



January 2024 | FINAL

# IMAGINE MORGANTON 2040

*Dream. Plan. ACT.*

## Conceptual Growth Strategy





The Conceptual Growth Strategy is an important step on the path to creating Morganton's new Future Land Use Map. The strategy features a map that reflects current trends and influences on future development first introduced in the Community Characteristics Report. The map also reflects the feedback received from the community, stakeholders, City staff, the Planning Board, and City Council. The Conceptual Growth Strategy serves as the first glimpse of how Morganton's approach toward land use can fulfill the intent of the Vision and Planning Principles.



The Conceptual Growth Strategy informs the Future Land Use Map and the City's approach to land use and development in the years to come.



The Conceptual Growth Strategy is organized around three categories: Centers, Corridors, and Considerations.



## Centers

These locations represent areas throughout the study area that are best positioned to capture future growth and investment in more compact nodes.

-  Downtown Core
-  Opportunity Area




## Corridors

These locations identify the streets and entrance points where the City should seek to align land use options, design details, and transportation choices.

-  Gateway
-  Opportunity Corridor



## Considerations

These locations capture other aspects of future land use decisions related to the downtown area, housing options, and the City's most prominent natural feature.



-  Downtown Edge
-  Residential Density
-  River Access Opportunity

# CONCEPTUAL GROWTH STRATEGY




## CENTERS

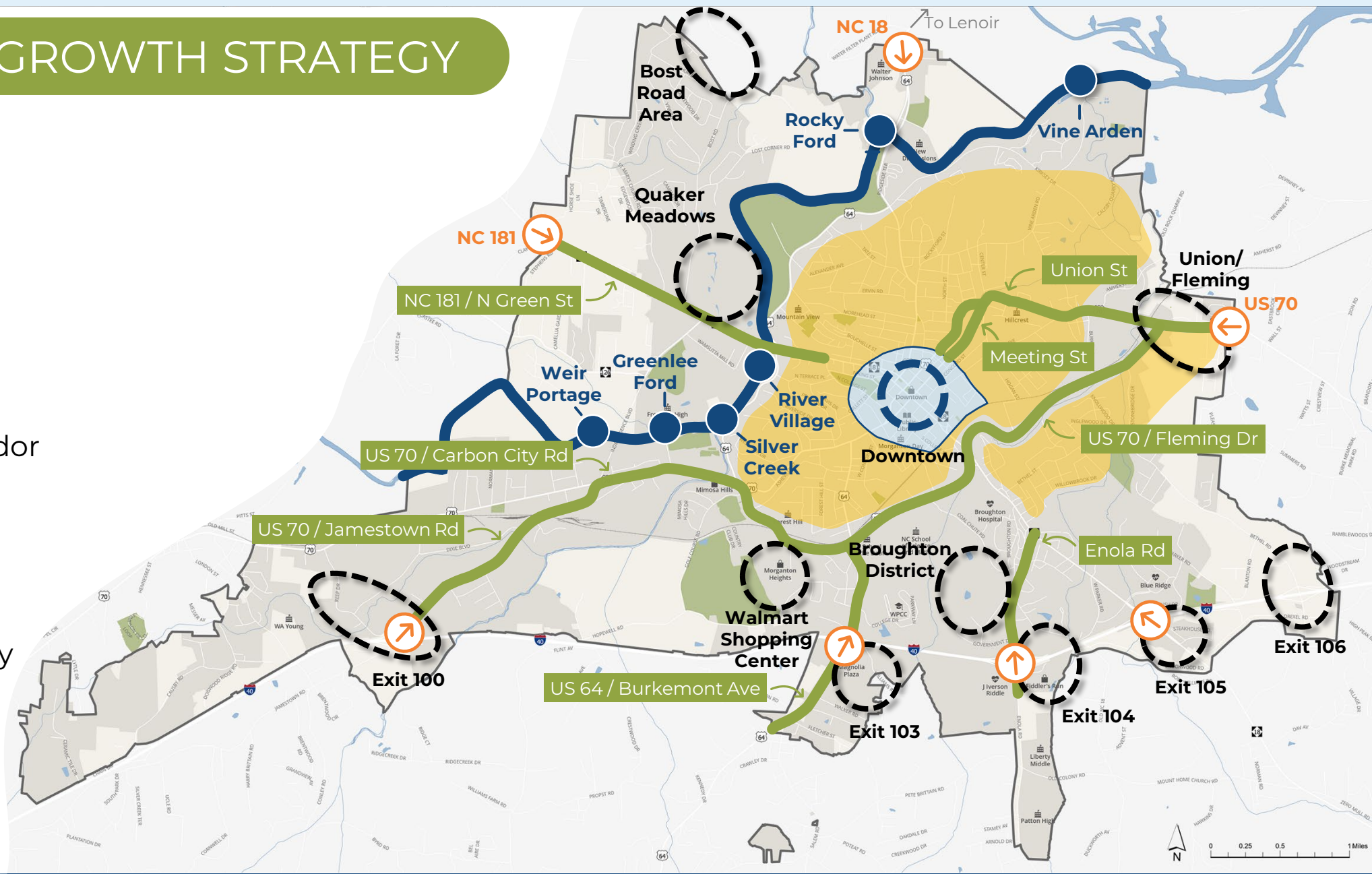
-  Downtown Core
-  Opportunity Area

## CORRIDORS

-  Gateway
-  Opportunity Corridor

## CONSIDERATIONS

-  Downtown Edge
-  Residential Density
-  River Access Opportunity



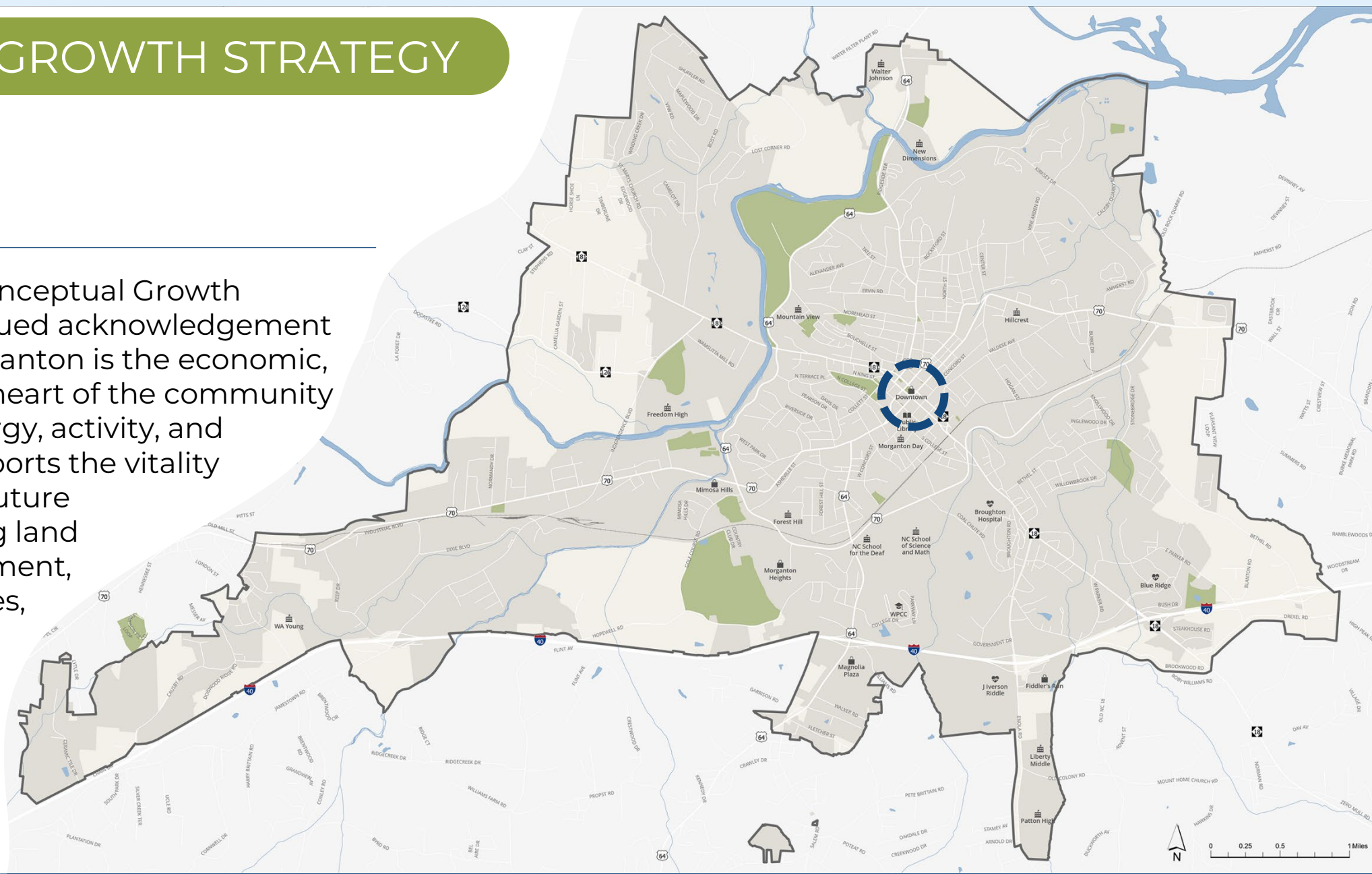


