ELEVATE GOLDSBORO COMPREHENSIVE PLAN

Community Characteristics Report

DRAFT | June 23, 2025

GOLDSBORO
BE MORE DO MORE SEYMOUR
North Carolina

The City of Goldsboro

Goldsboro offers a unique blend of natural beauty and modern amenities. Nestled in the heart of Wayne County, Goldsboro is bordered by the Neuse River to the south and the Little River to the west, This picturesque setting provides residents and visitors with access to stunning natural resources, including parks and recreational areas.

The City is home to the Seymour Johnson Air Force Base, which adds to its vibrant community and offers a range of amenities. Goldsboro boasts excellent healthcare facilities, educational institutions, and employment opportunities, making it a great place to live and work. The downtown area offers a variety of dining, shopping, and entertainment options making it a great place to live and visit.

The Comprehensive Plan

Elevate Goldsboro is our chance to take a fresh look at our City's future. As a comprehensive plan, it considers specific actions that can better align growth and development with local values curated through community conversations. The planning process lets the community...

- Work collaboratively to IMAGINE an ideal future,
- Express a PLAN to achieve that future, and
- Create a strategy upon which the City can ACT in the years to come.

PLAN OUTCOMES

The key outcome of Elevate Goldsboro will be a future land use strategy to guide growth and development in Goldsboro. Policy-based framework elements will be created to support the land use strategy. These framework elements will touch on topics such as:

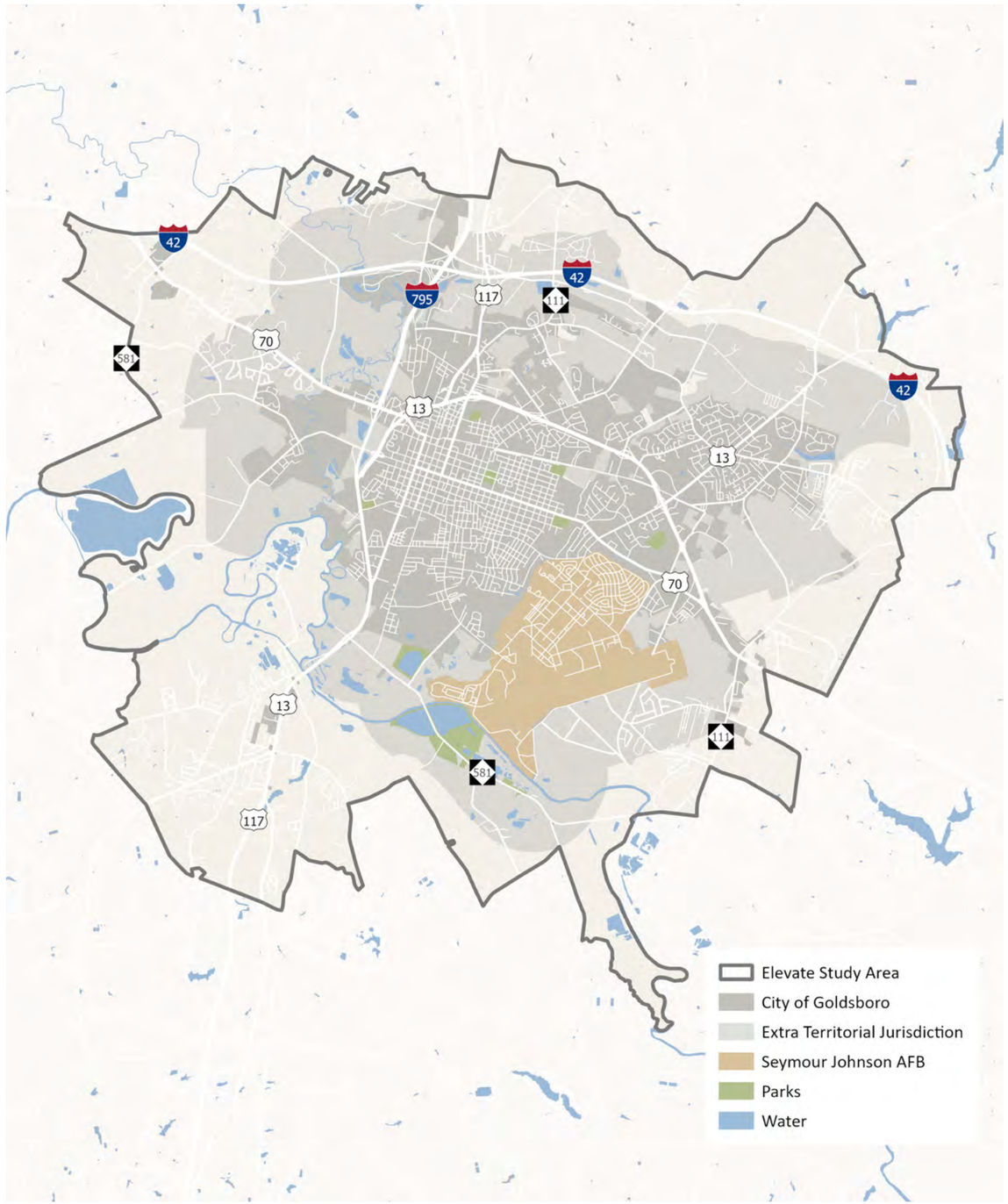
- Transportation and Mobility
- Economic Development
- Housing
- Infrastructure and Public Services
- Recreation and Trails
- Natural Resources and Environmental

As a comprehensive plan, Elevate Goldsboro will give particular attention to how these topical areas can work in unison to help ensure the plan is well-rounded and effective.

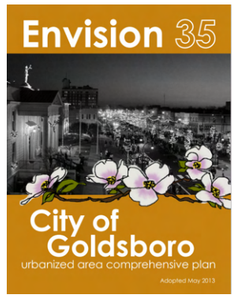
What is the Study Area?

Elevate Goldsboro's study area goes beyond just the City limits. The study area includes the entirety of Goldsboro and it's Extra-Territorial Jurisdiction, or ETJ, but also key development and transportation corridors surrounding the City to elevate Goldsboro and the adjacent community into the future!

Study Area



Foundational Plans



Envision 35 City of Goldsboro Urbanized Area Comprehensive Plan

Envision 35 represents the current comprehensive plan for the city of Goldsboro. This plan was adopted in 2013 and serves a horizon of 2035.

KEY TAKEAWAYS

- Developed the vision for Goldsboro with regards to its internal character and role in the greater community
- Developed the policies guiding development starting in 2013

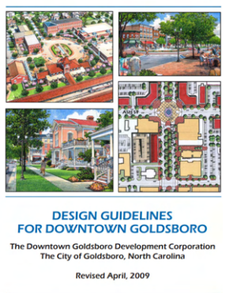


2050 Goldsboro Urban Area MTP

This plan serves as the guiding document for regional transportation through the year 2050. This plan was adopted in 2024.

KEY TAKEAWAYS

- Intends to use transportation to support regional economic vitality
- Prioritizes safety and security for motorized and non-motorized users
- Emphasizes travel and tourism and considers the link between transportation and community development

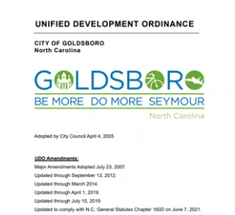


Master Plan of the Greater Downtown Goldsboro

The City of Goldsboro created the Master Plan of the Greater Downtown Goldsboro in 2007 and revised it in 2009. The plan intends to guide development of the downtown.

KEY TAKEAWAYS

- Identified a need for both private and public sector investment
- Concentrated on image and character
- Developed design guidelines for the long term appearance and development



Goldsboro Unified Development Ordinance

This document serves as the zoning or unified development ordinance for the City of Goldsboro. This ordinance was adopted in 2005 and has been revised with the most recent revision in 2021.

KEY TAKEAWAYS

- Guides development for the City of Goldsboro
- Serves as the regulatory document creating a more efficient and transparent development process



2050 Goldsboro Bicycle, Pedestrian, and Greenway Plan

This plan, adopted in 2024, was released by the MPO to build and further the goals of their 2015 plan.

KEY TAKEAWAYS

- Aims to further progress the area's bike, pedestrian, and greenway network through updated infrastructure, policy, and program recommendations



Wayne County Comprehensive Plan

This plan serves as the primary planning document for Wayne County. The plan was adopted in 2008.

