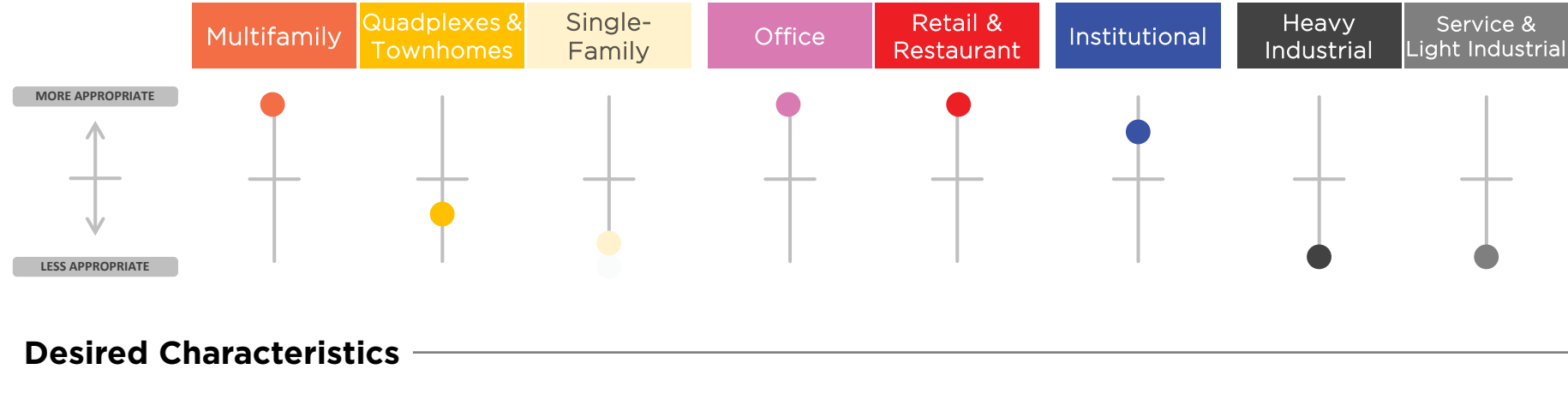


Downtown Core (DC)

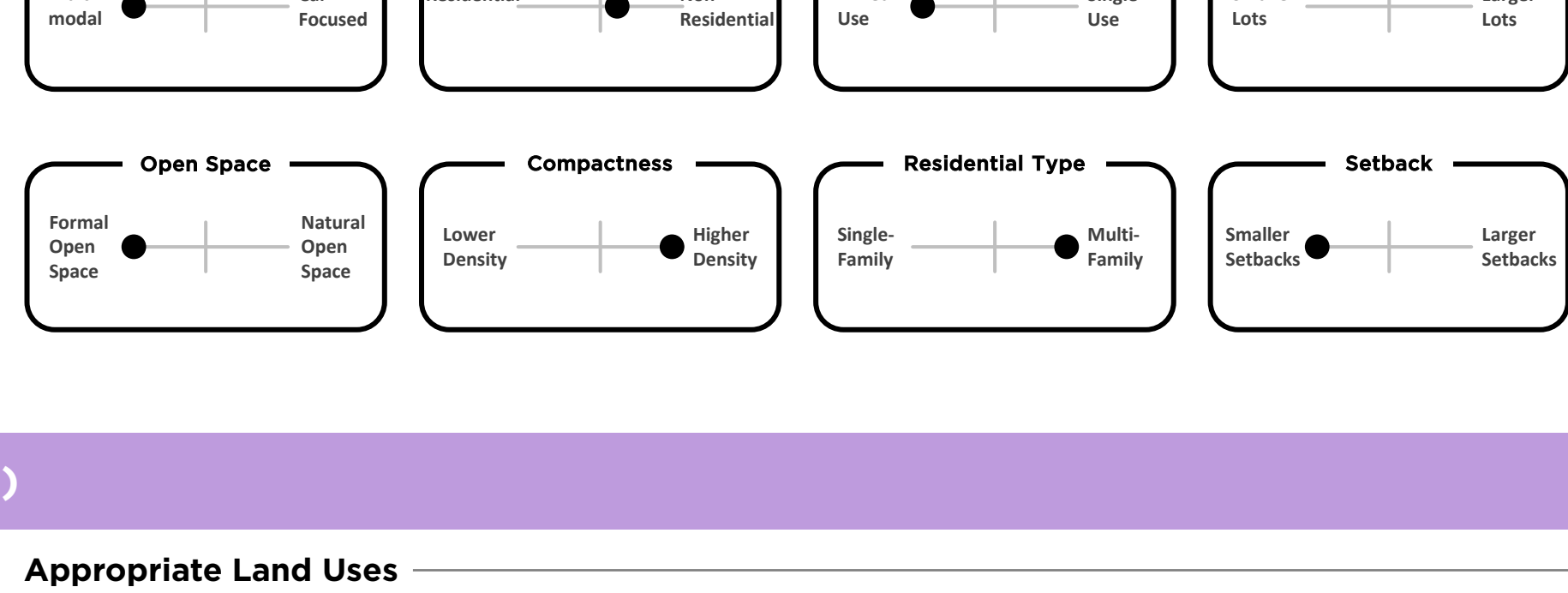
Intent

- Protect and promote Downtown as the economic, historic, and cultural heart of Goldsboro and the surrounding area.
- Encourage the use of vacant buildings and promote infill development on vacant lots.
- Enhance the character of Downtown through adaptive reuse of historic buildings.
- Continue to activate street frontages and promote best practices for urban design.
- Create a safe and efficient urban transportation network that encourages walking and biking.
- Create a more active downtown with shops and restaurants that are open longer hours.

Appropriate Land Uses



Desired Characteristics

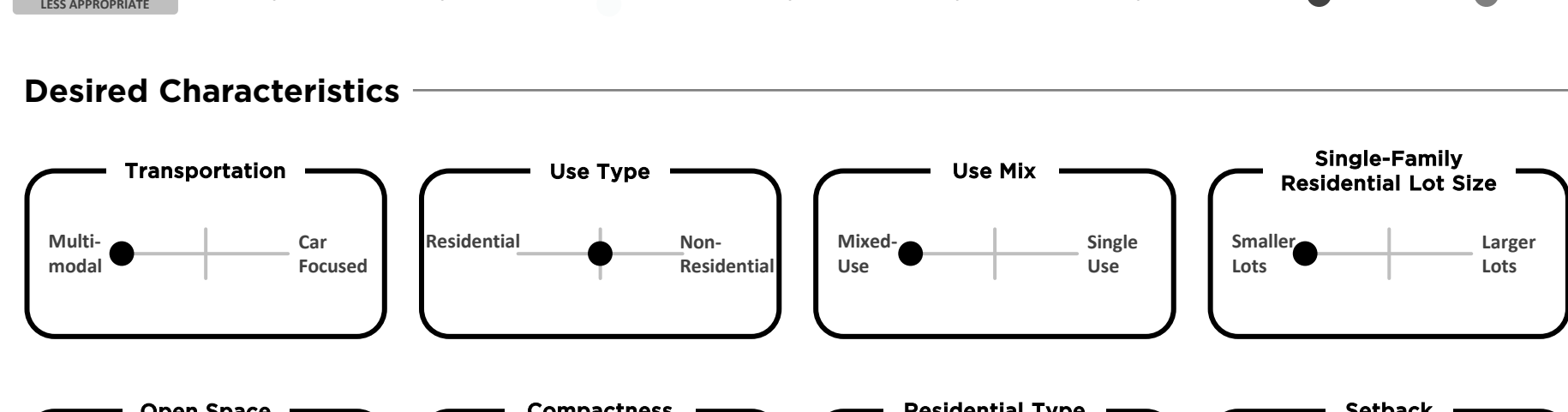


Downtown Transition (DT)

