

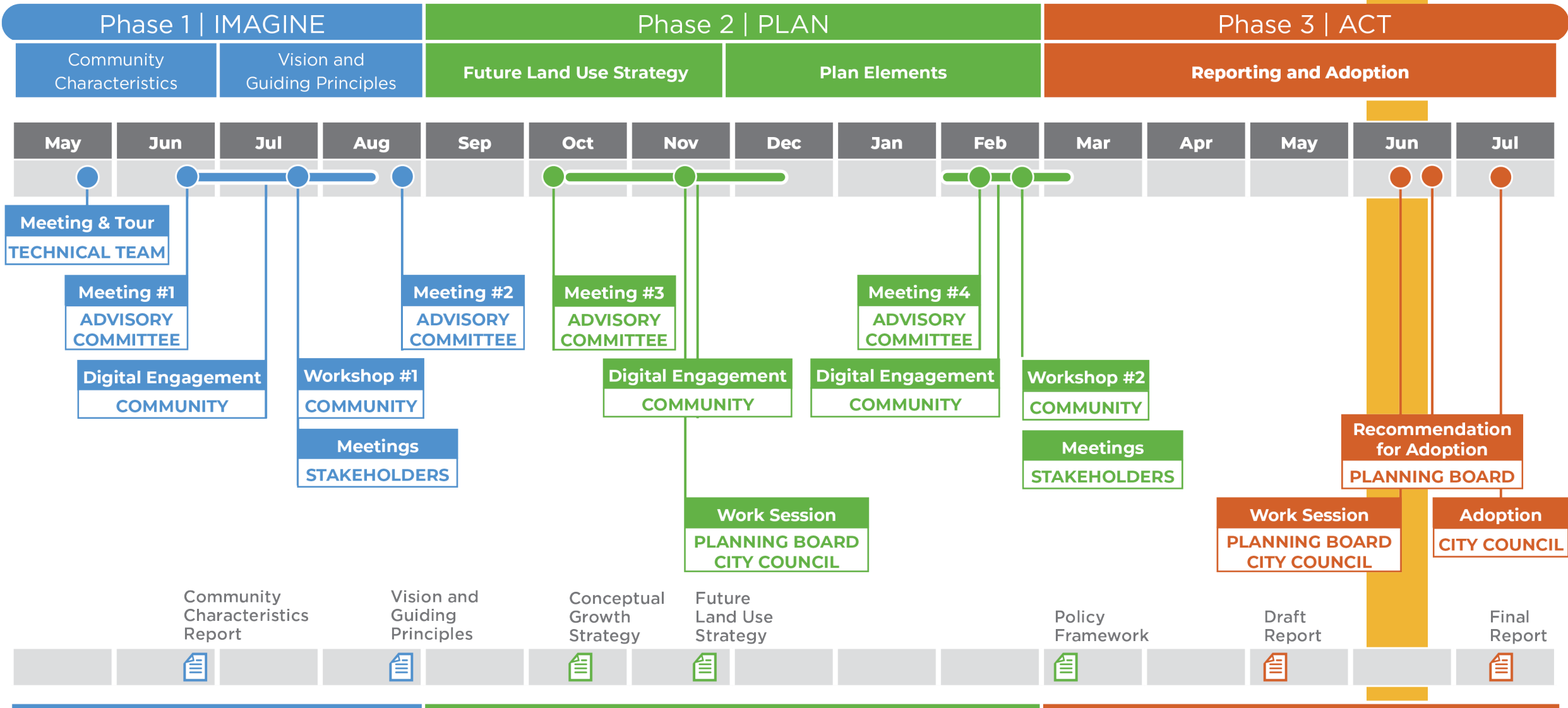
June 16, 2026

ELEVATE
GOLDSBORO
COMPREHENSIVE PLAN

Planning Commission + City Council

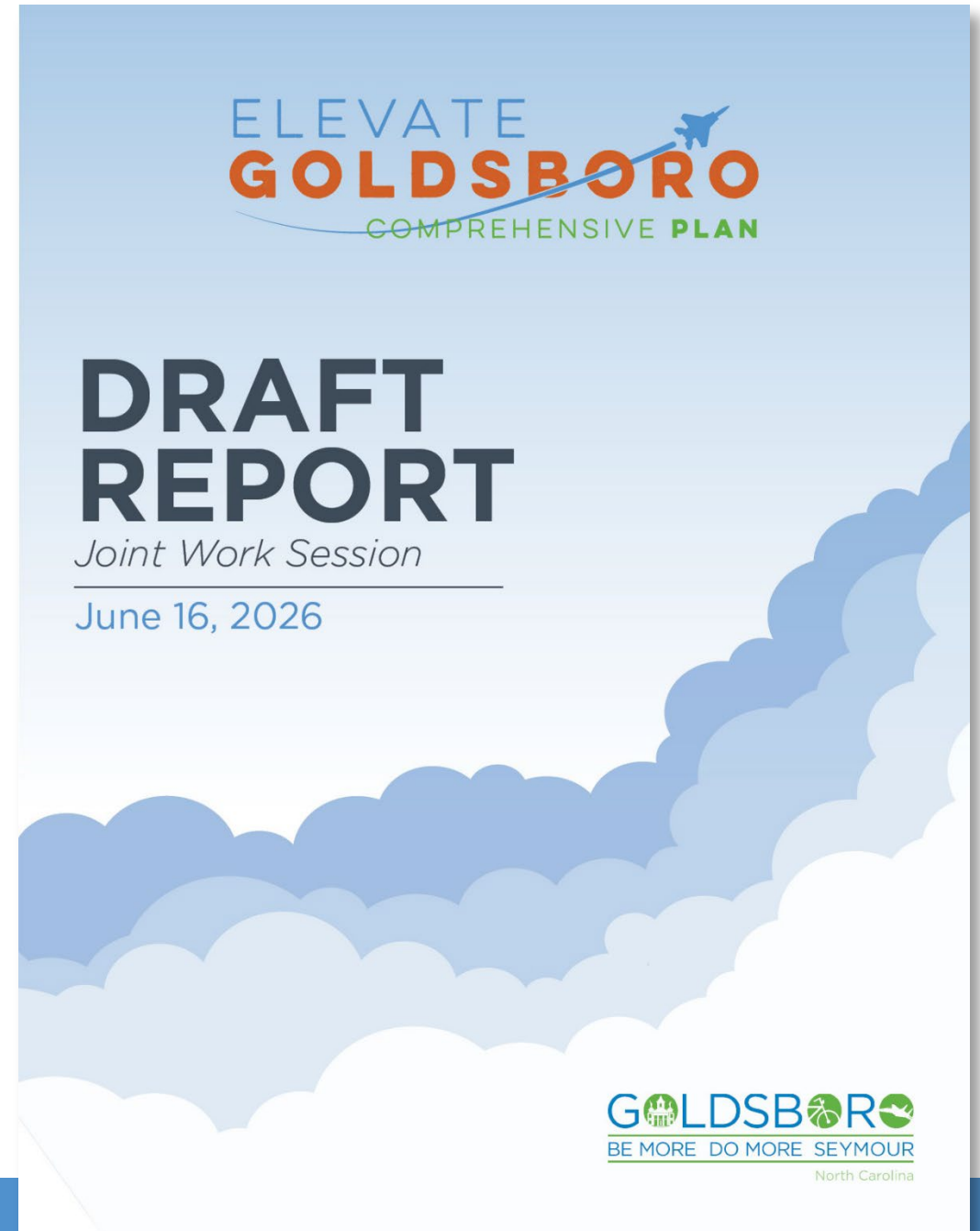
