

CHAPTER 3: Current Conditions

PART 1: Population Characteristics

Population analysis characteristics allow communities to evaluate the effects of and the interrelationship between population changes on land use and community facility's needs, in present time and into the future. Insightful observations can be derived from past, present, and future population trends as well as social, economic and political factors, or decisions that influence the shaping of not only current conditions, but also future conditions.

Population Trend:

Table 1: Sims' Population 1930 to 2010 compared to Wilson County

Location	1930	1940	1950	1960	1970	1980	1990	2000	2010
Sims	122	173	207	205	205	192	124	128	282
Wilson County	44,914	50,219	54,506	57,716	57,486	63,132	66,061	73,814	81,234
Sims as % of County	.00271	.00344	.00379	.00355	.00356	.00304	.00187	.00173	.00347

Source: U.S. Decennial Census, 1930-2010

Table 1 above shows both the Town's Decennial Census population and its percentage of the County's population from 1930 to 2010 to show the trend of the Town's increase in population as well as its plateau and decline from 1950 to 2000 as compared to the County. The Town's percentage of the County's population followed this pattern and finally reverted back to the nearly 3.5% of County population in 2010.

Table 2: Percent Change in Sims' Population 1930 to 2010

Year	Population	% Change
1930	122	
1940	173	41.8%
1950	207	19.7%
1960	205	-1.0%
1970	205	0.0%
1980	192	-6.3%
1990	124	-35.4%
2000	128	3.2%
2010	282	120.3%

Source: U.S. Decennial Census, 1930-2010

Table 2 above shows the increases in population in the Town's early years from 1930 to 1950 growing from 122 persons in 1930 to 207 as recorded in the 1950 Census. From 1950 to the 1980 Census, the population had plateaued at 207, 205, and 192. During the 1980's the population began to decrease from out-migration and more deaths than births to lows of 124 and 128 as recorded in 1990 and 2000 Censuses respectively. During the first decade after the 2000 Census, the Town began its current growth to a count of 282 as recorded in the 2010 Census and continued to grow to 303, as estimated by the NC Office of State Budget & Management.

The Town of Sims, **as shown in Table 3 below**, is compared with other towns in Wilson County and nearby Town of Bailey (Nash County) regarding the percentage of change in population from the 2000 Census to the 2010 Census. One sees that the Town of Sims is by far the smallest population in this group. Reviewing the "% Change" column, the reader sees that Sims has grown during this period by 120.3%, which is by far greater than any other town in this group of towns.

Table 3: Comparison of Percent Change in Population 2000 to 2010 in Incorporated Towns in Wilson County and nearby Bailey

Town	2000	2010	% Change
Black Creek	714	769	7.7%
Elm City	1,165	1,298	11.4%
Kenly	1,569	1,339	-14.7%
Lucama	847	1,108	30.8%
Saratoga	379	408	7.7%
Sharpsburg	2,421	2,024	-16.4%
Sims	128	282	120.3%
Stantonsburg	726	784	8.0%
Bailey	670	569	-15.1%

Source: *U.S. Decennial Census, 2000-2010*

In-migration is usually the main reason for most rapid increases as opposed to increases from greater number of births vs. deaths. The Town of Sims' rapid growth since 2000 has been from a combination of voluntary annexation of proposed residential subdivision lots, in-migration of new homebuyers' families in newly constructed homes, and the new births from young families. This trend began for Sims after the Town installed a public sewer collection system in 2002 along with the availability of land near the town limits. Table 4 shows the subdivision developments

that have occurred since 2002 and the resulting lots together with new homes. All the subdivisions listed in Table 4 were annexed into the Town's limits with the exception of The Pointe II, which was developed on land already within Town's limits.

Table 4: Subdivisions Platted in Town Limits and/or Annexed Since 2002

Subdivision	Year(s) Platted and Recorded	# Of Lots	Homes Built To Date
Magnolia Place	2002-2007	58 Lots	58
The Pointe	2010	16 Lots	16
The Retreat	2019	22 Lots	22
Pointe II	2019	8 Lots	8
Stapleford Park- Phase 1	2021	17 Lots	17

Source: *Town Records and Wilson County Tax Office*

As shown in **Table 4**, the annexation and development of Magnolia Place along with the 58 newly constructed homes and new families contributed significantly to the increase in population of the Town by doubling the number of households. The 16 homes and new families of The Pointe; some portion of the 22 homes built and purchased in The Retreat; and the first several homes and families of The Pointe II contributed to the increase in population in advance of the 2020 Census. **The total new households of these new developments were 121, which added to the approximate 54+/- homes existing prior to these developments brings the present approximate total of households to 175. Using the 2020 Census estimated average household size of 2.13, the estimated population count should be approximately 373 (Note: this does not consider vacancy rate).**

The growth trend described above continues beyond the 2020 Census count (as of April 1, 2020) with the completion of and purchase of the last several homes in The Retreat and the final six homes in Pointe II as well as the 17 homes and families in Phase I of Stapleford Park subdivision. Stapleford Park received preliminary plat approval in 2019 for the entire 66 lots subdivision. Construction is underway for Phase II of Stapleford Park. A new 52-lot proposed subdivision, at the edge of Town, has been recently presented in a pre-application communication with the Town. The review and approval process will begin after the adoption of the Land Use Plan – 2032.

As in **Figure 2: Regional Context** (as shown on next page), **Sims is already close to the City of Wilson and its location just off the US 264 Bypass (and near the interchange with I-95) places the Town within easy commuting distance of eastern Wake County and Raleigh (42 miles), Rocky Mount (22 miles), Goldsboro (31 miles), and Greenville (45 miles) as employment centers;** thus, making the Town a great place to reside for working couples. The convenient access and central location combined with available land, a strong housing market, and available sewer service has created an attractive new homes construction and acquisition environment in Sims resulting in the on-going in-migration of new residents which is why the Town's Planning Board and Board of Commissioners wanted to undertake this Plan.

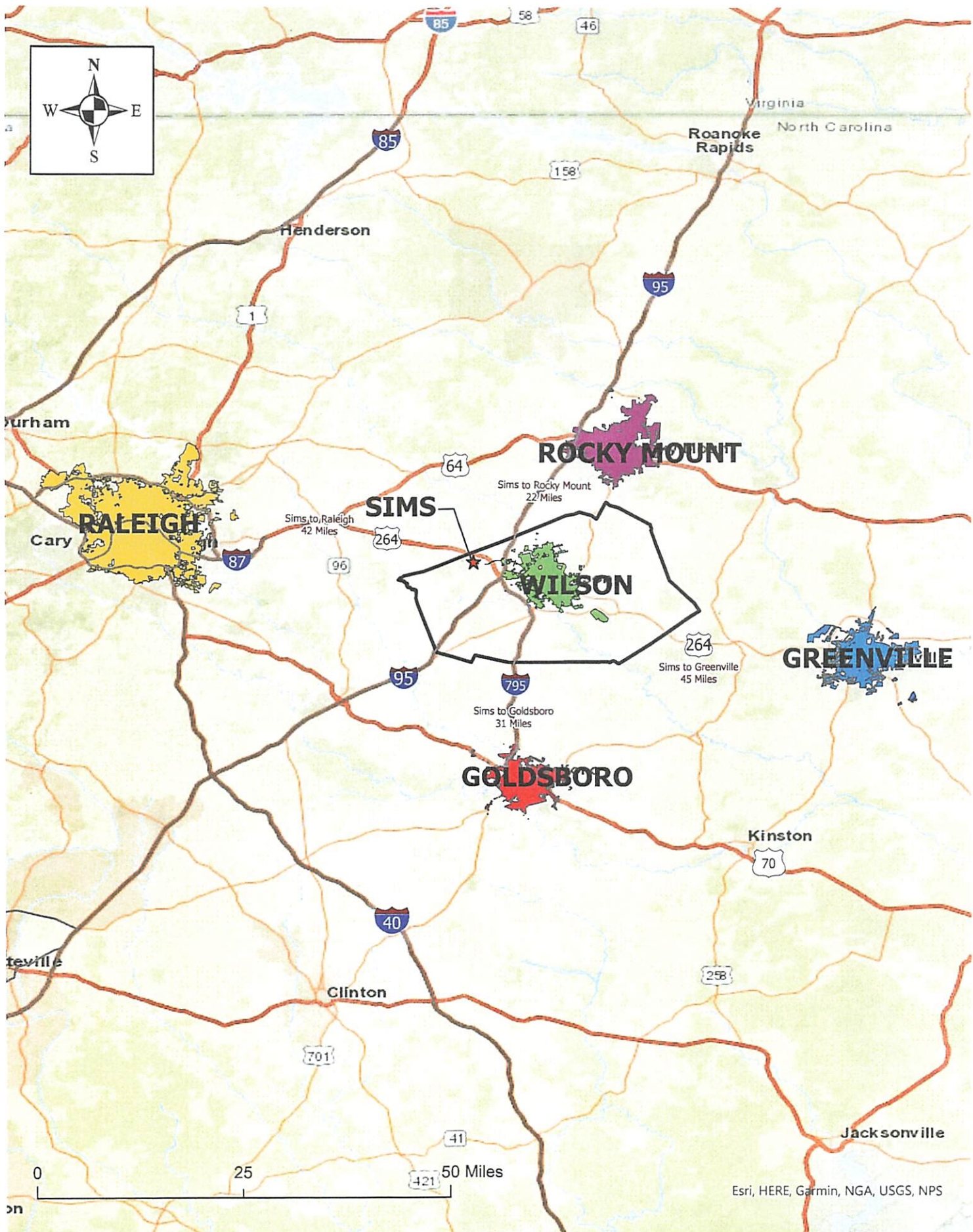
Table 5 indicates the population projections for the Town of Sims by the American Community Survey (5-year estimate) and the NC Office of State Budget and Management may be increasing to 341 and 303 respectively. These projections appear to reflect the growth trend occurring within the Town.

Table 5: Sims' Projected Population from 2010 to 2017 and 2018

Date	2010	2017	2018	2019
Population	282	341*	303**	318**

Source: *U.S. Decennial Census 2010; *American Community Survey/U.S. Census 5-yr. estimate in 2017; **North Carolina Office of State Budget & Management, 2018 & 2019*

The Town's Current Annual Census Estimates of the Resident Population for July 1, 2021 (with boundaries set on January 1, 2021) released on May 26, 2022, is 321. The estimates are based on the number of housing units within the certified (by NC Secretary of State) Town's boundaries as of certain dates. The new housing units of a North Carolina community are reported through building permit reports for given addresses located within the municipal boundaries certified by the NC Secretary of State. **It is safe to assume that Census annual estimates will continue to rise as not only the new annexations and homes are reported, but as the correction of previous Town's boundaries are certified and associated homes are counted within those corrected boundaries.**



Town of Sims

Regional Context

Figure 2



Population Distribution:

Table 6: Population by Gender from 2000 to 2010

Gender	2000 Count	2000 %	2010 Count	2010 %	2000-2010 Change
Female	65	50.78%	141	50.00%	76 females and 116.92%
Male	63	49.22%	141	50.00%	78 males and 123.81%

Source: U. S. Decennial Census, 2000-2010

Table 7: Population by Age from 2000 to 2010

Population by Age	2000 Count	% Of Total	2010 Count	% Of Total	2000-2010 Change
Persons 0-4	5	3.91%	34	12.06%	29 and 580%
Persons 5-19	21	16.4%	54	19.14%	33 and 157.14%
Persons 20-64	79	61.71%	162	57.44%	83 and 105.06%
Persons 65 +	23	17.97%	32	11.35%	9 and 39.13%

Source: U.S. Census

The median age for the Town in 2000 was 46.0 and in 2010 it dropped to 31.0. **Table 7** shows influence on this decrease in median age by relatively large increases in persons ages 0-to-4 and 5-to-19. The other two older age groups also increased but became smaller percentages of the total population. The greatest increase in absolute count from 2000 to 2010 was the “working” age group of 20 to 64, which increased by 83 persons at 105% increase. The above-described trends of increase in the “children” age groups (thus, decrease in median age) and increase the 20 to 64 “working” group are likely to continue when the available data for 2020 is released. This will be due to the ages and characteristics of the new families moving into the newly built homes within the Town.

Table 8: Racial Composition of Sims, 2000 to 2010

Place	2000			2010			% Change	
	White	African American	Other	White	African American	Other	White	African American
Sims	96	29	3	201	46	35	109.37%	58.62%

Source: U.S. Census

In **Table 8**, according to the U.S. Census, the racial makeup of the Town in 2000 was 75% White, 22.7% African American, and 2.34% Other. In 2010, the racial makeup was 71.3% White, 16.3% African American, and 12.41% Other. A large share of the increase in the other category comes from the increase in Hispanic or Latino population,

which increased from 3 in 2000 to 25 in 2010. The trend of in-migration taking place from 2010 to the present as previously reported will continue to expand the diversity of the community – both in-town as well as in the ETJ.

PART 2: Household Economic Characteristics

This section provides an examination of the Town's labor force and general economic characteristics of the households and their trends. The intent of this section is to provide a picture of the background data of the Town's economic characteristics as well as the various aspects of the Town's labor force.

The following tables on Educational Attainment (Table 9), Family/Nonfamily Incomes (Table 10), and Households by Income Grouping (Table 11), are indicators of the education and family and household income trends for a small-town population.

Table 9: Educational Attainment for Persons 25 Years and Over, 2000 and 2013-17 5-Year Estimates

Educational Attainment	2000 Census	%	2013-17 5-Year Est.	%
Less than 9 th grade	0	0	12	5.4
9 th to 12 th grade (no diploma)	15	16.0	8	3.6
High school graduate (incl. equivalency)	52	55.3	49	22.1
Some college (no degree)	13	13.8	44	19.8
Associate degree	6	6.4	50	22.5
Bachelor's degree	3	3.2	50	22.5
Graduate or Professional degree	5	5.3	9	4.1
Total Adult Population 25 Years & Over	94	100.0	222	100.0

Source: 2000 Decennial Census and American Community Survey for 2013-17

The comparison of educational attainment from 2000 to the 2013-2017 5-year estimate period in **Table 9** shows the increase in numbers and percentage of persons attaining education beyond high school diploma from both increased emphasis on higher education and from in-migration.

Table 10: Comparison of Family and Nonfamily Incomes from 2010 to 2020 5-Year Estimates

Types of Family & Nonfamily Incomes	2010 5-Year Estimates	2020 5-Year Estimates
Median Family Income	\$53,317	\$60,625
Per capita Income	\$18,705	\$24,154
Median Nonfamily Income	\$28,750	\$38,409
Median Earnings for Workers	\$26,310	\$37,375
Median Earnings for Male Year- Round Worker	\$33,917	\$39,083
Median Earnings for Female Year-Round Worker	\$26,094	\$39,911

Source: *US Census, American Community Survey, 2010 and 2020*

The comparison of the various types on family and nonfamily income in **Table 10** shows an increase in income in all categories from 2010 to 2020 estimates.

