

Downtown Master Plan
Goldsboro, North Carolina

The planning firm of Allison Platt & Associates and Strategy 5 prepared a Master Plan and Economic Development Strategy for downtown Goldsboro, North Carolina. The Master Plan focuses on the sustainability of Goldsboro's downtown retail and food & beverage through reuse and re-tenanting of underutilized spaces.

Another key element to the plan is the revitalization of the residential neighborhoods on the fringes of downtown through a combination of rehabilitation of historic residences by Preservation North Carolina, development of affordable infill housing by Self-Help (a non-profit developer), and assembly of vacant sites by the city for development of market-rate housing. Strategy 5 is currently assisting the City with developer solicitation efforts for one such property assembly on the fringes of downtown.



Blocks such as this one in Goldsboro will be programmed for adaptive reuse.