiction (ETJ)

Objective 12.2

Encourage development to occur in the area around I-95 Exit 97, which is ideally located to support higher-intensity uses such as commercial and higher-density residential

Objective 12.3

Encourage attractive, aesthetically-pleasing development that entices new residents and visitors to come to Selma

Objective 12.4

Encourage development that 'grows the pie' by increasing options and opportunities for all

Objective 12.5

Coordinate with Johnston County to encourage consistency of planned growth goals, density, and type at the edges of Selma's planning jurisdiction

Objective 12.6

Encourage preservation of open space and agricultural lands

Objective 12.7

Encourage participation in planning discussions and decisions by residents of the Town's ETJ



Goal 13: **REGULATIONS** that are consistent with the Town's vision

Objective 13.1

Ensure that the Town's Unified Development Ordinance provides adequate standards and requirements to reflect the vision and goals of this Plan

Objective 13.2

Amend ordinances as needed to address changes in physical, social, or environmental circumstances that make existing

regulations unnecessary, outdated, or obsolete; or to accommodate new uses or situations that arise and are not clearly covered by existing ordinances

Objective 13.3

Modify ordinances to be more understandable and user-friendly when possible

CHAPTER 5: 2040 FUTURE LAND USE

In crafting a vision for the future development patterns of the Town of Selma, this plan aims to provide a framework that is both descriptive and flexible – descriptive enough to provide the Town’s decision makers with clear information on the intended vision, but flexible enough to allow decision makers latitude in the interpretation of the vision.

The Future Land Use Map found in this chapter should *not* be interpreted as a regulatory document, such as a zoning map. Instead, it should be viewed as general guidance to help the Town’s decision makers make clear, informed decisions in support of an agreed-upon vision.

The Future Land Use map divides the Town into the following land use categories:

Future Land Use Map Categories

Rural/Agricultural

This category represents areas that are expected to remain primarily rural. Primary appropriate uses include agriculture, forestry, and low-density/large-lot residential. In general, the expectation is that sewer service would not be available in these areas, so any development here would require a septic system. Residential density in this area would be very low, recommended at one acre per unit (minimum).

This use is anticipated in several sections of the Selma ETJ, primarily those areas that are more than half-mile from the current contiguous town limits. This includes the northern tier of the ETJ and two difficult-to-access areas located south of US 70.

Low Density Residential

Areas in this category are expected to be primarily residential, at a low density comparable to the Town’s R-20 zoning category (R-20 allows 20,000 sf minimum lot size per unit, which is approximately ½ acre). Development in these areas is expected to be single-family homes.

Areas where this use type is anticipated include a buffer area on the northern and northeastern sides of town, between the closer-in medium-density residential areas and the farther-out rural/agricultural areas.

Medium Density Residential

The medium density residential category describes areas that are generally closer to the Town's businesses and amenities and can support residential uses at a density of approximately $\frac{1}{5}$ to $\frac{1}{4}$ acre per unit, which is comparable to the Town's R-8 and R-10 zoning districts. Most residential development in these areas is expected to be single-family homes, although duplexes may also be appropriate here. Service and organizational buildings such as churches, clubs, and schools, and service businesses such as daycares, may also be appropriate in these areas.

The majority of residential areas within the current Town limits fall within this category, as well as some nearby areas outside the Town limits that would be reasonable to reach with Town services in the future if developed and voluntarily annexed into the Town.

High Density Residential

High density residential is a category that allows for multi-family residential housing, such as apartments and townhomes. Select locations in Town have been identified for this use, primarily in areas with existing multifamily residential complexes.

Manufactured Home Park

Manufactured home parks are a special category of land use that contain multiple manufactured (mobile) homes on a single lot. The future land use map below designates several areas for this land use type, primarily in locations where this land use already exists.

Historic

The Historic category is a special residential use category for areas that are within designated historic districts. It is similar to the Medium Density Residential category in terms of density and use characteristics, but with an additional need to ensure that development in these areas is consistent with the overall character of the historic district.

This designation is currently applied in the Downtown, West Selma and Harrison School historic districts.

Downtown

The Downtown category is intended to allow a variety of uses within the traditional central business district of Selma, roughly defined as the area bounded by Oak, Pollock, Railroad, and Webb Streets and a half-block beyond. Appropriate uses in this area include traditional Downtown uses such as retail stores, offices, churches, restaurants, service businesses, assembly halls, and upper-floor residential units.