Table 11: Households by Income Grouping, 2000 Census, 2006-10 and 2013-17 5-Year Estimates

Income Grouping	2000 Census		2006-10 5-Yr Est.	2013-17 5-Yr Est.
	Number	%	% of 151 Households	% of 142 Households
Less than \$10,000	4	6.6	17.2	10.6
\$10,000 to \$14,999	0	0.0	6.0	5.6
\$15,000 to \$24,999	24	39.3	2.6	4.9
\$25,000 to \$34,999	11	18.0	13.2	7.7
\$35,000 to \$49,999	5	8.2	7.3	21.1
\$50,000 to \$74,999	10	16.4	32.5	25.4
\$75,000 to \$99,999	4	6.6	21.2	4.9
\$100,000 to \$149,999	0	0.0	0.0	16.9
\$150,000 to \$199,999	0	0.0	0.0	1.4
\$200,000 or more	3	4.9	0.0	1.4
Total Households	61	100.0	100.0	100.0

Source: *2000 Decennial Census, ACS 2006-10 5-Year Estimate ACS 2013-2017 5 Year Estimate*

Table 11 shows a trend of increases in the two lower income groups (Less than \$10,000 and \$10,000 to \$14,999) and an estimated increase and spread of household income among the groups from \$35,000 to \$49,999 up to the \$100,000 to \$149,999 group. **Tables 12 and 13** provide a picture of the distribution of and trends in the Census designated categories of occupations and categories of civilian industries within the Town of Sims' labor force.

Table 12: Occupation Distributions and Comparison from 2010 to 2020 5-Year Estimates

Occupation Categories Civilians 16 years old +	2010 - 5-Year Estimates	2020 - 5-Year Estimates
Management, business, science, and arts	46	63
Service	23	16
Sales and office	18	47
Natural resources, construction, and maintenance	40	47
Production, transportation, and material moving	52	11
Civilian Totals	179	184

Source: *US Census, American Community Survey, 2010 and 2020*

The 2020 US Census American Community Survey (5-year estimates) provided classes of workers (employed civilians, 16 years and older) by their source of income, as follows: 1) Private wage and salary workers = 123; 2) Government workers = 50; and 3) Self-employed in own not incorporated business workers = 11.

Table 13: Work Force Industry Distributions and Comparison from 2010 to 2020 5-Year Estimates

Work Force Industry Categories Civilians 16 years old +	2010 5-Year Estimates	2020 5-Year Estimates
Agriculture, forestry, fishing & hunting, and mining	0	4
Construction	23	22
Manufacturing	40	33
Wholesale trade	0	3
Retail trade	3	31
Transportation & warehousing, and utilities	10	6
Information	14	0
Finance and insurance, and real estate & rental & leasing	12	6
Professional, scientific, management, administrative, and waste management services	16	2
Educational services, and health care and social assistance	43	39
Arts, entertainment, recreation, and accommodation and food services	1	0
Other services, except public administration	17	11
Public administration	0	27
Civilian Totals	179	184

Source: *US Census, American Community Survey, 2010 and 2020*

PART 3: Businesses and Retail Trade Area Analysis

This section will list the businesses located within the Town's Planning Area (Town Limits and Extraterritorial Jurisdiction combined). In addition, the Town entered into an agreement in which it received a "Retail Trade Area Analysis" from the Rural Economic Development Division of the Department of Commerce. This resulting analysis is included below.

Local Businesses: As shown in the List of Businesses in **Table 14**, the Town has 22 businesses of various types within its entire Planning Area. Most of the businesses (15) are located within the historical core business area centered around the old historical railroad freight loading area, and now designated as the "Downtown Commercial District (CD)" in the Zoning Ordinance and Official Zoning Map. Of the remaining seven businesses, four of the businesses listed are located on Green Pond Road or Bruce Road area of the "Gateway North" and "Northwest" Neighborhoods or Planning Areas. The Downtown Commercial District businesses, with one exception (an office), are comprised of an equal mix of retail and service businesses catering to local clientele. The four businesses located in the Gateway North and Northwest Neighborhoods are industrial or highway commercial type businesses and are in those types of zoning districts with one exception, which is considered a nonconforming use at the present time. Two firms outside Town's limits are agri-businesses and the final business sells used cars.

Table 14: List of Businesses within the Town of Sims Planning Area

Business Name	Business Address	Parcel Number
Campbell's Antiques & Collectibles	6405 US Hwy 264 A	2773932010
BJ's Dirt Bikes & ATV	6410 US Hwy 264 A	2773932361
Bunn Trucking aka KJC Holdings	6869 Bruce Rd	2773757361
Country Side Motors	6306A US Hwy 264 A	2773935191
Crystal's Grill	6407 US Hwy 264 A	2773931076
D&A Appliance & Howell Rentals	6405 Main St	2773920656
Laundromat	6403 Main St	2773921704
Davis Cabinet	6116 Green Pond Rd	2773961271
Dollar General	6297 US Hwy 264 A	2773929757
Equipment Sales & Service	6900 Bruce Rd	2773774437
Evans Office	6501 Main St	2773920519 & 03
It's Just Hair	6400 Main St	2773829868
Jonsey Used Cars Inc	6119 US Hwy 264 A	2783225040
Lamm's Service Station	6311 US Hwy 264 A	2773925960
Los Caporales	6404 US Hwy 264 A	2773932361
Ole Need More Farm	6844 US Hwy 264 A	2773644305/652027
Southern Appliance & Home Service	6405 Main St.	2773920656
Mr. S's Tobacco & Grill	6502 US Hwy 264 A	2773839343
Shear Magic Salon	6401 US Hwy 264 A	2773933053
Bass Farm	6956 Sims School Rd.	2782194848
ST Wooten Asphalt Plant	6148 Green Pond Rd	2773859519/1130
A.M. Fitness & Nutrition	6306 Main St.	2773930013

Source: Town Records and Wilson County Tax Office as of May, 31,2022

Commuting Patterns: The commuting pattern of Town residents to jobs in town or out of town and as well as out of town persons commuting into Town for work is shown in **Figure 3** below. The figure below shows the 2017 "Inflow and Outflow" of persons commuting to their respect jobs where 37 out of Town people were employed in Sims and commuted into town; 113 people commuted from Sims to outside town for work; and 0 workers were employed and lived in Sims.

Figure 3: Town of Sims' Commuting Patterns



Source: US Census, 2017, provided by NC REDD

Table 15, provided by REDD, represents the most popular destination for residents commuting to work from Sims in 2017. The City of Wilson was the identifiable singular location. The spread of locations confirms the central location to jobs discussed in Chapter 1: Introduction and illustrated by the “Regional Context” Map. Given the increase in migration of new residents since 2017, the number of outward commuting has undoubtedly increased, and the locations remain scattered.

Table 15: Sims Residents Commute Locations

Commute to Locations	Count	Share
All Other Locations	20	54.1%
Wilson	8	21.6%
Robersonville	1	2.7%
Durham	1	2.7%
Greenville	1	2.7%
Jacksonville	1	2.7%
Micro	1	2.7%
Murfreesboro	1	2.7%
Raleigh	1	2.7%
Randleman	1	2.7%

Source: US Census, 2017

Retail Market Profile and Analysis: The Rural Economic Development Division (REDD) developed the following retail market profile and performed the retail market analysis with ESRI data, shown on the following pages, for the Town in 2020 and 2021. The following **Table 16** shows a summary of Sims' demographics as compared to Wilson County and the State of North Carolina (left of center). The columns right of center compare demographics in the Primary, Secondary, and Tertiary Trade Areas.

Table 16 Regional Demographic Comparison 2021

Sims	Wilson County	NC		Primary 5-Min Drive	Secondary 10 Min Drive	Tertiary 20 Min Drive
297	84,582	10,822,111	Population	1,660	9,976	103,900
119	33,279	4,251,028	Households	636	3,905	40,494
2.49	2.50	2.48	Household Size (average)	2.61	2.55	2.52
			Income			
\$62,235	\$40,118	\$56,585	Median HH Income	\$53,108	\$51,930	\$44,234
\$81,205	\$60,579	80,263	Average HH Income	\$68,257	\$65,869	\$62,931
\$30,034	\$23,905	\$31,659	Per Capita Income	\$25,882	\$25,342	\$24,462
\$51,211	\$33,753	\$46,310	Disposable Income (median)	\$42,445	\$41,365	\$36,931
\$62,986	\$48,528	\$61,579	Disposable Income (average)	\$54,683	\$52,754	\$50,427
			Race			
71.3%	48.9%	65.6%	White	64.7%	59.8%	52.1%
16.3%	40.0%	21.7%	Black	19.0%	24.7%	35.2%
8.9%	11.2%	10.2%	Hispanic Origin	18.1%	16.4%	13.3%
55.2	68.0	60.8	Diversity Index	68.0	16.4	13.3
38.9	40.5	39.2	Median Age	39.7	37.9	40.1
			Housing			
\$171,053	\$145,565	\$217,574	Home Value (median)	\$182,092	\$197,083	\$197,683
76.4%	52.8%	57.1%	Owner Occupied Housing	70.6%	61.4%	54.8%
20.3%	36.3%	29.3%	Renter Occupied Housing	21.2%	30.6%	34.1%
3.4%	10.9%	13.6%	Vacant Housing	8.2%	8.1%	11.1%
			Education			
30.5%	26.7%	21.4%	High School Grad	32.2%	28.8%	26.4%
15.5%	14.7%	20.7%	Bachelor's degree	15.5%	14.2%	15.1%
8.5%	6.4%	12.1%	Graduate or Prof. degree	4.8%	5.1%	6.6%
			Employment			
54.4%	54.4%	62.1%	White-collar	54.3%	54.2%	55.1%
9.4%	15.9%	14.8%	Service	13.1%	13.6%	15.3%
36.2%	29.7%	23.1%	Blue-collar	32.7%	32.1%	29.6%

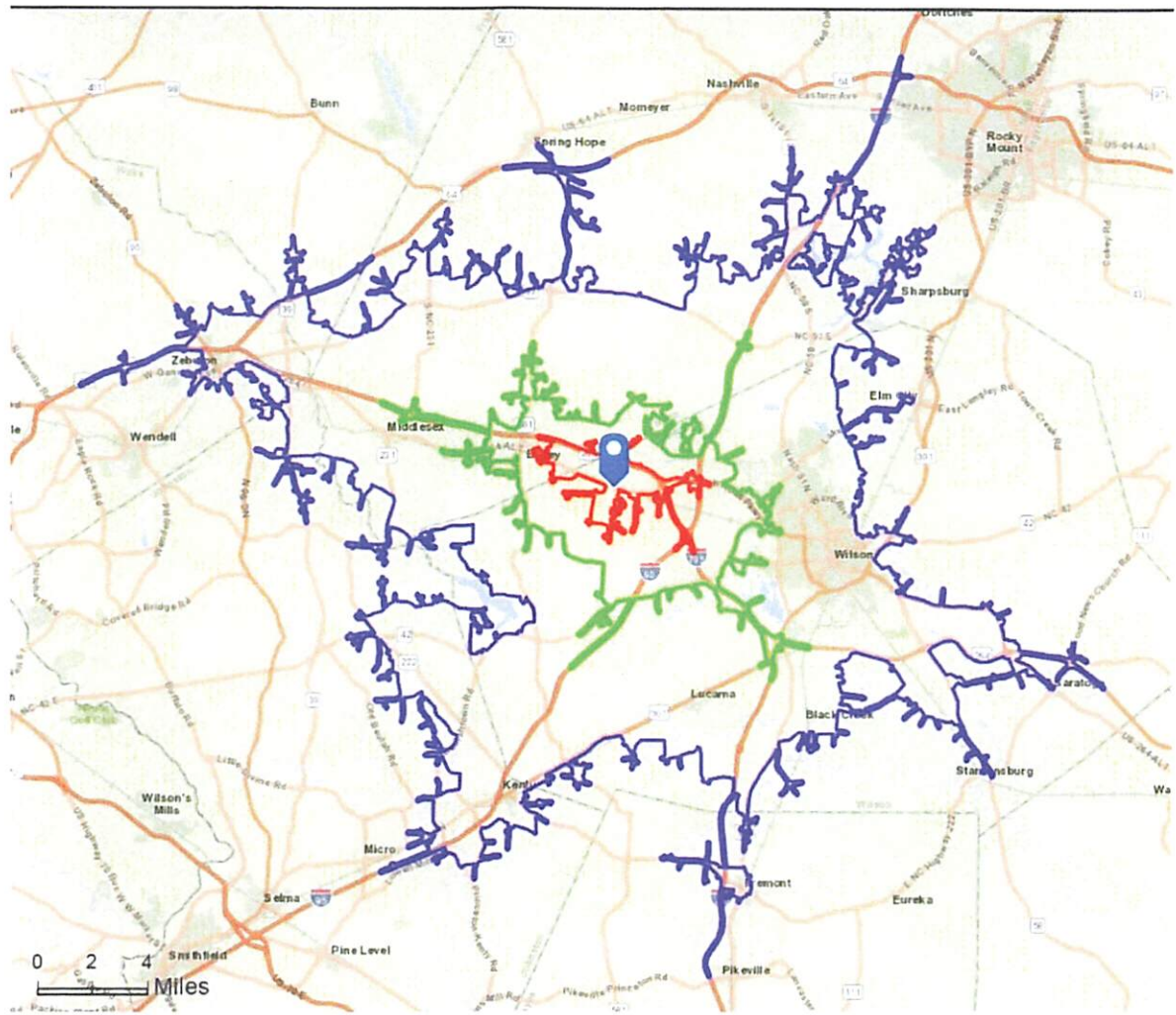
Source: US Census Bureau, Census 2010 File 1. Esri Forecasts for 2021 and 2026.

Table 16 above provides a comparison of 2021 demographic data between Sims, Wilson County, and North Carolina in the left-hand 3 columns, which shows that Sims has better income levels (per capita, household, and disposable) than Wilson County as well as higher median home value. Both Sims and Wilson County are below the North Carolina averages and median. The right-hand columns within the table compares the

same set of Sims demographics to the retail market trade areas of 5-minutes (Primary), 10-minutes (Secondary), and 20-minutes (Tertiary) drive from the center of Town. This table compares the demographics of Sims' residents with residents who reside within the three respective radius areas surrounding the town. The totals of all the population and disposable income from these trade areas combined are potential customers and purchasing power for businesses and services in the Sims Planning Area. The Sims income levels are slightly greater than the average of residents within these trade areas.

Trade Area Boundaries: The Town is strategically located just four minutes to US 264 and 5 minutes to the I/95/I-705 interchange. Additionally, the Town of Bailey (Nash County) is just five minutes to the west; City of Wilson is just 15 minutes to the east; and Zebulon (Wake County) is 20 minutes to the west. Communities within Sims' tertiary trade area includes the above mentioned, as well as Middlesex, Kenly, Lucama, Black Creek, Stantonsburg, and Saratoga.

Figure 4: Trade Areas/Drive Times within 5, 10, 20-Minutes from Center of Sims



A Trade Area is simply the contiguous geographic area around a site that generates most of the customers for a business shopping or business district. Please note that trade area delineation is not an exact science as boundaries can vary for specific businesses depending on the products offered, competition in the region and transportation patterns.

- Primary Trade Area – (red) a 5-minute drive-time area that provides sales support for neighborhood goods and services.
- Secondary Trade Area – (green) a 10-minute drive-time area that provides additional sales support for community goods, restaurants, and services.
- Tertiary Trade Area – (blue) a 20-minute drive-time area that includes the City of Wilson, sections of Johnston and Nash Counties and provides additional sales-support for specialty retail and restaurants.

Sims Retail Summary Retail Supply and Leakage: Under the “Surplus/Leakage” column, negative numbers (red) represent the “Surplus” or dollars that residents are

spending within each Trade Area. The positive numbers (green) are the dollars “leaking” out of each Trade Areas to purchase products that may not be available within the Trade Area and could represent opportunities for new or expanding business.

