

SALEMBURG 2040: LAND USE PLAN

DRAFT #1

04/11/2023

We will be set up outside of Salemburg Grill on Tuesday, April 18th from 9am until 12pm!!

If you have any comments, questions, or just want to learn more about this plan please come by during that time!

If you're unable to make it on 4/18, please send any questions/comments to Haley Hogg (hhogg@mccog.org) or Andrew Resnick (aresnick@mccog.org).

We look forward to hearing from you!

SALEMBURG 2040: LAND USE

SALEMBURG, NORTH CAROLINA



PREPARED FOR:

Town of Salemburg, North
Carolina

ADOPTED:

TBD (INSERT DATE AFTER
ADOPTION)

ACKNOWLEDGEMENTS

A special thank you to all of the individuals and organizations on this list, as well as members of the public, that participated in the creation of this Land Use Plan. This plan could not have been created without the support, dedication, and vision of everyone involved.

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- Matt Stone, Clinton-Sampson Chamber of Commerce
- Stephen Barrington, Sampson County Economic Development Commission

PREPARED BY:
Mid-Carolina Regional
Council

CONTENTS

Chapter 1: Introduction

Chapter 2: Salemburg's Past, Present, and Future

Chapter 3: Land Use

Chapter 4: Housing

Chapter 5: Economic Development

Chapter 6: Parks, Recreation, and Culture

Chapter 7: Infrastructure and Public Services

Chapter 8: Implementation and Evaluation



CHAPTER 1

INTRODUCTION

This Comprehensive Land Use Plan serves as the first Land Use Plan for the Town of Salemburg, and will be the guideline by which the Town plans for future growth and development over the next 20 years. This plan was created alongside Town officials and members of the community to ensure that it was tailored to Salemburg's specific needs and vision. Moving forward, the Town will utilize this plan to guide its policies and long-term decisions pertaining to growth.

The Plan includes a Future Land Use Map that will serve as the basis in guiding the Town in future Zoning and Land Use decisions. It also addresses a variety of topics ranging from Housing, to Economic Development, to Infrastructure, and more. This document should be reviewed and amended every five years in response to changes in population, land use trends, and to ensure it continues to align with the Town's future goals.

PLAN DEVELOPMENT

The multi-phase process to create Salemburg's Land Use Plan began in the Fall of 2022. A Steering Committee was formed that consisted of key community members and regional representatives to help guide the plan throughout the process. During the visioning portion of the plan development, stakeholders in the community including residents, town officials, elected officials, and developers were interviewed to share comments and recommendations for the Town as it continues to grow. The public was also engaged throughout the process via a public survey that was distributed in December 2022. Public engagement opportunities were also held in December 2022 at the Town's Small Town Christmas celebration, and in April 2023 in Downtown Salemburg. Community members had the opportunity to visit an informational booth to discuss the plan's future with staff. Based on the input received from the Steering Committee, Stakeholder Groups, and residents the plan was developed by incorporating the community's vision for its future into individual elements and associated goals.

PUBLIC ENGAGEMENT

This Comprehensive Land Use Plan is key in guiding Salemburg's future growth. As a result, public engagement from the community is essential in creating a plan of this scope. Below is a detailed outline of the ways in which the community was involved in the creation of this plan.

STEERING COMMITTEE

The Steering Committee was appointed to oversee the development of the plan from the initial kick off to the final adoption. Members of the committee were chosen by Town officials and included members of the community, residents, business owners, Town staff, elected officials, and members of key outside organizations. This Committee met four times over the course of 10 months to provide input and direction for the land use plan.



PLAN DEVELOPMENT

STAKEHOLDER INTERVIEWS

Key stakeholders in the community were identified and interviewed to provide perspective to the Town on various plan elements. There were five stakeholder groups that were interviewed in November 2022. These included stakeholders in the following categories: Public Services, Economic Development, Businesses/Development Community, Residents, and Town Officials. These interviews provided the Town with crucial input on its weaknesses and strengths and suggestions for how the Town could improve its policies and operations as it continues to grow.



PUBLIC ENGAGEMENT EVENTS

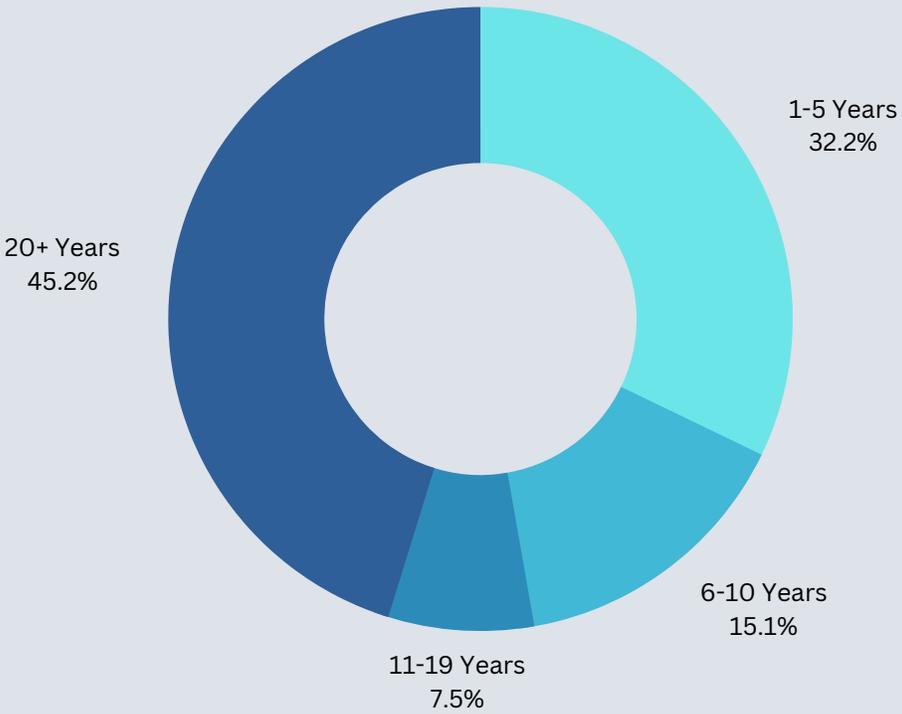
In December 2022, an informational table was set up at the Town's Small Town Christmas event to share with community details about the plan and obtain initial feedback. In Spring of 2023, the draft plan was shared with the public on social media with copies available at Town Hall. Following this, a second informational booth was set up in Downtown Salemburg so that members of the community were given a chance to review the draft plan and offer feedback to Town officials ahead of the public hearing.