Joint Work Session

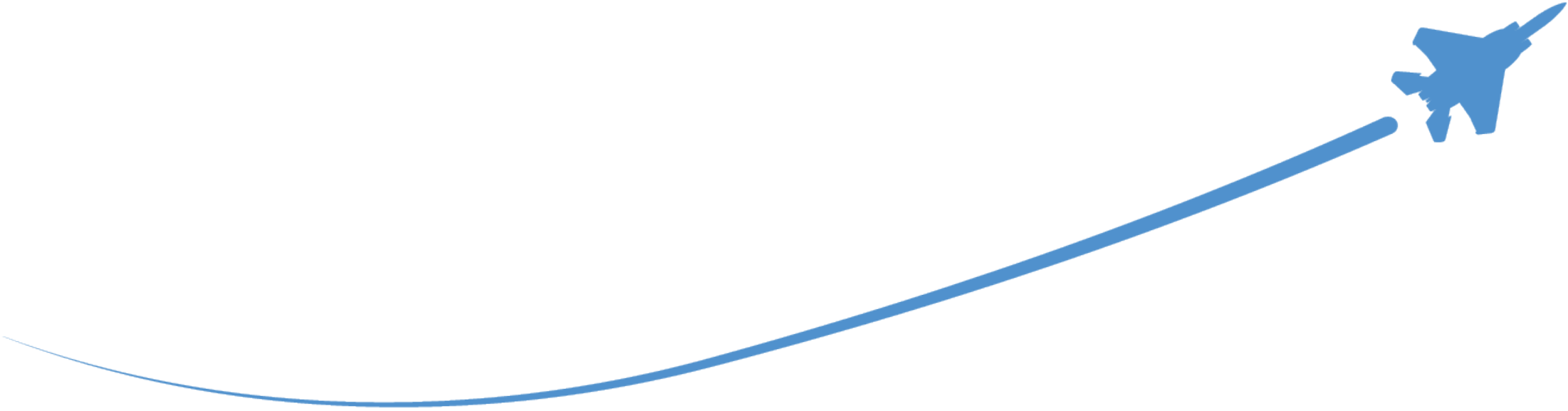
We are here!



Contents

Introduction (pg 1)
Our Community (pg 9)
Our Vision (pg 31)
Our Plan (pg 39)
Our Time to Act (pg 79)





