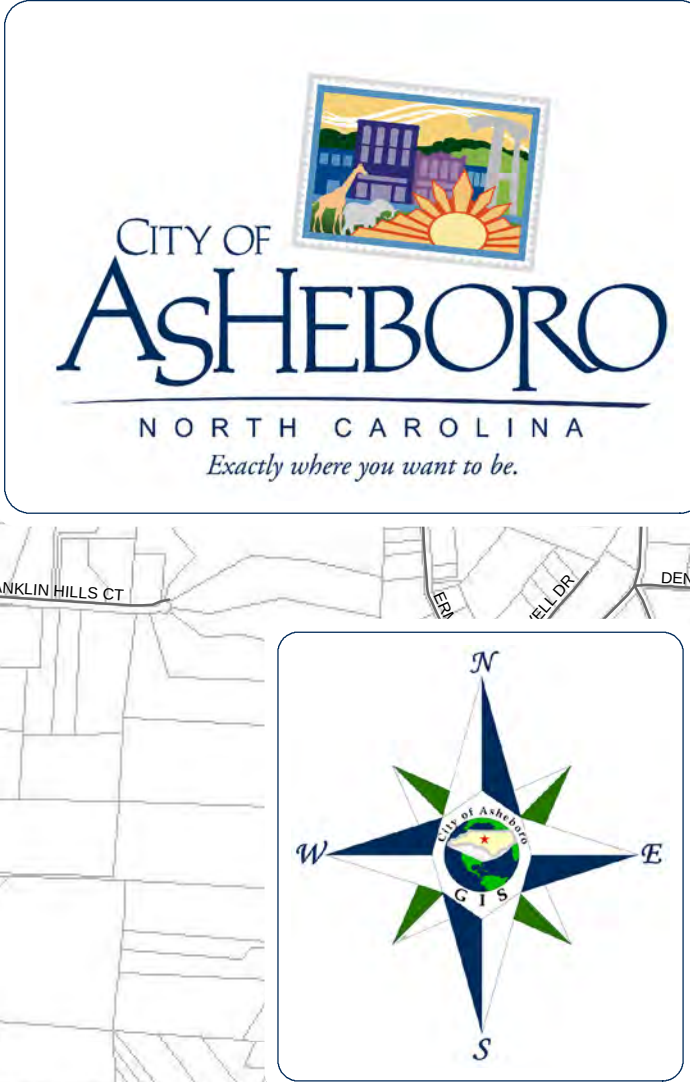
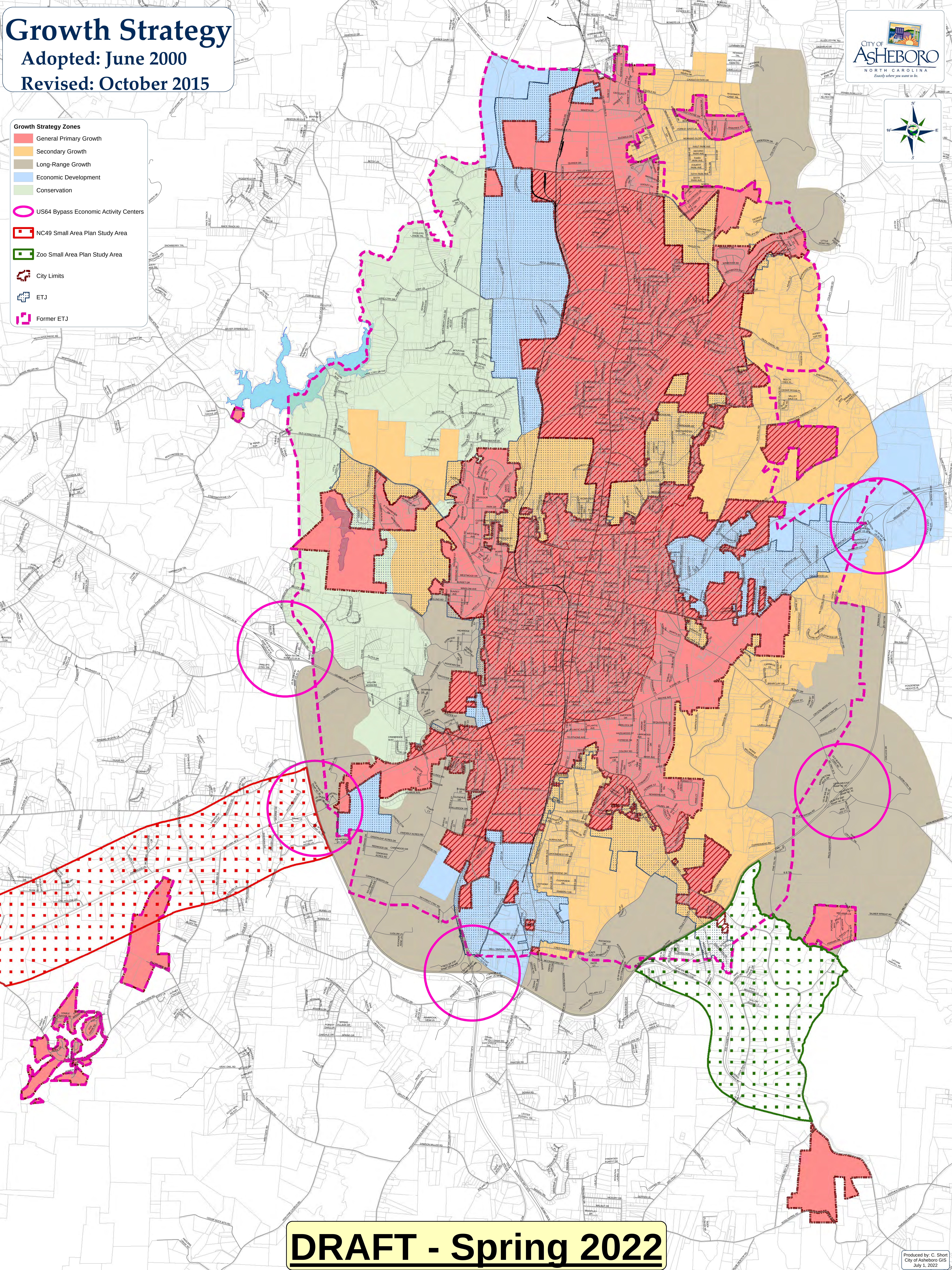