# CONCEPTUAL GROWTH STRATEGY

## CENTERS

 Downtown Core

At the heart of the Conceptual Growth Strategy is the continued acknowledgement that Downtown Morganton is the economic, historic, and cultural heart of the community and provides life, energy, activity, and opportunity that supports the vitality of all of Morganton. Future decisions surrounding land use, economic investment, transportation facilities, and infrastructure improvements in Downtown should maintain and enhance this local and regional asset.

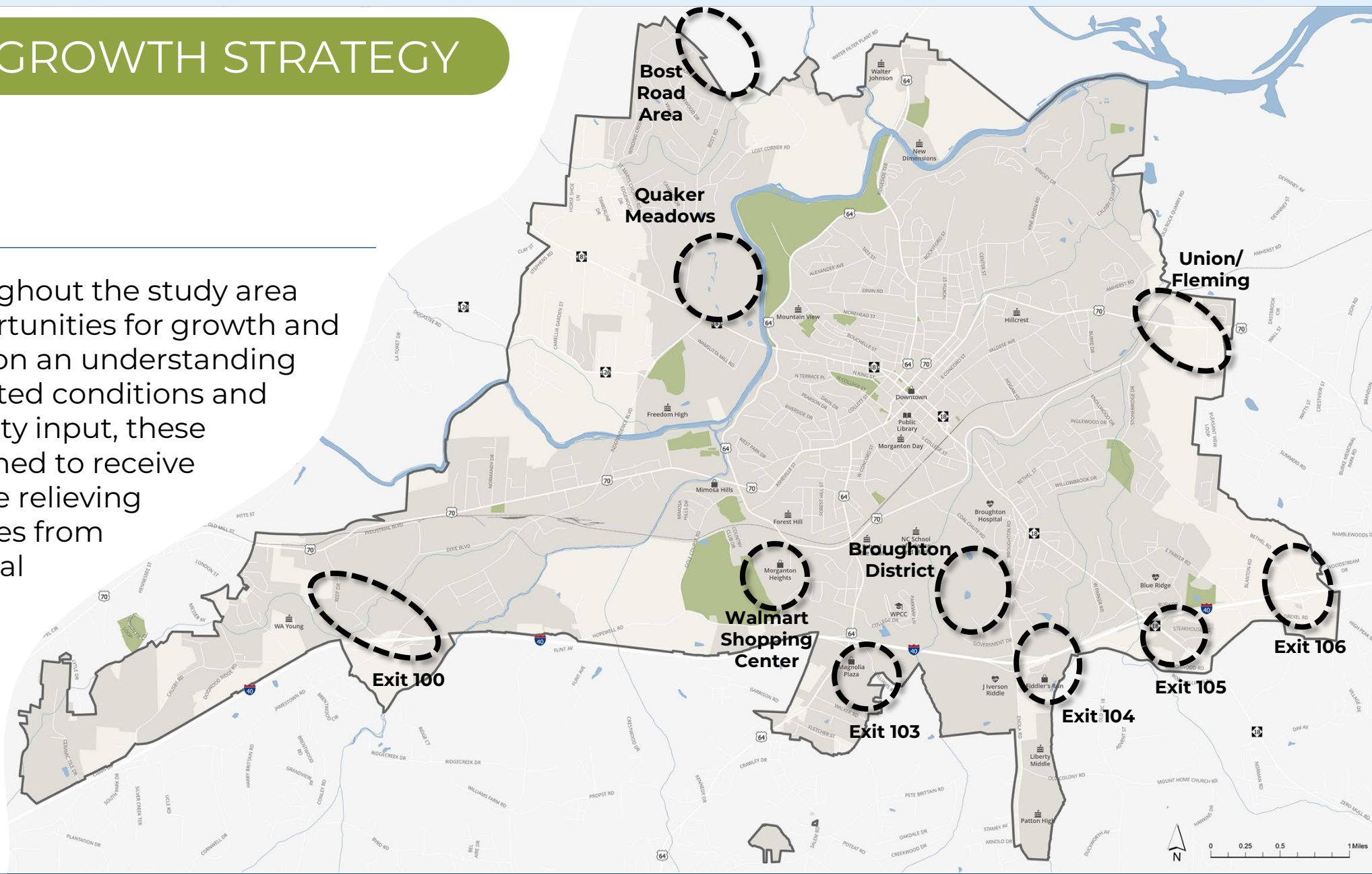


# CONCEPTUAL GROWTH STRATEGY

## CENTERS

 Opportunity Area


These locations throughout the study area provide notable opportunities for growth and development. Based on an understanding of existing and projected conditions and vetted with community input, these areas are best positioned to receive targeted growth while relieving development pressures from surrounding residential and sensitive areas.