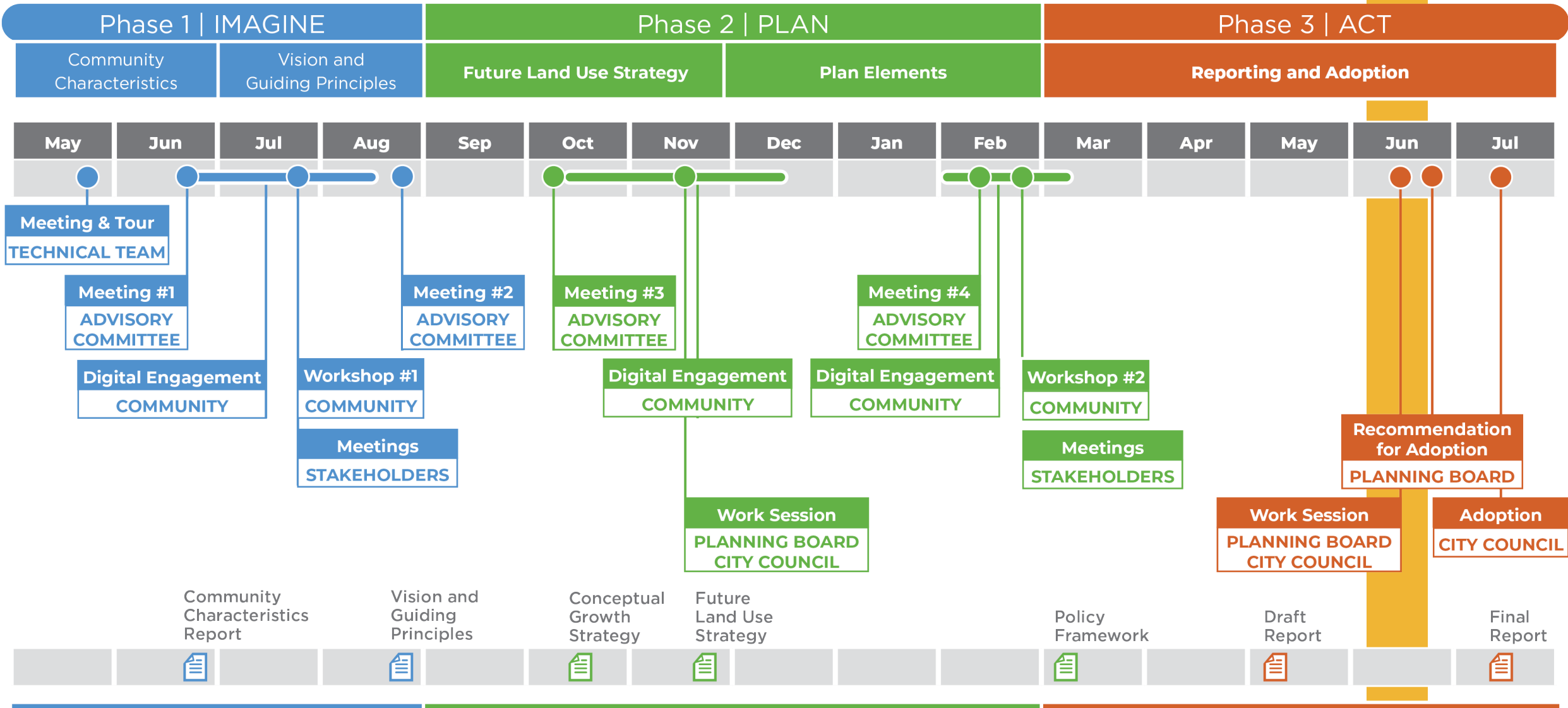
Section 1 | Introduction

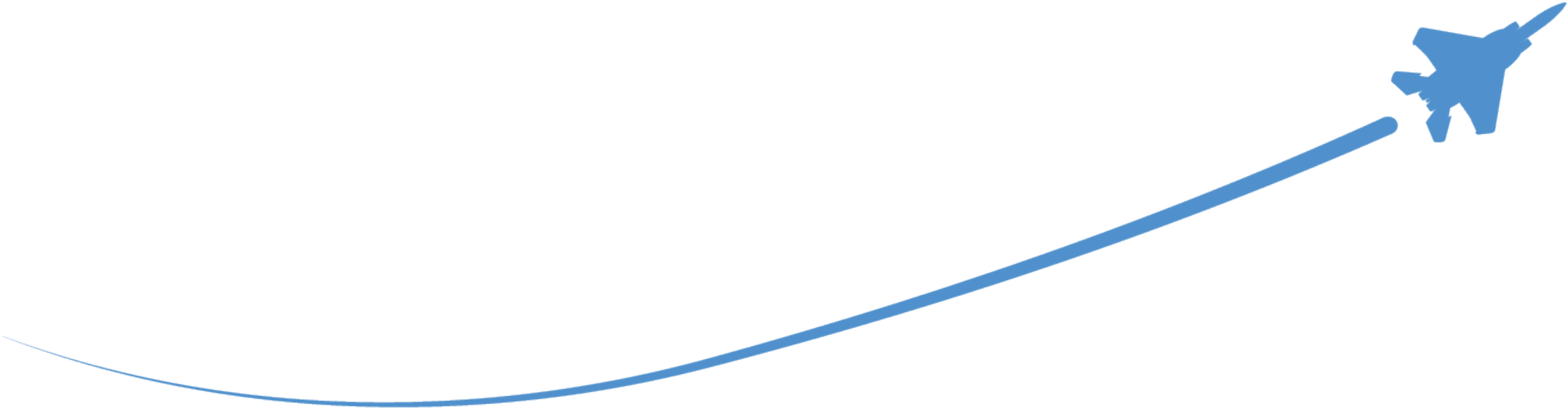
Outlines the planning process, community engagement efforts, and the purpose of Elevate Goldsboro as a guiding framework.

What is a comprehensive plan?

- Creates a community-driven vision for Goldsboro
- Communicates the City's preferred approach to growth and development
- Identifies action steps to guide implementation
- Serves as a living document to be updated in the future

We are here!