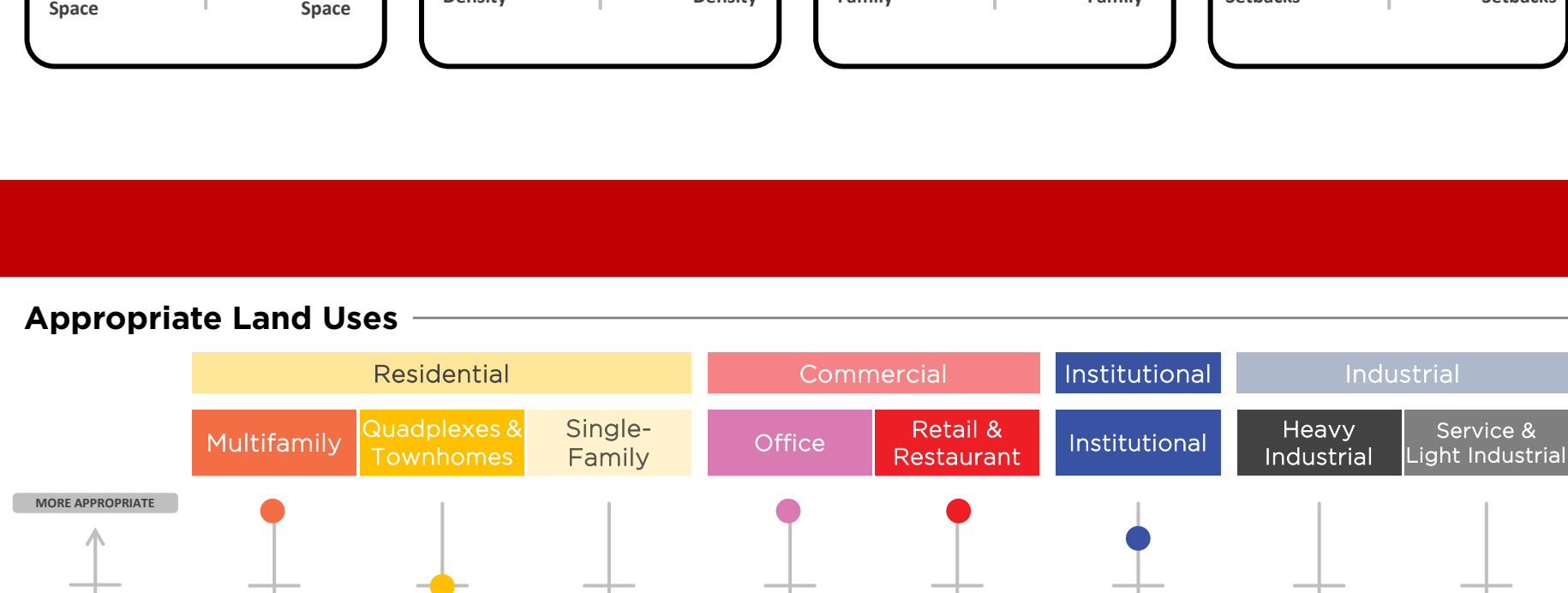
Intent

- Provide more transitional uses and design cues between the Downtown Core and nearby residences.
- Provide transitional development types and design standards (e.g., larger setbacks, less emphasis on active street frontage) between the Downtown Core and adjacent residential areas.
- Improve connectivity between the Downtown Core and surrounding neighborhoods.
- Promote pedestrian-oriented development while also accommodating vehicles.
- Encourage the use of vacant buildings and promote infill development on vacant lots.

Appropriate Land Uses



Desired Characteristics

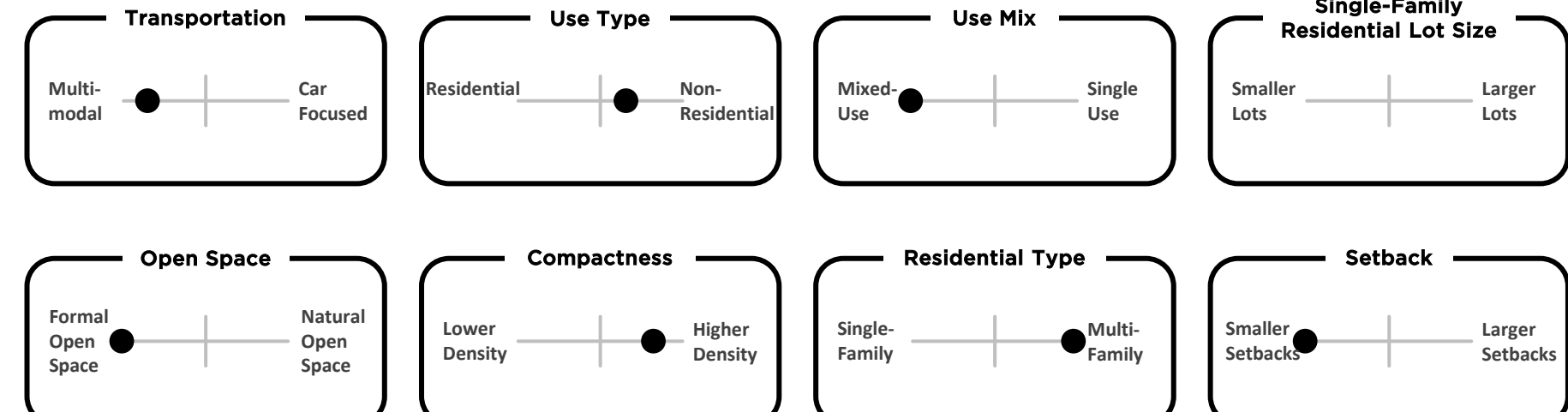


Regional Mixed-Use (RM)

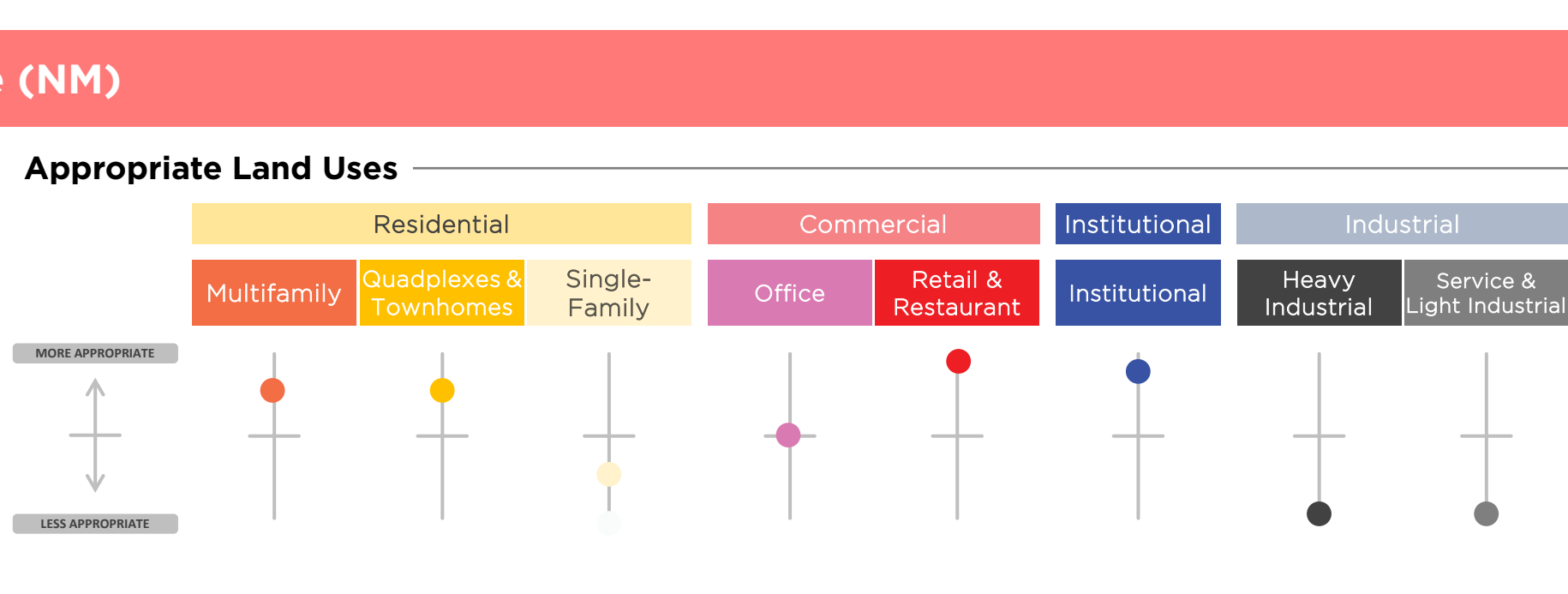
Intent

- Blend residential, retail/service, and office uses to create vibrant, livable areas throughout Goldsboro.
- Identify locations well-positioned for growth and redevelopment with a focus on higher density and intensity development patterns that align with the availability of infrastructure.
- Create a design and scale that encourages active living with a connected network of walkable streets and paths.
- Formal public spaces are important to provide amenities for residents and employees.