INSERT PUBLIC
ENGAGEMENT IMAGE
AND MORE
INFORMATION
FOLLOWING APRIL 2023
ENGAGEMENT EVENT

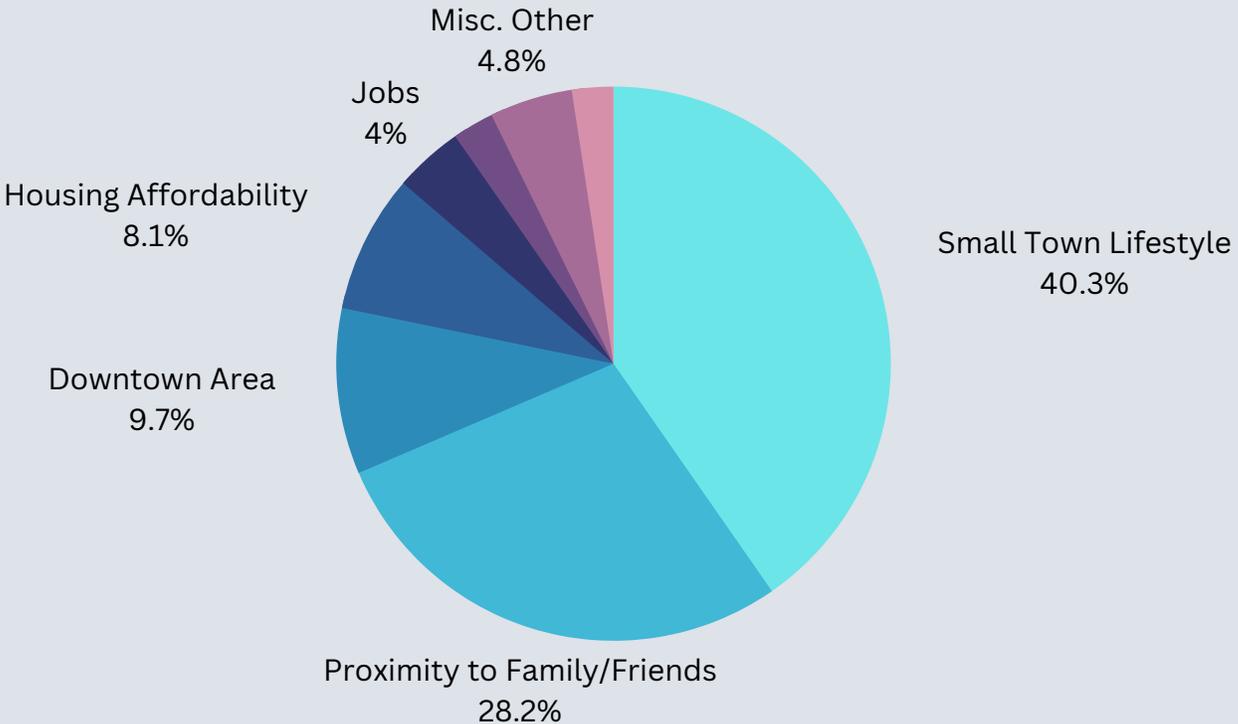
COMMUNITY SURVEY

A survey was created and shared with the public in December of 2022. This survey remained open until February 2023 and was used to obtain valuable input from the community regarding the vision for Salemburg's future. The survey received 62 responses and these responses were used to direct the Steering Committee in the development of this Land Use Plan.

How Long Have You Lived in Salemburg?



Why Do You Live In Salemburg?



WHAT IS YOUR VISION FOR THE FUTURE OF SALEMBURG?

*Keep the
small
Town Charm*

*More Shopping
and
Restaurants*

*Maintain a Safe
Community*

*More
Recreational
Opportunities*



This building was Salem High School from 1914 to 1954. It became Salemburg Elementary School in 1954. Both this building and the new high school were built in 1914.

CHAPTER 2

SALEMBURG'S PAST, PRESENT, AND FUTURE



The Town of Salemburg has been a staple community in Sampson County for decades. It was founded in 1894 on the basis of promoting religion and education. The Town created its name from the old Salem Baptist Church, which was present in Town during the time of its founding. The Town's Salem Academy was also present during the time of its founding, and holds the honor of being the first high school located in Sampson County.

Although the Town was founded in 1894, it was not officially incorporated until February 21, 1905. In 1914, the Town was named the first Model Community in the United States by the Rockefeller Foundation. By the 1920's, Salemburg grew to a population of 215 residents. It continued to grow throughout the 20th century and by 1980 included 740 residents. However, by the 21st century, the population declined to just over 400 residents in the 1990s. Despite the changes in population, Salemburg maintained its small-town charm earning the moniker "small town, big heart", which has come to define the town.



SALEMBURG TODAY

As the Town has entered the 21st Century, the characteristics of Salemburg's population have overall remained consistent with the "small Town, big heart" identity it has established over the years . Although the population count has remained relatively the same since the 1990's, the Town has started to experience more rapid growth since 2010 than it had in the decade prior. Despite Sampson County's population decreasing by 4,395 residents between 2010 and 2020, Salemburg actually experienced a population increase from 435 residents in 2010 to 457 residents in 2020.

In just the past three years (2020-2023), it is anticipated that Salemburg has already exceeded the entirety of population growth it experienced in the ten years prior. This is evidenced by the number of Single-Family permits issued between 2020 and 2023.

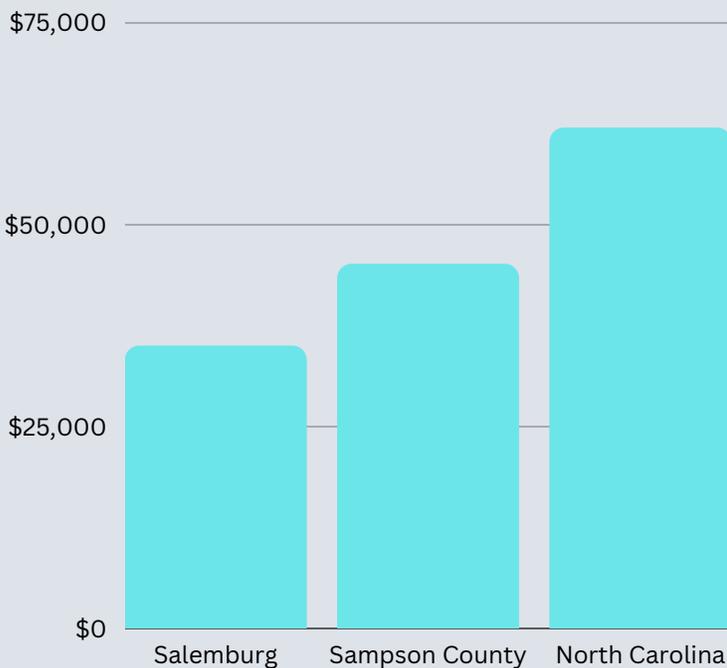
Single-Family Permits Issued	
Year	Number of Permits
2018-2019	0
2019-2020	10
2020-2021	18
2021-2022	51
2022-2023*	15
*This number reflects permits issued as of 02/06/2023. Final number of permits issued for 2023 are likely to be higher.	