KEY TAKEAWAYS

- Sets out goals and visions for the County
- Identifies specific strategies and policies for future planning within the County
- Creates a growth strategy map



West Oak Transformational Plan

The West Oak Choice Neighborhood Plan was completed and submitted to HUD in 2024 as a joint effort between the city and the housing authority to transform the West Oak Neighborhood.

KEY TAKEAWAYS

- Focuses on ways to improve resources and outcomes for residents
- Seeks to provide capital improvement funding and a development district
- Identifies ways to improve and diversify the housing stock



Goldsboro 2025 Parks and Recreation Master Plan

This plan, currently under development, updates the current plan, originally completed in 2008 and revised in 2012.

KEY TAKEAWAYS

Recommendations and discoveries will be shared for development and consistency with the comprehensive plan.

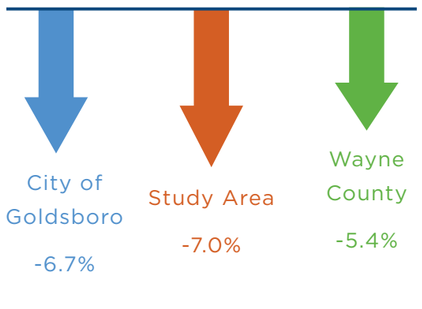
Population

Demographic trends show the makeup of the current Goldsboro population and serve as an indicator for growth projections. This section analyzes existing demographic conditions in the Study Area, estimates future ones, and compares the City of Goldsboro to the Study Area and Wayne County.

Population Trends

POPULATION CHANGE (2010-2024)

Between 2010 and 2024, the City of Goldsboro, the surrounding Study Area, and Wayne County all experienced population decline. Goldsboro saw a 6.7% decrease, losing over 2,300 residents, while the broader Study Area declined by 7.0%, and Wayne County by 5.4%.



Source: ESRI Business Analyst Online, Kimley-Horn

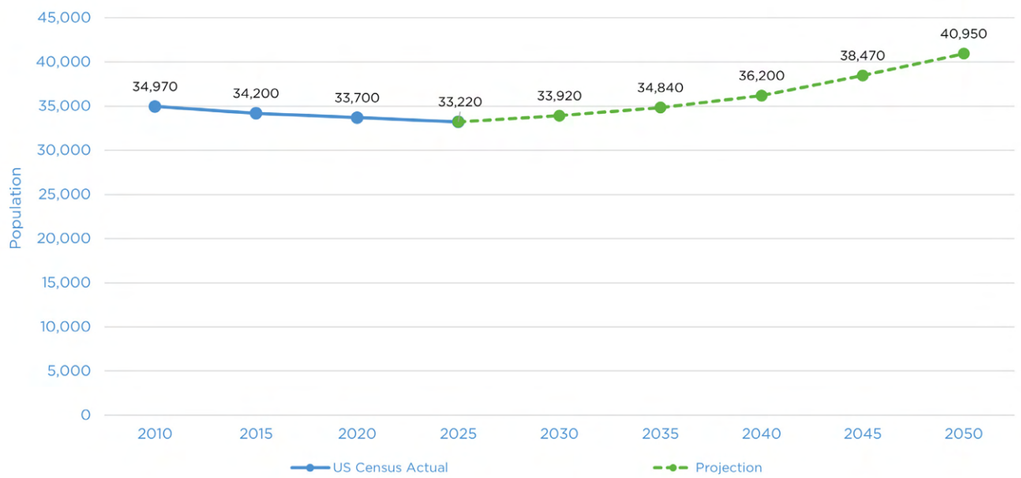
TOTAL POPULATION (2024)

City of Goldsboro	Study Area	Wayne County
32,613	51,145	116,089

Source: ESRI Business Analyst Online, Kimley-Horn

PROJECTED POPULATION GROWTH (2025-2050)

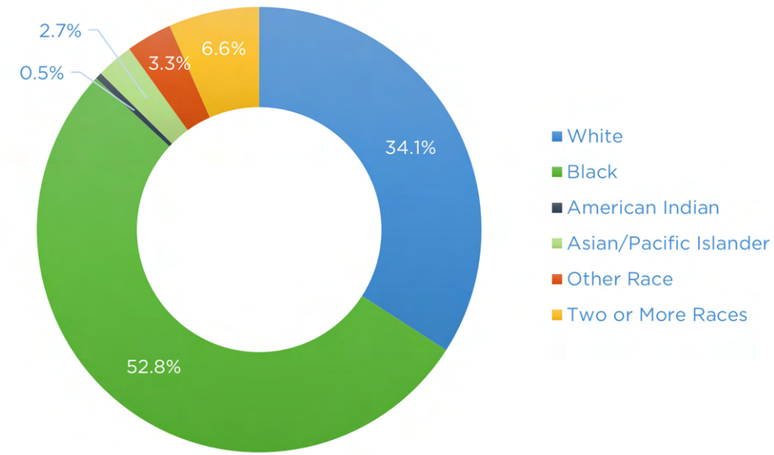
After more than a decade of gradual decline, Goldsboro's population is projected to reverse course and begin growing steadily through 2050. From a low of 33,220 in 2025, the City is expected to gain more than 7,500 residents over the next 25 years, reaching nearly 41,00 by 2050.



Source: Woods & Poole; North Carolina Office of State Budget and Management; ESRI BAO; 2040 Wayne County TAZ; Seymour Johnson and Dare County Range Joint Land Use Study; Kimely-Horn

RACE

Black residents account for the largest share in Goldsboro at 52.8%, followed by White residents at 34.1%. Hispanic or Latino residents, who may be of any race, make up 7.8% of the City's population.



Source: ESRI Business Analyst Online, Kimley-Horn

65.9%

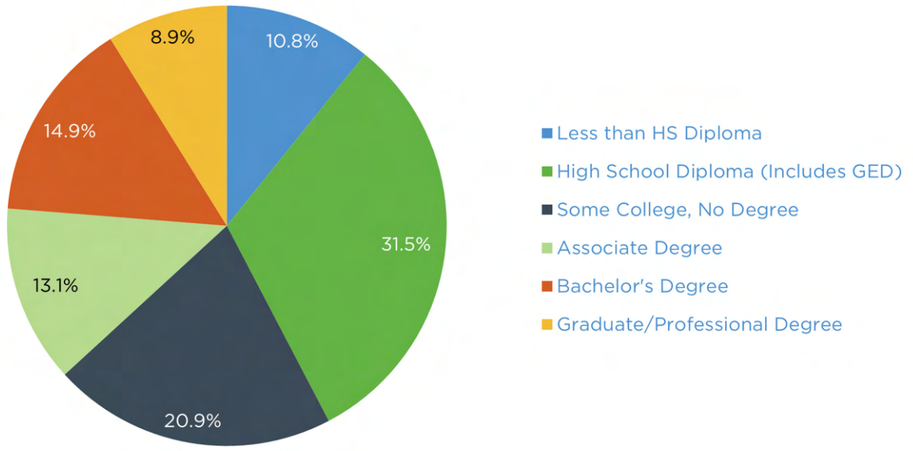
of the population is part of a racial minority group

7.8%

of the population identifies as hispanic or latinx

EDUCATION

About 32% of residents in Goldsboro have earned a high school diploma or GED as their highest level of education, while another 21% have attended some college but have not obtained a degree. Higher levels of education are less common, with 15% holding a bachelor's degree and just 9% holding a graduate or professional degree.