Growth Strategy

Adopted: June 2000
Revised: October 2015



- Growth Strategy Zones**
- General Primary Growth
 - Secondary Growth
 - Long-Range Growth
 - Economic Development
 - Conservation
- US64 Bypass Economic Activity Centers
- NC49 Small Area Plan Study Area
- Zoo Small Area Plan Study Area
- City Limits
- ETJ
- Former ETJ



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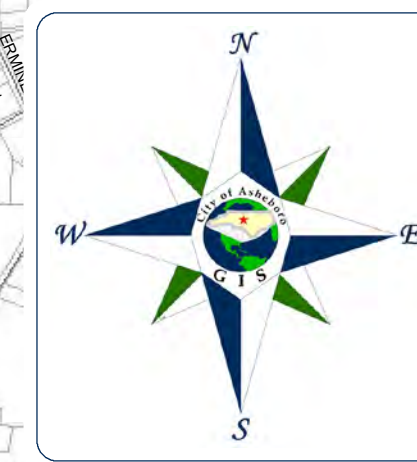
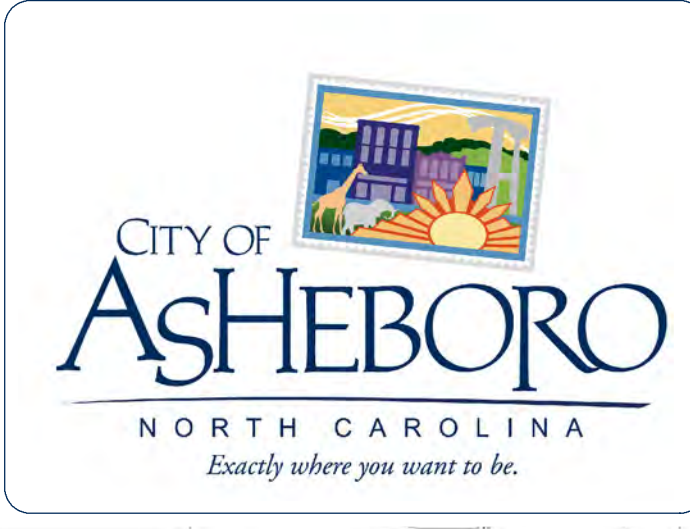
Growth Strategy Map Definitions