One of the key defining features of this district is its pedestrian scale and walkability. Large auto-oriented commercial uses such as big box stores, service stations, and fast-food restaurants should generally be discouraged in this area in order to maintain the walkability of the area. Another key attribute of this district is its reliance on public on-street and off-street parking rather than individual on-site parking lots at each building. It is important to maintain this district's unique identity as the heart of the community.

Commercial

The commercial category includes general commercial uses such as retail stores, offices, restaurants, and service stations, including large commercial developments such as shopping centers.

This plan envisions commercial development concentrated along the US 301/Pollock Street corridor both north and south of Downtown Selma, and in the Anderson Street corridor east of Downtown Selma. A large area of commercial use is shown at the south end of Pollock Street, near US 70 and the boundary with Smithfield. A small node of commercial development is also shown north of Selma near the intersection of US 301 and North Webb Street.

Mixed Use

These areas contain a variety of commercial and residential land uses. Typical commercial uses could include retail stores and shopping centers, convenience stores, restaurants, offices, medical services, and automotive-related uses, among others. Residential uses in these areas are typically higher density/multifamily structures.

Mixed use areas are shown in the Future Land Use Map below in the vicinity of the two interchanges along I-95 through Selma: Exit 97 at US 70 and Exit 98 at Anderson Street.