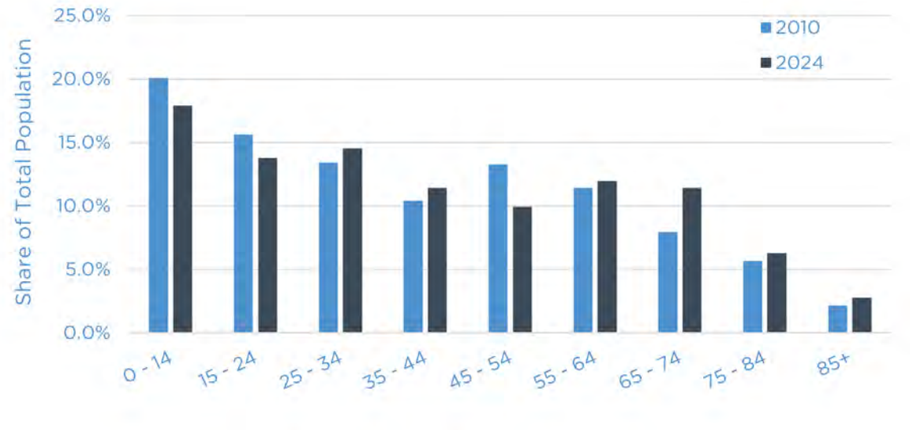


Source: ESRI Business Analyst Online, Kimley-Horn

Age

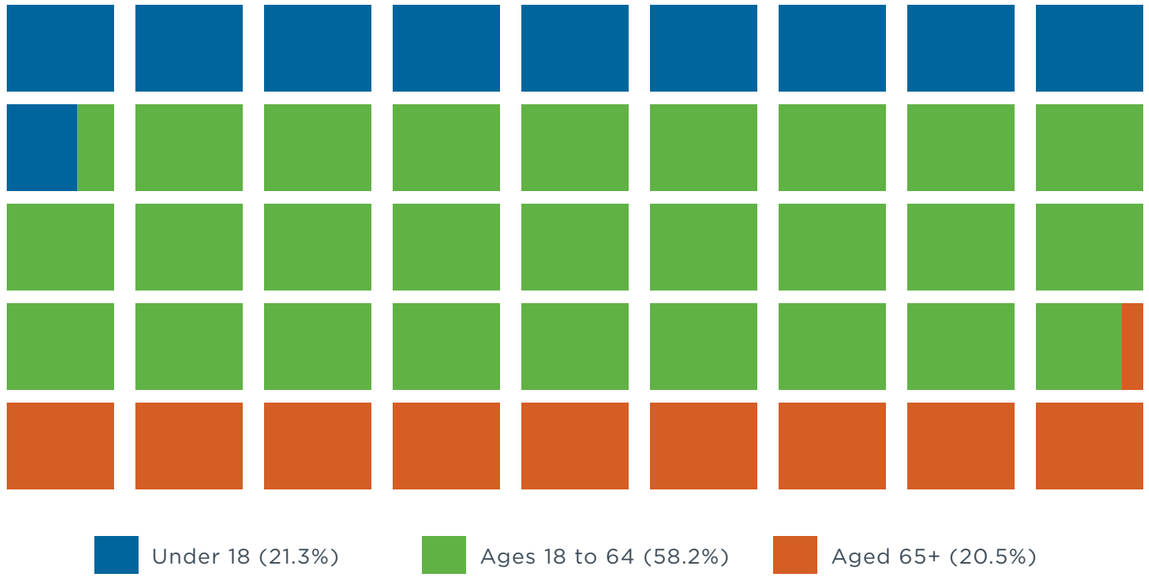
AGE BY COHORT TRENDS, CITY OF GOLDSBORO (2010-2024)

The City is experiencing a gradual shift toward an older population. Since 2010, the share of residents under 25 has declined, while the share of residents ages 65 and up, has increased. The largest decreases are seen in the age cohorts under 25.



Source: ESRI Business Analyst Online, Kimley-Horn

POPULATION BY AGE



Source: ESRI Business Analyst Online, Kimley-Horn

POPULATION BY GENERATION

Millennials and Generation Z make up nearly half the population in the City of Goldsboro, while Baby Boomers remain a significant portion at over 20%.



5.9%

Greatest Generation
Born 1945 or Earlier



20.9%

Baby Boomer
Born 1946 to 1964



16.5%

Generation X
Born 1965 to 1980



23.3%

Millennial
Born 1981 to 1998



23.5%

Generation Z
Born 1999 to 2016



9.9%

Alpha
Born 2017 to Present

Source: ESRI Business Analyst Online, Kimley-Horn



Population Overview - Goldsboro, NC

INCOME

Per Capita Income
$28,382

Median Net Worth
$31,842

Median Household Income
$45,074

BUSINESS

Total Businesses
2,243

Total Employees
32,628

EDUCATION

No High School
10.8%

High School Diploma
52.4%

Some College
13.1%

Bachelor/Grad Degree
23.8%

COMMUTE

Drive Alone to Work
80.9%

Have 7+ Hours Commute/Week
4.4%

KEY FACTS

Population
32,613

Median Age
38.2

Households
13,635

Median Disposable Income
$37,914

EMPLOYMENT

White Collar
50.7%

Unemployment Rate
7.1%

Services
22.9%

Blue Collar
26.4%

Source: ESRI Business Analyst Online, Kimley-Horn

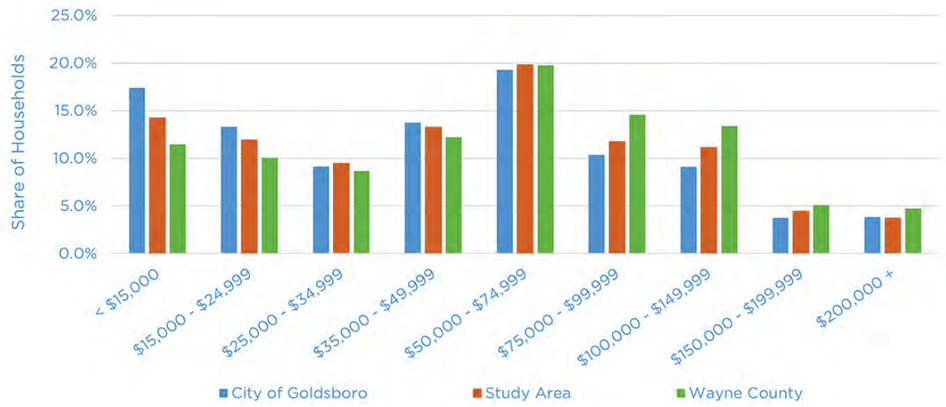


Economy

Goldsboro's economy is shaped by a mix of service-oriented industries and modest income levels. Health care, hospitality, and retail are the City's largest employment sectors, reflecting a predominantly service-based workforce.

Median Household Income

Nearly one in five households in Goldsboro earn less than $15,000 annually, and over 30% earn less than $25,000. The largest share of households falls in the $75,000 to $99,999 range, but households earning above $100,000 make up a smaller portion of the population than in Wayne County.



53%

of Households Make Under $50,000

$6,949

Average Spent on Mortgage and Basics

Source: ESRI Business Analyst Online, Kimley-Horn

Projected Income Growth

Median household income in the City is projected to grow by nearly 16% between 2024 and 2029, rising from $45,074 to $52,263. However, overall income levels remain lower than those in the broader Study Area and Wayne County.

City of Goldsboro

$45,074 (2024) → **$52,263** (2029)

Study Area

$50,841 (2024) → **$57,396** (2029)

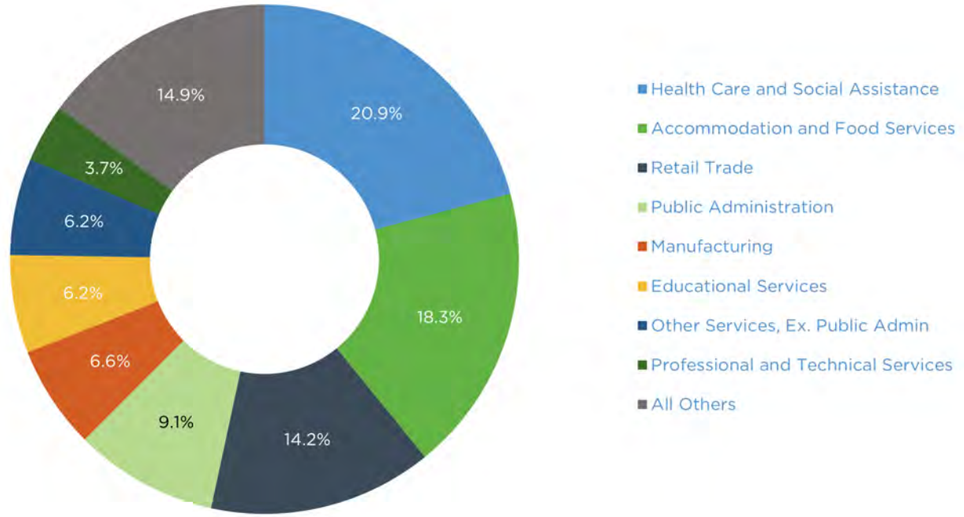
Wayne County

$57,298 (2024) → **$66,882** (2029)

Source: ESRI Business Analyst Online, Kimley-Horn

Employment

Goldsboro's employment base is anchored by health care and social assistance, which accounts for over 20% of all jobs in the city. Accommodation and food services (18.3%) and retail trade (14.2%) also make up substantial portions of the local economy. Together these three industries account for over half of jobs in the City.