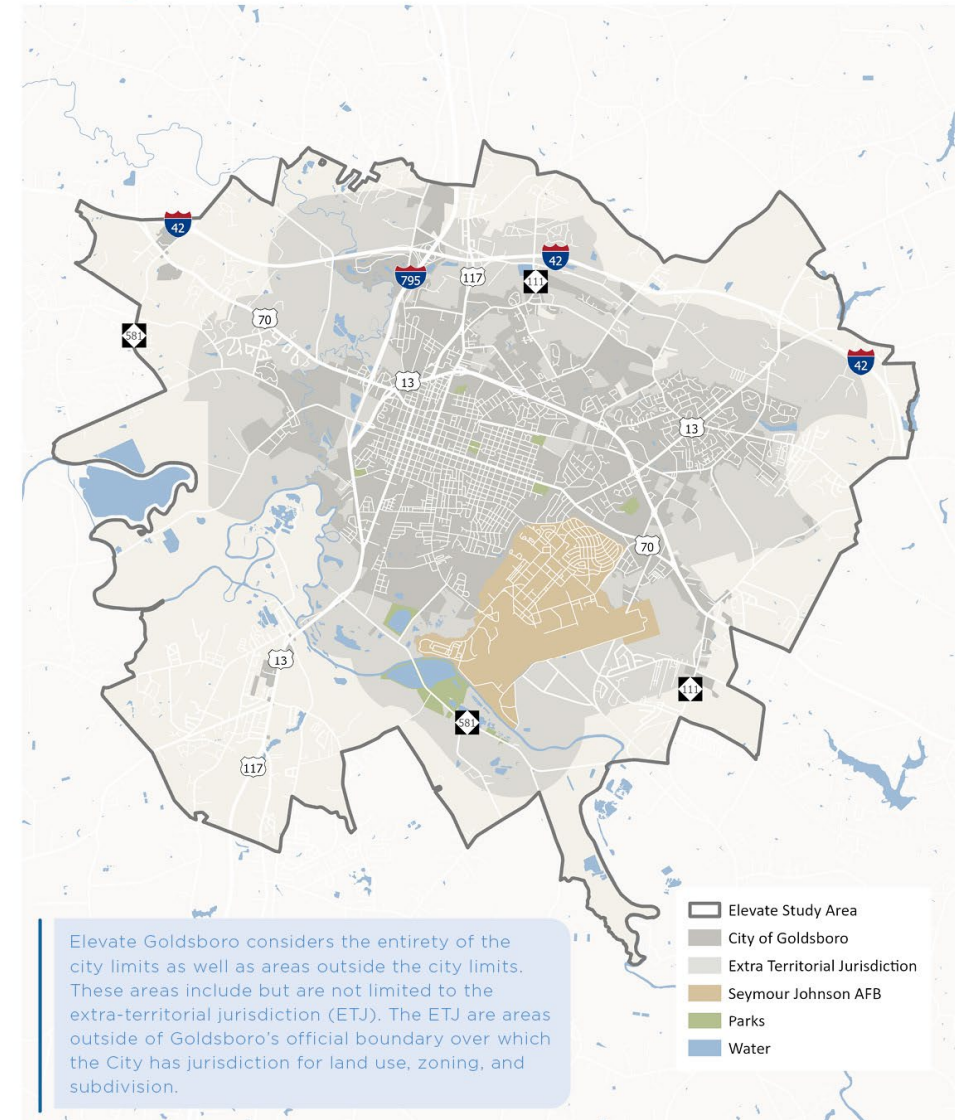
Section 2 | Our Community

Summarizes Goldsboro's existing conditions, including population trends, economic context, land use patterns, and infrastructure systems that inform future decisions.

Study Area

- Entirety of the City of Goldsboro
- Extra Territorial Jurisdiction
- Major transportation corridors that impact the region

Study Area



Community Characteristics

REGIONAL ROLE: Goldsboro's growth is shaped by its role as a regional hub anchored by Seymour Johnson Air Force Base, historic downtown, and key employment centers.

POPULATION TRENDS: Population trends remain stable, while surrounding areas continue to influence demand for housing, services, and infrastructure.

DEVELOPMENT PATTERNS: Established neighborhoods and development patterns reflect a mix of historic areas, suburban growth, and emerging investment opportunities.

CONNECTIVITY AND ACCESS: Regional connectivity and infrastructure play a critical role in supporting mobility, economic activity, and future growth.

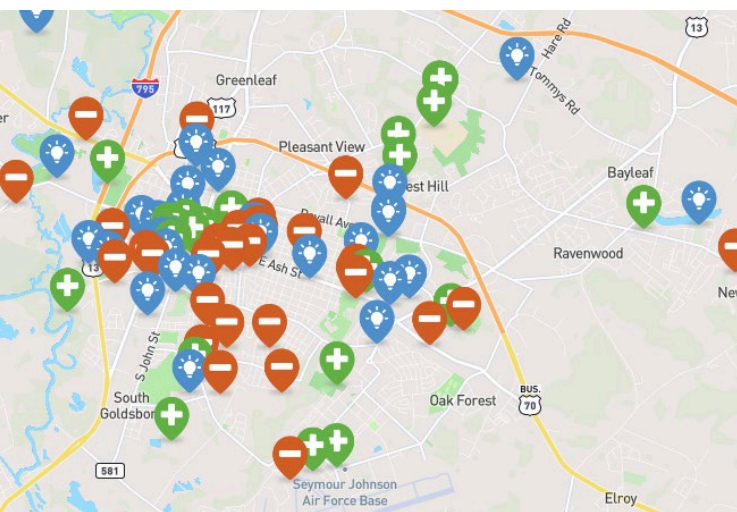
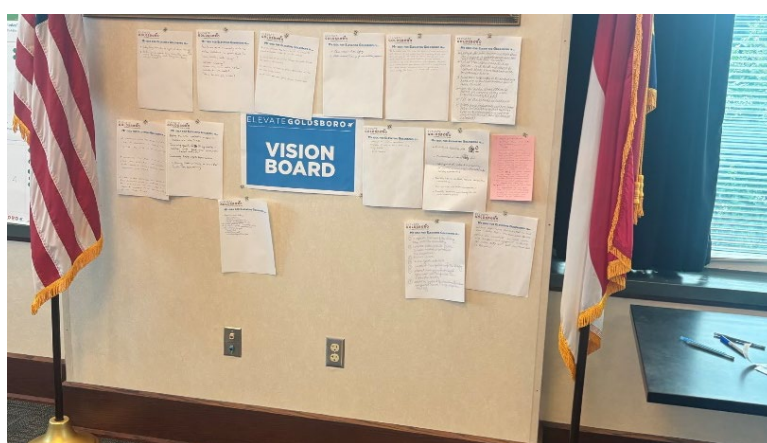
HOUSING AND GROWTH PRESSURE: Housing demand is influenced by both local needs and regional growth patterns, shaping future development choices.

COMMUNITY ASSETS: Goldsboro's parks, downtown, and civic spaces contribute to quality of life and support continued reinvestment.



Section 3 | Our Vision

Defines the community's shared direction, including guiding principles and a long-term vision for how Goldsboro should grow and evolve.