SALEMBURG TODAY

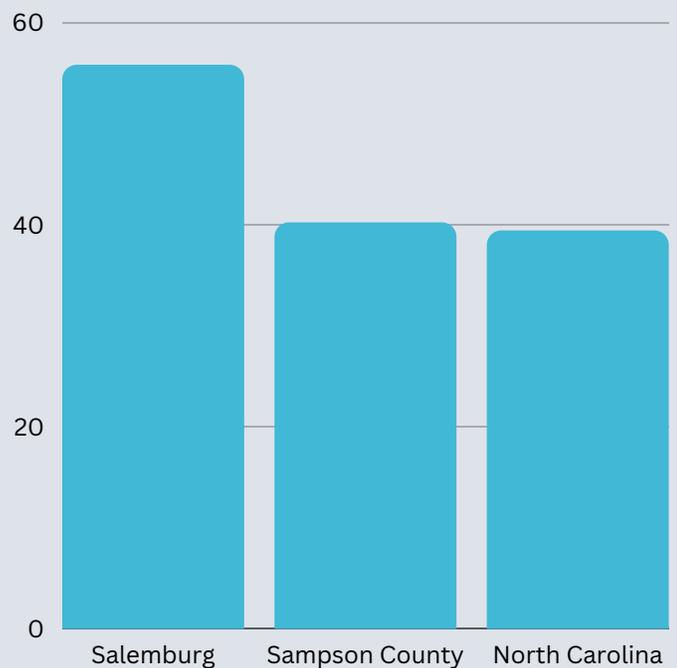
In terms of land use patterns, Salemburg's existing land use reflects its strong agricultural past. The majority of land in Salemburg is currently designated as Agricultural or Residential based on Sampson County Tax Data. As shown on the Town's Existing Land Use Map (Appendix C), most of the Town's commercial development is located within the downtown core but overall is not a large part of the Town's existing land uses.

When examining the Town's demographics, Salemburg stood out in regards to the median age among its residents. Uniquely, Salemburg has a much higher median age among its residents compared to that of Sampson County and North Carolina. The median age of residents in Salemburg is 55.8 years, as compared to Sampson County's average of 40.2 years and the State's average of 39.4 years. Additionally, the 2020 Census revealed that 36% of the Town's overall population is aged 65 years or higher. This is significantly higher than Sampson County and North Carolina averages of 17.9% and 17% respectively. Based on the survey results from this plan, it is assumed that many residents in Salemburg are lifelong members of the community. However, these demographics are expected to shift in the future as more people choose to call Salemburg home.

Median Household Income



Median Age



LOOKING TOWARDS THE FUTURE...

Salemburg is on the precipice of more growth. Although North Carolina Office of State Budget and Management predicts the overall population of Sampson County to continue to decrease over the next 20 years, it is not predicted that Salemburg will align with that downward trend in population. This is evidenced by Salemburg experiencing growth between 2010 and 2020, despite Sampson County experiencing a 7% population loss.

Housing affordability is a big concern throughout the entire United States. With housing becoming more expensive in larger cities, it is expected that young families in particular will begin to move outside of cities and locate in more rural and suburban areas. Additionally, with the advancement in technology and many companies moving towards remote or hybrid work environments housing opportunities are more diverse and widespread for those in the workforce. Over the next 20 years it is anticipated that, along with a population increase, Salemburg's demographics will shift towards a younger and more diverse population. Being situated closely to Fayetteville and Fort Liberty (formerly known as Fort Bragg), Salemburg is poised to become a destination for young families.

With more growth and development expected, what will Salemburg look like in 2040? Where will new residents live and where will commercial development occur? How will the Town maintain its charm and rural character?

This plan will assist the Town in proactively planning for its future so that growth can be managed in a healthy way that encourages a strong future for the community, while also maintaining the small-town charm and rural character that so many have grown to love and appreciate.





CHAPTER 3

LAND USE

The Town of Salemburg is a rural Town, primarily made up of single-family land uses with agricultural land uses located throughout its ETJ. Non-residential development is primarily focused within or adjacent to the Town's Downtown core. The Town currently does not have a Future Land Use Map to guide its growth and development, but the Future Land Use Map created with this plan should be utilized by Town officials and members of the development community in making future decisions pertaining to land development and zoning.

Each parcel located within Salemburg's jurisdiction has been assigned a Future Land Use designation that aligns with the Town's vision of the future. These designations are recommendations for future growth and development and the Town should use this map to make future land use decisions. However, the Town may revise the map and individual designations it deems appropriate.

FUTURE LAND USE DESIGNATIONS

DOWNTOWN CORE

This area is the heart of downtown Salemburg. This is where the highest density of commercial and residential uses should be located. The downtown core is considered the most urban environment of Town, with the ability to support a variety of uses including high-density residential (including upper-story apartments) and commercial uses such as restaurants, offices, entertainment, and retail services.

Typical Uses: Non-residential such as retail, restaurant, office, and entertainment. May also include residential development such as multi-family in the form of upper-story residential, or established single-family residential.

GENERAL RESIDENTIAL

The General Residential area of Salemburg is located just outside of the Town's Downtown Core and extends towards more rural areas of Town. This area of Town consists primarily of single-family residential uses but may include multi-family development in appropriate locations. This area seeks to retain its historic and established character while also allowing for future residential growth in Salemburg.

Typical Uses: Residential, consisting of single-family and multi-family options.

Density: 2-4 units/acre. Higher densities may be permitted as part of a Conditional Rezoning.

RURAL RESIDENTIAL AGRICULTURAL

The Rural Residential and Agricultural area of Salemburg consists of single-family detached development and large tracts of agricultural land. This area of Salemburg has the lowest density housing development and is located within the Town's ETJ. This area of Town relies heavily on the use of private septic systems and in some cases private wells to serve development. The Rural Residential and Agriculture area of Salemburg seeks to maintain the Town's rural environment and agricultural land.

Typical Uses: Single-Family Residential, Agricultural, and low-impact non-residential uses

Density: <2 units/acre

FUTURE LAND USE DESIGNATIONS

RECREATION AND PRESERVATION

The Recreation and Preservation area of the Town includes parcels of land that have been identified as potential sites for future recreational opportunities. It also identifies areas of Town that are to be preserved for preservation and public use such as publicly owned Town properties.

Typical Uses: Public Facilities such as Town facilities and School Facilities, Recreational facilities

ACTIVITY CENTER

This Activity Center areas of Salemburg are envisioned to consist of non-residential commercial development to serve the community. These areas of Salemburg are primarily located in Town Limits and consist of properties that have the potential to serve commercial development in the future due to their proximity to public services.

Typical Uses: Non-residential uses such as retail, office, warehouse, entertainment, and restaurant.

ACTIVITY CENTER OVERLAY

The Activity Center Overlay is an overlay designation, meaning that it can exist alongside another land use designation in order to provide more flexibility in the development of these areas. This Overlay has been applied to properties within Salemburg that have the potential to serve as commercial development in the future due to their proximity to public services but that may also be suitable for residential development in the future. Applying this overlay designation to specific parcels provides flexibility in the future use of these areas.

Typical Uses: Non-residential uses such as retail, office, warehouse, entertainment, and restaurant. There is also a potential for higher density single-family and multi-family development to be incorporated with non-residential uses. Density of residential development should be consistent with the underlying residential land use designation.

GOALS AND RECOMMENDATIONS

Goal 1: Preserve Salemburg's small-town charm while allowing for growth and development in appropriate areas.