Source: ESRI Business Analyst Online, Kimley-Horn

EMPLOYEE PROFILES

Goldsboro is home to a mix of employee types:

- White Collar, office-based and professional services
- Blue Collar, manual labor and skilled trades
- Service Providers, including retail employees

50.7%
White Collar

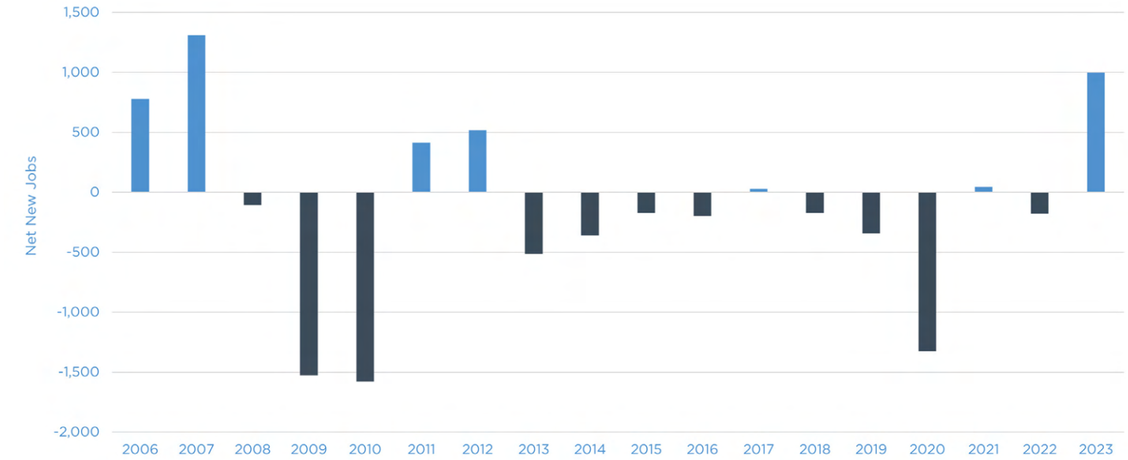
26.4%
Blue Collar

22.9%
Service Provider

Source: ESRI Business Analyst Online, Kimley-Horn

ANNUALIZED REGIONAL JOB GROWTH

Wayne County's job growth over the past two decades has been marked by sharp fluctuations, with significant losses during the Great Recession and again in 2020 during the COVID-19 pandemic. The most notable recover was most recently in 2023, when the county added over 1,000 net new jobs. Overall, job growth has been inconsistent year to year, signaling the need for strategies that promote sustained economic resilience.



Source: ESRI Business Analyst Online, Kimley-Horn



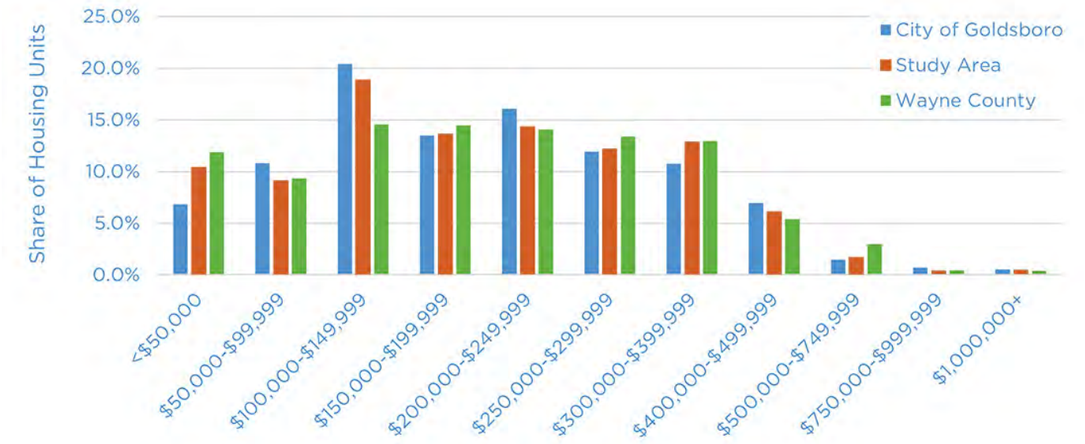


Housing

An analysis of the housing supply and market in Goldsboro uncovers the conditions and trends that affect current and prospective residents. The following pages reflect key statistics and characteristics of existing housing in Goldsboro.

Residential Property Values

The City of Goldsboro's housing market is concentrated in the lower- to mid-range value tiers, with over 60% of homes valued under $250,000. The largest share of homes falls within the $100,000 to $149,999 range. Compared to the broader County, Goldsboro has fewer homes at the very low and very high ends of the value spectrum, reflecting a middle-value housing market with moderate price diversity.



Source: ESRI Business Analyst Online, Kimley-Horn

MEDIAN HOME VALUE (2024)

City of Goldsboro	Study Area	Wayne County
$194,211	$192,657	$199,018

Source: ESRI Business Analyst Online, Kimley-Horn

HOUSING UNIT GROWTH

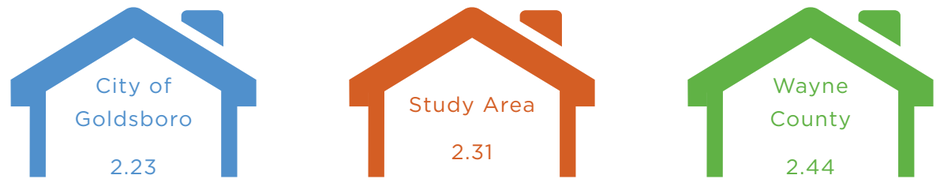
Between 2010 and 2024, the total number of housing units in the City of Goldsboro declined slightly, falling by 370 units. This decline contrasts with regional growth pressures seen elsewhere and may reflect ongoing disinvestment, demolition of aging structures, or limited new construction.



Source: ESRI Business Analyst Online, Kimley-Horn

Households

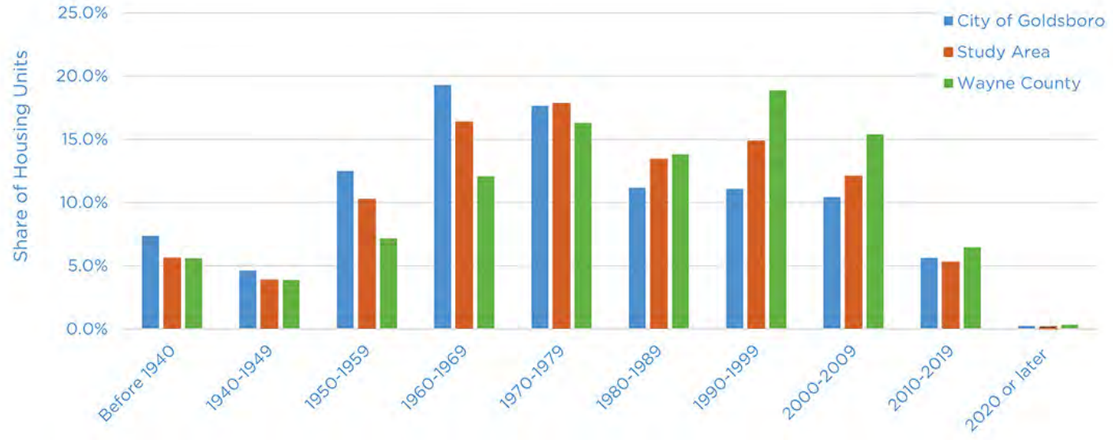
HOUSEHOLD SIZE



Source: ESRI Business Analyst Online, Kimley-Horn

HOUSING AGE

Goldsboro's housing stock is older overall, with a large share of homes built between 1960 and 1979 and relatively little new construction in recent decades. Fewer than 7% of homes in the city have been built since 2010, highlighting limited recent residential development.