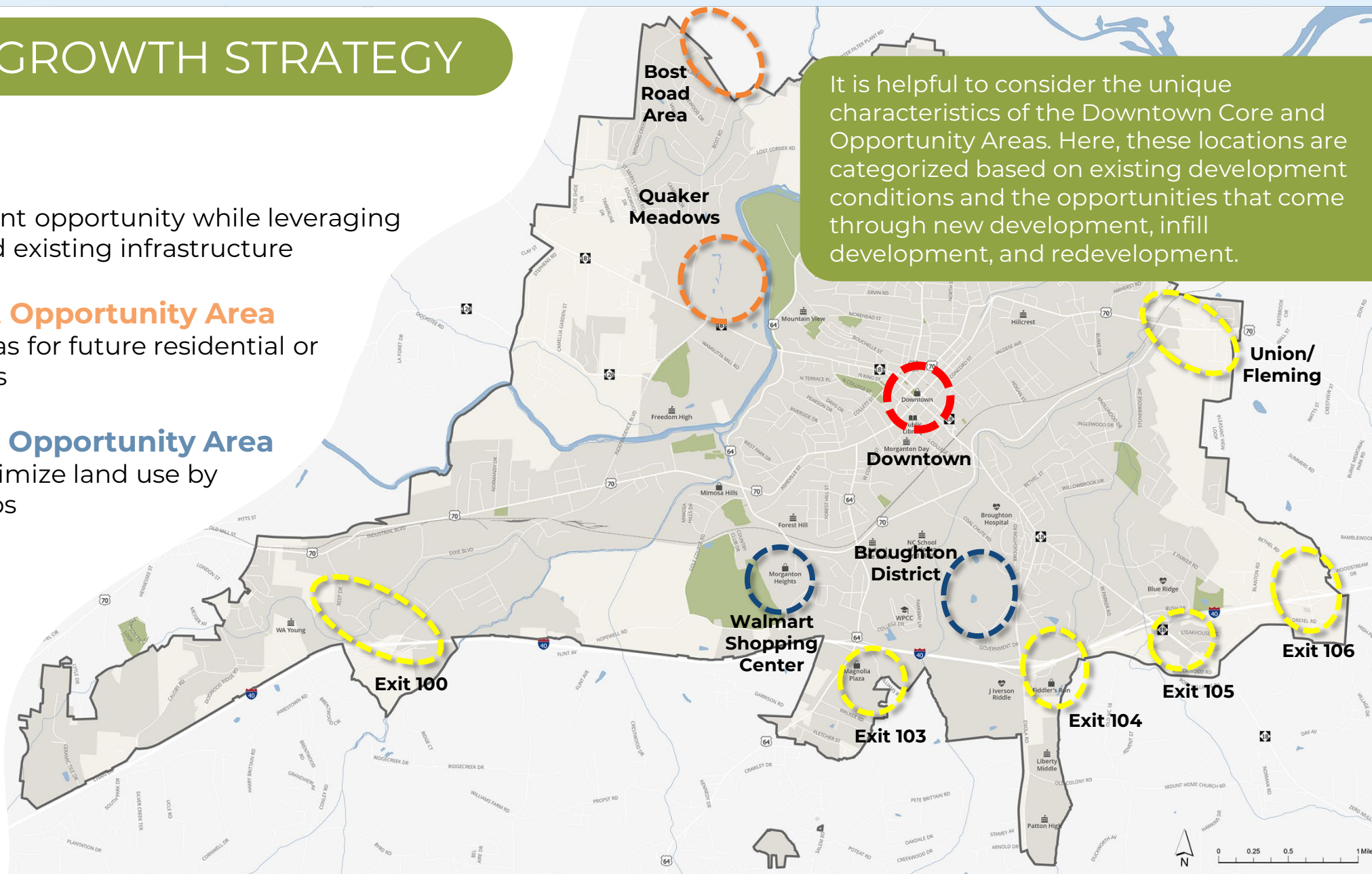


# CONCEPTUAL GROWTH STRATEGY

## CENTERS

-  **Downtown Core**  
Presents a development opportunity while leveraging its central location and existing infrastructure
-  **New Development Opportunity Area**  
Provides a blank canvas for future residential or commercial endeavors
-  **Infill Development Opportunity Area**  
Offers a chance to optimize land use by strategically filling gaps
-  **Redevelopment Opportunity Area**  
Envisions revitalizing existing areas to meet contemporary standards and community needs

It is helpful to consider the unique characteristics of the Downtown Core and Opportunity Areas. Here, these locations are categorized based on existing development conditions and the opportunities that come through new development, infill development, and redevelopment.