Before drawing conclusions about potential business expansion or recruitment opportunities qualitative considerations, such as additional sources should be more closely studied. This could be additional information from ESRI data or sources the county or regional economic development office may have. This report¹ is based on the ESRI data collected and should serve as a starting point for the retail recruitment efforts.

[¹**Disclaimer:** “This report was prepared by the NC Main Street & Rural Planning Center. Information contained in the report is primarily from ESRI On- Line Business Analysis and checked against sources above. Every effort is made to ensure that the information contained within is accurate, however, no warranty is made about the accuracy of this report by the NC Main Street & Rural Planning Center or its sources. The Rural Planning Center recently discovered that ESRI has not updated their retail market profile numbers since 2017 however we believe these numbers would not have significantly changed over the last three years and do not impact this information.”]

Table 17: 2017 Industry Summary for 5-minute/10-minute/20-minute Drive Time Trades Areas

2017 RETAIL SALES (SIMS, NC)	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Factor
PRIMARY TRADE AREA				
Total Retail Trade and Food & Drink	\$17,569,849	\$16,025,372	\$1,544,477	4.6
Total Retail	\$15,900,545	\$12,207,986	\$3,692,559	13.1
Total Food and Drink	\$1,669,304	\$3,817,386	(\$2,148,082)	39.2
SECONDARY TRADE AREA				
Total Retail Trade and Food & Drink	\$92,199,804	\$139,327,284	(\$47,127,480)	20.4
Total Retail	\$83,303,420	\$121,892,272	(\$38,588,852)	18.8
Total Food and Drink	\$8,896,384	\$17,435,012	(\$8,538,628)	32.4
TERTIARY TRADE AREA				
Total Retail Trade and Food & Drink	\$1,003,406,501	\$1,750,931,913	(\$747,525,412)	27.1
Total Retail	\$908,736,315	\$1,599,525,070	(\$690,788,755)	27.5
Total Food and Drink	\$94,670,185	\$151,406,843	(\$56,736,658)	23.1

Source: ESRI and Infogroup 2017 Retail Market Place

In an overview of the retail landscape, as shown on Table 17, the three trade areas show an overall sales surplus, with more sales being made within the trade areas than expected based on local population figures. The exception is sales leakage from the Primary Trade Area (5-minute drive time) in *Total Retail Trade and Food & Drink*.

Categories that had sales leakage in all three areas were: Furniture Stores, Clothing and Clothing Accessories Stores, Sporting Goods/Hobby/Book & Music Stores, Other General Merchandise Stores, Office Supplies, Stationery and Gift Stores, and Drinking Places (alcoholic beverages).

While these categories include businesses that generally prefer to locate in larger shopping areas adjacent to major highways, there may be opportunities to attract smaller tenants to Sims, if space were available. Below is a review of the sales leakage for the three trade areas:

- **Primary Trade Area (PTA) Leakage:** This area had the greatest number of categories with sales leakage. These categories are: Auto Dealers, Auto Parts, Furniture & Home Furnishings Stores, Electronics & Appliance Stores, Building Material & Supply Stores, Food & Beverage Stores, Health & Personal Care Stores, Clothing & Clothing Accessories Stores, Sporting Goods/Hobby/Book & Music Stores, General Merchandise Stores, Florists, Office Supplies, Stationery and Gift Stores, Used Merchandise Stores, Other Miscellaneous Store Retailers, Special Food Services, Drinking Places (Alcoholic Beverages).
- **Secondary Trade Area (STA) Leakage:** This area had slightly fewer categories with sales leakage. Categories are Furniture & Home Furnishings Stores, Building Material & Supply Stores, Food & Beverage Stores, Health & Personal Care Stores, Clothing & Clothing Accessories Stores, Sporting Goods/Hobby/Book & Music Stores, General Merchandise Stores, Office Supplies/Stationery/Gift Stores, Other Miscellaneous Store Retailers, Drinking Places (Alcoholic Beverages).

Table 18: 2017 Retail Sales Leakage – Sims Trade Areas Comparison

SALES LEAKAGE - SIMS TRADE AREAS				
NAICS	INDUSTRY GROUP	PTA	STA	TTA
441	Motor Vehicles & Parts Dealers	\$928,980	\$0	\$0
4411	Automobile Dealers	\$1,065,549	\$0	\$0
4412	Other Motor Vehicle Dealers	\$0	\$0	\$1,360,950
4413	Auto Parts, Accessories & Tire Stores	\$333,503	\$0	\$0
442	Furniture & Home Furnishings Stores	\$611,821	\$844,868	\$0
4421	Furniture Stores	\$370,101	\$1,142,219	\$428,537
4422	Home Furnishings Stores	\$241,720	\$0	\$0
443	Electronics & Appliance Stores	\$30,619	\$0	\$0
444	Bldg Materials, Garden Equip. & Supply Stores	\$1,177,459	\$2,034,259	\$0
4441	Building Material & Supplies Dealers	\$1,109,205	\$2,355,055	\$0
4442	Lawn & Garden Equip & Supply Stores	\$68,254	\$0	\$0
445	Food & Beverage Stores	\$993,673	\$4,354,992	\$0
4451	Grocery Stores	\$1,683,815	\$7,326,430	\$0
4452	Specialty Food Stores	\$0	\$0	\$0
4453	Beer, Wine & Liquor Stores	\$0	\$0	\$0
446, 4461	Health & Personal Care Stores	\$997,549	\$2,212,027	\$0
447, 4471	Gasoline Stations	\$0	\$0	\$0
448	Clothing & Clothing Accessories Stores	\$731,593	\$2,918,288	\$20,572,098
4481	Clothing Stores	\$482,403	\$1,881,945	\$17,246,273
4482	Shoe Stores	\$120,438	\$638,008	\$1,945,641
4483	Jewelry, Luggage & Leather Goods	\$128,752	\$696,844	\$1,380,185
451	Sporting Goods, Hobby, Book & Music Stores	\$412,214	\$1,505,699	\$8,044,810
4511	Sporting Goods/Hobby/Musical Instrument Stores	\$350,058	\$1,167,374	\$4,655,207
4512	Book, Periodical, and Music Stores	\$62,156	\$338,324	\$3,389,603
452	General Merchandise Stores	\$2,261,742	\$4,845,497	\$0
4521	Department Stores Excluding Leased Spaces	\$1,873,762	\$9,932,927	\$0
4529	Other General Merchandise Stores	\$387,980	\$1,995,749	\$4,075,952
453	Miscellaneous Store Retailers	\$488,667	\$1,089,002	\$0
4531	Florists	\$21,831	\$0	\$107,708
4532	Office Supplies, Stationery, and Gift Stores	\$143,202	\$758,446	\$1,793,671
4533	Used Merchandise Stores	\$78,668	\$0	\$0
4539	Other Miscellaneous Store Retailers	\$446,035	\$673,431	\$0
722	Food Services & Drinking Places	\$0	\$0	\$0
7223	Special Food Services	\$15,418	\$0	\$0
7224	Drinking Places (Alcoholic Beverages)	\$110,326	\$590,230	\$5,050,874
7225	Restaurants/Other Eating Places	\$0	\$0	\$0
	TOTAL LEAKAGE	\$17,727,493	\$49,301,614	\$70,051,509

Source: ESRI and Infogroup 2017 Retail Market Place

- **Tertiary Trade Area (TTA) Leakage:** This area had the fewest categories with leakage, which are: Other Motor Vehicle Dealers, Furniture Stores, Clothing & Clothing Accessories Stores, Sporting Goods/Hobby/Book & Music Stores, Florists, Office Supplies, Stationery and Gift Stores, Drinking Places (Alcoholic Beverages).

RETAIL SALES DEMAND: Calculating market support for a downtown or other commercial district based on sales leakage trends is not an exact science. Although it is a useful tool, sales leakage analysis is one of several factors a community should use to

identify new business opportunities. Additional tools or factors to evaluate new retail activity include the strength of existing business clusters, possible changes within the market in terms of population, income or ages that could impact future demand as well as available space in the commercial district for new business. As noted earlier, many of the categories with identified sales leakage are businesses that require large buildings near highway or other well-travelled locations.

Currently, Sims does not have an existing retail business cluster nor available building stock for a core retail center. Even in a healthy economic environment, the Town would likely need to determine a niche to become a “destination” community – providing visitors with an authentic and unique reason to come to Sims. This could be based on the Town’s history, geography, location, or other unique factors.

PART 4: Public Facilities and Services

This chapter addresses not only the Town of Sims’ facilities and services, but also countywide services provided to the Town’s Planning Area residents and property owners. The quality of life in a given community depends on maintaining existing community facilities and adding facility and service capacity in order to continue growing and developing. Planning for major facilities involves: assessing existing facilities for adequacy and deficiencies; determining existing and desired level-of-service standards; forecasting future needs based on population, employment growth, and other demands; soliciting input from stakeholders, Planning Board, and Advisory Committee members on facility improvements and programs that are needed or desired and prioritizing all recommended projects. The overall goal of such planning is to ensure the provision of the best possible public facilities and services for the citizens and businesses within the jurisdiction, within the locality’s financial means.

Town Administration: The Town Hall is in the center of town at 6501 US Hwy 264 Alt. and houses the administrative offices and services. The Town Hall (town owned) is open and available for citizens and utility customers 9 am to 5 pm each day from Monday through Thursday and 9 am to 6 pm on Friday and closed for lunch from 1 pm to 2 pm each day. It serves as the office and operation of the Town

Administrator (who is also Public Works Supervisor), Finance Officer, Town Clerk, and Office Assistant who administers and oversees various Town services.

Sims Community Center: Previously used as the Town Hall as well as the Town's meeting space, the Town retained ownership and uses it as a Community Center for community organizations to rent and for Board of Commissioners' meetings as well as for meeting space of other Town committees and boards. The Wilson County Sheriff's Department uses an office in the Community Center as a Substation (see Public Safety below). Originally built in 1960, the Community Center is located at 6402 US Hwy 264 Alt. near the center of town.

Sims Community Park: The Town constructed a family-oriented park for community use at 6215 Broad St. with frontage on Green Pond Road. The 3.96-acre park was constructed with the assistance of town funds and a matching grant from the Parks and Recreation Trust Fund received in 2014 and contains playground equipment, walking trail, picnic shelter, and rest rooms. The funding for construction of the Community Park was originally \$75,000 from the Parks and Recreation Trust Fund and a similar amount from the Town; however, the Town ended up contributing \$92,728 to complete several improvements to the park.

Maintenance Storage Building: The Town has a small storage building located on Broad St. near the overhead water storage tank and is used by the Town's maintenance persons for storage of equipment and other miscellaneous items.

Water Distribution and Sewer Collection Systems: The Town applied for and received an award in February 2000 (and accepted in March 2000) to construct its first **sewer collection system** along with an outfall line to connect to the City of Wilson from the "High Unit Cost Account" of the NC Clean Water Revolving Loan and Grant Act of 1987 in the amount of \$2,337,700. The NC Division of Water Quality of the Dept. of Environment and Natural Resources was the funding and oversight agency for this grant.

The construction of the Town portion of this project included 5,934 LF of 12-inch sewer mains, 14,913 LF of 8-inch sewer mains, 10,221 LF of 8-inch force main lines, 92 manholes, and one 320 gallons per minute pump station located on Green Pond Road along with other appurtenances and 960 LF 6-inch water line extension. This portion of

The Town's contract with the City of Wilson is for the City to treat up to 75,000 gallons per day (GPD). **Table 19**, below, shows the Town's wastewater collection system's metered gallons per month and total consumption for both calendar year of 2019 and 2021 as a comparison. The gallons per month shown in the tables indicate the seasonal usage and variation throughout the year. By dividing the annual consumption amount of 8,566,380 gallons for 2019 and 9,859,616 gallons for 2021 by 365 days calculates to an approximate average of 23,470 +/- gallons per day for 2019 and 27,012 +/- gallons per day for 2021; thus, both are well within the contractual capacity at this time. With the current residential subdivision growth, each new residence adds approximately 360 gallons of wastewater per day (according to state formula of 120 gallons per bedroom for each new home added, and assuming 3 bedrooms per residence). With the accumulative addition of a number of small to medium size subdivisions, the Town's readings will continue to rise. In addition, the Town needs to plan for the inevitable rate increases from the City of Wilson.

Table 19: 2019 and 2021 Metered Monthly Gallons of Wastewater Consumption

SIMS Wastewater 2019		SIMS Wastewater 2021	
Reading Date	Consumption (Gallons)	Reading Date	Consumption (Gallons)
2/4/19	970,140	2/3/21	1,225,480
3/1/19	815,404	3/3/21	1,307,000
4/1/19	930,836	3/31/21	939,496
5/1/19	915,464	4/30/21	711,272
6/3/19	570,312	6/1/21	643,768
7/1/19	628,676	6/29/21	688,320
8/1/19	578,240	7/30/21	849,096
9/3/19	597,288	8/30/21	766,856
10/01/19	610,040	9/30/21	662,080
11/5/19	696,756	10/29/21	613,684
12/3/19	567,500	11/30/21	734,016
1/2/20	685,724	12/31/21	718,368
Total	8,566,380	Total	9,859,616

Source: *Town of Sims Annual Water Supply Report*

The Town's original **public water distribution system** was constructed in 1964 to replace individual wells in the Town due to water quality issues. The water distribution system was built to serve the water users within the town limits at that time (with capacity to expand) and received its water supply from two wells. A 75,000-gallon elevated storage tank (same as the current storage tank) was part of this original system. In June of 2002, the Town received a grant from the NC Rural Economic Development Center in the amount of \$359,567 to replace the original 1964 water distribution lines with new lines with upgraded pipe material and diameter size, fittings, and hydrants. The Town contributed an additional \$40,000 as its match to the project, which totaled \$399,567.

When construction was completed in 2004, 13,332 LF of 8-inch water mains, 1,577 LF of 6-inch water mains, 314 LF of 2-inch water mains, 18 hydrants, and 2,960 LF of ¾-inch water service lines were installed along with other system appurtenances. In addition, funds were needed for utility easements. As an integral part of the distribution system, the 75,000-gallon elevated water storage tank is located on Broad Street (a holdover from the 1964 system). The overhead storage tank has to be serviced and re-painted periodically. The system, according to its Local Water Supply Plan (LWSP) has approx. 4 miles of lines.

The Town's primary source of water supply is the Town's one well, located on a parcel off US 264 Alt. with supply line running to Green Pond Rd., which supplies 12,000 to 13,000 gallons per day. The Town contracts with Wilson County to receive 8,000 gallons per day to supplement the town's supply (to serve as second source of supply) and to keep the line operational in case of an emergency and the need to use the county water as the primary water supply. At some point in the future, the Town will need to use the county water as the primary source with the well serving as a secondary source or use the well only in case of emergency source. The County's source is a multiple well supply system owned, operated, and managed by the Town of Black Creek.