The Town should review and approve future development applications in accordance with the Plan's Future Land Use Map. Non-residential and higher single-family residential development should be encouraged in areas designated on the map to avoid sprawled commercial and residential development. The Town should also promote quality redevelopment and infill development in its Downtown Core and Downtown Residential areas.



CHAPTER 4

HOUSING

Second to Agricultural uses, residential development is one of Salemburg's largest existing land uses. This primarily consists of single-family detached development, occurring at a higher density in the Town's General Residential area and becoming less dense moving into the ETJ. The Town should utilize the Future Land Use Map to ensure that future housing development occurs in areas identified as residential in order to best utilize access to Town services and prevent sprawl.

The Town has seen tremendous growth regarding residential development over the past three years. Between 2018 and 2020, the Town of Salemburg issued 10 residential zoning permits. Over the past three years, however, the Town has issued 84 zoning permits for new residential units. As the Town continues to grow it will be important to focus on properly managing its residential growth to ensure orderly and quality development.



HOUSING TYPES

During the Public Engagement phase of this plan's development, many participants of the survey noted that Housing Affordability was one of the reasons they choose to live in Salemburg. The median home value in the Town is \$158,058 which is significantly cheaper than the State median of \$329,634. Although Salemburg is currently very affordable, it is likely that housing prices will continue to rise in the future. To manage the shift in housing prices, it's important for the Town to encourage a variety of housing options to accommodate families of various incomes, sizes, and ages.

Although there was a strong preference among survey participants for future development to consist of single-family detached units on large lots, many participants did acknowledge the need for other housing options as well. Some participants noted a desire to see more development of single-family homes on smaller lots, but with shared common area preserved in those instances. Others acknowledged the need for multi-family housing options such as duplexes, apartments, and senior living facilities.

AGING IN PLACE

"Aging in Place" is a phrase used to describe the ability of people to comfortably live in a community throughout the various stages of their lives. This is an essential phrase to keep in mind when evaluating housing types and ordinances to ensure that the needs are being met for residents of all ages. The median age for residents of Salemburg is 55.8 years, with 36% of the Town's population over the age of 65 years.

Many participants of the Public Engagement survey noted that they have spent their entire life in Salemburg while a significant number of others noted that they have spent 20+ years living in Salemburg. It is a testament to the Town's small-town charm that it has retained residents for many years and is a place that many choose to settle down and raise a family in. With an aging population, it is important that Town officials encourage a variety of housing options to continue to retain its residents.

As residents age, opportunities for single-family residential homes on smaller lots and multi-family residential options, including senior living facilities, should be encouraged to provide housing options for those who may no longer desire the maintenance of a larger lot or who wish to be closer to Town, medical, and commercial services.

GOALS AND RECOMMENDATIONS

Goal 1: Encourage various housing types to retain residents and maintain housing affordability.

The Town should encourage higher density residential development in areas deemed appropriate on the Future Land Use Map. This will ensure housing options are provided for families of various income levels, sizes, and ages. Town officials should routinely review the zoning and subdivision ordinances to ensure that a range of housing options are permitted in Town. This includes options such as single-family as well as multi-family such as duplexes, apartments, and senior living facilities.

Goal 2: Preserve Salemburg's small-town charm and rural character.

High density housing development should be limited to areas designated as appropriate on the Future Land Use Map. This will prevent sprawl and help to maintain Salemburg's rural character.

Goal 3: Encourage infill residential development in Downtown.

Town officials should continue to encourage infill development in Downtown Salemburg.

Goal 4: Maintain Safe Housing.

Ensure safe and well-maintained housing by utilizing code enforcement actions to resolve deteriorated or dilapidated housing.



Goal 5: Encourage Upper-Story Residential development in the Downtown Core.

The use of Upper-Story Residential development in the Town's Downtown Core should be encouraged to take advantage of existing structures and promote activity in downtown. Town officials should review and amend zoning ordinances to allow the use of upper-story residential in the appropriate zoning districts.

CHAPTER 5

ECONOMIC DEVELOPMENT

Based on the public participation in the development of this plan, there was an overwhelming number of participants that expressed a desire for more retail and entertainment options in Salemburg.

Currently, the Town of Salemburg's non-residential development is focused in its Downtown Core and areas along S Main Street, N Main Street, and NE Main Street. Some of the largest employers in Town include the Tarheel Challenge, the Justice Center, and Commwell Health. The Town also has small-scale commercial options to serve residents, but most residents currently travel outside of Salemburg for groceries and entertainment, based on the feedback given during the public engagement portion of this plan's creation.

The goals and recommendations in this section focus on leveraging the Town's Downtown Core and encouraging non-residential development in other areas of Town to meet the needs and desire of the growing community.



GOALS AND RECOMMENDATIONS

Goal 1: Attract new businesses to locate in Salemburg.

The Town of Salemburg should develop an inventory of available sites for non-residential development that can be shared with potential business owners and/or employers. Town officials should work alongside the Chamber of Commerce and Sampson County's Economic Development team to market Salemburg as a destination for businesses. Town officials should also reevaluate current laws prohibiting the sale of alcohol in Salemburg, as this may be a deterrent for businesses such as restaurants and grocers from locating within the Town.

Goal 2: Provide support for local businesses.

The Town of Salemburg should routinely provide support to its local businesses. This can be done via social media pages and through partnerships with local businesses for Town events.

Goal 3: Encourage Downtown Revitalization.

The Town should focus on the revitalization of its Downtown Core to attract more businesses and restaurant options. Façade grant opportunities should be sought out to provide property owners in downtown the ability to renovate the façade of their buildings to improve aesthetics and attract more businesses and visitors.



Goal 4: Encourage larger scale non-residential development.

Town officials should work alongside Sampson County's Economic Development team to market areas of Town poised for large scale commercial or industrial growth. The Town should continue to protect and retain large employers such as the Justice Center, Tarheel Challenge, and Commwell Health.

CHAPTER 6

PARKS, RECREATION, AND CULTURE

The Town of Salemburg has a small-town charm that appeals to residents and visitors alike. When visiting Salemburg, it is clear that members of the Town take pride in their community and that the small-town charm has truly become a part of the Town's culture.

Each year the Town hosts a Small Town Christmas celebration and a New Years Eve celebration where members of the community and visitors can gather. The Town also offers other opportunities for fellowship throughout the year, including annual BBQs at the Fire Department, trick-or-treating for Halloween, and evening events such as paint classes.

The Town should continue offering events like this throughout the year in order to maintain its sense of community. Additionally, as the Town grows more opportunities for public recreational facilities should be identified. During the public engagement portion of the plan development, many residents noted the desire to seek an active lifestyle and noted that recreational facilities were something they'd like to see in Salemburg.



GOALS AND RECOMMENDATIONS

Goal 1: Support the development of new recreational facilities in Salemburg.

Town officials should identify currently owned Town property and determine feasibility of creating small-scale recreational opportunities, such as playgrounds and walking trails, on those properties. Additionally, the Town should coordinate future greenway development with the Mountains to Sea Trail, which envisions a trail connection passing through Salemburg on its way into Roseboro.