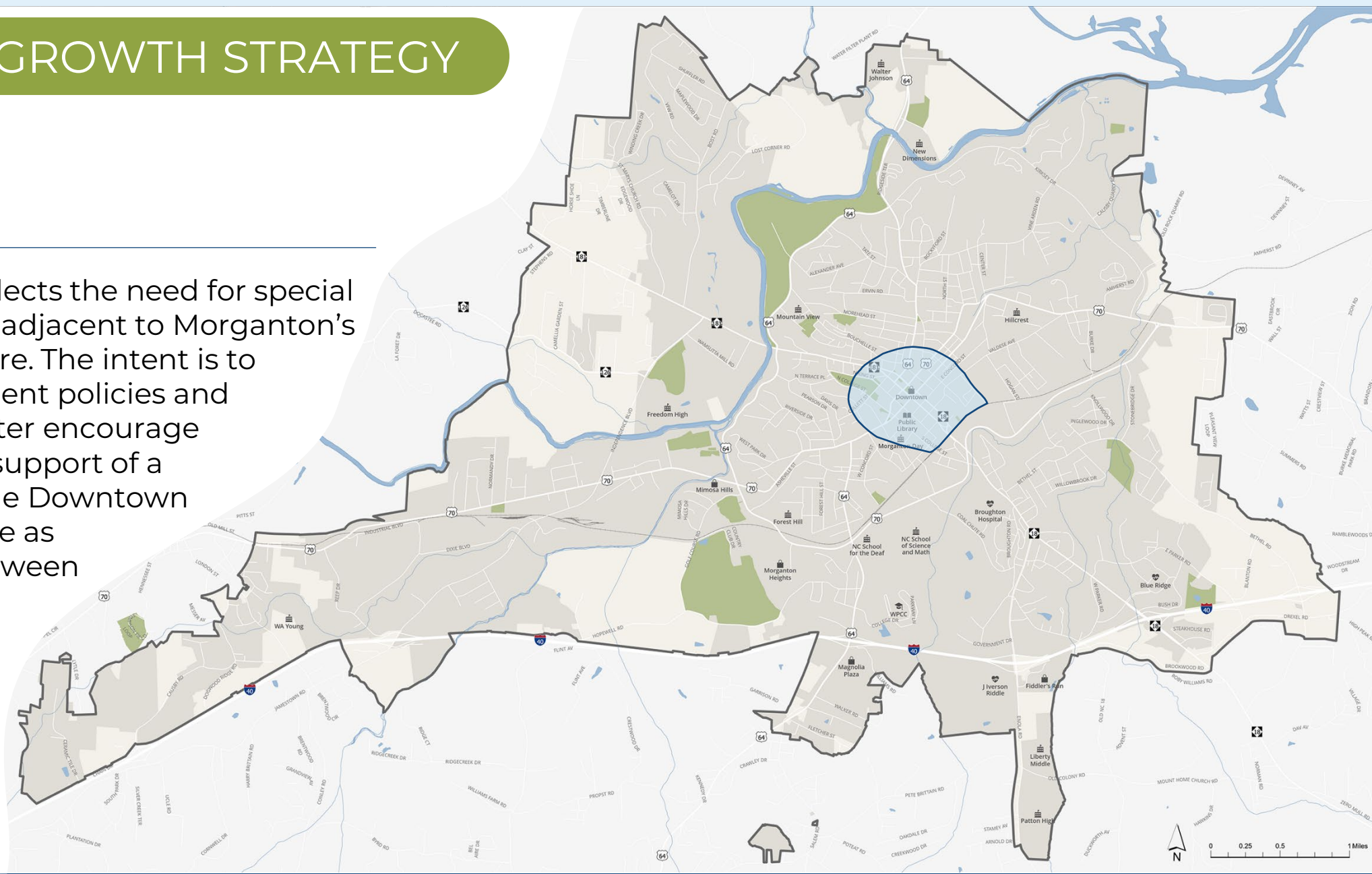


# CONCEPTUAL GROWTH STRATEGY

## CONSIDERATIONS

 Downtown Edge

This consideration reflects the need for special attention for the area adjacent to Morganton's historic downtown core. The intent is to create land development policies and expectations that better encourage future investment in support of a vibrant downtown. The Downtown Edge also should serve as a transitional area between the Downtown Core and nearby residential uses.