Online Survey and Interactive Map



650+ *touchpoints*



5,000+ *individual data points*



800+ *written comments*



560+ *hours invested*

Project Website



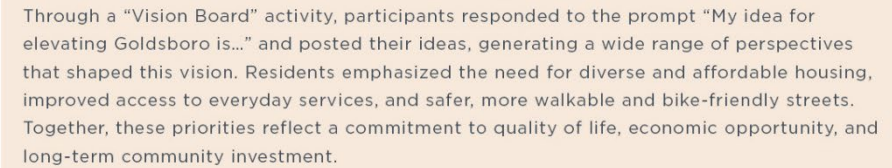
1,700+ *visits*



1,250+ *visitors*

A clear community vision is essential to guiding how Goldsboro grows and changes over time. The vision articulates what residents value most about their community and what they aspire for its future, providing a shared foundation for decision-making. Building on this vision, the planning principles translate community values into clear direction that can be applied across policies, programs, and projects. Together, the vision and planning principles serve as a consistent framework for evaluating future development, public investments, and initiatives, ensuring that day-to-day decisions support long-term goals and reflect the priorities of the Goldsboro community.

The first phase of engagement led to the creation of the vision. In the “One Word” activity, the public and advisory committee members shared one word that reflects what they love about Goldsboro and one word that describes what they would like changed. The results highlight shared perspectives and differing viewpoints. By distilling community feedback into a single word, the exercise clarified key strengths and opportunities, guiding the community’s vision and informing the planning principles.



HOUSING FOR ALL Expand diverse, affordable housing options across all income levels	EVERYDAY ACCESS Improve access to grocery stores, healthcare, and daily services
CITYWIDE INVESTMENT Extend investment beyond downtown to underserved neighborhoods	CONNECTED MOBILITY Enhance walkability, bike lanes, and transportation options
PARKS & QUALITY OF LIFE Invest in parks, green spaces, and family-friendly recreation	OPPORTUNITY & GROWTH Support jobs, education, and long-term economic development

Workshop participants evaluated planning themes by responding to two questions: how well the City is addressing the topic today and how important it will be in the future. Using dot voting on a five-point scale, this activity highlights areas where community priorities are high but current performance may not meet expectations—helping to identify focus areas for future planning, investment, and action.



Goldsboro has untapped potential.

**Goldsboro wants to prepare for the future
without losing touch with its past.**

Vision

Elevate Goldsboro is our plan for a thriving community that creates lasting investments in our people, institutions, and places. With a cooperative spirit, we will grow responsibly, fuel economic growth, and prepare for change as we build a resilient future that elevates us all.

Guiding Principles

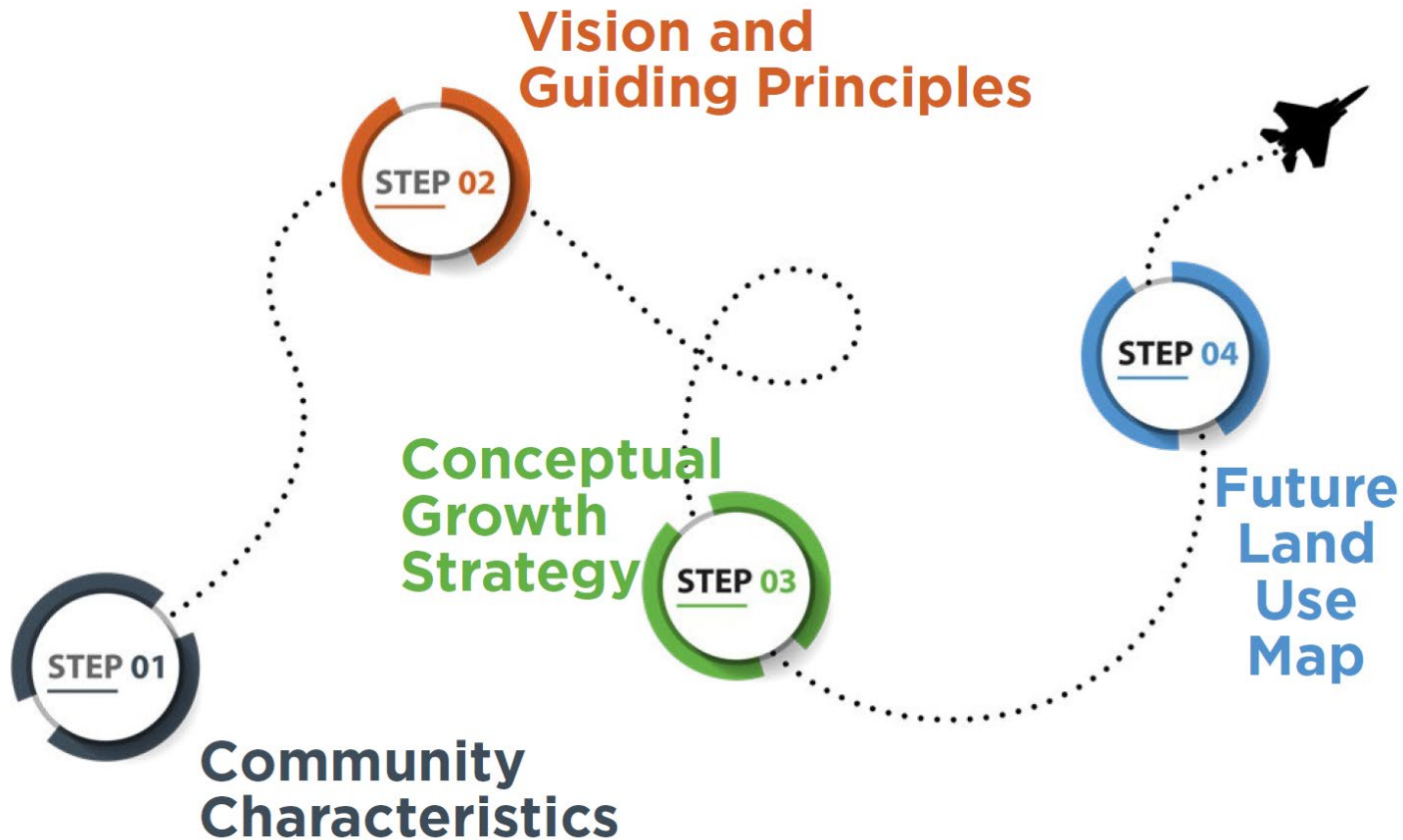
Elevate how we	ENGAGE	by	...embracing our history. ...fostering partnerships. ...recreating more. ...being more transparent.
Elevate how we	GROW	by	...managing growth and development. ...diversifying our housing stock. ...preserving our treasured spaces. ...being fiscally responsible.
Elevate how we	MOVE	by	...connecting people to places. ...creating better streets. ...offering more choice in transportation. ...enhancing our network of trails.
Elevate how we	PROSPER	by	...leveraging Downtown as a community anchor. ...building a resilient local economy. ...leveraging community assets. ...promoting ourselves externally.
Elevate how we	THRIVE	by	...building stronger neighborhoods. ...enhancing community safety. ...strengthening our schools. ...creating a healthier community.