Appropriate Land Uses



Desired Characteristics

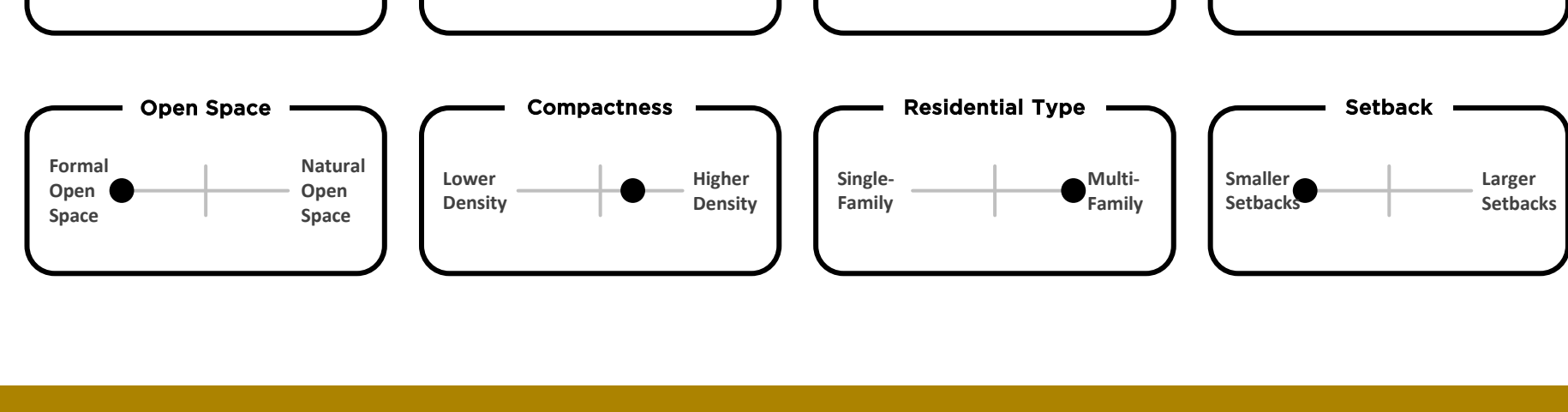


Neighborhood Mixed-Use (NM)

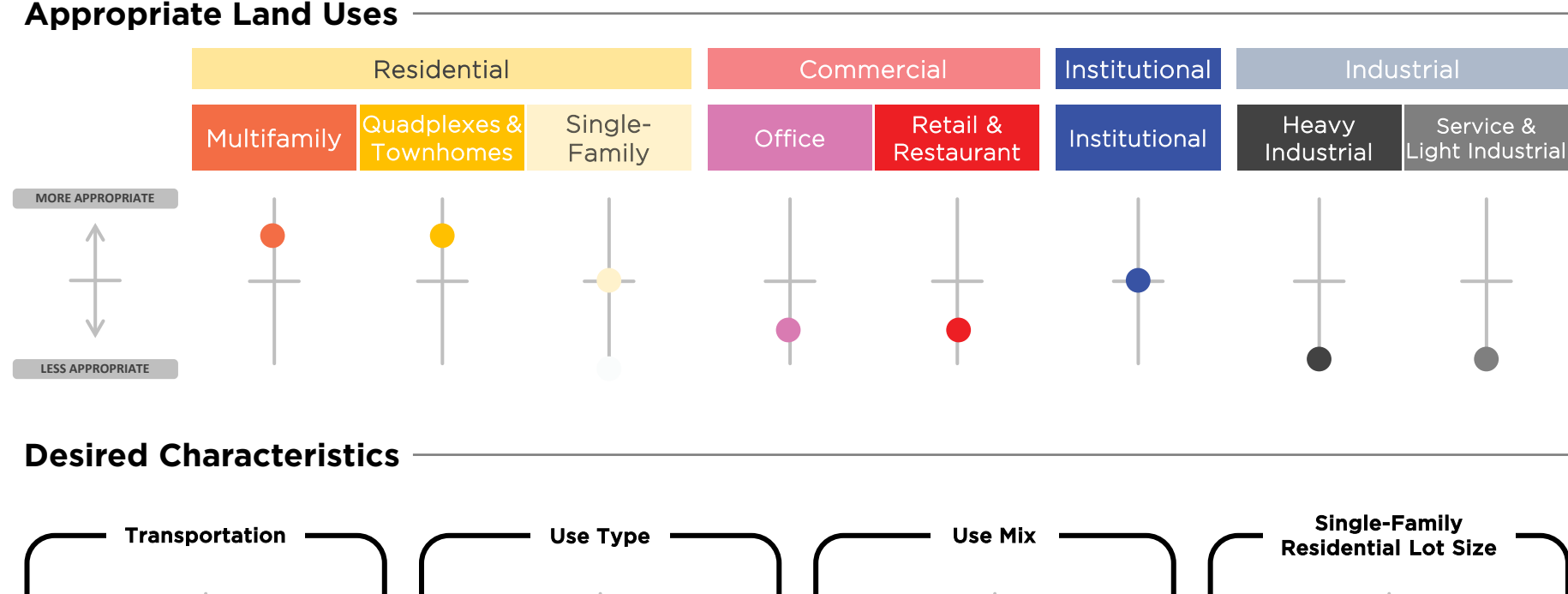
Intent

- Blend residential, retail/service, and office uses to create vibrant, livable areas throughout Goldsboro.
- Identify locations well-positioned for growth and redevelopment with a focus on moderate density and intensity land use patterns supported by multifamily development.
- Create a design and scale that encourages active living with a connected network of walkable streets and paths, particularly to and from surrounding residential neighborhoods.

Appropriate Land Uses



Desired Characteristics

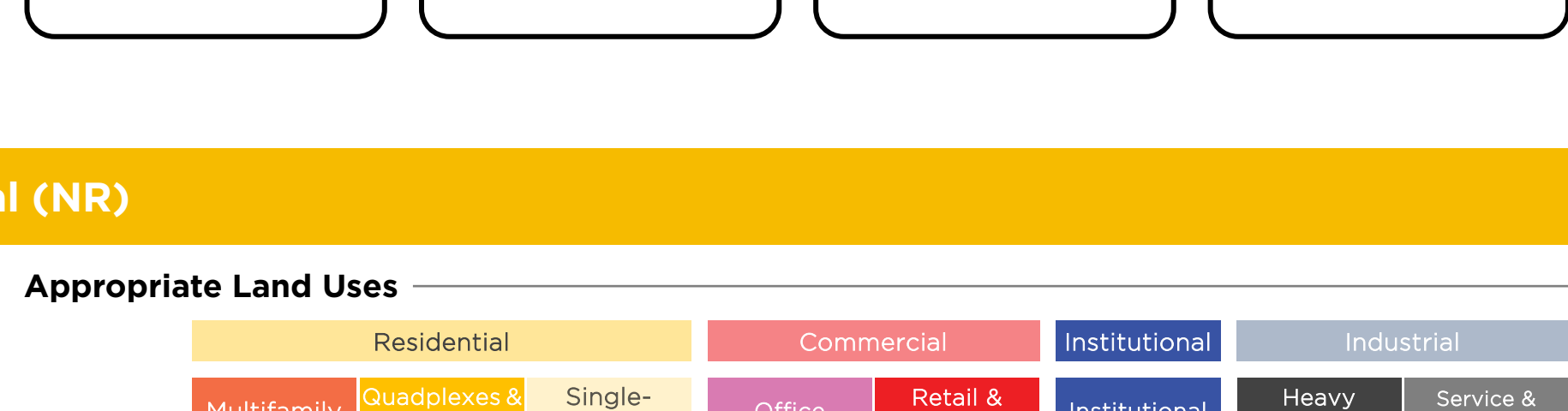


Compact Residential (CR)