Table 20: Categories and Number of Water Connections

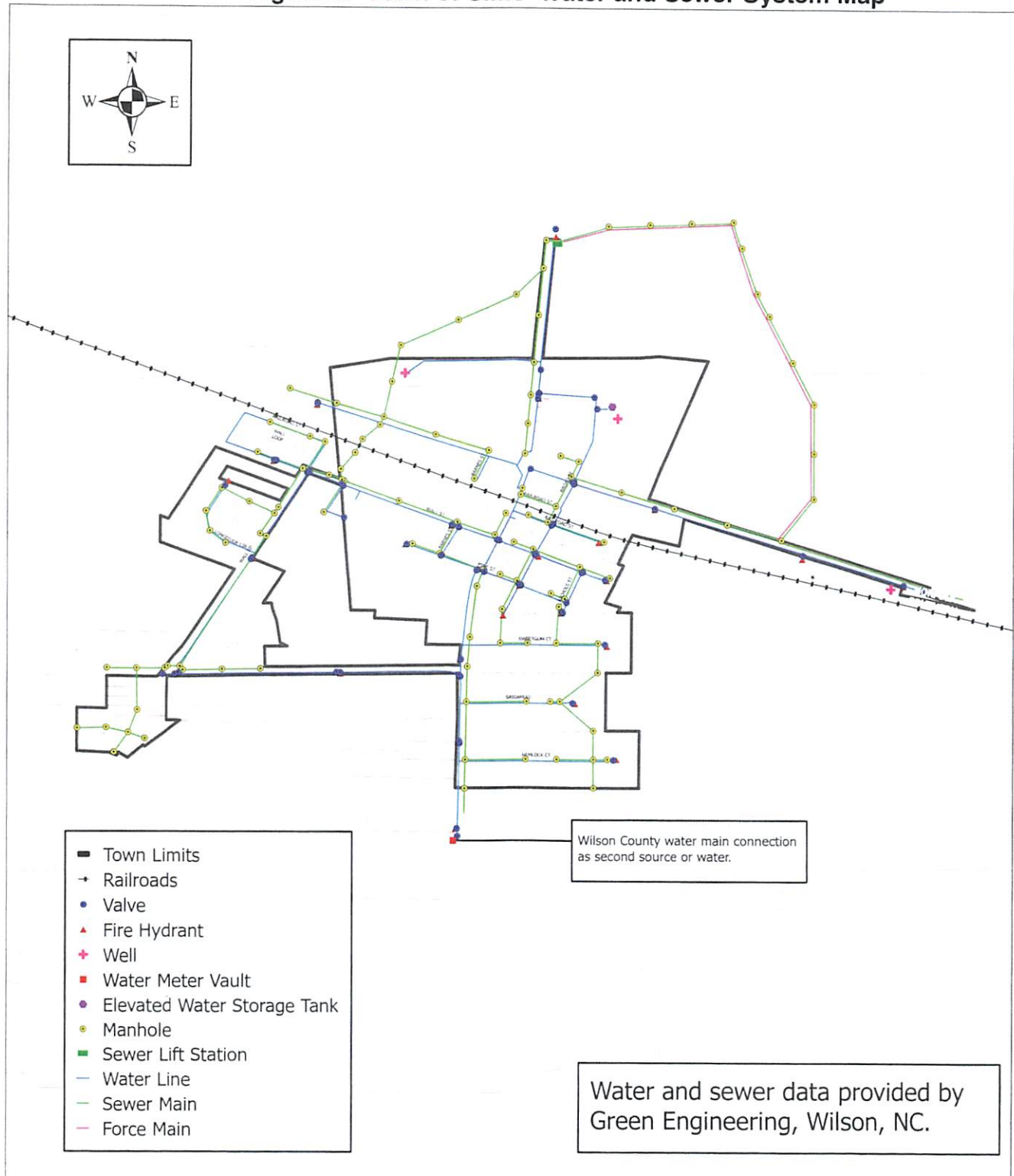
Categories of Connections	Number of Connections
Inside Town Limits	194
Outside Town Limits	32
Yard Meters	33
TOTAL	259

Source: *Town of Sims Utility Records as of June 13, 2022*

the sewer collection system serves residences, businesses and other occupied structures within the Town's limits. The Town's Board of Commissioners currently maintains a policy of sewer hookup and service only to properties within the Town's limit. Due to this policy, five subdivisions have been added to the Town's limits in order for developers to gain the density level they seek by having public sewer service since the initial system construction. This has added additional sewer lines and residents to the Town.

The external portion of the sewer construction project, as the City of Wilson part of the grant, consisted of 3860 LF of 12-inch sewer mains, 4203 LF of 8-inch force main lines, 22 manholes, and one 400 gallons per minute pump station along with other appurtenances and minor water line extension. Construction on the new sewer collection system was completed and placed into operation in 2002.

Figure 5: Town of Sims' Water and Sewer System Map



Figure

Town of Sims

Town Seal
or Notes

Table 21: 2021 Monthly Water Consumption by Groups of Customers

MONTH	GROUP	CUSTOMER COUNT	CONSUMPTION TOTAL
1/4/2021	INSTITUTION	9	1900
	COMMERCIAL	13	33,100
	RESIDENTIAL	186	679,097
2/9/2021	INSTITUTION	9	1,290
	COMMERCIAL	13	29,120
	RESIDENTIAL	185	710,872
3/3/2021	INSTITUTION	9	1,710
	COMMERCIAL	13	22,670
	RESIDENTIAL	171	477,659
4/1/2021	INSTITUTION	9	3,330
	COMMERCIAL	14	59,490
	RESIDENTIAL	173	689,934
5/3/2021	INSTITUTION	9	3,670
	COMMERCIAL	14	34,300
	RESIDENTIAL	191	774,741
6/2/2021	INSTITUTION	9	5,910
	COMMERCIAL	14	42,600
	RESIDENTIAL	188	897,035
7/6/2021	INSTITUTION	9	6,200
	COMMERCIAL	14	40,660
	RESIDENTIAL	182	852,135
8/2/2021	INSTITUTION	9	8,360
	COMMERCIAL	15	40,190
	RESIDENTIAL	191	707,847
9/3/2021	INSTITUTION	9	12,580
	COMMERCIAL	15	37,270
	RESIDENTIAL	184	830,430
10/5/2021	INSTITUTION	9	9,170
	COMMERCIAL	15	73,120
	RESIDENTIAL	185	816,110
11/3/2021	INSTITUTION	9	10,830
	COMMERCIAL	15	47,830
	RESIDENTIAL	186	708,627
12/2/2021	INSTITUTION	9	11,000
	COMMERCIAL	15	31,160
	RESIDENTIAL	196	660,762

Source: *Town of Sims Annual Water Supply Report*

Water consumption typically varies on a seasonal basis. The table above shows fluctuation in customers each month, but, by the end of the year, it shows an increase, especially in residential customers. The 2021 Local Water Supply Plan (LWSP) report indicates that the system added 1,043 lineal feet of new lines by the end of 2021. The LWSP also shows connections by the end of 2021 to be 244, which is 60 additional connections over the 2020 report. By far, most of the increase in connections is from new residential customers. The reports for the last two years show that the oldest meters in the system to be 26 to 27 years old and only 5 and 6 meters were replaced in each of those years. The Town is considering an automatic meter reading system (AMR) and requiring new and replacement meters to be AMR compatible.

Public Safety: The **Wilson County Sheriff's Department** provides law enforcement coverage for the Town. The Town is located in the Sheriff's 3rd District. The Town provides an office in the Community Center for a substation where the Patrol Sergeant assigned to the Town can meet with individuals or do reports, but the patrolling deputies generally operate out of the Criminal Division of the Office of the Sheriff at County headquarters (located at 2001 Miller Rd. in South Wilson) and patrol in cars or motorcycles.

The **court system** for Wilson County is located in the Courthouse in downtown Wilson and is part of the Prosecutorial District 8, Superior Court District 7BC, and District Court District 7 within the North Carolina Court System.

The **Sims Volunteer Fire Department** was incorporated in July of 1979 and is located on US 264 Alternate just east of the Town's limits. The Fire Department provides emergency services for the town of Sims and the surrounding areas of Wilson Co. and nearby Nash Co. The Fire Department currently houses 5 apparatus, including 1 engine, 1 tanker, 1 pumper, 1 brush unit, and a squad unit.

The **Wilson County Emergency Medical Services** provides emergency paramedic level care and transportation for all of Wilson County including all of the municipalities.

The **Wilson County Animal Control** enforcement staff operate from the County's Animal Shelter located at 4001 Airport Road and provide animal control enforcement for all the county and its municipalities.

Public Health and Hospitals: The **Wilson County Health Department** provides a variety of health and mental health services to all the residents of the county and its municipalities. The Health Department services include the following:

- Clinical Services – including primary care, communicable diseases, immunizations, family planning, social work, educational services, maternity and post-partum care, Wilson Area School health clinic, breast and cervical cancer control program, and child health services.
- Environmental Health – including children's environmental health, cemetery, fee schedules, food protection, on-site wastewater, on-site water supply, and tattoo and swimming pools.
- Women, Infants, & Children (WIC) Program
- Reports and Community Resources – including State of the County Health (2017, latest) and the Community Health Needs Assessment (2019, latest).

The **Wilson Medical Center of NC** provides general medical and surgical facility for the residents of the greater Wilson County area. It is located at 1705 Tarboro St. in Wilson. It is part of the Duke LifePoint Healthcare system and the Duke University Health System, which provides resources. Wilson Medical Center is classified as a short-term acute care hospital with a wide variety of medical and clinical services and has 294 staffed beds. It has been undergoing a four-phase renovation program to improve the physical facilities as well as medical services.

Public Education: The Town of Sims and surrounding ETJ area is located in the **Rock Ridge Elementary School District** within the Wilson County School System. The students also attend **Springfield Middle School** and **Hunt High School**. In addition, after high school graduation, students of all ages have access to Wilson Community College, located in the City of Wilson, with its academic, career training, and continuing education programs. Numerous public and private colleges are available to students of

this area including Barton College (Wilson), East Carolina University (Greenville), and a host of colleges and universities in the greater Raleigh area.

Libraries: Wilson County Library, located at 249 Nash Street W., in Wilson, has 5 branch libraries located in Wilson, Lucama, Elm City, Black Creek, and Stantonsburg.

Airports: The NC Dept. of Transportation - Division of Aviation's website identifies several "Publicly Owned General Airports" and three "Passenger Service Airports" within reasonable driving distance. The closest Publicly Owned General Airport is the Wilson Municipal Airport (WO3) on Airport Dr. off of Airport Blvd. in Wilson. Other Publicly Owned General Airports are: Rocky Mount-Wilson Regional Airport (RWI), Johnston Co. Airport (JNX), and Wayne Executive Jetport (GWW). The closest Passenger Service Airports are: Raleigh-Durham International Airport (RDU), Fayetteville Regional Airport (FAY), and Pitt-Greenville Airport (PGV).

PART 5: Transportation

Like community facilities and services, the means of getting around to places is very important to the quality of life of any community. That would include the street system for vehicles, but also include a sidewalk system for healthy and active exercise and transport to convenient services, shops, or recreation. Transportation planning in recent years has brought more attention to pedestrian trails, designated bicycle paths, and public transit facilities to the overall community's transportation system.

Community's Street System: The Town of Sims has 1.08 miles of municipal streets it maintains and participates in the Powell Bill Fund or "State Street-Aid" program. The Town receives two installments of funds from NC Department of Transportation's State Highway Fund "for the purpose of maintaining, repairing, constructing, reconstructing or widening of any street or public thoroughfare including bridges, drainage, curb and gutter, and other necessary appurtenances within the corporate limits of the municipality or for meeting the municipality's proportionate share of assessments levied for such purposes, or for the planning, construction and maintenance of bikeways, greenways or sidewalks." N.C.G.S. 136-41.3

The Town's participation includes an annual certification of the municipal streets maintained with both a map and listing of streets and an expenditure report of the State

funds received. On the following page is **Figure 6: Town of Sims 2021 Powell Bill Certified Map** (on following page), which shows all the Town's maintained streets as of July 16, 2021. The funds are typically used for street patching or re-paving and some drainage culvert repairs where needed. The only sidewalks are small sections located in the 6400 block of Main Street.

Most of the **roads and streets outside the Town's limits within the Extraterritorial Jurisdiction (ETJ)** are maintained by NC Department of Transportation (NCDOT), which were either constructed by NCDOT or constructed by developers using NCDOT's standards and specifications and turned over to NCDOT once street construction and housing requirements have been met. The **main secondary collectors or arterial roads in the Town's ETJ**, as shown on the figures and maps in the Plan, are the eastern and western portions of US 264-Alt (aka Raleigh Road Parkway), Green Pond Road, Rock Ridge Sims Road, Sims School Road, Bruce Road, Flat Rock Road, Old Davis Road, Crushed Stone Road, and Winborne Road.

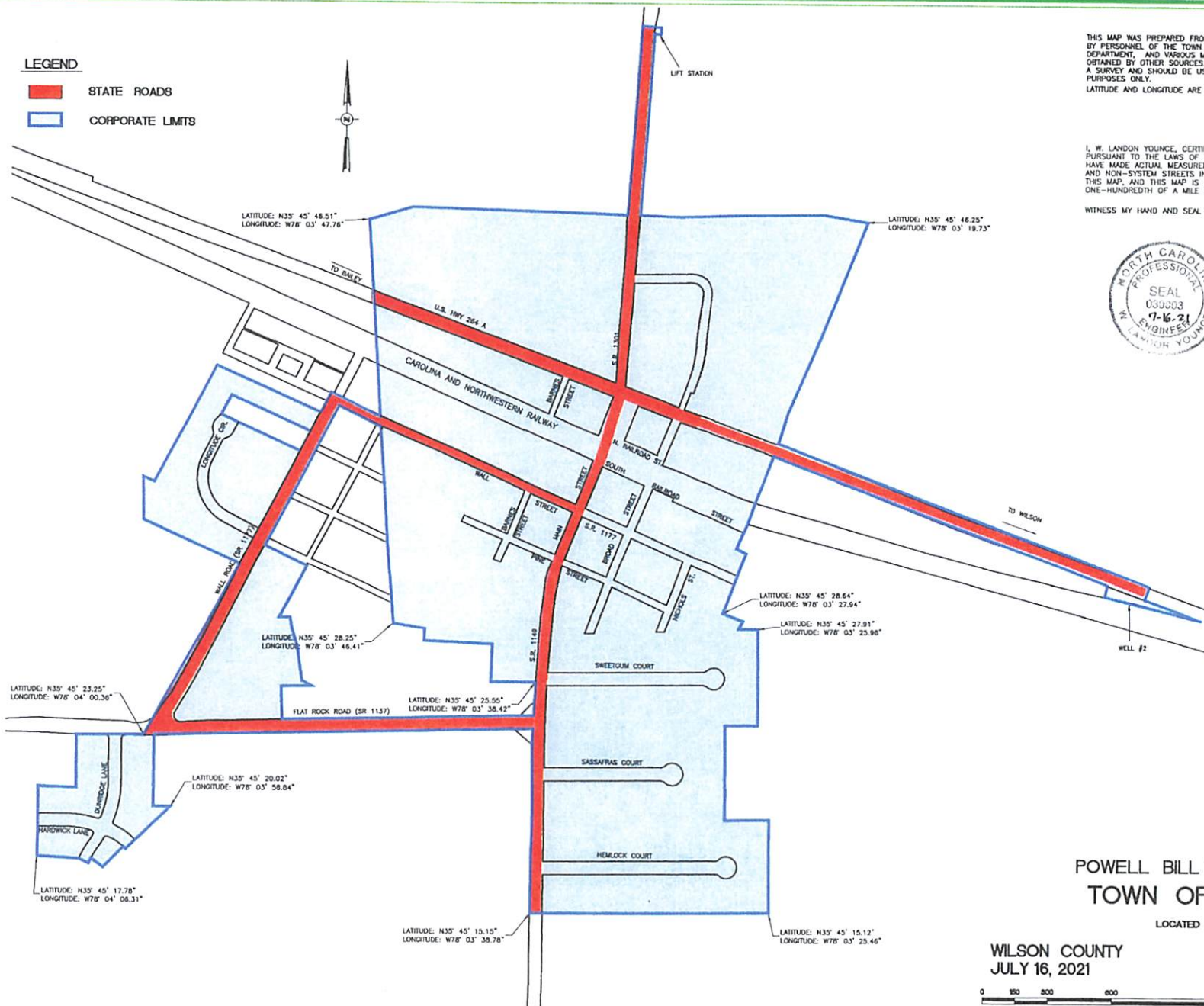
Figure 7: NCDOT Highway Maintenance Improvement Program Map (following Figure 6: Town of Sims 2021 Powell Bill map) shows the maintenance status of key highway roads within the Sims ETJ boundary. As indicated, they are all shown in the **"Preservation" status** for both 2022 and 2024 programs. The NCDOT Transportation Improvement Plan (TIP) plans to "rehabilitate" pavement on both Main Street and US 264-Alt (Raleigh Road Parkway) within Town limits over the next several years.