Goal 2: Increase private recreational requirements for new residential subdivisions.

The Town should evaluate and update zoning and subdivision ordinances to ensure that adequate open space and recreational facilities required of new subdivisions. This is particularly recommended for cluster developments that may utilize smaller lots with the promise of common area and open space.

Goal 3: Continue and Expand Town Events.

The Town should continue to operate its annual Christmas and New Years celebrations, as well as other annual events. The Town should consider expanding its events to include more opportunities throughout the year for the community to come together.



CHAPTER 7

INFRASTRUCTURE AND PUBLIC SERVICES

Infrastructure and public services play a critical role in communities by ensuring that residents and businesses have reliable access to water, sewer, emergency services, and safe roadway/pedestrian facilities.

As the Town of Salemburg continues to grow, it is important that the Town prioritizes the maintenance and expansion of these services in order to support future residential and non-residential development. Expansion and routine maintenance of these services are critical in maintaining the high quality of life within the community. This section outlines goals and recommendations for the Town's public infrastructure and services moving forward.



Water & Sewer Services

The Town of Salemburg is able to provide public water and sewer services to its residents within the Town. For Water, the Town operates from five wells that feed a 200,000 gallon water tank. Town water services are provided to all residents within the Town Limits, but also extends beyond Town limits to service some residents within the Town's ETJ. As the Town continues to grow, it is important that a sixth well be budgeted for and operational in the near future to continue to provide water services.

In addition to the Town's Water system, the Town of Salemburg also provides public sewer services to residents that live within the Town limits. Unlike the Town's water system, the sewer system does not extend beyond the Town Limits to serve customers within the ETJ. The Town's wastewater system operates off a lagoon system that was installed in 1990 . This system has allowed for more dense growth and development within the Town limits as it eliminates the need for individual homes/businesses to have septic systems.

Although both systems are operational for the customers that they serve, it is recommended that the Town proactively address future water and sewer needs in order to accommodate growth and development. As noted previously in this plan, the Town is experiencing more rapid residential growth than it has in the past. Additionally, many residents have expressed the desire to see more commercial development in Salemburg. As the Town continues to grow, it may experience challenges in servicing this future growth due to limitations in wastewater capacity and water availability.



Public Safety

The Town of Salemburg does not have its own Police Department and relies on Sampson County Sheriff's department for law enforcement services. Additionally, the Town does not currently employ any Firefighters and relies on its volunteer Fire Department to service the community. This department is an asset to the community, but as Salemburg continues to grow the volunteer department may begin to struggle with servicing new residential and non-residential developments on its own. In the public engagement survey, many participants noted that the safety of Salemburg is a big asset to the community and that maintaining this is important for the future. As the Town experiences growth over the next 20 years, the Town should seek out partnerships with Sampson County Sheriff's department and prioritize equipment and personnel needs of the fire department during its annual budget review.

Transportation

The Town of Salemburg does not have its own Transportation Plan, but it is included within Sampson County's Comprehensive Transportation Plan (CTP). The County's CTP is a long-range plan that identifies transportation needs within the County over the next 25-30 years. The plan was adopted in 2016 and covers the needs of the entire County through the year 2040.

In the public survey, there was a strong desire from participants for the Town to develop more pedestrian oriented recreational facilities such as greenways and sidewalk. As outlined in Sampson County's CTP, there are several areas in Town where improvements to pedestrian facilities are needed. This includes installation of handicap ramps, crosswalks, and sidewalk. Additionally, the CTP outlines roadways that would benefit from the installation of bicycle lanes. The CTP specifically identifies the needs in Salemburg based upon those outlined in NCDOT's WalkBikeNC North Carolina Statewide Pedestrian and Bike Plan. Town leaders should reference these materials when prioritizing transportation related projects.

Although the Town does not currently have any greenways, there is a potential for a greenway to be developed in Salemburg's future. The North Carolina Mountains to Sea Trail includes a connection into Salemburg on a portion of its trail known as "Segment 12". This portion of the trail would connect from Newton Grove and into Roseboro, after passing through Salemburg. Partnership and collaboration with the Mountains to Sea Trail organization would be a great opportunity for the Town to increase its recreational footprint and attract visitors to Salemburg.

GOALS AND RECOMMENDATIONS

Goal 1: Increase the police and fire personnel presence in the Town.

As safety was a priority for many survey participants, it is important that the Town work towards increasing the presence of police and fire personnel in the Town.

Goal 2: Be proactive about water and sewer needs to accommodate future growth and development.

The Town should evaluate existing facilities through an asset inventory, and conduct a long-range needs assessment of its water/sewer facilities. A new well and maintenance to existing wastewater facilities should be prioritized. Additionally, the Town should proactively plan for the long-term expansion of the existing wastewater facility to accommodate future growth.

Goal 3: Increase walkability in Town.

The Town should prioritize improving pedestrian facilities throughout Salemburg. This includes installation of new sidewalk, maintenance of existing sidewalk facilities, and installation of handicap ramps and crosswalks.



CHAPTER 8

IMPLEMENTATION PLAN



This Chapter summarizes all of the goals proposed for the Town of Salemburg throughout this Land Use Plan. The goals are organized by theme in the Implementation Table, which is the tool that Town officials should utilize to prioritize and guide future policies and decisions as they relate to land use, housing, economic development, parks/recreation /culture, and public services/infrastructure.

Within the table, key strategies are identified for each goal to provide the Town with roadmap to achieve the goals. A timeframe for these goals and strategies is also noted within the table, which will assist the Town in prioritizing projects over the next 20 years.

Following this chapter, is the Land Use Plan's Appendix which contains all maps associated with the land use plan. This includes an Aerial Map, Zoning Map, Existing Land Use Map, and Future Land Use Map.



Implementation Chart

Land Use

Goal	Implementation Strategy	Timeframe
<p>Preserve Salemburg's small-town charm while allowing for growth and development in appropriate areas.</p>	<p>Utilize the Future Land Use Map when making decisions regarding zoning and land development.</p>	<p>Ongoing</p>
	<p>Routinely evaluate and update this plan.</p>	<p>Every Five Years</p>

Housing

Goal	Implementation Strategy	Timeframe
<p>Encourage various housing types to retain residents and maintain housing affordability</p>	<p>Consider amending the Unified Development Ordinance to allow for more flexibility in housing development through the revision of lot standards such as minimum lot widths and setbacks. Revise the ordinance to allow for the clustering of residential units to conserve open space and reduce costs to install and maintain infrastructure.</p>	<p>Medium Term</p>

Housing (cont.)