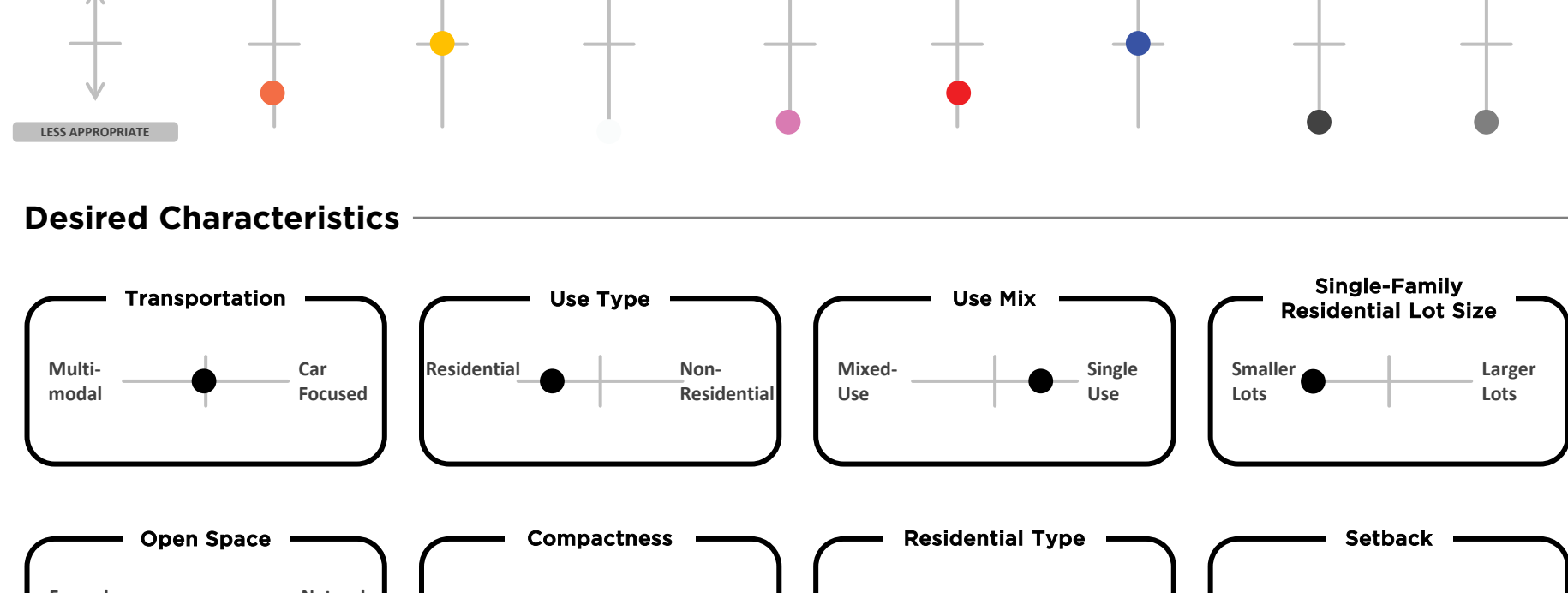
Intent

- Maintain the character of established neighborhoods while supporting new housing opportunities.
- Support a variety of housing types where multifamily development of all types is encouraged.
- Encourage increases in density within existing neighborhoods.
- Consider land development code changes to reduce lot sizes and setbacks, especially for single-family residential uses.
- Allow neighborhood scale commercial uses that may serve the wider community.

Appropriate Land Uses



Desired Characteristics

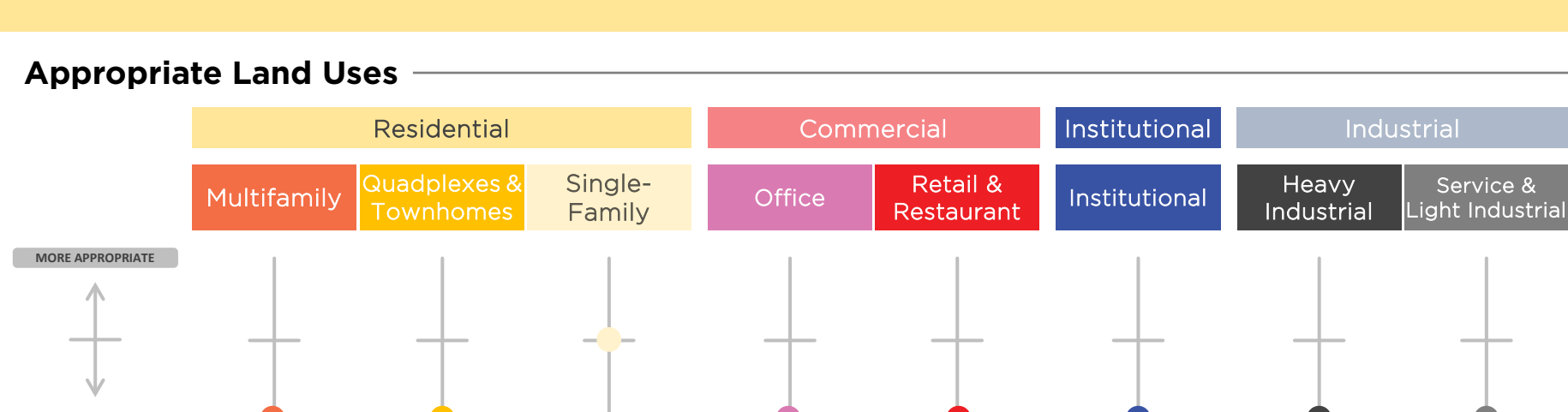


Neighborhood Residential (NR)

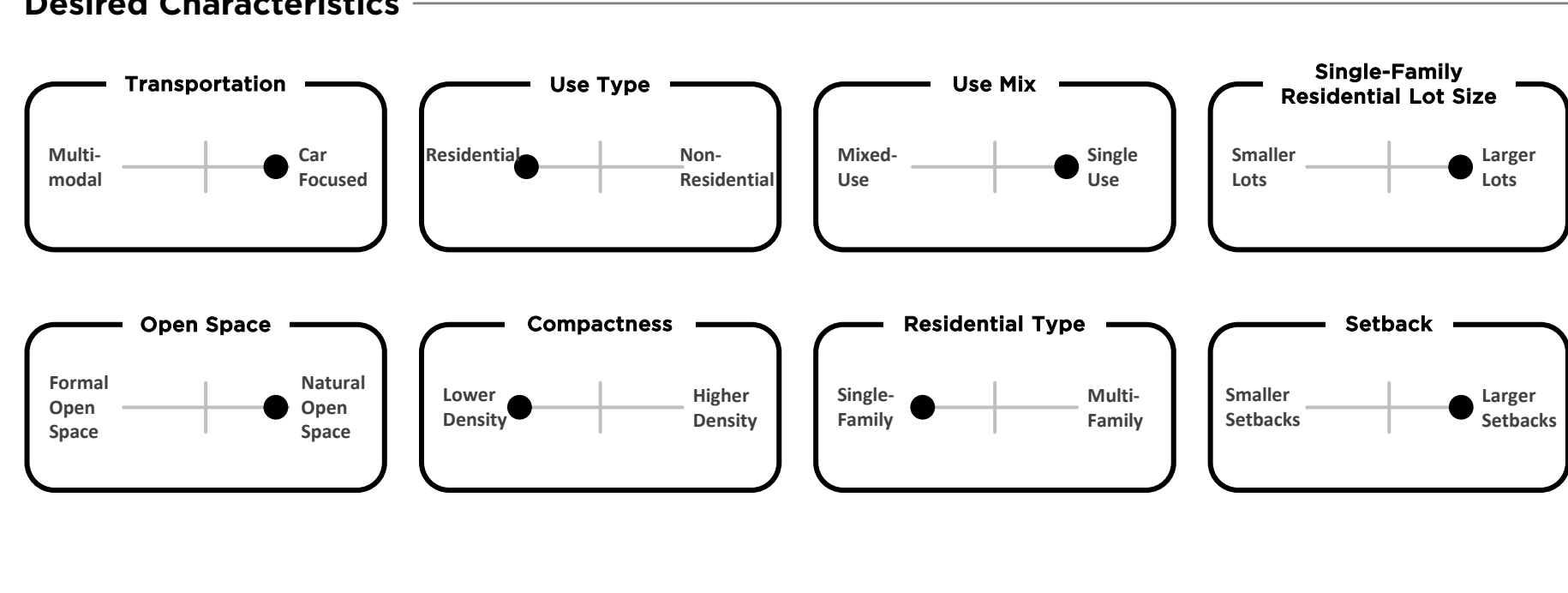
Intent

- Encourage new residential development featuring a mixture of housing variety including price, size, and design.
- Enhance neighborhood identity and connectedness to nearby community amenities.
- Encourage smaller lot single family uses—especially through new development—that complement existing neighborhoods.
- Seek increases in density without an influx of multifamily units.
- Consider land development code changes to reduce lot sizes and setbacks.