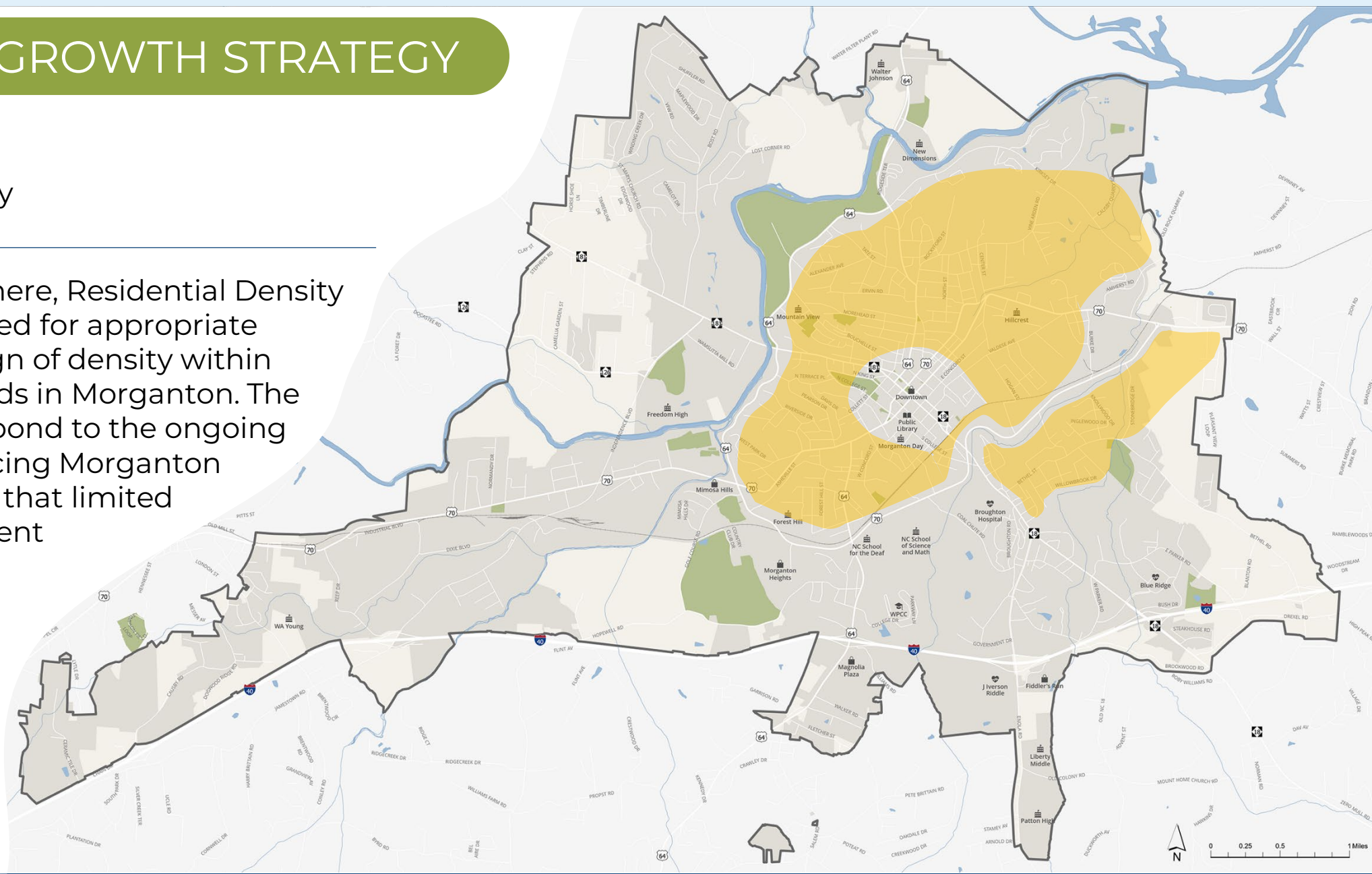


# CONCEPTUAL GROWTH STRATEGY

## CONSIDERATIONS

 Residential Density

Shown conceptually here, Residential Density acknowledges the need for appropriate increases in and design of density within existing neighborhoods in Morganton. The intent is to better respond to the ongoing housing challenge facing Morganton while acknowledging that limited large-scale development opportunities exist in the study area.