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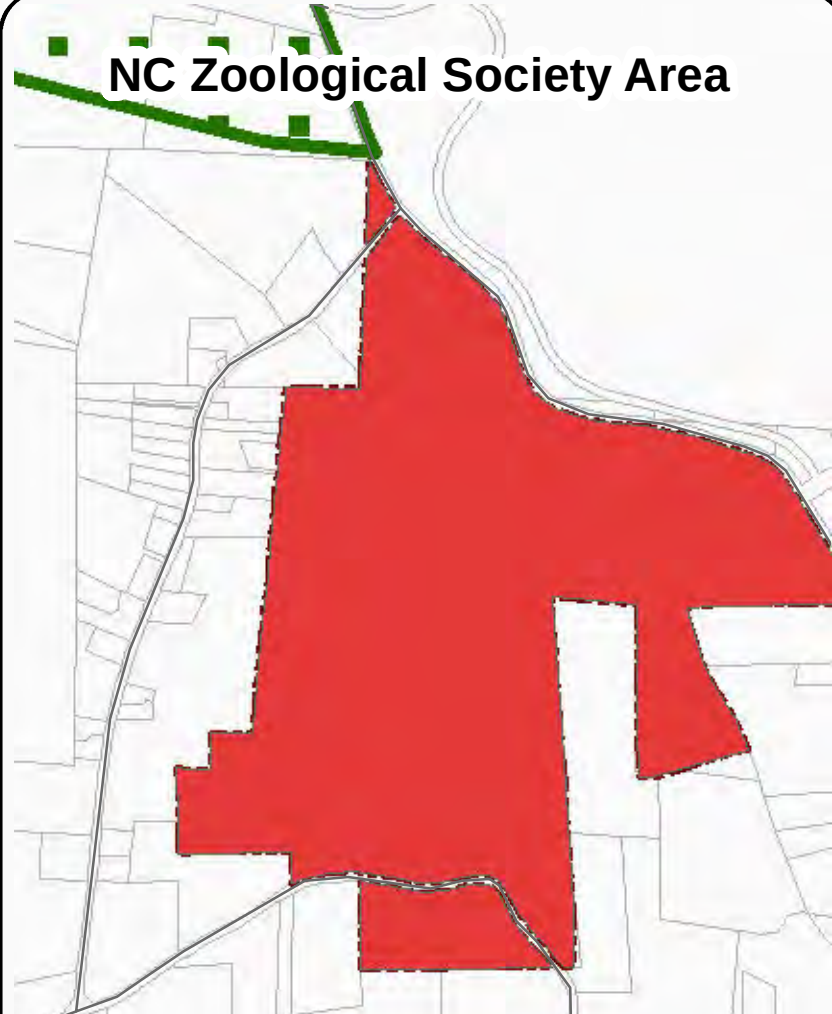
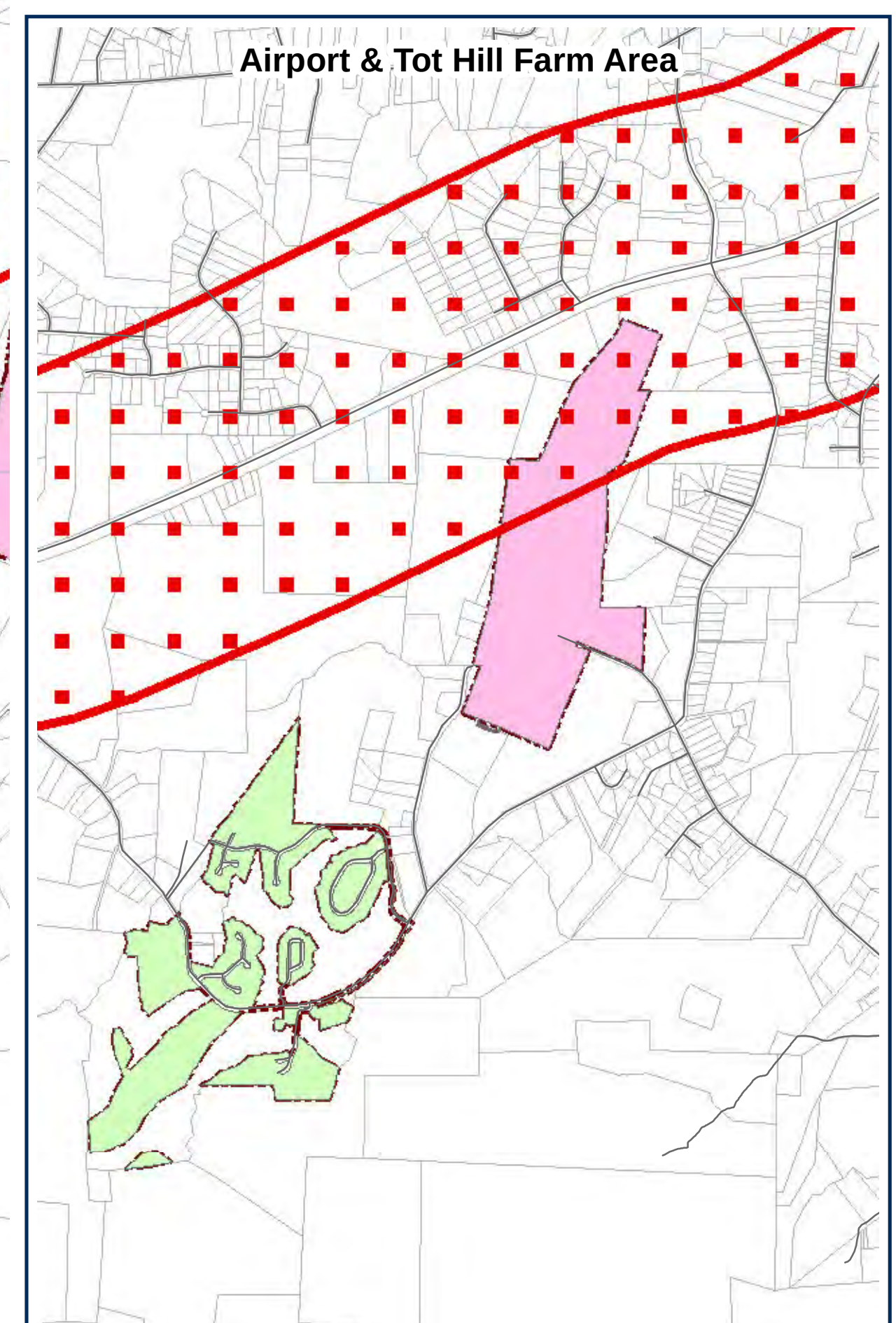
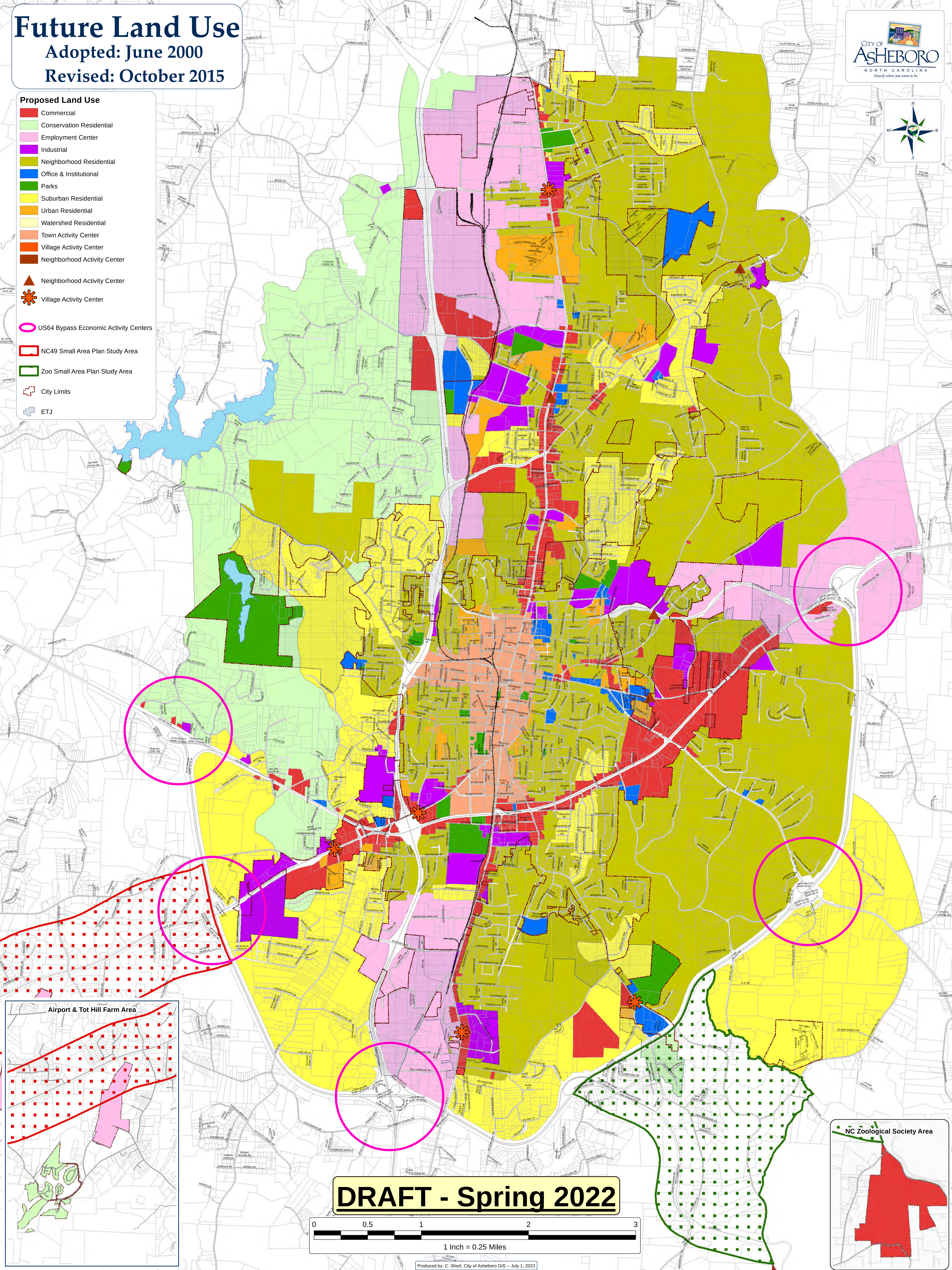
- **Targeted Primary Growth Area (TGPA)** – Primary growth areas that are also within Low-Moderate income areas or a Qualified Census Tract. Suitable development within TPGAs should be given the highest level of encouragement and incentives for immediate completion.
- **Primary Growth Area (PGA)** – Areas with prime access to existing city infrastructure and urban services and located within existing city limits. Suitable development within PGAs should be given a high level of encouragement and incentives for immediate completion.
- **Secondary Growth Area (SGA)** – Areas in close proximity to an existing city maintained public utilities and located outside of, but adjacent to existing city limits. Suitable development within SGAs should be given a moderate to high level of encouragement and incentives for completion over the next 1-10 years.
- **Long-Range Growth Area (SGA)** – Areas with moderate potential for expansion city maintained public utilities and located outside of existing city limits. Suitable development within LGAs should be given a moderate level of encouragement for completion over the next 5-15 years.