Figure 8: NCDOT Annual Average Daily Traffic and Capacity Map (following Figure 7: NCDOT Highway Maintenance Improvement Program map) provides the annual average daily traffic counts (is total volume of vehicle traffic on a highway or road for a year divided by 365 days) for select locations on the NCDOT maintained roads within the Town and the town's ETJ. The highest count is on US 264-Alt east of Town limits at 4700, which is the gateway into and from Sims to/from Exit 36 off US 264 and to/from Wilson via Raleigh Road Parkway. From the center of town west, north or south the traffic volume is divided and disbursed. Low AADT counts around the Town of Sims indicates that the highways within the jurisdiction are well below capacity and have no need for improvements currently.

LEGEND

STATE ROADS

CORPORATE LIMITS



THIS MAP WAS PREPARED FROM INFORMATION PROVIDED BY PERSONNEL OF THE TOWN OF SIMS PUBLIC WORKS DEPARTMENT, AND VARIOUS MAPS AND DRAWINGS OBTAINED BY OTHER SOURCES. IT DOES NOT REPRESENT A SURVEY AND SHOULD BE USED FOR GENERAL REFERENCE PURPOSES ONLY.

LATITUDE AND LONGITUDE ARE TO NAD 83 COORDINATE SYSTEM

I, W. LONDON YOUNCE, CERTIFY THAT I AM A PROFESSIONAL ENGINEER PURSUANT TO THE LAWS OF THE STATE OF NORTH CAROLINA, THAT I HAVE MADE ACTUAL MEASUREMENTS AND EXAMINATIONS OF ALL SYSTEM AND NON-SYSTEM STREETS IN THE TOWN OF SIMS AS SHOWN ON THIS MAP, AND THIS MAP IS CORRECT WITHIN A POSSIBLE ERROR OF ONE-HUNDREDTH OF A MILE PER MILE.

WITNESS MY HAND AND SEAL THIS 16th DAY OF JULY, 2021




PROFESSIONAL ENGINEER

POWELL BILL BASE MAP
TOWN OF SIMS

LOCATED IN

WILSON COUNTY
JULY 16, 2021

NORTH CAROLINA
SCALE: 1" = 300'



GREEN ENGINEERING

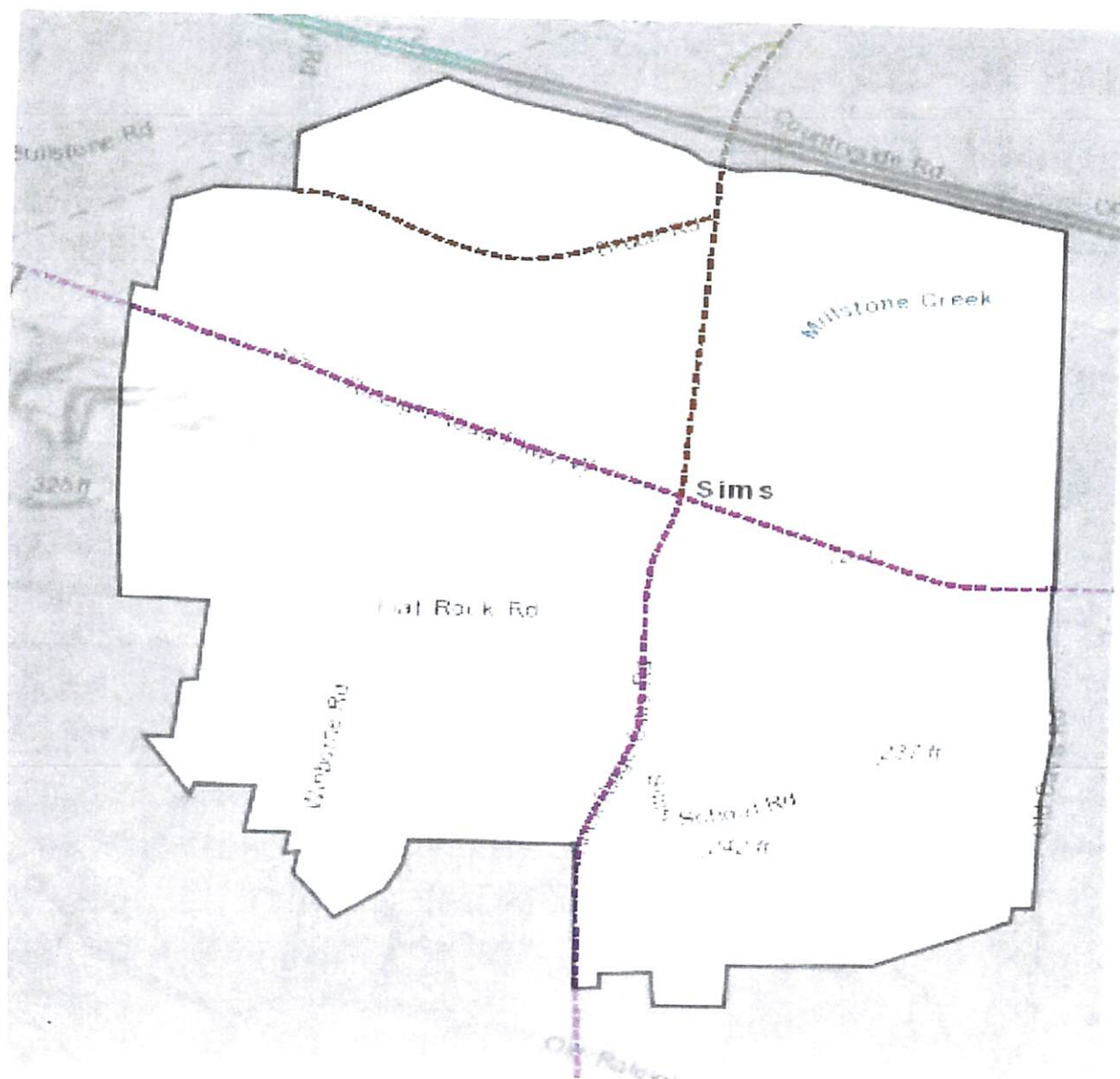
NC FIRM LICENSE: P-0115

WATER, WASTEWATER, SURVEYING, PLANNING, PROJECT MANAGEMENT
303 E. GOLDBORO ST., P.O. BOX 609 WILSON, N.C. 27893
TEL. (252) 237-5365 FAX (252) 243-7489 office@greeneng.com

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Engineering
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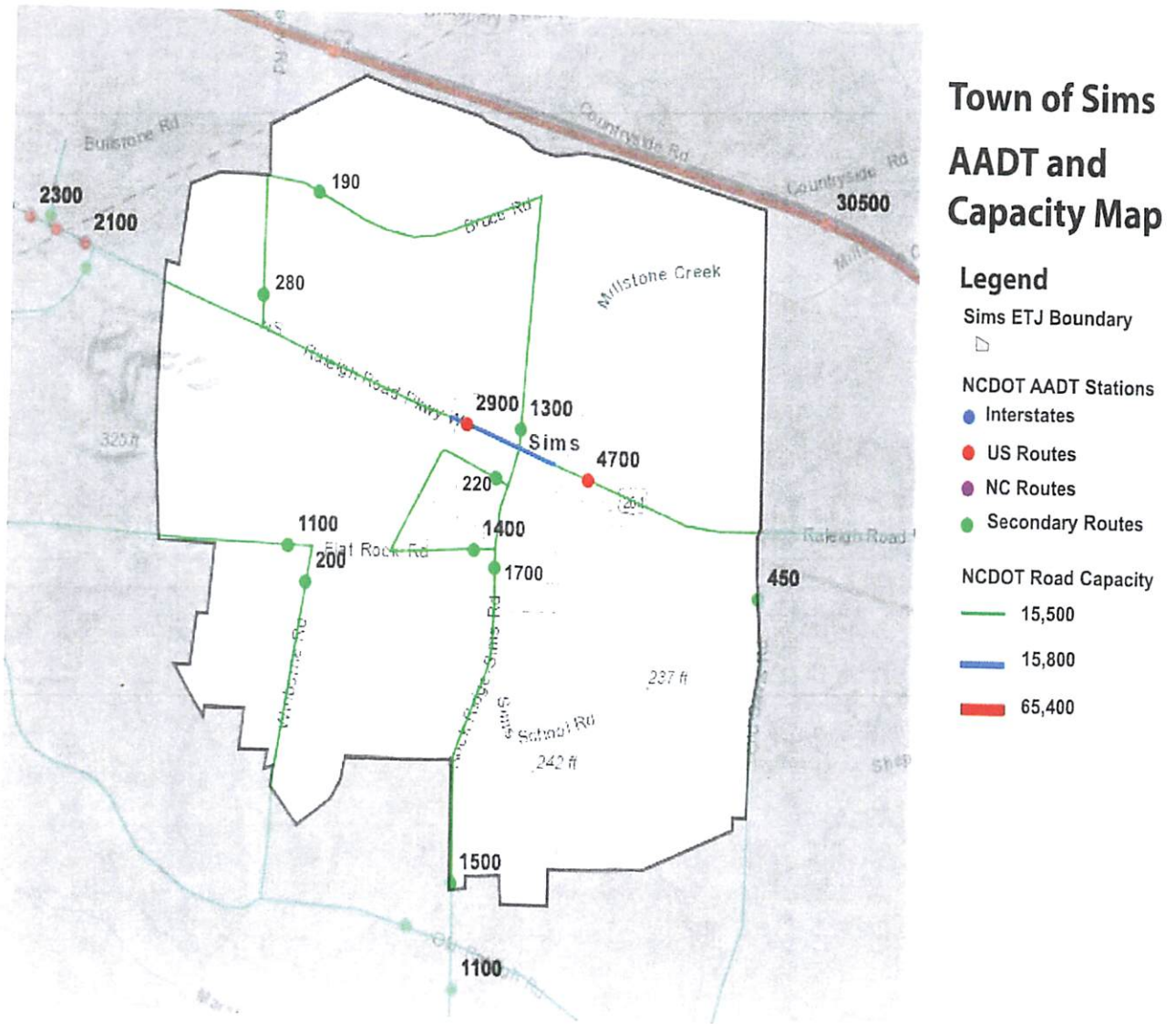
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Figure 7: NCDOT Highway Maintenance Improvement Program Map



NCDOT HMIP 2022
--- Preservation
— Resurfacing
— Rehabilitation
NCDOT HMIP 2024

Figure 8: NCDOT Annual Average Daily Traffic and Capacity Map



Wilson County Comprehensive Transportation Plan: The thoroughfare plan approach to planning for road improvements began in the 1950's and was focused on the highway network and driven by the NC Department of Transportation personnel. To reflect the desire to expand transportation planning options in North Carolina, the North Carolina General Assembly amended the state transportation planning law in 2001 [NCGS 136-66.2]. This amendment replaced the thoroughfare plan requirement with the multi-modal Comprehensive Transportation Plan.

The **Comprehensive Transportation Plan (CTP)** is a multi-modal plan that identifies the existing and future transportation system, including highways, public transportation, rail, bicycle, and pedestrian facilities needed to serve the current and anticipated travel demand. The CTP process has additional emphasis on being environmentally and community friendly. It strengthens the connections between an area's transportation plan, adopted local land development plan, and community vision.

The **Wilson County Comprehensive Transportation Plan** was a joint effort between Wilson County, the City of Wilson, and Towns of Black Creek, Elm City, Lucama, Saratoga, Kenly, Sims, and Stantonsburg, the Upper Coastal Plain RPO, and NCDOT. The CTP was adopted by Wilson County on August 1, 2011, the City of Wilson on September 15, 2011, and the Towns of Black Creek (August 9, 2011), Elm City (August 9, 2011), Lucama (August 1, 2011), Saratoga (August 3, 2011), Kenly (September 12, 2011), Sims (August 1, 2011) and Stantonsburg (September 8, 2011). It was endorsed by the Upper Coastal Plain RPO on September 14, 2011, and mutually adopted by NCDOT on October 7, 2011.

The Wilson County CTP stated purpose is: "To work with the County of Wilson, the City of Wilson, and the Towns of Black Creek, Elm City, Lucama, Saratoga, Kenly, Sharpsburg, Sims, and Stantonsburg to analyze all forms of transportation utilized within these areas and develop a Comprehensive Transportation Plan to act as a guide for all future modal travel needs and recommendations."

Source: *NCDOT Website and Wilson County Comprehensive Transportation Plan*

Upper Coastal Plain Rural Planning Organization (RPO): In July 2000, the General Assembly established **Rural Transportation Planning Organizations (RPO)** through Senate Bill 1195 in order to provide rural areas the same transportation planning approach as Metropolitan Planning Organizations. The purpose of these organizations is to work cooperatively collectively at the local government level with NC Department of Transportation (NCDOT) to plan rural transportation systems and to advise the NCDOT on rural transportation policy. The Upper Coastal Plain RPO region consists of Edgecombe, Johnston, Nash, and Wilson Counties and their municipalities under 50,000 population.

The **Upper Coastal Plain RPO** was formed by the counties of **Edgecombe, Johnston, Nash, and Wilson** by way of a Memorandum of Understanding signed on November 25, 2002. The Memorandum committed the counties and municipalities to a Planning Work Program, which prescribed various tasks and organizational structure. A lead planning agency with the adequate work space, administrative support, and trained staff for the region was also a requirement. The current lead planning agency is Nash County.

The local government involvement includes the regular (open to public) meetings of the **Rural Transportation Advisory Committee (RTAC)**, which serves as the decision-making body for the RPO. It is comprised of one county commissioner from each county, one elected official from each municipality, one member from the North Carolina Board of Transportation, the Division Administrator from the Federal Highway Administration, or his representative, which will serve as an advisory and non-voting member, and a representative of the Rocky Mount Urban Area MPO, as ex officio.

The **Rural Technical Coordinating Committee (RTCC)** is responsible for supervision, guidance, and coordination of the transportation planning process for the RPO and for making staff-level recommendations to the respective local, state, and federal government agencies and the Rural Transportation Advisory Committee regarding any actions relating to continuing the transportation planning process. Membership of the RTCC consists of, but is not limited to, key staff from the representative counties, municipalities, NCDOT Highway Division 4 Engineer (or designee), and a NCDOT representative.