Appropriate Land Uses



Desired Characteristics

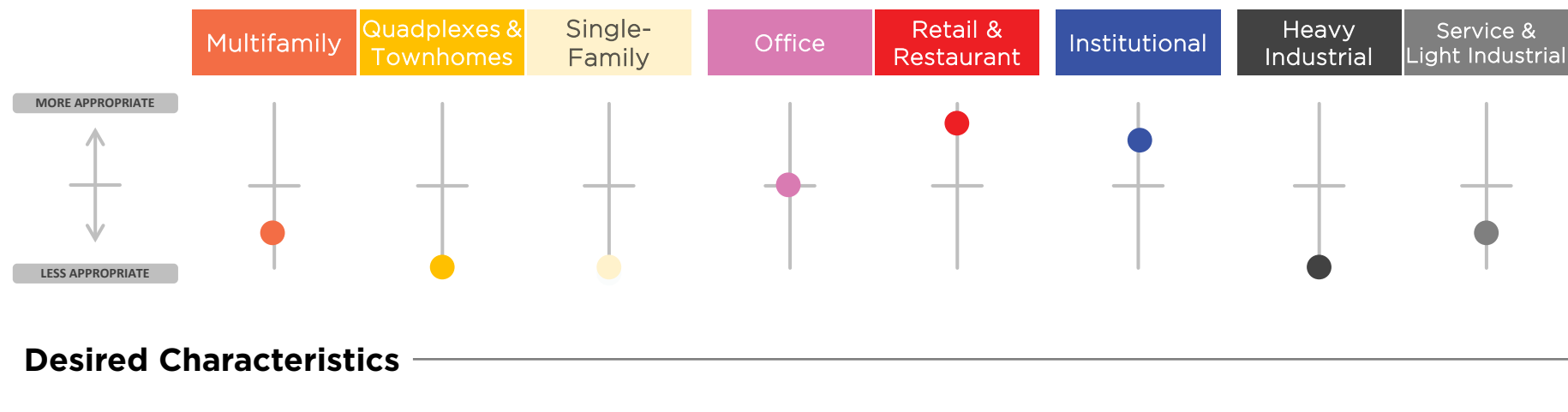


Rural Residential (RR)

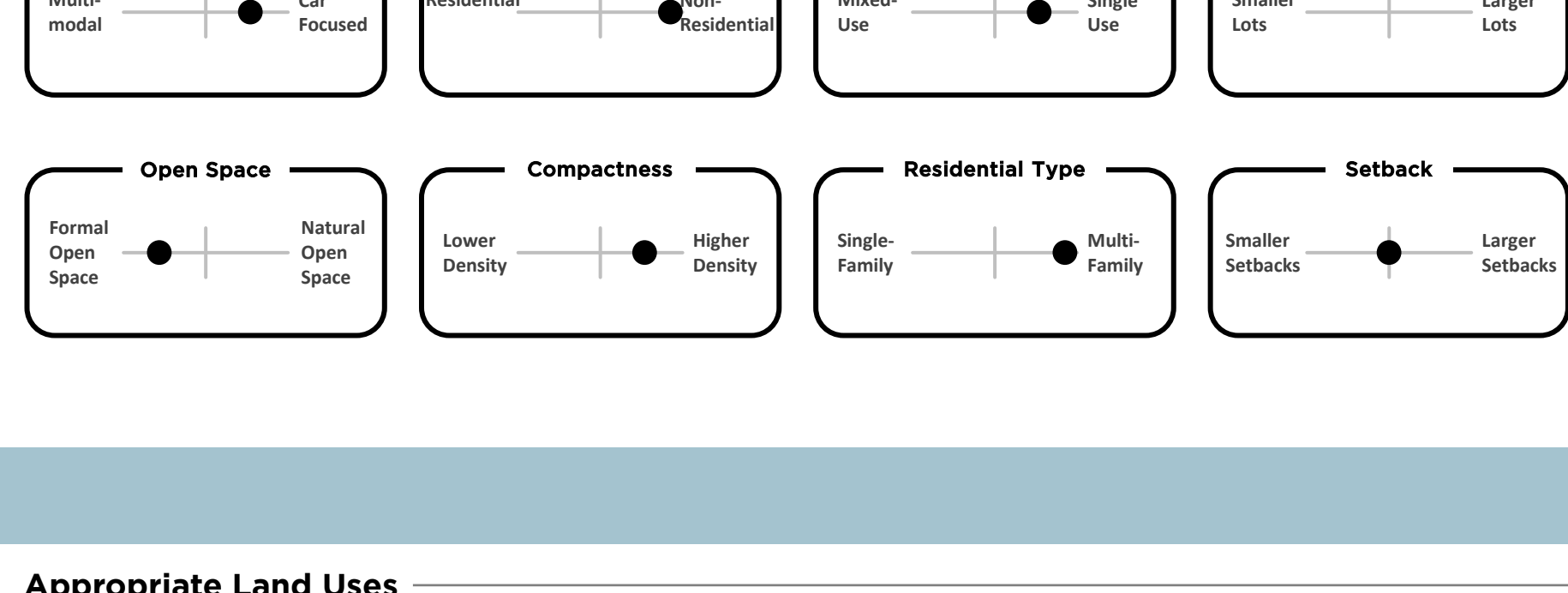
Intent

- Protect agricultural and existing larger lot residential neighborhoods.
- Encourage the conservation of natural landscape along surrounding environmentally sensitive areas.
- Enhance existing lower-density residential areas with better connectivity to nearby community amenities.
- Typically have an average lot size over 1 acre.

Appropriate Land Uses



Desired Characteristics

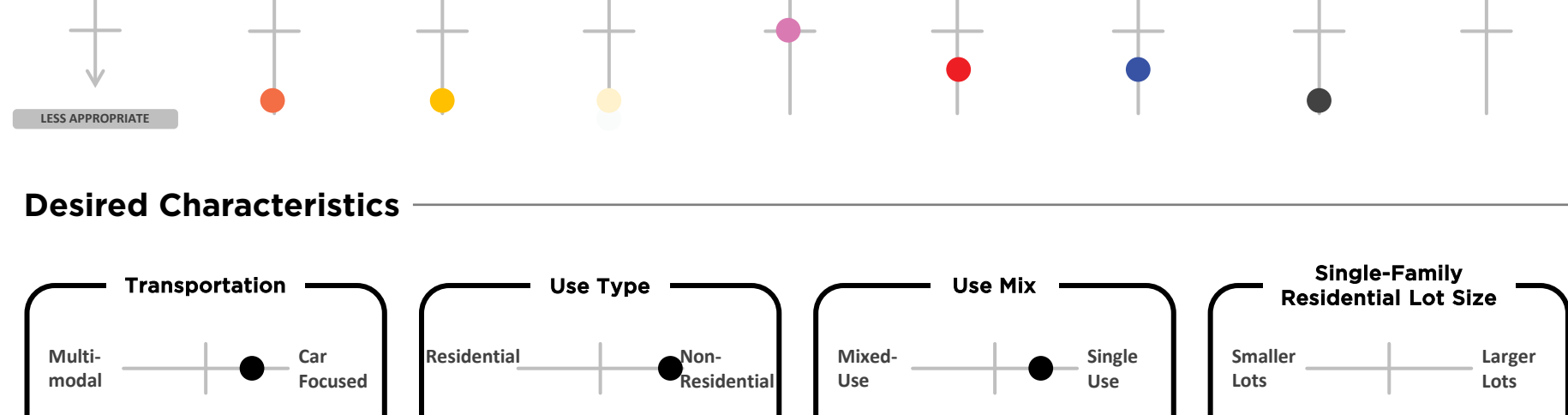


Commercial Corridor (CC)