- **Economic Development Area (EDA)** – Areas with prime access to a major thoroughfare and/or highway interchange, with high potential for economic development expansion, but in need of public infrastructure investment. Suitable economic development within EDAs should be given a high level of encouragement and incentives for immediate completion.
- **Conservation Area (CA)** – Areas with a low level of existing urban development, with low potential for expansion of city maintained public utilities, and primarily located in a rural setting outside of existing city limits. Areas within CAs should be given a very high level of encouragement and incentives to be maintained in very low-density, rural uses.
- **US 64 Bypass Economic Activity Center** – Location with potential to provide economic development opportunities and diversify the tax base but currently rural in character and lacking the infrastructure to support sizeable projects that will generate significant jobs and investment. Land use decisions with such a center should promote and protect the viability of these areas as prime and finite assets.
- **NC Highway 49 Study Area** – Area where significant growth potential exists as a result of public utility availability and recent transportation improvements but warranting special consideration due to increasing land development interest and unique land characteristics. Urban growth and the provision of city services should be evaluated within the next two years in order to define a growth strategy.
- **NC Zoo Study Area** – Area where significant growth potential exists as a result of public utility availability, recent transportation improvements and the proximity to the North Carolina Zoo but warranting special consideration due to increasing land development interest and unique land characteristics. Urban growth and the provision of city services should be evaluated within the next two years in order to define a growth strategy.

Future Land Use

Adopted: June 2000
Revised: October 2015



- Proposed Land Use**
- Commercial
 - Conservation Residential
 - Employment Center
 - Industrial
 - Neighborhood Residential
 - Office & Institutional
 - Parks
 - Suburban Residential
 - Urban Residential
 - Watershed Residential
 - Town Activity Center
 - Village Activity Center
 - Neighborhood Activity Center
- ▲ Neighborhood Activity Center
✱ Village Activity Center
- US64 Bypass Economic Activity Centers
- ▭ NC49 Small Area Plan Study Area
- ▭ Zoo Small Area Plan Study Area
- ▭ City Limits
- ▭ ETJ



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