Goal	Implementation Strategy	Timeframe
<p>Preserve Salemburg's small-town charm and rural character as it relates to housing development.</p>	<p>Revise the Unified Development Ordinance to eliminate the allowance of multi-family residential development in rural residential agricultural areas of Town.</p>	<p>Medium Term</p>
	<p>Encourage Downtown residential development, such as infill development, to maximize existing infrastructure and density opportunities in town.</p>	<p>Medium Term</p>
<p>Maintain Safe Housing</p>	<p>Explore and utilize code enforcement actions to resolve deteriorated/dilapidated housing.</p>	<p>Ongoing</p>

Economic Development

Goal	Implementation Strategy	Timeframe
<p style="text-align: center;">Attract new businesses to locate in Salemburg</p>	<p style="text-align: center;">Create and maintain an inventory of available properties in Salemburg envisioned to contain non-residential development. This should be done for the Downtown Core as well as areas of Town that have potential to accommodate larger scale commercial and/or industrial uses.</p>	<p style="text-align: center;">Medium Term</p>
	<p style="text-align: center;">Partner with Sampson County Chamber of Commerce and Economic Development team to market Salemburg as a destination for businesses.</p>	<p style="text-align: center;">Medium Term</p>
	<p style="text-align: center;">Re-evaluate local laws prohibiting the sale of alcohol in Salemburg to attract more businesses such as restaurants.</p>	<p style="text-align: center;">Medium Term</p>

Economic Development (cont.)

Goal	Implementation Strategy	Timeframe
<p style="text-align: center;">Provide support for local businesses</p>	<p style="text-align: center;">Utilize the Town’s social media presence to showcase individual businesses.</p>	<p style="text-align: center;">Ongoing</p>
<p style="text-align: center;">Encourage Downtown Revitalization.</p>	<p style="text-align: center;">Consider utilizing town funds to create a façade grant program for downtown through a match program. Town officials should also consider applying for grant opportunities to assist in the funding of this program.</p>	<p style="text-align: center;">Medium Term</p>
	<p style="text-align: center;">Revise the Unified Development Ordinance to allow the use of upper-story residential development in Downtown to utilize existing buildings to their fullest potential.</p>	<p style="text-align: center;">Medium Term</p>

Parks, Recreation, and Culture

Goal	Implementation Strategy	Timeframe
<p style="text-align: center;">Support the development of new recreational facilities in Salemburg</p>	<p style="text-align: center;">Provide small scale recreational facilities such as a playground, gazebo, or community garden at Town Hall or other Town-owned property in Downtown. Town officials should explore grant opportunities to assist in the development of these facilities.</p>	<p>Medium Term</p>
	<p style="text-align: center;">Work alongside the Friends of the Mountains to Sea Trail to assist in the development of the portion of greenway trail envisioned to run through Salemburg (Segment 12).</p>	<p>Long Term</p>

Parks, Recreation, and Culture (cont.)

Goal	Implementation Strategy	Timeframe
<p style="text-align: center;">Increase private recreational requirements for new residential subdivisions</p>	<p style="text-align: center;">Amend the Unified Development Ordinance to create minimum open space requirements for new residential subdivisions, with a focus on standards for higher-density cluster developments.</p>	<p style="text-align: center;">Medium Term</p>
<p style="text-align: center;">Continue and Expand Town Events</p>	<p style="text-align: center;">Continue to operate and develop Town events for residents to attend throughout the year. Some new opportunities may include a farmer’s market to support local agriculture, outdoor movie screenings, or a community book club.</p>	<p style="text-align: center;">Ongoing</p>

Infrastructure and Public Services

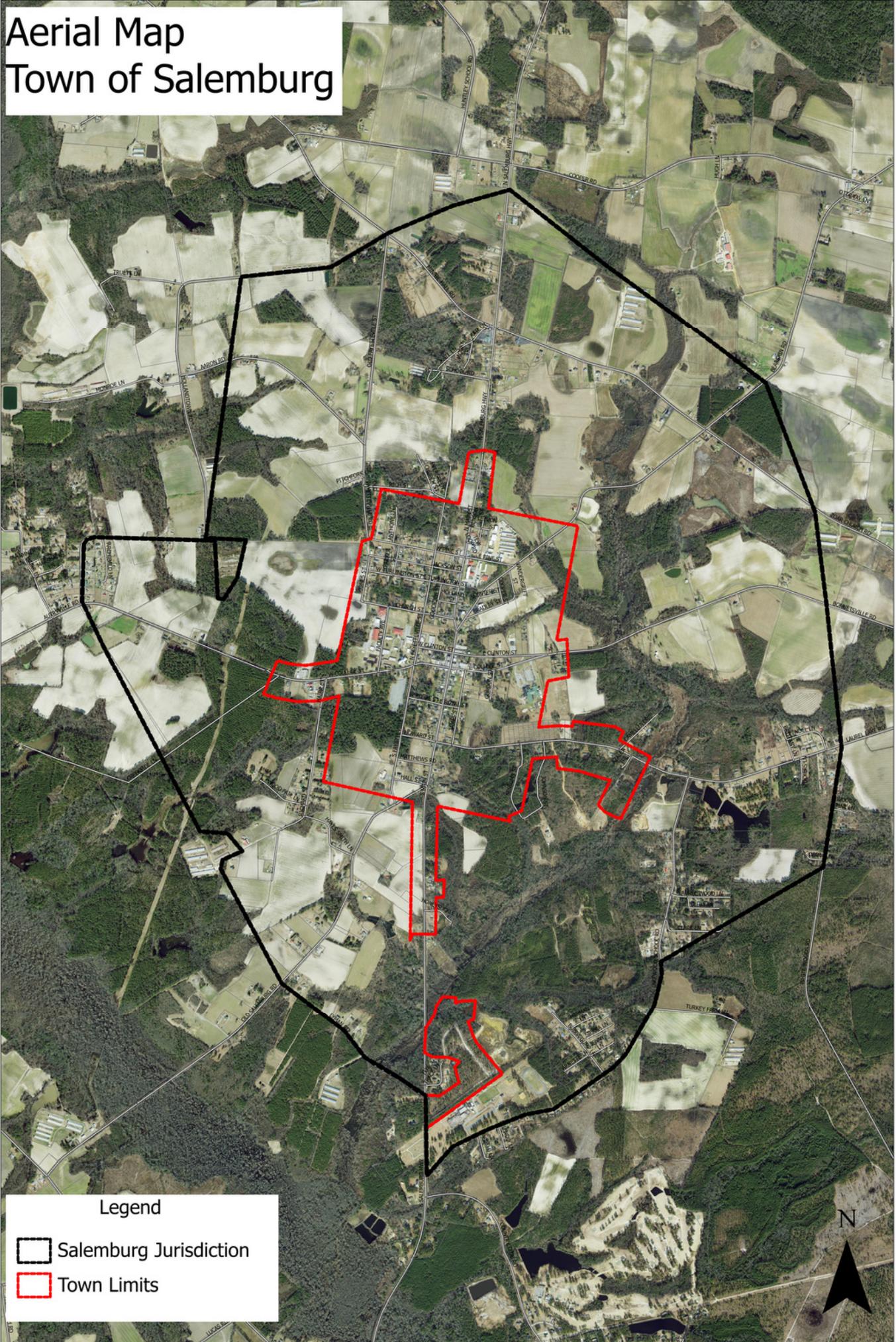
Goal	Implementation Strategy	Timeframe
<p style="text-align: center;">Increase the police and fire personnel presence in Town</p>	<p style="text-align: center;">Partner with Sampson County to explore contract opportunities for full-time police presence in Town or consider pursuing a full-time Town hire.</p>	<p style="text-align: center;">Medium Term - Long Term</p>
	<p style="text-align: center;">Prioritize equipment and personnel needs of the local fire department.</p>	<p style="text-align: center;">Annually, at time of budget review</p>
<p style="text-align: center;">Increase walkability in Salemburg.</p>	<p style="text-align: center;">Utilize Sampson County’s CTP to identify areas in Town that need pedestrian improvements and prioritize funding of projects.</p>	<p style="text-align: center;">Ongoing</p>
	<p style="text-align: center;">Explore and apply for grant opportunities to create a pedestrian plan and assist in implementation of improvements.</p>	<p style="text-align: center;">Medium-Term</p>

Infrastructure and Public Services (cont.)