One of the core duties of any Rural Transportation Planning Organization is the identification and prioritization of projects for consideration in the NC Department of Transportation's **Transportation Improvement Program (TIP)**. *The State's TIP document is a summary of the transportation projects across all modes that are either underway, in the project development process, or planned for implementation in the next 10 years.*

The **Strategic Transportation Investment program** allows the Upper Coastal Plain RPO to also perform special transportation studies in order to evaluate

transportation needs (of any transportation mode) of a member community outside, but in conjunction with the normal Comprehensive Transportation Plan.

The Town of Sims has been participating as an active member of the **Rural Transportation Advisory Committee (RTAC)** as an advocate for transportation needs of the Sims area as well as cooperative effort for the entire four county region. The Town has been working closely with NCDOT Division 4, District 2 Engineer on subdivision roads, drainage, and has requested a traffic study in regards to the town's flashing light at the intersection of US 264-Alt and Main St/Green Pond Road. The request is being processed by the District Engineer's office. The Town's officials and the District Engineer have discussed cooperative arrangements for drainage and pedestrian safety along US 264-Alt on the eastern side of the downtown area and the possibility of the use of Transportation Alternatives Program (TAP) funds to assist with the construction of sidewalks.

PART 6: Environmental and Natural Resources

The following represent elements of the environmental and natural resources to create a framework for preservation of sensitive natural areas, working lands and ecological systems in concert with future development of the Sims' Planning Area. Not only are some of these feature's constraints to new development, but also, by preserving these features, the community will help to sustain air and water resources and contribute to the health and quality of life of Sims' area residents. Additionally, these elements and their preservation are part of the natural character that defines Sims' Planning Area's identity. This Part represents inventory of natural resources including wetlands, topography, streams and associated floodplains and land used for agriculture, which provide beautiful scenery, clean air and water, locally-produced food, recreational opportunities, and wildlife habitat.

Physiology and Topography: Wilson County is located on the border of the Piedmont and the Coastal Plain of North Carolina. The land area is 374 square miles. As with many eastern NC counties, there is an abundance of floodplain and swampland. It is generally level, with a few rolling hills located in the northwestern portion. Soils are designated as "prime" for farming, as evidenced by its rich tobacco history. Wilson

County has a moderate climate, with a monthly mean temperature of 60.1 degrees Fahrenheit. Average annual rainfall is approximately 47 inches.

Sources: *Wilson County Comprehensive Plan*

The Town of Sims is located near the western edge of Wilson County only 1.6 miles from Nash County border (measured from Town Hall) and is west of the City of Wilson. Wilson County, along with neighboring counties, is located at the western end of the inner or western portion of the coastal plain of Eastern North Carolina. The inner coastal plain is known for its terraces and rich, sandy soils, which provided this part of Eastern North Carolina prime farmland.

US Geological Survey Topo Map Figure 9: You will notice the benchmark elevation designated for center of Sims is 202 feet above sea level. If one follows the 200 feet contour line, it will show that it outlines a shallow basin of the two branches of the Millstone Creek, which surrounds the Town on three sides; thus, most of the area around the Town is 200-to-210 ft. elevation.

This topography goes along with and confirms the physiology description of the area of the County as few and gently rolling slopes and hills. As one notices, the terrain rises gradually from the US 264-Alternate intersection with East Main south and southeast to higher elevations out to Winborne Rd. just south of Flat Rock Rd. to a peak of 240 feet.

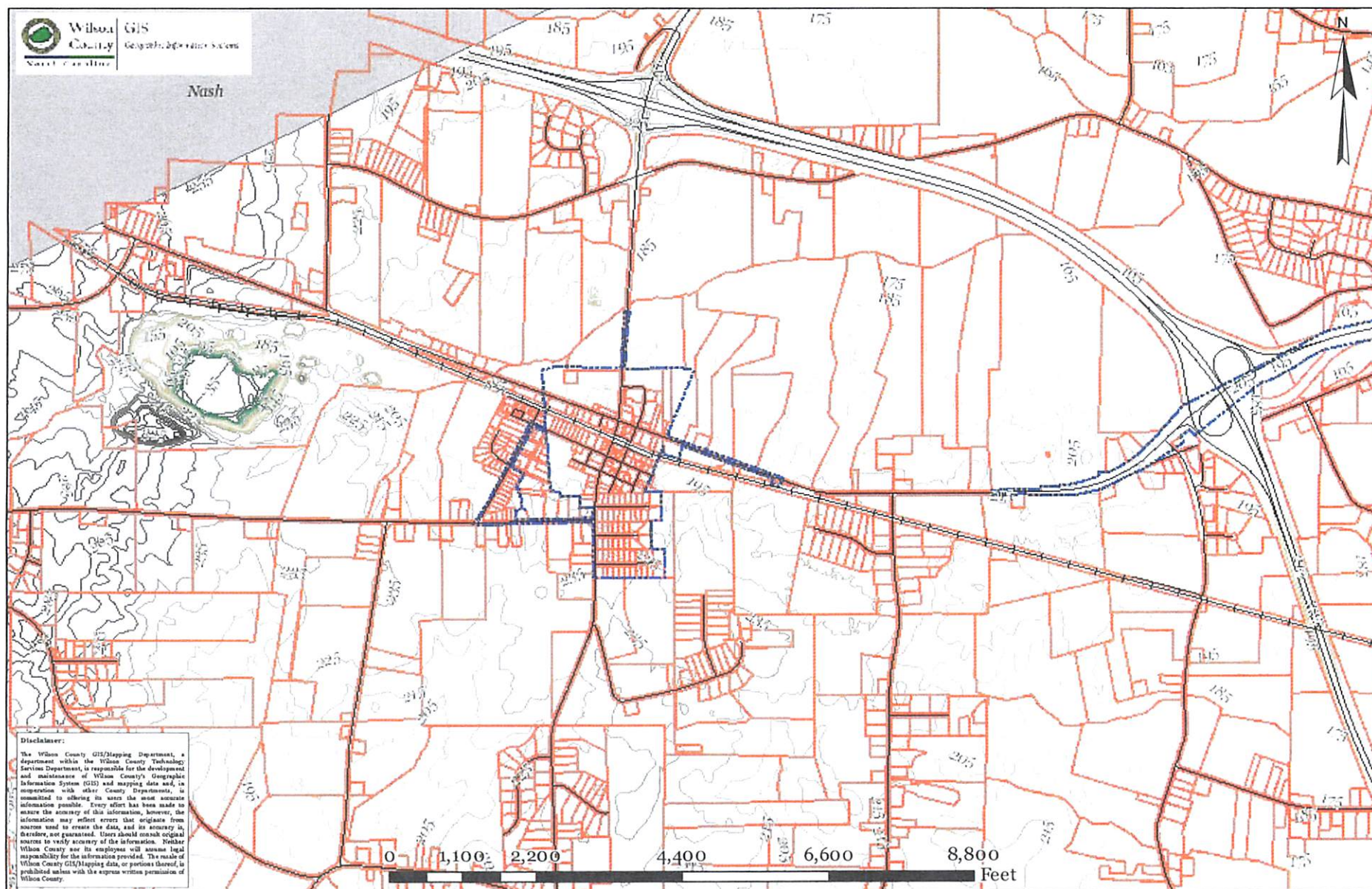
Source: *U.S. Geological Survey*

Soils: The “**Sims and ETJ Soils Map**”- **Figure 10** shows the soil types within the Town’s entire Extraterritorial Jurisdiction planning area along with the map legend and soil types chart on the third page of the figure shows the soil types in alphabetical order along with approximate area in acreage as well as percentage of the total area.

Of the 20 soil types found in this area, five (5) most notable soil types comprised nearly 71% of the acreage of Sims and its ETJ. They are the following:

- **Bb, Bibb Loam** – as seen along the two branches of the Millstone Creek basin and the tributaries of the Little Swamp Creek. It comprises **approximately 17.2%**

Sims Area Topography

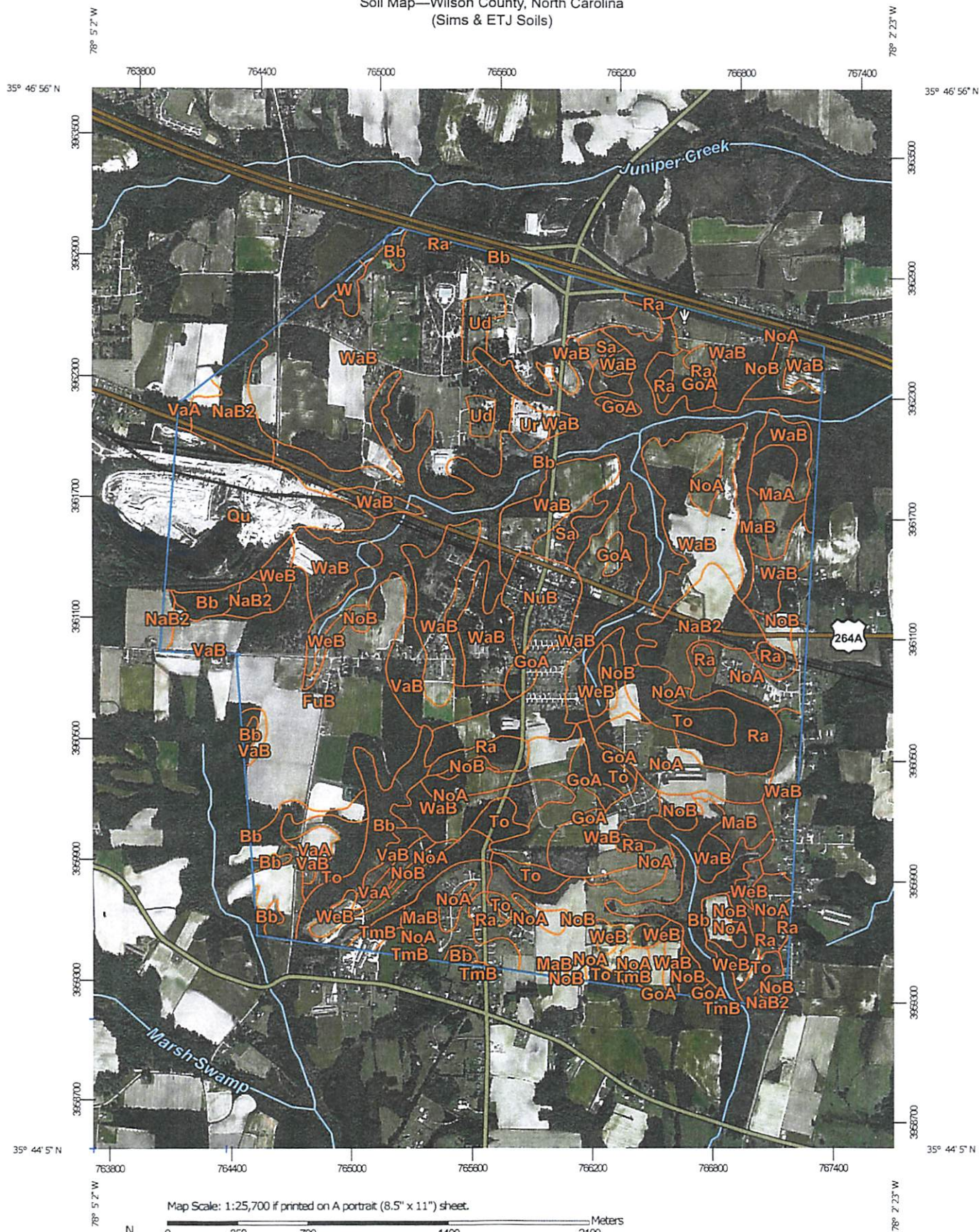


Owner: Name1
 PIN: PIN
 Deed Reference: DeedRef
 Deed Acres: DeedAcres

☐ Rail Roads ☐ Municipal Boundaries
☐ Contours ☐ Tax Parcels

March 16, 2020

Soil Map—Wilson County, North Carolina
(Sims & ETJ Soils)



Map Unit Legend

Map Unit Symbol	Map Unit Name	Acres in AOI	Percent of AOI
Bb	Bibb loam, 0 to 2 percent slopes, frequently flooded	428.1	17.2%
FuB	Fuquay loamy sand, 0 to 6 percent slopes	193.5	7.8%
GoA	Goldsboro sandy loam, 0 to 2 percent slopes	46.9	1.9%
MaA	Marlboro loamy sand, 0 to 2 percent slopes	22.8	0.9%
MaB	Marlboro loamy sand, 2 to 5 percent slopes	57.4	2.3%
NaB2	Nankin sandy loam, 2 to 8 percent slopes, moderately eroded	89.4	3.6%
NoA	Norfolk loamy sand, 0 to 2 percent slopes	191.0	7.7%
NoB	Norfolk loamy sand, 2 to 6 percent slopes	149.5	6.0%
NuB	Norfolk-Urban land complex, 0 to 6 percent slopes	32.7	1.3%
Qu	Pits, quarry	112.3	4.5%
Ra	Rains sandy loam, 0 to 2 percent slopes	75.8	3.0%
Sa	Stallings fine sandy loam, 0 to 2 percent slopes	19.6	0.8%
TmB	Tatum loam, 2 to 6 percent slopes	8.1	0.3%
To	Tolsnot loam, 0 to 2 percent slopes	87.3	3.5%
Ud	Udorthents, loamy	16.7	0.7%
Ur	Urban land	9.5	0.4%
VaA	Varina loamy sand, 0 to 2 percent slopes	17.0	0.7%
VaB	Varina loamy sand, 2 to 6 percent slopes	77.0	3.1%
W	Water	8.1	0.3%
WaB	Wagram loamy sand, 0 to 6 percent slopes	799.7	32.2%
WeB	Wedowee coarse sandy loam, 2 to 6 percent slopes	43.4	1.7%
Totals for Area of Interest		2,485.8	100.0%

of the total area. Bibb Loam is typically very deep, poorly drained, and moderately permeable soils. They are commonly flooded and water runs off the surface very slowly. Most of the Bibb soils is woodland or shrub. *This soil is poorly suited for urban or recreational uses because of flooding and wetness.*

- **FuB, Fuquay Loamy Sand** – is located in a relatively large area of the southeast corner of the Town's Extraterritorial Jurisdiction south of Flat Rock Road. It consists of **approximately 7.8% of the total acreage**. Fuquay soil is used mostly as cropland (typically tobacco, corn, soybeans, sweet potatoes, small grains, and pasture) and its thick sandy surface layer is susceptible to wind erosion drought conditions; thus, crop residue management is necessary to control erosion. This soil is *not only suited to farming, it also suited to most urban and recreational uses.*
- **NoA and NoB, Norfolk Loamy Sand** – these two soil types are very similar in characteristics and properties and are scattered throughout the ETJ area outside of the town limits. The two combined consist of **approximately 13.7% of the total acreage**. Both consist of typically a 6-inch surface layer of brown loamy sand and both are well drained. The difference is the NoA will usually be found in broad areas between streams with 0 to 2 percent slopes. The NoB soil is found on slightly rounded ridges and side slopes with 2 to 6 percent slopes. These Norfolk soils are *used mainly for croplands but are suited or well suited to urban and recreational uses with wetness as a limitation.*
- **WaB, Wagram Loamy Sand** – this soil type is also scattered throughout the ETJ area outside of the Town's limits on 0-to-6 percent slopes, but it is noteworthy to mention this soil type occupies much of the area immediately surrounding the town limits. The Wagram loamy sand consist of **approximately 32.2% of the total acreage**, by far the largest amount of all the soil types in this area. This brown loamy sand usually consists of the top 7 inches of the soil surface with most areas being irregular shape and only 10 to 50 acres each, but it is noted that several areas around the Town of Sims are more than 300 acres or more.