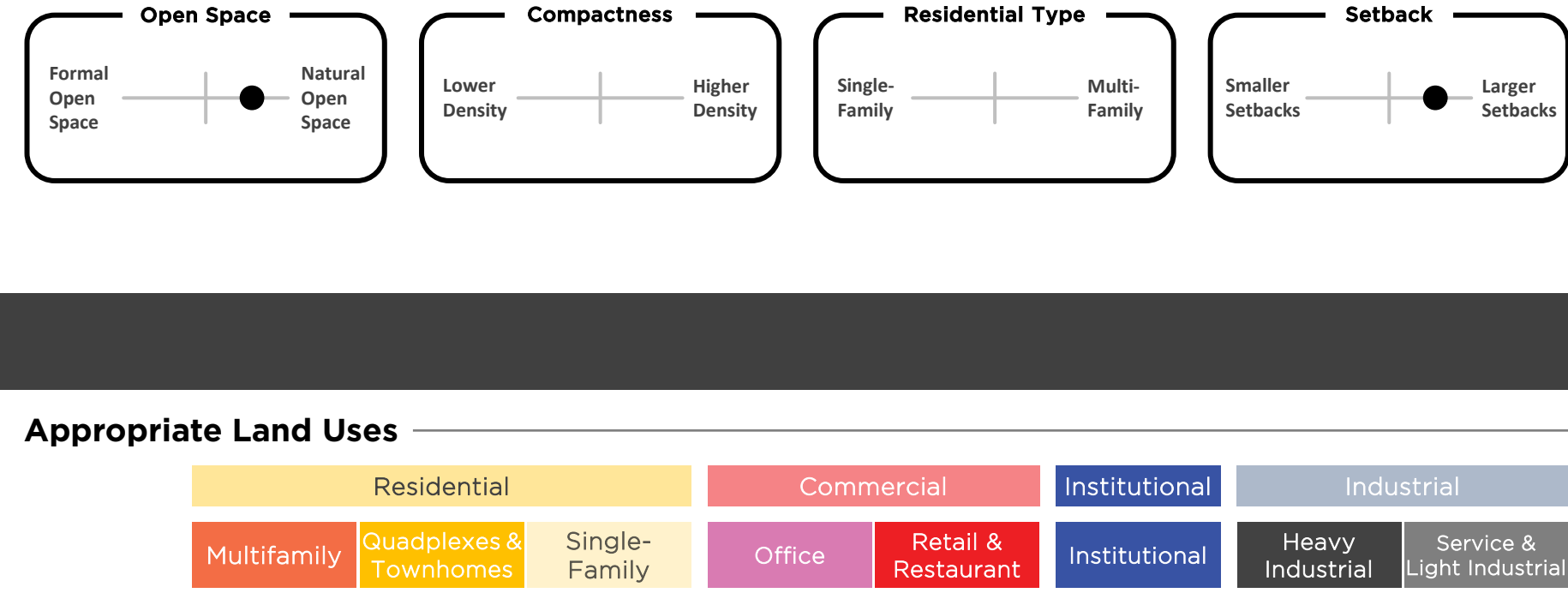
Intent

- Enhance the look and functionality of corridors while still supporting the commercial needs of Goldsboro.
- Encourage multimodal connectivity to surrounding mixed-use areas.
- Create more intense development near key intersections.
- Cultivate local business and create aesthetic and functional gateways into Goldsboro.

Appropriate Land Uses



Desired Characteristics

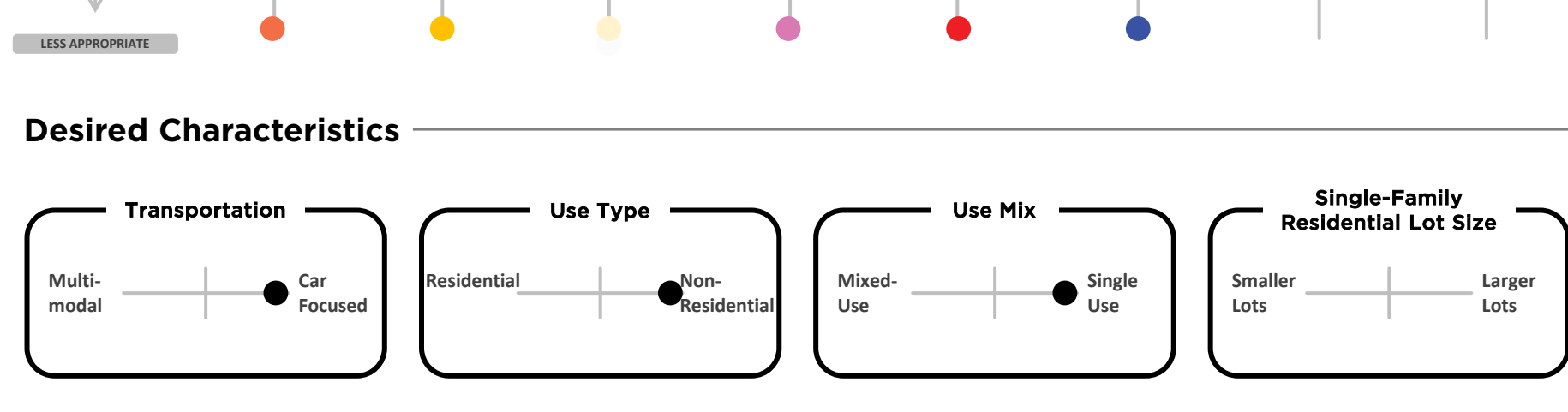


Employment Flex (EF)

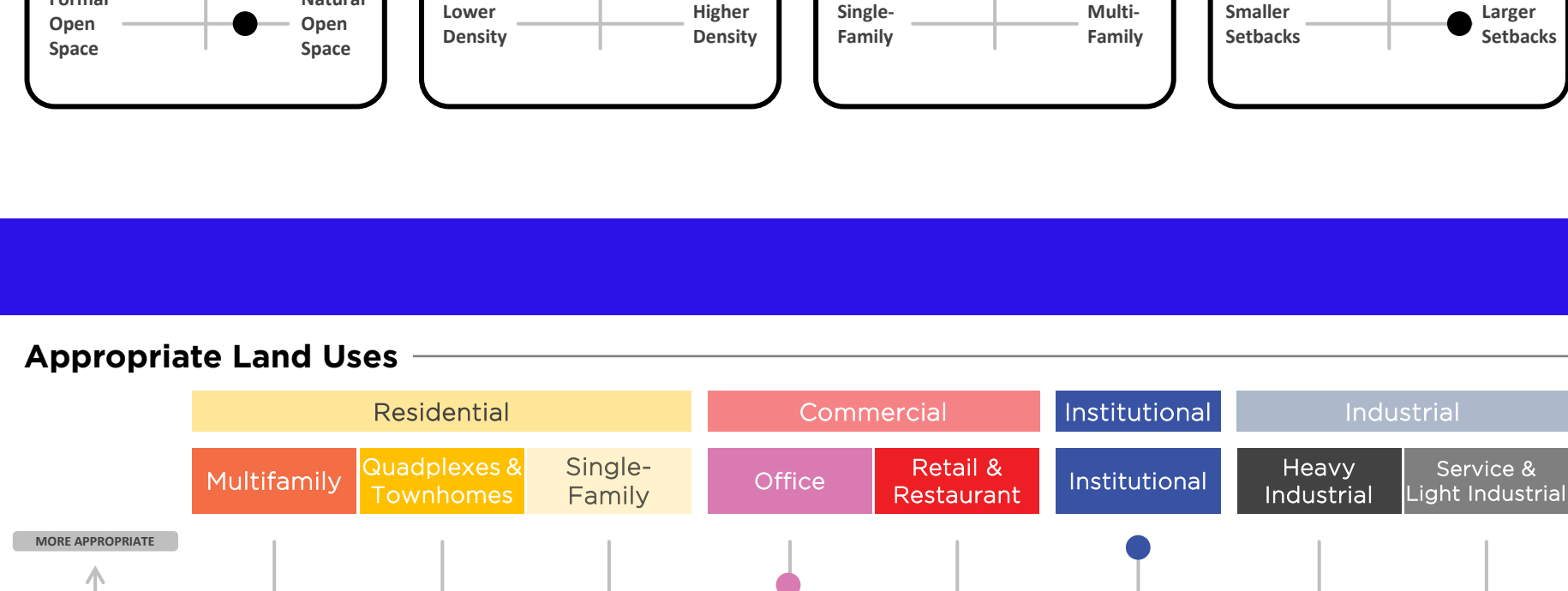
Intent

- Maintain existing light industrial activities and ensure these uses do not conflict with nearby non-industrial sites (particularly residential uses).
- Recognize the utility of existing light industrial uses that have limited offsite impact and heavy vehicle activity.
- Encourage location of automobile-oriented service uses and/or a limited mix of non-retail commercial and office uses (e.g., self storage, professional services).
- Provide a distinction in the design of light industrial uses with and without extensive exterior activity.