Source: ESRI Business Analyst Online, Kimley-Horn

OCCUPANCY STATUS

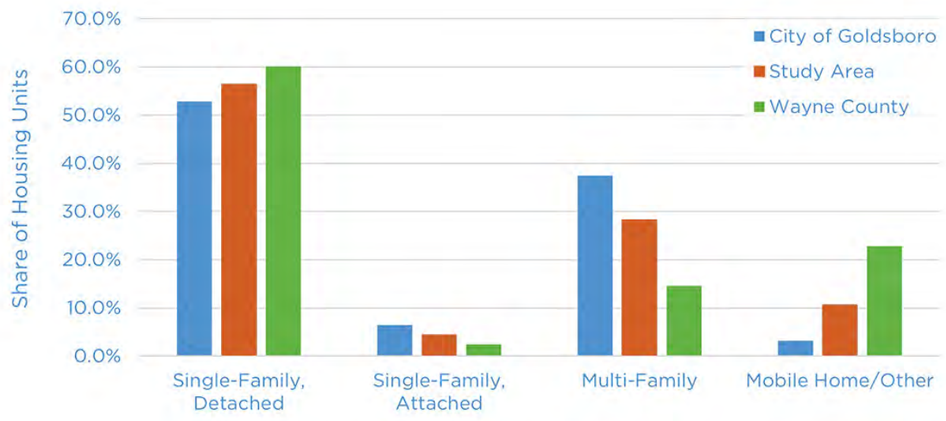
Most housing units in Goldsboro are occupied, with renter-occupied units slightly outnumbering owner-occupied ones. The City's relatively high rental share points to a more transient or flexible housing market.

	2010	2022
Owner-Occupied	41.0%	41.4%
Renter-Occupied	59.0%	58.6%
Vacant	11.1%	15.1%

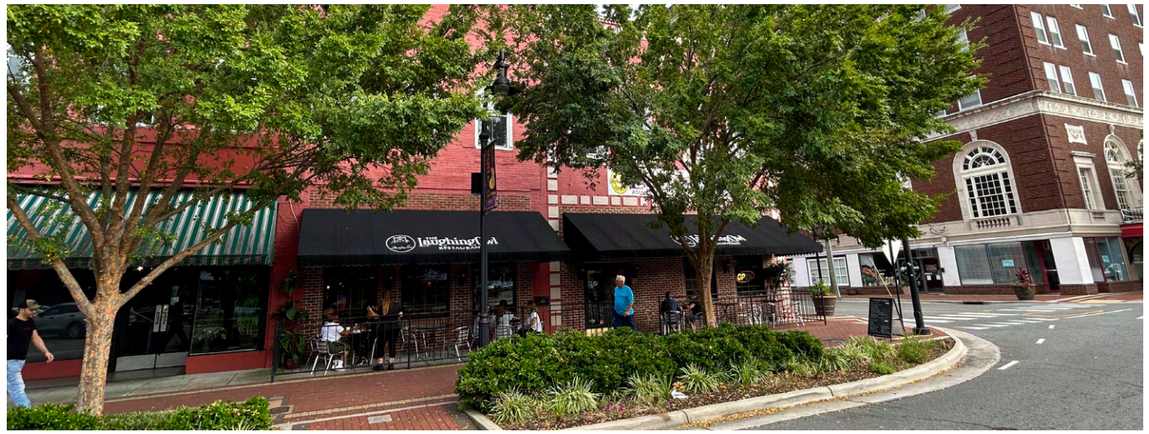
Source: ESRI Business Analyst Online, Kimley-Horn

HOUSING TYPES

Goldsboro has a more diverse housing stock than the broader county, with a significantly higher share of multifamily units. In contrast, Wayne County has a larger proportion of mobile homes and a stronger emphasis on detached single-family housing.



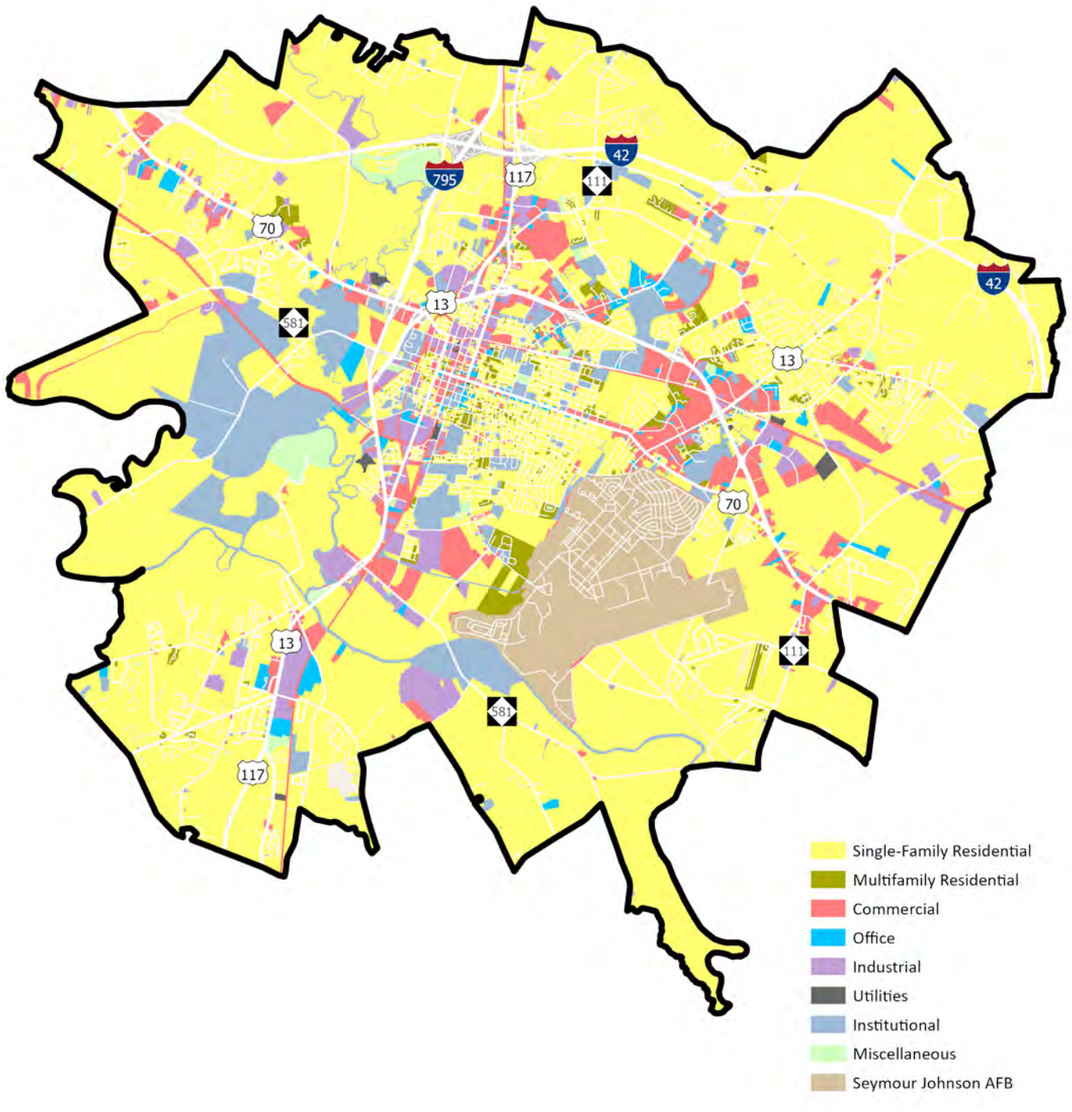
Source: ESRI Business Analyst Online, Kimley-Horn





Land Use

Land Use Map



Existing Land Use Classifications

Existing land use paints a picture of the intended purpose of different areas in Goldsboro today Understanding how land is currently being used gives us an opportunity to evaluate how these uses support the City's goals and identify gaps and trends that can be addressed through a revised land use vision and supportive policies.

Single-Family Residential

73.42% | 44,873 acres

Includes land used for Single-family residential, mobile homes, split level, and modular homes.

Multifamily Residential

1.59% | 974 acres

Includes garden apartments, duplex/triplex, townhouse apartments, and conduminiums.

Commercial

6.66% | 4,070 acres

Includes commercial, retail, service, banking, hotels, etc.

Office

1.13% | 691 acres

Includes traditional office, medical offices, and labratories.

Industrial

3.24% | 1,982 acres

Includes industrial, manufacturing, and warehouses.