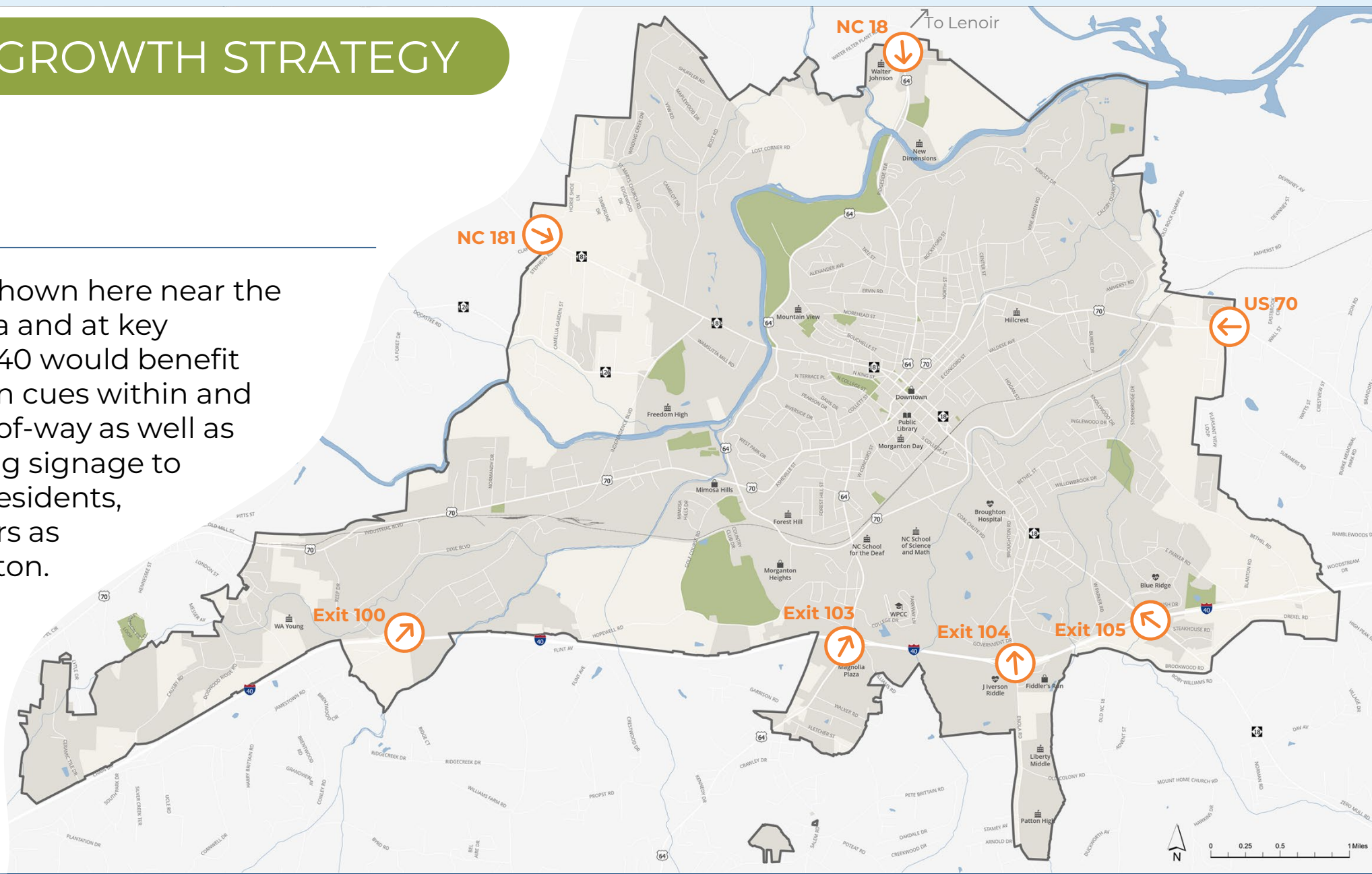


# CONCEPTUAL GROWTH STRATEGY

## CORRIDORS

→ Gateway


The entrance points shown here near the edge of the study area and at key interchanges along I-40 would benefit from enhanced design cues within and adjacent to the right-of-way as well as well-placed wayfinding signage to welcome and orient residents, employees, and visitors as they arrive in Morganton.