Appropriate Land Uses



Desired Characteristics

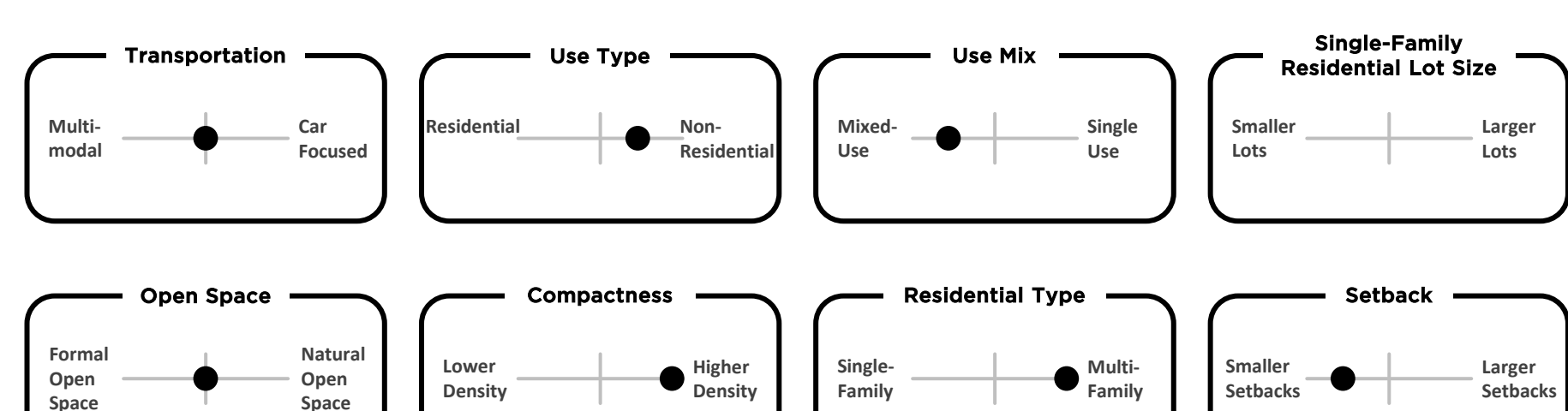


Industrial (IN)

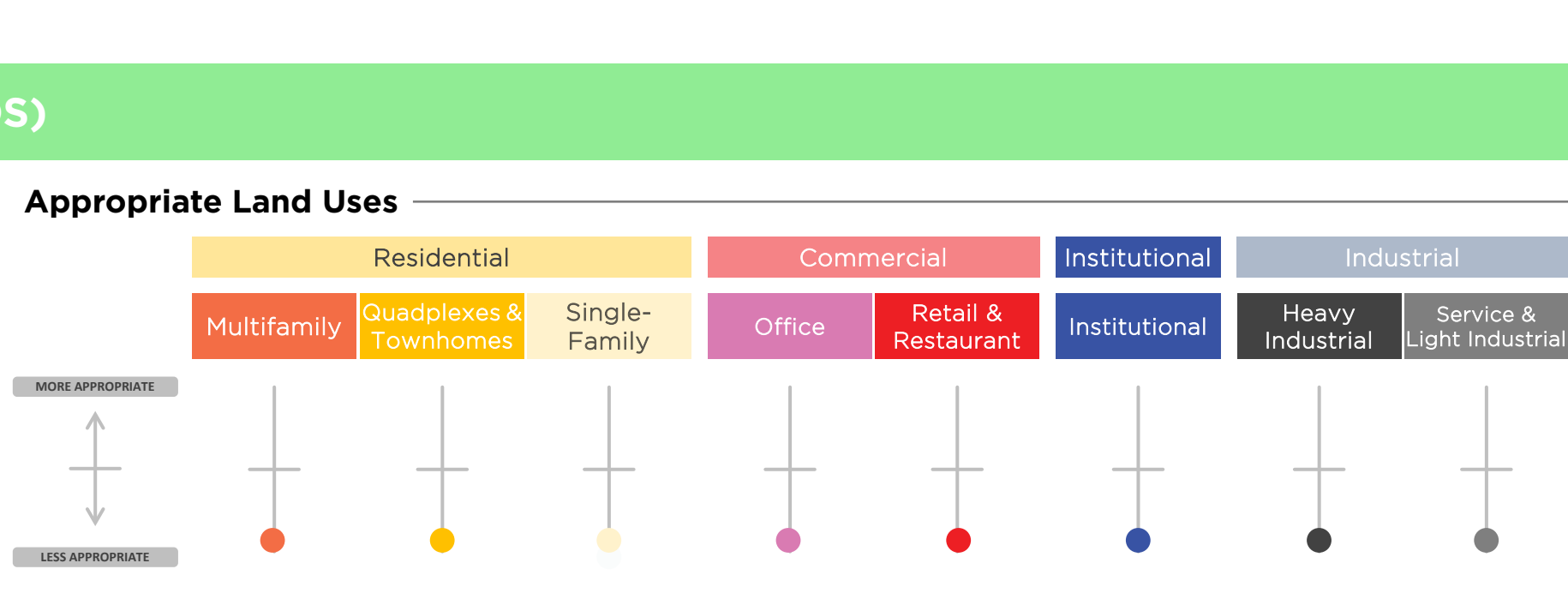
Intent

- Locate and/or buffer heavy industry uses to minimize offsite impacts to non-industrial uses to the extent possible.
- Accommodate the ingress and egress of heavy vehicle that support on-site industrial operations.
- Identify specific locations in the Study Area that have the appropriate infrastructure and buffers for large-scale industrial activity.

Appropriate Land Uses



Desired Characteristics

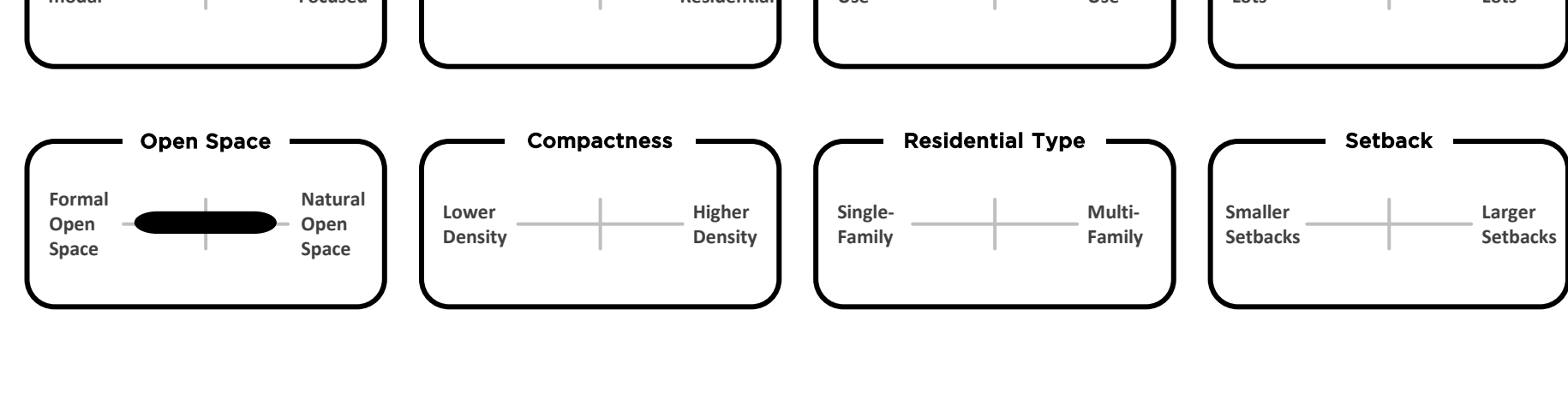


Institutional Campus (IC)