Utilities

0.19% | 113 acres

Includes utilities land use type.

Institutional

7.50% | 4,585 acres

Includes schools, churches. educational facilities, gymnasiums, fire and police, etc.

Miscellaneous

0.98% | 598 acres

Includes Country clubs, Halls, submerged land, and new parcels.

Military

5.28% | 3,228 acres

Represents the Seymour Johnson Air Force Base.

Creating a map of exisitng land use and calculating the area of various land use categories relies on available data and may not reflect the actual land uses for each parcel.

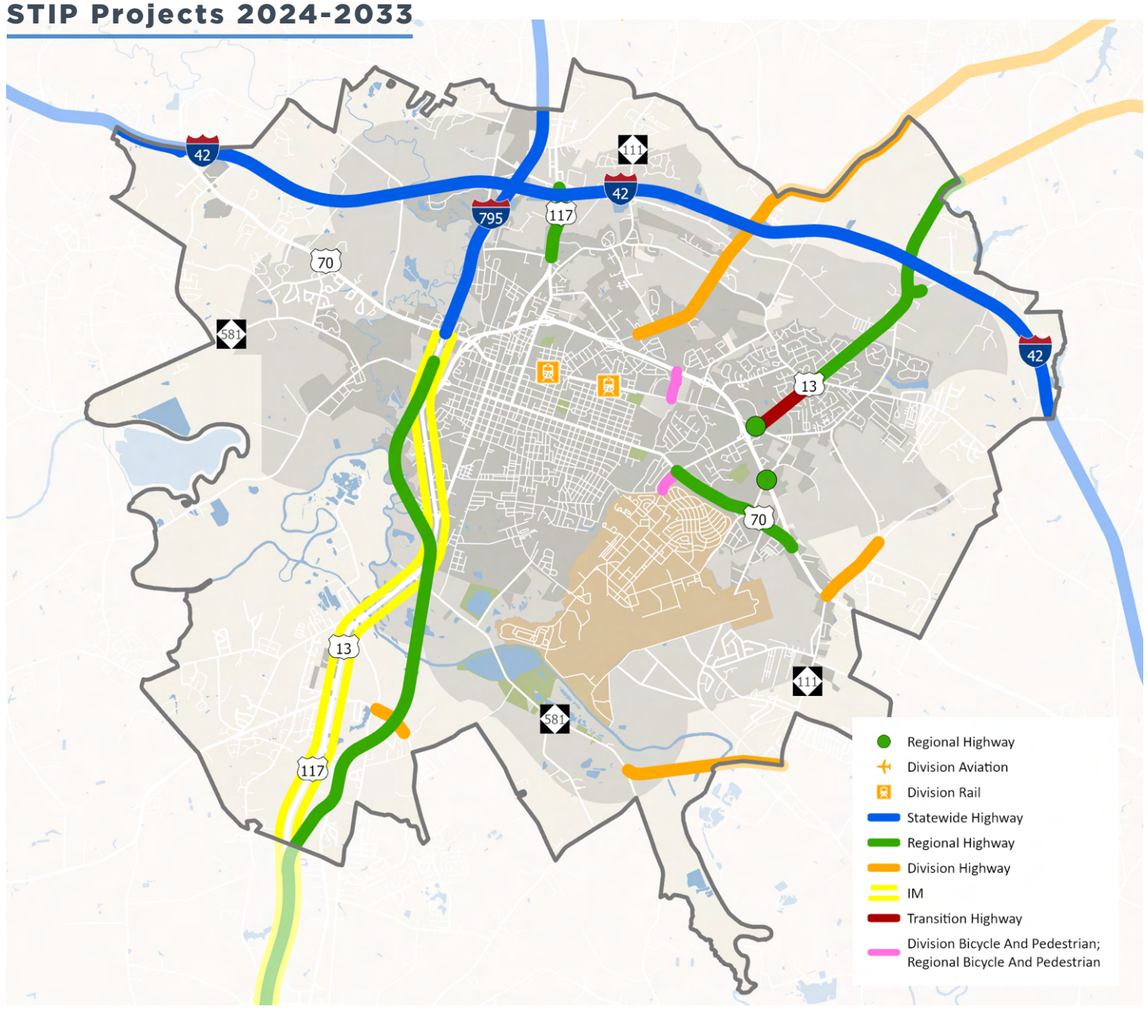
Transportation

The transportation network is made up of the roads, railroads, and multimodal facilities that connect through and within Goldsboro. Major highways in the network include I-42, I-795, US 70, US 13, and NC-111.

Funded Roadway Projects (The STIP 2024–2033)

The State Transportation Improvement Program (STIP) 2024–2033 identifies state-funded projects throughout North Carolina. The STIP is updated every two years, and the 2026-2035 STIP is in development at the time of this writing. The STIP program identifies priorities and assigns funding for the first five years of the defined time period. Specific details on the funded projects shown here can be found in the MPO's recently updated Metropolitan Transportation Plan.

STIP Projects 2024-2033

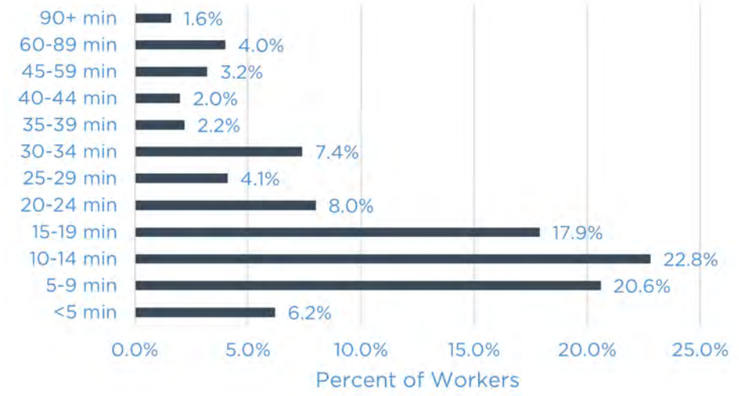


Commuting Trends

Goldsboro's role as a regional employment hub is evident by the commuting trends of its worksforce, including the commute times and the pattern of inflow and outflow of commuters.

COMMUTE TIMES

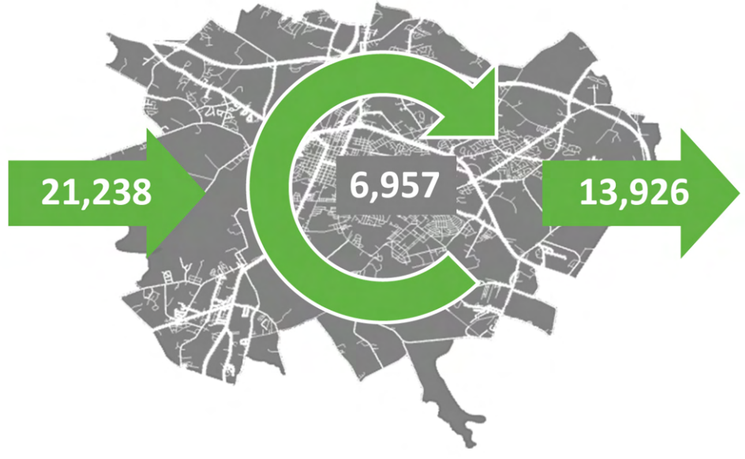
More than three-quarters of the workforce has a commute of under 30 minutes.



Source: ESRI Business Analyst Online, Kimley-Horn

COMMUTE PATTERNS

Much of the study area's workforce (more than 21,000 employees) commutes in from surrounding parts of Wayne County and beyond. Likewise, nearly 14,000 Goldsboro residents leave the study area and commute to other areas for employment.