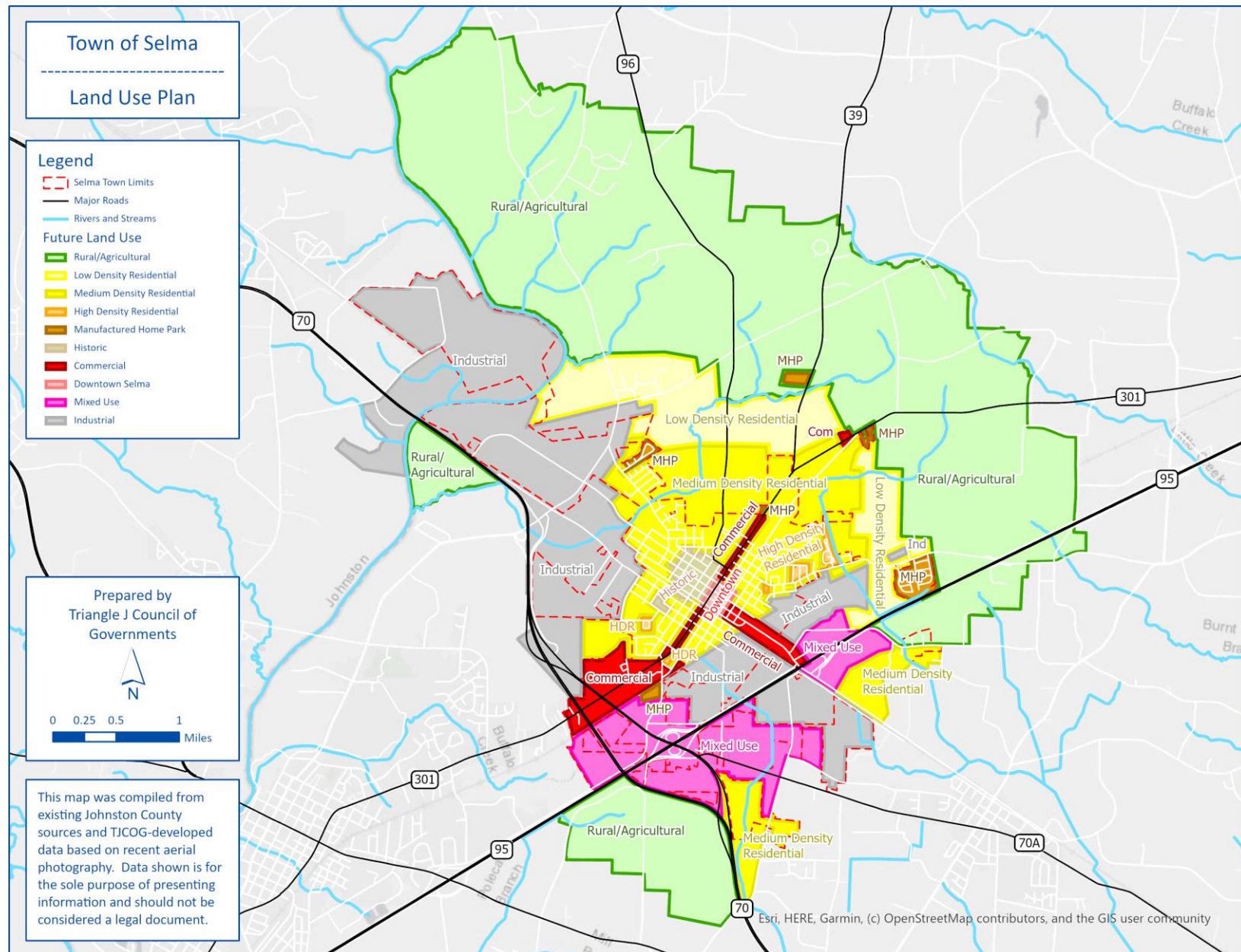
Industrial

Industrial areas are suitable for a variety of manufacturing and warehouse/distribution uses, including tank farms. This category may also include office/flex space in a business park or other type of planned development.

The Future Land Use map shows a significant number of industrial areas, approximately based on the Town's existing industrial zoning categories on the zoning map. These are mainly clustered along the railroad corridors east and west of Downtown.

2040 Future Land Use Map

See next page for the 2040 Future Land Use Map for the Town of Selma.



Town of Selma

2040 Land Use Plan Future Land Use Map

Legend

- Major Roads
- Selma Town Limits
- Floodplain Areas
- Rivers and Streams
- Parcels
- Future Land Use
 - Rural/Agricultural
 - Low Density Residential
 - Medium Density Residential
 - High Density Residential
 - Manufactured Home Park
 - Historic
 - Commercial
 - Downtown Selma
 - Mixed Use
 - Industrial

Prepared by
Triangle J Council of
Governments
March 2021



0 0.25 0.5 1 Miles

This map was compiled from existing Johnston County sources and TJCOG-developed data based on recent aerial photography. Data shown is for the sole purpose of presenting information and should not be considered a legal document.

CHAPTER 6: UNIFIED DEVELOPMENT ORDINANCE RECOMMENDATIONS

The Town of Selma's Unified Development Ordinance (UDO) is the basic set of regulations that governs development within the town. The UDO includes both zoning-related and subdivision-related provisions, as well as rules related to signage, landscaping, historic districts and other development design elements.

An integral part of this Comprehensive Land Use Plan is an analysis of the Town's existing Unified Development Ordinance (UDO) for items that may need updating based on the goals and objectives of this plan. This includes both general and specific items. The recommendations in this chapter are intended to provide a roadmap of changes the Town may wish to consider making to the UDO, but these are not binding and it is ultimately up to the Town to decide at a later date whether or not to implement any of these recommendations.

Zoning Districts

- The UDO document is inconsistent in its naming of zoning districts. Different sections of the document refer to the R-10 zone as "R-10", "R10", and "RMD"; similarly, the R-8 zone is referred to as "R-8", "R8", and "RHD". These should be cleaned up for consistency.
- The naming convention for the "Business" zones implies that these zones are restricted to use for commercial purposes. However, the UDO allows certain types of residential development in these zones as well. The town should consider renaming these as "Mixed Use" or some other title to make it clearer that both commercial and residential uses are permitted.
- In Section 17-308 of the UDO, there is reference made to the creation of two Planned Use Development (PUD) districts; however, in reality three PUD districts are created. Section 17-308 creates a "Planned Unit Development-Residential" category and a "Planned Unit Development-Business and Industrial" category and states that these are Conditional Zoning Districts. But Section 17-310, which defines the conditional zoning districts defines "Planned Unit Development-Residential (PUD-R)", "Planned Unit Development-Business (PUD-B)" and "Planned Unit Development-Industry (PUD-I)". These titles and categories should be cleaned up for consistency.
- Section 17-403 of the UDO allows the Zoning Administrator to require certain uses that would otherwise be permitted by right within a zoning district to go through the Special Use Permit process. The section outlines some potential situations in which this might be applied but grants broad discretion to the Zoning Administrator on application of the additional requirements. This

section could benefit from clarification of specific guidance on when and how to apply these standards to ensure they are not applied arbitrarily.