Section 4 | Our Plan

Presents actions organized around the guiding principles for topics such as land use, housing, economic development, transportation, and quality of life.

Path to the Future Land Use Map



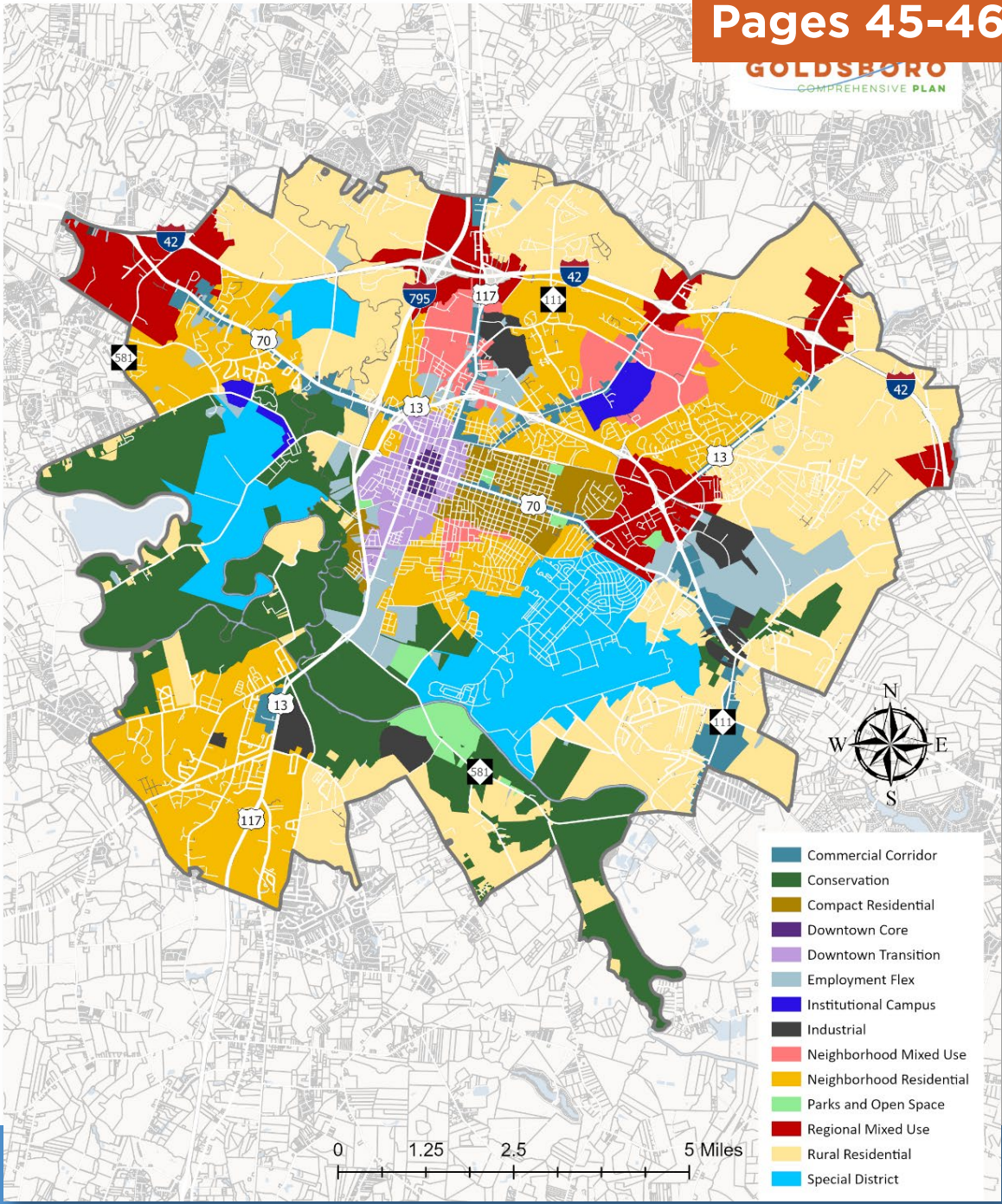
Expresses where and how Goldsboro could grow

Defines variations in land use and character

Sets the stage for an update to the City's unified development ordinance

Future Land Use Map

Downtown Core	-168 Acres	0.39%	
Downtown Transition	-658 Acres	1.51%	
Regional Mixed-Use	-2,474 Acres	5.66%	
Neighborhood Mixed-Use	-988 Acres	2.26%	
Compact Residential	-861 Acres	1.97%	
Neighborhood Residential	-8,369 Acres	19.15%	
Rural Residential	-14,211 Acres	32.51%	
Commercial Corridor	-784 Acres	1.79%	
Employment Flex	-861 Acres	1.97%	
Industrial	-217 Acres	0.50%	
Institutional Campus	-172 Acres	0.39%	
Parks and Open Space	-614 Acres	1.41%	
Conservation	-7,045 Acres	16.12%	
Special District	-6,286 Acres	14.38%	