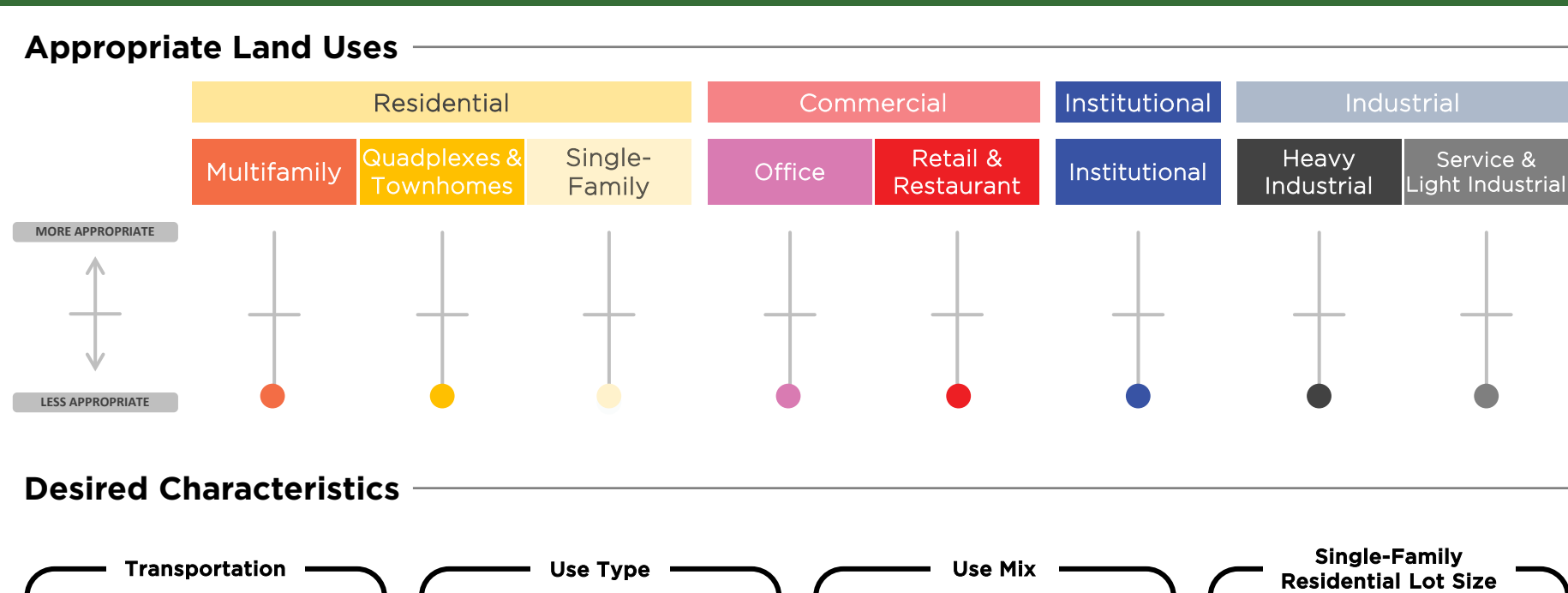
Intent

- Continue to leverage large-scale civic and institutional uses as areas well-positioned to create new job growth.
- Make traveling safer and more enjoyable within and to the campuses for those on foot and on bicycle.
- Encourage partnership opportunities for state-owned properties for which the City lacks building code oversight.
- Address the varying needs of these institutional campuses through policy.

Appropriate Land Uses



Desired Characteristics

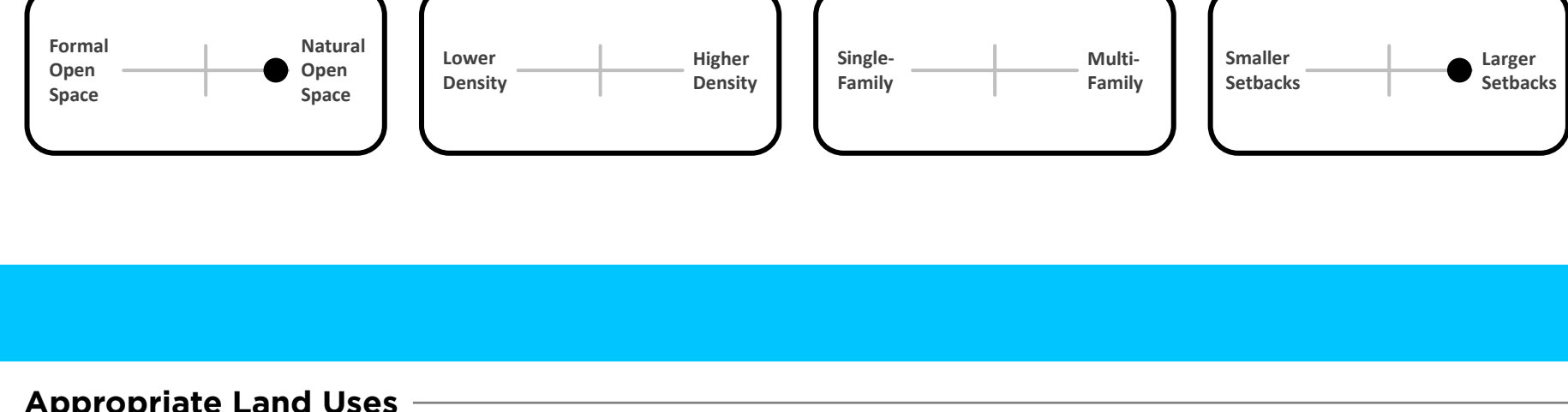


Parks and Open Space (OS)

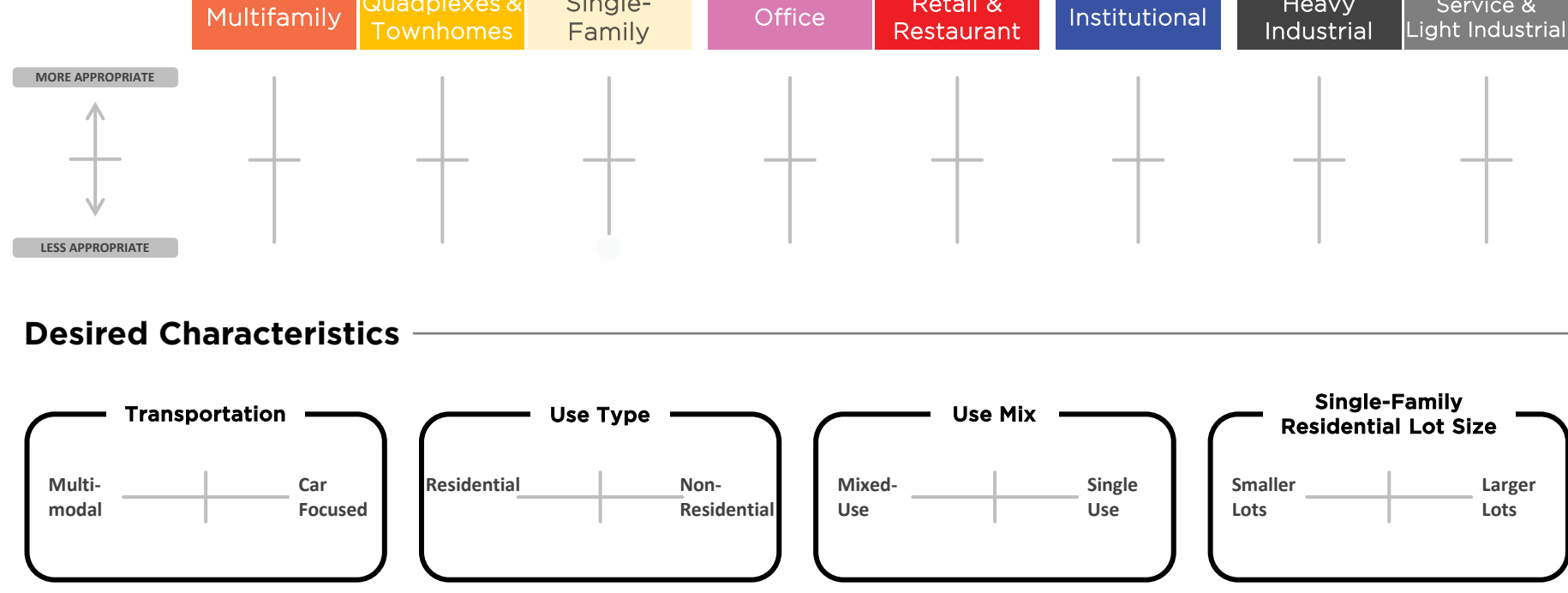
Intent

- Highlight areas set aside as publicly accessible places for active and passive recreational uses.
- Encourage the passive use of the City's natural features as one way to connect people to the City's natural environment.
- This land use status will only be given to lands that are already serving as parks and open space rather than projecting future needs.

Appropriate Land Uses



Desired Characteristics



Conservation (CO)

Intent

- Protect the long-term regional interests by conserving the most vulnerable land located in the flight safety zone and the flood hazard area.
- Discourage new development to improve regional resiliency.
- Manage current development to promote sustainable development and flood conscious design.

Appropriate Land Uses