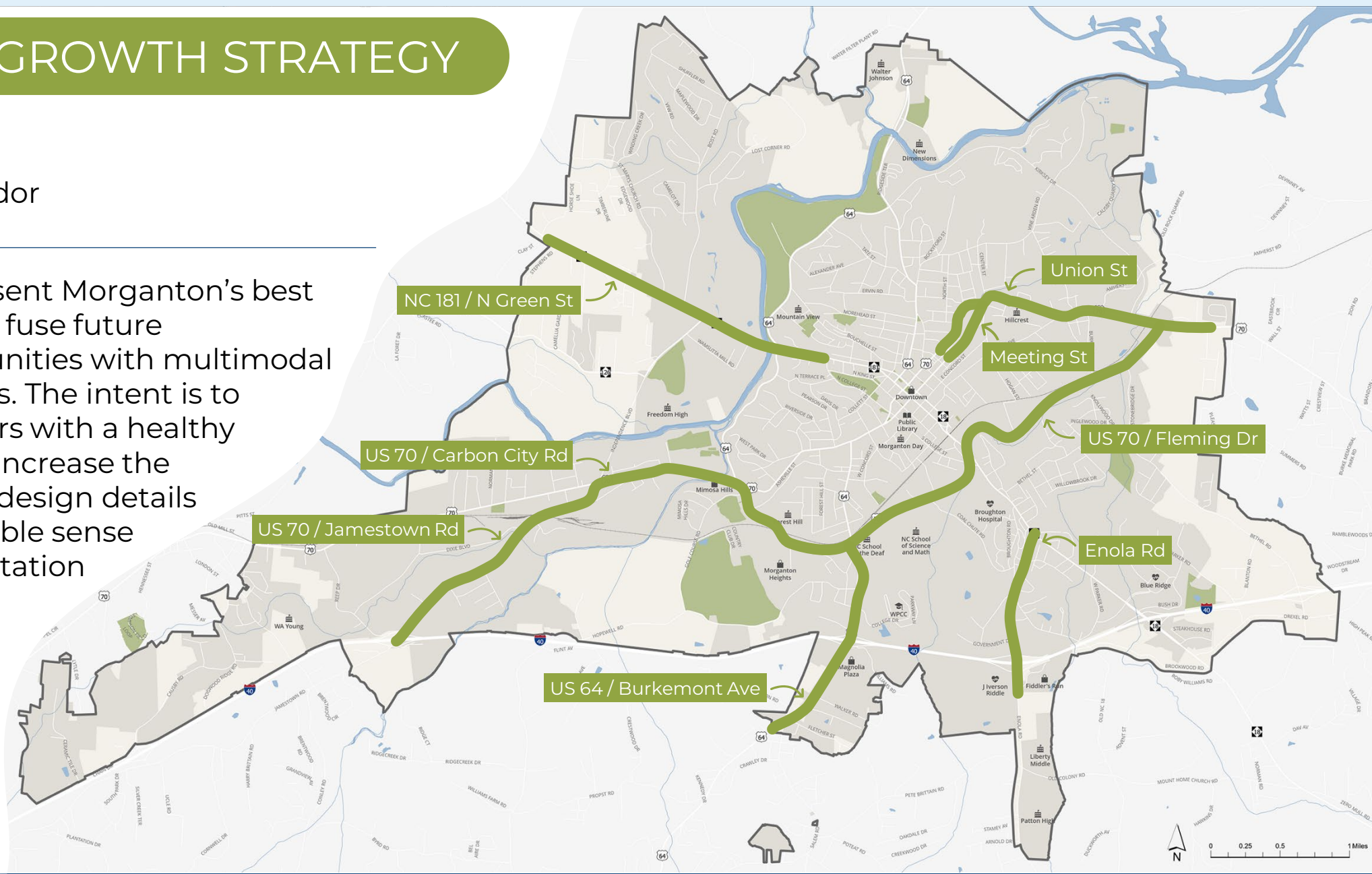


# CONCEPTUAL GROWTH STRATEGY

## CORRIDORS

 Opportunity Corridor

These corridors represent Morganton's best locations over time to fuse future development opportunities with multimodal design enhancements. The intent is to create vibrant corridors with a healthy mix of land uses that increase the community tax base, design details that promote a desirable sense of place, and transportation choices that promote the safe and efficient movement of people and goods in Morganton.



# CONCEPTUAL GROWTH STRATEGY

## CONSIDERATIONS

 River Access Opportunity

This consideration acknowledges Morganton's relationship to the Catawba River and the role the river plays in making the City "Nature's Playground." Future land use decisions should seek ways to enhance access to and enjoyment of the river.