- There appears to be a conflict between Sections 17-544 and 17-410 regarding manufactured home parks. Section 17-544 indicates that manufactured home parks are only allowed by conditional zoning. Section 17-410 indicates that manufactured home parks are permitted in the MHP zoning district by special use permit. These sections should be revised for consistency.
- The Town should consider the development of a “Highway Overlay District”—these are often used by other towns as a way to enforce additional design standards on development within a certain distance of defined highway corridors, often to ensure improved visual aesthetics and improved traffic flow. This could be a tool for Selma to use, particularly in the US 301 and US 70 corridors, but also potentially in other commercial areas such as Ricks Road and East Anderson Street.
- The Town currently only allows residential cluster subdivisions within the Water Supply Watershed Overlay District. The Town should consider making this type of development allowable in other areas of the Town as well, since it has potential environmental benefits that could be applied in other sections of Town just as well as in the Water Supply Watershed area.
- The Town should consider the creation of a lower-density rural/agricultural zoning classification with a lower maximum density than the existing R-20 district. This district could have a minimum lot size of approximately one acre and could be applied in areas where the Town wishes to preserve the rural character of an area.

Design Standards

- The UDO has existing sections on specific design standards for the Central Business (CB), Mobile Home Park (MHP), and Planned Unit Development (PUD-R, PUD-B, PUD-I) districts, and for multi-family residential developments. The UDO also has appendices with overall standards related to landscaping, street lighting, and other similar design elements. However, the UDO does not have specific design standards for the General Business (GB) and Interstate Business (IB) where much of the gateway corridor commercial development occurs. The Town should consider adding standards for parking, landscaping, lighting, streetscaping, and other design elements that would be specific to these zones in order to improve the visual aesthetics of the Town’s gateway areas. This could be achieved by creating standards for these zoning districts or could be focused on particular corridors or areas through the use of a Highway Overlay District.
- The Downtown Property Condition Survey in 2019 recommended revising the signage and building façade requirements for the Central Business (CB) district. The town could pursue these revisions either as a standalone review for the CB district or as part of a larger town-wide review of signage regulations.
- Signage and the general appearance of highway corridors were brought up as an important goal of the Town. The Town should review its existing signage regulations and ensure that they meet Objective 3.1 outlined in Chapter 4: “Revisit sign regulations to ensure standards are content-neutral, of appropriate size and scale, consistently-applied, and effective for reducing visual sign clutter both within the gateway areas and throughout the Town.”

- The UDO contains only a brief discussion of sidewalks and no discussion of bicycle facilities. The town should consider revising the UDO requirements regarding non-motorized transportation, to ensure that these types of facilities are added to future developments as appropriate. If the Town develops a Bicycle and/or Pedestrian Plan as suggested in Objective 7.6, the recommendations of that plan could serve as the basis for future UDO revisions on this topic.
- Objective 1.11 of this Plan notes that manufactured homes and manufactured home parks should be required to meet “rigorous standards for development.” The Town should review its current design standards for both standalone manufactured homes and manufactured home parks to ensure they meet the Town’s goals for “rigorous” standards.
- Section 17-567 B(2) of the UDO denotes a list of zoning classifications in descending order in terms of preference for the location of freestanding wireless towers exceeding 50 feet in height; however, Section 17-567 E indicates that towers taller than 50 feet are prohibited in many of the districts listed in section B(2). These provisions should be reviewed for consistency, to remove the districts where these are prohibited from the earlier preference ranking list.
- Article XII of the UDO contains requirements related to the provision of usable open space for recreational and open space preservation purposes as part of new developments in the Town. Section 17-1202 sets the requirements for a percentage of land to set aside as open space, but does not require any percentage of the space to be for active recreation (in fact, it limits the amount that can be used for active recreation). However, if the Town is interested in “ensur[ing] parks, greenways, bicycle and pedestrian facilities, and community centers/facilities are located conveniently throughout the Town and connected to each other and the surrounding neighborhoods in a way that ensures broad access” as stated in Objective 8.1 of this plan, then the Town may wish to consider encouraging developers to use the payment-in-lieu option outlined in Section 17-1203 instead, as this would allow the Town to pool together funding from multiple small developments to construct larger parks with more amenities.