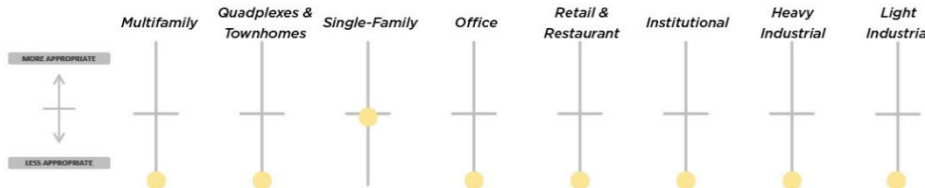
Place Types

RURAL RESIDENTIAL (RR)

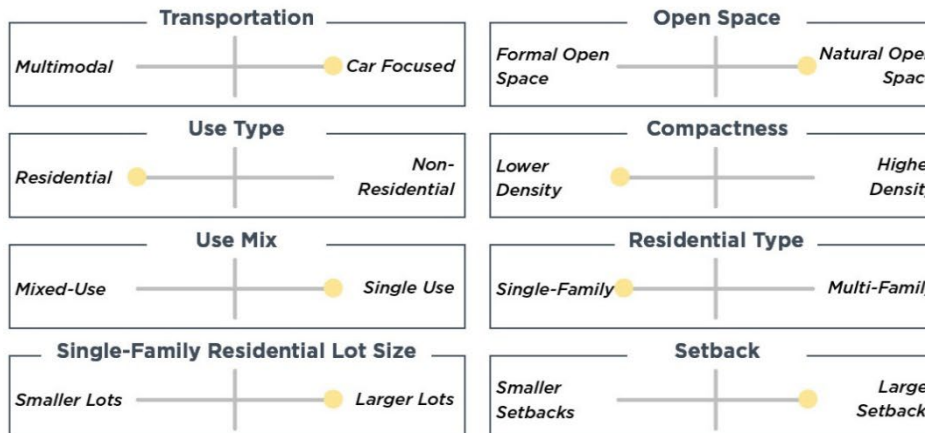
- ▶ Protect agricultural and existing larger lot residential neighborhoods.
- ▶ Encourage the conservation of natural landscape along surrounding environmentally sensitive areas.
- ▶ Enhance existing lower-density residential areas with better connectivity to nearby community amenities.
- ▶ Typically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



Appropriate Land Uses



Desired Characteristics

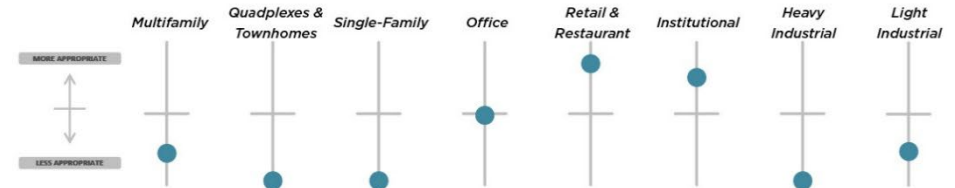


COMMERCIAL CORRIDOR (CC)

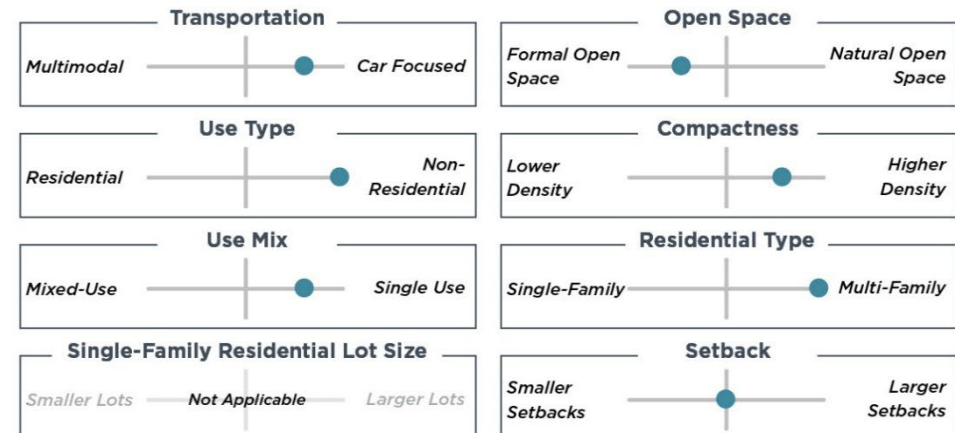
- ▶ Enhance the look and functionality of corridors while still supporting the commercial needs of Goldsboro.
- ▶ Encourage multimodal connectivity to surrounding mixed-use areas.
- ▶ Create more intense development near key intersections.
- ▶ Cultivate local business and create aesthetic and functional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