Source: *Soil Survey of Wilson County, NC, USDA-Soil Conservation Service*

Agriculture: Agricultural land means land that is part of a farm unit actively engaged in the commercial production or growing of crops, plants or animals under a sound

management program. Agricultural land includes woodland and wasteland and may consist of more than one tract of agricultural land, but at least one of the tracts must meet the requirements. The requirements include minimum tract sizes, minimum average gross income for three years, and ownership.

Source: *Wilson County website -Tax Department, Agriculture*

Agriculture is an important industry and way of life in Wilson County. The County was the “King of Tobacco” in the 1920’s because the soils and climate were good. Due to the change in the compensation system in recent years and other trends since those good times, tobacco has diminished somewhat in production and other crops and agricultural production have begun to take its place. According to North Carolina Agricultural Dept., in 2018, Wilson County ranked 3rd in the state in cash receipts (\$31,537,000) and ranked 2nd in the state in cash receipts (\$52,883,000) for vegetables/fruits/nuts category and all other crops do well at \$29,767,000. Agricultural production is still an important industry in the County as evidenced by a study the County Board of Commissioners agreed to undertake and participate in.

The **Wilson County Agricultural Development Plan** was published in December 2017 as an outgrowth of a grant awarded to the University of Mount Olive Agribusiness Center by the North Carolina Department of Agriculture and Consumer Services Agricultural Development and Farmland Preservation Trust Fund (ADFP). The Wilson County Agricultural Development Plan, based on information provided by farmers, agribusiness leaders and non-farm residents through personal interviews and surveys, provides six proposed recommendations and action steps, which were developed to provide a guide for protecting and enhancing agriculture in Wilson County. Among the recommendations are:

1. Revitalize efforts to activate the Voluntary Ag District Program and develop, adopt and implement Enhanced Voluntary Agricultural District (EVAD) programs,
2. Assist with farm transitioning planning, and 3) develop technical, business and marketing training for the maintenance and expansion of agriculture in the County.

Source: *Wilson County Agricultural Development Plan*

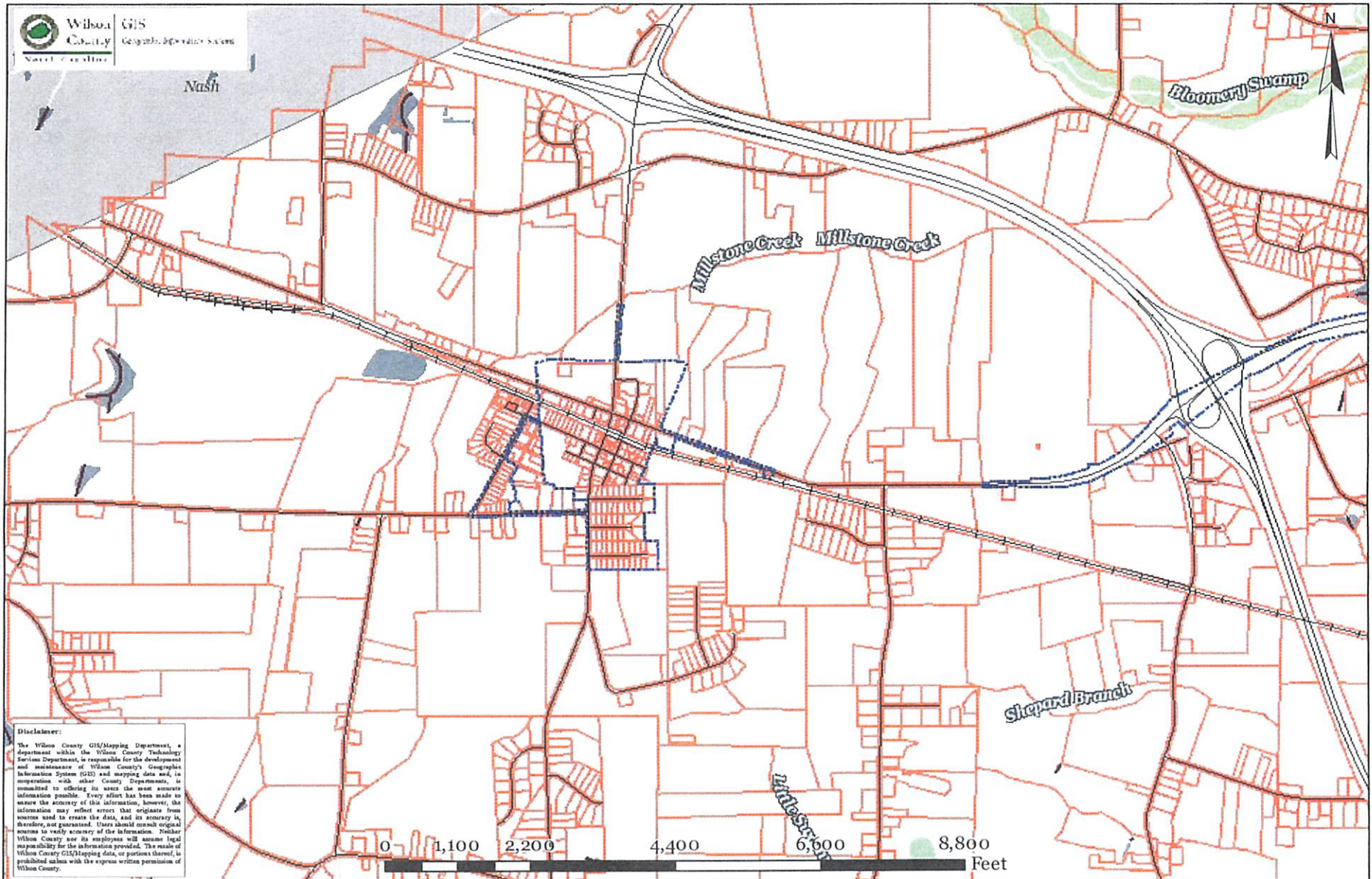
According to Wilson County tax records for **active farmland within Sims' Extraterritorial Jurisdiction (ETJ)** there are approximately 1,385 acres in agricultural production. The Fuquay loamy sand, Norfolk loamy sand, and Wagram loamy sand soils for this area does suggest that the conditions for farming around the Town has been and still remains fertile. The **Existing Land Use Map, Figure 14**, shows the location of agricultural fields in the Sims ETJ. **The farms within the ETJ grow: soybeans (planted May 20 to June 30), sweet potatoes (planted April to June), a small amount of corn (planted late March to early May), tobacco (planted early April), winter wheat and rye (planted late October to mid-November) and raise cattle.** These are the cash crops of today, but many years ago cotton was grown on these fields.

There has been a nationwide trend over the last several decades in the reduction of the number of farms. North Carolina and Wilson County is no different. The number of farms in North Carolina have decreased in 2005 by 1,000, tops in the nation. The Census of Agriculture, which is completed every five years, shows that Wilson County experienced a decrease in the number of farms and the total amount of land in farms. However, the average farm size has increased. The Sims' ETJ has over 30 farm tracts according to the Wilson County tax records.

Hydrology: **Sims Area USGS Streams and Hydrology Map, Figure 11** (on next page) – shows the “blue line” streams that rise from the Sims ETJ area. The most prominent stream is the Millstone Creek, located north of town limits, which has two branches one of which rises from and along the western side of Town with several tributaries and the other on the eastern side of Town. Both of these branches flow north and ultimately northeast to converge near the northeast corner of the ETJ and flows to Bloomery Swamp Creek.

In the southern area of the ETJ, two creeks flow south – Little Swamp Creek to the southeast corner and a branch of the Marsh Swamp Creek runs out of the southwest corner of the ETJ. All of these creeks eventually flow to and are part of the Contentnea Creek basin.

Sims Area USGS Streams & Hydrology



Owner: Name1
PIN: PIN
Deed Reference: DeedRef
Deed Acres: DeedAcres

March 16, 2020

—+— Rail Roads	□ Municipal Boundaries	USGS Streams	— Canal Ditch	— Artificial Path	USGS Hydrology	■ Reservoir
— Streets	□ Tax Parcels	— Connector	— Stream	■ Lake Pond	■ Swamp Marsh	

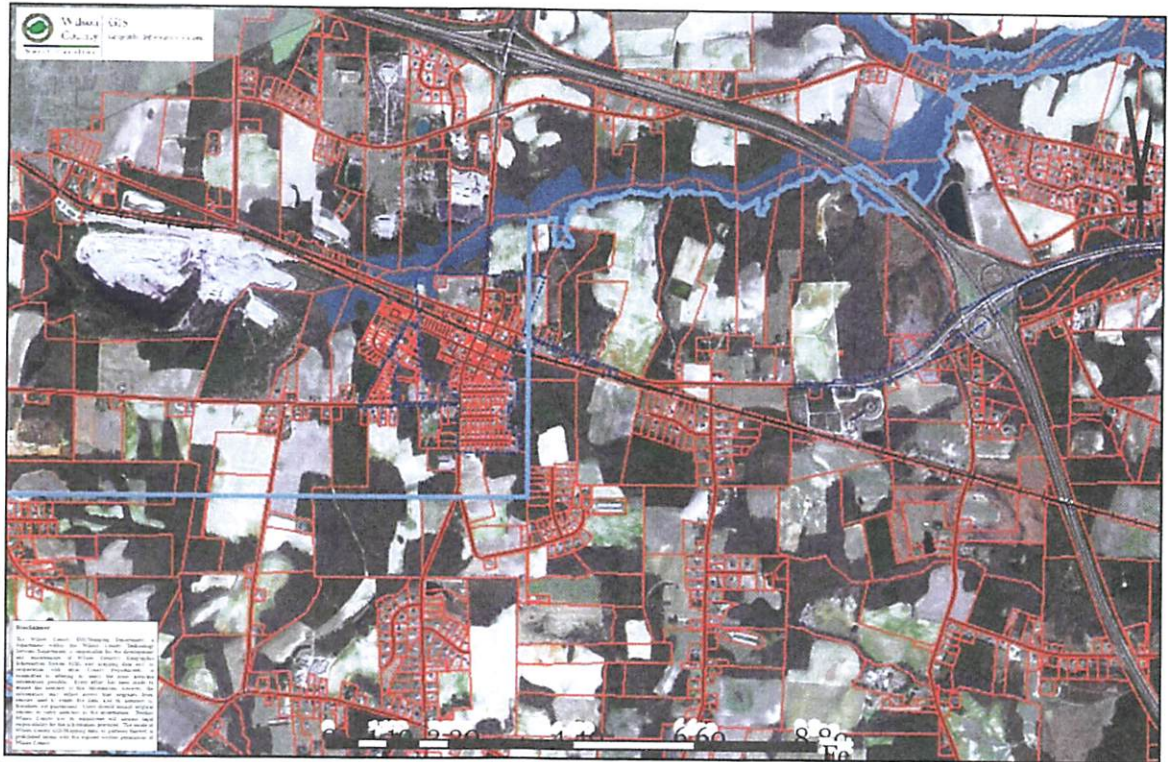
Watersheds and water quality: Wilson County has three water supply watersheds (Toisnot, Contentnea, and Buckhorn Reservoir) that require State mandated measures to protect the water quality of waters needed for water supply. Wilson County has measures in its Watershed Management and Protection Ordinance and its Unified Development Ordinance to help regulate storm drainage and limit the number of impervious surfaces associated with high density development. The Town of Sims and its ETJ is located a mile or two outside of the Contentnea Watershed and, being a small town, is not mandated by the State to have protection provisions within its land use regulations.

Sims Areas Floodplain Map, Figure 12 map shows the only floodplain area in the Town's ETJ as being associated with those parts of the Millstone Creek north and west of the town limits. The NC Division of Emergency Management flood map this flood zone as **AE Zone**, which are "areas subject to inundation by the 1-percent annual chance flood event". The detailed Flood Insurance Rate Map (FIRM) will show the "base flood elevations" along the path of the creek to which the flood waters rise to and spreads within the creek basin. The approximate area shown on the FIRM map of where the water spreads to is called the "non-encroachment area", which is the "portion of the floodplain where construction, placement of fill, or similar alteration of topography may be prohibited by a community due to the effects such development would have on the conveyance of discharge" of flood waters.

Source: *NC Division of Emergency Management and Wilson County GIS website*

The Town has adopted a **Flood Damage Prevention Ordinance** along with Wilson County and other towns within the county in order to participate in the National Flood Insurance Program, which provides flood insurance, and to assist with hazard prevention and planning.

Figure 12: Sims' Area Floodplain Map (Wilson County)



March 17, 2020

Rail Roads Municipal Boundaries **Flood Hazards** 1% Annual Flood Hazard Zone
Streets Tax Parcels 0.2% Annual Flood Hazard Zone Floodway

Sims Area Wetlands Map, Figure 13, shows the location and nature of wetlands within the general area of the Town and its ETJ. As shown, the predominate wetland type in this area is “**Freshwater Forested/Shrub Wetlands**” and the locations tend to follow the basins of the creeks in the area, but also are located in isolated areas of hydric soils.

Source: *National Wetland Inventory, US Fish and Wildlife Service*

“It is important to track and maintain wetlands because they are often home to many plant and animal species. According to the NWI, a recent analysis suggests that 50 percent of North American bird species depend on wetlands across the Country. Currently, **any development that would affect or alter a wetland requires a permit from the United States Army Corps of Engineers**, which would approve the wetland fill. Subdivisions and other major developments must **clearly delineate the wetlands that are on the property.**”



Sims Area Wetlands



March 18, 2020

Wetlands

- | | | |
|--------------------------------|-----------------------------------|----------|
| Estuarine and Marine Deepwater | Freshwater Emergent Wetland | Lake |
| Estuarine and Marine Wetland | Freshwater Forested/Shrub Wetland | Other |
| | Freshwater Pond | Riverine |

This map is for general reference only. The US Fish and Wildlife Service is not responsible for the accuracy or currentness of the base data shown on this map. All wetlands related data should be used in accordance with the layer metadata found on the Wetlands Mapper web site.

National Wetlands Inventory (NWI)
This page was produced by the NWI mapper

Source: *Wilson County Comprehensive Plan, Chapter 9*

Figure 13: Sims Area Wetlands Map

Plants and Animals: The preservation and protection of the Town's area wetlands and forested areas go hand-in-hand with the protection of the endangered plants and animals. The habitats where these species are located should be protected to ensure their survival in the future. Areas within both the ETJ and the County where

these species are commonly found should be documented, and policies to protect and preserve the land that they live on should become a priority. This is one of the priorities of the County as stated in its Comprehensive Plan. Biodiversity is not only essential for human existence, but it also provides an intrinsic value on its own because it provides the fundamental building blocks that enable a healthy and balanced environment in order to produce goods and services fundamental to our health.