Maintenance of Buildings and Properties

- Section 17-590 of the UDO contains standards and requirements for the maintenance of non-residential buildings and multi-family residential buildings, but specifically exempts single-family residential units from these requirements. The requirements of Section 17-593 *do* appear to apply to single-family homes, although these are limited to restrictions on the outdoor storage of vehicles, boats, and other household items. Maintenance of properties was frequently raised as a concern during the development of the goals and objectives for this Plan. The Town should consider whether to add any property maintenance requirements for single-family homes, and what might be appropriate standards for single-family homes.

Proactive Updates to the Zoning Map

The Town should consider making proactive amendments to its UDO Zoning Map in response to the Future Land Use Map contained within this Plan. Potential items to consider include:

- Potential “downzoning” of areas shown on the Future Land Use Map as “Rural/Agricultural” to a new, lower-density zoning category (as discussed in the Zoning District recommendations above). The majority of this area is currently zoned R-20, which allows approximately 2 homes per acre. However, the Future Land Use Map recommends this area should be limited to approximately 1 home per acre for new developments.
- Potential “upzoning” to R-10 of areas shown on the Future Land Use Map as “Medium Density Residential” that are currently zoned as R-20. Reclassifying these areas as R-10 instead of R-20 would encourage the denser type of development that the Town desires in these areas by not requiring developers to go through the rezoning process.
- Potential cleanup of zoning designations in the areas near Exit 98/East Anderson Street that are shown as Industrial and Mixed Use on the Future Land Use map. The existing zoning map in this area is somewhat disjointed from parcel-to-parcel and would benefit from review and standardization in accordance with the vision outlined on the Future Land Use Map.

General Revisions

- The Town should update its ordinance to ensure that references to General Statutes are corrected to point to the relevant sections of the new General Statute 160-D, which will take effect soon. *Major* revisions to the UDO should not be necessary for compliance purposes since Selma already uses the Conditional Zoning and Special Use Permit processes that are outlined in NCGS 160-D; however, the Town should review the document to ensure it is in compliance with the new rules.
- As a minor formatting issue, there are several sections of the current ordinance that do not print correctly from Municode due to the formatting of the document running off the edge of a page. This is most notable in Section 17-442(B) and in the permitted use tables of Section 17-410. The correct information is available on the screen, but anyone trying to print the ordinance will be missing this information.

APPENDIX: SUMMARY OF PUBLIC INPUT

There were two primary events intended to engage with the public during the course of developing this Comprehensive Land Use Plan. One was held at the beginning of the process, to help inform the development of vision, goals, and objectives for the Plan. The other was held at the end of the process, to gather feedback on the proposed draft plan.

SELMA RAILROAD DAYS FESTIVAL (OCTOBER 2019)

Staff from the Town of Selma and Triangle J Council of Governments operated a booth at the Selma Railroad Days Festival. At the booth was a display with information about the plan (see graphics below). Visitors to the booth were invited to use “sticky-notes” to write responses to the following two questions: “What makes Selma a Special Place?” and “What should Selma be like in 2040?” and place these comments on the board for others to see. They were also invited to mark comments on a large display map or to take a written comment form for additional comments. The following responses were submitted:

What makes Selma a special place?

- hometown feel
- friendly atmosphere
- the people!
- lots of people having a good time
- new businesses popping up!
- center of the east coast of U.S.
- history
- very friendly people
- lots of parking
- near Raleigh and airport
- 2 hours from the beach
- shopping at the outlets
- friendly people
- neighborhood atmosphere!
- small town feel
- antiques
- heart

What should Selma be like in 2040?

- progressive, liberal
- more Amtrak train traffic
- more jobs for people
- larger Selma museum
- more variety of shops
- raise for planning director
- updates to part of the community
- unified
- more diverse and vibrant downtown
- café, specialty, novelty stores
- destination
- more for children and teens
- more beautification and improvements to older buildings
- youth events
- no gun shops
- I want the town to have a community center and less antique stores
- I also want it to have more color and fun
- thriving, vibrant, economically sustaining
- mix of locals and transplants
- more for young people and teens

Display Board from Railroad Days Booth



COMMUNITY OUTREACH (2020)

At the end of the plan development process, since a public workshop would not be possible due to the COVID-19 coronavirus outbreak, the Town made a presentation available to the community online.

Comments received from the public can be added here.