Appropriate Land Uses



Desired Characteristics



Policy Framework

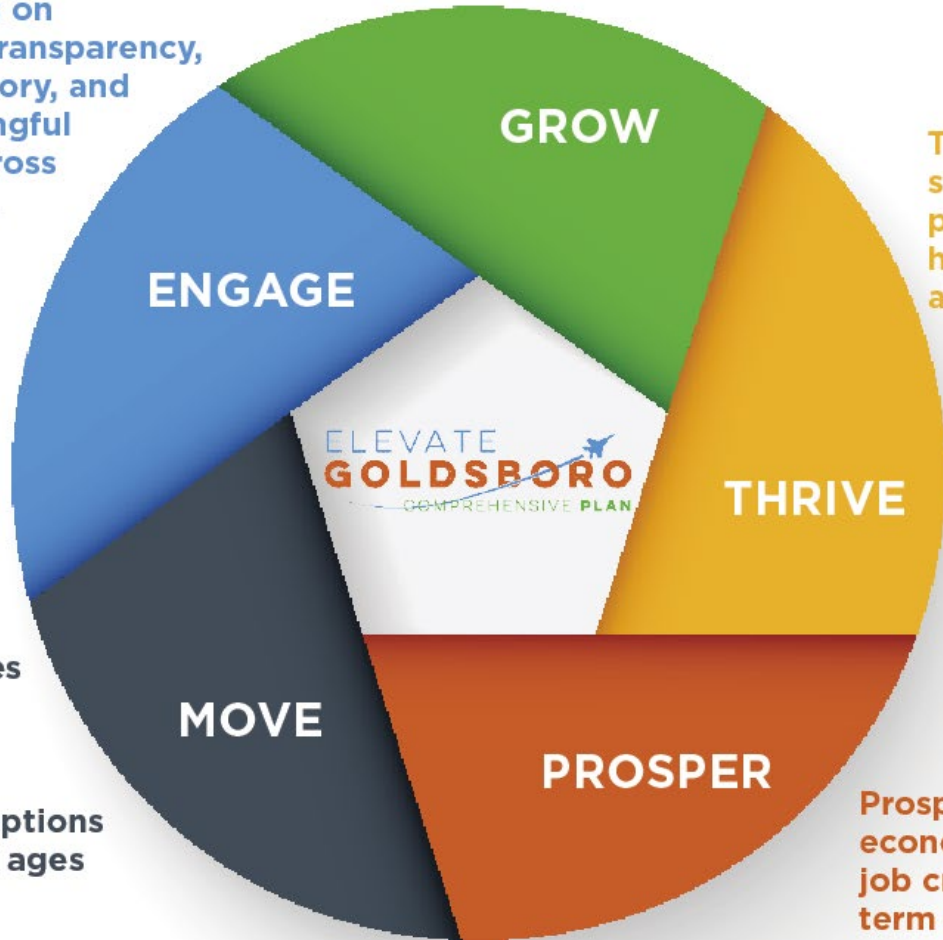
Engage focuses on strengthening transparency, celebrating history, and building meaningful connections across the community.

Grow guides how and where development occurs, supporting balanced growth while protecting valued assets.

Thrive promotes strong neighborhoods, public safety, and a high quality of life for all residents.

Prosper supports economic opportunity, job creation, and long-term economic resilience.

Move emphasizes connectivity, accessibility, and improving transportation options for people of all ages and abilities.



20

Strategies



72

Actions



Section 5 | Our Time to Act

Identifies priority actions, implementation tools, and partnerships needed to advance the Plan, including steps the City and its partners can take in the near and long term.

Implementation Strategy

Successful implementation of Elevate Goldsboro will depend on a range of factors, including available resources, staff capacity, and funding. While the City can directly influence many actions, external conditions such as market trends and regional dynamics will also shape how and when progress occurs. Advancing the Plan will require coordinated efforts among the City, partner agencies, and the private sector, reinforcing the importance of collaboration in achieving long-term outcomes.

Implementation Matrix

The implementation matrix provides a flexible tool for tracking progress on individual actions and the Plan as a whole. It organizes strategies and actions in a clear, structured format while allowing the City to adjust priorities as conditions change. This approach supports consistent decision-making, helps align resources with priorities, and creates a transparent framework for advancing Elevate Goldsboro over time.

TYPE OF ACTION

Places the actions into one of four categories:

- ▶ Program/Initiative
- ▶ Policy/Regulation
- ▶ Project/Investment
- ▶ Plan/Study

TIMEFRAME

Describes when effort on the action should begin (Initiation) and whether the action is stand alone or ongoing (Duration)

Initiation

 Short-Term
(0-5 years)

 Mid-Term
(6-10 years)

Duration

 Standalone

 Recurring

RESPONSIBILITIES

Identifies who needs to lead or support each action

- ▶ AD - Administration
- ▶ DS - Development Services
- ▶ PS - Public Safety
- ▶ PW - Public Works
- ▶ RE - Recreation
- ▶ UT - Utilities

RESOURCES

Provides a general sense of the time and funding resources necessary for each action by indicating low, medium, or high

Time

 LOW

 MEDIUM

 HIGH

Cost







COMMUNITY PRIORITIES

Highlights the actions that received the most votes at the community workshops in March 2026



Community Priority

GROW

Type of Action	Timeframe		Responsibilities		Resources		Community Priority
	Initiation	Duration	Lead	Support	Time	Cost	
Strategy GROW 1: Elevate how we GROW by managing growth and development.							
G1.1	Use the future land use map, policy framework, and other adopted planning documents when making zoning and permit approval decisions and creating future City plans.						
	Policy / Regulation			DS	AD		
G1.2	Update, modernize, and simplify the City's land development regulations.						
	Project / Investment			DS	AD		
G1.3	Support infill development.						
	Project / Investment			DS	AD		
G1.4	Emphasize the repair of failing infrastructure systems in key infill areas.						
	Policy / Regulation			PW	UT		
G1.5	Review water and sewer extension policies to encourage public/private cooperation in the provision of infrastructure extensions.						
	Policy / Regulation			DS	PW		
G1.6	Consider Greyfield sites as candidates for redevelopment. Greyfield sites are developed sites that are economically and physically ripe for major redevelopment.						
	Project / Investment			DS	AD		

Type of Action

Timeframe

Responsibilities

Resources

Community Priorities

Carrying the Vision Forward

Keep the Plan visible and in use.

Reinforce a shared vision for all of Goldsboro.

Use the Plan to guide growth decisions.

Prioritize resources to support implementation.

Stay responsive and adaptable.

Build long-term leadership and accountability.

Today!

Joint Work Session

June 29

Planning Commission Meeting

Recommendation for Adoption

July 13

City Council Meeting

Public Hearing + Adoption

Upcoming

Unified Development Ordinance Update

Downtown Master Plan



**WHAT'S
NEXT?**

Thank you!

June 16, 2026

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