The best list of endangered plants and animals is generated by the U.S. Fish and Wildlife Service. The following **Table 22** lists the threatened or endangered plant, animal, fish, and shellfish species known to be in Wilson County:

Table 22: Threatened Fish and Wildlife

Common Name	Federal Status
Alani (several sub-species) (plant)	Endangered
Aleutian shield fern (plant)	Endangered
Amargosa niterwort (plant)	Endangered
American chaffseed (plant)	Endangered
American hart's-tongue fern (plant)	Threatened
Antioch Dunes evening-primrose (plant)	Endangered
Apalachicola rosemary (plant)	Endangered
Carolina madtom (fish)	Proposed Endangered
Dwarf wedgemussel (clam)	Endangered
Yellow lance (clam)	Threatened
Atlantic pigtoe (clam)	Proposed Threatened
Tar River spinymussel (clam)	Endangered
Neuse River waterdog (Amphibian)	Proposed Threatened
Red-cockaded woodpecker (bird)	Endangered

Source: *US Fish and Wildlife*

PART 7: Appearance, Identity, and Design

The foundation of a community's appearance and character is determined by its history, especially its economic development history, and the agricultural and natural resources surrounding it. The appearance of a community displays the pride and character of the community, which is easy to display during prosperous times, but tends to suffer during slower or stagnant economic times. In addition, for smaller communities, it is more difficult to set appearance and design standards, devote resources to appearance projects, and to enforce the few nuisance or code standards it has.

Character and Identity: As discussed in the Town History chapter, the combination of agriculture and the Norfolk-Southern Railroad helped the Town and surrounding area to prosper and grow from its incorporation in 1923 to the 1970's. The development and preservation of homes and businesses around the railroad stop within its small core area during this period and the surrounding agricultural fields defined its character and identity even today.

The completion of US 264 interstate quality highway (bypass) with two exits for the Town, the growth of the Raleigh Road Parkway area of the City of Wilson and I-95 interchange, the addition of the Town's sewer collection system in 2002, and with its regional location has fueled new residential development around the periphery of the town limits; thus, bringing not only physical change, but also a new perspective on identity and appearance.

Part of the charm and character of the core area of the Downtown and Heritage Neighborhoods are some of the older commercial and residential structures, which were built during early and prosperous years. In most instances, the original architecture has been preserved. The NC Division of Historical Resources (Dept. of Natural & Cultural Resources) has performed archives and site surveys of structures within the Sims and surrounding area. Historical Resources website shows several structures to have been "surveyed" and recorded as having potential for contributing to a historic district. Two "boldface" symbols show multiple structures in two locations along Main Street as being potential contributors. Also, several residential structures at the eastern edge of the Town's ETJ boundary and US 264-Alt were identified surveyed as well.

Appearance: As discussed in Chapter 4 under Issues, Considerations, and Policies, the Land Use Plan Advisory Committee discussed the concept that community appearance is an important display of pride and needs to be nurtured by the community. The Town had recently taken photos (for decoration of Town Hall) of structures that represent the town, its character, and its pride. Much of the Extraterritorial Jurisdiction provides a natural and picturesque setting around the town.

US 264-Alt. as the main thoroughfare through Town provides the two primary gateways (east/west) into and out of town. Green Pond Rd. (north) and Main St./Rock

Ridge Sims Rd. provide the other two gateways. These gateways were discussed by the Land Use Plan Advisory Committee as an important sense of impression of the town by visitors or those passing through.

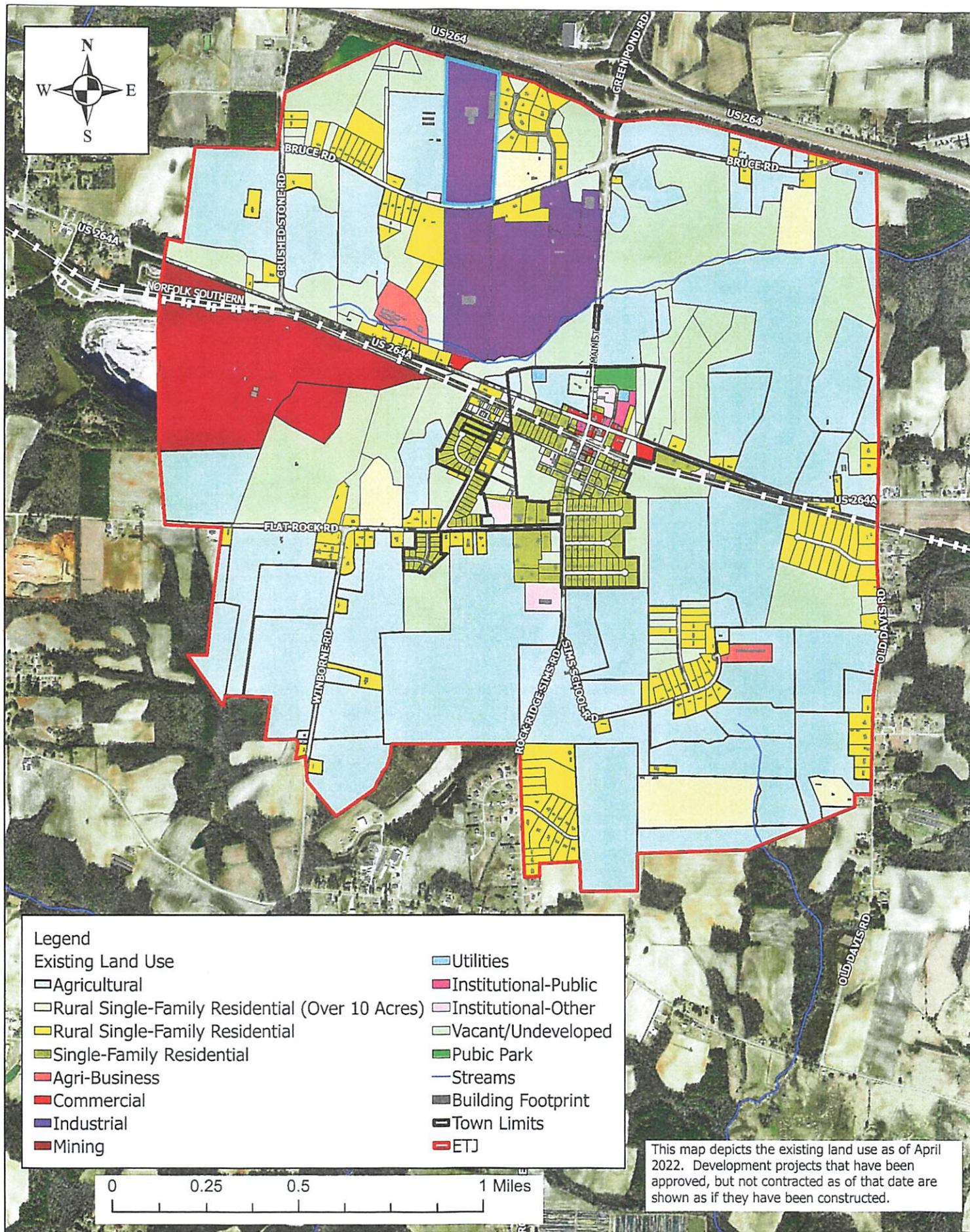
The Land Use Plan Advisory Committee noted that trees and various types of vegetation had a positive accent to the appearance of the community, especially in the Heritage Neighborhood, within the rural Extraterritorial Jurisdiction areas, and the developing vegetation growth within some of subdivisions. The Advisory Committee has recommended more encouragement of the use of trees and vegetation in both newly developed areas as well as strategically located beautification projects.

Design: Design is a component of appearance that most small towns have to be conscious of and work towards a concerted effort of accentuating its appearance and display its brand. The design aspect not only contributes to the appearance, but also displays the community's character by using design features that represent the historical and/or common feature(s) found in the community. Design considerations can be incorporated into signs, letterheads, street furniture and lamps, welcome signs, murals on blank walls, etc. These are design features which allows the community to display its historical or "branding" pride.

PART 8: Existing Land Use

The purpose of this part is to describe the existing or current land use conditions within the Town of Sims as well as its Extraterritorial Jurisdiction and the changes that are occurring as an accurate baseline in order to plan for the future land use and development. The term "existing land use" as it is used in this Plan, refers to what is physically on the ground as of April 2022. Existing land use is distinct from zoning (the legal control for how or what use a property owner may develop or what use on his or her land) or the future land use map and strategies, which represents a general development concept the Town would like to see in the future.

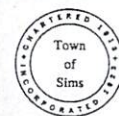
Figure 14: Existing Land Use Map shows both the geographic pattern and image of the existing land uses and the nature of the land uses within the Town's planning area. The land use categories used for the survey of uses are reflected in the legend of the map and are as follows:



Town of Sims

Existing Land Use

Figure 14



Agricultural (active and in production)
Rural Single-family Residential (over 10 acres)
Rural Single-family Residential
Single-family Residential (in-town or in subdivision)
Agri-business
Commercial
Industrial
Mining
Utilities
Institutional-Public
Institutional-Other
Vacant/Undeveloped
Public Park

Because the Town of Sims is a small town within a rural farming and natural areas setting, the land use classifications are basic and straight-forward as is the Town's Zoning Classifications. There are not many variations for each of the major land use classifications that one sees in larger communities, e.g., no multi-family units, offices, etc. The following are descriptions and/or observations of some of what can be found in some of the land use classifications:

- **Agricultural:** as mentioned in Part 6 of this chapter, there is approximately 1,385 acres of active farmland and visually it appears to be the most land area on the map and more numerous than vacant tracts;
- **Vacant/Undeveloped:** is the second largest acreage shown with much of it in the ETJ;
- **Rural Single-family Residential:** the pattern is clustered in locations where scattered rural residential homes are located along the state-maintained roads or located in approximately five (5) organized subdivisions in the Extraterritorial Jurisdiction. **There are approximately 189 residences (occupiable) in the ETJ.**

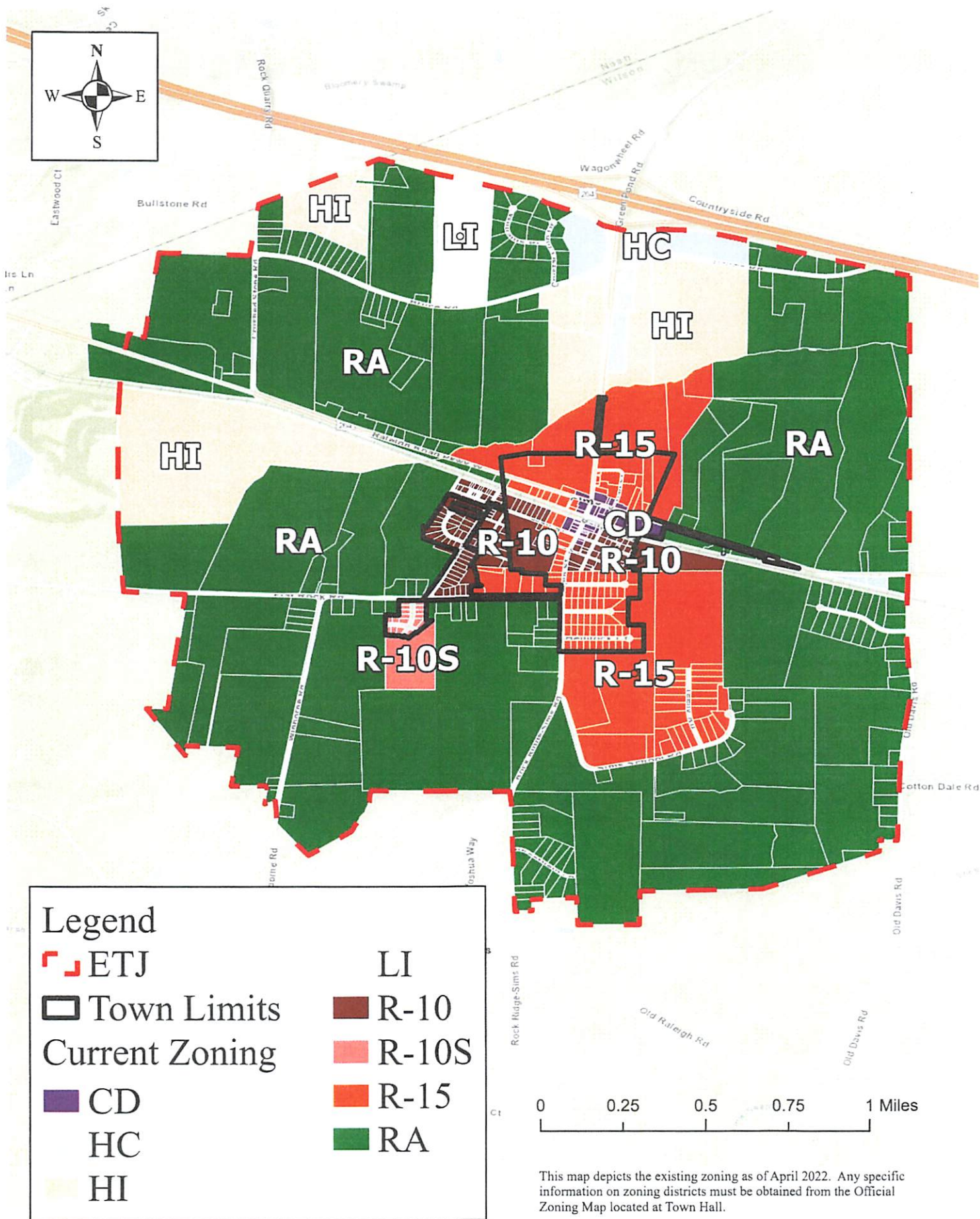
- **Single-family Residential:** there are **approximately 175 dwelling units (occupiable) within the town limits** – 173 are single-family and one duplex.
- **Agri-business:** includes two known agri-businesses located in the ETJ.
- **Commercial:** as mentioned in Part 3 of this chapter, of the 22 listed, there are approximately **18 commercial type businesses** in the planning area of which 15 are located within the “Commercial Downtown” Neighborhood and zoning district.
- **Industrial:** 4 of the businesses on Green Pond Road and Bruce Road would be classified as industrial.
- **Mining:** on the western edge of the Town’s ETJ along US 264-Alt is a 200-acre stone quarry operated by Martin Marietta. Most of the quarry is located within the ETJ.
- **Utilities:** includes town utilities, e.g., lift station, main active well, elevated water storage tank with maintenance building.
- **Institutional-Public:** includes the Town’s Town Hall and Community Center.
- **Institutional-Other:** includes places of worship, Post Office, and cemeteries.
- **Public Park:** includes the Town’s Community Park.

Special notes on housing units:

1. Of the approximately 175 dwelling units within the town limits, there is only one “multi-family” structure – a duplex. There are only two single-wide mobile homes within town limits with only one occupied. Since 2002, with the completion of the sewer system, at least 121 new residences via four subdivision developments have been added to the town’s housing unit count; thus, only approximately 54 units existed in town prior to the development of the first subdivision, Magnolia Place.
2. The Extraterritorial Jurisdiction’s 189 residences are all single-family and consist of mostly site-built homes, but has far more double-wide and single-wide manufactured homes than located within town limits. There are approximately six (6) subdivisions scattered throughout the ETJ – three in the northern half and three in the southern half. The remainder of the residences within the ETJ are scattered along state roads or among agricultural fields.

Figure 15: Current Zoning Map shows the current zoning designations as of April 2022. The Zoning Ordinance was enacted and/or revised in May 1990 while the Town of Sims was 124 population, according to the US Census, and had just enacted the current Extraterritorial Jurisdiction, which was mostly agricultural and few or no subdivisions. Thus, the Zoning Ordinance and the Subdivision Regulations were adequate for that time and level of development. The zoning classifications are as follows:

Zoning Classification for Zoning Map	
RA	Residential Agricultural
R-15	Single-Family Residential
R-10	Residential
R-10S	Single-Family Residential
CD	Downtown Commercial
CH	Highway Commercial
LI	Light Industrial
HI	Heavy Industrial



Town of Sims

Current Zoning

Figure 15