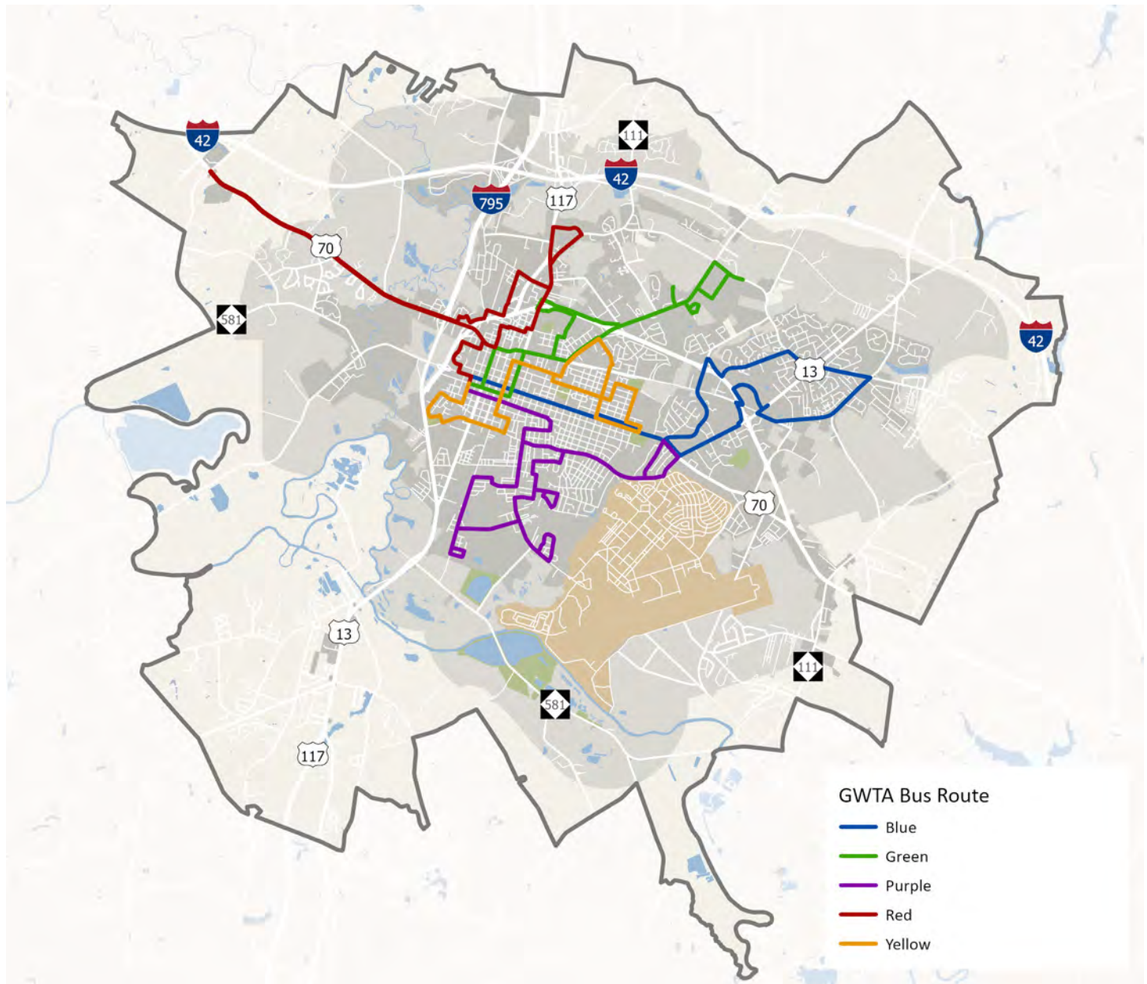


Source: LEHD On the Map (2022)

TRANSIT

The Study Area is served by Goldsboro-Wayne Transportation Authority, or GWTA,. The agency provides five fixed routes which are mapped below. Fixed route service can take residents to the community college, post office, Walmarts, senior centers, Goldsboro High School, the courthouse, and many other crucial locations. Additionally, GWTA offers a demand responsive Dial-A-Ride or DAR service which can provide low cost transit to residents who requirte flexible on-demand transportation services. GWTA's service is ADA accessible and offers fare reductions for eligible passengers within 0.75 miles of fixed route service. To learn more about GWTA, visit their website.

Transit Routes





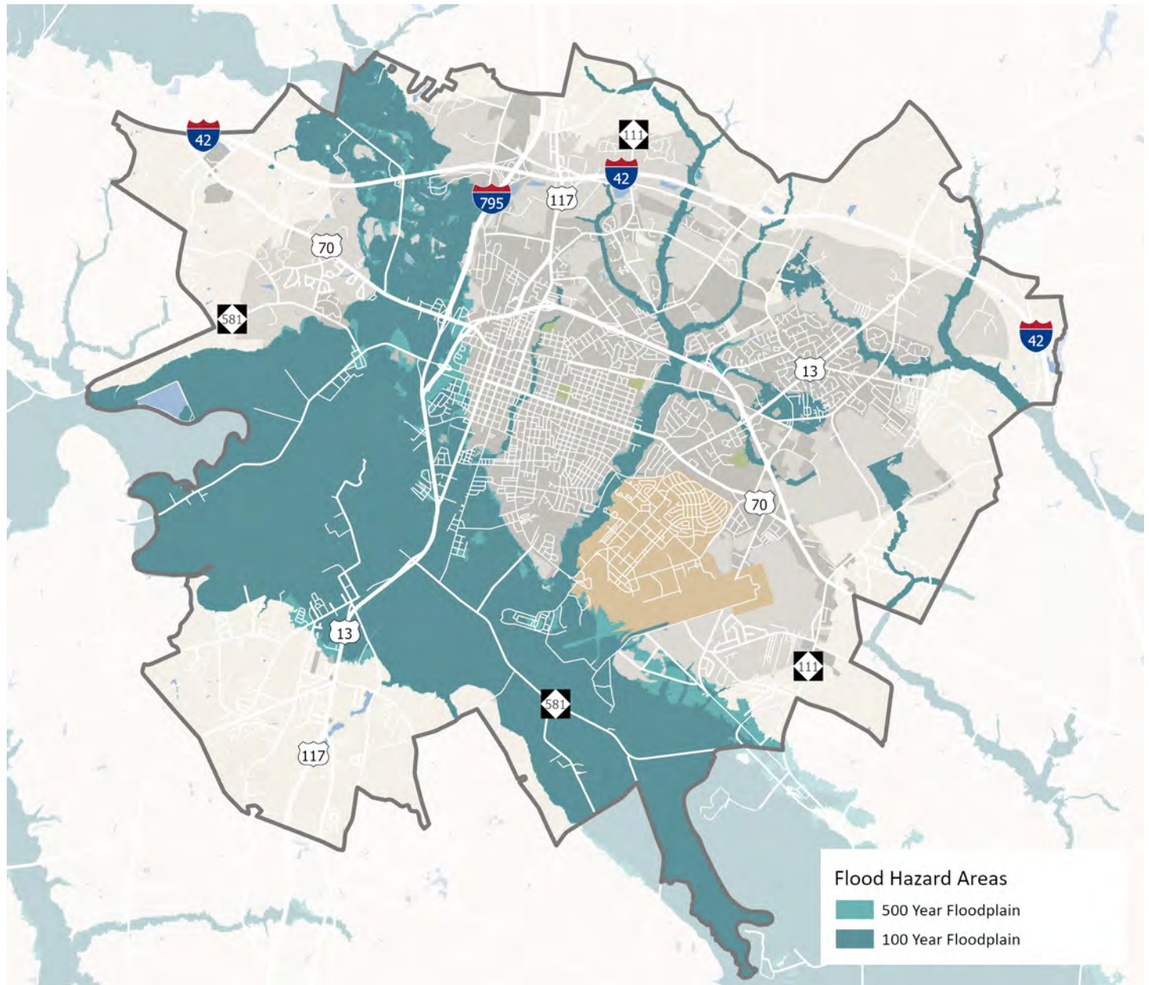
Natural Environment

Goldsboro's residents and visitors benefit from being surrounded by natural beauty and abundant recreational opportunities. Goldsboro is home to the Neuse River, various streams, lakes, and parks throughout the region providing residents with a chance to connect to the outdoors.



Flood Hazard Areas

Flood hazard zones are areas that are prone to flooding due to their geographical location and environmental conditions. Mapping these areas helps in identifying areas at risk and implementing measures to mitigate potential damage, such as constructing flood barriers or improving drainage systems. Secondly, it ensures that new developments are designed with flood resilience in mind, reducing the risk to property and lives. Lastly, it aids in emergency preparedness and response planning, ensuring that communities are better equipped to handle flood events. By incorporating flood hazard zones into planning, cities can enhance their resilience and protect their residents from the devastating impacts of floods.