Goal	Implementation Strategy	Timeframe
<p>Be proactive about water and sewer needs to maintain adequate service for residents while also allowing for future growth and development.</p>	<p>Prioritize the installation of a sixth well to improve water servicing in Salemburg.</p>	<p>Short Term</p>
	<p>Prioritize the maintenance of existing water and sewer facilities to ensure safe and efficient operations.</p>	<p>Ongoing</p>
	<p>Update asset inventory and conduct a long-term needs assessment pertaining to water and sewer facilities.</p>	<p>Long Term</p>
	<p>Adopt a policy to assess an Impact Fee (System Development Fee) on new development to offset the costs of improvements to facilities and installation of new facilities to accommodate future growth.</p>	<p>Short Term</p>

Appendix A

Aerial Map Town of Salemburg

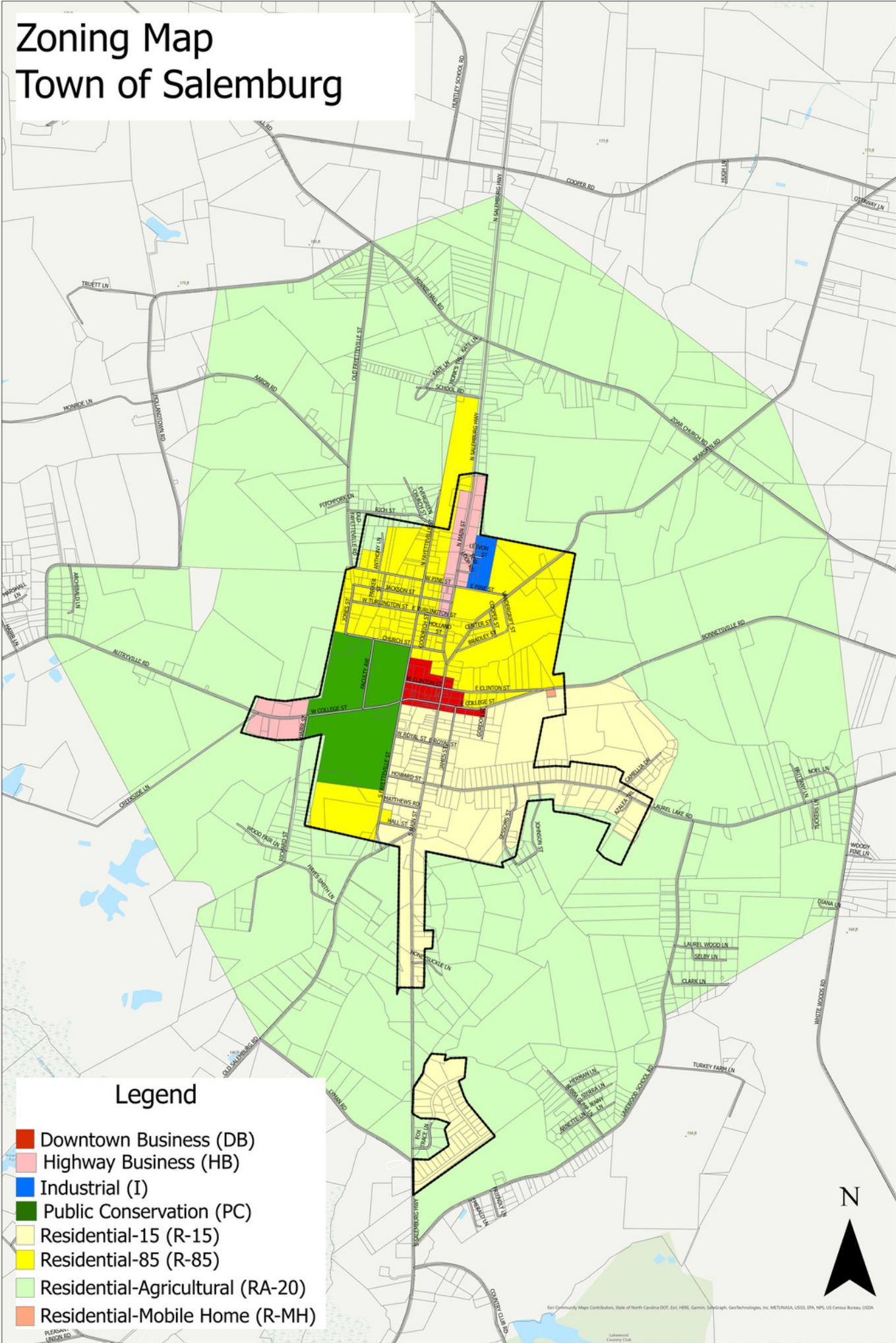


Legend

-  Salemburg Jurisdiction
-  Town Limits

Appendix B