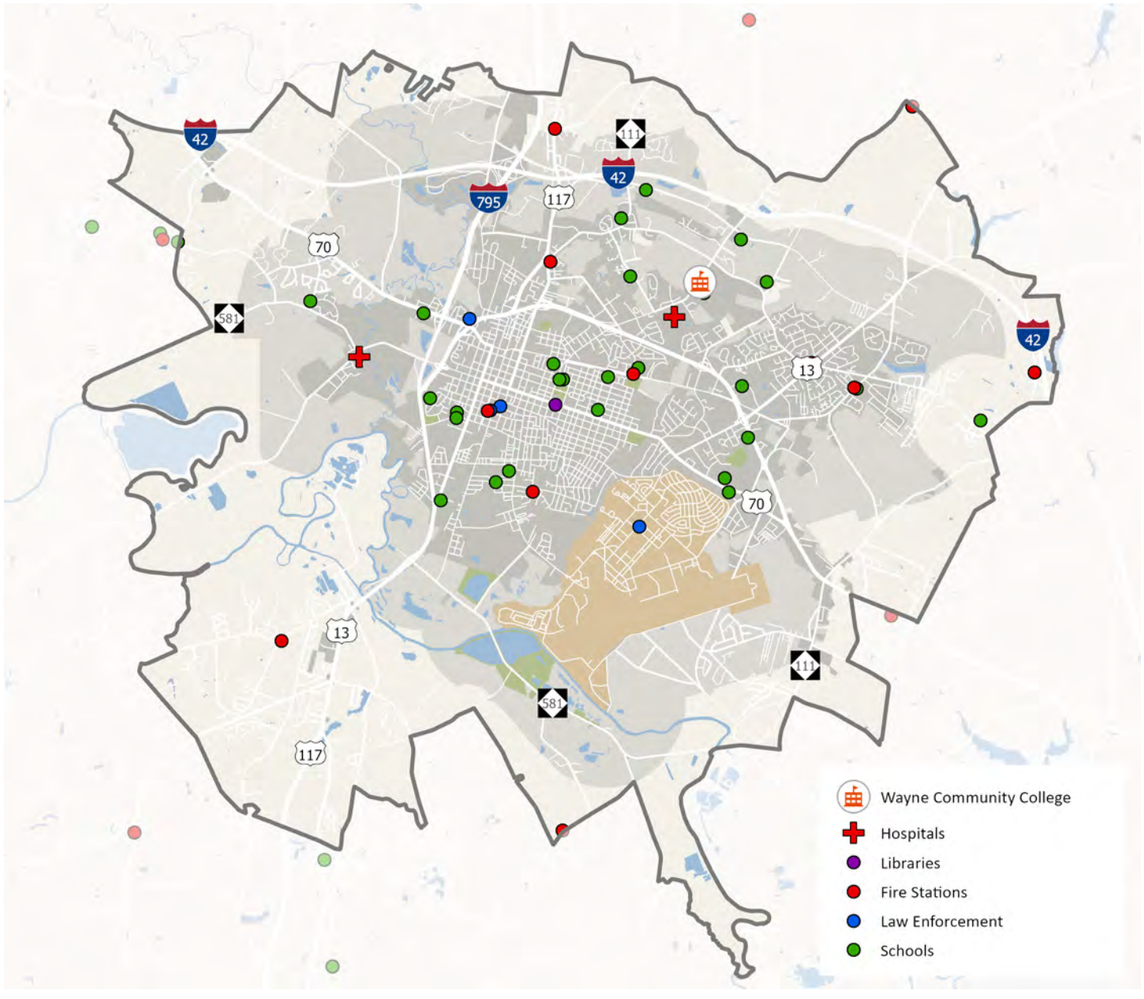


Source: FEMA Flood Hazard Areas

Built Environment

The map below highlights key community facilities in the built environment. Goldsboro is home to Wayne Community College, which provides excellent educational opportunities for residents and those in surrounding areas. The City also boasts two hospitals, ensuring that healthcare services are more readily accessible. Additionally, the presence of emergency services ensures the safety and well-being of all residents, making Goldsboro a well-rounded and supportive community. Goldsboro's education system supports the growth and development of its youth, preparing them for future success.

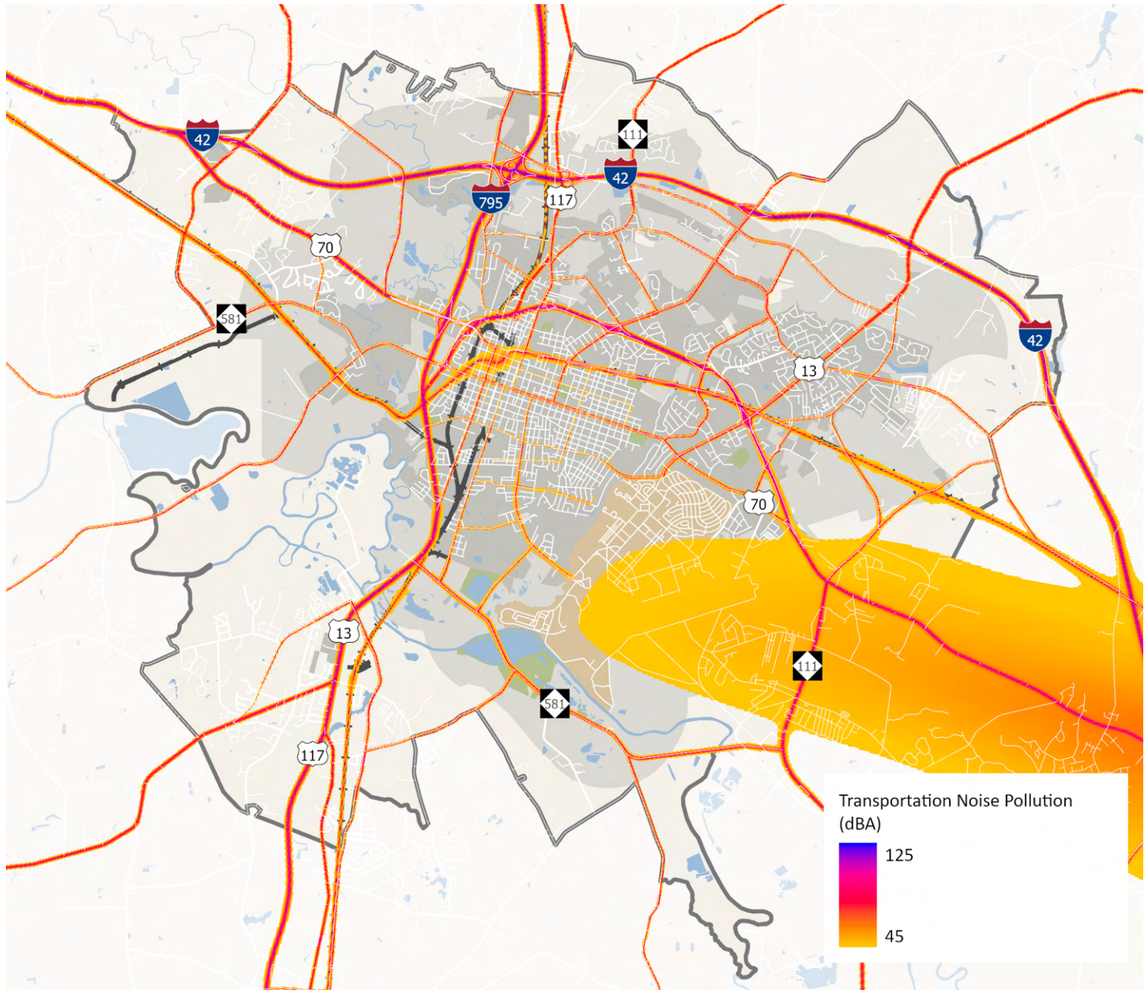
Community Facilities Map



Noise Pollution

Noise pollution, often overlooked, is a significant environmental issue that can have adverse effects on human health and well-being. While noise pollution may be an annoyance, it also has major health impacts, including high blood pressure, sleep deprivation, hearing loss, and increased risk of stress-related illness. In Goldsboro, transportation and aviation are major contributors to noise pollution. The map below shows the transportation noise pollution. These align with major freight and transportation networks and has a large bubble surrounding the base. Understanding the impacts and location of noise pollution can better inform and mitigate these challenges in future planning.

Noise Pollution



Source: USDOT Bureau of Transportation Statistics

ELEVATE GOLDSBORO

COMPREHENSIVE **PLAN**