Zoning Map Town of Salemburg



Legend

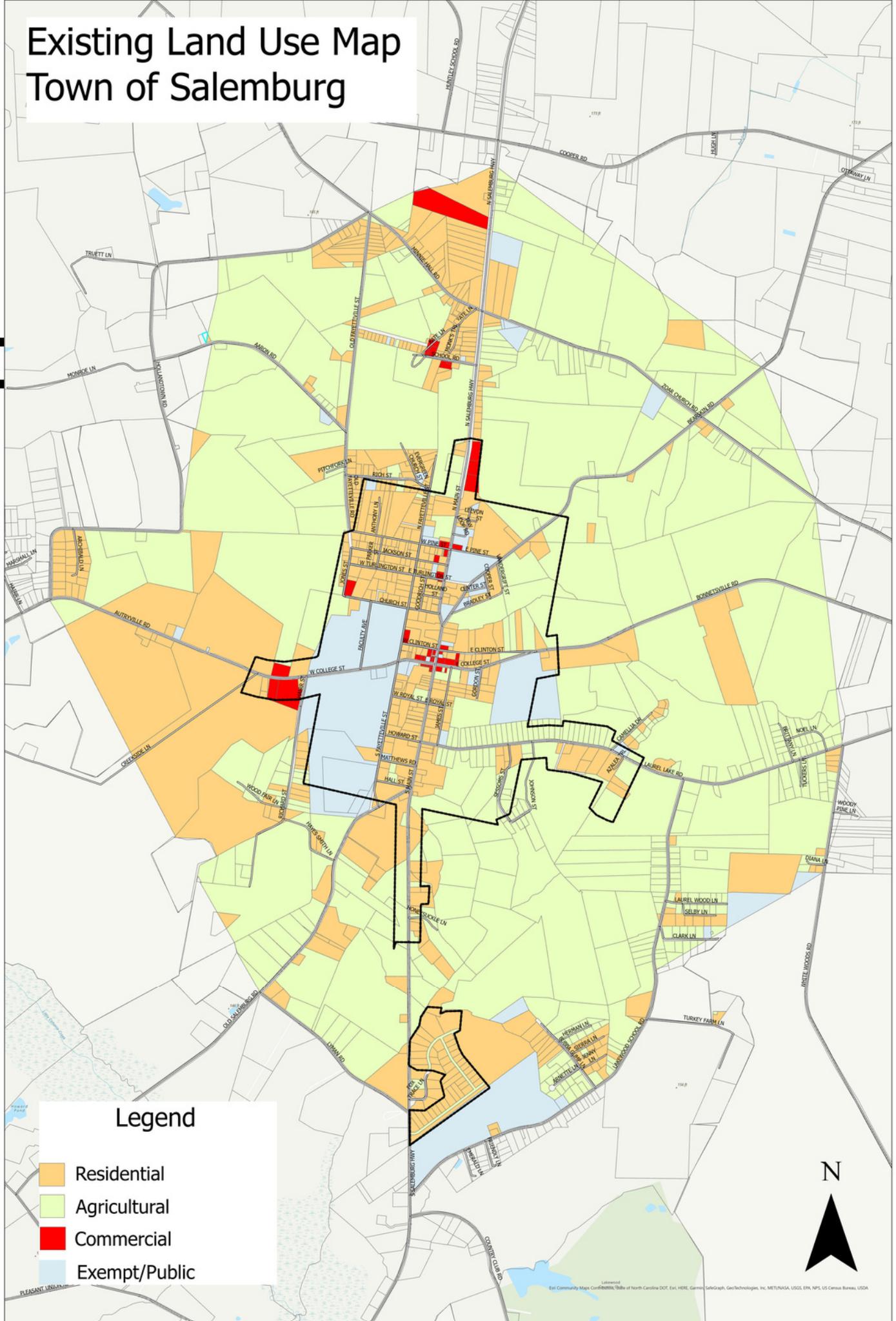
- Downtown Business (DB)
- Highway Business (HB)
- Industrial (I)
- Public Conservation (PC)
- Residential-15 (R-15)
- Residential-85 (R-85)
- Residential-Agricultural (RA-20)
- Residential-Mobile Home (R-MH)



Esri Community Maps Contributors, State of North Carolina DOT, Esri, HERE, Garmin, SwireGraph, GeoTechnologies, Inc, METRANSA, USGS, EPA, NPS, US Census Bureau, USDA

Appendix C

Existing Land Use Map Town of Salemburg



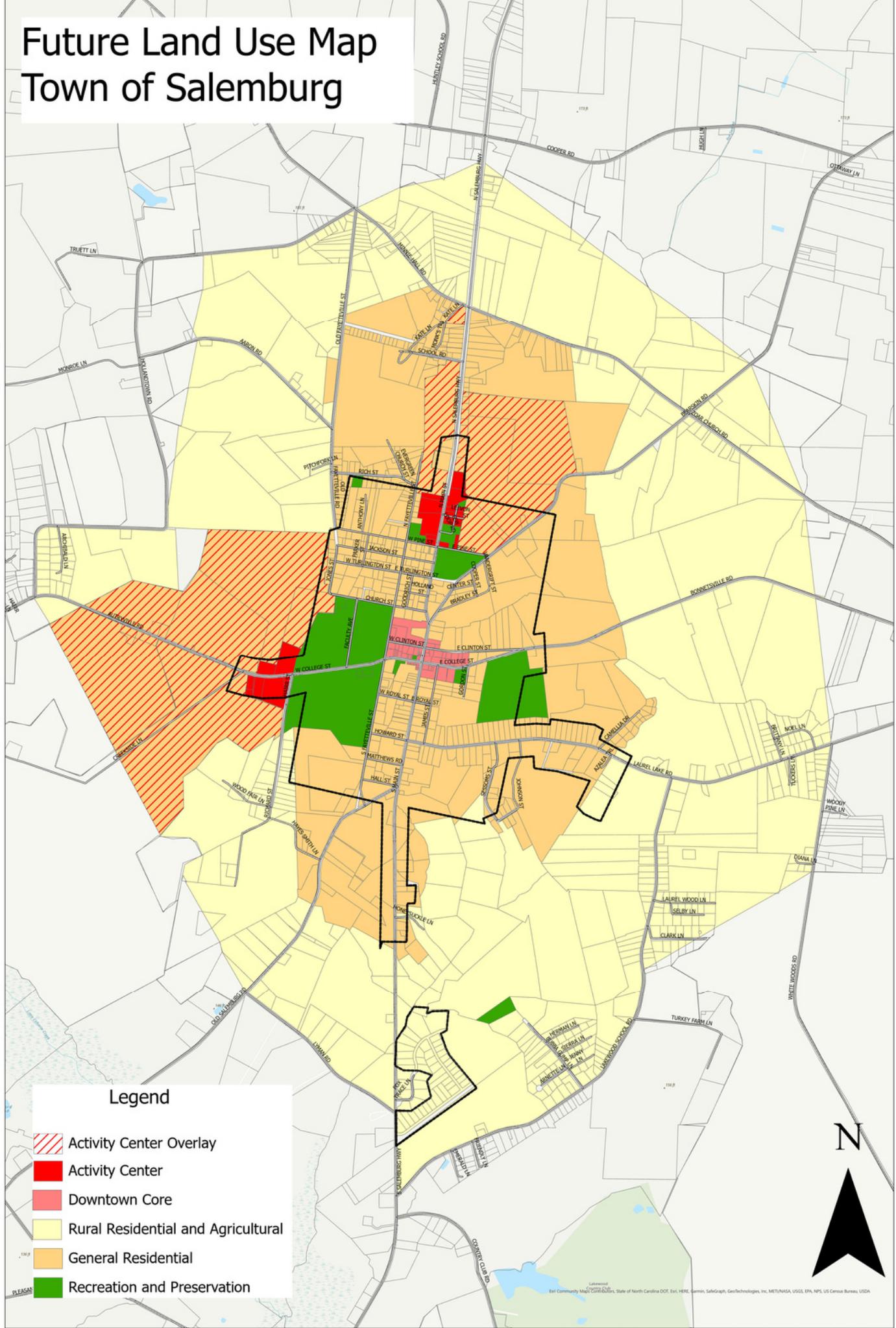
Legend

- Residential
- Agricultural
- Commercial
- Exempt/Public



Appendix D

Future Land Use Map Town of Salemburg



Legend

- Activity Center Overlay
- Activity Center
- Downtown Core
- Rural Residential and Agricultural
- General Residential
- Recreation and Preservation



Small Town ❤️ **Big Heart**

SALEMBURG 2040: LAND USE PLAN

SALEMBURG, NORTH CAROLINA